RE-designing Access to Cultural Heritage
for a wider participation in preservation, (re-)use
and management of European Culture

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Title	Opening conference

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Context:

Partner responsible for deliverable	ELTE
Deliverable author(s)	Eszter György and Gábor Oláh (both ELTE) and Tim Hammerton (COVUNI)
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Release approval			
Version	**Date**	**Name & organisation**	**Role**
1.0	21/07/18	Tim Hammerton, COVUNI	Project Manager

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1. EXECUTIVE SUMMARY

This deliverable reports on the REACH Opening Conference, "Resilient Cultural Heritage and Communities in Europe", which took place in Budapest, at the Hungarian National Museum, on 10th and 11th May 2018. After a successful promotional campaign and a call for posters / videos that raised awareness, the first international event of the REACH project attracted over 150 participants coming from all around the world and over 50 submissions to its poster and video session. Due to two very relevant keynote speeches, the large variety of themes discussed during panel discussions, the diverse topics exhibited by posters and videos and the innovative character of world café section, as well the beautiful venue and the efficient organisation, the conference was a great success.

The REACH opening conference aimed at bringing together various actors in the field of Cultural Heritage: professionals, academic experts, arts practitioners, associations and interest groups representative of non-professionals and local societies and policy-makers at local and international level. The conference was honoured to host two remarkable keynote speakers: Professor Carenza Lewis from University of Lincoln and Professor Wolfgang Merkel from Berlin Social Science Center that set the tone for each day with insightful contributions, which were then followed by panels including topical speakers and discussions.

The event was organised by Eötvös Loránd University, in close cooperation with the partner institutions and the pertinent collaboration of the project and pilot coordinators. The well attended conference succeeded in introducing the new REACH social platform, by presenting various research themes and their theoretical framework, illustrating the mechanisms of participation (through several different formats like round-table discussions, world-café or short presentations) and finally, gathering requirements, needs, and expectations from the public. A large number of useful examples of best practices of participatory processes were identified during panel discussions and through the posters and videos. The contribution of Zoltán Krasznai from the European Commission provided important information about the progresses and new topics of the future FP9 Programme. In parallel to the conference, a Europeana Collection Day was organised in collaboration with the Europeana Migration project.

The deliverable contains detailed information about the preparation, the management and the dissemination phases of the conference. In order to offer a true insight, the report is illustrated with a great number of photographs taken during the conference, as well as with the picture of promotional materials, print screens related to the conference, etc.

The organisers from Eötvös Loránd University would like to take the opportunity to express their gratitude; both towards the director and colleagues of the Hungarian National Museum who offered the wonderful venue, and also to REACH partners (including the dissemination, management and pilot teams) for their ongoing help and contribution.

2. INTRODUCTION

This document provides a report about the REACH Opening Conference, "Resilient Cultural Heritage and Communities in Europe", which took place in Budapest, at the Hungarian National Museum, on 10th and 11th May 2018.

2.1 BACKGROUND

As written in the Grant Agreement (GA), the objectives for this part of the project are to:
- discuss more inclusive methods of carrying out multi-disciplinary research on CH preservation, and how wider societal participation of can contribute to better and more sustainable results
- deliver new understandings of participatory approaches for innovation in CH management, and explore new roles for civil society to collaborate with CH professionals
- explore novel approaches to use and re-use CH, also in the context of partnerships between cultural and private sector
- identify future research directions and provide input into the project's best practice, sustainability and resilience in cultural heritage conclusions
- deliver a conference of international in scale, including key note speakers and target international audiences, including non-EU participants.

As stated in the text of the GA, a conference Programme Committee was to be set up among the partners, including external experts, for the opening and the final conferences, to agree on keynote speakers, project presentations, demonstrations and themes for the poster sessions. The committee of the opening conference comprised:

Professor Monika Hagedorn-Saupe, Leader of the Workshops and Conference work package of the REACH project - Stiftung Preußischer Kulturbesitz

Professor Neil Forbes, REACH Project Coordinator - Coventry University

Dr. Antonella Fresa, REACH Network Coordinator - Promoter S.r.l.

Professor Gabor Sonkoly, Leader of Critical Review and Model Building work package of the REACH project - ELTE University

Dr. Benedek Varga, Chief Director of the Hungarian National Museum

2.2 ROLE OF THIS DELIVERABLE IN THE PROJECT

This deliverable has a dual function, initially describing the planning and organisation that took place to shape the well-received REACH conference that was held in Budapest on 10 and 11 May 2018. It also details the presentations and discussions that took place over the course of the two days and considers many of these themes, as they will be followed-up within the work of the REACH project, specifically the four pilots and identification of best practice cases to be shared within the social platform.

2.3 STRUCTURE OF THE DOCUMENT

After the executive summary and the introduction, the deliverable contains the following chapters:

Chapter 3
This chapter describes the different phases of the conference organisation, led by Eötvös Loránd University (ELTE), in cooperation with Promoter and the entire REACH consortium. It focuses on the set-up of the venue and the event promotional activities: presentation of the Hungarian National Museum, the structure of the various conference sessions, communication activities, visual and communicative identity of the conference, production of promotional and dissemination materials.

Chapter 4
This chapter describes in detail the proceeding of the two-day event: opening, closure, speakers' interventions, side-programmes and socio-cultural activities.

It presents briefly the two keynote speeches, including the short biography of the speakers and the abstract of their lectures. Furthermore, it contains the presentations of the pilot sections, the panel discussion on best practices and the world café.

Chapter 5
This chapter is dedicated to the Poster and Video Session: it describes the guidelines of the Call for Poster and Videos and presents its research topics; it then provides examples of the posters displayed in the virtual gallery of the REACH conference website.

Chapter 6
This chapter outlines the results of the world café session, including the manifesto established by the two facilitators, based on the main arguments, remarks that arose during the one-hour discussion.

Chapter 7
This chapter reflects on the conference by including social media posts that were gathered after the event by the organisers, covering the use of Twitter, Facebook and Instagram.

Chapter 8
The last chapter is devoted to the conclusion. It is followed by a short appendix, comprehending a definition of terms and abbreviations.

3. CONFERENCE ORGANISATION

The REACH Opening conference was organised by Eötvös Loránd University, the promotional and dissemination activities have been carried out in collaboration with REACH Communication and Dissemination at Promoter. The pilot panels were organised autonomously by University of Granada, Charles University, Prussian Cultural Heritage Foundation and Eötvös Loránd University.

One of the first tasks was to decide upon the structure of the conference. Regular Skype meetings were held between Eszter György and Gábor Oláh (both Eötvös Loránd University) and Neil Forbes, Project Coordinator, Tim Hammerton, Project Manager (both Coventry University) and Antonella Fresa, Network Coordinator (Promoter) where it was decided that to reflect the project, the structure should be as participatory as possible. Each day would feature a key note speaker and time would be allocated for each of the project's pilots to discuss, with expert associate partners, key themes of their work, this would be followed by a round table discussion on the first day and a world café on the second. As part of the REACH intent to work closely with other projects, each day also featured slots where posters and videos could be presented to share best practice. There was a clear intent with this structure to hear as many voices as possible during this first conference and introduce many themes that had the potential for the project to return to within its programme of work.

The main actions of the conference's organisation and promotion were therefore:
- finalising the agreement with the Hungarian National Museum for hosting the event
- obtaining the sponsorship from the supporters
- inviting the speakers and collecting their biographies and their presentations
- inviting local and state authorities
- calling for posters and videos and collecting posters for the poster and video session (physical and virtual exhibition)
- finalising the event programme
- producing dissemination material (paper and web)
- disseminating the event news through: email invitations, distribution/spread of promotional material (posters, flyers, postcards, website, banners and newsletters), press releases, call for paper databases and contact with the media
- managing and collecting the registrations to the conference
- managing and collecting the adhesions to the call for posters
- setting up the conference venue
- organising catering in external venues
- organising cultural programmes
- asking world café chairs to organise their section and create a manifesto after the conference
- supporting the organisation of Europeana Migration Collection Day.

3.1 SET-UP

The conference was kindly hosted by the Hungarian National Museum which is the oldest public museum in Hungary. The museum was built between 1837 and 1847 and stands as a great example of neoclassical architecture. Founded 200 years ago, the museum is dedicated to the history of Hungary and today it remains a symbol of Hungary's national identity. Since its foundation, the museum has collected a huge amount of artefacts, archaeological and historical relics, which bring closer the history of the people of Hungary and the Carpathian Basin. The garden, surrounding the National Museum, is a beautiful green spot in the centre of the city.
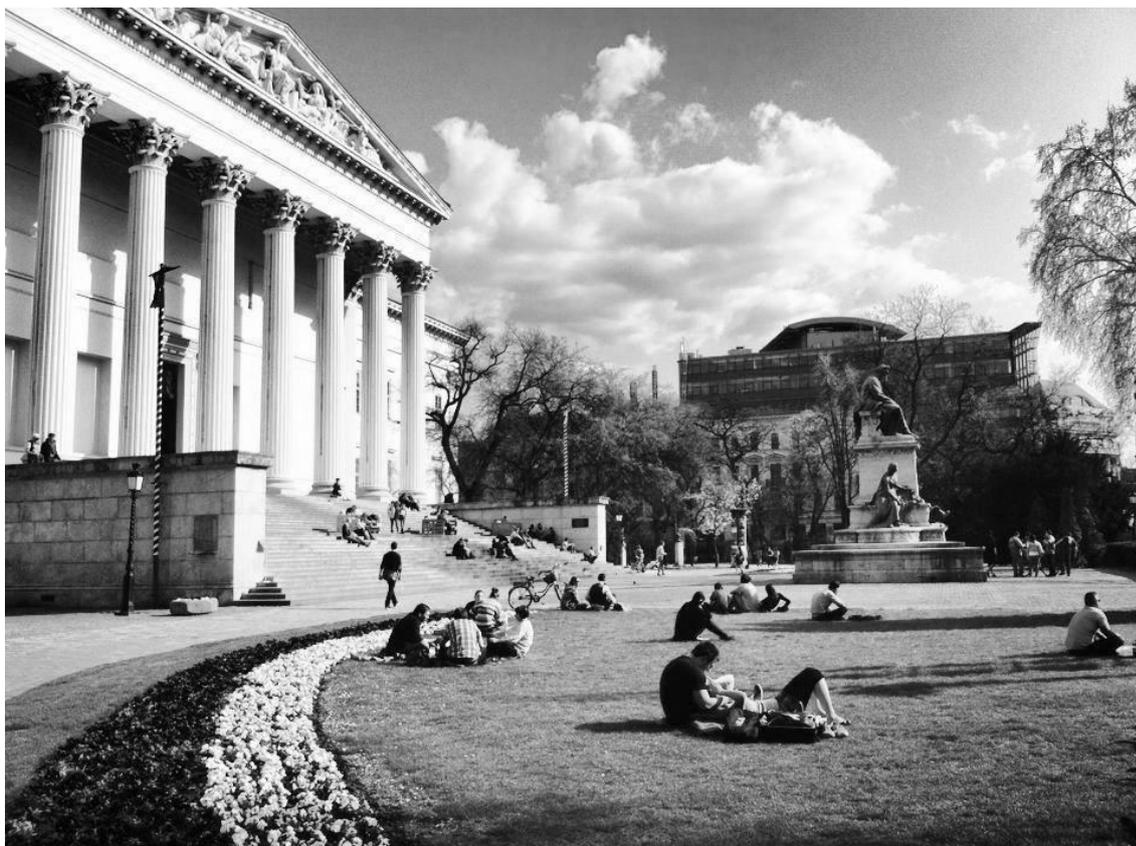
Hungarian National Museum and garden

The conference took place on the second floor while the exhibitions of the Museum remained open. The plenary sections were held in the Ceremonial Room, the poster and video exhibition in the Northern Fireplace Room, the European Migration Collection Day in the Southern Fireplace Room and the catering (coffee breaks) in the Dome Room.
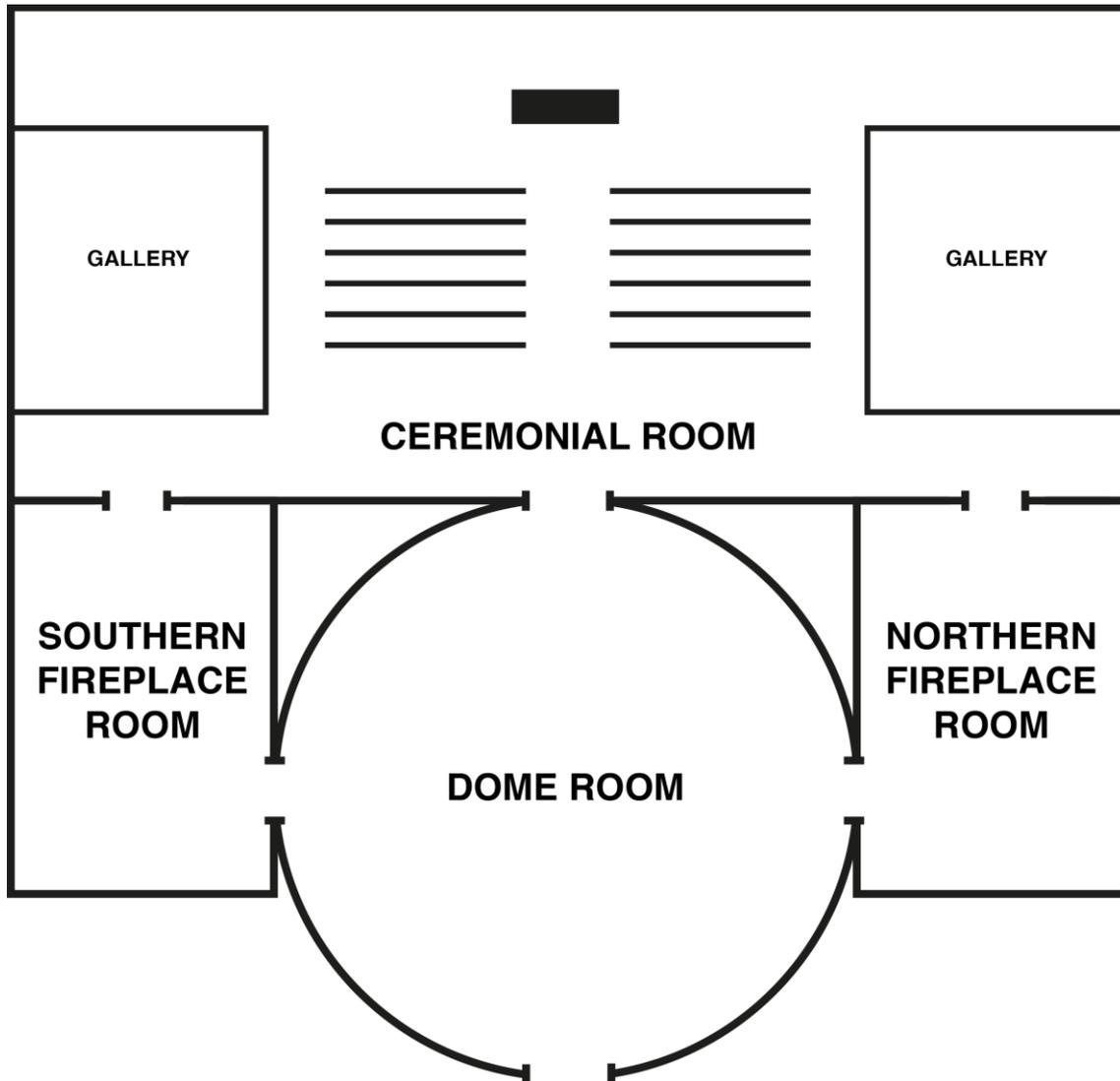
Plan of the 2nd floor of the Hungarian National Museum (HNM)

The opening conference was held for the full day of 10 and 11 May 2018. The registration desk was managed by the volunteer Master and PhD students of the Cultural Heritage MA and European Social Sciences and Historiography PhD programmes of Atelier European Social Sciences and Historiography Department of ELTE (the "blue badge-holders"). At the registration desk the attendees signed the consent form for photography, filming, videotaping/audio recording or other means of capturing image or voice or being quoted in the media or printed materials of the REACH project. The attendees received their conference bag including the conference programme, conference booklet, conference postcard, various brochures (REACH, ELTE, Hungarian National Museum, and Digital Meets Culture), REACH notebook and pen and lunch tickets. They received their conference badges as well. The total number of registered attendees was 152 from all around the world.

The "blue badge-holder" team

Registration and information desk

The catering was arranged in the Dome Room by Loyola Café and Restaurant. On 10 May 2018 the reception was held in the Dome Room, served by Loyola Café and Restaurant and sponsored by Laposa Borbirtok that provided a range of quality wines. The lunch on both days took place in a nearby restaurant, Építészpince where all attendees were entitled to have a buffet lunch.

Coffee break in the Dome Room

The poster and video exhibition was held in the Northern Fireplace Room. The Hungarian National Museum provided 15 two-sided poster stands and 2 TVs and ELTE Faculty of Humanities made available 2 wooden displays. The poster and video session offered a great opportunity to share best practices and disseminate innovative cultural heritage projects that involve resilient communities and social participation. It offered an opportunity to identify synergies and strengthen collaboration between projects. After the conference, the posters were made available in digital format on the website and the videos on the REACH YouTube channel. In total, 16 videos and 35 posters were displayed.

The topics that had been outlined in the pre-conference call were:
- resilient cultural heritage
- social participation: communities, techniques, best practices • institutional heritage
- rural heritage
- heritage in small towns
- minority heritage
- social inequality and heritage

Poster and video exhibition

Poster and video exhibition

In the Southern Fireplace Room the European Migration: Collection Day was held during the two days of the conference. Throughout 2018, the European Year of Cultural Heritage, Europeana runs a series of collection days and events involving museums, libraries, archives and audio-visual collections across Europe that specialise in or are interested in the theme of migration. These objects and stories are part of Europe's rich and shared history of migration, which can now be recorded for the future, and made freely available for anyone to discover and use for education, research, inspiration and pleasure. The Collection day in Budapest was organised by the Hungarian National Archives in partnership with the REACH project. Details of the migration collection days can be found at: https://www.europeana.eu/portal/en/collections/migration

Europeana Collection Day (source: Facebook event of Europeana Migration: Collection Day)

3.2 PROMOTION

3.2.1 THE VISUAL IDENTITY

The visual identity of the conference promotional materials was based on a REACH project template; other recurring elements included the photograph of the Hungarian National Museum. The design was overseen by partner Promoter.

3.2.2 KEY MESSAGES

The title of the conference was "Resilient Cultural Heritage and Communities in Europe" as the REACH project aims to contribute to unlock the potential of people to engage in culture and cultural heritage in order to foster creativity and innovation and, thereby, to empower citizens to face the immense and rapid changes taking place in Europe and beyond. The REACH perspective is that a greater, more relevant and even transformative role must be given to culture and cultural heritage. Therefore, the project intends to adopt an integrated model of a resilient European cultural heritage milieu, by constructing a participatory model and testing it in a series of pilots to develop frameworks for achieving integrated social, economic and ecological sustainability on a European level.

The hashtag #ReachYourCulture was introduced in order to identify the conference in social media (Twitter, Facebook and Instagram etc.)

The title and hashtag of the conference have been used as textual recurring elements for the event promotional materials and dissemination activities.

