



Net 4 Society

#SocietiesBrokerage

# INTERNATIONAL BROKERAGE EVENT

🕒 FLASH PRESENTATION

- TRANSFORMATIONS-04-2019-2020: Innovative approaches to urban and regional development through cultural tourism
- Dorothea Papathanasiou-Zuhrt, PhD
- ARTIFACTORY , GR

# Our project idea

- **OBJECTIVE: Respond to TRANSFORMATIONS-04-2019**
  - exploit CCI & Visual Technologies to support stakeholders (4IR)
  - valorize cultural heritage as a value-driven growth asset (citizenship education)
  - tackle strategic innovation in tourism (techs; content; social innovation)
  - gain key markets with new investments & place-based employment opportunities
  - focus on minority cultures and regions (deprived, peripheral, de-industrialized areas)
  - diversify tourism offers with experience-based products & services
  - address the policy gap in heritage valuations; public procurements; tourism & cultural planning

# Topic

- CULTURAL HERITAGE
  - Cultural values; Culture and the Arts; Human Rights; Citizenship Education
  - Historic Environment; Europeanisation
  - Cultural and Creative Industries
- REGIONAL DEVELOPMENT
  - 4IR (CCI; Visual Technologies; Digital Publishing; Tourism; Culture)
- EXPERIENCE
  - CCI; Cultural Heritage; Tourism Planning (ETCP/ERDF; CREATIVE EUROPE; COSME)
- EXISTING PARTNERSHIP:
  - Academic Partners (IT/HR/LT/DE/FR/PT/ES)
  - Regional & Local Governments (IT/FR/RS/BG)
  - NGOS (GR)
  - Companies (IT/SI/ES)
- LOOKING FOR PARTNERS (Regions; Companies; NGOs)
  - Baltic Region
  - Northern Europe
  - Central Europe

# Contact us!



**Dorothea Papthanasiou-Zuhrt, PhD**

Senior Researcher

[dorothea@artifactory.eu](mailto:dorothea@artifactory.eu)

[secretariat@artifactory.eu](mailto:secretariat@artifactory.eu)

**ARTIFACTORY (NGO)**

<https://www.artifactory.eu/>

**GREECE**

#SocietiesBrokerage

Net **4** Society