



GrantOffice

OPPORTUNITÀ DALL'EUROPA

EURO MED
INTERNATIONAL
NETWORKING DAY

EVENT REPORT

BIBLIOTECA NAZIONALE CENTRALE
ROME, 15 JUNE 2023

BUILDING BRIDGES
FOR NEW PARTNERSHIPS

CHALLENGES AND OPPORTUNITIES
FOR EURO-MEDITERRANEAN TERRITORIAL
COOPERATION ON CULTURAL ISSUES

NETWORKING DAYS
ABOUT ART & CULTURE



EURO MED INTERNATIONAL NETWORKING DAY

EVENT REPORT

ABOUT THE WORKSHOP

Euromed International Networking Event – Building bridges for new partnerships is an initiative organised by the MiC Grant Office in collaboration with Fondazione Scuola dei beni e delle attività culturali which took place in Rome on June 15th 2023.

Aim of this initiative is to promote international cultural cooperation in the Southern and Eastern Mediterranean area and the West Balkans, enabling participants to make valuable connections, expand their networks and increase their participation and responsiveness to EU funding opportunities in the cultural and creative sector.

RESULTS OF THE WORKSHOP

The event started with the presentation of the main cooperation opportunities on culture-related thematic axes within European and national calls and programmes and of a transnational cooperation best practices (the CROSS DEV project). After that, participants were divided into smaller groups to work on possible project ideas around the following six thematic areas:

1. Preservation and restoration
2. Education and capacity building
3. Digitisation and digital transformation
4. Cooperation governance and policies
5. Green and environmental transition
6. Cultural and sustainable tourism

The groups worked on the elaboration of a concept note starting from the definition of project objectives, the elaboration of the activities to be carried out, the identification of possible partners to be involved and the definition of the impact of the project.

This activity led to the production of six project factsheets that can be further developed

to transform them into real proposals to be possibly presented in one of the next EU calls. To this end, the results produced by the working groups were presented to the experts present at the event, who provided preliminary feedback with some suggestions and recommendations on how to continue and improve the work.

Finally, a digital booklet has been designed and developed containing a list of profiles of institutions and organisations belonging to the Mediterranean, Middle East and Western Balkans Areas who are interested in establishing international partnerships and preparing new project proposals in response to EU calls in the cultural and creative sector, with a particular focus on territorial cooperation.

The event, which brought together more than 60 participants coming from 9 different countries (Albania, Egypt, Jordan, Italy, Lebanon, Morocco, North Macedonia, Palestine and Tunisia) contributed to promote the role of the Fondazione Scuola dei beni e delle attività culturali

as a platform for the internationalisation of Italian institutes in the cultural sector and the role of the MiC Grant Office as a facilitator for the establishment of new partnerships in response to European calls.

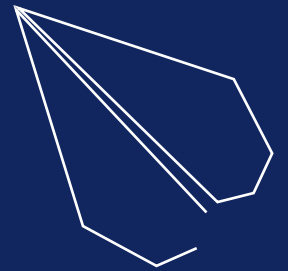




WORKING GROUPS

THE NETWORKING PROJECTS

SHARING EXPERTISE TO BUILD A NETWORK



PROJECT #1

THEMATIC AREA: PRESERVATION AND RESTORATION

FACILITATOR: FRANCESCA GUIDUCCI - Fondazione Scuola Beni e Attività Culturali

PROJECT #1 TITLE:

CONSERVATION OF HISTORICAL
MONUMENTS THROUGH
DOCUMENTATION AND VALORISATION

PROJECT #1 ABSTRACT:

The overall aim of this project is to increase the level of conservation for historical buildings in the region. Careful documentation and, following this, the digitisation of all already available data (such as archive records, previous hardcopy documents, analysis reports, etc.) will be the first crucial step in the process. Restoration of the building will follow. Finally, the monument or site will be made available for visitors, tourists and the local community alike.

Important phases of the project include the identification of the site's significance, and its needs in terms of tools, staff, budget, etc. Possible partnerships would include a collaboration with university institutions, both national and international, NGOs, and local associations of stakeholders, such as craftsmen and residents.

PROJECT #2 TITLE:

GREEN MATERIALS FOR FIBRE,
FOOD AND TEXTILE CONSERVATION

PROJECT #2 ABSTRACT:

This project aims to increase preservation and access to organic materials other than wood, such as plant fibres, food remains and textiles. These materials are extremely fragile and require high levels of care, upon excavation and later in storage; however, historically, they have received less attention than wood items. The research will focus on developing "green", environmentally sustainable materials, to support first aid and stabilisation measures. A later phase of digitisation of finds in storage will allow to increase accessibility to these objects, while ensuring their safety.

The project will be developed through several phases: research and sampling of materials, capacity building programme, digitalisation campaign, safe storage and presentation of results. The network of institutions involved will include the Italian Ministry of Culture, the CHNet of INFN, the NI Institute and Museum of Bitola (North Macedonia). A partnership will be searched with an Egyptian institution, given the richness of such organic materials in the region.