3.2.3 CONFERENCE DISSEMINATION MATERIALS AND ACTIONS

The following materials were produced for promoting/disseminating the conference:

- newsletters – sent to the over 7,000 international contacts of Promoter
- conference postcard – distributed by consortium partners during their participation in public events and meetings
- Budapest conference banner 900 x 300 vertical – affixed on the columns of the main entrance of the Museum on 23rd April 2018 until the end of the conference
- Articles and press releases
  - the announcement of the REACH Opening conference and related call for posters has been published on:
    - The CFP list, an academic call for paper database:
      https://www.cfplist.com/CFP/15641
    - H-Announce magazine:
      https://networks.h-net.org/node/73374/announcements/1576242/call-posters-resilient-cultural-heritage-and-communities-europe
    - European Commission Research & Innovation website:
      http://ec.europa.eu/research/index.cfm?pg=events&eventcode=0B89DCB9-EC12-C5F9-98F9FB7CF39EFCC8
    - Calenda (Le calendrier des lettres et sciences humaines et sociales):
      https://calenda.org/438778

- Social media channels (Twitter, Facebook and LinkedIn) were used to spread the word. The consortium partners were invited to share and advertise the event on their own channels.
- Conference website https://www.reach-culture.eu/events/opening-conference-in-budapest
- Programme booklet - distributed to all attendees at the conference within the conference bag
    - detailed practical info (venue, catering, cultural programme)
    - speaker's profiles and abstracts of keynote speakers
    - world café description
    - exhaustive list of poster and video presentation (speakers and project titles)
    - 5th networking session description
    - Europeana Migration: Collection Day description
- Conference programme
- Notebook and pen with REACH logo – distributed to all attendees at the conference within the cloth bag
- Badge - distributed to all attendees at the conference.
- Guide@hand smartphone application created by the e-Learning department of the institute for computer science and control, Hungarian Academy of Sciences, MTA SZTAKI

Conference postcard

Conference banner on the Museum

RE-designing Access to Cultural Heritage for a wider participation in preservation, (re-)use and management of European culture

Resilient Cultural Heritage and Communities in Europe

REACH Opening Conference

Budapest
10–11 May 2018
Hungarian National Museum

An European Year of Cultural Heritage 2018 event

Sponsored by Laposa Borbirtok

Organised by Eötvös Loránd University

REACH project partners

The conference is kindly hosted by
HUNGARIAN NATIONAL MUSEUM

Official media partner
DIGITAL CULTURE
www.digitalmeetsculture.net

🌐 reach-culture.eu/BudapestConference2018
🐦 #reachopening2018

Conference banner

Promotional materials

Conference welcome bag
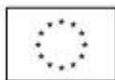
RE-designing Access to Cultural Heritage for a wider participation in preservation, (re-)use and management of European culture

Resilient Cultural Heritage and Communities in Europe

REACH Opening Conference

Organized by Eötvös Loránd University (ELTE), Hungary

10–11 May 2018, Budapest, Hungarian National Museum

1088 Budapest Múzeum krt. 14–16, mnm.hu/en

THURSDAY 10

08.30 Registration and welcome coffee

09.00 Welcoming words

Benedek Varga, Director of Hungarian National Museum; **Neil Forbes**, Associate Dean of Faculty of Arts & Humanities, Coventry University, REACH Project Co-ordinator; **Gábor Sonkoly**, Dean of Faculty of Humanities, Eötvös Loránd University (ELTE), REACH host member

09.30 The societal benefits of publicly engaged archaeology

Carenza Lewis, University of Lincoln

Q&A

10:30 Coffee break

11.00 Pilot on rural heritage

Facilitator: **José Maria Civantos**, University of Granada

12.00 Poster and video pitches

12:30 Lunch break

13.30 Pilot on small town heritage

Facilitator: **Luďa Klusáková**, Charles University

15:00 Coffee break

15.30 Round table on resilience and participation in cultural heritage: best practices

Hana Havlůjová, History and History Didactics dept., Charles University; **Sándor Horváth**, COURAGE project, Institute of History, Hungarian Academy of Sciences; **François Laquièze**, Director of Mission Nice Patrimoine Mondial; **John Tierney**, Community Heritage Engagement, Eachtra Archaeological Projects Ltd.; **Zsuzsanna Toronyi**, Director of Hungarian Jewish Museum and Archives

Moderator: **Gábor Sonkoly**, Eötvös Loránd University (ELTE)

17.00 Reception in Hungarian National Museum

FRIDAY 11

09.00   Cultural heritage research - horizons post 2020

Zoltán Krasznai, European Commission, Directorate General Research & Innovation

09.30   Is there a crisis of democracy?

Wolfgang Merkel, Berlin Social Science Center

10:30   Coffee break

11.00   Pilot on institutional heritage

Facilitator: **Monika Hagedorn-Saupe**, Prussian Cultural Heritage Foundation

12.00   Poster and video pitches

12:30   Lunch break

ⓘ

After the conference, a manifesto summarising the key findings of the proceedings will be produced and circulated to the REACH network

🌐

www.reach-culture.eu/budapestconference2018

www.digitalmeetsculture.net/reach-culture

13.30   Pilot on minority heritage

Facilitator: **Eszter György**, Eötvös Loránd University (ELTE)

15.00   World café on resilience and participation in cultural heritage: reflecting on social cohesion, social inequality, practice and theory

Facilitator: **Antonella Fresa**, Promoter SRL

Table 1

Social cohesion and social inequality

Chair: **Alexandra Bitušíková**, Vice-Rector for Research at Matej Bel University

Table 2

Resilience in practice, interconnectedness

Chair: **Hilmar Schäfer**, Faculty of Social and Cultural Sciences, Viadrina European University

16.00   CultureLabs: recipes for social innovation in culture

**Eirini Kaldeli**, National Technical University of Athens

16:30   Coffee break

16.45   Report from table chairs and first synthesis of the discussion

17.15   Concluding remarks

Neil Forbes, Coventry University

REACH Project Partners

Coventry University

PROMOTER
Information Technology, Research and Innovation

Institut für Museumsforschung
Staatliche Museen zu Berlin

E·L·T·E

UNIVERSIDAD DE GRANADA

Ministero dello Sviluppo Economico

The conference is kindly hosted by

HUNGARIAN NATIONAL MUSEUM

Official Media Partner

DIGITAL CULTURE
www.digitalmeetsculture.net

Short conference programme

RESILIENT CULTURAL HERITAGE AND COMMUNITIES IN EUROPE

programme

REACH I BUDAPEST I 10-11 MAY 2018

CONTENT

printed on recycled paper

2

WELCOME TO BUDAPEST

It is with great pleasure that we welcome you to our capital for the REACH opening conference, gathering cultural heritage professionals, academic experts, arts practitioners, professionals in archives and galleries, local societies, and policy-makers from all around the world. 2018 is the European Year of Cultural Heritage and we are very proud to be part of this celebration where a series of events will enable European citizens to be involved with their cultural heritage. The REACH project aims to contribute to unlock the potential of people to engage in culture and cultural heritage in order to foster creativity and innovation and, thereby, to empower citizens to face the immense and rapid changes taking place in Europe and beyond. We are persuaded that a greater, more relevant and even transformative role most be given to culture and cultural heritage. Therefore, our project intends to adopt an integrated model of a resilient European cultural heritage milieu, by constructing a participatory model and testing it in a series of pilots to develop frameworks for achieving integrated social, economic and ecological sustainability on a European level.

During this conference, our aim is to present these research themes and to illustrate the mechanisms of participation. We will also present a great number of successful examples of participatory processes coming from other international initiatives and we hope that, together with the contributions from keynote speakers, we will start an intriguing dialogue about accessing cultural heritage for a wider participation in preservation, (re-)use and management of European culture.

#ReachYourCulture and enjoy your stay in Budapest!

Eszter György, Gábor Sonkoly, Gábor Oláh
Eötvös Loránd University

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HUNGARIAN NATIONAL MUSEUM

The Hungarian National Museum is the oldest public museum in Hungary. The museum's building was built between 1837 and 1847, and it stands as a great example of neoclassical architecture. Founded 200 years ago, the museum is dedicated to the history of Hungary and today it remains a symbol of Hungary's national identity. Since its foundation, the museum has collected a huge amount of artefacts, archaeological and historical relics, which bring closer the history of the people of Hungary and the Carpathian Basin. The garden, surrounding the National Museum, is a beautiful green spot in the center of the city.


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VENUE

ADDRESS I 1088 BUDAPEST,14-16 MÚZEUM KÖRÚT

Due to the Museum Garden's renewal works the museum is approachable only through a temporary gate in front of the main entrance.

Please note that the exhibitions of the Museum will remain open to the public during the conference.

The conference takes place on the second floor. The plenary sections are held in the Ceremonial Room.
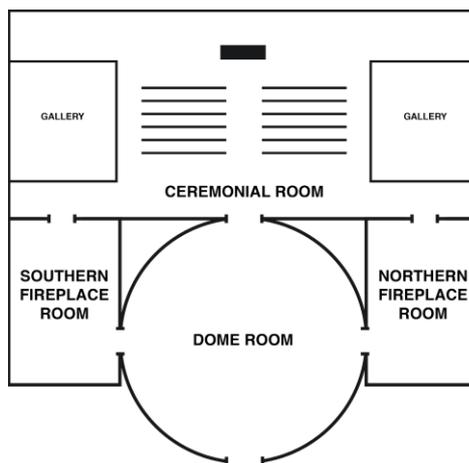
5

PRACTICAL INFO

LUNCH

**THURSDAY-FRIDAY I 10-11 MAY I 12:30 I
ÉPÍTÉSZPINCE I 1088 BUDAPEST, ÖTPACSIRTA UTCA 2.**

2 lunch tickets are placed in your goody bag which entitles you to have a meal at Építészpince during the conference. If you cannot find them please contact the organizers.

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RECEPTION

THURSDAY I 10 MAY I 17:00 I DOME ROOM

SPONSORED BY

CULTURAL PROGRAMME

**GUIDED TOUR IN 8TH DISTRICT BY UCCU
FRIDAY I 11 MAY I 18:30 I 90 MINS I BLAHA LUJZA SQUARE**

Everything you always wanted to know about Roma people but were afraid to ask. Uccu Roma Informal Educational Foundation is a Hungarian civil society organization. The main mission of Uccu is to combat prejudices and negative stereotypes related to Roma people and provide a platform for dialogue between roma and non-roma to create a more tolerant and open society. The 8th district tour is led by volunteer youth of the foundation. They share personal experiences about the neighborhoods mostly inhabited by Roma people.

Sign up at the registration desk. Please note that this is a limited tour, only the first 30 applicants could be accepted.

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SPEAKERS' PROFILES

BENEDEK VARGA

Studied history, archivist studies and philosophy at Eötvös Loránd University. Since 2016, he is the Chief Director of Hungarian National Museum. He worked as archivist, curator and director general of Semmelweis Museum, Library and Archives of the History of Medicine since 1989. He was a part-time lecturer in early modern history at Budapest University of Economics in 1992-93, and a part time reader in early modern history at Károli Gáspár University of the Reformed Church from 1997 to 2009. His research interests are early modern political thought and its interrelations with science theory, and medical history collections.

NEIL FORBES

Professor of International History at Coventry University, Project Coordinator of REACH. His research interests and publications lie in the fields of cultural heritage (conflict, contested landscapes and the memorialisation of war), the interaction of foreign policy formulation with the practices of multinational enterprise during the interwar years, the processes of financial stabilisation after the First World War, and Anglo-American relations and the rise of the Third Reich. He has played a leading role in several research projects, including a £1m digitisation and creative archiving project in association with the UK's BT and The National Archives, and has recently acted as Co-ordinator of the EU's FP7 RICHES project - Renewal, Innovation and Change: Heritage and European Society. He is a member of several professional associations and other bodies.

GÁBOR SONKOLY

Professor of History, Dean of Faculty of Humanities and Chair of Historiography and Social Sciences at Eötvös Loránd University (CSc, Hungarian Academy of Sciences, 1998; Ph.D. EHESS, Paris, 2000; Dr. habil. ELTE, Budapest, 2008; DSc, Hungarian Academy of Sciences, 2017). He is author of *Les villes en Transylvanie moderne, 1715-1857* (2011), *Historical Urban Landscape* (2017) and published three monographs in Hungarian, edited four volumes and wrote around seventy articles and book chapters on urban history, urban heritage, critical history of cultural heritage. He presented at more than a hundred international colloquia and was a guest professor in eleven countries. He is the Knight of the French Order of Academic Palms.

CONFERENCE HOSTS

9

CARENZA LEWIS

THE SOCIETAL BENEFITS OF PUBLICLY ENGAGED ARCHAEOLOGY

THURSDAY | 10 MAY | 9:30

TOPIC

This keynote address will consider the capacity of publicly engaged archaeological heritage projects to benefit wider society. In many places, engaging with wider publics is an aspect of the archaeological process which, if considered at all, is regarded as a 'nice but non-essential' extra which is not integral to project aims. Simultaneously, in an era of financial cuts, tangible heritage is often viewed as a liability rather than an asset. This address will challenge that view, presenting a variety of case studies from the UK in which publicly engaged archaeological projects have delivered measurable specific benefits to diverse sectors of wider society including secondary school students, rural residents and residents of deprived estates. It will conclude by considering how such approaches might be propagated in different countries.

BIO

Carenza Lewis is archaeologist and Professor for the Public Understanding of Research at the University of Lincoln. She specialises in the medieval period and is particularly interested in rural settlement and childhood. She specialises in the medieval period and is particularly interested in rural settlement and childhood. Before moving to Lincoln in 2015, she was Director of Access Cambridge Archaeology, an outreach unit which she set up at the University of Cambridge (2004-15), Presenter on the long-running award-winning TV series Time Team (1993-2005) and Archaeological Investigator with the Royal Commission on Historical Monuments of England (1986-1999).

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WOLFGANG MERKEL

IS THERE A CRISIS OF DEMOCRACY?

FRIDAY | 11 MAY | 9:30

TOPIC

Democracy seems to be inextricably linked to crisis. This is true since the ancient writings of Plato and Aristotle. During the Twentieth century the literature and talk on crisis peaked in the 1920s and 1930s and later on in the early 1970s. More recently, the debate over the crisis of democracy goes on under the heading of "postdemocracy" (i.a. Crouch). However, the term "crisis of democracy" is only vaguely defined. Nevertheless, one can distinguish between "acute" and "latent" crisis. But even then democratic theory was not able to conceptualize "latent crisis of democracy" so far. I will address the question of whether the crisis of democracy is an invention of theoretically complex but empirically ignorant theorists or whether we find significant evidence that there are unresolved problems which accumulate to a crisis of democracy.

BIO

Wolfgang Merkel is Director of the Research Unit „Democracy and Democratization", WZB - Berlin Social Science Center and Professor for Political Science at Humboldt University.
1994 - Acceptance of a call for a professorship in political science/ comparative governance (C3) from the University of Mainz
1998 - Call for a professorship in political science (C4) from the University of Heidelberg
2004 - Professor of Political Science, Humboldt-Universität zu Berlin and Director of the research unit „Democracy and Democratization" at the WZB - Berlin Social Science Center
2007 - Appointment as a member of the Berlin-Brandenburg Academy of Sciences and Humanities

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ZOLTÁN KRASZNAI

CULTURAL HERITAGE RESEARCH – HORIZONS POST 2020

FRIDAY | 11 MAY | 9:00

TOPIC

The presentation will describe the cultural heritage research on the European Research and Innovation (R&I) framework programme (FP) H2020 and it will discuss the presepectives of future EU research in this field under the next FP Horizon Europe for the period 2021-2027. The speaker will consider the importance of this research trend for social sciences and humanities in the context of European political and societal challenges.

BIO

Zoltán Krasznai is policy officer at European Commission's Directorate General for Research and Innovation (RTD), in unit B.6, 'Open and Inclusive Societies'. Zoltán is historian, holding his PhD from the École des Hautes Études en Sciences Sociales (EHESS) of Paris. At the European Commission he coordinates the preparation of Horizon 2020 work programmes, essentially about culture and cultural heritage. Before joining the European Commission in 2013, Zoltán worked at the European Economic and Social Committee, a consultative body of the European Union

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EIRINI KALDELI

CULTURELABS: RECIPES FOR SOCIAL INNOVATION IN CULTURE

FRIDAY | 11 MAY | 16:00

TOPIC

CultureLabs is a Horizon 2020 project which started in April 2018. The project aims at developing a novel methodology and an ICT-empowered infrastructure towards systematizing and facilitating the organisation and wider deployment of participatory projects through the provision of specialised toolkits that offer stakeholder-appropriate ingredients and recipes for social innovation through cultural heritage. CultureLabs' case studies and pilots focus on different immigrant communities and micro-communities (refugees, second generation immigrants, female immigrants) and on approaches that build bridges between their living culture and mainstream CH. The developed toolkits and infrastructure will be reusable and extensible.

BIO

Eirini Kaldeli is a Senior researcher at the National Technical University of Greece. She is a computer scientist with interest in ICT applications on cultural heritage. She holds a PhD from the University of Groningen and an MSc in Artificial Intelligence from the University of Edinburgh. Since 2014, she is a senior researcher at the Intelligent Systems, Content, and Interaction laboratory at the National Technical University of Athens. In the last years, she has been working on the design of Web services for curating and creatively reusing digital cultural heritage, investigating how AI methods can be applied and assist users in this context.

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ROUND TABLE ON RESILIENCE AND PARTICIPATION IN CULTURAL HERITAGE

THURSDAY I 10 MAY I 15:30 I CHAIRED BY GÁBOR SONKOLY

HANA HAVLŮJOVÁ

Lecturer at Department of History and History Didactics at Faculty of Education of Charles University in Prague. Since 2000, she has been interested in museum and gallery education and she has done several projects in co-operation with museums and galleries in the Czech Republic. Since her studies at the International Centre for Cultural and Heritage Studies at Newcastle University in 2007/8, she continues to develop her research interest in heritage education and interpretation. She has participated in the management of an award-winning project "Enjoying Czech Heritage" (Europa Nostra Award 2017).

SÁNDOR HORVÁTH

Senior research fellow and head of Department for Contemporary History at Institute of History, Research Centre for the Humanities, Hungarian Academy of Sciences. He has been coordinator of several international research projects, including "Memory of Everyday Collaboration with the Communist Regimes in Eastern Europe" (funded by the European Network Remembrance and Solidarity, 2013-14), "Collaboration during the Communist Regime" and COURAGE (H2020 project, 2016-2019).

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FRANÇOIS LAQUIÈZE

Since 2014, he is the director of the mission for the nomination of the Promenade des Anglais in Nice to the UNESCO World Heritage List. Previously, he had several senior positions in the field of French cultural policy and diplomacy, such as the director of French Cultural Institute of Vienna and Budapest and regional director of cultural affairs of Corsica and Alsace.

JOHN TIERNEY

Irish field archaeologist who works for Eachtra Archaeological Projects Ltd. Since 2010 John and the Eachtra team have worked with over 500 Irish communities to survey and publish almost one quarter of Ireland's historic graveyards to www.historicgraves.com. The project started as a small local survey but quickly developed national and international ambitions. The website was originally viewed as a database with a map but have increasingly become impressed by the power of the web platform. Working in an era of limited funds the project team aims to build collaborative projects where all partners have equal mutual benefits and have begun to experiment with direct crowdfunding.

ZSUZSANNA TORONYI

Archivist, museologist, curator. Since 2014 she is the director of Hungarian Jewish Museum and Archives. Recurrent visiting instructor at the Department of Assyriology and Hebrew Studies, Eötvös Loránd University. Thanks to her contribution, in 2017 the Dohány Street Synagogue complex has got the European Heritage Label.

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WORLD CAFÉ ON RESILIENCE AND PARTICIPATION IN CULTURAL HERITAGE

FRIDAY I 11 MAY I 15:00 I CHAIRED BY ANTONELLA FRESA

World café is a structured participatory method for knowledge sharing in which the conference attendees become participants by discussing a topic at several tables, with individuals switching tables periodically and getting introduced to the previous discussion at their new table by a "table host". After the conference the outcomes of the discussions will be summarized by the table chairs in a manifesto and shared through the REACH dissemination channels.

TABLE 1 I CHAIRED BY ALEXANDRA BITUŠÍKOVÁ
SOCIAL COHESION AND SOCIAL INEQUALITY
Cultural heritage sector should provide an inclusive access to everyone, however, there are still some groups that are insufficiently integrated in cultural heritage experiences. It is important to find or improve participatory and collaborative approaches to cultural encounters via various new communicative ways.

TABLE 2 I CHAIRED BY HILMAR SCHÄFER
RESILIENCE IN PRACTICE - INTERCONNECTEDNESS
How can resilience of cultural heritage be attained, what are resilient practices? By way of introduction, the chair will briefly outline a practice perspective, which shifts the analytical focus from individual action or institutions to shared and collective practices. It emphasizes that practices (and material artefacts, buildings, sites) are stabilized in interconnections, in networks of practices and things. Employing this perspective, participants at the table are encouraged to discuss what the benefit of this perspective could be, what resilience means, where its prerequisites, challenges and dangers lie and what is to be done in order to build resilient networks for cultural heritage and communities.

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ALEXANDRA BITUŠÍKOVÁ

Associate professor in ethnology, social anthropology and Vice-Rector for Research at Matej Bel University in Banska Bystrica, Slovakia. In 2001-2008 she worked in the European Commission, DG Research, and in the European University Association in Brussels where she was responsible for the area of doctoral education in Europe. She was research fellow at Cambridge University, University College London and Boston University (Fulbright). Her research interests include urban studies, cultural heritage, post-socialist transformation in Central Europe, social movements, diversity, identity and gender. She published a number of scientific papers and books and has been participating in many research projects (mainly FP5, FP6, FP7, H2020). Since 2012 she has been a national delegate for social sciences and humanities in FP7 and now in H2020.

