

Horizon 2020

Call: H2020-REFLECTIVE-6-2015

Topic: REFLECTIVE-6-2015

Type of action: IA

Proposal number: 693266

Proposal acronym: OurIdentity

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How to fill in the forms

The administrative forms must be filled in for each proposal using the templates available in the submission system. Some data fields in the administrative forms are pre-filled based on the previous steps in the submission wizard.

Proposal ID **693266**Acronym **OurIdentity**

1 - General information

Topic REFLECTIVE-6-2015

Type of action IA

Call identifier H2020-REFLECTIVE-6-2015

Acronym Proposal title*

Note that for technical reasons, the following characters are not accepted in the Proposal Title and will be removed: < > " &

Duration in months Fixed keyword 1 Free keywords

Abstract

Cultural Heritage represents the cultural roots of the Identity of a population like in a tree the branches, the flowers, the fruits stand up and draw their lymph from the roots.

Cultural Heritage defines the diversity existing among our populations. Cultural Heritage helps to fight against cultural poverty, which represents a large part of poverty nowadays and poverty should be defined as a lack of knowledge and education, lack of cultural opportunities.

This Project studies in detail how our common European Cultural Heritage may influence cohesion among the European citizens of the 28 countries of the EU.

Our common Cultural Heritage may increase or restore cohesion, giving a "sense of pride" of being members of the EU, evolving to European Identity.

The proposed actions concern specifically communication media, public instruction Institutions, and city managers.

i - The effects of Mass Media on European cohesion: how Cultural Heritage interacts and might better interact with a better cohesion feeling among EU citizens.

ii - The effects of urban scenarios: how historical buildings, squares, and any other architectural objects influence the life of EU citizens.

iii - The effects of Europeanization: the emergence of a "sense of pride" in second and third generation migrants for feeling themselves true citizens of the European Union.

European integration is not only an economic and political process, but a socio-cultural process. The creation of a European collective identity seemed to be a challenge from the beginning of the Union. The theory that Europe could fail because of a "lack of mythology" keeps referring us back to the efforts of European institutions that aimed at creating a European identity. The European Union should not only be seen as a politically and rationally organized group of nations. The European project needs also an emotional foundation, a shared sense of community and cohesion.

Remaining characters

51

Has this proposal (or a very similar one) been submitted in the past 2 years in response to a call for proposals under the 7th Framework Programme, Horizon 2020 or any other EU programme(s)?

☐ Yes ☒ No

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Declarations

1) The coordinator declares to have the explicit consent of all applicants on their participation and on the content of this proposal.	<input checked="" type="checkbox"/>
2) The information contained in this proposal is correct and complete.	<input checked="" type="checkbox"/>
3) This proposal complies with ethical principles (including the highest standards of research integrity <input type="checkbox"/> as set out, for instance, in the European Code of Conduct for Research Integrity <input type="checkbox"/> and including, in particular, avoiding fabrication, falsification, plagiarism or other research misconduct).	<input checked="" type="checkbox"/>
4) The coordinator confirms:	
- to have carried out the self-check of the financial capacity of the organisation on https://ec.europa.eu/research/participants/portal/desktop/en/organisations/lfv.html or to be covered by a financial viability check in an EU project for the last closed financial year. <input type="checkbox"/> here the result was <input type="checkbox"/> weak <input type="checkbox"/> or <input type="checkbox"/> insufficient <input type="checkbox"/> the coordinator confirms being aware of the measures that may be imposed in accordance with the H2020 Grants <input type="checkbox"/> annual (Chapter on Financial capacity check) <input type="checkbox"/> or	<input checked="" type="radio"/>
- is exempt from the financial capacity check being a public body including international organisations, higher or secondary education establishment or a legal entity, whose viability is guaranteed by a <input type="checkbox"/> member State or associated country, as defined in the H2020 Grants <input type="checkbox"/> annual (Chapter on Financial capacity check) <input type="checkbox"/> or	<input type="radio"/>
- as sole participant in the proposal is exempt from the financial capacity check.	<input type="radio"/>
5) The coordinator hereby declares that each applicant has confirmed:	
- they are fully eligible in accordance with the criteria set out in the specific call for proposals <input type="checkbox"/> and	<input checked="" type="checkbox"/>
- they have the financial and operational capacity to carry out the proposed action.	<input checked="" type="checkbox"/>
The coordinator is only responsible for the correctness of the information relating to his/her own organisation. Each applicant remains responsible for the correctness of the information related to him and declared above. <input type="checkbox"/> here the proposal to be retained for EU funding, the coordinator and each beneficiary applicant will be required to present a formal declaration in this respect.	

According to Article 131 of the Financial Regulation of 25 October 2012 on the financial rules applicable to the general budget of the Union (Official Journal L 2 of 26.10.2012, p. 1) and Article 145 of its Rules of Application (Official Journal L 362, 31.12.2012, p.1) applicants found guilty of misrepresentation may be subject to administrative and financial penalties under certain conditions.

Personal data protection

Your reply to the grant application will involve the recording and processing of personal data (such as your name, address and CV), which will be processed pursuant to Regulation (EC) No 45/2001 on the protection of individuals with regard to the processing of personal data by the Community institutions and bodies and on the free movement of such data. Unless indicated otherwise, your replies to the questions in this form and any personal data requested are required to assess your grant application in accordance with the specifications of the call for proposals and will be processed solely for that purpose. Details concerning the processing of your personal data are available on the [privacy statement](#). Applicants may lodge a complaint about the processing of their personal data with the European Data Protection Supervisor at any time.

Your personal data may be registered in the Early Warning System (EWS) only or both in the EWS and Central Exclusion Database (CED) by the Accounting Officer of the Commission, should you be in one of the situations mentioned in:

- the Commission Decision 2007/6 of 16.12.2007 on the Early Warning System (for more information see the [Privacy Statement](#)), or
- the Commission Regulation 2007/1302 of 17.12.2007 on the Central Exclusion Database (for more information see the [Privacy Statement](#)).

Proposal ID **693266**

Acronym **OurIdentity**

List of participants

#	Participant Legal Name	Country
1	UNIVERSITA DEGLI STUDI DI NAPOLI FEDERICO II.	Italy
2	IONIAN UNIVERSITY	Greece
3	YOUSE GmbH	Germany
4	AIC	Italy
5	NORSK INSTITUTT FOR LUFTFORSKNING	Norway
6	CONSIGLIO NAZIONALE DELLE RICERCHE	Italy
7	Universitatea Politehnica Timisoara Department of Engineering & Management / Faculty of Engineering Hunedoara	Romania
8	UPPSALA UNIVERSITET	Sweden



Proposal ID **693266**

Acronym

OurIdentity

Short name **UNIVERSITA DEGLI STUDI DI NAPOLI FED**

2 - Administrative data of participating organisations

PIC	Legal name
999976590	UNIVERSITA DEGLI STUDI DI NAPOLI FEDERICO II.

Short name: *UNIVERSITA DEGLI STUDI DI NAPOLI FEDERICO II.*

Address of the organisation

Street Corso Umberto I 40

Town NAPOLI

Postcode 013

Country Italy

ebpage www.unina.it

Legal Status of your organisation

Research and Innovation legal statuses

Public body yes

Legal person yes

Non-profit yes

International organisation unknown

International organisation of European interest unknown

Secondary or Higher education establishment yes

Research organisation yes

Enterprise Data

S/E self-declared status unknown

S/E self-assessment unknown

S/E validation sme unknown

Based on the above details of the Beneficiary Registry the organisation is not an SME (small- and medium-sized enterprise) for the call.

NACE code 53 -



Proposal ID **693266**

Acronym

OurIdentity

Short name **UNIVERSITA DEGLI STUDI DI NAPOLI FED**

Department(s) carrying out the proposed work

Department 1

Department name

Centro Interdipartimentale di Ricerca in Urbanistica A.Calza ☐ini

☐ Same as organisation address

Street

Via Toledo, 402

Town

Napoli

Postcode

☐0134

Country

Italy

Dependencies with other proposal participants

Character of dependence	Participant	
-------------------------	-------------	--



Proposal ID **693266**

Acronym

OurIdentity

Short name **UNIVERSITA DEGLI STUDI DI NAPOLI FED**

Person in charge of the proposal

The name and e-mail of contact persons are read-only in the administrative form, only additional details can be edited here. To give access rights and basic contact details of contact persons, please go back to Step 4 of the submission wizard and save the changes.

Title

Prof.

Sex

☒ Male ☐ Female

First name **Luigi**

Last name **Fusco Girard**

E-mail **prospettivaeuropea2011@gmail.com**

Position in org. Director

Department Centro Interdipartimentale di Ricerca in Urbanistica A.Calza Abini

☐ Same as organisation address

Street Via Toledo, 402

Town Napoli

Post code 0134

Country Italy

Website <http://uninacalzabini.altervista.org/index.html>

Phone 01253147

Phone 2 +xxx xxxxxxxxx

Fax +xxx xxxxxxxxx



Proposal ID **693266**

Acronym

OurIdentity

Short name **IONIAN UNIVERSITY**

PIC

949524659

Legal name

IONIAN UNIVERSITY

Short name: IONIAN UNIVERSITY

Address of the organisation

Street I.Theotoki 72

Town CORFU

Postcode 4□100

Country Greece

□ ebpage www.ionio.gr

Legal Status of your organisation

Research and Innovation legal statuses

Public body unknown

Legal person yes

Non-profit unknown

International organisation unknown

International organisation of European interest unknown

Secondary or Higher education establishment unknown

Research organisation unknown

Enterprise Data

S□E self-declared status unknown

S□E self-assessment unknown

S□E validation sme unknown

Based on the above details of the Beneficiary Registry the organisation is not an SME (small- and medium-sized enterprise) for the call.

NACE code □530 -



Proposal ID **693266**

Acronym

OurIdentity

Short name **IONIAN UNIVERSITY**

Department(s) carrying out the proposed work

Department 1

Department name

Ionian University

☒ Same as organisation address

Street

I.Theotoki 72

Town

CORFU

Postcode

4□100

Country

Greece

Dependencies with other proposal participants

Character of dependence	Participant	
-------------------------	-------------	--



Proposal ID **693266**

Acronym

OurIdentity

Short name **IONIAN UNIVERSITY**

Person in charge of the proposal

The name and e-mail of contact persons are read-only in the administrative form, only additional details can be edited here. To give access rights and basic contact details of contact persons, please go back to Step 4 of the submission wizard and save the changes.

Title

Prof.

Sex

☒ Male ☐ Female

First name **Panayotis**

Last name **Carydis**

E-mail **pkary@tee.gr**

Position in org. Director

Department Ionian University

☒ Same as organisation address

Street I.Theotoki 72

Town CORFU

Post code 41100

Country Greece

☐ Website

Phone

Phone 2

+XXX XXXXXXXXX

Fax

+XXX XXXXXXXXX



Proposal ID **693266**

Acronym

OurIdentity

Short name **YOUSE GmbH**

PIC

986119946

Legal name

YOUSE GmbH

Short name: *YOUSE GmbH*

Address of the organisation

Street ☐ INSSTRASSE 62

Town ☐ ERLIN

Postcode 10405

Country Germany

☐ ebpge www.youse.de

Legal Status of your organisation

Research and Innovation legal statuses

Public body no

Legal person yes

Non-profit no

International organisation no

International organisation of European interest no

Secondary or Higher education establishment no

Research organisation no

Enterprise Data

SME self-declared status 2010 - yes

SME self-assessment unknown

SME validation sme 2010 - yes

Based on the above details of the Beneficiary Registry the organisation is an SME (small- and medium-sized enterprise) for the call.

NACE code 7220 -

Proposal ID **693266**

Acronym

OurIdentity

Short name **YOUSE GmbH**

Department(s) carrying out the proposed work

Department 1

Department name

YOUSE GmbH ☐ erlin

☒ Same as organisation address

Street

☐ INSSTRASSE 62

Town

☐ ERLIN

Postcode

10405

Country

Germany

Dependencies with other proposal participants

Character of dependence	Participant	
-------------------------	-------------	--

Proposal ID **693266**

Acronym

OurIdentity

Short name **YOUSE GmbH**

Person in charge of the proposal

The name and e-mail of contact persons are read-only in the administrative form, only additional details can be edited here. To give access rights and basic contact details of contact persons, please go back to Step 4 of the submission wizard and save the changes.

Title

Dr.

Sex

☒ Male ☐ Female

First name **Sebastian**

Last name **Glende**

E-mail **sebastian.glende@youse.de**

Position in org.

Managing Director

Department

YOUSE GmbH

☒ Same as organisation address

Street

INSSTRASSE 62

Town

ERLIN

Post code

10405

Country

Germany

Website

www.youse.de

Phone

+491713677474

Phone 2

+xxx xxxxxxxx

Fax

+xxx xxxxxxxx



Proposal ID **693266**

Acronym

OurIdentity

Short name **AIC**

PIC

944261633

Legal name

AIC

Short name: AIC

Address of the organisation

Street Piazza Villa Fiorelli 1

Town Roma

Postcode 001□2

Country Italy

□ ebpage www.investinginculture.com

Legal Status of your organisation

Research and Innovation legal statuses

Public body no

Legal person yes

Non-profit no

International organisation no

International organisation of European interest no

Secondary or Higher education establishment no

Research organisation no

Enterprise Data

S□E self-declared status 2013 - no

S□E self-assessment unknown

S□E validation sme unknown

Based on the above details of the Beneficiary Registry the organisation is not an SME (small- and medium-sized enterprise) for the call.

NACE code

Proposal ID **693266**

Acronym

OurIdentity

Short name **AIC**

Department(s) carrying out the proposed work

Department 1

Department name

AIC

☒ Same as organisation address

Street

Piazza Villa Fiorelli 1

Town

Roma

Postcode

00102

Country

Italy

Dependencies with other proposal participants

Character of dependence	Participant	
-------------------------	-------------	--



Proposal ID **693266**

Acronym

OurIdentity

Short name **AIC**

Person in charge of the proposal

The name and e-mail of contact persons are read-only in the administrative form, only additional details can be edited here. To give access rights and basic contact details of contact persons, please go back to Step 4 of the submission wizard and save the changes.

Title

Prof.

Sex

☒ Male ☐ Female

First name **Angelo**

Last name **Guarino**

E-mail **each2014@gmail.com**

Position in org. President

Department AIC

☒ Same as organisation address

Street Piazza Villa Fiorelli 1

Town Roma

Post code 0012

Country Italy

Website investinginculture.com

Phone

Phone 2

+XXX XXXXXXXXX

Fax

+XXX XXXXXXXXX



Proposal ID **693266**

Acronym

OurIdentity

Short name **NORSK INSTITUTT FOR LUFTFORSKNING**

PIC

999654162

Legal name

NORSK INSTITUTT FOR LUFTFORSKNING

Short name: NORSK INSTITUTT FOR LUFTFORSKNING

Address of the organisation

Street Instituttveien 1

Town EILER

Postcode 2027

Country Norway

ebpage www.nilu.no

Legal Status of your organisation

Research and Innovation legal statuses

Public bodyno

Legal person yes

Non-profityes

International organisationno

International organisation of European interestno

Secondary or Higher education establishmentno

Research organisationyes

Enterprise Data

S/E self-declared status unknown

S/E self-assessment unknown

S/E validation sme unknown

Based on the above details of the Beneficiary Registry the organisation is not an SME (small- and medium-sized enterprise) for the call.

NACE code 721 -



Proposal ID **693266**

Acronym

OurIdentity

Short name **NORSK INSTITUTT FOR LUFTFORSKNING**

Department(s) carrying out the proposed work

Department 1

Department name	<input type="text" value="NILU"/>
<input checked="" type="checkbox"/> Same as organisation address	
Street	<input type="text" value="Instituttveien 1"/>
Town	<input type="text" value="ELLER"/>
Postcode	<input type="text" value="2027"/>
Country	<input type="text" value="Norway"/>

Dependencies with other proposal participants

Character of dependence	Participant	
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Proposal ID **693266**

Acronym

OurIdentity

Short name **NORSK INSTITUTT FOR LUFTFORSKNING**

Person in charge of the proposal

The name and e-mail of contact persons are read-only in the administrative form, only additional details can be edited here. To give access rights and basic contact details of contact persons, please go back to Step 4 of the submission wizard and save the changes.

Title

Prof.

Sex

☒ Male ☐ Female

First name **Terje**

Last name **Grontoft**

E-mail **terje.grontoft@nilu.no**

Position in org. Director

Department NILU

☒ Same as organisation address

Street Instituttveien 1

Town EILER

Post code 2027

Country Norway

Website

Phone

Phone 2

+XXX XXXXXXXXX

Fax

+XXX XXXXXXXXX



Proposal ID **693266**

Acronym

OurIdentity

Short name **CNR**

PIC

999979500

Legal name

CONSIGLIO NAZIONALE DELLE RICERCHE

Short name: CNR

Address of the organisation

Street PIAZZALE ALDO MORO 7

Town ROMA

Postcode 00185

Country Italy

Homepage www.cnr.it

Legal Status of your organisation

Research and Innovation legal statuses

Public body yes

Legal person yes

Non-profit yes

International organisation no

International organisation of European interest no

Secondary or Higher education establishment no

Research organisation yes

Enterprise Data

SME self-declared status 2014 - no

SME self-assessment unknown

SME validation sme 2007 - no

Based on the above details of the Beneficiary Registry the organisation is not an SME (small- and medium-sized enterprise) for the call.

NACE code 721 -

Proposal ID **693266**

Acronym

OurIdentity

Short name **CNR**

Department(s) carrying out the proposed work

Department 1

Department name

Istituto ☐ etodologie chimiche

☐ Same as organisation address

Street

Area Ricerca Roma , Via Salaria km 2 ☐ ,30

Town

☐ onterotondo Scalo (R ☐)

Postcode

00016

Country

Italy

Dependencies with other proposal participants

Character of dependence	Participant	
-------------------------	-------------	--

Proposal ID **693266**

Acronym

OurIdentity

Short name **CNR**

Person in charge of the proposal

The name and e-mail of contact persons are read-only in the administrative form, only additional details can be edited here. To give access rights and basic contact details of contact persons, please go back to Step 4 of the submission wizard and save the changes.