THE TABLE GROUP

FULL NAME	ROLE	INSTITUTION / ORGANISATION	CITY / COUNTRY
ABOULKACEM CHEBRI	Director	Centre d'Etudes et de Recherches sur le Patrimoine Maroco-Lusitanien	Morocco
NAJATI FITIANI	Member of the board and architect	Mosaic Centre Jericho	Palestine
HAMZEH NAJI ALJARAJRH	Curator	Karak Archeology Museum	Jordan
MERI STOJANOVA	Director	NI Institute and Museum Bitola	North Macedonia
MOHAMAD MAHMOUD MOHAMAD ATOOM	Head of Technical Section	Jerash Antiquities Directorate	Jordan
MARIA ISABELLA PIERIGÈ	Funzionario restauratore e conservatore	SABAP Chieti e Pescara	Italy
LAURE SALLOUM	Responsible of the Archaeological office	General Directorate of Antiquities in Beirut	Lebanon
FEDERICA GONZATO	Soprintendente	SABAP Ravenna, Forlì-Cesena e Rimini	Italy
BELISA MUKA	Director	Institute of Archaeology, Tirana	Albania
CRISTINA COLLETTINI	Soprintendente	SABAP Chieti e Pescara	Italy
ELISABETTA CANNA	Funzionario	P.A. Ercolano	Italy

PROJECT #1 / PICT



PROJECT #2

THEMATIC AREA: EDUCATION AND CAPACITY BUILDING

FACILITATOR: ALINA PAPLAUNAYA – Aedeka Srl

PROJECT TITLE:

EDUCATION IN THE DIGITAL ERA. CULTURAL HERITAGE CONNECTING PAST TO PRESENT.

SUBTITLE:

SHARING EDUCATION AND KNOWLEDGE 4 CULTURAL HERITAGE THROUGH GENERATIONS

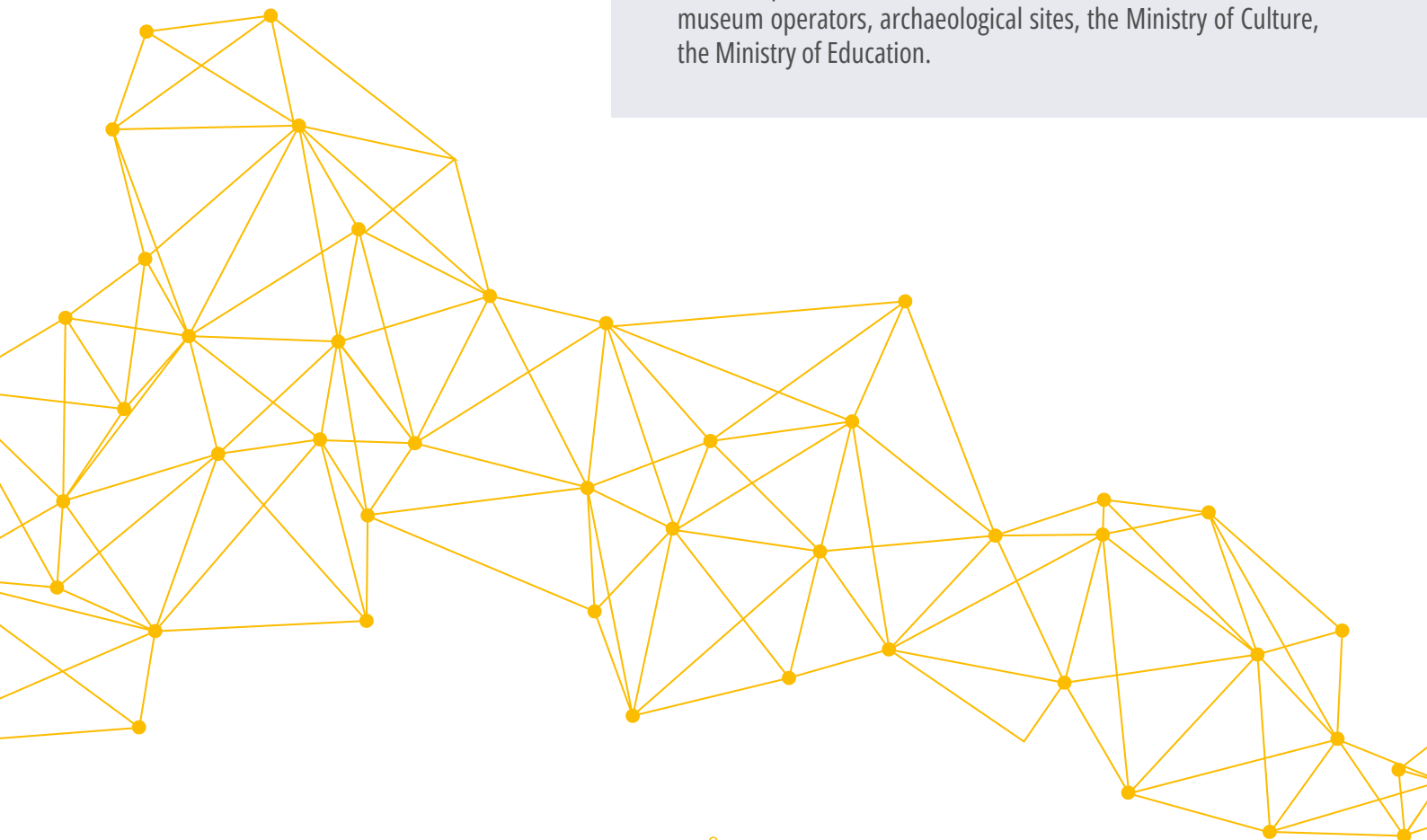
PROJECT ABSTRACT:

The main objectives of the project are to raise awareness of the archaeological cultural heritage, to stimulate the younger generations to study archaeology, to share knowledge between different countries and generations in order to bring them to the same level of information and use of modern technologies.

Knowledge sharing will be between archaeologists and students from different countries.