HILMAR SCHÄFER

Cultural sociologist and research fellow at the Faculty of Social and Cultural Sciences at Europa-Universität Viadrina, Frankfurt (Oder), Germany. His research interests include social theory, sociology of art and culture, and cultural heritage. In the field of social theory he has published on Pierre Bourdieu, Michel Foucault, actor-network theory, practice theory, and pragmatism. His current postdoctoral research deals with the social significance of cultural heritage with a focus on UNESCO world heritage.

ANTONELLA FRESA

ICT expert, director of Design and General Manager at Promoter SRL, network and communication manager of REACH. She has been working on European cooperation projects since the 1990s. Technical Coordinator and Communication Manager of national and European projects in the domains of digital cultural heritage, creativity and co-creation, citizen science, smart cities, digital preservation and eInfrastructures.

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PILOT ON
RURAL HERITAGE

THURSDAY I 10 MAY I 11:00 I
CHAIRED BY JOSÉ MARÍA CIVANTOS

This pilot promotes participation in cultural and environmental protected areas as a way to solve conflicts between preservation, re-use, and economical activities. It focuses on Sierra Nevada (Spain), an important protected area as UNESCO Biosphere Reserve and National Park. A serious disagreement has arisen between political administrations, stakeholders, and academia on the one hand, which propose most of Sierra Nevada territory as World Heritage Site and, on the other, local communities that consider this as an external imposition with no benefits and with negative consequences for the daily life of the locals and for the conservation of its environmental and heritage values. At the same time, a new development model based on intensive agricultural production has been implemented in this territory. The pilot intends to reinforce social participation of local communities as the best strategy to manage and preserve the heritage, cultural and environmental values of these landscapes. Therefore mediation processes between the population and local agents and the institutions and administrations which are responsible for the protection and management of the heritage, environment, and the territory will be implemented. The implementation of co-governance initiatives are expected to have a direct impact on reinforcing the resilience of this heritage, increasing its capacity to face current challenges, which are directly connected to global and climate change.

JOSÉ MARÍA
MARTÍN CIVANTOS

Associate Professor at Universidad de Granada, Department of Medieval History and Historiographic Techniques. Expertise areas: Islamic Archaeology, Landscape and Hydraulic Archaeology. Researcher in 27 projects and 19 research contracts in Spain, Italy, Morocco and Albania. Principal Investigator in 11 projects and 14 research contracts. Awarded by the European Commission with a FP-7 research grant to coordinate MEMOLA project: A historical Approach to Cultural Heritage based on Traditional Agrosystems.

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PAOLA
BRANDUNI

Graduated in architecture at the Politecnico of Milan, PhD in Rural Engineering at the University of Milan, she is research fellow at the PaRID laboratory (Research and International Documentation for Landscape) of the Politecnico of Milan, ABC Department. Her main research field concerns knowledge, conservation and management of landscape, rural landscape. Former expert member of the Commission for Landscape of South Milan Agricultural Park, she is consultant for the Ministry of Ecology and Sustainable Development in France. She teaches Landscape as Heritage at the School of Architecture, Urban Planning and Construction Engineering of the Politecnico of Milan.

CONCHA
SALGUERO
HERRERA

Lawyer and deals with environmental and agrarian policy issues within the Transhumance and Nature Association, member of Iniciativa Comunales (www. icomunales.org), of which she is vocal and interim secretary. She is also a member of the ICCA Consortium, an international association dedicated to promoting the appropriate recognition and support of ICCAs (Indigenous Peoples' and Community Conserved Areas and Territories) in the regional, national and global arena.

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PILOT ON
SMALL TOWN HERITAGE

THURSDAY I 10 MAY I 13:30 I
CHAIRED BY LUD'A KLUSÁKOVÁ

This pilot analyses the representations and (re-)valorisation of the small towns cultural heritage. The pilot focuses in particular on Czech Republic and central Italy. Small towns are a distinctive feature of the European settlement and are often per se part of CH: for their architecture, monuments, churches and any other form of CH in public places, as well as for intangible heritage linked to the territory. Despite this, they remain in the shadow of the big cities and metropolis. Cultural policies based to big cities, shortage of resources, limited capacities and knowledge in small towns and peripheral regions are some of reasons for which this potential is still undervalued, not fully exploited, and often in danger due to lack of investment in conservation, natural disasters in less populated areas, impact of large infrastructural works (dams, tunnels, bridges, etc.)

LUD'A
KLUSÁKOVÁ

Professor of History, chair of the Seminar of General and Comparative History at the Faculty of Arts at Charles University. Specialized in comparative urban history she researched and published mostly in English on problems of perception of space, urban innovations, collective identities, modernity and backwardness. She has been leader of several research projects, member and president of EAUH and member of editoral board of scientific journals (*Urbanní studie, Białostockie teki historyczne*). Awarded with Chevalier d´Ordre des Palmes académiques in 2005. Her current interest is in the role of cultural heritage in the creation of regional and urban identities.

The pilot will be presented by Lud'a and her colleagues from Charles University:
ZDENĚK UHEREK I Ethnography of Heritage in Research of Small Towns
JAROSLAV IRA I Actors, scales and modes of heritage representation: lessons from the critical mapping
JIŘÍ JANÁČ I SWOT analysis adaptation for the small towns pilot.

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HALINA
PARAFIANOWICZ

Professor of history at Bialystok University, to which she served as Dean of Faculty of Sociology and History and Vice-rector for international relations. She is expert and author of several books and many articles in 20th century Polish and American history, editor in chief of *Bialostockie teki historyczne* and organizer of yearly event, American Forum. She has practical experience in organization of cultural participative activities targeted to valorization of cultural heritage.

BLANCA DEL
ESPINO HIDALGO

Architect, she works at University of Seville, Urban and Land Planning Department, and History, Theory and Composition in Architecture Department. She developes a research line about sustainability in urban heritage, especially concerning small cities in Andalusia and in Portugal. She is working for the city of Lucena (Andalusia), where she deals with sustainable integrated urban development and citizen participation mechanisms regarding urban heritage.

TANJA
VAHTIKARI

Historian at School of Social Studies of Tampere University. In her doctoral research she has focused on comparative analysis of evaluation of heritage values of cities registered on UNESCO world heritage list. She is the author of *Valuing World Heritage Cities* (2017) and co-author with Gábor Sonkoly of the policy review for EC, *Innovation in Cultural Heritage Research* (2018).

STEVE
HAGIMONT

Historian at history department of Toulouse Le Mirail University. His research deals with participatory strategies in touristification of small towns in Pyrenees.

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PILOT ON
INSTITUTIONAL HERITAGE

FRIDAY I 11 MAY I 11:00 I
CHAIRED BY MONIKA HAGEDORN-SAUPE

The pilot compares participatory approaches in the case of big cultural heritage institutions with international audiences and with the case of small institutions targeting local users. It focuses on a group of German museums, showing their different roles and participatory approaches, depending on size, location and collection. Studies on tourism show the increase of short-trip holidays to capital cities and the visit to cultural heritage institutions is very often a part of the plans for the trip. On the other side, there are small town museums in rural areas whose collections are the physical documents of local memory and which remain outside the tourism of the international audience. Starting from the very different initial situation of big and small institutions, and with the rapid changes in ways of interacting through social media and digital technology in general, there are different ways for cultural heritage institutions to become inclusive institutions. A comparative investigation of participatory practices will be conducted.

MONIKA
HAGEDORN-SAUPE

Staff member of the Institut für Museumsforschung (Staatliche Museen zu Berlin, Stiftung Preußischer Kulturbesitz), overseeing the annual statistics of all German museums. Since 1994, she has been Head of the department „Visitor-related museum research and museum statistics", is responsible for several European projects and is the Deputy Director of the Institute. Since 1997 she is chairing the Special Interest Group on Documentation in the German Museum Association. She is the current president of CIDOC, the documentation committee in ICOM, the International Council on Museums. Since 2013, she is on the board of ICOM-Europe. In 2001, she was nominated from the German Federal government to participate in the European NRG (National Representatives Group on Digitisation in Culture) and is now a member of the MSEG. She is the convenor of the ISO/TC46/SC8/WG11 on "International Museum Statistics". She is Professor in museology at the University of Applied Sciences HTW in Berlin/Germany and teaches visitor research and project management.

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STEFAN
ROHDE-ENSLIN

Studied ethnology and political science. He is a member of staff of the Institute for Museum Research, State Museums in Berlin responsible for support for museums in questions of digitisation and long term preservation of digital data. For many years he worked in the historical photographic archives of the Rautenstrauch-Joest Museum of Ethnology, Cologne. He was involved in a project entitled, „Digitisation of Photographic Collections in German Museums". A further professional interest of Dr. Rohde-Enslin is the gathering of information pertaining to historical collections of photographs housed in German cultural organisations. He supports museums in developing new skills to publish their collections online.
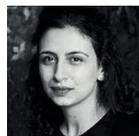
ZOYA
MASOUD

Syrian architect, studied and worked in Damascus, Hamburg, Dar es Salaam and Berlin. Since 2015, she works for the Syrian Heritage Archive Project and Multaka at the Museum of Islamic Art. By 2017, she works at the German Archaeological Institute, where she carries out her PhD research on Aleppo Bazar.

JULIANNA
KULICH

Studied etnography at Eötvös Loránd University in Budapest. Since 2012 she has been working at the Hungarian Museum of Trade and Tourism as a museologist of the Documentation Collection and Database on Trade History. Her research interests include industrial and trade history, focusing on social transformations and changes in lifestyle. She has organised several public projects connected to different exhibitons, involving students and adults as well. Since 2017 she has been participating in the work of the Museum-Digital online database in Hungary, searching for new ways of utilizing digital heritage and reaching out to people.

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PILOT ON
MINORITY HERITAGE

FRIDAY I 11 MAY I 13:30 I CHAIRED BY ESZTER GYÖRGY I
IN HUNGARIAN WITH SIMULTANEOUS INTERPRETATION

This pilot is focused on marginalised minorities and aims to show how the institutionalisation of their (re)appropriated cultural heritage can result in the economic and social revival of their communities. Roma culture will be the main topic of this pilot. The engagement toward the establishment of Roma minority heritage is an important step in order to reinforce social inclusion and to create more tolerant, diverse societies in Central Europe countries. Social platform and related participatory practices are the suitable tools to construct the concept and the institutions of Roma heritage aiming at a double target: on one hand, the familiarization and canonization of a mostly ignored culture, on the other, to reach out to the Roma community by rediscovering its own cultural history. Implementing new dimensions of cultural heritage in an area that has been mostly excluded from the national cultural canon, the social platform could open new possibilities to Hungarian Roma communities and offer a positive identity to a long-time stigmatized community making it resilient.

ESZTER
GYÖRGY

Senior lecturer at Atelier European Social Science and Historiography Department, Eötvös Loránd University (ELTE). She graduated in 2006 from French and Hungarian studies at ELTE in Budapest and in 2008 at the Mention T.E.S. of École des hautes études en sciences sociales (EHESS), Paris. In 2013, she has defended her PhD thesis at ELTE on the identity of the so-called "8th" of the 8th district in Budapest and its Roma inhabitants. She is teaching in the TEMA+ Erasmus Mundus Joint Master programme and in the Cultural Heritage MA programme at Atelier Department. Her recent researches are focussing on Roma cultural heritage and the history of Roma cultural movements in Hungary.

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BORI
FEHÉR

Architect, social designer and Programme Director of MOME EcoLab, the Sustainability Research Group of Moholy-Nagy University of Art and Design Budapest. Partnering with the local primary school of Bódvaszilas, in the northeastern part of Hungary, they have set up Cloudfactory, an innovation centre and social design workshop where young designers, architects, photographers and graphic artists can work together with children living in extreme poverty to jointly develop personal visions of their future.

MELINDA
RÉZMŰVES

Ethnographer, head of the Roma Country House in Hodász. She took a leading role in the learning toolkit development and translation program required for Roma nationality education. In the dialectical exploration of the Gypsy language, thanks to her 10 years of collecting work, the European Gypsy Dictionary in 11 languages was published in 2009.

TÍMEA
JUNGHAUS

Art historian and contemporary art curator. She started in the position of executive director of European Roma Institute for Arts and Culture (ERIAC) in September 2017. She is the curator of the Visual Art Section for RomArchive – Digital Archive of the Roma (2015-2018). She was founding director of Gallery8 – Roma Contemporary Art Space in Budapest (2013-2017).

ZITA
VARGA

Professional Manager at Kesztyűgyár Community Centre, 8th District of Budapest. She is responsible for the coordination of multifunctional programmes for children and adults.

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POSTERS AND VIDEOS

THURSDAY-FRIDAY I 10-11 MAY I 12:00 I
NORTHERN FIREPLACE ROOM & CEREMONIAL ROOM

The poster and video session is an important opportunity to share best practices and disseminate innovative cultural heritage projects that involve resilient communities and social participation. It will also be an opportunity to identify synergies and strengthen collaboration between projects. After the conference, the posters will be available in digital format on the website and the videos on the REACH youtube channel. The topics are:

- *resilient cultural heritage*
- *social participation: communities, techniques, best practices*
- *institutional heritage*
- *rural heritage*
- *heritage in small towns*
- *minority heritage*
- *social inequality and heritage*

VIDEOS

THE NOMAD CREATIVE PROJECTS I Séverine Grosjean
KAMILL ERDŐS' LEGACY I János Cseresnyés
ATTILA JÓZSEF IN FERENCVÁROS I Ambrus Gönczi
ANCIENT THRACIAN GAMES I Desislava Paneva-Marinova, Detelin Luchev
MULTIPLATFORM-BASED GAME DEVELOPMENT I Zsolt László Márkus
POVERTY AND ARCHITECTURE I Tibor Béres
THE REMAINING VITOR I Ana Clara Roberti & Marta Nestor
BEDOUIN LIVED CULTURAL HERITAGE I Patricia Sellick
IDRIJA MERCURY MINE I Tatjana Dizdarevič
CULTURAL HERITAGE OF KOSOVO I Kosovo Museum, Pristina
TRACES I Karin Schneider
BIG FACTORY, SMALL IDEAS I Jorge Salgado Simões
I-MEDIA-CITIES I Davy Hanegreefs
LIGHTS ON! I Humak University of Applied Sciences
SIENA CITTÀ APERTA I Comune di Siena

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POSTERS

ANCIENT HISTORY ENCYCLOPEDIA I Jan Van der Crabben
FORMER INDUSTRIAL WATER PLANT TIMISOARA I Violeta Mihalache
EHERITAGE PROJECT BRASOV I Butila Eugen Valentin
ROMA ONLINE VISUAL TOOL I Draghia Dan
REACHING THE PUBLIC, THE ISRAEL MUSEUM I Allison Kupietzky
NEWPILGRIMAGE I Ádám Kobrizsa
ROMA CULTURE IN AUSTRIA I Sabine Stadler
ARCHITECTURE OF THE ABANDONED I Balázs Váradi
MEDINA OF TUNIS FACING THE MODERN CITY I Sarah Ben Salem
OPENHERITAGE I Hanna Szemző
HERITAGE ON TWITTER DURING NEPAL EARTHQUAKE I Pakhee Kumar
MY CULTURAL HERITAGE I Marlena Brzozowska
URBAN HERITAGE IN ANDALUSIA I Blanca Del Espino Hidalgo
RURAL HERITAGE AND FEMALE ENTREPRENEURS I Bernadett Csurgó
MUSEOLOGICAL RESOURCES IN ANDALUSIA I F. J. Navarro de Pablos
IBRAHIM KODRA SWISS FOUNDATION I Maria Pacolli
DEVELOPING SUSTAINABILITY, BASAYAS VILLAGE I Gulsen Dişli
VINEYARDS AND WINE IN ANDALUSIA I Juan José Raposo González
LARGE SCALE CULTURAL HERITAGE ECOSYSTEM I Andrea Acquaviva
WE AND THEY. CONFLICTUAL HERITAGE I Małgorzata Karczewska
EAST PRUSSIAN HEIMATMUSEEN I Maciej Karczewski
PLUGGY I Peter Smatana
FORGET HERITAGE I Anikó Kiss
RUINS I Ivan Murin
HETOR I Donato Pirozzi
COMMODIFYING THE CONTESTED I Jovana Vukcevic
TRACES I Karin Schneider
PROTECHT2SAVE I Peter Morgenstein
ROADMAP OF CIVIC EPISTEMOLOGIES I Mauro Fazio
NANORESTART I Patrizia Zitelli
ECHOES I Piero Baglioni
HERITAGE IN SOCIAL INNOVATION PROJECTS I Linda Kovarova
NEWHORRIZON I Robert Gianni
AND ANKARA... PROJECT I Billur Tekkök
CHCD2018 I Tsinghua Heritage Institute for Digitization, Beijing

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CONFERENCE PROGRAMME

THURSDAY I 10 MAY

09:00 WELCOMING WORDS
BENEDEK VARGA I Hungarian National Museum
NEIL FORBES I Coventry University
GÁBOR SONKOLY I Eötvös Loránd University

9:25 EVERY PAST IS OUR PAST: THE MUSEUM IN FORTEPAN PHOTOS
ANDRÁS TÖRÖK I Fortepan Online Photo Archive

09:30 THE SOCIETAL BENEFITS OF PUBLICLY ENGAGED ARCHAEOLOGY
CARENZA LEWIS I University of Lincoln

10:30 Coffee break I Dome Room

11:00 PILOT ON RURAL HERITAGE
JOSÉ MARÍA MARTÍN CIVANTOS I University of Granada
PAOLA BRANDUNI I Polytechnic University of Milan
CONCHA SALGUERO HERRERA I ICCA Consortium

12:00 POSTER AND VIDEO PITCHES

12:30 Lunch I Építészpince

13:30 PILOT ON SMALL TOWN HERITAGE
LUD'A KLUSÁKOVÁ I Charles University
ZDENĚK UHEREK I Charles University
JAROSLAV IRA I Charles University
JIŘÍ JANÁČ I Charles University
HALINA PARAFIANOWICZ I Bialystok University
BLANCA DEL ESPINO HIDALGO I University of Seville
TANJA VAHTIKARI I Tampere University
STEVE HAGIMONT I Toulouse Le Mirail University

15:00 Coffee break I Dome Room

15:30 ROUND TABLE ON RESILIENCE AND PARTICIPATION IN CULTURAL HERITAGE: BEST PRACTICES
HANA HAVLŮJOVÁ I Charles University
SÁNDOR HORVÁTH I COURAGE project, Hungarian Academy of Sciences
FRANÇOIS LAQUIÈZE I Mission Nice Patrimoine Mondial
JOHN TIERNEY I Eachtra Archaeological Projects Ltd.
ZSUZSANNA TORONYI I Hungarian Jewish Museum and Archives
GÁBOR SONKOLY I Eötvös Loránd University

17.00 Reception I Dome Room

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FRIDAY I 11 MAY

09:00 CULTURAL HERITAGE RESEARCH - HORIZONS POST 2020
ZOLTÁN KRASZNAI I European Commission, Directorate General Research & Innovation

09:30 IS THERE A CRISIS OF DEMOCRACY?
WOLFGANG MERKEL I Berlin Social Science Center

10:30 Coffee break I Dome Room

11:00 PILOT ON INSTITUTIONAL HERITAGE
MONIKA HAGEDORN-SAUPE I Prussian Cultural Heritage Foundation
STEFAN ROHDE-ENSLIN I Prussian Cultural Heritage Foundation
ZOYA MASOUD I Museum of Islamic Art
JULIANNA KULICH I Hungarian Museum of Trade and Tourism

12:00 POSTER AND VIDEO PITCHES

12:30 Lunch break I Építészpince

13:30 PILOT ON MINORITY HERITAGE
ESZTER GYÖRGY I Eötvös Loránd University
BORI FEHÉR I Moholy-Nagy University of Art and Design
MELINDA RÉZMŰVES I Roma Country House in Hodász
TÍMEA JUNGHAUS I European Roma Institute for Arts and Culture
ZITA VARGA I Kesztyűgyár Community Centre

15:00 WORLD CAFÉ ON RESILIENCE AND PARTICIPATION IN CULTURAL HERITAGE: REFLECTING ON SOCIAL COHESION, SOCIAL INEQUALITY, PRACTICE AND THEORY
Facilitator: **ANTONELLA FRESA** I Promoter SRL
TABLE 1 I SOCIAL COHESION AND SOCIAL INEQUALITY
ALEXANDRA BITUŠÍKOVÁ I Matej Bel University
TABLE 2 I RESILIENCE IN PRACTICE, INTERCONNECTEDNESS
HILMAR SCHÄFER I Viadrina European University

16:00 CULTURELABS: RECIPES FOR SOCIAL INNOVATION IN CULTURE
EIRINI KALDELI I National Technical University of Athens

16:30 Coffee break I Dome Room

16:45 REPORT FROM TABLE CHAIRS: FIRST SYNTHESIS OF THE DISCUSSION

17:15 CONCLUDING REMARKS
NEIL FORBES I Coventry University

17:30 NETWORKING SESSION I Dome Room

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NETWORKING SESSION

FRIDAY I 11 MAY I 17:30 I DOME ROOM

FIFTH NETWORKING SESSION OF CULTURAL HERITAGE RELATED PROJECTS: HOW TO WORK TOWARDS A LONGER-TERM SUSTAINABILITY OF THE NETWORK

As a follow-up of the successful meetings in the past years the fifth networking session of cultural heritage related European projects will be hosted in the frame of the REACH opening conference. The actual presentations of the individual projects will take place in the poster and video sessions so this event can be more focused on cooperation of the projects, and in particular finding a way to make these networking sessions sustainable by organizing as a periodic concertation event.