Title

Dr.

Sex



Male



Female

First name **Angelo**

Last name **Ferrari**

E-mail **angelo.ferrari@cnr.it**

Position in org.

Technologist

Department

I C-CNR

☐ Same as organisation address

Street

Area Ricerca Roma , Via Salaria km 2,30

Town

Monterotondo Scalo (RM)

Post code

00016

Country

Italy

Website

Phone

Phone 2

+XXX XXXXXXXXX

Fax

+XXX XXXXXXXXX



Proposal ID **693266**

Acronym

OurIdentity

Short name **UPT FIH**

PIC

935461696

Legal name

Universitatea Politehnica Timisoara Department of Engineering & Management / Faculty of Engineering Hunedoara

Short name: UPT FIH

Address of the organisation

Street 5, Revolutiei

Town Hunedoara

Postcode 33112□

Country Romania

□ ebpage www.fih.upt.ro

Legal Status of your organisation

Research and Innovation legal statuses

Public body unknown

Legal person yes

Non-profit unknown

International organisation unknown

International organisation of European interest unknown

Secondary or Higher education establishment unknown

Research organisation unknown

Enterprise Data

S□E self-declared status unknown

S□E self-assessment unknown

S□E validation sme unknown

Based on the above details of the Beneficiary Registry the organisation is not an SME (small- and medium-sized enterprise) for the call.

NACE code



Proposal ID **693266**

Acronym

OurIdentity

Short name **UPT FIH**

Department(s) carrying out the proposed work

Department 1

Department name	<input type="text" value="Politehnica Timisoara"/>
	<input checked="" type="checkbox"/> Same as organisation address
Street	<input type="text" value="5, Revolutiei"/>
Town	<input type="text" value="Hunedoara"/>
Postcode	<input type="text" value="33112"/>
Country	<input type="text" value="Romania"/>

Dependencies with other proposal participants

Character of dependence	Participant	
-------------------------	-------------	--

Proposal ID **693266**

Acronym

OurIdentity

Short name **UPT FIH**

Person in charge of the proposal

The name and e-mail of contact persons are read-only in the administrative form, only additional details can be edited here. To give access rights and basic contact details of contact persons, please go back to Step 4 of the submission wizard and save the changes.

Title

Prof.

Sex



Male



Female

First name **Marius**

Last name **Mosoarca**

E-mail **mmosoarca@yahoo.com**

Position in org.

Director

Department

Politehna Timisoara

☒ Same as organisation address

Street

5, Revolutiei

Town

Hunedoara

Post code

33112

Country

Romania

Website

Phone

Phone 2

+XXX XXXXXXXXX

Fax

+XXX XXXXXXXXX



Proposal ID **693266**

Acronym

OurIdentity

Short name **UU**

PIC

999985029

Legal name

UPPSALA UNIVERSITET

Short name: UU

Address of the organisation

Street SANT OLOFSGATAN 10

Town UPPSALA

Postcode 751 05

Country Sweden

ebpage www.uu.se

Legal Status of your organisation

Research and Innovation legal statuses

Public body yes

Legal person yes

Non-profit yes

International organisation no

International organisation of European interest no

Secondary or Higher education establishment yes

Research organisation yes

Enterprise Data

SME self-declared status 2007 - no

SME self-assessment unknown

SME validation sme 2007 - no

Based on the above details of the Beneficiary Registry the organisation is not an SME (small- and medium-sized enterprise) for the call.

NACE code 53 -



Proposal ID **693266**

Acronym

OurIdentity

Short name **UU**

Department(s) carrying out the proposed work

Department 1

Department name	<input type="text" value="Uppsala Universitet"/>
<input checked="" type="checkbox"/> Same as organisation address	
Street	<input type="text" value="SANT OLOFSGATAN 10"/>
Town	<input type="text" value="UPPSALA"/>
Postcode	<input type="text" value="751 05"/>
Country	<input type="text" value="Sweden"/>

Dependencies with other proposal participants

Character of dependence	Participant	
-------------------------	-------------	--



Proposal ID **693266**

Acronym

OurIdentity

Short name **UU**

Person in charge of the proposal

The name and e-mail of contact persons are read-only in the administrative form, only additional details can be edited here. To give access rights and basic contact details of contact persons, please go back to Step 4 of the submission wizard and save the changes.

Title

Prof.

Sex

☒ Male ☐ Female

First name **Christer**

Last name **Gustafsson**

E-mail **christer.gustaffson@konstvet.uu.se**

Position in org. Director

Department Uppsala Universitet

☒ Same as organisation address

Street SANT OLOFSGATAN 10

Town UPPSALA

Post code 751 05

Country Sweden

Website

Phone

Phone 2

+XXX XXXXXXXXX

Fax

+XXX XXXXXXXXX



Proposal ID 693266

Acronym OurIdentity

3 - Budget for the proposal

No	Participant short name	Country	(A) Direct personnel costs/□	(□) Other direct costs/□	(C) Direct costs of sub-contracting/□	(D) Direct costs of providing financial support to third parties/□	(E) Costs of in-kind contributions not used on the beneficiary's premises/□	(F) Indirect Costs / □ (□025(A□□-E))	(G) Special unit costs covering direct □ indirect costs / □	(H) Total estimated eligible costs / □ (□A□□□CD□F□G)	(I) Reimbursement rate (□)	(□) □ ax. grant / □ (□H)	(□) Requested grant / □
1	Universita De	IT	157 □15	26 500	14 000	0	0	46103,75	0	24451 □,75	100	24451 □,75	24451 □,75
2	Ionian Univer	EL	100 000	40 000	0	0	0	35000,00	0	175000,00	100	175000,00	175000,00
3	Youse Gmbh	DE	140 000	27 000	0	0	0	41750,00	0	20 □750,00	70	146125,00	146125,00
4	Aic	IT	□□ 000	70 000	0	0	0	3 □500,00	0	1 □7500,00	100	1 □7500,00	1 □7500,00
5	Norsk Institutt	NO	113 000	15 □00	0	0	0	32200,00	0	161000,00	100	161000,00	161000,00
6	Cnr	IT	□0 600	67 000	0	0	0	3 □400,00	0	1 □7000,00	100	1 □7000,00	1 □7000,00
7	Upt Fih	RO	32 500	□0 000	0	0	0	30625,00	0	153125,00	100	153125,00	153125,00
□	Uu	SE	112 315	30 000	0	0	0	3557 □,75	0	177 □□3,75	100	177 □□3,75	177 □□3,75
	Total		□34 330	366 300	14 000	0	0	300157,50	0	15147 □7,50		1452162,50	1452162,50

Proposal ID **693266**

Acronym **OurIdentity**

4 - Ethics issues table

1. HUMAN EMBRYOS/FOETUSES		Page
Does your research involve Human Embryonic Stem Cells (hESCs) ?	<input type="radio"/> Yes <input checked="" type="radio"/> No	
Does your research involve the use of human embryos?	<input type="radio"/> Yes <input checked="" type="radio"/> No	
Does your research involve the use of human foetal tissues / cells?	<input type="radio"/> Yes <input checked="" type="radio"/> No	
2. HUMAN		Page
Does your research involve human participants?	<input type="radio"/> Yes <input checked="" type="radio"/> No	
Does your research involve physical interventions on the study participants?	<input type="radio"/> Yes <input checked="" type="radio"/> No	
3. HUMAN CELLS / TISSUES		Page
Does your research involve human cells or tissues (other than from Human Embryos/ Foetuses, i.e. section 1)?	<input type="radio"/> Yes <input checked="" type="radio"/> No	
4. PERSONAL DATA (ii)		Page
Does your research involve personal data collection and/or processing?	<input type="radio"/> Yes <input checked="" type="radio"/> No	
Does your research involve further processing of previously collected personal data (secondary use)?	<input type="radio"/> Yes <input checked="" type="radio"/> No	
5. ANIMALS (iii)		Page
Does your research involve animals?	<input type="radio"/> Yes <input checked="" type="radio"/> No	

Proposal ID **693266**

Acronym **OurIdentity**

6. THIRD COUNTRIES		Page
Does your research involve non-EU countries?	<input type="radio"/> Yes <input checked="" type="radio"/> No	
Do you plan to use local resources (e.g. animal and/or human tissue samples, genetic material, live animals, human remains, materials of historical value, endangered fauna or flora samples, etc.)? (v)	<input type="radio"/> Yes <input checked="" type="radio"/> No	
Do you plan to import any material from non-EU countries into the EU? <i>For data imports, please fill in also section 4.</i> <i>For imports concerning human cells or tissues, fill in also section 3.</i>	<input type="radio"/> Yes <input checked="" type="radio"/> No	
Do you plan to export any material from the EU to non-EU countries? <i>For data exports, please fill in also section 4.</i> <i>For exports concerning human cells or tissues, fill in also section 3.</i>	<input type="radio"/> Yes <input checked="" type="radio"/> No	
If your research involves low and/or lower middle income countries , are benefits-sharing measures foreseen? (vii)	<input type="radio"/> Yes <input checked="" type="radio"/> No	
Could the situation in the country put the individuals taking part in the research at risk?	<input type="radio"/> Yes <input checked="" type="radio"/> No	
7. ENVIRONMENT <input type="checkbox"/> HEALTH and SAFETY See legal references at the end of the section. (vi)		Page
Does your research involve the use of elements that may cause harm to the environment, to animals or plants? <i>For research involving animal experiments, please fill in also section 5.</i>	<input type="radio"/> Yes <input checked="" type="radio"/> No	
Does your research deal with endangered fauna and/or flora and/or protected areas?	<input type="radio"/> Yes <input checked="" type="radio"/> No	
Does your research involve the use of elements that may cause harm to humans, including research staff? <i>For research involving human participants, please fill in also section 2.</i>	<input type="radio"/> Yes <input checked="" type="radio"/> No	
<input type="checkbox"/> DUAL USE (vii)		Page
Does your research have the potential for military applications?	<input type="radio"/> Yes <input checked="" type="radio"/> No	
<input type="checkbox"/> DISUSE		Page
Does your research have the potential for malevolent/criminal/terrorist abuse?	<input type="radio"/> Yes <input checked="" type="radio"/> No	
10. OTHER ETHICS ISSUES		Page
Are there any other ethics issues that should be taken into consideration? Please specify	<input type="radio"/> Yes <input checked="" type="radio"/> No	



Proposal ID **693266**

Acronym **OurIdentity**

I confirm that I have taken into account all ethics issues described above and that, if any ethics issues apply, I will complete the ethics self-assessment and attach the required documents.



[How to Complete your Ethics Self-Assessment](#)

Proposal ID **693266**Acronym **OurIdentity**

5 - Call specific Questions

Open Research Data Pilot in Horizon 2020

If selected, all applicants will participate in the [Pilot on Open Research Data in Horizon 2020](#)¹, which aims to improve and maximise access to and re-use of research data generated by actions. Participating in the Pilot does not necessarily mean opening up all research data. Actions participating in the Pilot will be invited to formulate a Data Management Plan in which they will determine and explain which of the research data they generate will be made open.

Applicants have the possibility to opt out of this Pilot and must indicate a reason for this choice.

Participation in this Pilot does not constitute part of the evaluation process. Proposals will not be evaluated favourably because they are part of the Pilot and will not be penalised for opting out of the Pilot.

☐ I wish to opt out of the Pilot on Open Research Data in Horizon 2020.

☐ Yes☒ No

¹ According to article 43.2 of Regulation (EU) No 1290/2013 of the European Parliament and of the Council, of 11 December 2013, laying down the rules for participation and dissemination in "Horizon 2020 - the Framework Programme for Research and Innovation (2014-2020)" and repealing Regulation (EC) No 1906/2006.

Data management activities

The use of a [Data Management Plan \(DMP\)](#) is required for projects participating in the [Open Research Data Pilot in Horizon 2020](#), in the form of a deliverable in the first 6 months of the project.

All other projects may deliver a DMP on a voluntary basis, if relevant for their research.

Are data management activities relevant for your proposed project?

☐ Yes☒ No

B - TECHNICAL ANNEX

COVER PAGE

Title of Proposal: European Cultural Heritage for European Identity

Acronym: OurIdentity

List of Participants:

Participant No	Participant organisation name	Country
1	University of Naples (Federico II) (Coordinating partner)	Italy
2	Ionian University	Greece
3	YOUSE Company	Germany
4	AIC (Association Investing in Culture)	Italy
5	CNR (National Research Council)	Italy
6	NILU (Norwegian Institute for Air Research, Oslo)	Norway
7	University of Timisoara	Romania
8	University of Uppsala	Sweden

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Participant Acronym	Participant organisation	e-mail
UNINA	University of Naples (Federico II) (Coordinating partner)	girard@unina.it
UNICO	Ionian University	pkary@tee.gr
YOUSE	YOUSE Company	Sebastian.glende@youse.de
AIC	AIC (Association Investing in Culture)	each2014@gmail.com
CNR	CNR (National Research Council)	
NILU	NILU (Norwegian Institute for Air Research, Oslo)	terje.grontoft@nilu.no
UNITI	University of Timisoara	mmosoarca@yahoo.com
UNIUP	University of Uppsala	christer.gustafsson@konstvet.uu.se



1 – Excellence

1.1 – Objectives

To begin with, what does it mean “Cultural Heritage”? The usual answer is “Every object of historical and artistic interest”. However, such an answer is a rather poor definition because it stresses our Heritage in art objects like paintings, statues and historical buildings but ignores other significant matters like our Biological Heritage.

A better definition is “Cultural Heritage represents every material and immaterial evidence of the cultural identity of a population”.

Cultural Heritage represents the cultural roots of the Identity of a population like in a tree the branches, the flowers, the fruits stand up and draw their lymph from the roots.

Cultural Heritage defines the diversity existing among our populations. Cultural Heritage helps to fight against cultural poverty, which represents a large part of poverty nowadays and poverty should be defined as a lack of knowledge and education, lack of cultural opportunities.

This Project studies in detail how our common European Cultural Heritage may influence cohesion among the European citizens of the 28 countries of the EU.

Our common Cultural Heritage may increase or restore cohesion, giving a “sense of pride” of being members of the EU, evolving to European Identity.

The proposed actions concern specifically communication media, public instruction Institutions, and city managers.

1.2 – Relation to the Work programme

“OurIdentity” relates to H2020 Work programme Call REFLECTIVE-2-2015. More specifically, it relates to the following points of this Call:

a) Call Specific Challenge

“The challenge is to explore and show how critical reflection on the historical, cultural and normative roots of Europe’s cultural and democratic practices and institutions contribute to an evolving European identity today”.

According to this “Call Specific Challenge” the whole project is devoted to increase, by exploiting common European historical and cultural roots, European cohesion in order to evolve in the next future towards a true European Identity.

b) Call Scope:

Three specific points of the Call Scope:

i - “The role of new technologies and media”

According to this “Call Scope”, one specific Work package deals with the role European Cultural Heritage has in the programmes of new information media as well as in classical mass media.

ii - “Tangible and intangible cultural heritage”

According to this “Call Scope”, one specific Work Package deals with the influence of European architectural patrimony as a powerful tool towards European cohesion.

iii - “Cultural heritage at different levels impacts on Europeanization and the citizens’ perception on Europe”.

According to this “Call Scope”, a specific Work Package is devoted to Europeanization of citizens of second and third migrants generations.

c) Call expected impact:

“Research will support the EU cultural policies linked to fostering the emergence, transmission and use of cultural heritage at local regional, national and, in particular, European level”.

According to this “Call Expected impact”, activities will be suggested for the emergence, transmission and use of Cultural Heritage by means of practical suggestions of best practices towards public instruction Institutions and city managers in order to promote European cohesion and Identity, helping “*relevant authorities and experts and the due participation of EU citizens*”

1.3 – Concept and approach

A “Policy Review” issued by the European Commission in 2012 “*The Development of European Identity/Identities: Unfinished Business*” describes the efforts carried out by the EC on this subject. Within the 6th and the 7th Framework Programmes, 22 Projects were financed for a total of many million euros.

However, this Review reports how difficult it is to reach a European Identity or, to use its words, “*to finish the business*”.

It’s worth noting that many projects financed studied National Identities and its relation with European Identity, with special attention to legal and political aspects

By commenting the 22 projects financed, the Review states that “*Academics relish complicity*”, i.e. they like or enjoy complicacies.

In order to support the European Commission with practical actions to increase European cohesion among citizens of the 28 countries, there is a need for projects with different targets and different objectives, closer to citizens’ feelings and, if possible, with less “academic complicity”.

Here is the list of EC funded research projects carried out under the 6th and 7th Framework Programmes concerning European identity.

1 - CLIOHRES: Creating Links and Innovative Overviews for a New History Research Agenda for the Citizens of a Growing Europe

2 - CRIC: Identity and Conflict. Cultural heritage and the re-construction of identities after conflict

3 - EURESCL: Slave trade slavery abolitions and their legacies in European histories and Identities

4 - EuNaMus: European National Museums: Identity politics, the uses of the past and the European citizen

5 - IME: Identities and Maternities in Europe: European and national identity construction. Programmes, politics, culture, history and religion

6 - EUCROSS: The Europeanization of Everyday Life: Cross-Border Practices and Transnational Identities between EU and Third-Country Citizens

7 - ENRI-East: Interplay of European, national and regional identities: nations between States along the new eastern borders of the European Union

8 - EUROIDENTITIES: The Evolution of European identity: Using biographical methods to study the development of European identity

9 - SPHERE: Space, place and the historical and contemporary articulations of regional, National and European identities through work and community in areas undergoing economic restructuring and regeneration

10 - CIM: Creativity and Innovation in a World of Movement

11 - EURO-FESTIVAL: Art Festivals and the European Public Culture

12 - FREE: Football Research in an Enlarged Europe: Identity dynamics, perception patterns and cultural change in Europe's most prominent form of popular culture

13 - MeLa: European Museums in an Age of Migrations

14 - RHYTHM CHANGES: Jazz Cultures and European Identities

15 - DYLAN: Language Dynamics and Management of Diversity

16 - LINEE: Languages In a Network of European Excellence

17 - ELDIA: European Language Diversity for All: Reconceptualising, promoting and re-evaluating individual and societal multilingualism

18 - RECON: Reconstituting Democracy in Europe

19 - EUROSHERE: Diversity and The European Public Sphere: Towards a Citizens' Europe

20 - MEDIA & CITIZENSHIP: Media and Citizenship: Transnational television cultures re-shaping political identity in the European Union

21 - EUROROADMAP: European Union and the world seen from abroad

22 - EUMAGINE: Imagining Europe from the Outside. On the role of democracy and Human rights perceptions in constructing migration aspirations and decision towards Europe

According to these projects, two models become apparent, the "culturalist" model in which an orientation to Europe derives fundamentally from core, established European values and their expression in public practices, most notably in governance and the operation of the legal system, and the "structuralist" model in which an orientation to Europe derives fundamentally from association with other Europeans.

