

**Interreg  
Europe**



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# Digitalisation of Heritage

## Cultural Routes and Itineraries I

Online webinar, 18 October 2022

**Astrid Severin**

Thematic Expert Environment & Resource Efficiency |  
Interreg Europe Policy Learning Platform



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# Agenda

- **Welcome & Introduction**

- Astrid Severin, Interreg Europe Policy Learning Platform

- **Keynote presentation**

- Manos Vougioukas, European Cultural Tourism Network on 'Digital preservation of cultural heritage'

- **Interreg Europe policy changes & good practices**

- **Creating an online curiosity cabinet: The digitisation of historic collections** (Innocastle) – Catherine Leonard, National Trust (UK)
- **Museum of Byzantine Culture: Innovation and digitalisation** (CHRISTA) – Agathoniki Tsilipakou, Museum of Byzantine Culture (GR)
- **Cycling route 1629** (KEEP ON) – Dennis Dekker, Municipality of 's-Hertogenbosch (NL)

- **Panel Discussion**

- **Wrap up & Conclusions**

# Interreg Europe: Sharing solutions for better regional policy

€  
**379m**  
PROGRAMME  
BUDGET

**1** priority  
Dedicated to  
capacity building

**29**  
COUNTRIES  
INVOLVED



# Programme **scope**

**1 cross-cutting priority** on capacity building (ISO1) → **six topics**



**Concentration** principle (80%)

# Digitalisation of Heritage – **facts and figures**

- Cultural tourism represents **up to 40% of all tourism** in Europe
- More than **8 million people** are employed by the cultural and creative industries, through 1.2 million firms - 99.9% of which are **SMEs**
- European Commission has published a recommendation on a common European data space for cultural heritage to accelerate the **digitisation of cultural heritage assets**.
- Encourages MS by **2030** to digitise all monuments and sites that are at risk of degradation and half of those highly visited by tourists

# Interesting **materials**

## **Policy Briefs**

- Digital solutions in the field of cultural heritage
- Sustainable tourism: strategies to counteract over tourism

## **Stories**

- North Downs Way pilgrim trail

## **Webinar recording**

- Cultural heritage in mountain regions

# Upcoming **events**

## Webinars

- 25/10: Reviving cultural routes
- 3/11: Inspiring policy change: water linked heritage



## Thematic workshops

- 27/10: Cultural and natural heritage in coastal areas, Cagnes s/Mer (FR)
- 22/11: Digital Innovation Hubs, Espoo (FI)

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