By breaking the traditions, not only the EU-funded projects are welcome to participate in the networking session but every poster and video presenter. After the meeting the outcomes of the discussion will be shared among the participants.

Previous networking sessions:
Brussels, 19 October 2015
Brussels, 23 May 2016
Berlin, 22 November 2016
Padua, 6 March 2017

EUROPEANA MIGRATION: COLLECTION DAY

THURSDAY-FRIDAY I 10-11 MAY I 8:00 - 16:00 I
SOUTHERN FIREPLACE ROOM

Throughout 2018, the European Year of Cultural Heritage, Europeana runs a series of collection days and events involving museums, libraries, archives and audiovisual collections across Europe that specialise in or are interested in the theme of migration. These objects and stories are part of Europe's rich and shared history of migration, which can now be recorded for the future, and made freely available for anyone to discover and use for education, research, inspiration and pleasure.

Europeana is inviting everyone to share their personal stories - and objects such as pictures, diaries, videos and letters - to the collection. Young and old are invited to bring along one or more objects that are part of their and their family's migration story and as many details about them as possible.

The Collection day in Budapest is organised by the Hungarian National Archives in partnership with the REACH project.

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OUR HERITAGE: WHERE THE PAST MEETS THE FUTURE

2018
EUROPEAN YEAR
OF CULTURAL
HERITAGE
#EuropeForCulture

#ReachYourCulture

REACH PROJECT PARTNERS:

Coventry University

PROMOTER
Information Technology, Research & Innovation

Institut für Museumsforschung
Staatliche Museen zu Berlin

E·L·T·E

UNIVERSIDAD DE GRANADA

Ministero dello Sviluppo Economico

Conference booklet (made of recycled paper)

REACH Opening Conference: Call for Posters

Deadline for submission postponed to 10 April 2018

Leave a comment

The opening conference of the REACH project will be held the 10th and 11th of May 2018 in Budapest organized by ELTE University, Eötvös Loránd Tudomanyegyetem and kindly hosted by the Hungarian National Museum.

A poster/video session will be opened during the event; it will be dedicated to innovative and creative projects on the theme of resilient communities and social participation, in order to show the results obtained in establishing a participatory and resilient cultural environment.

We are looking for Cultural Heritage projects that involve resilient communities and social participation from Europe and around the world.

Projects and Proposals will be selected by REACH's Conference Committee. Special consideration will be given to ensure that a variety of topics, geographical and cultural ranges will be represented.
Visit the Call for Posters page for submission guidelines and selection criteria and complete the application form by 15 March 10 April 2018.
ATTENTION: deadline Call for Posters/video postponed through April 10 2018.

FOR FURTHER INFORMATION
For the REACH project: www.reach-culture.eu
For the REACH Opening Conference: reach-culture.eu/budapestconference2018

Get involved! REACH opening conference "Resilient Cultural Heritage and Communities in Europe"

Save the date: 10-11 May 2018, Budapest, Hungary

Leave a comment

Everything's ready for the upcoming REACH project Opening Conference, and

the banner is already displayed on the facade of the Hungarian National Museum: from 10th to 11th of May, high-level experts will meet in Budapest to discuss and compare successful examples of participatory processes and researches facing the theme of "**Resilient Cultural Heritage and Communities in Europe**".

Focus topics:

social cohesion, social inequality, minority heritage, preservation and management of Cultural Heritage, rural heritage, small town heritage, institutional heritage.

What to expect:

- Interesting programme of speeches
- Round table on resilience and participation in Cultural Heritage
- Posters and videos session where participants are invited to deliver a brief pitch presenting their own projects.
- An Europeana Collection Day for digitization of stories and memorabilia of people and families who experienced travelling and migration in their lives.
- A Networking Session for European projects in Cultural Heritage as a periodic concertation event supporting a sustainable cooperation.
- A contribution by a EC representative.

CONTACTS

PROJECT MANAGEMENT

Coordinator: Prof. Neil Forbes

Project Manager: Tim Hammerton

NETWORK & COMMUNICATION

Antonella Fresa

Dissemination Team

Website Development

General Inquiries

Project website: www.reach-culture.eu

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europeana pro
Transforming the world with culture
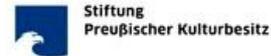
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Posted on Monday February 5, 2018

Academic Research   Culture lover

REACH Opening Conference & Europeana Migration Collection Day

REACH, Re-designing Access to Cultural Heritage for a wider participation in preservation, (re-)use and management of European culture, is a three-year project, started in November 2017, to establish a Social Platform for participatory approaches and social innovation in culture.

Budapest
Múzeum krt. 14-16
1088 Hongarije

Main page › Calendar › EYCH 2018 › *"Resilient Cultural Heritage and Communities in Europe" - REACH Opening Conference*

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DAY OF HISTORICAL GARDENS AND CASTLE PARKS

"Resilient Cultural Heritage and Communities in Europe" - REACH Opening Conference

2018. May 10.

May 10, 2018, Thursday 9:00 AM - May 11, 2018 5:30 PM
Hungarian National Museum
1088 Budapest, Múzeum krt. 14–16

The opening conference of the REACH project will be organized by ELTE University, Eötvös Loránd Tudományegyetem on the 10th and 11th of May 2018 in Budapest, kindly hosted by the Hungarian National Museum.

More information about the conference is available under 'Programmes'.

► The REACH Project Opening Conference "Resilient Cultural Heritage and Communities in Europe"

10.05.2018 - 11.05.2018 | Budapest, Hungary

► **The REACH Project Opening Conference "Resilient Cultural Heritage and Communities in Europe"**

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The REACH international conference in Budapest is part of the programme of the European Year of Cultural Heritage and it will introduce the project's scope, offering a great opportunity to discuss and compare successful examples of participatory processes and researches. The conference will face themes such as social cohesion, social inequality, minority heritage, preservation and management of Cultural Heritage.

Moreover, during the two days event, a dedicated poster sessions will be opened, where the participants can present their own projects.

The opening conference of REACH project, will be organized by ELTE University, Eotvos Lora Tudomanyegyetem and it will take place in Budapest (Hungary), the 10th and 11th of May 2018, kindly hosted by the Hungarian National Museum.

REACH, RE-designing Access to Cultural Heritage for a wider participation in preservation, (re-)use and management of European culture, is a a three-year project on participatory governance of culture, started on the 1st of November 2017.
The project is supported by the European Commission in the frame of the Horizonb2020 programme, and coordinated by Coventry University.
The REACH Social Platform aims to establish a sustainable space for meeting, discussion and collaboration by all those with a stake in the field of culture and Cultural Heritage.
The expected outcome of the debate is to achieve a proposal for a resilient European Cultural Heritage and to offer concrete participatory experiences through showcases and good practices identified by the project's pilots.

European Year of Cultural Heritage
Our heritage: where the past meets the future
europa.eu

English EN

HOME   ABOUT THE YEAR   EVENTS   WHAT'S NEW   RESOURCES   GET IN TOUCH

REACH opening conference: open call for posters and videos   X

REACH is looking for innovative and creative cultural heritage projects that involve resilient communities and social participation from Europe and around the world. Bring your work to the conference and showcase your achievements. Raise awareness of your project, gain recognition, share best practice and be part of a great network!

REACH Conference in GUIDE@HAND Budapest smartphone application!

Use the events function to discover "RE-designing Access to Cultural Heritage" conference!

Leave a comment

The e-Learning department of the institute for computer science and control, Hungarian Academy of Sciences, MTA SZTAKI has contributed to get closer to REACH opening conference by charging the upcoming event on its new software for smart phones, tablets, iOS and android platforms.

The App, that can be used offline, it is available in English, German and Hungarian languages.

- Download GUIDE@HAND from http://www.guideathand.com
- Install the App to your mobile device
- Click on the "events" button to get any type of information regarding the REACH interesting programme of the conference: data sheets, venue, map and reminder service.

The eLearning department of MTA SZTAKI is a REACH Project partner and its main activities are focused on:

- Applied research, professional consultancy
- Web and mobile application development, innovation
- Courseware development, training
- Co-ordination and participation in complex domestic and EU projects

For more details:
http://www.guideathand.com

During the conference photos capturing the most significant moments of the two-day event have been conducted by ELTE PhD students (Patrik Mravik and Márk Turóczi): some of their pictures are shown within this deliverable. The event was also filmed by a student of ELTE Department of Film Studies (Zoltán Farkas) who besides registering the main phases, interviewed (with Patrik Mravik) the key-note speakers, and consortium partners.

People interviewed in the video are listed hereafter
Carenza Lewis, Lincoln University
Antonella Fresa, Promoter SRL
Neil Forbes, Coventry University
Gábor Sonkoly, Eötvös Loránd University
Lud'a Klusáková, Charles University
José María Martín Civantos, University of Granada
Monika Hagedorn-Saupe, Prussian Cultural Heritage Foundation

Ultimately, these video clips with be available on the REACH project YouTube channel:
https://www.youtube.com/channel/UCTjxbeHm0CEr2-IOb7X-neA?view_as=subscriber

3.2.4   CONFERENCE WEBSITE

The conference website - containing detailed information about the event's themes and programme, indications about the city and the conference venue in English – has been available at   https://www.reach-culture.eu/events/opening-conference-in-budapest since 1 February 2018.
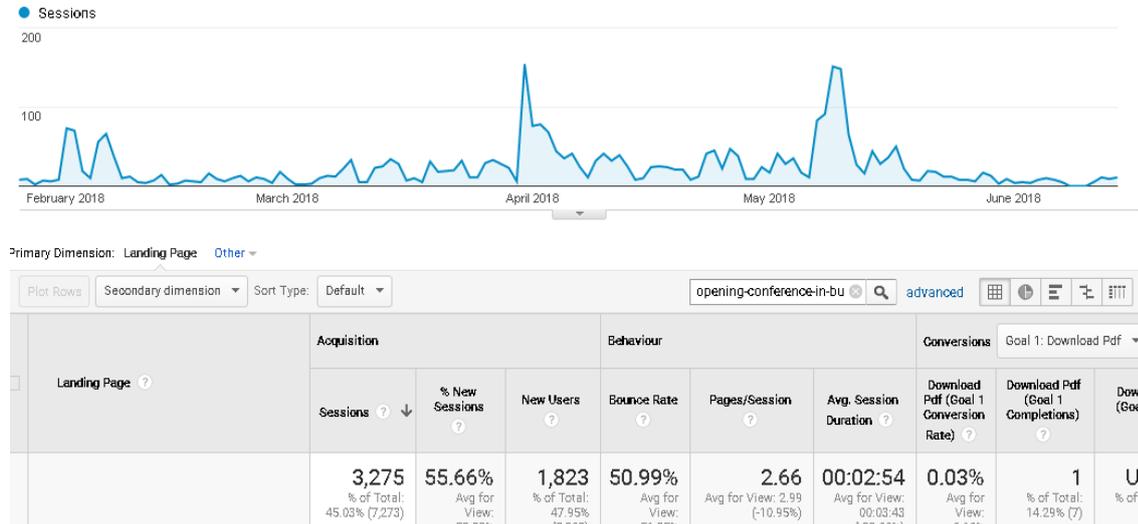
The website's statistics show that over the period from February to May 2018, 3,275 unique users entered the conference website, on average visiting 2.66 pages over a period of almost 3 minutes each. The peak times for viewing the website were following the launch of publicity, including the calls for posters and videos and in the period when the conference was taking place.
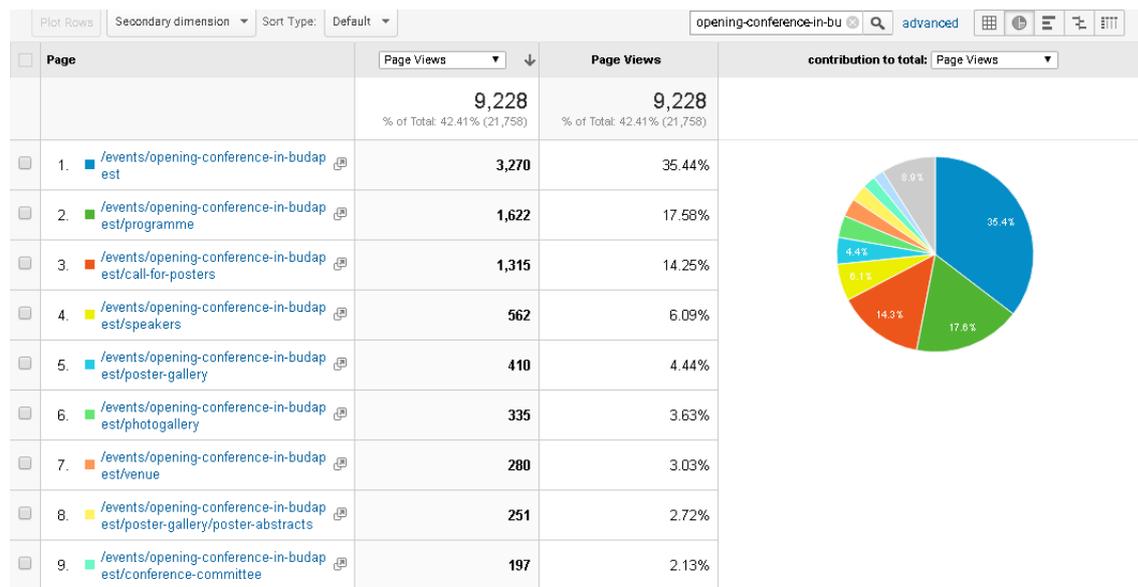
Since it was set-up, 9,228 pages of the conference website were visited. Once viewers had arrived on the landing page, the areas of greatest interest were details of the programme, the calls for posters and videos and the biographies of conference speakers.

It is perhaps not surprising that the countries represented by REACH project partners sat within the top seven nationalities to visit the REACH conference website (Hungary, Italy, Germany, Spain, United Kingdom and Czech Republic), although it is interesting to note that the third most views were from the United States of America. The European countries immediately following on the list of viewers were Belgium, Greece, Turkey, Romania, Netherlands and Poland.

4. THE CONFERENCE

The REACH opening conference took place in Budapest, at the Hungarian National Museum, from 9:00 to 18:00 of 10th May and from 9:00 – 18:00 of 11th May 2018.

The event programme was the following:

10 May 2018 (Thursday)

08:00   **Registration and welcome coffee**

09:00   **Welcoming words**
- Benedek Varga, Director of Hungarian National Museum;
- Neil Forbes, Associate Dean of Faculty of Arts & Humanities, Coventry University, REACH Project Co-ordinator;
- Gábor Sonkoly, Dean of Faculty of Humanities, Eötvös Loránd University (ELTE), REACH host member

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09:25   **Every past is our past: the museum in Fortepan photos**
András Török, Fortepan Online Photo Archive

09:30   **The Societal Benefits of Publicly Engaged Archaeology** -
Carenza Lewis, University of Lincoln
Q&A

10:30   Coffee break

11:00   **Pilot on rural heritage**
Facilitator: José Maria Civantos, University of Granada Presentations:
- José Maria Civantos - University of Granada
- Paola Branduini - Polytechnic University of Milan
- Concha Salguero Herrera - ICCA Consortium

12:00   **Poster and Video session** (pitches, 2-3 min each)

12:30   Lunch break (buffet)

13:30   **Pilot on small town heritage**
Facilitator: Luďa Klusáková, Charles University Presentations:
- Lud'a Klusáková - Charles University
- Zdenek Uherek - Charles University
- Jaroslav Ira - Charles University
- Jirí Janác - Charles University
- Halina Parafianowicz - Bialystok University
- Blanca Del Espino Hidalgo - University of Seville
- Tanja Vahtikari - Tampere University
- Steve Hagimont - Université Jean Jaurès, Toulouse

15:00   Coffee break

15:30   **Round table on resilience and participation in Cultural Heritage: best practices**
Participants:

- Hana Havlůjová, History and History Didactics dept., Charles University
- Tamás Scheibner, COURAGE, Institute of History, Hungarian Academy of Sciences
- Francois Laquièze, Directeur de la mission Nice Patrimoine mondial
- John Tierney, Community Heritage Engagement, Eachtra Archaeological Projects Ltd
- Zsuzsanna Toronyi, Director of Hungarian Jewish Museum and Archives
Moderator: Gábor Sonkoly, Eötvös Loránd University (ELTE)

17:00   **Reception in Hungarian National Museum**

11 May 2018 (Friday)

09:00   **Cultural Heritage Research - Horizons post 2020**
Zoltán Krasznai, European Commission, Directorate General & Research

09:30   **Is there a Crisis of Democracy?**
Wolfgang Merkel, Berlin Social Science Center

10:30   Coffee break

11:00   **Pilot on institutional heritage**
Facilitator: Monika Hagedorn-Saupe, Prussian Cultural Heritage Foundation (SPK) Presentations:

- Stefan Rohde-Enslin- Prussian Cultural Heritage Foundation
- Zoya Masoud- Museum Of Islamic Art
- Julianna Kulich- Hungarian Museum Of Trade And Tourism

12:00   **Poster and Video session** (pitches, 2-3 min each)

12:30   Lunch break (buffet)

13.30   **Pilot on minority heritage**
Facilitator: Eszter György, Eötvös Loránd University (ELTE)
Participants:

- Melinda Rézműves - Roma Country House in Hodász
- Tímea Junghaus - European Roma Institute for Arts and Culture
- Zita Varga - Kesztyűgyár Community Centre

15:00 **World Café on resilience and participation in Cultural Heritage: reflecting on social cohesion, social inequality, practice and theory**

Facilitator: Antonella Fresa, Promoter SRL Two groups of tables are proposed to be attended by the participants in the Conference.

- Table 1
  Social cohesion and social inequality
  Chair: Alexandra Bitušíková, Vice-Rector for Research at Matej Bel University
- Table 2
  Resilience in practice, interconnectedness
  Chair: Hilmar Schäfer, Faculty of Social and Cultural Sciences, Viadrina European University

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16:00 **CultureLabs: recipes for social innovation in culture**
Eirini Kaldeli, National Technical University of Athens

16:30   Coffee break

16:45 **Report from table chairs and first synthesis of the discussion**
17:15 **Concluding Remarks**
Neil Forbes, Coventry University

After the conference, a manifesto summarising the key findings of the proceedings will be produced and circulated to the REACH network.

17:30 **Networking session**: how to work towards a longer-term sustainability of the network

The actual presentations of the individual projects will take place in the Poster/Video sessions and in the Poster session.

18.15 **Cultural programme**: Guided tour in 8th district

4.1 FIRST DAY: 10 MAY

The conference started with the welcoming words of Benedek Varga, director of the Hungarian National Museum, Neil Forbes, Associate Dean of Faculty of Arts & Humanities, Coventry University, REACH Project Co-ordinator and Gábor Sonkoly, Dean of Faculty of Humanities, Eötvös Loránd University. The organisers included a surprise additional presentation made by András Török from Fortepan Online Photo Archive entitled „Every past is our past" showing the Hungarian National Museum and its building in archive photos.

Neil Forbes' welcoming words

The first keynote speech of the conference was given by Carenza Lewis from University of Lincoln entitled "The Societal Benefits of Publicly Engaged Archaeology". She is archaeologist and Professor for the Public Understanding of Research and specialises in the medieval period and is particularly interested in rural settlement and childhood. Before moving to Lincoln in 2015, she was Director of Access Cambridge Archaeology, an outreach unit which she set up at Cambridge University (2004-15), presenter on the long-running award-winning TV series Time Team (1993-2005) and Archaeological Investigator with the Royal Commission on Historical Monuments of England (1986-1999).

