

HERIPRENEURSHIP

ESTABLISHING LONG-LASTING PARTNERSHIPS TO UPGRADE HERITAGE-BASED OFFERS AND CREATE NEW INVESTMENT OPPORTUNITIES IN TOURISM AND THE CULTURAL AND CREATIVE INDUSTRIES AT UNESCO DESIGNATED AREAS IN THE BLACK SEA BASIN

Kick-off Meeting

21, 22 December 2020

DAY 1 - MONDAY, 21 DECEMBER 2020

(Attention: All times in the following schedule refer to Eastern European Time)

Time: 09:00 AM Athens

Meeting: <https://zoom.us/j/95472373888?pwd=dnpxSOZDYlJlcEV5WlJXMEwwbGZQZz09>

Meeting ID: 954 7237 3888 / Passcode: 906118

09.00 - 10.00

Online registration. Microphone and camera tests.

SECTION 1 - INTRODUCTION

Moderator: Dr Nikolaos Thomaidis, Project Manager

10.00 - 10.30

Welcome speeches

Welcome by the General Manager of Kavala Development Agency SA Mr Michael Skordas

10.30 - 10.50

Brief Presentation of Kavala Development Agency (LB), Project Goals and Expected Results

Dr Nikolaos Thomaidis, Project Manager

10.50 - 11.00

Brief Presentation of the "Danube Black Sea" University Foundation (PB2)

Representative from the respective body

11.00 - 11.10

Brief Presentation of the Union of Bulgarian Black Sea Local Authorities (PB3)

Representative from the respective body

11.10 - 11.20

Brief Presentation of the National Inbound Tourism Association of Moldova (PB4)

Representative from the respective body

11.20 - 11.30

Brief Presentation of the Iakob Gogebashvili Telavi State University (PB5)

Representative from the respective body

11.20 - 11.30

Brief Presentation of the Eastern Black Sea Development Agency (PB6)

Representative from the respective body

11.30 - 11.50

Short break



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SECTION 2 - PROJECT IMPLEMENTATION PARTICULARS

Moderator: Dr Dorothea Papathanassiou-Zuhr, Cultural Heritage and Tourism Expert

11.50 - 12.00

Presentation of Work Package T.1 DESIGNING A COMMON FRAMEWORK TO JOINTLY MANAGE AND COMMUNICATE THE SIGNIFICANCE OF UNESCO HERITAGE IN THE CROSS-BORDER AREA

12.00- 12.10

Presentation of Work Package T.2 REMODELING SUPPLY AND DEMAND AT UNESCO SITES TO PROMOTE DIVERSIFICATION AND INTEGRATION OF COASTAL AND INLAND TOURISM IN THE CROSS-BORDER AREA

12.10 - 12.20

Presentation of Work Package T.3 INDUCING PRODUCT-PROCESS INNOVATION IN THE TOURISM SECTOR AND THE CULTURAL AND CREATIVE INDUSTRIES THROUGH EXPERIENCE-BASED PRODUCTS AND SERVICES IN THE BLACK SEA BASIN

12.20 - 12.30

Presentation of Work Package T4: ESTABLISHING LONG-LASTING PARTNERSHIPS FOR THE SUSTAINABLE MANAGEMENT AND OPERATION OF UNESCO HERITAGE CORRIDOR IN THE BLACK SEA BASIN

12.30 - 12.50

Short break

12.50 - 13.00

Presentation of Work Package COMMUNICATION

13.00 - 13.10

Presentation of Work Package MANAGEMENT

13.10 - 13.20

Discussion

13.20 - 14.30

Lunch break

SECTION 3 - EXAMPLES OF GOOD PRACTICES RELATING TO THE PROJECT

Moderator: Athena Ioannidou, Kavala Development Agency SA

14.30 - 15.00

E-books in cultural heritage promotion and consumption
Aldo Di Russo, Cultural Heritage Audiovisual Professional

15.00 - 15.15

Short break

15.15 - 15.30

Sustainability of cultural heritage projects - Presentation of the INTERREG EUROPE project KEEP ON

Małgorzata Steckiewicz, Cultural Heritage Expert

15.30 - 16.00

Discussion

END OF DAY 1



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DAY 2 - TUESDAY, 22 DECEMBER 2020

(Attention: All times in the following schedule refer to Eastern European Time)

Time: 09:00 AM Athens

Meeting: <https://zoom.us/j/94529936900?pwd=Y1F3ZGF5UzFBbnJ0VWU2azA2amRRZz09>

Meeting ID: 945 2993 6900 / Passcode: 671678

09.00 - 10.00

Online registration. Microphone and camera tests.

SECTION 1 - VIRTUAL STUDY VISIT AND COLLABORATIVE PARTNER SESSION

Moderators:

Dr Dorothea Papathanassiou-Zuhrt, Cultural Heritage and Tourism Expert

Daniel Weiss, Educator and Trainer

10.00 - 10.45

Virtual study tour at the Archaeological Site of Philippi UNESCO World Heritage Site

10.45 - 11.00

Short break

11.00 - 12.00

Collaborative partner session

12.00 - 12.15

Short break

SECTION 2 - COLLABORATIVE EVALUATION WORKSHOP

Moderators:

Dr Dorothea Papathanassiou-Zuhrt, Cultural Heritage and Tourism Expert

Daniel Weiss, Educator and Trainer

12.15 - 13.15

Collaborative Evaluation Workshop

13.15 - 14.30

Lunch break

SECTION 3 - PROJECT MEETING (FOR PARTNERS ONLY)

Moderators:

Michael Skordas, General Manager of Kavala Development Agency SA

Dr Nikolaos Thomaidis, Project Manager

14.30 - 16.00

Committees, planning of activities, management and other issues

END OF DAY 2 AND KICK-OFF MEETING