The EC Review suggests in its conclusions that the effects of the new technological media should be studied on European citizens, particularly on the young generations

Such a point will be a specific Work Package of OurIdentity.

The following approach will be developed by OurIdentity, dealing with the following topics:

i - The effects of Mass Media on European cohesion: how Cultural Heritage interacts and might better interact with a better cohesion feeling among EU citizens.

ii - The effects of urban scenarios: how historical buildings, squares, and any other architectural objects influence the life of EU citizens.

iii - The effects of Europeanization: the emergence of a "sense of pride" in second and third generation migrants for feeling themselves true citizens of the European Union.

European integration is not only an economic and political process, but a socio-cultural process. The creation of a European collective identity seemed to be a challenge from the beginning of the Union. The theory that Europe could fail because of a "lack of mythology" keeps referring us back to the efforts of European institutions that aimed at creating a European identity.

The European Union should not only be seen as a politically and rationally organized group of nations. The European project needs also an emotional foundation, a shared sense of community and cohesion. "One can not like a domestic market". Those words from Jacques Delors were quoted many times to express this idea of a "desire for identity" Europe now has a kind of hybrid identity.

It often appears, in everyday life, a dictatorship of the present and amnesia of the future. This inability to relate the memory with the present and the future leads to homogenisation and the risk of standardization, with the result of a humanity without memory, loss of energy, resilience, loss of links, just to its decay. In a European context characterized by a dynamic structural shift towards an increasingly multi-ethnic, multi-cultural, multi-religious society, the aim is to manage those

differences, taken as an enrichment, in a model "unity in diversity" (multiplex unitas), focused on the human scale of development, which identifies Europe as a producer of culture of human rights and therefore as the world leader of human scale development, founded precisely on the culture of the rights.

The idea of a common "We, Europeans identity" leads to the concept of "common Cultural Heritage ". European cultural heritage is the world's most diverse and rich patrimony that attracts millions of visitors every year to monuments, historical city centres, archaeological sites and museums. This Heritage is indeed an important component of individual and collective identity, in both its tangible and intangible forms.

As part of a European perspective, Cultural Heritage is non-divisive, but potentially cohesive, provided it is continuously consolidated, through community participation, updating it and transferring it . It can contribute to the cohesion of the EU and play a key role in the European integration process through the creation of relationships that become increasingly strong ties between EU citizens.

In this perspective, the construction of a common identity becomes a training intentional cultural process that requires consensus, participation and sharing.

1.4 Ambition

1.4.1 - The state-of-the-art

The state-of-the-art on the feelings of EU citizens has been thoroughly studied, with frequent statistical surveys issued by Eurobarometer.

In addition, and quite obviously, on National and/or European Identities there is an extraordinarily large literature: books, newspapers articles, conferences, TV debates, social networks discussions, etc. It seems unreasonable adding to this paragraph long lists of documents that can be easily retrieved on the net.

In summary, there are EU citizens who feel they belong only to the nation they were born in and accept the European Union as a "*need*", or a "*burden*", to be sustained for political, economical and military reasons; on the other side, there are EU citizens that feel themselves "*citizens of the world*" and simply refuse any whatsoever National and/or European Identity.

A better and closer to reality framework on this subject may be obtained by Eurobarometer surveys.

Limiting ourselves to very few numbers, according to a survey of 2012 of Eurobarometer 77, "*European Values*" represent only the 6% of the answers to "What do you expect from EU?, being "*Employment*" 15% and "*Quality of life*" 12% of the answers.

A generic question on "Which is your attachment to EU?" convinced about 46% of the interviewed citizens, but the question: "You feel you are a citizen of the EU?" received a total "Yes" of 61%. The same question repeated by another Eurobarometer survey in 2014 obtained a 59% of "Yes".

More significant the question "Which are the Elements of the European Identity?": the interviewed citizens thought that these elements were "*Euro*" 41%, "*Democratic values*" 40%, "*Culture*" 26%, "*History*" 26%. A second survey of Eurobarometer in 2014 shows an increase of "*Culture*" to 30% and a decrease of "*History*" to 23% of the answers.

In a Eurobarometer survey on Youth carried out on April 2015 there was a particularly interesting question: "In the last 12 months have you participated to any activities in the following organizations?; 10% of the young interviewed answered that they participated to a generic "Cultural organization", (to the same question in 2011 the answer was 14%). However, to a more precise question on which cultural activity they performed, the answers were 80% for "*Cinema or concert*", 63% for "*Visiting palaces, castles, churches, gardens, museums, galleries or historical monuments*" and finally 38% for "*Theatres or dance performances*".

In conclusion, the state-of-the-art coming out from these EC Eurobarometer surveys shows that for the EU citizens "culture" is an important "element" for their perception of European Identity;

another encouraging point stems from the answers of the EU young generations that shows a significant interest for visiting what we may call Cultural Heritage places, and not only entertainment places like cinemas or concerts.

1.4.2 – The progress beyond the state-of-the-art

In the previous paragraph it was shown that feelings about the EU among citizens are much less catastrophic than many mass media describe. The sense of “being Europeans, belonging to the EU” is rather widespread among the majority of the EU citizens. Another significant point is the importance given by EU citizens to the “element culture” substantiating our European Identity.

But, if this is the state-of-the-art, how we may progress beyond this state?

We all have every day, whichever is the country we live in and whichever is our work typology, the proof of how important it is what generically we call “media communications” on our political, economic, and personal choices. Also our feelings about European Identity, or more specifically our “attachment” to EU is strongly influenced by the often-contradictory messages we continuously receive about European Union. It seems like an orchestra where musicians play their instruments without a common musical text: an unbearable background sound that confuses and irritates listeners.

“OurIdentity” project has the objective of studying the apparent communication media confusion suggesting how to use a particularly important “tool”, i.e. our common Cultural Heritage with the purpose to increase European cohesion, to raise a “sense of pride” for being citizens of the EU.

It is important to point out that most of the topics issued or broadcast by the communication media tend to divide European citizens, both inside their own countries and within the EU: it is true for our common money, euro; it is true for any political decision, like austerity; it is true for any religious decision, like embryos lives; it is true for the disputes among the 28 countries governments concerning milk or wine productions, etc.

Even topics like environment and its change, like air and water pollution, with consequent food pollution become very often arguments for devastating discussions.

That’s why our common Cultural Heritage, if wisely “communicated”, may become a powerful “tool” to increase cohesion among the citizens of the 28 countries of the EU.

This project aim is to study how our common Cultural Heritage may help national Authorities and the European Commission to achieve such a result.

1.4.3 – The literature concerning the previous points

As previously reported, there is an extraordinarily large literature on this subject. It seems useful to quote only the following documents:

1–European Commission Review: “The Development of European Identity/Identities: Unfinished Business”, 2012

2- Eurobarometer 71, 2009, Eurobarometer 77, 2012, Eurobarometer 2014, Eurobarometer on Youth, April 2015

3 – D. Fuchs, H-D Klingermann Editors. “Cultural Diversity, European Identity and the Legitimacy of the EU”, Elgar Publisher, 2011

4 – Ellen Madeker, „Türkei und europäische Identität“, VS Verlag, 2007

5 - Fusco Girard L., Baycan T., Nijkamp P.. Sustainable City And Creativity. Promoting Creative Urban Initiatives. P. 3-12, Aldershot: Ashgate, Isbn: 9781409420019, 2011

2 – Impact

2.1 –Expected impacts

A lasting impact of OurIdentity project will be ensured by the following three strategic project choices:

1 – Impact on EU mass media

2 – Impact on EU city managements

3 – Impact on EU public instruction Institutions

In particular, the following project outcomes will become available for a practical use:

1 – Outcomes available for EU mass media

A series of diversified suggestions for EU mass media concerning European Cultural Heritage will be developed and tested in order to exploit their enormous potentialities to help increasing cohesion among EU citizens.

2 – Outcomes available for EU city managements

A series of diversified suggestions will be developed and tested for EU city managers useful to exploit cultural activities, from museums visits to musical and dance performances, from the organization of EU youth musical teams to the organization of youth poetic contests, etc. with the purpose to substantiate the “sense of pride” among young generations of being members of the EU.

3 – Outcomes available for EU public instruction Institutions

A series of diversified suggestions will be developed and tested for the public European instruction Institutions concerning a new approach about culture and how to teach its contents, duly respecting national identities, but also raising interest for the culture of other EU countries in order to strengthen a “sense of pride” for our common European culture; this point is crucial for migrants Europeanization.

2.2 –Measures to maximize impact

a) Dissemination and exploitation of results

A draft plan will be prepared concerning dissemination of project results towards communication mass media, city managements, and public instruction Institutions.

All Partners will contribute by preparing items for publication, i.e. scientific papers, conference abstracts, websites, etc. Full details about how to publish project results will be outlined into the Consortium agreement.

b) Communication activities

i - Accurate survey of programmes of TV and radio broadcasts and podcasts in order to determine their approach towards European culture and in general cultural activities.

ii - Accurate survey on internet communications, blogs and mobile apps in order to determine their approach towards European culture and in general cultural activities.

iii - Accurate survey on outdoors media, like advertisements billboards, placards, posters, etc. in order to determine their approach towards European culture and in general cultural activities.

All these media require different surveying methodologies and represent different facets of the information industry; all these media strongly influence public opinion and may offer a strong support.

Surveys are needed in order to elaborate plans of intervention concerning the various typologies of media, to be suggested to the Authorities quoted in paragraph 2.1. These suggestions might maximize a lasting impact of the project on EU citizen’s feelings about the value of our common Cultural Heritage as a fundamental “element” for cohesion.

In conclusion, to politically incorrect questions like: “Why should we bother about increasing cohesion among the citizens of the 28 countries of the EU? Who has the duty to do this action? And why Cultural Heritage may help?” the answer is that million citizens must feel a “sense of pride” of being members of the EU because they have the possibility to appreciate and share their culture and the cultures of citizens of other countries. A “sense of pride” for belonging to a common cultural environment is crucial: no political, no economic, no commercial dissatisfaction may destroy such a “sense of pride”.

In its quoted surveys, Eurobarometer observes that the feeling of being EU citizens is higher (61%) than just being “attached” to EU, (41%).

Our purpose is to use our common Cultural Heritage as a powerful tool to increase not only the feeling of being EU citizens but also their “attachment” to EU, talking to their passions as well as to their interests.

To be successful, such an action needs a strong contribution of three different subjects: the European Commission, cities managers and national instruction Institutions.

3 – Implementation

3.1 Work plan - work packages, deliverables and milestones

The following five Work Packages, WP1, WP2, WP3, WP4 and WP5 represent the structure of this Work plan.

1 - Work Package No. 1, WP1, deals with the coordination of the overall project.

This Work Package reports objectives, work description, deliverables to be developed by the coordinating partner, according to the rules of the Consortium Agreement to be signed once the project has been accepted.

2 - Work Package No. 2, WP2, deals with the mass media and Cultural Heritage

This Work Package describes all the actions to be carried with reference to communication mass media: both passive actions i.e. surveys on their “perception” of our common Cultural Heritage or in general their cultural programmes, and active actions i.e. what might be suggested to help increasing EU cohesion, which is in the interest of all 28 countries communication industries.

3 - Work Package No. 3, WP3, deals with the European built Patrimony

This Work Package represents the core of the project i.e. it shows the impact of our urban environment, historical and modern buildings, squares, gardens, monuments on EU citizens perception of a common culture, where diversities make simply richer the “sense of pride” or “sense of belonging” to the European Union.

Three paradigmatic cases will be studied on three very different EU urban environments: Corfu, Naples, and Berlin.

4 - Work Package No. 4, WP4, deals with migrants Europeanization

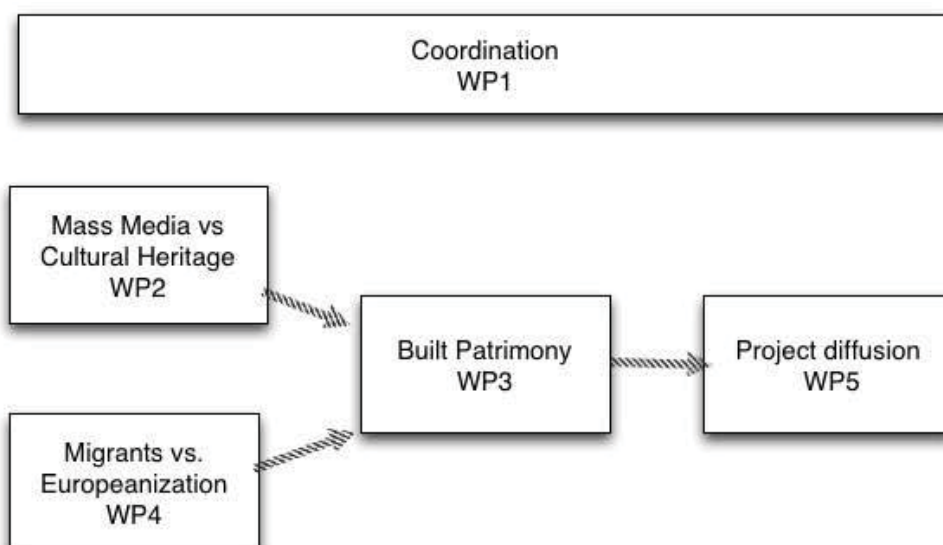
This Work Package will examine both internal EU migrations and extra EU immigrations from other continents. How a better and richer presentation of European Cultural Heritage to second and third generations of migrants may increase the Europeanization process. Fundamental help must come from European instruction Institutions because up to now, even among the 28 countries of the EU, there is scarce knowledge of their Cultural Heritage.

5 - Work Package No. 5, WP5, deals with project results diffusion

This Work Package will collect all the partial and final results coming out from the WP2, WP3, and WP4. Many initiatives and events are planned in order to interact with the largest possible audience: the success of OurIdentity project depends on both the accuracy of its studies and on the possibility to make its results available to EU and national Authorities.

WP2 and WP4 i.e. “Mass Media vs. Cultural Heritage” and “Migrants vs. Europeanization” help WP3 i.e. “Common Patrimony” to perform its activities; WP5 i.e. “Diffusion” diffuses the results. Data gathered with the “Case Studies” carried out on three EU cities will be processed, exploited and diffused, by using the same mass media and instruction Institutions studied in WP2 and WP4.

Project Planning



WP	Work Package	Duration	Start	Finish
1	Coordination	730d	Sept.1, 2015	Sept. 30, 2017
2	Mass Media vs. Cultural Heritage	487d	Sept.1, 2015	Dec. 31, 2016
3	Common European Heritage	730d	Sept.1, 2015	Sept. 30, 2017
4	Migrants vs. Europeanization	487d	Sept.1, 2015	Dec. 31, 2016
5	Diffusion	730d	Sept.1, 2015	Sept 30, 2017

WP	Work Package	2015			2016			2017		
		Q1	Q2	Q3	Q1	Q2	Q3	Q1	Q2	Q3
1	Coordination									
2	Mass Media vs. Cultural Heritage									
3	Common European Heritage									
4	Migrants vs Europeanization									
5	Diffusion									

Table 3.1a: Work package WP1 description

Work package number 1		Start Date or Starting Event					Month1
Work package title	Coordination						
Participant number	1	5					
Short name of participant	UNINA	AIC					
Person/months per participant:	5.0	4					

Objectives

This WP guarantees that:

- ☐ an effective coordinating structure is created,
- ☐ the project is carried out according to the time schedule and budget established,
- ☐ meetings are organized to enable collaboration and management of consortium partners,
- ☐ the project progress of the WPs is managed and monitored against contractual deliverables,
- ☐ the WPs objectives are achieved efficiently,
- ☐ a system is created to provide a continuous evaluation feedback and a constant project monitoring.
- ☐ the project is managed according to the contract between the OurIdentity Consortium partners and the EC, maintaining a continuous link with the EC, and the overall legal, contractual, ethical, financial and administrative management activities are performed ensuring accurate and timely distribution of funds, reporting on activities, etc.

Description of work

WP 1 is the Coordination Work Package, which will last for the whole duration of the project.

1 - Coordinator

The responsibility of the project coordination will be taken by the University of Naples “Federico II”, Italy who will supply the project Coordinator. The project Coordinator is responsible for all deliverables.

The coordinator's main activities concern the monitoring and management of the agreed deliverables and milestones in the contract between the Consortium and the EC, and the smooth running of the project as a whole. The Coordinator will maintain continuous relationships with the General Assembly including the Work Package leaders and will report to the EU. For the day-to-day project management, a Project Officer (PO) supports the Coordinator. She/he will focus on the daily management, coordination and administrative and financial aspects of the project.

2 - Coordinator activities:

a) Kick Off meeting.

Upon signature of the contract with the European Commission, the project Coordinator will organize an initial kick-off meeting for all personnel involved in the project. This kick-off meeting will enable the participants to obtain a better perspective of their role in the OurIdentity project. Prior to concluding the

contract with the EC, a Consortium Agreement will be signed between the project partners.

b) Process Management tasks.