Her keynote considered the capacity of publicly engaged archaeological heritage projects to benefit wider society. In many places, engaging with the wider public is an aspect of the archaeological process which, if considered at all, is regarded as a 'nice but non-essential' extra which is not integral to project aims. Simultaneously, in an era of financial cuts, tangible heritage is often viewed as a liability rather than an asset. Her address set out to challenge that view, presenting a variety of case studies from the UK in which publicly engaged archaeological projects have delivered measurable specific benefits to diverse sectors of wider society including secondary school students, rural residents and residents of deprived estates.

She discussed a new paradigm for engaging wider publics in the archaeological process that enables participative archaeology to be valued for its benefit to wider society and its capacity to generate new resources while also advancing knowledge about the past. This paradigm gives equal weight to intrinsic, economic and societal benefits, seeing the delivery of each as beneficial (and often essential) to achieving the others. The conclusion to be drawn is that strategies can and should be developed and deployed which identify, maximise and evaluate benefits of public engagement with archaeological investigations to individuals, communities and society. This will allow heritage to be seen not as a liability but as an asset, and expenditure on participative heritage to be seen, not as cost, but as an investment.

Carenza Lewis' keynote speech

The first project – Higher Education Field Academy - worked with school pupils aged between 13 and 17 in archaeological excavations in order to raise academic aspirations (particularly about progressing to university), boost self-esteem and confidence and also instil new transferrable skills and knowledge. By working with an examining body, softer/work orientated skills were recognised and accredited and, after the project ended, participants demonstrated more positive attitudes, new and enhanced learning, and work-place and life skills. In addition to gaining volunteering and project management experience, participants considered that their lives had been enriched and that they had developed enhanced social relationships.

The Clare Castle Excavation involved members of rural communities (residents, landowners, informal and formal learners, volunteers, school children, local history and conservation societies) in archaeological excavations on a motte and bailey castle site.

The aims were to:

- ensure places of distinctive landscape character are understood, cared for and celebrated by communities with the knowledge, skills and opportunities needed to manage and enjoy them
- advance understanding of the historic evolution of the landscape
- encourage more people to access, learn about, become involved in and make decisions on their landscape heritage.

The outcomes included new and enhanced skills and interest within the community, strengthened social networks, that community heritage assets are better known and managed and an enhanced appreciation of community as a place to live and work in.

The third case study was Unearthing Middlefield's Utopias. It involved residents of a 1960s social housing estate in archaeological excavations in order to connect people with their past, develop skills, connections and aspirations to help the community build for a better future. As a result of the activity, heritage assets are better known and an insight to the housing estate has been gained with new research areas are opened up. Additionally, there is a new understanding of effective strategies for inspiring and up-skilling people from different backgrounds, connecting people with their local heritage and community. At a policy level, it provided new perspectives on societal issues such as social housing, health and well-being, youth work, de-ruralisation and post-work environments. Disadvantaged communities can easily be dismissed as lacking inspiration, but this participatory heritage based activity proved that this is not the case.

Professor Lewis summarised that the societal benefits of publicly engaged archaeology. She argued that tangible heritage has a much wider positive role to play in society than is currently appreciated (especially by non-archaeologists). Strategies can and should be developed, deployed and reported which identify, maximise and evaluate benefits of public engagement with archaeological investigations to individuals, communities and society. In planning any archaeological project, consideration should be given to how wider publics might benefit, and how this benefit might be identified, maximised and measured. Evidence-based case-making which re-positions archaeology as something which can contribute positively to society, enables tangible heritage to be appreciated as an asset, and heritage expenditure as an investment. Although she had spoken about archaeology, she considered that these conclusions also fit many other aspects of culture and heritage and are transferable to different communities across Europe.

After the coffee break, the section led by pilot on Rural heritage took place organised by University of Granada. The section was chaired by José María Martín Civantos, University of Granada who presented "Agrarian heritage and participatory approaches. Historical irrigation systems" He was joined by two other presenters: Concha Salguero Herrera, lawyer and member of ICCA Consortium "Diversify or die" The importance of agriculture heritage for our lives and Paola Branduni, architect at Politecnico of Milan "How to make resilient a rural heritage?". These lectures promoted participation in cultural and environmental protected areas as a way to solve conflicts between preservation, re-use, and economical activities.

Initially, Concha Salguero Herrera discussed simplification versus diversity, as global simplification threatens community heritage. Languages, community governance structures have disappeared with the advance of the nation state, landscapes and agricultural heritage is being eroded. During the 20th century the world has lost 75% of its agriculture varieties. Historically, human being have used between 7,000 and 10,000 species, today, only 150 species are cultivated and 70% of human consumption is based on only 12 of them. In the USA 93% of fruits and vegetables have disappeared within the past century and in Mexico today, only 20% of the total of varieties cultivated in 1930 now exist.

What does this genetic erosion mean? Diversity=resiliency: loss of resistance to diseases and loss of adaptation capacity to changes (eg climate change); difficulty in applying traditional remedies. Biodiversity loss can affect the viability of ecosystems by decreasing the ability of communities to respond to environmental change and disturbances. The current loss of agriculture heritage make human being vulnerable putting everyone at high risk in terms of survival. In response there is a need to protect agricultural heritage and consider traditional species and production systems. Communal governance systems are crucial with participatory decision making processes needed.

José María Martín Civantos presenting, with fellow panellists Concha Salguero Herrera and Paola Branduni

Paola Branduni asked: what are the main issues about conservation and enhancement of rural heritage? There are risks of loss of tangible and intangible values, with the reduction of availability in traditional manual and machine techniques, as a result, citizens don't recognise the cultural value of agriculture. Farmers do not acknowledge the cultural value of agricultural landscape, which is demolished to accommodate new techniques (eg hydraulic artefacts, merging of fields, elimination of hedgerows…) This leads to the loss of heritage landscapes and artefacts.

How can participatory process make rural heritage more resilient? Involving actors by enhancing tangible and intangible values, involving them at each step of the process, from the beginning until the transmission in the working of landscapes. It is an ongoing process working with people and artefacts. The question is, who is in charge of this process, local authorities, farmers or local communities and how will knowledge be shared with future generations?

Paola Branduni

José María Martín Civantos discussed the experiences of the MEMOLA project and its community based approach to rural and agrarian heritage, including the restoration of irrigation channels. There needs to be new and integrated holistic approaches both in terms of practices and from the people involved that considers the relationship with nature, the culture of the landscape and environmental values. Heritage should be considered as a social tool that enables people to give something back, to recover the landscape, through a range of participatory approaches and tangible and sustainable results. Although this can take place at a local level, there is a need for national and European level networks to develop a long term strategy and make a tangible difference.

The REACH pilot on Rural heritage will consider rural areas and communities, cultural landscapes, agrarian activities, tangible and intangible heritage, territorial planning, agrarian and environmental policies, global change, climate change, cultural challenges and urbanisation. It will involve local ecological knowledge and dialogue of knowledge, the elder population, consideration of gender roles, agrodiversity biodiversity, ecosystem services, governance, land stewardship, production, productivity, economic development and resilience. Results could include water policies & water planning, mediation & environmental mediation, building restoring community & identity, inter & transdisciplinary epistemology, role of humanities, participation and public/communal/private relationships.

After the section, the first part of poster and video pitches followed. The section was moderated by Silvana Colella (Coventry University). The extensive list of video and poster presentations can be found at 5.3 (posters) and 5.4 (videos).

Lud'a Klusáková

Immediately after the lunch break, the second partner, Charles University introduced its pilot on Small towns' heritage. The pilot was presented by Lud'a Klusáková "Renaissance urbaine" as a strategy in rural regions and her colleagues from Charles University: Zdeněk Uherek Ethnography of Heritage in Research of Small Towns; Jaroslav Ira Actors, scales and modes of heritage representation: lessons from the critical mapping; Jiří Janáč SWOT analysis adaptation for the small towns pilot.

Luďa Klusáková introduced the session and compared and contrasted a number of micro, macro and supranational case of small town heritage. Her hypothesis, based on first set of cases, has "Renaissance" as a goal, although this might not always be achieved. The strategies adopted are to be inclusive wherever possible. The studies will consider the elements that could be seen as a disadvantage such as low density of population, absence of industry and, lack of investment that may actually be beneficial. These will be part of the mission to revitalise and make Europe's cultural heritage relevant again.

Zdeněk Uherek described the qualitative strategies that will be adopted to involve as many people as possible, using participatory and ethnographic approaches to try and find the most effective solutions. For this, enhanced a dialogue between very different actors has been chosen eg. large heritage institutions directed by the state such as National Heritage Institute, or a big touristic agencies on one hand, and the NGOs from little towns on the other hand, or actors from famous heritage complexes. The key words of the pilot are sustainability, resilience and adaptability. Heritage activities should create a harmonious environment for a long-term surveillance. Sustainability includes exchange among generations, possibilities for all generations. Another key word is authenticity, meaning that issue from local everyday situation, needs and demands of local people.

Jaroslav Ira provided greater definition of the pilot's considerations:
1) Self-representation of small towns through cultural heritage
2) Representation of small town heritage on higher scales
3) Interpreters and modes of heritage representation.

For self-representation, how does the town define itself against five criteria: rural – urban axis; past – future axis; community – society axis; historical landscape – modern city axis; small town atmosphere – metropolitan life axis? What are the implications of this: official image vs. perception of inhabitants; highlighted and overshadowed parts of the town (historical layers, spatial zones and functional aspects)? What is considered as (valuable) heritage in official imagery?

Broader representation considers the intuitions that are based in the town such as universities, development agencies, museums and cultural institutions, perceptions within guide books and participation within community or regional projects. Modes of representation considers small town as an intersection of heritage interpreters, the role of expertise(s) in the production of representations, the links and connections between the actors and active participation of wider public.

Jiří Janáč added to the discussion of the pilot and outlined three levels of critical mapping: objective, subjective and analytical. This would be measured via a tool very loosely based upon a SWOT analysis.
Strengths (activities)
What are your activities? How do you operate? What financial source you mobilise? Who do you cooperate with?
Weaknesses
What kind of obstacles do you have to deal with?

Opportunities

What kind of opportunities for your activities do you recognise? What future and development trajectory do you envision for your organisation, and what external factors does it depend upon?

Threats

What kinds of threats do you recognise for your NGO/town/institution/ or heritage project in the future? Who is your „competitor "? Towards whom or towards what you have to define the boundaries of your agency?

Questions will be asked at all levels from professors to practitioners to users to identify patterns, structures and synergies.

Lecturers of pilot on small town heritage section

Following the presentations from the Charles University team, four cases studies were presented by Tanja Vahtikari (Tampere University), Local sense of heritage and belonging as resilience: the case of Old Rauma; Steve Hagimont (Toulouse University): Participatory strategies in the making of mountain environment as tourist and common heritage; Blanca del Espino Hidalgo (Sevilla University) – Cultural Heritage, Society and Resilience. The cases of Lucena (Andalusia, Spain) and Mértola (Alentejo, Portugal); Halina Parafianowicz (Bialystok University) – Supraśl and Tykocin: meeting of cultures in Podlachia´s heritage. These presentations demonstrated the diverse range of small towns and the people living within them that can contribute towards the REACH pilot and their different perceptions of their communities and heritage.

Hana Havlůjová

The short coffee break was followed by the "Round table on resilience and participation in cultural heritage: best practices" chaired by Gábor Sonkoly. The participants of the section were Hana Havlůjová (History and History Didactics dept., Charles University) Improving Resilience of Heritage by Education and Learning, Tamás Scheibner (COURAGE, Institute of History, Hungarian Academy of Sciences), François Laquièze, (Director of Mission Nice Patrimoine Mondial) Nice, candidate for inclusion on UNESCO's World Heritage List, John Tierney (Community Heritage Engagement, Eachtra Archaeological Projects Ltd) Community archaeology in Ireland – the Historic Graves Project, Zsuzsanna Toronyi (Director of Hungarian Jewish Museum and Archives) The Dohany Street Synagogue and the Hungarian Jewish Museum and Archives

John Tierney

The first day ended with a reception held in the Dome Room.

4.2 SECOND DAY: 11 MAY

The second day started with Zoltán Krasznai's lecture on "Cultural Heritage Research – Horizons post 2020". Zoltán Krasznai is policy officer at the European Commission's Directorate General for Research and Innovation (RTD), in unit B.6 'Open and Inclusive Societies'. Zoltán is historian, holding his PhD from the Ecole des Hautes Etudes en Sciences Sociales (EHESS) of Paris. At the European Commission he coordinates the preparation of Horizon 2020 work programmes, essentially about culture and cultural heritage. Before joining the European Commission in 2013, Zoltán worked at the European Economic and Social Committee, a consultative body of the European Union.

His presentation described the cultural heritage research on the European Research and Innovation (R&I) framework programme (FP) H2020 and it discussed the perspectives of future EU research in this field under the next FP Horizon Europe for the period 2021- 2027. He considered the importance of this research trend for social sciences and humanities in the context of European political and societal challenges.

Zoltán Krasznai and Neil Forbes

The second keynote speech of the conference was held by Wolfgang Merkel from Berlin Social Science Center and Humboldt University and presented the lecture "Is there a Crisis of Democracy?" Wolfgang Merkel is Director of the Research Unit "Democracy and Democratization", WZB - Berlin Social Science Center, Berlin and Professor for Political Science at Humboldt University. 1994 - Acceptance of a call for a professorship in political science/comparative governance (C3) from the University of Mainz; 1998 - Call for a professorship in political science (C4) from the University of Heidelberg; 2004 - Professor of Political Science, Humboldt-Universität zu Berlin and Director of the research unit "Democracy and Democratization" at the WZB - Berlin Social Science Center; 2007 - Appointment as a member of the Berlin-Brandenburg Academy of Sciences and Humanities.

His keynote speech considered that democracy seems to be inextricably linked to crisis. This is true since the ancient writings of Plato and Aristotle. During the Twentieth century the literature and talk on crisis peaked in the 1920s and 1930s and later on in the early 1970s. More recently, the debate over the crisis of democracy goes on under the heading of "post-democracy" (i.a. Crouch). However, the term "crisis of democracy" is only vaguely defined. Nevertheless, one can distinguish between "acute" and "latent" crisis. But even then democratic theory was not able to conceptualise "latent crisis of democracy" so far. His address questioned whether the crisis of democracy is an invention of theoretically complex, but empirically ignorant theorists or whether we find significant evidence that there are unresolved problems which accumulate to a crisis of democracy, on three levels (Merkel):

- first, on the level of quality of democracy indices developed by experts
- second, on the basis of the survey reports on the opinion of the demos
- third, on a deeper analyses of crucial spheres of democracy.

Wolfgang Merkel

The results hint in different directions. According to expert indices and polls, the message is: there is no general crisis of democracy. However, the partial analyses on participation, representation, and effective power to govern reveal unresolved democratic challenges, such as an increasing level of exclusion of the lower third of the demos from participation, an inferior representation of their interests, and a loss of democratic sovereignty in policy making. In addition, we are witnessing the rise of right-wing populism in Eastern and Western Europe. But the question emerges is right wing populism a threat to democracy or a cure against a supposedly excessive liberalism in present democracy? Does it make a difference for the resilience and quality of democracy if right wing populists are in opposition or in government, if they are a junior or dominant partner in governing coalitions, or if they act in stable well consolidated or unconsolidated democracies?

What appears to be obvious is that we are witnessing changing axes of democratic legitimacy. It is not clear yet whether this will autocratise or democratise our democracies. Special attention will be paid to the development in mature West-European and younger East-European democracies.

After the coffee break, the third partner, Prussian Cultural Heritage Foundation (SPK) introduced its pilot on Institutional heritage. The pilot was chaired by Monika Hagedorn-Saupe and presented by Stefan Rohde-Enslin of SPK. The section comprehended two other lectures held by Zoya Masoud from Museum of Islamic Art, Berlin Museum: From Temple To Meeting Point/Multaka Participative Projects at Berliner Museum of Islamic Art and Julianna Kulich from Hungarian Museum Of Trade And Tourism Involving public in the work of the MKVM: working for or with communities?

Stefan Rohde-Enslin introduced the pilot, noting that SPK will take a holistic approach to museums including the objects, the administrations, the activities and the visitors, as museums are not seen as islands, but an integral part of society. Societies develop and so do museums – in all their aspects. Since the advent of digital information infrastructures there is a tendency in modern societies that citizens want to actively take part in decisions of all kinds; it is a process of self-empowerment. These citizens are the visitors of museums and therefore, museums have to adjust to a changing demand. For many years there has been a discourse among museums about a participatory approach and more and more museums are now experimenting with in one way or another.

The Institutional heritage pilot will create an overview of participatory approaches already in practice and of experiences gathered. Participation has – as every other approach – its limitations and determining factors. It is these „determining factors" which the pilot will be analysing. One of the „determining factors" is, of course, the situation of the respective museum itself. As such, the approach is to take two very different museum. A large museum, in a big city with tourists as an important part of its audience will be compared with a small museum, in a small village with local people as visitors. The possibilities for participation are obviously very different. While the participatory approach in general might be considered as a necessity for all kinds of museums, the ways of inclusions, the projects and conducts have to be adopted to actual situations and intentions of the museum. Some have money, some don't. Some are multilingual some are not.

The result of the analysis of participatory approaches in the two museums will be reflected with experiences described in literature. Ultimately, there will be a better understanding of what determines participation of citizens in institutional heritage and these practices can be shared with other institutions.

Zoya Masoud explained the participatory approached employed at the Museum for Islamic Art in Berlin. The museum is extensively unknown to German Muslims and therefore they don´t use it very often. The wider context is that Islamic related issues are highly contested in Germany/Europe, with young Muslims challenged by public debates and personal circumstances.

As such, 24 guides from Syria and Iraq have been trained and appointed to provide Multaka tours twice a week in fours museums in both Arabic and German languages. This guided project is by refugees and for the refugees that provides interactive exchanges among the participants of the tours, which maximises the diversity of both guides and participants.

The newest education project for the Museum for Islamic Art considers what the museum can contribute to the ongoing debate on migration and identity? Together with young people and gatekeepers in youth clubs, the museum wants to work on this question and develop different contents and formats to answer it. The project is now in its first phase of acquiring cooperation partners and wants to involve a range of topics including: living together in heterogeneous societies; cultural transfer and diversity in Islam. Objects from the museum will be used to tell stories of the past that are linked to the present and hold visions for a common future. Gender and age based focus groups will provide critical feedback, with a community build and included via use of social media.

Three speakers Stefan Rohde-Enslin, Zoya Masoud and Julianna Kulich taking audience questions

The final speaker for the Institutional heritage Pilot was Julianna Kulich discussing the work of MKVM in Budapest, a museum of the everyday life that was founded in 1966 by organisations of trade and catering industry; themes that still influence collections. MKVM is dependent on the public and needs stories to authentically present items based on the knowledge of people that used them. When an item is donated, interviews are taken with the donators to collect a genuine memoir. Without these personal contributions, objects would be dead and history would be confined only to dry facts.

In the last few years, the museum has put together several exhibitions dealing with the second half of the 20th century, a period in Hungary that is roughly concurrent with the socialistic regime. These exhibitions were about history of different state companies, specifically the National Railway Catering Company, MIRELITE and IBUSZ. For each organisation, former employees and other citizens associated with these companies where approached and interviewed, some returned for more in depth discussions. Many people met others who they hadn't seen for years. The museum collected objects donated to rebuild their community. What was interesting is that although this period is often considered very negatively by younger people and historians, these views cause frustration to those that had lived through the time. This period is regularly evaluated negatively, whereas the people themselves are actually nostalgic about the time and their collective histories. This participatory project legitimises the period, which for them represents a significant part of their lives.

The participatory approach is particularly good for us MKVM, as it can provide an authentic picture within its collections, not just cold facts, but emotional recollections which provide a diverse impression about the past and how people lived, incorporating information which would disappear after the death of these people.

After the section, the second part of poster and video pitches followed. The section was moderated by Gábor Oláh (Eötvös Loránd University). The exhaustive list of video and poster presentations can be found at 5.3 (posters) and 5.4 (videos).

Pilot on minority heritage panel discussion

After the lunch break, host partner, Eötvös Loránd University introduced its pilot on Minority heritage which took the format of a panel discussion chaired by Eszter György. The participants of the round table discussion were Melinda Rézműves from Roma Country House in Hodász, Tímea Junghaus from European Roma Institute for Arts and Culture / Gallery 8 Roma Contemporary Art Space and Zita Varga from Kesztyűgyár Community Centre. The discussion was held in Hungarian with simultaneous interpretation available via headphones. This discussion focused on Roma cultural heritage and aimed to show how the institutionalisation of their (re)appropriated cultural heritage can result in the economic and social revival of their communities. The engagement toward the establishment of Roma minority heritage is an important step in order to reinforce social inclusion and to create more tolerant, diverse societies in Central Europe countries.

