Designing a cross-institutional science, engineering and technology centre of excellence for Archaeology and Cultural Heritage in the Eastern Mediterranean: Prospects, opportunities and challenges

Venue: University of Cyprus
"Anastasios G. Leventis"
Date: August 31st 2018
Organiser: MedSTACH H2020 Project
Designing a cross-institutional science, engineering and technology centre of excellence for Archaeology and Cultural Heritage in the Eastern Mediterranean: Prospects, opportunities and challenges

AGENDA ITEMS

08:30 – 09:00 Welcome coffee and registration
09:00 – 09:30 Opening notes
Dr. Marina Solomidou-Ieronymidou, Director, Department of Antiquities
Prof. Constantinos Christofides, Rector, University of Cyprus
Prof. Andreas Anayiotos, Rector, Cyprus University of Technology
Dr. Dame Nicola Brewer*, Vice-Provost (International), University College London
Mr. Costas Koumis, Vice President of Board of Directors, Cyprus Tourism Organisation
Afrodite Koufterou, Chief Administrative Officer, Ministry of Transport, Communications and Works
Representative on behalf of Dr. Kostas Champiaouris, Minister of Education and Culture
Mr. Nicos Nicolaides, Mayor of Limassol
H.E. Mr. Elias Fotopoulos, Ambassador of the Hellenic Republic to Cyprus
H.E. Mr. Stephen Lillie*, British High Commissioner to Cyprus
Dr. Maria Andreadaki-Vlazaki*, Secretary General for Culture, Ministry of Culture and Sports
Prof. Elias Nompilakis on behalf of Prof. Konstantinos Moutzouris, Rector, University of West Attica
Mr. Stavros Benos*, Diazoma Association, former Greek Minister of Culture

* greeting in absentia
**PRESENTATIONS**

09:30 – 10:00  
**MedSTACH’s vision, mission, and Phase 1 activities overview**  
Prof. Phaedon Kyriakidis  
Dean of the School of Engineering and Technology, Cyprus University of Technology, Coordinator of MedSTACH Project and  
Prof. Vasiliki Kassianidou  
Director of the Archaeological Research Unit, University of Cyprus

10:00 – 10:20  
**United for excellence**  
Prof. Emeritus Vassos Karageorghis  
University of Cyprus, and Academy of Sciences, Letters and Arts, Cyprus

10:20 – 10:40  
**MedSTACH, archaeological heritage, and the A. G. Leventis Foundation**  
Dr Charalambos Bakirtzis  
Director of the Anastasios G. Leventis Foundation, Cyprus

10:40 – 11:00  
**MedSTACH: The perspective of international researchers and students on Cyprus from CAARI**  
Dr. Lindy Crewe  
Director of the Cyprus American Archaeological Research Institute (CAARI), Cyprus

11:00 – 11:20  
**Coffee break**

11:20 – 11:40  
**The National Museum of Beirut: A short presentation**  
Dr Anne-Marie Afeiche  
Director, National Museum of Beirut, Lebanon

11:40 – 12:00  
**FORTH: Fostering science, technology and cultural heritage**  
Prof. Nektarios Tavernarakis  
Chairman, Board of Directors, Foundation for Research and Technology – Hellas (FORTH), Greece

12:00 – 12:20  
**Greece: A 365 day destination**  
Mr. George Tziallas  
Secretary General for Tourism Policy and Development, Ministry of Tourism, Greece
12:20 – 12:40  Present situation and future perspective of cultural heritage management in Jordan
Prof. Ziad Al Saad
Vice President, Yarmouk University, Jordan

12:40 – 13:00  The role of Queen Rania Faculty of Tourism and Heritage in promoting and preserving Jordanian heritage
Dr Fadi Bala'awi
Dean of Queen Rania Faculty of Tourism and Heritage, The Hashemite University, Jordan

13:00 – 13:40  Lunch

13:40 – 14:00  Ministry of Antiquities strategy: Policies and good practices to promote cultural tourism in Egypt
Dr Ayman Abdelmohsen
Assistant to the Minister, Ministry of Antiquities, Egypt

14:00 – 14:20  Contributions of the X-ray Diffraction lab of the Conservation Center of The Grand Egyptian Museum
Dr Hassan Ali Farag Zeidan
Head of the X-ray Diffraction Lab, Grand Egyptian Museum Conservation Center, Egypt

14:20 – 14:40  Knowledge recovery & cultural heritage: A multidisciplinary challenge for the 21st century
Prof. Marinos Ioannides
UNESCO Chair in Cultural Informatics, Cyprus University of Technology, Cyprus

14:40 – 15:00  UCL’s multilateral engagement with science and technology in archaeology and cultural heritage: on Cyprus, in the Mediterranean and beyond
Prof. Andrew Bevan
Institute of Archaeology, University College London (UCL), United Kingdom

15:00 – 16:00  Open Discussion:
Prospects, opportunities and challenges

End of Symposium
The European project MedSTACH aims to establish a Cyprus-based leading Centre of Excellence for archaeology and cultural heritage in the Eastern Mediterranean region, capitalising on multidisciplinary research and technological innovation. MedSTACH's mission is the development of the necessary scientific and technological environment for the advancement of the state-of-the-art in archaeology and cultural heritage research in Cyprus, the Eastern Mediterranean region, and beyond; this will be accomplished by strengthening regional well-springs of scientific and technological expertise, capacity for innovation, and synergies among related Science, Engineering and Technology disciplines. MedSTACH's mission is fully aligned with the Smart Specialisation Strategy for Cyprus, as it responds to the need for the study, protection, promotion and valorisation of Cyprus's unique archaeologi
cal wealth, as well as the development of alternative forms of thematic tourism based on cultural heritage.

The MedSTACH proposal was ranked 1st (attaining full marks 15/15, “Excellent”) on a pan-European scale, among 208 proposals submitted to Programme “Teaming for Excellence” Phase 1, part of European Union's (EU) Horizon 2020 framework for Research and Innovation. Programme "Teaming for Excellence" (Teaming) aims at connecting – via the creation of new (or the major upgrade of existing) Centers of Excellence – renowned research institutions from countries with a strong tradition in Research and Innovation with institutions from countries with developing research activity, so that the latter become more competitive in securing research funds. During Teaming Phase 1, the MedSTACH proposal was awarded 0.4 million euros for a period of 1 year to develop a business plan for the MedSTACH Centre of Excellence. That proposal has been augmented with information showcasing financial sustainability and will be submitted for evaluation to Phase 2 of the Teaming Programme in November 2018, as the only proposal focusing exclusively on cultural heritage. Teaming projects will be competing for EU funding up to 15 million euros for a period of 5-7 years, under the requirement of an additional equal amount of co-funding from other sources; for Cyprus, this additional amount is pledged (under specific requirements and conditions) by the Government of Cyprus for a period of 15 years.

The MedSTACH consortium is coordinated by the Department of Civil Engineering and Geomatics of the Cyprus University of Technology and includes as key partners the Archaeological Research Unit of the University of Cyprus, the Department of Antiquities of Cyprus – the national stakeholder and policy maker for cultural heritage management on the island, and the Cyprus Tourism Organisation – the national stakeholder and policy maker for the promotion of Cyprus's touristic product. The MedSTACH consortium becomes a unique alliance for cultural heritage by including the Institute of Archaeology of the University College London (UCL) and the Laboratory of Geophysical-Satellite Remote Sensing and Archaeo-environment of the Foundation for Research and Technology – Hellas (FORTH), conveying expertise in Research and Innovation from leading, internationally acclaimed, European institutions.
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