The project Coordinator will conduct the overall project management, as specified in the contract between the Consortium and the EC, i.e.:

- ☐ Organize the project meetings, workshops, and receive reports;
- ☐ Oversee the drawing up and timely signing of the Consortium Agreement;
- ☐ Ensure that all parties will sign the contract with the EC on time;
- ☐ Initiate, prepare and preside over regular project progress meetings and the dissemination of information to all partners pertaining to these meetings;
- ☐ Act as liaison to the European Commission on behalf of the group in all verbal and written communication;
- ☐ Inform the Commission properly about the situation and progress of the work;
- ☐ Inform the Commission in advance of the date and subject of the meetings;
- ☐ Coordinate the overall financial, administrative and contractual activities of the project, including monitoring and maintaining the overall adherence to the financial budgets; ☐
- Report the overall budgetary situation of the project to the EC, based on the cost declarations from the individual partners;
- ☐ Coordinate the dissemination of knowledge and deliverables.

3 - Operational project management

The Consortium agreement and contract conditions with the EC will be monitored by the General Assembly to ensure compliance by all participating parties.

For each work package, a WP leader is appointed to take primary technical control of and responsibility for the proper management and execution of the tasks related to the particular WP. He/she establishes (in co-ordination with the project Coordinator) the detailed schedule of his/her WP. He/she is also responsible for the quality of, and the correct and timely submission of deliverables relating to his/her WP. Each WP leader is also appointed to chair the meetings among the partners participating to his/her WP and will communicate frequently both formally and informally with the workers in the WP.

4- Monitoring:

a) Internal reporting

In order to monitor and guide the Consortium, each individual partner will regularly (after the first four months and thereafter at four-monthly intervals) submit a progress report to the respective Work Package leaders. On the basis of these reports, the WP leaders will monitor progress and take any necessary action to ensure the work packages remains on schedule.

Each WP leader is required to provide the PC regularly (after four months and thereafter at four monthly intervals) with a progress report concerning his/her WP and containing sufficient technical information to enable the PC to be assured that work is progressing according to plan.

The status of the project will be updated by the PC in a Project Dashboard that will highlight all key progress indicators of the project and areas at risk.

b) External reporting

The combined WP reports (task of the PC) will be discussed and evaluated during meetings of the General Assembly and will constitute the interim reports and form the basis for the annual and final reports that will be submitted to the European Commission by the PC.

Based on the EU model format the coordinator will ensure that all partners provide a consistent flow of information containing key points on the financial progress in the form of a financial report and associated financial plan, as well as an activity report and updated implementation plan.

c) Internal communication

A communication plan will be agreed upon by the General Assembly at the kick-off meeting and will define means and methodology of communication among the project partners.

5- Financial / administrative management

The Project Officer will ensure that all budgetary actions are performed according to the rules and regulations of the EC and the Consortium agreement. This includes amongst others establishing a good operating practice for financial management adapted to the financial system of each participating party, to ensure that the received funds are correctly distributed, accounted for, cost statements are received.

Deliverables

- 1.1– Consortium Agreement. A Consortium Agreement will be concluded among the project partners.
- 1.2 – Kick-Off meeting minutes.
- 1.3 – Meeting/workshop minutes.
- 1.4 – General Assembly meeting minutes.
- 1.5 – Internal website with public areas for communication and data sharing
- 1.6 – Progress report to the EC.
- 1.7- Final report (technical, financial, deliverables). The PC will submit the final report to EC.

Table 3.1a: Work package WP2 description

Work package number 2	Start Date or Starting Event							Month1
Work package title	Mass Media vs. Cultural Heritage							
Participant number	2	3	4	5	6	7	8	
Short name of participant	UNICO	YOUSE	AIC	CNR	NILU	UNITI	UNIUP	
Person/months per participant:	6	12	12	10	0.5	5	1	

Objectives

Mass media strongly influence citizen's opinions; in order to estimate how Cultural Heritage may be useful to increase cohesion among citizens we need all possible information about daily scheduled programmes of the most popular TV and radio broadcasters within the 28 EU countries.

This survey does not concern channels that are specifically devoted to cultural programmes, like Arte, or BBC Channel Four, because their programmes cannot be compared with those of the popular broadcasters that have quite a different audience share.

The survey will concern:

1 - programmes of TV and radio broadcasts and podcasts in 14* of the 28 countries of the European Union, for a period of six months in order to collect a significant number of data concerning "if and how" our common European Cultural Heritage is handled by these powerful media.

2 - new technological communication media based on internet, like blogs, social networks, mobile apps, etc. in order to control the space these media devote to cultural activities and particularly to our common Cultural Heritage.

3 - outdoors media, like advertisements billboards, placards, posters, etc. in order to determine their approach towards culture.

All these data may prove to be precious for EU Enterprises working in different typologies of cultural business like cultural tourism, and for any city manager programming initiatives concerning cultural events.

Work Package WP2 data will support next WP3 dealing with the built Patrimony of our cities, giving information on how EU citizens "feel home" in any one of the 28 EU countries.

Quite obviously, a significant number of statistical studies are available on TVs and radio audience shares, carried out particularly for commercial reasons; however, with the exception of an impressive Report** carried out years ago by Unesco and the European Commission, no specific survey was carried out to assess programmes focussing to Cultural Heritage as a way to increase cohesion among the 28 EU countries.

For instance, the most recent BARB** (Broadcasters' Audience Research Board) Report of May 2015 concerning UK television broadcasters ranks "Entertainment" with an 18% share of the audience, and "Arts" plus "Education" with a small 0.3% share. Probably, events concerning intangible Cultural Heritage activities like "carnivals" are classified as "Entertainment", and visits to our cities historical centres are classified as "tourism".

Summaries of information available from official and scientific sources about the status of promotion of "European Cultural Heritage" in the media will also be reported.

A different statistical study made in Germany by Statista, May, 2015***, shows that the "news" are the most popular TV format (47.7%). The biggest public broadcaster (ARD) shows 16% political contents, compared to only 0.4-2.9% at private TV stations. Nonetheless, statistics about the most popular TV programmes show that cultural and political contents are under represented. Also, more than 50% think that the quality of German TV programmes has been going down over the last years. These data show a need and a demand of high quality – maybe cultural and political programmes – but in a style that really might attract people.

The acceptance factors of such "high quality" programs will be researched in the planned survey.

* 14 of 28 EU Countries: Bulgaria, Estonia, Finland, France, Germany, Greece, Hungary, Italy, Norway, Poland, Romania, Spain, Sweden, and UK.

** EC, Unesco Report "Cultural Programmes on European Public Television Channels", 1998.

*** BARB (Broadcasters' Audience Research Board) Report, May 2015 Report, UK

**** Statista, The Statistics Portal, May 2015 Report, Germany

Description of work

Our survey will concern the so-called “long term” broadcasters, using any type of technology, i.e. digital terrestrial, digital satellite, digital cable, and any type of apparatus, like TV sets, streaming TV devices, etc. Also “short term” formats, like YouTube videos, will be surveyed.

This work is divided into the following tasks:

Task 2.1

Organization of a database where to save all the data concerning the proposed survey.

Task 2.2

Instruction of the people who will follow, in the chosen 14 EU countries, specific radios and TV channels. Data will be collected daily on:

- 1 - the daily scheduled programmes, putting in evidence programmes that touch anyway tangible or intangible European Cultural Heritage;
- 2 - The length of these programmes, and their hours of broadcasting;
- 3 - Watching or listening to these programmes;
- 4 – Writing a short comment for these programmes.

The survey will be carried out by students in Humanities, or Art Academies because they may realize whether a specific programme matches the assumption of our project, i.e. that Cultural Heritage helps the process of EU citizens’ cohesion.

The same students will follow the so-called “short-term” broadcasting sources, like YouTube, taking into account that in this case, “programmes” are generally not longer than a few minutes.

All data, collected on a specific “form”, will be sent by means of a mobile device to a central hub, and put at disposal of the activities programmed in Work Package 3 as soon as they are available.

Task 2.3

Collected and processed data will be put also on line, and presented during the events programmed in WP5 “Diffusion”, informing the 28 EU countries communication media.

Deliverables

The following deliverables are to be scheduled, taking into account that the data refer to the presence of programmes dealing in a broad sense with Cultural Heritage:

- 2.1 – a specific database concerning all the mass media taken under observation.
- 2.2 – a continuous flux of information useful for the exploitation of the activities programmed in Work Package WP3.
- 2.3 – a series of Reports put on line so that media may exploit these data for future programming in case their public and private owners share the “philosophy” of this project.

Table 3.1a: Work package WP3 description

Work package number 3		Start Date or Starting Event					Month 1
Work package title	Common European Heritage						
Participant number	1	2	3		6	7	8
Short name of participant	UNINA	UNICO	YOUSE		NILU	UNITI	UNIUP
Person/months per participant:	14.5	24	8		9	5	11

Objectives

From an operational perspective this project proposes to use the approach of cultural heritage/landscape as an entry point to build identity and at the same time as a powerful system to produce jobs, a key component for promoting social cohesion, opening relational and interpersonal links. The European cultural heritage is of exceptional economic importance for the tourism industry that generates an estimated annual income of many billion euro, and many jobs by direct, indirect and induced tourism activities.

As the European Commission (EU, 2014) underlines, Cultural Heritage is a “common good” characterized by “intrinsic and social value”. It contributes to economic growth and job creation, emphasizing its cultural, physical, environmental, human and social dimensions and its intrinsic and economic values due to the flow of associated services. The intrinsic value is the expression of the need of keeping relevant parts of material Heritage as a symbol of common and shared characteristics rooted in the history of a community.

In this context, the Cultural Heritage becomes the central element to transfer common identity to create collective memory.

The city is therefore the place where a double game occurs: the loss of values and the regeneration of values. Cultural Heritage/Landscape is a medium of collective memory, is the place of the memory, it is the point of attachment of the memory to regenerate symbols, meanings, values, whatever is necessary to design a desirable future.

Our project objective is: “How to produce consciousness of a common European identity?”

The first step is to produce empirical evidence on how Cultural Heritage is a symbol of urban identity that regenerates memory and thus regenerates community. Analogously, it is necessary to identify the obstacles that must be overcome.

The second step integrates redevelopment and new architecture based on the recognition of the value of the use of the Heritage, that create the image and the identity of a site (the “spirit of the place”).

Currently the European scenario lacks of experiments on “bottom up” recognition of cultural values. Most of the projects already financed from UE on similar arguments regards citizens observatory about monitoring status and characteristics of the environmental values, covering areas from water management to biodiversity monitoring (see for example www.cobwebproject.eu; www.citclops.eu; www.wesenseit.eu)

The project aims to develop a **Citizens Observatory** with the task of verifying the economic social and environmental productivity of cultural identity values that characterize the city to improve productivity in a multidimensional space that is to improve the social/cultural productivity becoming economic productivity in a process that tends to self-reinforce during the time.

This Citizens Observatory becomes a tool for proposing a win/win/win circular perspective.

Three Case Studies will be carried out on quite different environmental conditions to stress the

importance of diversity in our common European Cultural Heritage: three places rich of culture that represent how different are our European urban realities: Corfu in Greece, Naples in Italy, and Berlin in Germany.

General objectives to be exploited with this project will be:

1. To produce empirical evidence on how Cultural Heritage is a symbol of urban identity, through the study of local good experiences on how Cultural Heritage regenerates memory in a community, namely creates social cohesion;
2. To produce empirical evidence on how new multi-cultural social bonds, promoted by the Heritage social cohesion, are convenient for economic productivity, because they generate jobs, which in turn strengthen ties and social relations, in a virtuous spiral;
3. Trigger a “circle” satisfaction-attractiveness-value;
4. Develop models of participatory governance for the Cultural Heritage supporting the involvement of the civil society in the development and implementation of good policies;
5. Mapping activities concerning Cultural Heritage in order to maximize opportunities to better respond to community needs;
6. Identify the degree of understanding and use of Cultural Heritage by European citizens and the role of different stakeholders and cultural workers in the integrated development and management of Cultural Heritage;
7. Protection and promotion of the diversity of cultural expressions through conservation of intrinsic values, promoting multicultural communities;
8. . Develop culture-led urban policies and strategies, based on the concept of Cultural Heritage as a common good;
9. Consolidation of knowledge of common identity, despite the existing differences, through extensive training at various levels, starting with the schools;
10. To raise awareness on the Heritage as the founder of multicultural ties, exploiting the potentialities offered by modern digital technologies.
11. To develop a modelling framework which connects the physical condition of the European built Heritage with its meaning and value for the European identity.

For this Work Package, the Work Package Leader has the collaboration of a specific Advisor Board, that is chaired by Professor Peter Nijkamp of Royal Institute of Technology, Stockholm (Sweden).

Description of work

As part of the European urban dynamics, squares and streets are places where there is the intersection of our social history and our cultural movements, our collective imagination and material culture, and the popular traditions, religious rituals and political behaviours.

Urban spaces are the place where it can be understand the deep connection between social and urban history, between the living and the forms of a city: between tangible and intangible elements that form the “spirit of a place”.

The urban spaces should be, first of all, a space for new bonds that can promote synergies: this is the condition for improving resilience. The concentration of synergies among many different actors creates a “field-forces of attraction”, producing talents and creative activities: new opportunities come out and new processes of value creation may be generated.

The urban spaces becomes not only a space that communicates values and meanings through its architecture, but a space to implement bonds, where differences may meet and communicate thanks to the specific landscape complex: the space for innovations and for social economy, to strengthen the capital and the community, the self-organization and the self-management. The urban spaces is not only the “place” of urban regeneration, catalyst of social, economic, and cultural exchange; it is also the place where relationships and bonds may be regenerated.

The recognition of the existence of multiple interdependent values creates the basis for conceptual and empirical understanding of how these categories of values can be applied to the process of local

transformations.

The recognition of the tangible and intangible values is the basis for collective decision-making, including the sharing of knowledge, negotiation and compromise, and the assessment of objectives.

By integrated approaches, it is possible to achieve a balance between integrated conservation and sustainable development, respecting the values and the different forms of human, social, cultural, environmental, economic capital. In this perspective, it is possible to refer to a spatial evaluation of the transformations as the basis for integrated development strategies related to urban spaces culturally sensitive. The place and the space are the first components on which to structure a process of building a European identity. It is essential to consider the different levels of analysis and the multiple dimensions of the evaluation, with a specific focus on emerging problems, to local needs, to the interests of stakeholders, and to the protection and exploitation of the resources.

In this perspective it becomes necessary to adopt a complex theoretical model of interpretation, taking into account the multi-dimensionality of space values and of relationships that in it take place.

The Quintuple Helix represents a circular model in theory and practice, which combines knowledge, know-how, and the natural-environment-system together into one 'inter-disciplinary' and 'trans-disciplinary' framework. It is a 'nonlinear' innovation model, based on the Triple Helix model and Quadruple Helix model adding as fifth helix the 'natural environment', in this case intended as urban environment.

The complexity of the five-helix structure implies that a full analytical understanding of all helices requires the continuous involvement of the whole disciplinary spectrum, ranging from the conservation, restoration sciences (because of the urban environment) to the social sciences and humanities (because of society, democracy and the economy)

Apart from the active 'human agents', knowledge in a Quintuple Helix Model is the pivotal force, because the goal of the Helix-Conception is accomplished through the resource of knowledge which produces additional value for society in order to lead in the field of sustainable development. The resource of 'knowledge' is the basis for a circular model between social, cultural, environmental and economic (societal) subsystems.

For the operational implementation of this theoretical model, the project aims to develop a multi-methodological framework of assessing, that includes cognitive skills of stakeholders and experts involved in processes of mutual and dynamic learning, can help to create more effective and efficient results: a **Citizens Observatory**, considering "*Citizen science as a new way to manage the global commons*". A citizens observatory is a concept that evolved at EU policy circles, defining the combination of participatory community monitoring, technology and governance structures that are needed to monitor/observe/manage issues linked to Cultural Heritage.

The Pilot Goals of this approach are:

- To involve local communities in recognising shared identity values related to cultural heritage (urban environment, historical and modern buildings, squares, gardens, monuments);
- To identify the main characteristics of values assigned to cultural heritage in order to understand the typology of bonds and relationships that link local community, cultural heritage and values;
- To build a framework of shared values for enabling local community to contribute to the production of aware, complementary and synergistic values in win-win-win strategies: evaluation for cooperative values.

Shared values concern the values people hold for urban environment as 'citizens'; that is as 'sense-able' capable of expressing preferences for urban environment not simply in terms of individual costs and benefits, but in terms of social rights and wrongs. An important dimension of shared values is, therefore, consideration of the ethical arrangements, which guide society's concern for nature, place and landscape, and includes issues of altruism and existence value, as well as aesthetic considerations. The reliability and legitimacy of decision-making processes that flow from ecosystem assessment depends on the explicit recognition of shared identity values.

For the operational implementation of this approach, an integrated system of different tools will be used:

- Evaluation tools: Deliberative Multi-criteria Analysis (DMCA); Multi-criteria Mapping (MCM); Multi-Stakeholder decision analysis (SDA), etc;
- Technology tools: ICT, web-GIS, media based on internet, social networks, mobile apps, etc.
- Governance tools: understanding how the citizen observatories should be embedded in the existing

processes.

In this approach the recognition of the tangible and intangible values is the basis for a collective decision that allows the development of objectives, knowledge sharing, participation and negotiation, in order to build evaluation alternatives to conservation, enhancement and management of the Cultural Heritage of the European cities.

In order to focus on common and different features concerning very different cities all over the EU, three cities will be taken as “case study”: Corfu, Naples, and Berlin.

Input to the process will also be a conceptual framework for the interpretation of the meaning of the European built Heritage for the forging of the European identity, which will be developed based on the detailed empirical input from case studies to be performed. The framework will include models for the overall physical condition of the built Heritage connected to concepts for its value, emphasizing especially its meaning for the different possible explicit descriptions and definitions of the European identity, with extensive discussion of the consequences for the future European identity and cohesion. An approach which connects a “bottom up” (the Heritage) with a “top down” (the European identity) will be used, and the connectedness will be analysed for possible “incongruities” and suggestions will be made about how European development and cohesion is best served.

Case Study: Corfu, Greece

The research team shall use Corfu, as a case study, in order to prove that our identity is the one that leads to our Cultural Heritage.