European Roma have contributed to many nation states over the past 600 years and are therefore integral to European culture. However, Roma culture itself, music, dance and painting, is now under threat. Over 50% of the Roma population is currently living in disadvantaged areas. However, projects such as the Roma Country House in Hodász have brought communities together and provided bi-lingual teaching in both Romani and Hungarian. Melinda Rézműves, as ethnographer and author of several Romani language handbooks, emphasised the importance of the common Romani language as a main element of Roma cultural heritage.

The Roma communities have not been represented within the European Year of Cultural Heritage and therefore the REACH project pilot is of great importance. Today is an important day with representatives of the Roma community involved in a panel held at the Hungarian National Museum. The Roma are often talked about as a challenge and therefore need these types of positive opportunities to show that this is not the case, especially as there is no museum in Hungry that is dedicated to reflect the Roma and their culture.

Zita Varga, Tímea Junghaus, Melinda Rézműves, Eszter György

There are lots of Roma based initiatives and short term projects, but few permanent institutions and ongoing support. People move from project to project trying to maximise benefits and are able to demonstrate positive results, but ultimately the project ends and work is discontinued. If there were longer term, sustainable projects and financial support, there is even greater potential for success. In the case of Kesztyűgyár Community Centre, the financial continuity is ensured by the local Municipality but their activities involve local Roma community more in an indirect way and they are not explicitly concerned with cultural heritage.

There are 600 Roma related NGOs in Europe today, all of a diverse nature, with different rationales. There are approximately 12 million Roma in Europe, of which 8 million speak one of the 93 dialects of Romani; it is a world language.

At international level big changes are needed for the Roma community to achieve objectives, building on friendships and academic links. Is there the interest from others to support this activity, to recognise the Roma culture and feed it back into education and wider society? Large scale change is needed rather than short term projects that have good intentions, which may help, but may actually be patronising.

From the audience, Gábor Sonkoly asked about Roma heritage and culture, it was considered that heritage is more significant. The follow-up question asked whether there was an institution needed for Roma heritage and indeed what a Roma museum would be like. Plans had been drawn up for such a museum before and promises were made in the final year of a Government's term in office; they lost the election and the plans fell through. There is still hope that this initiative can happen in the future.

Reflecting on the themes of the REACH project, participatory approaches were considered important to make changes and to gain greater recognition of the Roma community, its culture and heritage. Participatory approaches and resilient heritage might have even greater importance in the case of rural heritage initiatives (such as the Country House in Hodász) as the local community is even more marginalised than those living in the capital city but a European network and institution (ERIAC) will also have to build upon the involvement of various Roma communities and by representing different cultural practices.

After the quick rearrangement of the Ceremonial Room, the space became suitable for the world café on resilience and participation in Cultural Heritage: reflecting on social cohesion, social inequality, practice and theory. The section was facilitated by Antonella Fresa from Promoter. World café is a structured participatory method for knowledge sharing in which the conference attendees become participants by discussing a topic at several tables, with individuals switching tables periodically and getting introduced to the previous discussion at their new table by a "table host". The world café was organized around two topics: „Social cohesion and social inequality" hosted by Alexandra Bitušíková, Vice-Rector for Research at Matej Bel University and „Resilience in practice, interconnectedness" hosted by Hilmar Schäfer from Faculty of Social and Cultural Sciences, Viadrina European University. Due to the large number of participants multiple tables were set up per topic.

After the conference the outcomes of the discussions were summarised by the table chairs in a manifesto and shared through the REACH dissemination channels. The two manifestos can be found at 6.1 and 6.2.

„Social cohesion and social inequality" hosted by Alexandra Bitušíková

„Resilience in practice, interconnectedness" hosted by Hilmar Schäfer

Following the world café Eirini Kaldeli (National Technical University of Athens) held the lecture on „CultureLabs: recipes for social innovation in culture". Eirini Kaldeli is a computer scientist with interest in ICT applications on cultural heritage. She holds a PhD from the University of Groningen and an MSc in Artificial Intelligence from the University of Edinburgh. Since 2014, she is a senior researcher at the Intelligent Systems, Content, and Interaction laboratory at the National Technical University of Athens. In the last years, she has been working on the design of Web services for curating and creatively reusing digital cultural heritage, investigating how AI methods can be applied and assist users in this context.

Eirini Kaldeli

CultureLabs is a Horizon2020 Research and Innovation project which started in April 2018. The project aims at developing a novel methodology and an ICT-empowered infrastructure towards systematizing and facilitating the organisation and wider deployment of participatory projects through the provision of specialised toolkits that offer stakeholder-appropriate ingredients and recipes for social innovation through cultural heritage. CultureLabs' case studies and pilots focus on different immigrant communities and micro-communities (refugees, second generation immigrants, female immigrants) and on approaches that build bridges between their living culture and mainstream CH. The developed toolkits and infrastructure will be reusable and extensible, so that the collected ingredients (including guidelines, methodologies, digital tools, CH resources etc) can be easily combined and adjusted to meet the needs of different stakeholders, including cultural heritage institutions, civil organisations, and policy makers, as well as the communities themselves.

After a short coffee break, Alexandra Bitušíková and Hilmar Schäfer reported the first synthesis of the world café discussion.
The second day and the conference ended with Neil Forbes' concluding remarks. He thanked Eszter György, Gábor Oláh and the „blue badge-holders" for their hard work in organising and running the conference.

5. POSTER AND VIDEO SESSION

The poster and video session offered a great opportunity to share best practices and disseminate innovative cultural heritage projects that involve resilient communities and social participation. It offered also an opportunity to identify synergies and strengthen collaboration between projects. After the conference, the posters were made available in digital format on the website and the videos on the REACH YouTube channel. In total, 16 videos and 35 posters (70x100) were introduced. The poster session was open to the public for the duration of the event.

Posters on display at the conference

5.1 TOPICS

REACH selected the posters and videos among all those received through this call: https://www.reach-culture.eu/events/opening-conference-in-budapest/poster-gallery/call-for-posters

The topics were:
- resilient cultural heritage
- social participation: communities, techniques, best practices • institutional heritage
- rural heritage
- heritage in small towns
- minority heritage
- social inequality and heritage

5.2 DIGITAL POSTER AND VIDEO GALLERY

After the conference, a digital poster exhibition was opened online as part of the event website (https://www.reach-culture.eu/events/opening-conference-in-budapest/poster-gallery/). This section presents a virtual gallery containing most part of the posters physically showcased and the videos displayed during the two-day event at Hungarian National Museum.

5.3 POSTERS

5.3.1 A VISUAL TOOL FOR THE DISPLAY OF THE VISUAL REPRESENTATIONS OF THE ROMA OF ROMANIA IN THE 19TH AND 20TH CENTURIES IN THE EUROPEANA COLLECTIONS: BETWEEN STEREOTYPES AND TRUTHFULNESS

This project displays an online platform, which reunites the visual depictions of the Roma (also called Gypsies) of the current territory of Romania in the photo-archives, and visual arts sources (paintings, drawings, graphic art and film, etc.) of the Europeana collections. We argue that the current discrimination and marginalisation of the Roma communities throughout Europe, and in Romania in
 particular, are based on a long historical process, which proceeds from the slavery of the Roma in Romania up to mid-19th century, and their subsequent assimilation as a marginal community.

5.3.2 AN ANALYSIS OF ATTITUDES TOWARDS CULTURAL HERITAGE ON TWITTER DURING NEPAL EARTHQUAKE

Addressing the gap in research in understanding the use of social media in the context of cultural heritage disasters, the poster attempts to understand information seekers and information providers' attitude towards cultural heritage on Twitter during Nepal earthquake 2015. The research is done by the content analysis of manually collected 449 tweets using hashtag #Nepalearthquake with keyword heritage. These tweets are compared with 71 tweets collected manually using #heritagedamagenepal and 12 tweets collected manually using #culturedamagenepal. This analysis is the first step in understanding the data, which will be used later to test more data from Nepal earthquake.

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5.3.3 AN INTEGRATED INTERNATIONAL PLATFORM TO CONNECT THE ACADEMIA AND INDUSTRY --THE 5TH INTERNATIONAL SYMPOSIUM ON CULTURAL HERITAGE CONSERVATION AND DIGITIZATION (CHCD2018)

The International Symposium on Cultural Heritage Conservation and Digitization (CHDC) is an important international conference in the field of cultural heritage conservation and digitization, co-hosted by the International Committee for Documentation of Cultural Heritage (ICOMOS-CIPA), the Chinese National Committee for the International Council on Monuments and Sites (ICOMOS-China) and Tsinghua University. CHCD is started in 2010 and is held every two years. CHCD2018 is to be held on September 12-16, 2018 at Beijing, China. Under the theme "Re-member: Heritage-driven economy, CHCd2018 will discuss how modernity can decode and interpret cultural heritage and its historical information and value, as well as investigating the role cultural heritage can play as entrepreneurship development model in the contemporary era.

5.3.4 ANCIENT HISTORY ENCYCLOPEDIA

This poster is a short introduction to Ancient History Encyclopedia, the world's most-read history encyclopedia. It is run by a non-profit company with the goal of getting more people interested in history. The preservation of cultural heritage starts in people's minds, and getting them to understand how our history relates to the present is the best way to make people care about cultural heritage.

5.3.5 AND ANKARA PROJECT
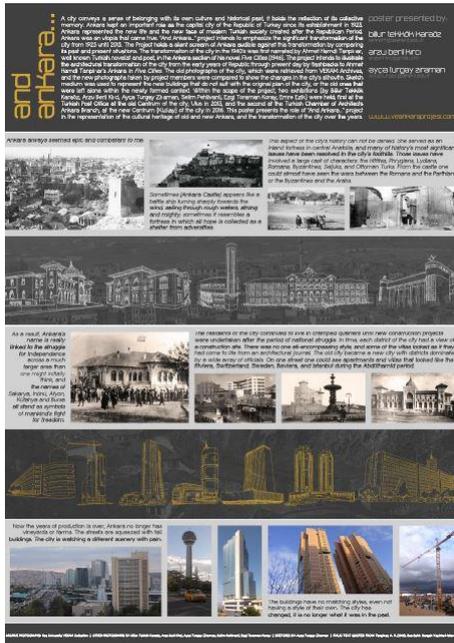
And Ankara Project intends to emphasise the significant change of the city from 1923 to 2013. The project holds a silent scream of Ankara audible against this change by comparing the old and present day Ankara and it intends to illustrate the architectural transformation of the city from the early years of Republic through present day. The etchings of pre-eminent buildings were placed on old photos were used to illustrate preserved buildings, and newly built skyscrapers that does not match with the original plan of the city. Within the scope of the Project two exhibitions were held in 2013 at the Turkish Post Office at the old Centrum of the city, Ulus and in 2016 at the Turkish Chamber of Architects Ankara Branch, Kızılay; new Centrum of the city. This poster presents And Ankara. The project's role through the exhibition of the cultural heritage of old and new Ankara, and the transformation of the city over the years.

5.3.6 ARCHITECTURE OF THE ABANDONED

Bagoly-lyuk ("Owl-hole"), officially Szúcs-Bányatelep, is a prime example of settler housing on a mining landscape. This settlement lies 3 km from the centre of Szúcs, north-west from Eger. By car it is only accessible on a secondary main road or on a forest track. The community and its population is characterised by physical, social and cultural segregation suffering from poor housing conditions, therefore, a number of community-building programmes were launched in 2015. The Autonomia Foundation and the Katona József Theatre have taken on organising theatre pedagogical and community-building programmes. Furthermore, there is a home improvement assistance programme founded with donations. What is still missing is the genius loci created by the community, a place for drama and solutions, and a creative and self-creating space: a stage for both the individual and the community.

5.3.7 COMMODIFYING THE CONTESTED: INSTITUTIONALISING "DIFFICULT" HERITAGE OF DICTATORSHIPS IN POST-SOCIALIST EUROPE

The poster presents part of the on-going research related to the role of uncomfortable heritage in nation branding, specially focusing on specificities of politics of memory, forgetting and revisionism in the post-socialist Europe. It addresses the legacies of unwanted, ambivalent or unacknowledged past and different strategies employed by both states and private actors in re-branding their 'contested' heritage, ensuring its preservation, but re-contextualizing the narrative of the past through contemporary tourism practices. It questions the interplay between nostalgia, heritage and market, and the role of heritage in polishing the history of totalitarian and authoritarian regimes in the Balkans.

5.3.8 CULTURAL HERITAGE AS DEVELOPMENT STRATEGY IN SOCIAL INNOVATION PROJECTS

5.3.9 DEVELOPING SUSTAINABILITY DECISIONS OF AN ABANDONED HISTORIC RURAL SETTLEMENT: THE CASE OF BASAYAS VILLAGE

Başayaş Village, in Ayaş, Ankara, known as an old Turkmen settlement in the past, still preserves its natural and historic texture containing rural heritage areas, historic houses, mosque, and fountains. The village is located on the historic Silk Road, but today it is abandoned because of the establishment of a new village. Aim of this study is to reveal original values and to evaluate the current conditions and needs analysis of the old village in order to develop rural tourism in the area, and thus to enable revival of the historic village within the context of sustainability. Condition assessment of the village has been done by means of observations and oral history and then SWOT analysis have been carried out in order to evaluate the sustainability potentials of rural tourism and preservation of cultural heritage in the village.

5.3.10 ECHOES "ENABLING CULTURAL HERITAGE ORIENTED EUROPEAN STRATEGIES"

ECHOES is a new European initiative coordinated by CSGI and Warrant Group to connect all conservation science activities and stakeholders in Europe. The cluster is a bottom-up action open to all the people and institutions involved in the Cultural Heritage field to create a community and stimulate discussion between experts with different backgrounds. The network includes the major players from both academia and industrial sectors, policy makers, standard bodies and even common citizens.

5.3.11 EHERITAGE PROJECT

eHERITAGE ('Expanding the Research and Innovation Capacity in Cultural Heritage Virtual Reality Applications') is a Coordination and Support project which addresses the "twinning" challenges described in the topic H2020-TWINN-2015 of the Work programme. The general objective of eHERITAGE project is to increase the capacity, quality and extent of the research staff of Transilvania University of Brasov, by establishing strong and sustainable research cooperation schemes with the partners, based on close scientific and social interaction. By creating applications for cultural heritage sites, eHERITAGE contributes to knowledge sharing in the fields of history and arts, and having a department specialised in these techniques which is based in Romania if the first step in consolidating this research field in the eastern Europe.

5.3.12 FORGET HERITAGE – VALIDATED METHODOLOGY OF CREATIVE REVITALIZATION OF ABANDONED BUILDINGS IN CE CITIES

Forget Heritage will tackle the question of how to improve capacities of the public and private sector or sustainably using cultural heritage and resources in Italy, Slovenia, Germany, Poland, Croatia and Czech Republic. Most cities in these countries are characterised by the presence of unused historical buildings such as former factories, hospitals, schools, barracks that have marked the history of the local community.

5.3.13 FORMER INDUSTRIAL WATER PLANT TIMISOARA OPEN TO THE PUBLIC

The project Former Industrial Water Plant Timisoara open to the public integrates into the regional cultural network an industrial facility, commissioned in 1916 and in preservation since 2006. Visiting the plant, with all its equipment kept intact and in place, is a genuine "immersion" in the past. Connecting people with their roots and history, the project reveals the value of the industrial heritage, as part of the cultural identity, and raises awareness on the community's responsibility for its preservation. For Timisoara, this plant is the first piece of decommissioned local industrial heritage saved from degradation and from falling into oblivion. The project is under evaluation in the 2018 EU Prize for Cultural Heritage (reference number: HA-2018/RO/05).

5.3.14 HERITAGE OF VINEYARDS AND WINE: A FUTURE FOR THE ANCIENT CULTURE IN THE REGION OF "CONDADO DE HUELVA" (SPAIN)

This research analyses the possibility of considering the traditional vitiviniculture in "Condado de Huelva", southwest of Spain, as well as its associated elements. The goal is not only to set the most appropriate technical way of carrying it out, but also to argue the reasons that should support it, both for society and for the sector in question. The pioneering heritage interpretation of the region of has allowed the identification of a large and diverse system linked to the culture of vineyards and wine. The result of the research has been the concretion the values, tangible and intangible, cultural and natural, of this heritage and which would deserved social and institutional recognition.

5.3.15 HETOR: PROTECTION AND PRESERVATION OF CAMPANIA CULTURAL HERITAGE

Hetor is a pilot project of ROUTE-TO-PA. It is devoted to stimulate local communities to co-create Open Data about Cultural Heritage, to improve the quality and quantity of the Open Data available about the protection and preservation of Cultural Heritage and enhancement of local cultural and environmental resources. The project has as a target the Campania Region in Italy. The initiatives involved three communities of the local territory: a community of citizens, a community of local associations' members and a community of students. In this study, we take into consideration the engagement of the local citizenship, which has been reached in particular with the Open Data Challenge experience. The citizens contributed to the creation of public value, in collaboration with the local Public Administration, by discussing topics in the context of the local Cultural Heritage. They generated information both from pre-existing and co-created open datasets, using the SPOD platform. These experiences represent a bottom-up approach that directly involves the citizenship in a series of crowdsourcing activities in the field of the Cultural Heritage, collecting data and disseminating the gained knowledge to the whole community.

5.3.16 KODRA: CULTURE OF PEACE
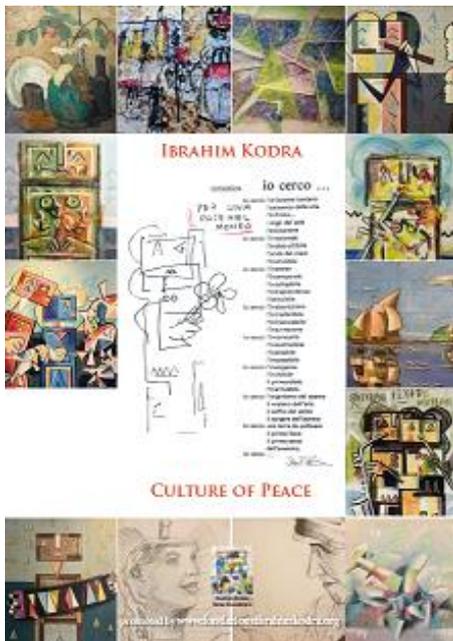
Iconographical presentation of cultural heritage of European painter Ibrahim Kodra, was born in 1918 in Albania and he started to study in Italy from 1938. His artistic activities brought philosophical message with original identity through poetical and visual creations. After his passing, Ibrahim Kodra Swiss Foundation continues to diffuse his message about importance of peace through cultural and educational activities in Europe and other countries of the world. Some of images are present on the poster like a visual message. For example, educational activities for peace in Kosovo with young artists like cultural bridge of European heritage in the world.

5.3.17 LARGE SCALE CULTURAL HERITAGE ECOSYSTEM TO CREATE VALORIZATION STRATEGIES THROUGH A DIGITAL APPROACH

In our project we link Historical and Topographical Data to CH through an ICT ecosystem platform and we use an approach that entails Digital Humanities methodologies for collecting and managing information, as well as creating narratives improving the understanding of cultural layers. The same ecosystem is available for support participation through collecting other kind of data. The total loss of Nubia temples, the moving of the Nubians from their villages to new settings, the change of the agriculture production of the area provide an extreme case study.

5.3.18 MY CULTURAL HERITAGE. YOUNG RESIDENTS OF SMALL TOWNS ABOUT THEIR HERITAGE.

Small towns of Mazovian-Podlasie border, between Łomża and Białystok doubtless have multicultural history. In most of them was lived Catholics, Jews, Orthodox and Evangelics. They left traces on landscape and people remembrance. We should to ask people what they know about cultural heritage in places they are living – as a consequence, heritage left for them. Good way for asking is questionnaire addressed to adult, but still young people - high school graduates, study in four small towns schools (about 300 responders), who at least theoretically have unlimited access to knowledge on the Internet. Where they meet cultural heritage? Where they get knowledge? The answer to these questions will allow to find the right channels to popularise knowledge about cultural heritage in small communities.