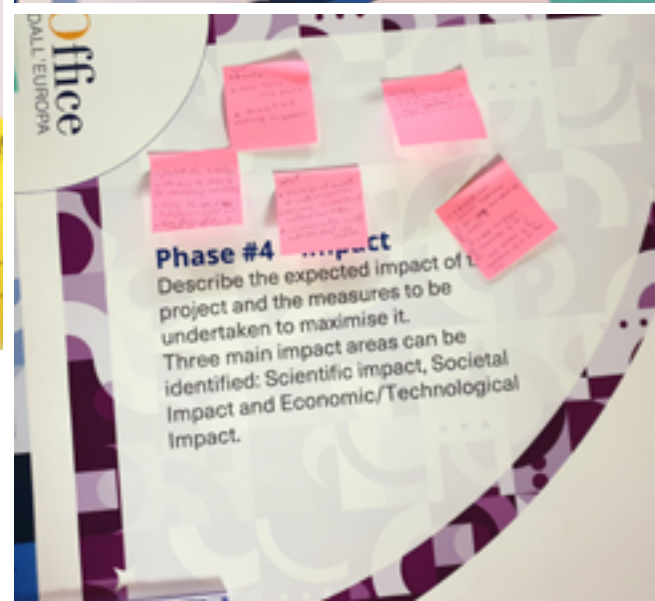
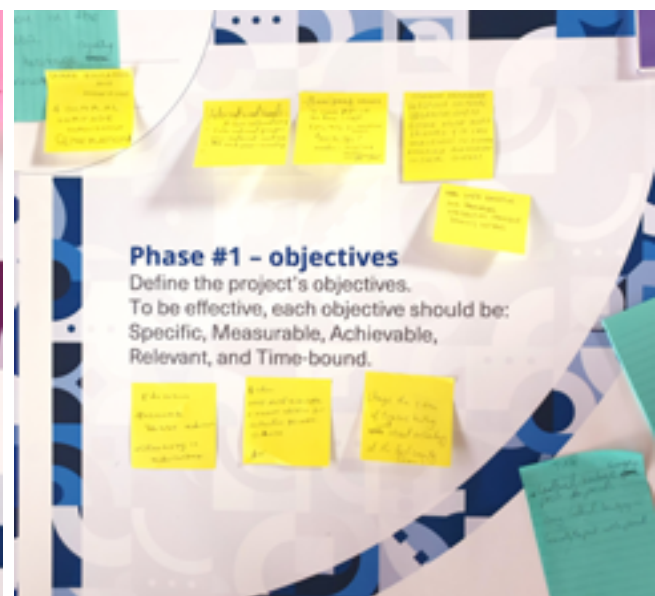
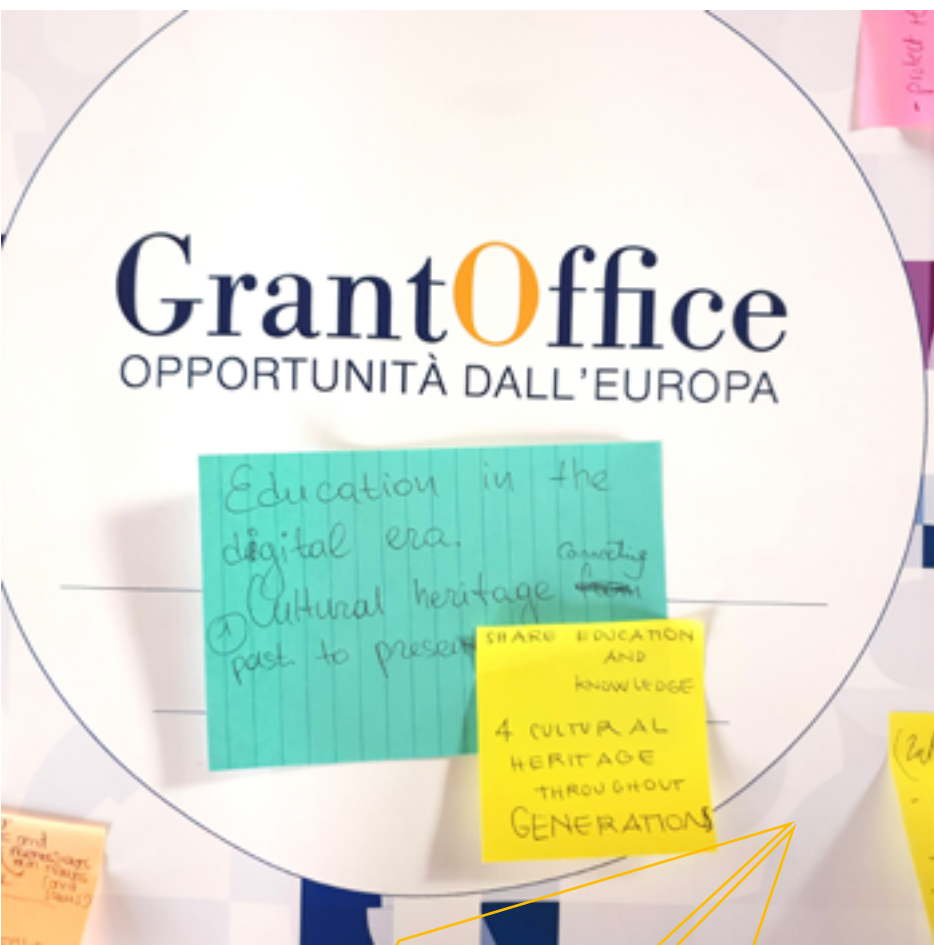
The initial part will contain the creation of a group of professionals who will produce and organize new documentation modules for the study and promotion of archaeological disciplines at an international level. The project will proceed with the organization of field trips with educational paths and the creation of a digital platform for the exchange of knowledge.