Contemporary Corfu is part of Greece and part of the European Union. Corfu, has always been considered to be of European perspective, especially due to the Venetian, French and English Rule, the island has dealt with. In Corfu someone can easily identify buildings and other architectural elements that are common to many European cities, many words of the Corfiot idiom can be met in other languages, in Corfu can be found several different religions (great Catholic and Jewish Community), in Corfu the first Greek University was established, based on the British pattern and so many other characteristics that someone can dare to say that they are more similar to the core of the European Union than to Greece. Another important issue is the Corfiot origin of great personalities that have had great impact in Europe. The methodological approach of this WP, will try to identify all these common elements and to compare them with other EU similar examples. To establish the European Union as a more touching formula, all the existing tools for building a regional or national identity should be used: symbols, rituals, music, art, representations of a common culture and history conveyed through exhibitions, museum projects, history books, educational material, special TV programmes, and EU publications. Creating an identity always implies the drawing of a border between “we” and “the others”, defining what is specific to us through the definition of what is “foreign” and does not belong to us. Using the above methodology, we will prove how our European cities integrated “we” into “the others”.

Case Study: Naples, Italy

The city of Naples and its historic centre UNESCO World Heritage, for its stratified urban fabric, rich in tangible and intangible cultural values, and for its particular nodal position within the Mediterranean basin that has made the city always been open to cultural influences, is an effective field of research of an interpretative model of the complex values of the territory; it also represents the basis for a program of context-aware strategies, and micro-actions networks for the integrated conservation and sustainable management of the landscape and its resources, but also the context in which to experiment for innovative synergies among stakeholders, at various levels.

This project task wants to formulate, through a **Citizens Observatory**, an approach allowing a model of interpretation and evaluation for the Cultural Heritage of the city of Naples, a model where multiple values systems interact, potentially able to regenerate themselves and become catalysts for positive processes, generating Cultural Identity and new economic productivity.

Observatory Goals are:

1. Determine the shared values;
2. Identify the links between the values and the values that create links: collaborative values (glue values);
3. Produce new values that can trigger strategies of complementarity, and capable of self-reproduction

in win-win-win processes, for a widespread awareness.

The aim is to link the regeneration of the tangible and intangible aspects of the urban space, through the activation of tools of social participation (i.e. participatory forums, Living Labs, Outcome Harvesting, community development Corporation, etc.) and appropriate tools in order to structure a sustainable economic model (i.e. PPP, Social Impact Bonds, Local Crowd funding, cultural patronage, etc.).

Particular attention will be given to the analysis of cultural hybridization that originates from the celebration of certain holidays or events or traditional religious rites or festivals, etc.

For specific objectives linked to the economic aspects, the project will also benefit from the collaboration of European partners of Laboratory of Research on Creative and Sustainable Cities, specialised in the fields of local development, economic policy and the economics of culture (*see <http://www.creativecitylab.org/>*)

The specific objectives of this Task will be:

- 1) Producing innovative research-based knowledge, concepts, procedures and tools that facilitate the sustainable management of Cultural Heritage in complex urban situations;
- 2) Generating a variety of disseminations including the ones targeting audiences outside the research community, thus maximizing the value of outcomes, reducing the gap between public research institution and local Governments;
- 3) Establishing interactions with associations (Lanza Foundation, ARFART Association, ACEN – builder association network, Association “Prospettiva Europea”, etc.) and public Authorities, generating new interactions, partnerships and knowledge exchange opportunities.

Case study - Berlin, Germany

Berlin is a city that proves how European Cohesion with lots of different nationalities can work and prosper. Berlin does mostly rely on “younger” Cultural Heritage, overcoming the second world war, and showing what grew afterwards.

Berlin is a city of creativity and also a good example that shows how economic growth can be based on identity shared values and interests among different European nationalities.

The methodological approach for this city will try to identify all common as well as different elements with respect to other European cities, showing how these similarities and diversities make the richness and the beauty of the European Cultural Heritage.

The activities of this Work Package will be divided in the following Tasks related to each other:

Task 3.1

Construction of knowledge framework (physical, social, economic), identification of stakeholder (sense-able citizens, associations, etc.) and analysis of the resources, capabilities, critical issues and constraints (6 months);

Task 3.2

Identification of local best experiences about the social and cultural benefit and economic productivity of preservation/use of cultural heritage; identification of cultural hybridization that originates from intangible capital forms (6 month);

Task 3.3

Implementation of the **Citizens Observatory** for the identification of values and conflicts in urban dynamics (integrating expert and non-expert knowledge); identification of priorities; selection of approaches and assessment techniques, identification of preferable strategies (18 months);

Task 3.4

Verification and validation of the proposed model and tools to support decisions (6 months).

Task 3.5

Connecting the European built Heritage and the European identity. Development of a conceptual framework. A conceptual framework will be developed for the interpretation of the meaning of the European built Heritage for the forging of the European identity, based on the detailed empirical input from the three case studies to be performed (Corfu, Naples, Berlin). The conceptual framework will include models for the

overall physical condition of the built Heritage connected to concepts for the value of the Heritage, emphasizing especially its meaning for the different possible explicit descriptions and definitions of the European identity. On this background the consequences for the future European identity and cohesion will be extensively discussed. (6 months)

Deliverables

Deliverables, coming out from this project three “case studies”, easily reformulated for other EU cities, will be:

3.1- To produce empirical evidence of the suitability of the social and cultural preservation of the Cultural Heritage as a multi and intercultural generator of relationships, and of economic productivity because they generate local attractiveness for creative activities, etc.

3.2 – To develop a modelling framework for the interpretation of the meaning and values of the European built Heritage for the forging of the European identity, connected to case studies to be performed.

3.3 - Evaluation tools to identify the condition to be satisfied for this multidimensional productivity improvement through different conservation plans and projects of Cultural Heritage/Landscape.

3.4- Evaluation tools to understand the typology of bonds and relationships that link local community, cultural heritage and values;

3.5 – To develop tools, procedures and technologies that facilitate collaboration of all parties involved in Heritage planning;

3.6 - To test that EU cities chosen as case studies may become evidence-based guidelines for the EU cohesion;

3.7- To define benchmarks that assist in evaluating the impact of Heritage in the urban context to obtain guidelines for the EU cohesion

These activities will ensure the quality of the results. This quality, along with planned disseminations, will be used by researchers and non-academic stakeholders, including SMEs, educational institutions, heritage owners, public administrations, research partners, and local communities.

In particular, not only during the dissemination phase, communications media will have a key role as a bridge between heritage, culture and knowledge and the youth. Social media (i.e. social networking, blogs, multimedia for slide-share, video and photo sharing) will be used not only to disseminate, but also to collect and share data. Both for Citizens Observatory and for dissemination, a communications portal will be implemented to discuss projects, share material (not only academic) and interact with people interested in the topic. In particular the Laboratory of Research on Creative and Sustainable Cities, as lead partner of UN-Habitat Universities, will also use the portal <http://uni.unhabitat.org/>. This exchange of ideas and experiences can trigger the participation of young generations of European Universities students and researchers. For these specific aspects, the project will also benefit from the collaboration of specialised subjects in the fields of Social Media Management, etc

Table 3.1a: Work package WP4 description

Work package number 4		Start Date or Starting Event				Month 1	
Work package title	Migrants vs. Europeanization						
Participant number	2	3	4	5	6	7	8
Short name of participant	UNICO	YOUSE	AIC	CNR	NILU	UNITI	UNIUP
Person/months per participant:	6	8	8	10	1	3	4

Objectives

During the last decade there has been a significant enlargement of the European Union, particularly the entrance of Eastern European countries. As a consequence, particularly for work reasons, there has been a significant migration of citizens towards Western EU countries.

Analogously, during the last decade there has been a significant immigration from other continents, particularly from South America, Africa and South East Asia, towards European Union countries.

In consequence of these inter-European and extra-European migrations many million citizens live nowadays in the EU in a country different from the place they were born.

We face a significant problem for second and third generation immigrants. In fact, if Cultural Heritage has to be a fundamental “tool” to increase cohesion among EU citizens there is a need that our European instruction institutions modify their study plans in order to get a better, richer, and more balanced description of the Cultural Patrimony belonging to all the 28 countries.. For instance, a son of a migrant from an Eastern to a Western European country will scarcely find something concerning the culture of his homeland in a public school of any degree.

Such migration to the EU and within the EU changes the basis for common identities. Local or national identities connected to language, religion, history and tradition, and other ethnic, social and cultural markers become less relevant in the daily life of many migrants who have moved from their social and geographical origins. It is a question if and how a common European Identity, including also the European built patrimony, can complement or substitute more local identities. It is therefore important to understand people’s perception of what the “common European Identity” is, and can be, and how important it is both for the migrant and for the local population who in many parts of Europe today must accommodate more migrants.

Just to give some examples of how widespread is this problem; in Germany there are today 7 Million foreigners and about 8.6 Million people with German passport, but foreign ancestors. Every 5th person has foreign ancestors; below the age of 5 years already every 3rd person.

- The education of migrants in Germany is the better the shorter their migration to Germany is ago.
- Best integrated are people from northern EU countries.
- Migrants from South Europe (Italy, Spain, Greece, Portugal) still suffer from the missed chances of integration during the migration waves in the 1960s and 1970s.

-Turk migrants are the second biggest group of migrants, having the most severe integration problems.

(Statistics from the Berlin Institute of Population and Development).

Also other examples may be given, like Corfu in Greece, being an island and an important geopolitical part of Europe and the Mediterranean, constantly dealing with immigrant’s issues.

Also in this case, as in WP2, a survey will be carried out, according to the following rules and for the same 14 EU countries.

Description of work

Our survey will concern elementary schools up to lyceums.

This work is divided into the following tasks:

Task 4.1

Organization of a database where to save all the data concerning the proposed survey.

Task 4.2

Instruction of the people who will follow the schools in the chosen 14 EU countries. Data will be collected reading school texts in order to observe at which extent they “mix” national and common European Cultural Patrimony:

1 – school texts, particularly Humanities and Art textbooks, putting in evidence how school programmes in the 14 EU countries report tangible or intangible Cultural Heritage, of Eastern or Western Europe;

2 - The space given to such topics;

3 –Reading these texts parts;

4 – Writing a short comment.

The survey will be carried out by teachers in Humanities, or Art Academies because they may realize whether a specific textbook matches the assumption of our project, i.e. that Cultural Heritage helps the process of EU citizens’ cohesion.

All data, collected on a specific “form”, will be sent by means of a mobile device to a central hub, and put at disposal of the activities programmed in Work Package 3 as soon as they are available.

Task 4.3

Collected and processed data will be put also on line, and presented during the events programmed in WP5 “Diffusion”, informing the 28 EU countries instruction official Institutions.

Deliverables

. The following deliverables are to be scheduled, taking into account that the data refer to the presence of the common European Patrimony in different school textbooks on Cultural Heritage.

4.1 – a specific database;

4.2 – a continuous flux of information useful for the exploitation of the activities programmed in Work Package WP3;

4.3 – a series of Reports put on line so that instruction official Institution may exploit these data for future instruction programming in order to achieve a better and more balanced representation of our common Patrimony throughout the European Union.

Table 3.1a: Work package WP5 description

Work package number 5		Start Date or Starting Event					Month 1	
Work package title	Diffusion							
Participant number	1	5	6	7				
Short name of participant	UNINA	AIC	CNR	NILU				
Person/months per participant:	4.5	16	10	1.4				

Objectives

Objectives if this Work package are:

1 - Dissemination and exploitation of results:

Definition of a work plan for dissemination and exploitation of the project results;

2- Communication activities:

Organization of events concerning the partners of the Consortium; preparation of a website; organization of mid-term workshops and final conference open to EU Commission experts

Description of work

This Work package aim is to improve the dissemination of information about the project results and deliverables: it is a core measure of the project's success. According to this preliminary consideration, different promotion and dissemination actions are foreseen and addressed to both experts in the field and any other Stakeholders.

1 - Dissemination of project results through scientific journals and through participation in Congresses, conferences and workshops.

All project results will be shared and disseminated among the project Partners. In order to ensure high visibility of the project within the scientific community, publication in high impact factor scientific journals will be encouraged, as will be presentation at relevant workshops and conferences. Each partner in this project will contribute to this dissemination.

2 - Organization of a workshop and a conference

In particular, within six months from the starting of the project a workshop will be held open to specific stakeholders.

3 - Demonstration event. In close collaboration with the WP2, WP3 and WP4 teams a demonstration event will be arranged in order to show how the newly developed suggestions work.

This will exhibit the validity and usefulness of the project to a competent audience, able to comment and discuss the results obtained.

4 - OurIdentity Website. Promotion of the demonstration event will be made through this website.

5 - Other activities:

a) – Organization of the partners Consortium meeting before and throughout the project activity according to the Coordinator suggestions (for 24 months); application of tools and methodologies of risk management to the governance of single parts of the project according to the suggestions of

the project Coordinator.

b) - Dissemination and exploitation of results deliverables, elaboration of a website concerning the activities of the project; maintenance and adjournments of the website during and after the project preparation; organization of events.

c)– Project internal communication of documents and deliverables among the project partners.

Deliverables

5.1 - Workshops, conference and related information & dissemination material

5.2 - Papers in scientific journals

5.3 - Websites of different topics of the Work Packages

5.4 - Reports and Reviews on European Communication media programmes concerning Cultural Heritage.

5.5 - Reports and Reviews on the state-of-the art of European instruction Institution (28 EU countries) with reference to Cultural Heritage.

5.6 - Audio-visual events to be distributed to social networks, blogs, and TV and radio broadcasts.

5.7 - Final Conference

Next Table 31b shows the list of work packages:

TABLE 3.1b – List of Work packages

WP No.	Work Package Title	Lead Participant No	Lead Participant Short Name	Person-Months	Start Month	End Month
WP1	Coordination	1	UNINA	13	1	24
WP2	Mass Media vs. Cultural Heritage	4	AIC	46.5	1	16
WP3	Common European Heritage	1	UNINA	71.5	1	24
WP4	Migrants vs. Europeanization	5	CNR	40	1	16
WP5	Diffusion	4	AIC	31.9	1	24
				202.9		

Next Table 3.1c shows the list of Deliverables for each Work package:

TABLE 3.1c – List of Deliverables

Deliverable Number	Deliverable Name	Work Package	Short Name Lead	Type	Dissemination Level	Delivery date (month)
1.1	Consortium Agreement.	One	UNINA	R	CO	1
1.2	Kick-Off meeting minutes.	One	UNINA	R	CO	1
1.3	Partners progress reports	One	UNINA	R	CO	6, 12, 18, 24
1.4	General Assembly meeting minutes	One	UNINA	R	CO	4, 8, 12, 16, 20, 24
1.5	websites	One	UNINA	R	CO	6, 12, 18, 24
1.6	Progress report to the EC.	One	UNINA	R	CO	12
1.7	Final report (technical, financial, deliverables). The PC will submit the final report to EC.	One	UNINA	R	CO	24
2.1	Survey database preparation and personnel instruction	Two	AIC	R	CO	3
2.2	Survey	Two	AIC	R	CO	9
2.3	Survey data processing, and data presentation in many events	Two	AIC	R	CO	11, 24
3.1	Modelling framework for the interpretation of the meaning and values of the European built Heritage	Three	UNINA	R	CO	4
3.2	Empirical evidence of the suitability of the social and cultural preservation of the Cultural Heritage	Three	UNINA	R	CO	6
3.3	Evaluation of the tools to identify the condition to be satisfied for this multidimensional productivity improvement	Three	UNINA	R	CO	12
3.4	Evaluation of the tools to identify the best forms to celebrate and enhance public spaces	Three	UNINA	R	CO	12

3.5	Development of tools, procedures and technologies that facilitate collaboration of all parties involved in Heritage planning;	Three	UNINA	R	CO	12
3.6	To test that EU cities chosen as case studies may become evidence-based Guidelines for EU cities.	Three	UNINA	R	CO	19,20, 21
3.7	To define benchmarks that assist in evaluating the impact of Heritage	Three	UNINA	R	CO	21,22,23
4.1	Survey database preparation and personnel instruction	Four	CNR	R	CO	3
4.2	Survey	Four	CNR	R	CO	9
4.3	Survey data processing, and data presentation in many events	Four	CNR	R	CO	11, 24
5.1	Workshops, and other dissemination events	Five	AIC	R	PU	4, 8, 12, 16, 20
5.2	Papers in scientific journals	Five	AIC	R	PU	12, 24
5.3	Websites on different topics of the Work Packages	Five	AIC	DEC	PU	3
5.4	Reports on European Communication media programmes concerning Cultural Heritage.	Five	AIC	R	PU	12, 18, 24
5.5	Reports on the State-of-the art of the 28 EU countries instruction Institution with reference to Cultural Heritage.	Five	AIC	R	PU	18, 24
5.6	Audio-visual events to be distributed to social networks, blogs, and TV and radio broadcasters	Five	AIC	DEC	PU	12, 18, 24
5.7	Final Conference	Five	AIC	R	PU	24

3.2–Management structure and procedures

In order to efficiently manage the project, a specific WP dedicated to coordination and management has been foreseen in the project work plan, to ensure that suitable priority and attention will be given to project management. Within this WP 1 all the aspects related to administrative and quality management of the project will be included. The responsibility of the project coordination will be taken by the University of Naples, Italy, Federico II that will supply the Project Coordinator (PC) and a Project Officer (PO).

The project partners are fully committed and agree to work together with the utmost cooperation for the timely fulfilment of their responsibilities. Previous experiences and participations in European framework programs have led to the decision to keep this management structure as simple as possible.

It is aimed at ensuring the fulfilment of the project objectives, by allowing clear and continuous communication among the project partners.

a) Project Coordinator

The overall management of the project will be the responsibility of the University of Naples, Federico 2°, as coordinating partner. Key to this is the role of the Project Coordinator, which will be carried out by prof Luigi Fusco Girard.

The Project Coordinator (PC) will be responsible for the overall coordination of the technical and scientific activities, and all other aspects of the project including management of potential conflicts and compromise negotiation in the unlikely event of conflict and will also be the primary contact person for the European Commission. Hence he will be responsible for all communication with - and reporting to - the EC.

The Project Officer (PO) will be responsible for day-to-day legal and contractual management of the project and administrative and financial activities. The PO will report to the PC.

