



MedSTACH

CENTRE OF EXCELLENCE

SYMPOSIUM

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

Mr. Costas Koumis,
Vice President of Board of Directors, Cyprus Tourism Organisation

Dr. Dame Nicola Brewer*,
Vice-Provost (International), University College London

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 Nicolaidides,
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 Former Director of the Department of Antiquities
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** **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
- 11:40 – 12:00** **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
- 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** **The National Museum of Beirut:
A short presentation**
Dr Anne-Marie Afeiche
Director, National Museum of Beirut,
Lebanon
- 14:00 – 14:20** **Knowledge recovery & cultural heritage:
A multidisciplinary challenge for the 21st century**
Prof. Marinos Ioannides
UNESCO Chair in Digital Cultural Heritage,
Cyprus University of Technology,
Cyprus
- 14:20 – 14:40** **FORTH: Fostering science, technology
and cultural heritage**
Prof. Nektarios Tavernarakis
Chairman, Board of Directors, Foundation for Research
and Technology – Hellas (FORTH),
Greece
- 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 archaeological 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.

MedSTACH Consortium





This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no 763635