Possible partners include schools, universities, museums and museum operators, archaeological sites, the Ministry of Culture, the Ministry of Education.



THE TABLE GROUP

FULL NAME	ROLE	INSTITUTION / ORGANISATION	CITY / COUNTRY
AHMED ABDALLAH YUSUF FREEWAN	Professor	JUST, Jordan University of Science and Technology	Jordan
HASSAN HAJJALI	Archaeologist	Sarpeta Archaeological Site	Lebanon
MARTINA BERIA	Cooperazione transnazionale	Fitzcarraldo	Italy
RAED JALAL MAHMOUD KHALIL	Director of the Restoration Department	Mosaic Centre Jericho	Palestine
STEFANIA SIANO	Funzionario Archeologo	P.A. Ercolano	Italy
YOUSSEF KHIARA	Director	Cultural Heritage Department, Ministry of Culture	Morocco
LETIZIA MARONGIU	Research Advisor - Research Development Sector - Social Sciences and Humanities & Excellent Science	University of Bologna	Italy
AMR MOUSTAFA ABD EL HAMID SAID	Conservator, Restorer Specialist and Instructor	Conservation Centre of the Grand Egyptian Museum	Egypt



PROJECT #3

THEMATIC AREA: DIGITISATION AND DIGITAL TRANSFORMATION

FACILITATOR: SEBASTIANO PRANDONI – Aedeka Srl

PROJECT TITLE:

DEVELOPING AND APPLYING A SET OF DIGITAL TOOLS AND METHODOLOGIES TO REVIVE CULTURAL HERITAGE SITES

PROJECT ABSTRACT:

The project objectives are also described in the project title: choosing and applying an appropriate set of digital tools to revitalize cultural sites. Furthermore, the aim of the project is to create a standard of methodologies to apply the technology in an effective and systematic way.

To achieve these objectives, multiple case studies will be carried out on the project partners' sites / locations starting from an in-depth analysis of user requirements, followed by the phases of development, integration, validation / experimentation / evaluation, dissemination.

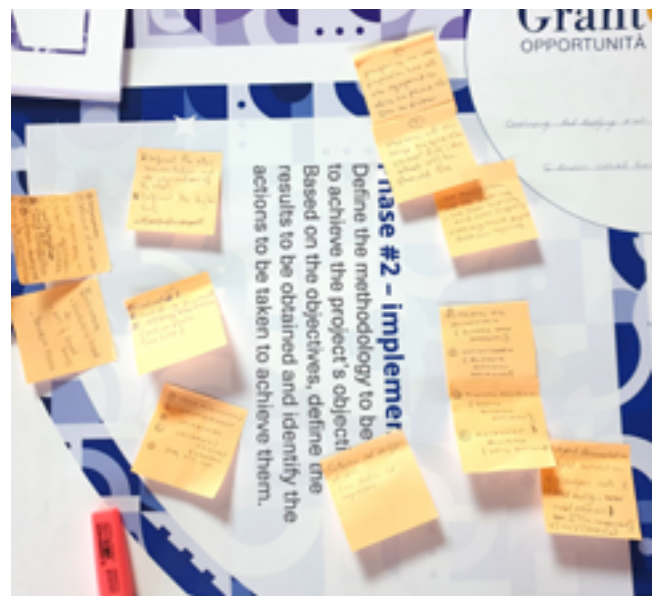
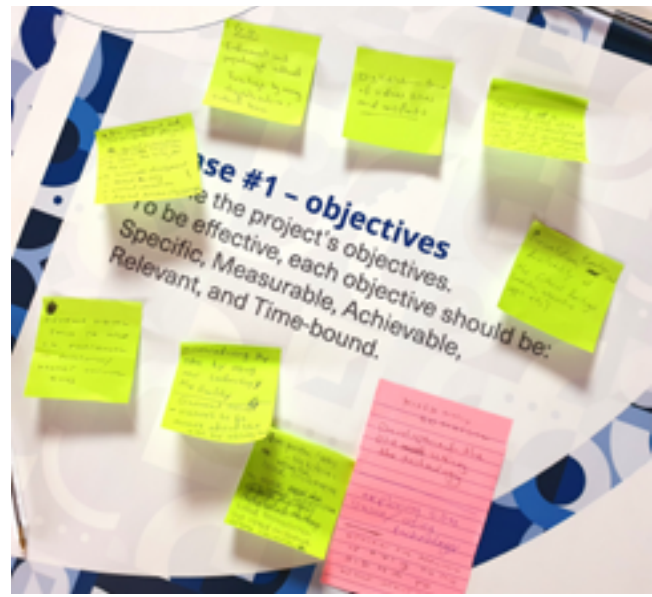
Possible partnerships should include blockchain companies, technology partners with experience in virtual reality, IT partners, communication companies/institutions.

The implementation of the project should lead to the enhancement of the site to make it more attractive and at the same time be able to reach a greater number of people through the use of virtual reality. A possible consequence is the economic development of the site with positive effects on the surrounding area, the creation of jobs and the start of a virtuous circle.