In particular, according to the Consortium Agreement, the Coordinator shall be responsible for:

- Monitoring compliance by the Parties with their obligations
- Keeping the address list of Members and other contact persons updated and available
- Collecting, reviewing and submitting information on the progress of the project and reports and other deliverables (including financial statements and related certification) to the Funding Authority
- Preparing the meetings, proposing decisions and preparing the agenda of General Assembly meetings, chairing the meetings, preparing the minutes of the meetings and monitoring the implementation of decisions taken at meetings
- Transmitting promptly documents and information connected with the project
- Administering the financial contribution of the Funding Authority and fulfilling the financial tasks
- Providing, upon request, the Parties with official copies or originals of documents which are in the sole possession of the Coordinator when such copies or originals are necessary for the Parties to present claims.

The following Table 3.2a gives a list of milestones.

TABLE 3.2a – List of milestones

Milestone number	Milestone name	W P	Estimated date (month)	Mean of verification
1.1	Final conclusion on the Consortium Agreement	1	1	Consortium Agreement
1.2	Kick-Off meeting	1	1	Meeting minutes
1.3	General Assembly meetings	1	6,12,18,24	Meeting minutes
1.4	Each Partner progress Reports	1	4,8,12,16,20,24	Reports
1.5	WPs Reports to PC	1	6,12,18,24	Reports
1.6	Progress Report to EC	1	12	Report
1.7	Final Report	1	24	Final Report
2.1	Database preparation	2	3	Database
2.2	Personnel preparation	2	3	Tutoring
2.3	Survey	2	9	Survey
2.4	Survey data processing	2	11	Report
2.5	Survey report	2	12	Report
2.6	Survey diffusion	2	24	Report
3.1	Knowledge framework preparation Case Studies Methodology and Design	3	4	Report
3.2	Workshop with partner of cities case studies	3	5	Workshop attendances
3.3	Database of local best experiences preparation	3	6	Database
3.4	Stakeholder engagement	3	6,7,8	Report
3.5	Mid-term report on the state of implementation of observatory	3	12	Report
3.6	Verification model survey	3	19,20	Survey
3.7	Survey data processing	3	20,21	Report
3.8	Workshop with partner of cities case studies	3	21	Workshop attendances
3.9	Survey report	3	22	Report

3.10	Survey diffusion	3	23	Report
4.1	Database preparation		3	Database
4.2	Personnel preparation	4	3	Tutoring
4.3	Survey	4	9	Survey
4.4	Survey data processing	4	11	Report
4.5	Survey report	4	12	Report
4.6	Survey diffusion	4	24	Report
5.1	Workshops	5	4,8,12,16,20	Workshops attendances
5.3	Public events (Radios, TVs, etc.)	5	12, 18, 24	Events attendances
5.4	Public events (Instruction)	5	18, 24	Event attendance
5.5	Audio-Video events	5	18, 24	Event attendance
5.6	Papers in peer-reviewed journals	5	12, 24	Printed papers

The following Table 3.2b gives the critical risks identified and the possible mitigating actions.

TABLE 3.2b – Critical risks for implementation

Description of risk	Work package(s) involved	Proposed risk-mitigation measures
Delays and lower quality than expected in WPs progress and reporting	WP1, WP2, WP3, WP4, WP5	Project management procedures and regular control of the work to detect problems in advance
Change of the people involved during the project life time (24 months)	WP1, WP2, WP3, WP4, WP5	Clear procedures that assist newcomers and help them becoming quickly operational
Data processing difficulties	WP2, WP3, WP4	Accurate databases preparation and testing
Failure of existing equipment	WP3	WP3 participants have more than one equipment available

Failure to create/generate sufficient audience for dissemination results in workshops, conference, etc.	WP1, WP5	Early choice of venues and publicity
Difficulties to get good collaboration for the surveys	WP2, WP4	Accurate assistance to help newcomers to get acquainted with the database

b) The General Assembly

The General Assembly is the decision making body of the Consortium.

The General Assembly shall consist of one representative of each Party (hereinafter referred to as “Member”).

Each Member shall be duly authorised to deliberate, negotiate and decide on all matters listed in the Consortium Agreement.

The Coordinator shall chair all meetings of the General Assembly, unless decided otherwise by the General Assembly.

The Parties agree to abide by all decisions of the General Assembly.

This does not prevent the Parties from submitting a dispute for resolution in accordance with the provisions of settlement of disputes.

Operational procedures for the General Assembly representation in meetings

Any Member:

- should be present or represented at any meeting;
- may appoint a substitute or a proxy to attend and vote at any meeting;
- shall participate in a cooperative manner in the meetings.

c) Means for governance and control

The means for governance and control (quality assurance, Consortium agreement and communication plan) will be tailored to the scale of the OurIdentity project. A correctly empowered governance and control for the overall project management will be guaranteed by the following means:

The Consortium agreement: All the OurIdentity rules will be included and described in detail in the Consortium agreement.

This document will define:

- ☐ the responsibilities, mutual obligations and roles of the partners;
- ☐ the division of the budget;
- ☐ the strategy for the exploitation of results;
- ☐ the rules for the settlement of disputes

The Consortium agreement will be signed within the first month of the project and will define in a very clear and detailed way: roles of each partner, formal rules of participation, voting mechanisms, criteria for evaluation of activities realized by each partner, rules for budget re-allocation, etc.

The Quality Plan: a quality plan will be agreed by the General Assembly at the Kick-off meeting, and will ensure that appropriate quality assurance is undertaken. It will include:

- ☐ persons responsible for quality assurance, quality standards, methodologies and procedures;
- ☐ procedures for identification, distribution, collection, filing, maintenance and disposal of quality records resources, schedule and responsibilities for conducting the quality assurance activities

Quality control will represent a key issue in the overall management of the project, since it plays a critical role in keeping the action aligned towards its final objectives.

d) Project Meetings

An initial „launch/kick-off“ meeting will be organized at the start of the OurIdentity project for all the personnel involved in the project. The purpose of the kick-off meeting is to:

- ☐ Present to all involved an overview of the project;
- ☐ Enable each participant to obtain a better perspective of his/her role in the OurIdentity project and set this in context with the roles and skills of other project members;
- ☐ Define the main outline of the Consortium agreement;
- ☐ Establish procedures for quality assurance and formalize policies for publication, intellectual property rights and any arbitration procedures.

3.3 –Consortium as a whole

Partners of the Consortium will be all the partners working on the five Work Packages. Each partner will designate a member to participate to the meetings of the Consortium.

All the rules reported in the EU suggested Consortium agreement must be followed.

OurIdentity project is proposed by a Consortium of 8 partners from 6 EU Member States and comprises all the appropriate key players to ensure the availability of resources, capacities, technologies, and capabilities, technical and operational knowledge required for the timely achievement of the goal of the project.

The partners to the OurIdentity project have the following areas of interest and activity, Table 3.3.

Table 3.3 Areas of interest/activity for OurIdentity project partners

Partner	Area of interest / activity
UNINA	Significant expertise in urban policies, Cultural Heritage Economics, Maintenance and Building Urban Management. The Calza Bini Centre researches about the System City-Territory able to allow implementation of sustainable development strategies. Joint with the Centre is the Laboratory of Research on Creative and Sustainable City, an international network of professors and researchers that promote knowledge on relationships between creativity, resilience and sustainability on the Urban Dynamics.
UNICO	It is involved in the digitisation of material deemed necessary to be stored in digital form. It follows recent developments in documentation methodology and technology; is kept abreast of the legal aspects of cultural heritage management; carries out research programmes; and collaborates with agencies producing or managing pertinent cultural goods.
YOUSE	YOUSE creates innovative ideas, analyses requirements and tests prototypes together with users. Company's user-centered design approach helps to develop new and user-friendly products, better and smarter services and ensures acceptance of developed results
AIC	Strong expertise in Cultural Heritage preservation and valorisation. Strong expertise in dissemination with the organization of scientific conferences and congresses
CNR	The National Research Council (CNR) is a public organization; its duty is to carry out, promote, spread, transfer and improve research activities in the main sectors of knowledge growth and of its applications for the scientific, technological, economic and social development of the country.

NILU	<p>NILU has significant expertise in modelling and evaluation of environmental impact, physical condition and value of the European built patrimony, as connected to its significance and societal and cultural implications. NILU has significant experience in scientific work and exploitation/dissemination on a European level.</p> <p>The main interest of NILU in “Our Identity” is to contribute to the conservation and interpretation of the meaning of the European built Patrimony, in all its aspects, for the forging of the European identity</p>
UNITI	<p>The existence and operation of an important number of research centres (25), in which research teams successfully put into practice the research strategy of the institution, offer the university its international prestige and at the same time, provide funding sources for its development. The materialization of the research results in scientific papers, patents or products constitutes a guarantee of the institutional competence, thoroughness and professionalism.</p>
UNIUP	<p>The main research interest deals with conservation and valorisation of Cultural Heritage.</p> <p>In particular, author of a specific project on the Halland Model: a Trading Zone for Building Conservation concerted with Labour Market Policy.</p>

3.4 – Resources to be committed

The costs of the project are reported in the budget table of Part A of the Proposal.

In order to achieve the objectives of OurIdentity, duration of 24 months has been foreseen for the project. The overall project cost is **1,456,345.25** euro and the overall EU contribution requested is **1,456,345.25** euro both reasonable and necessary considering the number of partners, the ambitious objectives and the duration of the project.

In the following, more details are provided about the costs in the main cost categories of the project.

3.4.1 - Personnel Costs

Personnel costs represent a significant part of the project budget, for a total of **834,330**. euro.

For each Work Package, the personnel costs have been calculated considering the appropriate manpower, as in Table 3.4 a – “Summary of staff effort”, needed to complete the proposed activities and the weighted monthly rate costs of the personnel that will be working in the Work Packages.

TABLE 3.4a – Summary of staff effort

	WP1	WP2	WP3	WP4	WP5	Total Person (Months per Participant)
Participant No.1 UNINA	5	0	14.5	0	4.5	24
Participant No. 2 UNICO	4	6	24	6	0	40
Participant No. 3 YOUSE	0	12	8	8	0	28
Participant No. 4 AIC	4	12	0	8	16	40
Participant No. 5 CNR	0	10	0	10	10	30
Participant No. 6 NILU	0	0.5	9	1	1.4	11.9
Participant No. 7 UNITI	0	5	5	3	0	13
Participant No. 8 UNIUP	0	1	11	4	0	16
Total Person/Months	13	46.5	71.5	40	31.9	202.9

3.4.2 – Travel, Equipment, and other goods and services costs (other direct costs)

Next Table 3.4b shows “Other direct costs” for participants:

TABLE 3.4b – “Other direct cost” items

Participant No. 1 UNINA	Cost (€)	Justification
Travel	20,000.00	Participation to meetings, workshops, conference
Equipment	5,000.00	Specific equipment used for WP3 measurements
Other goods and services	1,500.00	Intended for WP3 research
Total	26,500.00	

Participant No. 2 UNICO	Cost (€)	Justification
Travel	10,000.00	Participation to meetings, workshops, conference, and survey organization
Equipment	20,000.00	Specific equipment used for WP3 measurements
Other goods and services	10,000.00	Intended for surveys and research
Total	40,000.00	

Participant No. 3 YOUSE	Cost (€)	Justification
Travel	12,000.00	Travels to meetings, user research and exploitation
Equipment	5,000.00	For workshops and interviews
Other goods and services	10,000.00	For expense allowances for involved users and interviewees
Total	27,000.00	

Participant No. 4 AIC	Cost (€)	Justification
Travel	30,000.00	Participation to meetings, workshops, conference, and survey organization
Equipment	5,000.00	Complete work station
Other goods and services	35,000.00	Survey costs for TVs, Radios, etc.
Total	70,000.00	

Participant No. 5 CNR	Cost (€)	Justification
Travel	25,000.00	Participation to meetings, workshops, conference and survey organization
Equipment	2,000.00	No. 1 computer
Other goods and services	35,000.00	Survey costs for Instruction Institutions.
	5,000.00	Websites preparation
Total	67,000.00	

Participant No. 6 NILU	Cost (€)	Justification
Travel	10,800.00	Expected four project meetings, one conference, and four workshops, at 1,200.00 euro for one person
Equipment	-	-
Other goods and services	5,000.00	Diffusion material, websites, conference organization, and proceedings, workshops organization, publishing brochures, lectures, posters, etc.
Total	15,800.00	

Participant No. 7 UNITI	Cost (€)	Justification
Travel	25,000.00	0
Equipment	25,000.00	Computers, laboratory testing equipment – for WP3
Other goods and services	40,000.00	Costs for survey, research and other services (movie production, mass media, laboratories)
Total	90,000.00	

Participant No. 8 UNIUP	Cost (€)	Justification
Travel	23,529.00	Participation to meetings, workshops, conference and survey organization
Equipment	0.00	
Other goods and services	6,471.00	Costs for survey, research and other services
Total	30,000.00	

The total travel costs are **156,329** euro and refer to meetings, working sessions and other issues related to the coordination of participants' contributions, as well as to the attendance of conferences and events for dissemination purposes.

The overall cost is obtained by giving to each participant a travel budget of 1,000.00 euro per meeting.

In more detail, the following travels have been foreseen, so far, for calculating the travel costs:

- ☐ **Project meetings:** technical and management meetings where all participants will be present, and where technical issues as well as management issues will be discussed.
- ☐ **Technical meetings:** meetings needed among two or more partners collaborating on the same tasks. These Project meetings will form a significant venue for inter WP discussions, and will make provision for specific subsets of WP managers to meet outside the main workshop on request, e.g. for inter- and intra-WP decision-making purposes.
- ☐ **Dissemination meetings:** participation to international conferences/workshops to present OurIdentity results, and for attendance to the OurIdentity workshops.

The total costs for consumables amount to **142,971** euro

The consumables for OurIdentity project refer to survey costs, buildings analyses, preparation of audio-visual documents, etc.

A total of € **67,000** has been included for the purchase of durable equipment by the project partners. The equipment costs were calculated on depreciation basis, considering the duration of usage of the equipment within the project.

4 – Members of the Consortium

4.1 – Participants

Participant No. 1

UNINA University of Naples (Federico II)

- *A description of the legal entity and its main tasks, with an explanation of how its profile matches the tasks in the proposal;*

The Interdepartmental Research Centre in urban planning “A.Calza Bini” is included in the Statute of University of Napoli Federico II since 1946.

Its goal is to produce new knowledge/researches about the System City- Territory able to allow implementation of sustainable development strategies.

Calza Bini Research Center has improved in the last years its relationships in particular with: UN-HABITAT (Nairobi), Global Urban Development (Washington), World Bank (Washington), UNESCO (Paris), ICOMOS (Paris), ICLEI (Freiburg), through the synergies with the *Laboratory on Creative and Sustainable City* which is included in the Centre (see creativecitylab.org). It is official Partner of UN-HABITAT. The laboratory has been recognized as the coordinator of a HUB of Academic researchers about urban regeneration and port cities by UN- HABITAT Universities

The Centre has been identified as lead partner of the "Our Identity" project, on the basis of its consolidated experience in managing international research projects (see specific section below) and the network of international relationships built over the years.

- *A curriculum vitae or description of the profile of the persons, including their gender, who will be primarily responsible for carrying out the proposed research and/or innovation activities;*

The activities of this project will be coordinated by the **Director Luigi Fusco Girard**, assisted by Associate Professors (4), researchers (4) and other and other researchers with specific skills required for the research activities operating in the structure of Calza Bini Centre.

Members of Calza Bini will produce the scientific researches for Work Package 3. They will coordinate activities (Working package 1) and produce scientific material for events and interventions, will prepare for events and conferences and draw up the papers and documents to be distributed (Working package 5).

Prof Luigi Fusco Girard (male) – architect, full Professor; Full professor in Estimating, Faculty of Architecture, Reggio Calabria University from 1976; Full Professor in Estimating, Faculty of Architecture, Univ. Federico II of Naples from 1978; Head of Interdepartmental Research Centre in urban planning “A.Calza Bini”, Univ. Federico II of Naples, from 2009; Head of Department of Conservation of architectural and environmental heritage, Faculty of Architecture, Univ. Federico II of Naples, 1985-1988; Professor of Urban and Regional Economics, Faculty of Architecture, Univ. Federico II of Naples from 1988; Coordinator of the Ph.D. Programme Evaluation methods for the integrated conservation of architectural, urban and environmental heritage, Univ. Federico II of Naples from 1992; Professor of Cultural Heritage Economics, Specialization School in Maintenance and Building Urban Management, Univ. Federico II of Naples, from 1997 to 2001; Professor of Economics and Environmental Assessment, Faculty of Architecture, Univ. Federico II of Naples from 1997; professor of Economic Techniques for Cultural Heritage, Specialization School in Restoration of Monuments, Univ. Federico II of Naples from 1998; professor of Integrated environmental assessments for sustainable development, Faculty of Engineering, Univ.

Federico II of Naples from 2002 to 2007; Head of Specialization School in Restoration of Monuments, Univ. Federico II of Naples from 1999 to 2005; Head of Department of Conservation of architectural and environmental heritage, Univ. Federico II of Naples from 1999 to 2005; Member of Polo Council, Polo of Science and Technology, Univ. Federico II of Naples from 2003 to 2008; Coordinator of Ph.D. School of Architecture, Univ. Federico II of Naples from 2004; Member of Administration Council of Regional Transport Competence Centre on behalf of Univ. Federico II of Naples from 2005; Head of Specialization Course in Sustainable planning and design of the port areas, Univ. Federico II of Naples from 2006; President of the II Level Degree Course in Architecture and the City. Evaluation and Design, Univ. Federico II of Naples from 2008. Actually is Director of International Laboratory on Creative and Sustainable City, recognized by

Participation to associations, studies centres and research centres

1. President of the International Scientific Committee for Economics of Conservation, International Council of Monuments and Sites (ICOMOS), Paris.
2. Member of the GUD Board of Directors, The Prague Institute for Global Urban Development, Barcelona, Peking, London, Prague, Singapore, Sydney, Washington D.C. and co-chair of the research programme “Celebrating our Urban Heritage”.
3. Member of the Best Practices Steering Committee, United Nations Centre for Human Settlements (UN-Habitat), Nairobi.
4. Adjunct professor and Teaching Staff member of the Master in Economic Assessment Methods of Public and Cultural Heritage, Politehnika of Nova Gorica, Slovenia.
5. Teaching Staff Member of the International Ph.D Program Programa de Gestión y Valoración Urbana, Universitat Politècnica de Catalunya, Barcellona.
6. Thematic Expert in Urban Regeneration, Cultural Activities, Integrated Approach, URBACT Programme 2002-2006, URBAN II Community Initiative.
7. Member of the Italian Committee of International Council of Monuments and Sites (ICOMOS), Rome.
8. Vice-President of the National Council of the Centro Nazionale di Estimo e di Economia Territoriale (Ce.S.E.T.), Florence.
9. Teaching Staff Member of the Master En Medi Ambient Urbà I Sostenibilitat (MAUS), CPSV, Centre de Política de Sol i Valoracions, Universitat Politècnica de Catalunya, Barcelona.
10. Member of the International Association of Cultural Economics, Venice.

