



Cultural Heritage as a Generator

The role of Entrepreneurship: Challenges and Opportunities for Sustainable Development

Venue Middlesex University London, The Burroughs NW4 4BT, Hendon, UK

inHeriT Programme Hosted by Middlesex University London

MONDAY 31 OCTOBER 2016

10:00	Meeting Partners in front of main Middlesex University London campus (Rickett Quadrangle)
10:15	Departure to RAF Museum (http://www.rafmuseum.org.uk/)
10:45-12:30	Visit RAF Museum
12:30	Departure from RAF Museum
13:00-14:00	Informal Lunch (Location: Committee Room 2, Hendon Town Hall)
14:15- 15:30	Hendon Town Hall Tour (informal)

TUESDAY 1 NOVEMBER 2016

(Location: Room W152, Williams Building)

12:30	Welcome from Dr. Costas Priporas; INHERIT partners and Focus Group I participants arrive; Cold lunch is served
12:45	Focus Group I Activity
14:15-14:30	Coffee/tea Break
14:30	Focus Group I Activity (continued)
16:00-16:15	Coffee/tea Break
16:15	Focus Group I Activity (continued) and wrap up
17:00	Concluding Focus Group I

WEDNESDAY 2 NOVEMBER 2016

(Location: Committee Room 1, Hendon Town Hall)

09:00	Welcome from Dr. Costas Priporas and Ms. Sabrina Mascia of Fondazione Flaminia to INHERIT partners
09:30	Fondazione Flaminia Focus Group
11:00-11:15	Coffee/tea Break
11:15-12:45	Fondazione Flaminia Focus Group (continued)
12:45-13:45	Lunch Break
	Workshop: Cultural Heritage as a Generator of Sustainable Development, The role of Entrepreneurship: Challenges and Opportunities (Location: Committee Room 1, Hendon Town Hall)
14:00	Arrival of guests and speakers: Coffee/ tea offered
14:30- 16:30	Workshop presentations: Welcome from Chair, Professor Marina Papanastassiou Professor George Mergos, National and Kapodistrian University Athens, Greece: "Public Awareness on the Value of Cultural Heritage" Professor Terence Jackson, Middlesex University Business School, UK: "Indigenous practices in the informal economy and sustainability in Africa"

Dr. Attila Marton, Copenhagen Business School, Denmark: "Digitization and Datafication of Cultural Heritage: Platforms, Social Media and Big Data"

Discussion and conclusion of workshop

16:45-17:45 Wine Reception (Location: College Building, Room CG48)

THURSDAY 3 NOVEMBER 2016

(Location: College Building, Room C106)

09:00 Welcome from Dr. Simon Best: INHERIT partners and Focus Group II participants arrive

09:30 Focus Group II Activity

11:00- 11:15 Coffee/tea Break

11:15 Focus Group II (continued)

12:45- 13:15 Lunch Break

13:15 Focus Group II (continued)

14:45-15:00 Coffee/tea break

15:00 Focus Group II Activity (continued) and wrap up

16:00 Concluding Focus Group II

FRIDAY 4 NOVEMBER 2016

(Location: Williams Building, Room W159)

09:00 Partners arrival at Middlesex University London

09:30-12:30 INHERIT partners' meeting: Preliminary conclusions on Focus Group Activities (cold lunch will be served)

12:30 Concluding meeting and partners' departure
Note: Please follow Middlesex University London map for Buildings' Location



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What is InHerIT?

InHerIT: Promoting Cultural Heritage as a Generator of Sustainable Development is a three year ERASMUS + project aiming at raising awareness about the economic value of architectural heritage and its crucial role in creating local and regional development, contributing, thus, to building a "smart, sustainable and inclusive economy" in Europe with high levels of employment, productivity and social cohesion.

Over the last decades, in an era of holistic and integrative thinking for sustainable development, cultural heritage is gaining attention of scholars and policy makers as an instrument for sustainable development. Critics consider use as a threat to heritage, leading to commercialization, exploitation and destruction. It gains momentum, however, the view that cultural heritage has economic value and that heritage preservation occurs when heritage elements are in actual use, thus generating revenue to sustain preservation. Further, there are arguments that many if not most of the benefits derived from cultural heritage are realized only in the course of actual use. Among the proponents of heritage use we find not only economists and sociologists but also many who have traditionally opposed the idea, such as archaeologists, anthropologists, legal scientists and even preservationists.

InHerIT partners are the Technical University of Crete School of Architecture [GR] (leader), the University of Athens Department of Economics [GR], the Middlesex University Business School [UK], the Maniatakeion Foundation [GR], the Neapolis University of Pafos School of Architecture, Land and Environmental Sciences [CY], the Center for Mediterranean Architecture (KEPPEDIH-CAM) of the Municipality of Chania [GR] and the Fondazione Flaminia at Ravenna [IT].