THE TABLE GROUP

FULL NAME	ROLE	INSTITUTION / ORGANISATION	CITY / COUNTRY
ALEKSANDAR VASILESKI	Director	Public Research Institution Institute of Old Slavic Culture – PRILEP	North Macedonia
ASMA AMEZIANE	Heritage Curator	Draa Tafilalet Region Directorate	Morocco
HADEER MAHMOUD HUSSIEN	Archaeologist	Secretary General of the Supreme Council of Antiquities	Egypt
LEENA MAHMOUD ALBAKKAR	Director	Archaeological Sites Management Directorate, Department of Antiquities	Jordan
MAHER ABD ELHAFEEZ MOHAMMED ALAMREYN	Acting Director	Directorate of Antiquities of Aqaba	Jordan
NIKOLA HRISTOVSKI	External Associate	NI Institute and Museum Bitola	North Macedonia
FRANCESCO PIACENTINI	Project Manager	IIT	Italy
RICCARDO GIOVANELLI	Ricercatore	IIT	Italy

PROJECT #3 / PICT



PROJECT #4

THEMATIC AREA: COOPERATION GOVERNANCE AND POLICIES

FACILITATOR: ALESSANDRA LUCCHESI – Grant Office MiC

PROJECT TITLE:
BRINGING CULTURE TO PEOPLE

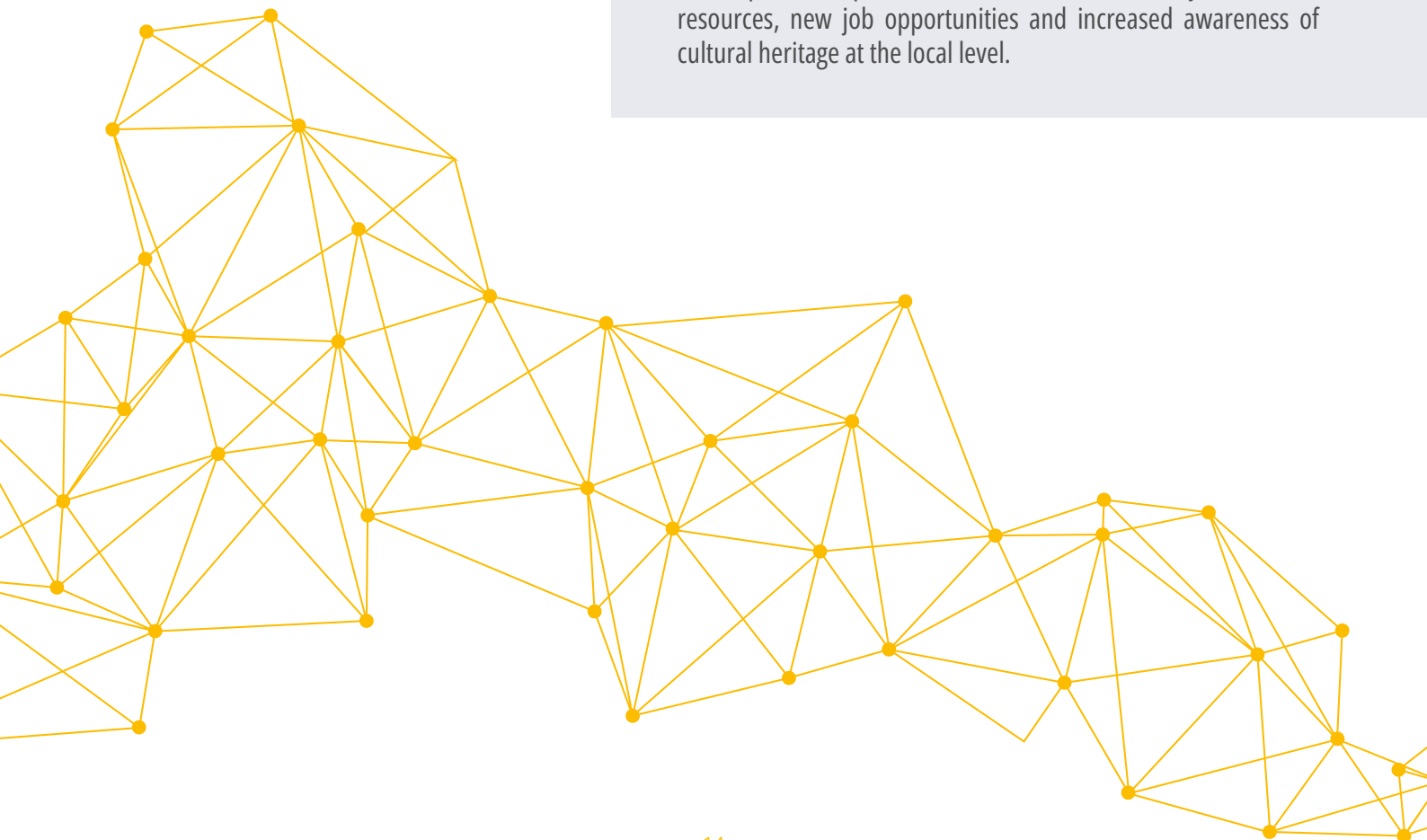
PROJECT ABSTRACT:

The project aims to develop an inter-Mediterranean public-private partnership scheme in the management of cultural heritage to make culture more accessible and closer to citizens' needs.

This includes: mapping and data collection of cultural heritage and cultural and creative industries stakeholders; definition of stakeholder needs to develop policies to support CCI; analysis of existing digital platforms and tools; developing new products for audience engagement; organization of educational courses and professional training; evaluation of the impact of cultural activities; development of a series of recommendations for a common reflection.