Participation to scientific review committee

1. Scientific Committee member of Aestimum, Florence.
2. Scientific Committee member of Scienze Regionali - Italian Journal of Regional Science, Milan.
3. Scientific Committee member of SIEV (Italian Society of Appraisal and Assessment), Padua.
4. Scientific Committee member of web-journal ACE-Architecture, City and Environment/Arquitectura, Ciudad y Entorno), Universidad Politècnica de Cataluña, Barcelona.
5. Scientific Committee member of Global Urban Development Magazine, Washington D.C.
6. Director of BDC - Bulletin of the Calza Bini Centre, Univ. of Naples Federico II, Naples.

• ***A list of up to 5 relevant publications, and/or products, services (including widely-used datasets or software), or other achievements relevant to the call content;***

1. Fusco Girard L.(2014), Regenerative City and Wealth Creation/Conservation: the Role of Urban Planning, International Journal Global Environment al Issues (IJG Environment), vol.13, n 2/3/4, p 118-140.

2. Fusco Girard L.(2014), Creative Initiatives in Small Cities Management: the Landscape as an Engine for Local development, in Built Environment, ISSN 0263-7960, vol.40, n.4, 475-496.
 3. Fusco Girard L. (2013). Toward a Smart Sustainable Development of Port Areas: the Role of “Historic Urban Landscape”. Special Issue: Port Cities and Port Areas as Hotspots of Development. Sustainability Journal. ISSN 2071-1050.
 4. Fusco Girard L. (2013). Space, cityscape and wealth creation/maintenance/management: the role of urban planning. Special Issue: Cities as Wealth Creation. International Journal of Sustainable Development.
 5. Fusco Girard L., Baycan T., Nijkamp P. (2011). Creative And Sustainable Cities: A New Perspective. In: Fusco Girard L., Baycan T., Nijkamp P.. Sustainable City And Creativity. Promoting Creative Urban Initiatives. P. 3-12, Aldershot: Ashgate, Isbn: 9781409420019.
- ***A list of up to 5 relevant previous projects or activities, connected to the subject of this proposal;***
 1. European Union - Creative Europe sub programme (2015): *Culture Ephemeral Heritage of European Carnival Rituals*
 2. Ministero dell'Istruzione, dell'Università e della Ricerca -Dipartimento per l'Università, l'Alta Formazione Artistica, e per la Ricerca- Direzione Generale per il Coordinamento e lo Sviluppo della Ricerca - PROGRAMMI DI RICERCA SCIENTIFICA DI RILEVANTE INTERESSE NAZIONALE (2010-2011) - *Defending landscape between conservation and transformation. Economics and beauty for sustainable development.*
 3. Joint Research Project Proposal of The Scientific and Technological Research Council of Turkey (TÜBİTAK) and National Research Council of Italy (CNR), 2010: *Slow Cities: An Alternative Urban Development Strategy.*
 4. UrbAct Programme 2006-2007, Municipality of Naples, Council Department of Urban Policies, V Central Direction, Infrastructures UrbAct Project Unit, National and International Networks: *Progetto SUDEST - Sustainable Development of Sea Towns, Management Instruments and Decision Making System.*
 5. FP6-2005-IST-5: *European Project Integrated e-Services for Advanced Access to Heritage in Cultural Tourist Destinations (ISAAC)*, Sixth Framework Programme, Priority 2, Information Society Technologies (<http://www.isaac-project.eu/>)

Other Staff members of UNINA

Prof. Maria Cerreta (female) – is architect and associate professor in Economics and Environmental Assessment at University of Naples Federico II; Ph.D. in Evaluation Methods for the Integrated Conservation of Architectural, Urban and Environmental Heritage, University of Naples Federico II. She carried out research activity at the Joint Research Centre of ISPRA (Varese) (1998) and at the Institute d’Urbanisme de Paris, Université Paris XII-Val De Marne di Créteil (1999). She is reviewer for many international journals and co-editor in chief of BDC – Open Journal of University of Naples Federico II. Component of several research projects and senior researcher in relevant European research projects, as: EP Leonardo da Vinci 2000-2006, Development of Competencies and Skills in Local Agenda 21 Process; FP5 Key Action 4-City of Tomorrow and Cultural Heritage, Science Research and Development 2001-2003 - Urban Catalysts, Strategies for Temporary Uses. Potential for Development of Urban Residual Areas in European Metropolises; EP Innovation and SME Programme 2003-2006, Network for Enhancing Innovation in Regenerating Old Industrial Facilities, REGENTIF. She has been responsible for a F.A.R.O. research program (2012-2014) aiming at developing a Living Lab in the National Park of Cilento, Vallo di Diano and Alburni, in Campania Region. Expert in Multi-Criteria Analysis; Multi-Group Analysis; Geographic Information System (GIS); Multi-Criteria Mapping.

Selected Publications

1. Cerreta M., Diappi L. (Eds. Of the Special Issue) (2014), "Adaptive Evaluation in Complex Contexts", *Italian Journal of Regional Science*, vol. 13 – Supl. n. 1/2014.
2. Cerreta M., Poli G. (2013), "A Complex Values Map of Marginal Urban Landscapes: An Experiment in Naples" (Italy), *International Journal of Agricultural and Environmental Information Systems*, vol. 4, n.3, pp. 41-62.
3. Cerreta M., De Toro P. (2012), "Urbanization Suitability Maps: A Dynamics Spatial Decision Support System for Sustainable Land Use", *Earth System Dynamics*, vol. 3, n. 2, pp. 157-171.
4. Cerreta M., De Toro P. (2012), "Integrated Spatial Assessment (ISA): A Multi-Methodological Approach for Planning Choices", in Burian J. (ed), *Advances in Spatial Planning*, InTech, Rijeka, pp. 32-77.
5. Cerreta M., Concilio G., Monno V. (Eds) (2010) *Making Strategies in Spatial Planning. Knowledge and Values*, Springer, Dordrecht.

Selected Projects

- "Cilento Labscape: an integrated model for the activation of a Living Lab in the National Park of Cilento, Vallo di Diano and Alburni", F.A.R.O. program, Department of Architecture (DiARC), University of Naples Federico II

Prof. Teresa Colletta (female) –Architect, Associate professor of Urban History at University of Naples Federico II. Vice-President of the Executive of ICOMOS; scientific Committee of CIVVIH; President of Mediterranean Sub-Committee of CIVVIH.

EDUCATION AND DIPLOMA(S) - 1964 Maturita classic; 1971 Degree in Architecture, Naples University; 1974 Specialist degree, Post-Graduate Specialization School on "Restoration of Monuments and Urban historical centres" Naples University "Federico II"

OTHER CULTURAL AND SCIENTIFIC ACTIVITIES - She is member of ICOMOS since 1978 and General Secretary of ICOMOS Italy (2001-2011); -Since 1998 has been correspondent for the "Evaluation Report", Expertise for the Inscription in the UNESCO - "W.H.L", "Harbour Fortifications of Malta" (1999), "Old Town of Corfu".(2006); and for the Comments and Observations, "Desk work", concerning the "outstanding universal value" for the Nomination of Turda (Hungarian), Marvão in Portugal, Corfu historical center (2002), Syracuse and the Rocky Necropolis of Pantalica(Italy) (2004) and for the Nomination of Alanya (Turkey) (2010) for the ICOMOS Executive Bureau,Paris; 2010-2011 collaboration in the group for scientific collaboration for the Management Plan of the Historical Centre of Naples as ICOMOSmember

RESEARCH AND PUBLICATIONS - *Research Projects as responsible coordinator*: Research studies carried out with manifold topics (C.N.R. funds 1979 and 1990-92 and MURST National Programs (60% 1981-82) (40% 1990-92, 1994-96) and **PRIN National** (Responsible **2000-2002**; Responsible **2008-2010**); European Creativity (2014-2015); characterized by a unitary approach to town-planning history and a constant urban conservation outlook. She has attended numerous national and international Congresses (since the 1973) and Lectures in European Universities and she has produced more than one hundred and fifty publications: the most significant : **Cracovia ed il turismo culturale in Polonia** (Kracow and Cultural tourism in Poland) (1980); **Piazzeforti di Napoli e Sicilia** (Fortresses cities of Naples and Sicily)((1981); **Atlanti di città del Cinquecento**(Atlas of Renaissance Cities) (1984); **Napoli. La cartografia pre-catastale** (Naples . The pre-cadastral cartography)(1985); **La struttura antica del territorio di Sessa Aurunca. Il Ponte Ronaco e le vie per Suessa** (Editor) (The Roman territorial structure of Sessa Aurunca and the Roman Ronaco bridge) (1989); **Capri. Atlante storico delle città italiane**(Italian and English) (Capri. The Atlas of Italian Historical cities) (1990); **The historical centres and the seismic risk. The Naples's case**, (in collaboration)(1996); **Le cinte murarie urbane della Campania** (The urban enceintes of Campania Region)(1996); **Capua nuova e Capua Antica. Ritratti di città Multimediali**, CD ROM (Portraits of Multimedial Cities)(in Italian and English)(Editor) (2000); **Naples and Amalfi, city-port in the IX-XIIth Centuries** (2002); **Napoli città portuale e mercantile. La città bassa il porto ed il mercato dall'VIII al XVII secolo**, (Naples port and market town . The Harbour and the market 8th-17th centuries)Roma,Kappa Edizioni, 2006; **I punti**

di vista e le vedute di città (The points of view and the urban iconographies) (editor in collaboration with U.Soragni, 2 voll.)(2010); **Città portuali del Mediterraneo. I luoghi dello scambio commerciale e le colonie dei mercanti stranieri nel Medioevo e in Et  moderna**(editor) (The Mediterranean port towns.The market places and the mercantile foreign's colonies in the Medieval –Modern ages)(2012); **Citt  storiche e turismo culturale. Citt  d'arte o citt  di cultura?Marketing urbano o turismo di cultura?**(Historical Towns and cultural tourism. Towns of the Arts or Cultural Towns? Urban marketing or Cultural Tourism?) (2013). **The role of integrated urban conservation of historical cities** (2013)

Selected Publications

1. T.COLLETTA , Le piazze seicentesche a Napoli e l'iniziativa degli Ordini religiosi, in "Storia della citt ",nn.54-56,1993,pp.103-116.
2. T.COLLETTA, Piazza Plebiscito a Napoli, in Piazze storiche dal Medioevo al Novecento a cura di E.Guidoni , Roma, Kappa Edizioni 2006, pp.237-259,tav.col.,p.135. ISBN 88-7890-653-0
3. T.COLLETTA, Piazza Grande a Palmanova (in collaborazione con F.SCATTOLIN) in Piazze storiche dal Medioevo al Novecento a cura di E.Guidoni , Roma, Kappa Edizioni 2006, pp.137-155, tavv.col. p.128. ISBN 88-7890-653-0
4. T. COLLETTA, La storia dell'urbanistica e la storia delle piazze. Le piazze di mercato: il caso di Atripalda, in L.MORRICA (a cura di) Conservazione integrata del patrimonio architettonico, urbano ed ambientale,(Il Corso MASTER di Atripalda ,2006) Napoli, Giannini ,2009, pp.77-86 ISBN 978-88-4971-982

Prof. Giuliana Di Fiore (female) – Associate Professor of Administrative Law and Environment Law (IUS10), in Law Faculty “Federico II” di Napoli.

from 1997 to 2004 - Researcher of Administrative Law), in Law Faculty “Federico II” di Napoli; from 1993 to 1997 - High School Teacher Law and Economics subject Ministry of University

EDUCATION AND TRAINING – 1994 - Specialization in Administrative Law and Administration Sciences University of Naples Federico II; 1993 - Qualification to legal disciplines and economics, Licensed to practice law; 1984 - Degree in Law University of Naples " Federico II " vote with 110 lode / 110

ORGANIZATIONAL SKILLS AND COMPETENCES - Councillor environment of the Province Of Naples from 2004 to 2009; Coordinator of the PhD in " Preservation and management of natural resources for sustainable development " activated by the AA 2006/2007 at the University " Federico II " of Naples; Head of Local Unit of Research " Good administration Community interaction for the good conduct and impartiality of public administration : the projection of the public interest in the European constitutional dimension " within the Research Project of National Interest (MIUR-COFIN - PRIN 2004) on " the transformation of the notion of public interest in the Community and the European dimension and their reflections on some of the main institutions of Administrative Law; Professor of Accounting of State in Law University of Naples " Federico II " from 2011 to 2013; Member of the Scientific Committee del “laboratory of research on: “Cities , creativity, sustainability” Department of Conservation of Architectural and Environmental University " Federico II " of Naples; Member of the University Centre for Research in Bioethics (CIRB); Member of the Centre for Research in Urban Planning "Alberto Calza Bini"; Scientific Coordinator of the cycle of seminars on " Environment and Legality Law University of Naples " Federico II " 2010 /2011; Professor of “Legislation of Cultural Heritage " in the degree course in " Architecture and cities . Evaluation and project " at the Faculty of Architecture of the University Federico II of Napoli nell'A.A. 2009-2010; Professor of the course " Cultural Heritage Legislation " of the School of Specialization in " Architectural Heritage and Landscape " , at the Faculty of Architecture of the University Federico II of Naples ,from 2009 to 2013; Professor of " Planning law " of the Master 's Degree in " Planning and sustainable design of port areas " , at the Faculty of Architecture of the University Federico II of Naples , AA 2009-2010 today; Professor of " Environmental Law " of the Master 's Degree in " Environmental Law " , at the Faculty of Law of the University of Palermo by the AA 2009-2010 today.

Author of 4 monographs and 24 scientific publications :

1. Monograph: "Servizi pubblici locali a rilevanza ambientale La governance dei rifiuti" ed. Editoriale Scientifica, Napoli, 2012,
2. Monograph: "Autorità di garanzia ed interessi tutelati nelle comunicazioni integrate" ed. Editoriale Scientifica, Napoli, Aprile, 2002,
3. Monograph: "La sussidiarietà: suggestioni di un principio", ed. AGE Napoli, 1999;
4. Monograph: "La struttura statale in ambito locale" ed. AGE Napoli, 1996;
5. Cultural heritage, sustainable tourism and economic development: a proposal for Southern Italy. In: L. FUSCO GIRARD. Cultural Tourism and Sustainable Local Development. p. 81-94, Gower: Ashgate Publishing, 2009 .

Prof. Rosa Anna Genovese (female) – Full Associate Professor of *Restoration* for the University of Studies of Naples "Federico II": for the Department of Architecture; for the School of Specialization in *Architectural and Landscape Heritage*; for the Doctorate course in *Methods of assessment in integrated Conservation of Architectural, Urban and Environmental Heritage*, and for the Masters in *Sustainable Planning and projects for port areas*.

Architect, specialized in Architectural and Urban Restoration, her cultural training took place, uninterruptedly, at the School of prof. Roberto Di Stefano, of whom she was the assistant at the University of Studies "Federico II" of Naples, from 1975 to 2001, a period during which she acquired a solid knowledge of theory and practice of conservation and restoration of architectural and environmental heritage.

She coordinated research, didactic and cultural activities of the School of Specialisation in Monument Restoration of Naples from 1976 to 2005.

She was the professor (1991-2004) of the degree course in *Conservation of Cultural Heritage* at the University of Studies of Naples "Suor Orsola Benincasa".

She was the professor of the Doctorate Course "*Sciences and materials of Cultural Heritage*", organised by the European Centre for Cultural Heritage, the University of Paris XII and the University Jean Monnet of Saint – Etienne on the theme "*The 'new' Cultural Heritages. Analysis, conservation, valorisation*" (Ravello, Villa Rufolo, 20 – 25/10/2003).

Executive, Advisory Roles within ICOMOS and UNESCO, Memberships

Member of ICOMOS since 1977. She held roles of responsibility in *ICOMOS International* as Assistant of Roberto Di Stefano in his last years as President (1987-1990).

Vice President of the *COPAM* (Coopération pour le Patrimoine Architectural Méditerranéen) of ICOMOS from 1987 to 1990. Member of the International Executive Committee of ICOMOS for the triennia 1999/2002 and 2002/2005. She has extensive knowledge of the *World Heritage Convention* and of the related Guidelines that she acquired in the *Panels*, conducted from 1999 to 2005, in which she took part as a Member of the Executive Committee for the evaluation of proposals for the inscription of material and nonmaterial cultural properties onto the UNESCO World Heritage List. Member of "ICOMOS Academy" since 2009. Expert Member of the International Scientific Committees of ICOMOS "*Theory and Philosophy of Conservation and Restoration of Cultural Property*" (TheoPhilos). Vice Co-Chair of the ICOMOS Scientific Symposium "Heritage and Landscape as Human Values"(2014). She lectured at the ADCOM, which took place in San Jose, Costa Rica (7-11/10/2013), on the five themes of the International Scientific Symposium *Heritage and Landscape as Human Values* that was held in occasion of the 18th General Assembly of ICOMOS (Florence, Italy, 10-14 November 2014).

At National level she was Director of the Secretariat of the Italian ICOMOS Committee (1978/1981) and Secretary General of the Italian ICOMOS Committee (from 1981 to 2007). Member of the Executive Board and Coordinator of the Scientific Committees of the Italian ICOMOS Committee (2010/2013 and 2013/2016). She prepared and held reports on the

scientific and cultural activity developed by the Italian Committee in the following ICOMOS Advisory Committees: (Paris, 9-10/11/2000; 2001; Seville, 28/11/2002; Victoria Falls, 27/10/2003; Paris, 16-20/01/2004; Bergen / Norway, 6-7/09/2004; Paris, 7-8/02/2005; La Valletta, Malta, 5-10/10/2009).