5.3.19 MUSEOLOGICAL RESOURCES IN SMALL AND MEDIUM-SIZED CITIES IN ANDALUSIA
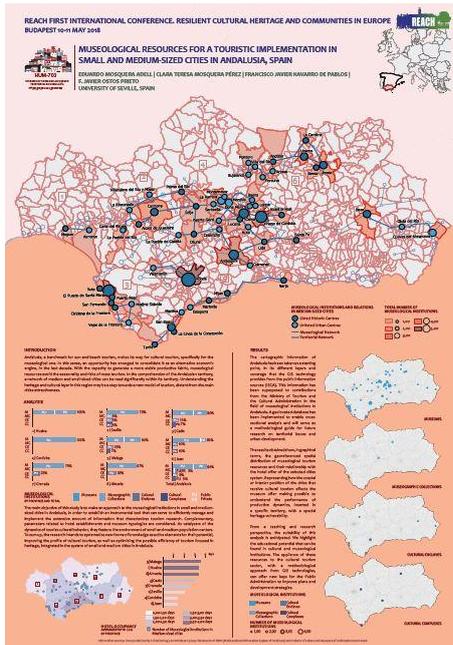
The main objective of this study is to make an approach to the museums in small and medium-sized cities in Andalusia, in order to establish an instrumental tool that can serve to efficiently manage and implement the extensive amount of information that characterizes tourism research. Complementary, parameters related to hotel establishments and museum typologies are considered. As catalysers of the dynamics of tourist-cultural behaviour, they feature the environment of small and medium population centres. To sum up, the research intends to systematise new forms of knowledge as active elements for their potential improving the profile of cultural tourism, as well as optimising the possible efficiency of tourism focused in heritage, integrated in the system of small and medium cities in Andalusia.

5.3.20 NANORESTART - NANOMATERIALS FOR THE RESTORATION OF WORKS OF ART

NANORESTART is an H2020 project coordinated by CSGI - University of Florence and it focuses on the preservation of modern and contemporary works of art. NANORESTART, with a budget of ca. 9 million euros, is an extraordinary example of the effective collaboration between natural and social sciences. The partnership (almost 30 partners) gathers the main research centres (CSGI, Chalmers University, National Research Council, UCL...), and museums (Solomon Guggenheim Collection, TATE Gallery...).

5.3.21 NEWPILGRIMAGE

Saint Martin, the symbol of sharing, is one of the most popular saints in central Europe with thousands of monuments and intangible heritage (folk traditions, legends) keeping his memory alive. Partner cities of the NewPilgrimAge project are located along the European Cultural Route of Via Sancti Martini. They join forces to revive this cultural heritage and promote the common European values of solidarity and hospitality linked to St Martin. Cities and cultural organisations from five countries will mobilise their citizens, most of all young people and small enterprises, to propose and jointly develop new creative initiatives valorising the untapped heritage potentials.

5.3.22 OPENHERITAGE: ORGANISING, PROMOTING AND ENABLING HERITAGE RE-USE THROUGH INCLUSION, TECHNOLOGY, ACCESS, GOVERNANCE AND EMPOWERMENT.

The poster aims to provide an insight into the main focus of OpenHeritage, a new H2020 project – about to begin in June, 2018 – which aims at developing and testing an inclusive governance model and a supporting toolbox for the adaptive reuse of cultural heritage assets. The project builds on the role of communities and the possibility of empowering them in the redevelopment process based on the concepts of heritage community and participatory culture. It operates with an open definition of heritage, not limited to listed assets but also involving those buildings, complexes, and spaces that have a symbolic or practical significance for local or trans-local heritage communities.

5.3.23 PLUGGY

One of the preconditions for genuine sustainability is a heritage that is present anywhere and anytime in everyday life. We present PLUGGY, the Pluggable Social Platform for Heritage Awareness and Participation, an EU funded research project that aims to develop an innovative social platform and a suite of smartphone tools that will enable individuals, community groups, industry, museums and countries as a whole to bring out, document and share their heritage online and thereby celebrate Europe's collective heritage. Over the next two years, PLUGGY is expected to launch an inventive, Facebook-like social platform as well as a suite of Augmented Reality, Geolocation, 3D Sonic and Gaming smartphone apps that will enable citizens across Europe and the world to shape and pass on both individual and collective cultural experiences, thereby enhancing the value of cultural heritage and contributing towards its enrichment. Through PLUGGY's social platform and by using its innovative curation tools, designed to solely focus on a niche area in social media, citizens will be able to act as skilled "storytellers" by creating fascinating personalised stories and sharing them through social networking with friends, associates and professionals.

5.3.24 PROTECHT2SAVE – RISK ASSESSMENT AND SUSTAINABLE PROTECTION OF CULTURAL HERITAGE IN CHANGING ENVIRONMENT

The poster focuses on Interreg Central Europe Project ProteCHt2save's main goal, the improvement of capacities of the public and private sectors to mitigate the impacts of climate change and natural hazards on cultural heritage sites, structures and artefacts, as the project focuses primarily on the development of feasible and tailored solutions for building resilience of cultural heritage to floods and events of heavy rain. First intermediary results of the project are ready to be presented by the poster and will focus on the state of the art of existing archives, maps, databases, and model outputs for risk evaluation concerning climate change related data.

5.3.25   REACHING THE PUBLIC: VIRTUAL AND REAL VISITORS TO A MUSEUM EXHIBITION

Focusing on institutional heritage and community participation, this project documents the visits to exhibitions brought about using social media other online resources. The real life exhibition "Dress Codes: Revealing the Jewish Wardrobe" was exhibited in the Israel Museum in Jerusalem in 2014 – 2015 and received over 100,000 visitors. In parallel, the virtual exhibition was placed online and received 30,000 visitors over the same length of time. The virtual visitors arrived via direct links, google, Facebook, Europeana, Wikipedia, Tumblr, Pinterest, YouTube, and private bloggers. A wiki-edit-a-thon was hosted during this period of time. Curators, researchers, internet and copyright staff, editors and art students, were all involved both in promoting and writing in these social media platforms. The results of these activities and how they effected the influx of virtual visitors will be discussed in this poster.

5.3.26   ROADMAP OF CIVIC EPISTEMOLOGIES

CIVIC EPISTEMOLOGIES is a completed EU project about the participation of citizens in research on digital Cultural Heritage and humanities and its main outcome is this Roadmap.

5.3.27   ROMA CULTURE IN AUSTRIA

The population of Roma exists in Austria since the fin de siècle in culture, language and history. This poster will exhibit the most important Austrian Roma artworks, such as paintings, literature, music and theatre, as well as literary works in Roma translations. The locations of preservations are mostly found in Vienna, Burgerland, and Graz and are bound to Austrian institutions.

5.3.28 RUINS: SUSTAINABLE RE-USE, PRESERVATION AND MODERN MANAGEMENT OF HISTORICAL RUINS IN CENTRAL EUROPE

The topics of project are medieval ruins. In Europe there are at least several thousand historical ruins. Owners and managers of these sites struggle with the same problems: protection of ruins is problematic due to ongoing process of destruction, and modern use of ruins is limited. Ruined historical buildings are often either neglected or increasingly transformed. They lose their key features – authenticity and integrity. This is a problem applies to all of Europe.

5.3.29 RURAL HERITAGE AND CREATIVE FEMALE ENTREPRENEURS

The poster presents the main findings of the research on Creative female entrepreneurs in rural Hungary in the context of cultural heritage. The analysis shows that women are over-represented in cultural heritage based activities and initiatives. The case studies from seven rural regions from Hungary prove that women play a central role in heritage-based development, many tourism associations, guesthouses, local produce shops, local markets and local network groups. All are led by local women and many of the creative enterprises run by rural women are based on local heritage.

5.3.30   THE FATE OF EAST PRUSSIAN HEIMATMUSEEN AND THE MEMORY OF THE MASURIANS IN THE YEARS 1945-2017

Until the end of the World War II, a large part of today north-eastern Poland belonged to the province of Germany called East Prussia. During the first three decades of the 20th century, several local and regional museums were created there. They were called Heimatmuseen. Their collections contained exhibits related to the history and heritage of the East Prussia. Right after World War II, in the second half of the 1940s, new Polish residents have appeared here, as a result of mostly forced migration of Polish and Ukrainian people and displacement of former German and Masurian inhabitants. At the same time new political, social and cultural reality have started to create the new memory of the new inhabitants. This political and social process, along with previous war devastation, caused destruction of most of Heimatmuseen. Only few of them have survived due to the efforts of Mazurian autochthons, but their exhibitions have been heavily changed. Exhibits from other museums have been taken to the new Masirian Museum in Olsztyn or destroyed. The surviving exhibits were used to create a new exhibition showing the Polish history of Masuria. These actions were ordered by the Polish government and the communist party.

5.3.31   THE MEDINA OF TUNIS FACING THE MODERN CITY. TANGIBLE, INTANGIBLE AND SOCIAL VALUES IN AN ARABIC OLD CITY
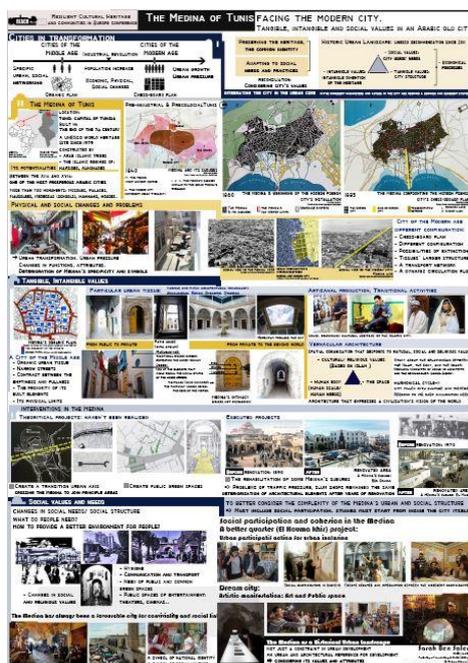
The objective of the poster is to present the rehabilitation project of the Medina of Tunis, which was designated by UNESCO as a World Heritage Site in 1979. We will analyse the interaction between the tangible and intangible values in the city, from the one side, and the social needs and practices, from the other side. We will evaluate if the social implication and participation are taken into consideration in the main urban projects and interventions in the Medina. As a conclusion, we will suggest a reflexion of how to consider the different tangibles and intangibles parameters of the city and involving the social groups to preserve the city's identity and respond to its users' needs.

5.3.32 TRACES

TRACES is a three-year project funded in 2016 by the European Commission as part of the Horizon 2020 Research and Innovation Programme. TRACES investigates the challenges and opportunities raised when transmitting complex pasts and the role of difficult heritage in contemporary Europe. Transmitted sensitively, these heritages can contribute to a process of reflexive Europeanisation that is shaped by on-going critical reflection, and dialogue across different positions.

In order to achieve these objectives, TRACES has initiated a series of "Creative Co-Productions" in which artists, researchers, heritage agencies, and stakeholders research together on selected cases of contentious heritage to develop new participatory public interfaces. They are supported and complemented through several investigations pertaining to different research fields and disciplines with the aim to identify new directions for cultural institutions and museums.

5.3.33 WE AND THEY. THE CONFLICT ABOUT HERITAGE IN SMALL TOWNS IN PODLACHIA (POLAND)

The poster will present several questions about the cultural heritage of small towns in north-eastern Poland, such as Supraśl or Tykocin. Until the Second World War, these towns had cultural, religious and linguistic diversity, with residents of Polish, Russian, Belarussian, German, Jewish and Tatar origin. After the war, some of them were gone, but their heritage was preserved. The depositaries of it are modern inhabitants of these cities, first of all Roman Catholic and Orthodox. What is their attitude to the abandoned heritage of other nations and religions? Are there any problems with cultural legacy of the groups that continue to live in these cities? Are there inflammatory points that have a genesis in the past, which lack of solutions translates into modern conflicts?

5.4 VIDEOS

The videos presented within this section are available to view on the REACH YouTube channel:
https://www.youtube.com/channel/UCTjxbeHm0CEr2-IOb7X-neA?view_as=subscriber

5.4.1 ATTILA JÓZSEF IN FERENCVÁROS

Attila József is probably the most outstanding character of Hungarian 20th century poetry. He was born in district 9 of Budapest, called Ferencváros and his presence is still prevalent in several buildings and places today. In 2015, on the initiative of the local government of Ferencváros the eLearning Department of Institute for Computer Science and Control, Hungarian Academy Sciences (MTA SZTAKI) and the Ferencváros Local History Collection prepared and arranged an interactive, thematic and freely available smartphone walk by which the most significant places of the young Attila József's everyday life can be visited. The GPS-based guided and narrated walk contains multimedia packages. In 2017 the web-version of the walk was added to the project, this year the full English version was arranged. The video gives an account of the evolution of the project, describing the different ways it can be used as an educational tool for every generation interested in Hungarian culture and cultural history.

5.4.2 BIG FACTORY, SMALL IDEAS
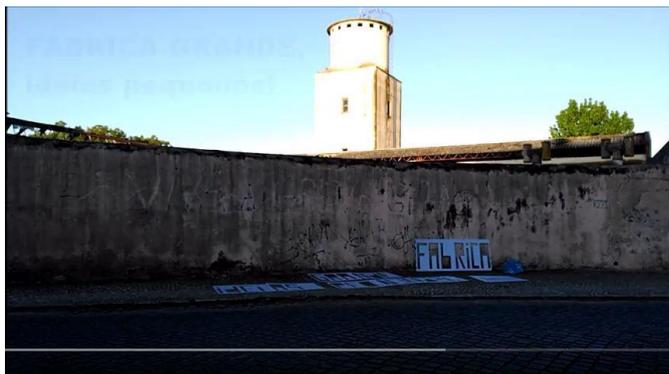
2017, International Worker´s Day. Torres Novas, Portugal. ADPTN, the local association for heritage preservation makes a public action with the focus on the old industrial plant "Companhia Nacional de Fiação e Tecidos de Torres Novas". Running from 1845 till 2011, this company was called the Big Factory employing hundreds of men and women. Painted in the factory walls, the phrase underscores the idea that some has to be done in order to preserve this local memory and industrial landmark, giving new public purposes to the abandoned space. Meanwhile authorities announced the intention to buy the space but so far no other developments are known.

5.4.3 BRIDGING THE GAP BETWEEN ANCIENT THRACIAN CULTURAL HERITAGE AND MODERN YOUTH THROUGH SERIOUS GAMES
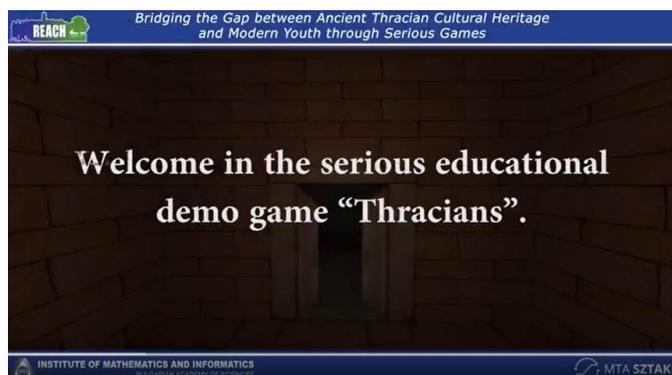
The project "Serious Games as Contemporary Tools for New Educational Applications" of the Institute of Mathematics and Informatics at the Bulgarian Academy of Sciences (IMI-BAS) comprises the development of a model and of content for a serious educational game using linked multimedia cultural resources to facilitate the illustration and understanding of cultural heritage by means of innovative and interactive techniques. The created serious educational game "Thracians" is focused on life, beliefs and traditions of the Thracians (a group of Indo-European tribes inhabiting a large area in ancient Eastern and South-eastern Europe) and is drawn on ancient primary sources, on architecture and artefacts unearthed during archaeological excavations and on research by Bulgarian scholars.

5.4.4 CULTURAL HERITAGE OF KOSOVO

This short video represents different images of cultural heritage of Kosovo: archaeological sites, traditional dress and food, musical instruments, lakes, mountains, rivers, caves, waterfalls and modern landscapes. The images used for the video are from national photo competition, and the winner was declared in National Museum of Prishtina. The project aims to rediscover the values of cultural heritage amongst youngsters in Kosovo.

5.4.5 IDRIJA MERCURY MINE – PART OF UNESCO WORLD HERITAGE SITE 'HERITAGE OF MERCURY. ALMADÉN AND IDRIJA'

»Heritage of Mercury. Almadén and Idrija« was inscribed on UNESCO World Heritage List in 2012. Part of this heritage is Idrija Mercury Mine with its oldest preserved part of the mine 'Anthony's Main Road' opened to the public in 1994. Here begins the unforgettable journey from ore to mercury drops where the visitors can experience more than 500 years of mercury mining in Idrija. The restoration, revitalisation and opening of the Smelting Plant exhibition in 2017 as one of the most important world heritage site in Idrija is an innovative example of the conservation of industrial heritage that has been integrally upgraded into a tourist product featuring an interactive educational exhibition. With the help of experiments, animations, video films and devices operating on the basis of mercury, visitors will discover and experience the significance of a unique liquid metal that changed the world and contributed to the flourishing of human civilisation.

5.4.6   I-MEDIA-CITIES

There is a lot to learn about the history of European cities from films. However, a lot of this unique cultural heritage has been slumbering, dispersed across national archives and only accessible on a local level. This is where I-Media-Cities comes in. The platform strives to be a multilingual and central access point for researchers and the general public alike, enabling access to the filmic treasures about major European cities (Athens, Barcelona, Bologna, Brussels, Copenhagen, Frankfurt, Stockholm, Turin, and Vienna) from nine film archives from eight different EU countries while employing innovative tools that allow for interaction with the content.

5.4.7   LIGHTS ON!

During the project Lights on! several playfulness and gamification pilots has been going on in order to raise awareness and breathe life into badly ruined heritage sites in Finland and Estonia. The methodology for these actions has been crowdsourcing. During the project large number of students participated in planning and realisation of different playful and gamified pilots. One of the highlights of the project, the mobile game that brings the characters from the past alive, will be launched in May 2018. There has been also series of Light theme events in both countries in 2017 and 2018.

5.4.8   KAMILL ERDŐS' LEGACY IN THE ERKEL FERENC MUSEUM

A significant part of the remarkable romologist Kamill Erdős (1924-1962) legacy can be found in the Erkel Ferenc Museum in Gyula, Hungary. A much diversified heritage including ethnographic objects, photos and notes were given to the museum's collection by Mária Müller, Kamill Erdős' widow. The poster aims to introduce this collection and also the effect of Kamill Erdős' work on the romology in Hungary.

5.4.9 MULTIPLATFORM-BASED GAME DEVELOPMENT, MANAGEMENT AND PRESENTATION TOOL FOR SUPPORTING NEW METHODS OF INTERACTIVE LEARNING

The eLearning Department of Institute for Computer Science and Control, Hungarian Academy of Sciences (MTA SZTAKI) developed a multilingual and multiplatform Game Development, Management and Presentation Tool for creating various, interactive games. The Tool has the following components: Game Template Developer, Game Editor, Game Publisher, Game Portal and User Management. The implemented game types include sliding puzzle, memory game, matching, ordering, crossword single and multiple choice, word search, blind map etc. The games can be customized by different parameters (e.g., size, time limit).

5.4.10 POVERTY AND ARCHITECTURE

Bagoly-lyuk ("Owl-hole"), officially Szúcs-Bányatelep, is a prime example of settler housing on a mining landscape. This settlement lies 3 km from the centre of Szúcs, north-west from Eger. By car it is only accessible on a secondary main road or on a forest track. The community and its population is characterised by physical, social and cultural segregation suffering from poor housing conditions, therefore, a number of community-building programmes were launched in 2015. The Autonomia Foundation and the Katona József Theatre have taken on organising theatre pedagogical and community-building programmes. Furthermore, there is a home improvement assistance programme founded with donations. What is still missing is the genius loci created by the community, a place for drama and solutions, and a creative and self-creating space: a stage for both the individual and the community

5.4.11 PROTECTING BEDOUIN LIVED CULTURAL HERITAGE IN THE OCCUPIED PALESTINIAN TERRITORY

The taboon is the traditional Palestinian bread oven and the particular smell of the fuel and the cooking bread has long been associated with the approach to a Palestinian village. In this video the seventy-five year old woman baking the bread is Bedouin and lives, not in a village, but in an individual dwelling on the hills in the north Jordan Valley, in occupied Palestinian territory. The video is part of a Coventry University project led by the Centre for Trust, Peace and Social Relations (CTPSR) which aims to use oral history to record and protect Bedouin cultural heritage at risk from the prolonged Israeli military occupation. The project has been funded as part of the British Council's Cultural Protection Fund, designed to protect cultural heritage at risk from conflict.

5.4.12 SIENA CITTÀ APERTA

Siena Città Aperta is cultural and artistic proposal, based on the philosophy of culture as a tool of wellbeing and peace; the festival spread in the city with very different proposals, allowing Siena Città Aperta to be included among the events of the European Year of Cultural Heritage. The festival promotes the values of cultural diversity, intercultural dialogue and social cohesion offering the opportunity to visit exhibitions, performances, and concerts for the most part free entry.