Possible partners to be involved include: UNESCO, Ministry of Culture, cultural institutions and centres, private companies.

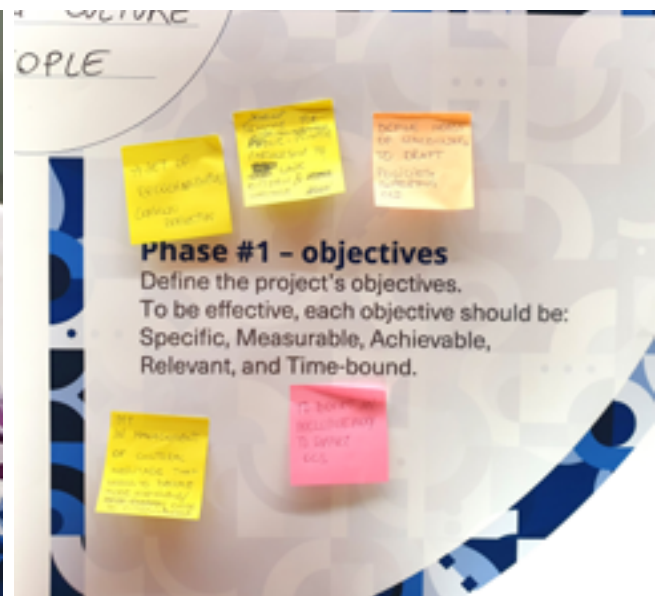
The expected impact is on increased accessibility of cultural resources, new job opportunities and increased awareness of cultural heritage at the local level.



THE TABLE GROUP

FULL NAME	ROLE	INSTITUTION / ORGANISATION	CITY / COUNTRY
ALICE FORMENTINI	National and EU Grants	POLIMI	Italy
BASMA MOHAMED AHMED ALI SELIM	Director	Baron Empain Palace Museum	Egypt
FAOUZI GHOZZI	Head of Archaeological Research, Geo Archaeology	Institut National de Patrimoine INP	Tunisia
GIULIA BISON	Assistente Tecnico	Museo Etrusco Villa Giulia, Progetto Reformal	Italy
DEBORAH REZZOAGLI	Director geographic area Eastern Europe and Asia, CROSSDEV Project Coordinator	Comitato Internazionale per lo Sviluppo dei Popoli (CISP)	Italy
YOUSSEF LACHKHEM	General Director a.i.	INP Tunis	Tunisia
PAOLA ABENANTE	Department III	Italian Agency for Development Cooperation (AICS)	Italy
FABRIZIO PALONI	Coordinator	Joint Technical Secretariat - Programme ENI CBC MED 21-27	Italy
MONIQUE LONGO	Head of Unit "Membership Relations"	APRE - Horizon Europe National Contact Point "Culture, Creativity, Inclusive Society"	Italy

PROJECT #4 / PICT



PROJECT #5

THEMATIC AREA: GREEN AND ENVIRONMENTAL TRANSITION

FACILITATOR: MARTA SAMEK – Fondazione Scuola Beni e Attività Culturali

PROJECT TITLE:
PAST LANDSCAPE FOR FUTURE
SUSTAINABLE DEVELOPMENT

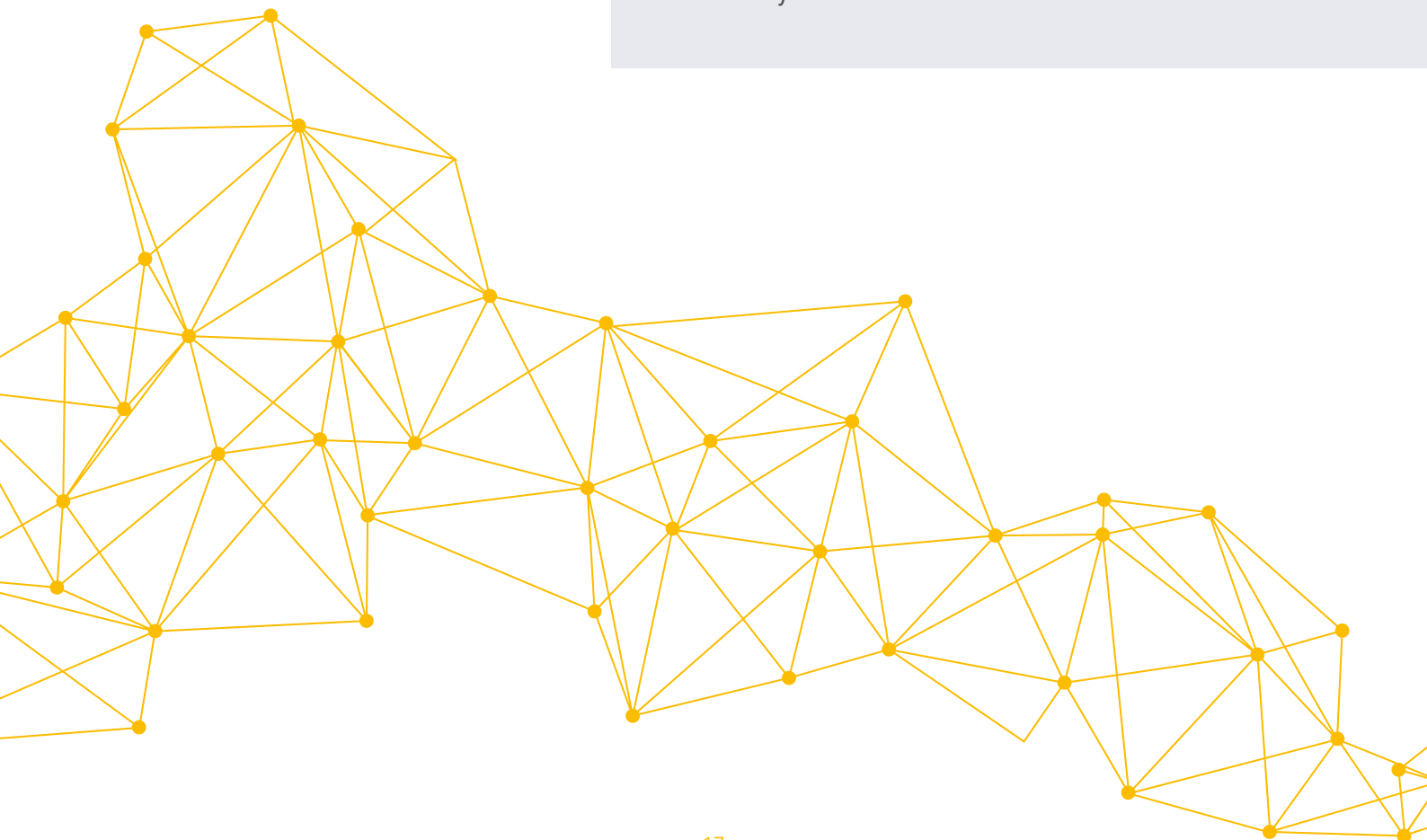
PROJECT ABSTRACT:

The project envisions applying technologies for bibliographical, archaeological and historical research and reconstruction to conduct a mapping exercise related to the following aspects of a cultural and natural landscape of three typologies of sites (mountain, coastal and desert), that are in proximity to cultural heritage:

- Traditional building techniques
- Climate-related features
- Circular approaches in the management of territories

The main objective is to identify possible solutions to be applied for a sustainable management of territories and sites.

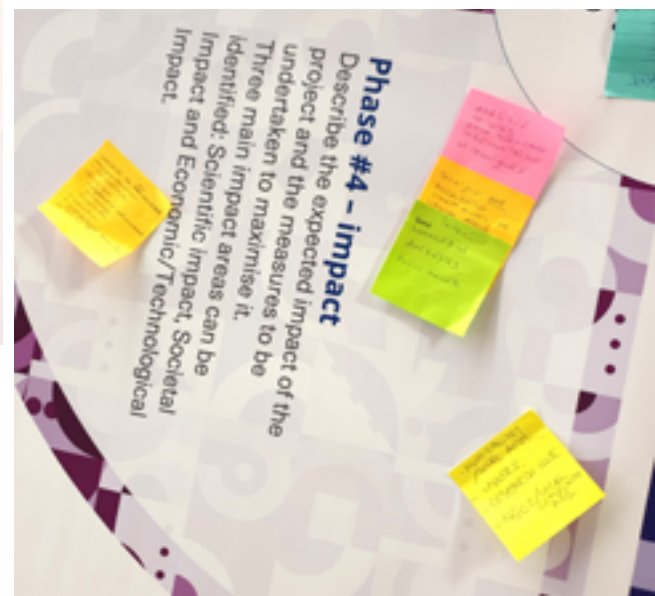
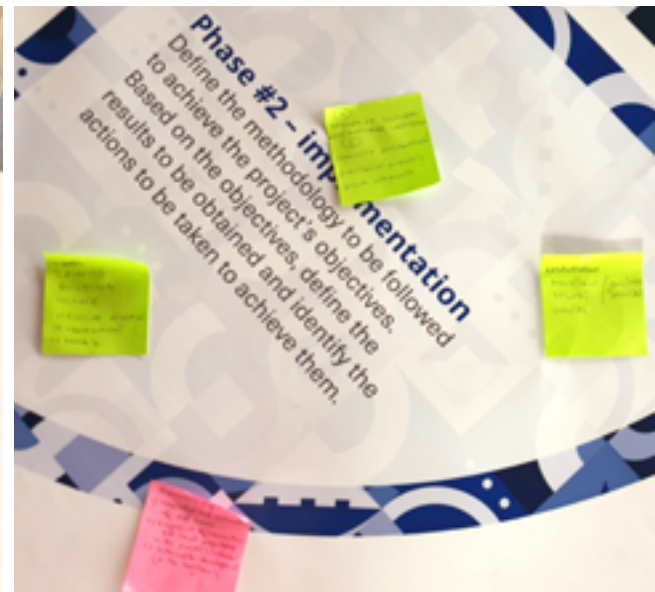
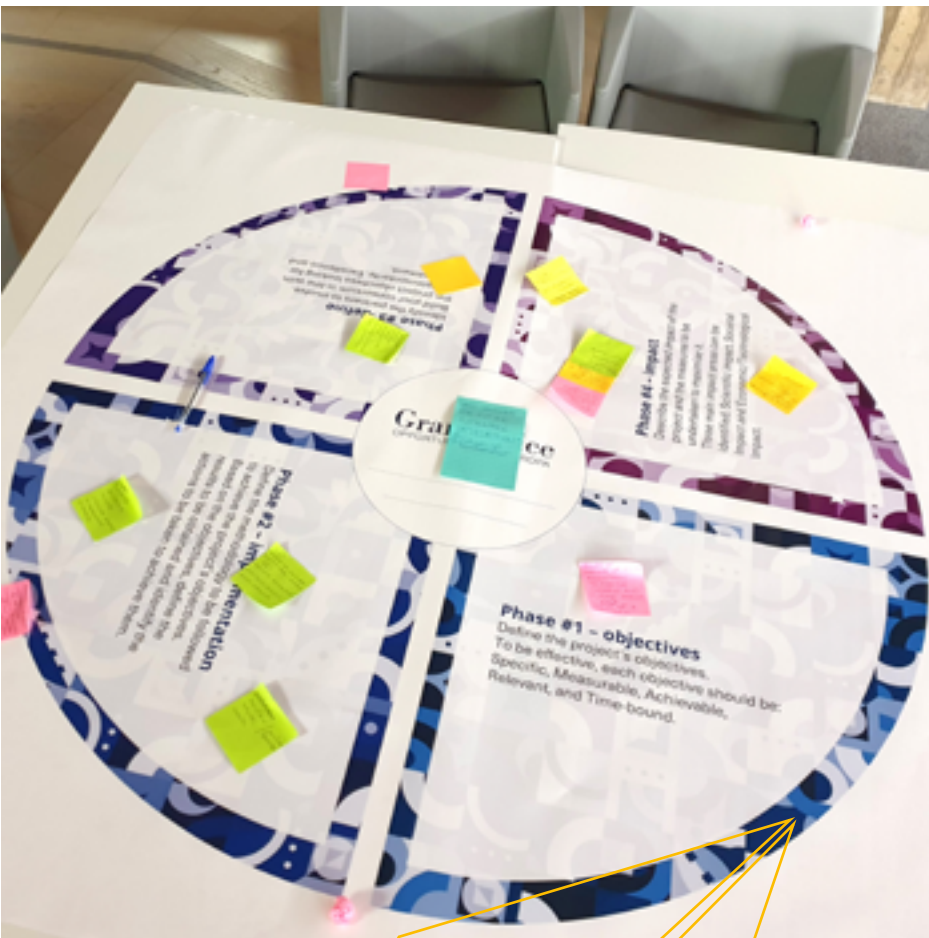
The working table identified among possible partners local and regional municipalities, cultural institutions, research centers and civil society associations.