5.4.13 THE NOMAD CREATIVE PROJECTS

The Nomad Creative Projects is a leading travel resource where every destination is combined with social, economic, political and cultural reporting. It is two projects in one: UNESCO's Creative Cities project covers creative fields: Art, Design, Film, Literature, Music and Media Arts / Creative Initiatives project develops cross-cultural links around the world and showcases art projects sharing experiences with artists, art spaces, art residencies etc. The vision of The Nomad Creative Projects is to offer a platform on which each artists and projects can present itself to all audiences.

5.4.14 THE REMAINING VITOR

The video presents two projects, "The Island City" and "Shop Window City", depicting contemporary Porto. Both seek to highlight these particular local situations, often marginalized and ignored. The proposed video illustrates this new context of the city using fragments of the realities that these two research projects address in a complementary way: the rooted communities and the small old shops of the city centre both overwhelmed with the phenomenon of the sharp rise in tourism, real estate speculation and the overall incentive to minimize and modernize. The bridging of these two projects aims to discuss the balance between favouring the global competition and keeping the culture that defines us and these cities alive.

5.4.15 TRACES

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6. CONFERENCE MANIFESTOS

After the conference, the outcomes of the world café discussions were summarised by the table chairs in a manifesto and shared through the REACH dissemination channels.

6.1 REFLECTING ON SOCIAL COHESION AND SOCIAL INEQUALITY

Summary written by Alexandra Bitušíková

The agenda of the European Year of Cultural Heritage stressed the importance of cultural heritage as a base for social cohesion that contributes to place attachment and place identity, and is a resource for community integration. The growth of heritage sector and heritage tourism industry results also in an increasing interest in the heritage of regional, rural, ethnic and other marginalised groups, and on the other hand, also an interest of these groups in cultural heritage.

We know that there are still various socio-cultural or ethnic groups that are not sufficiently included in cultural heritage experiences. Heritage sector should provide access to everyone, members of all groups including migrants, minorities, disadvantaged.

In the World café we discussed challenges of new inclusive approaches to cultural encounters. We tried to identify key problems and addressed how they can be treated and what are new approaches and good practices we can learn from: new applications and IT tools, new participatory approaches, tailored actions targeting particular marginalised groups, collaborative tools, and co-designed activities. The aim was to discuss new ways of integration that can bring various groups and communities together through cultural heritage.

Several warm-up questions were defined at the beginning, however, the discussion went beyond these questions:
1. Are you aware or do you know about exclusion of some groups from cultural heritage experiences in your country? Who are those most excluded?
2. Do you know about best ways to integrate various groups? Is it important/ possible to target all marginalised groups or to tailor some tools for particular groups?
3. What works and what does not work? Good and bad practices.
4. Impact of participatory and collaborative approaches on integration, social cohesion and (in)equality.

The discussion was organised in two sets of parallel groups, which were represented by people from various countries. The discussions revealed a number of country differences. A divide was most visible between the European countries of „old" and „new" democracies („Western" and „Central and Eastern European" ones). The main difference was that there is still lack of experience with participatory methods addressing inclusion in the former post-socialist countries.

Key points/ challenges discussed:

- Groups most excluded from cultural heritage experiences:
  o Refugees (who live in parallel societies without any access to official culture of the host country)
  o The Roma minority
  o People with no or limited income (socially unequal)
  o Disabled people (with all kinds of disabilities)
  o New migrants (official economic migrants even within the EU)
- New migrants (official – legal ones, mainly economic migrants) often deliberately choose to be excluded from official culture (e.g. migrants from Eastern Europe working in Central Europe or migrants from Central Europe working in Western Europe). It is the case of seasonal migration or weekly/monthly work mobility when official - legal migrants/ employees from another country come to a more economically prosperous country to work, but have no interest in integrating into local culture – their main interest is to make money and send/take it home – this, however, might cause all kinds of social tensions in local communities where they work. These legal migrants are not a special target of integration policies, but as they do not participate in life of local communities and have nothing to do in their spare time, they are often a source of problems at the local level, which contributes to the growth of xenophobia and hatred in local communities.
- Heritage without stakeholders or unwanted heritage – there are cultural/ ethnic/ other groups in Europe that had to assimilate due to political consequences of the World Wars I and II (e.g. the Sudeten Germans in the Czech Republic or the Silesians in Poland and Central Europe) – who is supposed to protect their heritage?
- Playing with heritage (there are all kinds of groups who play with heritage of „old" ethnic and cultural groups such as Celts or neopagans) – how to address this question
- Role of religion: religion heritage can be a source of cohesion as well as of conflict (see the case of the Balkans)
- It seems that there is a generational gap in using and enjoying heritage experiences - it is becoming more difficult to attract young people to heritage – new creative ways and good engagement strategies are needed (e. g. using arts – first to make people interested, then to make them participate)
- Gender aspect is still missing in heritage strategies and policies although it plays a significant role here (usually women are stronger bearers and transmitters of tradition) – this is a very underestimated topic in heritage studies and policies
- Economic and social aspects and consequences of living in ghettos or periphery: people living in these areas have no access to transportation, to libraries, to cultural events that are organised in the centre
- The challenge how to measure the impact of participatory and collaborative approaches on social cohesion and (in)equality remains open. University of Coventry has started a new project in this area.

Selected examples of good practices:

- New creative performing arts as a way to make young people of all groups interested and then engaged
- Education from early stage: for instance through toys showing different cultures, races etc. – such as dolls of the others – e.g. black dolls (project in Canada); living books or living libraries – bringing real people from minority groups to classes to tell their life story (project in Slovakia); giving children tasks to look for their family histories and genealogy (finding out diversity of their roots);
- Urban gardening as a way of integrating immigrants in local life (growing and selling herbs etc. – project in Bologna)
- Inclusive university programmes (university programmes involving students with disabilities) – organising weeks of diversity etc.

6.2 RESILIENCE IN PRACTICE, INTERCONNECTEDNESS

Summary written by Hilmar Schäfer

Agenda

How can resilience of cultural heritage be attained, what are resilient practices? Participants at this table were invited to think about cultural heritage from a practice perspective. This shifts the analytical focus from individual action or institutions to shared and collective practices.

In contrast to positions in social theory focussing on individuals, structures or norms, practice theory conceives of the social as practices, i.e. doings and sayings that extend in time and space (Schatzki 2002, 2010). A practice perspective means looking at what people actually do and how these doings and sayings are shaped and connected. According to Anthony Giddens, social structure needs to be understood as „relationships [that] are stabilised across time and space" (Giddens 1984: xxxi).

From this perspective, cultural heritage can be understood as a flow of practices and materialities through time, which is the object of specific practices of valuing, labelling and physical manipulation. Examples are practices of collecting, restoring and renovating, practices of displaying artefacts in a museum (tangible heritage), practices of performing traditions or rituals (intangible heritage), practices of evaluating and archiving, practices of narrating, interpreting and presenting, practices of teaching and learning, practices of managing, facilitating access etc.

What are characteristics of these practices and how do they connect and interweave? What kind of materials (artefacts, buildings, sites and media) are involved, which competences do practitioners need in order to perform the practices? Which materials and practices are required to stabilise these relationships and thus produce resilience?

In summary, not a singular object, not an isolated action, but a network of interconnections linking different times, places and diverse entities needs to be taken into account when thinking about resilience. Employing this perspective, participants were encouraged to discuss what the benefit of this perspective could be, what resilience means in these terms, where its prerequisites, challenges and dangers lie and what is to be done in order to build resilient networks for cultural heritage and communities. Using these thoughts as a tool kit, participants were invited to contribute experiences from the area that they work in and write down ideas, keywords or questions. The discussion was organised in two sets of parallel groups, which were represented by people from various countries.

Outcomes of the discussion

I. What is resilience?

From a practice perspective, resilience is about connections in time and space that are stable *and* dynamic at the same time. A key issue for attaining resilience is to think about links between the tangible and the intangible aspects of heritage. Usages and narratives can change, adaptation is key to resilience. For example, "The People's House", the palace built by Nicolae Ceausescu in Bucharest in the 1980s, is stable as a material entity, but its narrative framework has changed. It is now related to different practices, to touristic practices and practices of the spectacle. There is often a tension between originality/authenticity and adaptability. Resilience can be seen as a capacity to accommodate different needs of a society.

II. What can be done to increase resilience?

The reflections of the tables on how resilience can be attained revolved around questions of usage, values and narratives. They started out from the idea that resilience of cultural heritage does not so much rely on the materiality of a place or a building itself, but on the practices surrounding it. The ideas can be summarised as follows:

1. Strengthening the communities: At the tables, there was a lot of discussion about dying communities, e.g. in former mining towns. When communities die, what happens to the places they care for? What can be done to build strong communities? One focus should be to start with the kids. In order to build a future, you need to look at the current generation. An idea could be to set up teaching programmes. Another way is to strengthen personal ties, either on the level of families and personal invitations or on the institutional level. For example, ritual events like annual open days help building new and bigger audiences. Institutions need to meet the public halfway. Aspects of community building link with discussions at the tables on social cohesion and social inequality.

2. Strengthening the current relevance: Raising awareness for heritage relies on its relevance. Making the heritage of people and places relevant means making it current. For example, museum displays sometimes stay the same for decades and thus are not adapted to contemporary perspectives. Museums need to be kept alive by adapting their display and their message.

3. Clarifying the values: Resilience is a question of value attribution. Value attribution in turn relies on finding narratives which are shared by local communities and a wider public. The cultural and historical values of heritage can be connected (or in opposition) to other values like functionality, economic, environmental or health benefits.

4. Giving time: Accustoming to new values takes time, mentalities do not change very quickly. Understanding the lapse of time is important for understanding how to reach resilience. Do places sometimes need to be abandoned for a certain time in order to allow for giving them new meanings and thus making them resilient?

5. Increasing equality: Building resilient communities and heritage relies on increasing equality in terms of gender, ethnic representation, economic, social and cultural capital. This issue links with discussions at the tables on social cohesion and social inequality.

III. General questions

These questions and problems were raised at the tables. They can inform both research on heritage and reflection towards solving specific problems.

1. **Who decides**? Who are the stakeholders, who are the communities? Who is allowed to speak (and for whom)? Who defines the values and who narrates? What narratives are circulating and where do the fault lines of conflicts lie?

2. What is harder to keep: **tangible or intangible** heritage? Are institutions more or less resilient than communities when it comes to change? Trying not to fossilize objects, ideas or practices is key for making heritage resilient.

3. **Tourism** is a driving force of the heritage economy. Should it be seen as a support or as a threat for heritage? It generates economic values and thus is able to build strong connections, but it is also a destructive force to communities and the materiality of heritage sites themselves.

4. What are the roles and usages of **media and ICT**? A video or a digital database can provide an extension in time and space and can link a specific object or practice to other objects, practices and other communities. However, there is also the need of people to see (or even touch) original, authentic things.

5. How can better links between **political levels** (government, city and local community) be established? The different layers and scales of decision making need to be taken into account.

7. CONFERENCE REFLECTION

7.1 SOCIAL MEDIA

The organisers created an individual identifying hashtag for the conference: #ReachYourCulture. The objective was to be able to give an identity to the event, gather as much feedback as possible after the conference through the means of social media and measure the performance.

7.1.1 TWITTER

In total 14 tweets were created with the conference hashtag. The hashtag was also used by the REACH communication and dissemination team as a tool for promoting the event and posting updates during the conference.

REACH project @REACH_2017 · May 14
The REACH Opening Conference ended. #ReachYourCulture
Look at the Photogallery!
reach-culture.eu/budapestconfer…

REACH project @REACH_2017 · May 24
Successful Opening Conference for REACH project
"Resilient Cultural Heritage and Communities in Europe" received more than 150
attendees
#ReachYourCulture
digitalmeetsculture.net/article/succes…

Rosamaria K Cisneros @RosaSenCis · May 9
Upcoming Europeana Collection Day at #ReachYourCulture Conference: let's share your own story!

Upcoming Europeana Collection Day at #ReachYou…
digitalmeetsculture.net

Antonella Fresa @antonella_fresa · May 10
REACH conference in Budapest has started #ReachYourCulture

PhotoConsortium @PhotoConsortium · May 10
#reachyourculture conference in Budapest, including a #migration collection day, has started. Photoconsortium member @Fortepan is also presenting :)
reach-culture.eu

PLUGGY @Pluggy_Eu · May 10
Are you in #Budapest today? You might meet #PLUGGY_EU at Hungarian National Museum & attend together @REACH_2017 Opening Conference, a sustainable event for discussion & collaboration by all those with a stake in the field of #CulturalHeritage. See you there! #ReachYourCulture

TrashumanciayN @TrashumanciayN · May 10
👏Hoy estamos en Budapest participando en el panel sobre patrimonio rural de la confernecia @REACH_2017 . Donde hablaremos de la importancia de mantener la diversidad del patrimonio agrario en Europa. #ReachYourCulture

💬   ⟲ 8   ♡ 15

MEMOLab @MEMOLabUGR · May 10

Today we are in the @REACH_2017 Conference #ReachYourCulture. José María Martín Civantos has presented our work in the #rural areas with the local #communities #ruralheritage #agrarianheritage #EuropeForCulture

Lara Delgado Anés @Lara_Anes · May 10

Hoy en el congresso de @REACH_2017 #ReachYourCulture en #Budapest presentando trabajos de #buenasprácticas en áreas #rurales Martín Civantos (@MEMOLabUGR), Salguero Herrera (@TrashumanciayN) y Branduni. gran equipo!!

TrashumanciayN @TrashumanciayN · May 10

El patrimonio agrario debe considerarse parte fundamental del patrimonio UE y conservarlo vivo y dinámico. Para ello necesitamos cambiar el actual sistema económico que prioriza la rentabilidad económica a corto plazo.Conclusiones en la conferencia @REACH_2017 #ReachYourCulture

TrashumanciayN @TrashumanciayN · May 10

Se ha presentado por ello el ejemplo de Milán, un sistema productivo llamado "marcita" que son pastos irrigados ligado a la producción de queso parmesano. #ReachYourCulture

Ibrahim Kodra Swiss Foundation @IKodraS_Found · May 10

Today has begun Reach First International Conference of @REACH_2017 about "Resilient Cultural Heritage and Communities in Europe" at Magyar Nemzeti Múzeum in Budapest.

We are here!

#ReachYourCulture #conference #internationalconference #culturalheritage #Budapest #culture

Special Collections @specialcolradio · May 10

A shout out to everyone attending the REACH Opening Conference in Budapest! Have a great conference! #ReachYourCulture

7.1.2 FACEBOOK

The hashtag was used by various attendees and organisation in Facebook as well.

Metropolitan Research Institute - Városkutatás Kft. est à 📍 ...
14 mai, 14:59 · Budapest · 🌐

We are just back from the Hungarian National Museum where we participated in the Resilient Cultural Heritage and Communities in Europe conference. Hanna Szemző and Andrea Tönkő outlined the most important aims of #OpenHeritage, a... Afficher plus

👍 Vous, Eszter György et 6 autres personnes   2 partages

PhotoConsortium
10 mai, 10:21 · 🌐

#reachyourculture conference in Budapest, including a #migration collection day, has started. Photoconsortium member Fortepan is also presenting 😊 http://reach-culture.eu/ Europeana.eu Reach-Culture

👍 11

Pluggy est à 📍 **Magyar Nemzeti Múzeum.**
10 mai, 10:23 · Budapest · 🌐

Today, #PLUGGY_EU is in #Budapest, attending Reach-Culture Opening Conference! It would be really nice to meet you there! #ReachYourCulture #EYCH2018
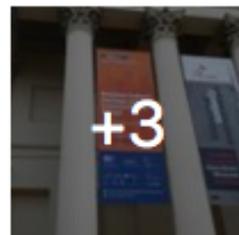
❤️👍 6   1 partage

Reach-Culture
9 mai, 18:37 · 🌐

Upcoming Europeana Collection day at #ReachYourCulture Conference: let's share your own story! 10-11 May 2018 Budapest... Afficher plus

Upcoming Europeana Collection Day at #ReachYourCulture Conference: let's share your...
www.digitalmeetsculture.net

7.1.3   INSTAGRAM

The hashtag was used in Instagram as well.

8. CONCLUSION

The opening conference entitled Resilient Cultural Heritage and Communities in Europe was the first big international event of the REACH project.

One of the main objectives of REACH is a contribution to unlock the potential of people to engage in culture and cultural heritage (CH) in order to foster creativity and innovation and, thereby, to empower citizens to face the immense and rapid changes taking place in Europe and beyond. Therefore, the project will establish a social platform, which would signify a sustainable space for meeting, discussion and collaboration by a wide-ranging network of development bodies, tourism, education, creative industries, CH professionals, academic experts, arts practitioners, professionals in archives and galleries, associations and interest groups representative of non-professionals and local societies, and policy-makers – all those with a stake in the field of culture and CH.

The opening conference was the first opportunity to create this social platform and with the participation of the great lecturers, facilitators, round table discussants and poster/video presenters, the challenge of giving cultural heritage a more relevant economic, societal and spatial role turned out to be an existing, although very diverse practice. The speakers of the conference, coming from very various cultural and disciplinary or academic background, have probably had different understandings of what resilient cultural heritage milieu and European communities would mean. Nevertheless, by presenting their concrete examples, sharing their (often very personal) stories and experiences, the importance of a close connection between cultural heritage and local communities undoubtedly was re-enforced.

Carenza Lewis gave tangible examples of how involving the public in archelogy brought together differing communities and developed skills for participants that would benefit them in wider life. At a time when budgets are being cut and culture and heritage is often a target, she detailed how activities developed community cohesion, intrinsic, economic and social benefits and showed that participatory CH is not a cost, but an investment.

The Small towns' heritage pilot similarly considered inclusive criteria for towns with different profiles and perspectives of themselves, with a view to making CH relevant to their own people in a way that is adaptable, sustainable and most importantly authentic. This theme continued through the Institutional heritage pilot's presentation, which acknowledged that museums have to adapt to visitor expectations and include them in decision making. By using tour guides from the target groups and addressing topics such as migration and by reuniting former workers to revisit perceptions of period that is often reflected upon negatively, museums are relevant and integral to their communities.

The Rural heritage pilot considered that local people need a greater voice, as globalisation has threatened landscapes and the environment, with traditional knowledge and methods being lost. This needs to be reversed, people need support to be reconnected with nature and use heritage as a tool to achieve tangible and sustainable results.

The Minority heritage pilot echoed the need, for the Roma community to be heard, as its own culture is being eroded. However, the resilience of the community is apparent, as the Romani language provides a focal point of cultural cohesion. Opportunities are now needed where the community can set its own agenda and challenge stereotypes.

Wolfgang Merkel provided an interesting viewpoint on the rise of populism and the challenges to democracy, which broadened the conference's discussions, as did the many posters and video which demonstrated participatory approaches and resilience cultural heritage within communities. A few examples include abandoned architecture, the Nepal earthquake, CH ecosystems, young residents of small towns, Roma culture in Austria and reaching the public: virtual and new visitors to museums. Every poster and video presentation added a further dimension to the conference.

The world café, held during the final session of the conference, sought the views of the audience. The dedicated tables' discussions on social cohesion and social inequality highlighted the need for an inclusive new CH approach, as there are many peoples and communities that are missing out. New technologies, tailored/targeted actions, collaborative tools and co-designed activities are needed to reach marginalised groups. The tables that considered the theme of Resilience in practice and interconnectedness were keen to stress the importance of communities, their development over time and the need to clarify and strengthen links to heritage. However, questions remain, as to who is able to speak on behalf of communities and link with political agendas, the differences in maintaining tangible and intangible heritage, the benefits or threats of tourism and the impact of ICT. These were vibrant discussions with input from a range of informed stakeholders that concluded the conference on an interesting note.

The objective of the conference was to give as many people as possible a voice, to share the many types of resilient cultural heritage within their communities. The conference achieved this with numerous participatory examples providing scope for further consideration. These themes will act as a launchpad for the project's pilots and will be incorporated as examples of best practice to be shared via the REACH social platform, as well as generating many more discussions. On this basis, the REACH Budapest conference succeeded in its objective.

APPENDIX: DEFINITIONS OF TERMS AND ABBREVIATIONS

ELTE	Eötvös Loránd University
CUNI	Charles University
COVUNI	Coventry University
SPK	Prussian Cultural Heritage Foundation
UGR	University of Granada
MISE	Ministry of Economic Development (Italy)
HNM	Hungarian National Museum
CH	cultural heritage
NGO	non-governmental organisation