THE TABLE GROUP

FULL NAME	ROLE	INSTITUTION / ORGANISATION	CITY / COUNTRY
HRISTIYAN TALEVSKI	Research Associate	PRI Institute of Old Slavic Culture	North Macedonia
RHIND MICHEL SKAFF	Freelancer	Museum of Religious Art	Lebanon
VALENTINA TODOROSKA	Archaeologist	Underwater Archeological Excavations at Vrbnik, Archaeological Museum of Republic of North Macedonia	North Macedonia
WAED ALI SALEH AL AJARMEH	Communication Officer	JREDS	Jordan
FRANCESCA BOLDRIGHINI	Funzionario Archeologo	P.A. Colosseo	Italy
VALENTINA GENTILE	Direzione Innovazione e Sviluppo	ENEA	Italy

PROJECT #5 / PICT



PROJECT #6

THEMATIC AREA: CULTURAL AND SUSTAINABLE TOURISM

FACILITATOR: ALESSANDRA POZZA – Fondazione Scuola Beni e Attività Culturali

PROJECT TITLE:

**IALLAH - IMPROVING LOCAL ALLIANCES
TO ATTRACT HERITAGE TOURISTS**

PROJECT ABSTRACT:

The project's primary objective is to attract sustainable tourists and explore innovative approaches to cultural tourism experiences.

To achieve this, it is crucial to commence with a comprehensive assessment of the current state of the art in the targeted region/area. Subsequently, a robust business ecosystem or local action plan should be developed, followed by the creation of innovative tourism products. Examples of these products may include opening up historical sites, deposits, libraries for public exploration or designing specialized summer camps tailored to specific interests.

The proposed strategy involves raising awareness not only among potential tourists but also within local communities, with the aim of enhancing social cohesion. By implementing this strategy, the project seeks to achieve several positive outcomes, including attracting higher-quality visitors, generating employment opportunities, mitigating issues related to overtourism, and fostering social harmony.

THE TABLE GROUP

FULL NAME	ROLE	INSTITUTION / ORGANISATION	CITY / COUNTRY
ELENA GRANDI	International Research Office	Università Ca Foscari Venezia	Italy
JOELLE BARAKAT	Executive Director	Association for the Protection of Jabal Moussa (APJM)	Lebanon
MAHERA RIAD HACHEM	Archaeologist	Urban Excavation at BEY208, Directorate General of Antiquities (DGA) Beirut	Lebanon
MOHAMMED GAMAL EL SAYED MOHAMMED FADALY	Director	Egypt's Capitals Museum	Egypt
BASSEM RAOUF MOSTAFA	Curator	National Museum of Egyptian Civilization	Egypt
FRANCESCA MERMATI	Funzionario Archeologo	PA Campi Flegrei	Italy
GHAIDA RAHIL	Project Manager	Palestinian Heritage Trail	Palestine
PAOLA AUTORE	Responsabile formazione e progetti europei	CoopCulture	Italy
STEFANO KARADJOV	Direttore	Brescia Musei	Italy
ANNA PRINCIPATO	Responsabile Comunicazione	Grant Office MiC	Italy
IYAD J.M ALNJOURM	Cultural Activities Coordinator and Local Tour Guide	Mosaic Centre Jericho	Palestine

PROJECT #6 / PICT





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