Selected Publications

1. *Le Patrimoine intangible et les Itinéraires culturels dans un contexte uninersel. Itinéraires culturels dans le Mezzogiorno d'Italie* in “El Patrimonio intangible y otras aspectos relativos a los Itinerarios Culturales”, Proceedings of the Congress of the ICOMOS International Scientific Committee on Cultural Routes (CIIC), Pamplona, Spain, 2002, pp.161-169.
2. *The Route of coral. A Cultural Itinerary from Mediterranean to Asia, India and America* in “World Heritage International Exchange Symposium 2009 in Ise”, ICOMOS International Scientific Committee on Cultural Routes (CIIC), Japan, November 2010, pp. 53-61.
3. *Pilgrimage Cultural Routes: The Cammini di San Michele*. In P. Chaudhary (edited), “Heritage and Cultural Routes: An Anthology”, Shubi Publications, Gurgoan, India, 2012, pp. 239-264.
4. *The protection of cultural routes and the Historic Path of Coral from Mediterranean to Africa, Yemen and Asia*. In: V.F.Salinas (edited), “Landscape as context and substantive element of cultural routes, of historic towns they pass through and of traditional paths of communication”, Comité Científico Internacional de Itinerarios Culturales de ICOMOS, Madrid, Spain, 2013, pp. 147-162.
5. *Landscapes as significant element in European Pilgrimage Cultural Routes*. In: V. F. Salinas (edited), “Landscape as context and substantive element of cultural routes, of historic towns they pass through and of traditional paths of communication. Comité Científico Internacional de Itinerarios Culturales de ICOMOS, Madrid, Spain, 2013, pp. 129-146.

Selected Projects

Member of the PON research group for the STRESS-METROPOLIS project (Integrated and Sustainable Methodologies and Technologies for the Adaptability and Safety of Urban Systems), 2013/2015, of the European Union, the Ministry of University and Research, Ministry of Economy and Development, Department of Architecture of the University of Studies “Federico II” of Naples. Member of the Research Group for the F.A.R.O. Project, (2012/2014), Department of Architecture of the University of Studies “Federico II” of Naples, former Science and Technology Hub, on the 7 theme “ ‘*Cilento Landscape*’. *An integrated model for the establishment of a Living Lab in the National Park of Cilento and Vallo di Diano*”. Member of the Research Group for the F.A.R.O. Project, (2012/2014), Department of Architecture of the University of Studies “Federico II” of Naples, former Science and Technology Hub, on the theme “ *Accessible Pompeii. Guidelines for a more ample enjoyment of the archaeological site*”. In 2011 and 2012 she conducted specific research activities on: “*Knowledge in restoration projects*”, “*Specific orientations for conservative restoration*” and “*Guidelines for executive restoration projects*”, in accordance with the objectives of the Convention established between the Ministry of Justice and the Specialisation School of Architecture and Landscape, of the University of Studies “Federico II” of Naples, for the elaboration of the “*Master Plan for the restoration and enhancement of Castel Capuano in Naples*”. Member of the Historic-Urban Research Group, PRIN 2007/2009 (financed by MIUR), “*Atlas of the cities founded in the South of Italy from the late Middle Ages to the Twentieth Century*”, University of Studies “Federico II” of Naples and University of Studies of Palermo. Scientific coordinator of research concerning the

“Documentation of Cultural Heritage” and the contribution of analysis and survey techniques, both traditional and innovative, to knowledge of architectural, archaeological and environmental heritage, for conservation and restoration projects. The results found were the object of papers prepared for Annual National Congresses on *“Cultural Heritage and innovative techniques for conservation and restoration”* and were published, in 2008, 2011 and 2013, in printed volumes (of which she is the author) with contributions from the University of Studies “Federico II” of Naples, the Politecnico of Milan, Politecnico of Turin, the Italian ICOMOS Committee, The Consorzio Ferrara Ricerche, Leica Geosystems, Hexagon Geosystems.

Prof. Pasquale De Toro (male) – June 1995: Degree with honours in Architecture at the “Federico II” University of Naples, discussing a thesis in the field of Appraisal and Professional Practice entitled *“Sustainable Development and Urban Planning: The Saaty Evaluation Method (AHP) and its Implementation”*.

- April 1999: Ph.D. in “Evaluation Methods for Integrated Conservation of Architectural, Urban and Environmental Heritage” at the “Federico II” University of Naples, discussing a thesis entitled *“Natural Protected Areas Preservation: Conservation and Evaluation Strategies”*.
- Ph.D. course (November 1995 – October 1998): activity research also abroad at the Centre for Social and Economic Research on the Global Environment (GSERGE) of the University of East Anglia (Norwich, United Kingdom) and at the Institute for Ecological Economics (IEE) of the University of Maryland (Solomons, MD, United States of America).
- September 1999: scholarship award by European Commission (Environment and Climate Programme) for participating to the all’Advanced Study Course on *“Decision Tools and Processes for Integrated Environmental Assessment”*, Departament d’Economia i d’Història Econòmica, Universitat Autònoma de Barcelona (Spain).
- January 2000 – October 2004: contract researcher at the Department of Conservation of Architectural and Environmental Assets of the “Federico II” University of Naples, in particular dealing with support decision methods and tools in the fields of architecture, urban planning and environment.
- Since November 2005: University Researcher in Appraisal (Italian Discipline Code: ICAR/22) at the “Federico II” University of Naples.
- Since Academic Year 2005/2006: aggregate professor at Degree Courses and Master Degree Courses at the “Federico II” University of Naples.
- Academic Years 2006/2007 – 2009/2010: member of the Ph.D. board in *“Natural Resources Safeguard and Management for a Sustainable Development”* at the “Federico II” University of Naples.
- Since Academic Years 2010/2011: member of the Ph.D. board in *“Evaluation Methods for Integrated Conservation, Recovery, Maintenance and Management of Architectural, Urban and Environmental Heritage”* at the “Federico II” University of Naples.
- November 2008 – December 2012: member of the Board of the Pole of Sciences and Technologies at the “Federico II” University of Naples.
- Since January 2013: member of the Executive Board of the Department of Architecture at the “Federico II” University of Naples.
- Since July 2013: member of the Board of the Polytechnic School and of Basic Sciences at the “Federico II” University of Naples.
- September 2009 – July 2013: member of the Association of Architects of the Province of Benevento.
- Moreover, Associate at the Italian Study Centre of Appraisal and Territorial Economics (Ce.S.E.T.), at the Italian Society of Appraisal and Valuation (SIEV), at the Italian Association of Environmental Analysts (AAA) and at the Italian Institute of Urban Planning (INU). Actually, member of the Directorate and Secretary of INU – Campania Region.

Selected Publications

1. Colombo L., De Toro P. (2014), "Ecologically Oriented Urban Architectural Requalification. Three Case Studies", CSE Journal – City, Safety, Energy, vol. 1, n 1, pp. 13-37.
2. De Toro P., Buonocore C., Franciosa A. (2012), "A Bottom-up Approach to Urban Waterfront Regeneration: A Proposal for the City of Portici", BDC – Bollettino del Dipartimento di Conservazione dei beni architettonici ed ambientali, vol. 12, n. 1, pp. 318-327.
3. Biggiero L., De Toro P., Carfora D. (2009), "Integrated Assessment for Mobility Management: An Application of AHP Multicriteria Method for the Traffic Urban Plan of Battipaglia (Italy)", BDC – Bollettino del Dipartimento di Conservazione dei beni architettonici ed ambientali, vol. 9, n. 1, pp. 970-979.
4. De Toro P. (2007), "Ecological Conversion and People Participation at Local Community", in Dyk W. (ed.), *Sozologia Systemowa. Tom II: Antroposfera*, University of Zzczecin, Poland, pp. 95-114.
5. De Montis A., De Toro P., Droste-Franke B., Omann I., Stagl S. (2004), "Assessing the Quality of Different MCDA Methods", in Getzner M., Spash C., Stagl S. (eds), *Alternatives for Environmental Valuation*, Routledge, Abingdon, UK, pp. 99-133.

Selected Projects

1. Unità di Ricerca locale del Progetto STRESS (Sviluppo Tecnologie e Ricerca per l'Edilizia Sismicamente Sicura ed eco-Sostenibile), SMARTCASE – Soluzioni INNOVATIVE Multifunzionali per l'ottimizzazione dei Consumi di energia primaria e della vivibilità indoor del Sistema Edilizio. Unità locale: Dipartimento di Architettura dell'Università di Napoli Federico II. Durata: 36 mesi. In corso.
2. Unità di Ricerca locale del PRIN 2010-2011, La difesa del paesaggio tra conservazione e trasformazione. Economia e bellezza per uno sviluppo sostenibile, con responsabile scientifico il prof. Luigi Fusco Girard, nell'ambito del progetto nazionale coordinato dal prof. Carlo Truppi (Università di Catania). Durata: 36 mesi. Termine della ricerca: dicembre 2015.
3. Unità di Ricerca locale del PRIN 2003, Amministrare i beni pubblici: valutazioni e scelte sostenibili, con responsabile scientifico il prof. Luigi Fusco Girard, nell'ambito del progetto nazionale coordinato dal prof. Saverio Miccoli (Università "La Sapienza" di Roma). Durata: 24 mesi. Termine della ricerca: dicembre 2005.
4. Unità di Ricerca locale del PRIN 2001, I sistemi elettrici di potenza e i sistemi di trasporto nell'ambito della programmazione territoriale per lo sviluppo sostenibile, con responsabile scientifico il prof. Luigi Fusco Girard, nell'ambito del progetto nazionale coordinato dal prof. Francesco Gagliardi (Università di Napoli Federico II). Durata: 24 mesi. Termine della ricerca: dicembre 2004.
5. Progetto Europeo Leonardo da Vinci 2000-2006: Development of Competencies and Skills in Local Agenda 21 Process, con responsabile scientifico il prof. Luigi Fusco Girard. Piano d'azione comunitario: I/01/B/F/PP-120592. Piano biennale con partner: Fondazione Istituto per il Lavoro (Coordinatore del progetto, Bologna); APAT – Dipartimento Strategie Integrate, Promozione e Comunicazione (Roma); Centre for Environment and Sustainability at the University of Gotemborg; Centro de Política de Suelo y Valoraciones – Universitat Politècnica de Barcelona; Fondazione Lanza (Padova); Istituto Ricerche Economiche e Sociali (Torino); Laboratorio delle Idee (Ancona); Katholische Universität Eichstätt-Ingolstadt; Wuppertal Institute for Climate, Environment and Energy; Dipartimento di Conservazione dei beni architettonici ed ambientali dell'Università di Napoli Federico II. Durata: 24 mesi. Termine della ricerca: dicembre 2003.

Arch. Gianluigi De Martino (male) – PHD Heritage Conservation Researcher.

1998 Graduate cum laude in Architecture at "Federico II" University of Naples; 1999 Winner of scholarship for class attendance of PhD in 'Conservation of heritage' (XIV cycle) at the Politecnico di Milano; 2003 he achieves a Ph.D. in 'Heritage Conservation' at the Politecnico di Milano, with a thesis entitled "Ruins: theoretical and methodological aspects." Since 2005 he is a researcher and adjunct professor at University "Federico II" of Naples. Since 2013 he has joined the interdepartmental center "A. Calza Bini" (Director prof. L. Fusco Girard). Since 2010 he teaches Consolidation at the School of Specialization in Architectural Heritage and Landscape of the

University "Federico II" of Naples. In February 2000 attended at "6th intensive course of archeology and history of the material culture", coordinated by prof. Tiziano Mannoni, at the Faculty of Architecture of the University of Genoa. In 2004 - participate in the feasibility study conducted as part of an agreement between the Department of History and Restoration of the University of Naples' Federico II "and CIRA (Centro Italiano Ricerche Aerospaziali s.p.a.): "Feasibility study technical for the restoration and enhancement of the building including the Castle of Carlo V, in Capua"; - Participate in the feasibility study conducted under an agreement between the IUAV STUDIES & PROJECTS-ISP s.r.l. And the Province of Benevento: "Feasibility study technical-scientific identification of a program for functional restoration for the city of Apice. Participates in the 2009 feasibility study conducted under an agreement between the Department of History of Architecture and Restoration of the University of Naples "Federico II" and the town of Sorrento (NA) "Feasibility Study for the restoration, conservation and enhancement of Crapolla in the Sorrento Peninsula. " Join the 2011 Convention between the Directorate General for the management and maintenance of Judiciary offices and buildings of Naples and the Department of History of Architecture and Restoration, University of Naples "Federico II" having as its object the development of "applied research aimed at the development of a master plan as a feasibility study for the redevelopment of the whole complex of Castel Capuano, respectful of the targets set by the Ministry of Justice and the preliminary executive plans of the different functional sections." From 2006 - is part of the group of referee of the "International journal on Architectural Heritage: Conservation, Restoration and Analysis"

Selected Publications

1. 2013 "Conservation and fruition of Pompeii archaeological site. Accessibility issues in Regions I and II" in G. Biscontin, G. Driussi (a cura di) "Conservazione e valorizzazione dei siti archeologici. Approcci scientifici e problemi di metodo" ISBN 978-88-9540-917-7, Arcadia Ricerche, Venezia.
2. 2014 "Il sistema delle fortificazioni e le "porte" del sito archeologico" in R. Picone (ed.) "Pompei accessibile. Per una fruizione ampliata del sito archeologico" ISBN 9788891306722. L'Erma di Bretschneider, Roma.
3. 2014 "Gli accessi meridionali e Porta Stabia" in R. Picone (ed.) "Pompei accessibile. Per una fruizione ampliata del sito archeologico" ISBN 9788891306722. L'Erma di Bretschneider, Roma.
4. 2014 "The archaeological evidence of the Sorrento Peninsula and Crapolla" in V. Russo (ed.) "Landscape as Architecture. Identity and conservation of Crapolla cultural site" ISBN 9788840400426, Nardini Editore, Firenze.
5. In press "Influence of short segments in the trabeation with opposing inclined edges on the seismic vulnerability of the marble blocks colonnade in the archaeological site of Pompeii" in "International Journal Of Architectural Heritage". ISSN 1558-3058.

Selected Projects

PRIN 2002 on vaults and structures (Head of research program Prof. Arch. Stella Casiello);
 PRIN 2003 on volcanic materials in historical architecture of Campania (Head of research program Prof. Maurizio De Gennaro);
 PRIN 2008 "Atlas of the newly founded cities in Southern Italy from the late Middle Ages to the twentieth century" (Head of research program Prof. Aldo Casamento).
 FARO 2010 "Pompei accessible. Guidelines for an expanded use of the archaeological site "(Head of research program Prof. Renata Picone).
 FARO 2012 "Cilento LabScape. An integrated model for the activation of a Living Lab in the National Park of Cilento and Vallo di Diano "(Head of research program Prof. Maria Cerreta).

Arch. Antonio Acierno (male) – 2002 - Phd in *Rationality and Operational efficiency of Urban Planning in Environmental Field*; 1994 - Master in University Federico II of Naples; 1994 - Attending of the Mphil in Urban Planning at the Bartlett School – UCL London; 1990 - Graduated in Architecture, 110 e lode (full grades and honor), University Federico II of Naples.

Current position: Since 2006 - Assistant Professor and Researcher in *Urban Planning* at the Department of Architecture of University of Naples "Federico II".

International and National Fellowships: Member of ICA (International Cpted Association) from 1999; Member of INU (National Urban Planning Institute); Member of SIU (Società Italiana degli Urbanisti)

Academic Teaching - Curricular courses: Professor of "Urban Planning" and "Urban Design" in Post Degree Courses "Architecture 5UE" and "MaPA (Magistrale in Progettazione Architettonica)"; Professor in the post-graduate courses in " Urban Planning and Design", "Town Planning", "Sustainable Planning and Design in Port Areas" - PhD programs: Since 2008 - Member of PhD Scientific Board in " *Metodi di valutazione per la conservazione integrata, recupero, manutenzione e gestione del patrimonio architettonico, urbano ed ambientale*"

Research activities: He participated to many academic groups developing scientific research programmes, advisory activities, seminars, invited lectures and conferences. Since 2011 Editor in chief of international journal of urban planning TRIA.

Selected recent relevant projects:

1. 2012-2014 International research "*BESECURE - Best practices Enhancers for Security in Urban Environments*" in collaboration with CNR (National Research Center) cod. id. FP7-SEC-2011-1
2. 2012-14 National Research F.A.R.O. " *Cilento Labscape. Un modello integrato per l'attivazione di un Living Lab nel Parco Nazionale del Cilento e Vallo di Diano*" at the University Federico II of Naples
3. 2011-2013 National Research F.A.R.O. "Urban open spaces resilient to storm water under climate change " at the University Federico II of Naples
4. 2014-15 International Scientific Agreement stipulated with the Autonomous University of Barcelona - Department of Geography, Centre of Research LUPT for the "*Elaboration of Urban Planning Map of Val d'Agri*"
5. 2012-2015 National Scientific Agreement stipulated with Basilicata Region Board, University of Basilicata and Centre of Research LUPT for the activities supporting the elaboration of "*Structural Plan of Val d'Agri*"

Selected Publications

1. Acerno A., Esposito G., (2015), *Allarme sociale e migranti: l'esperienza di un quartiere CEP in Napoli tra inclusione e segregazione*, Archivio di Studi Urbani e Regionali, FrancoAngeli Ed., n. 113, ISSN: 1971-8519,
2. Acerno A. (2014), *Linea di costa e pianificazione metropolitana di Napoli*, TRIA n. 13, vol. 2/2014 (july 2014), eISSN: 2281-4574
3. Acerno A. (2013), *Water management in the planning system*, in: Moccia F.D., Palestino F., *Planning Stormwater Resilient Urban Spaces*. vol. 3, NAPOLI:CLEAN, ISBN: 9788884972569
4. Acerno A. (2013), *Urban regeneration and market-led planning during the Thatcher years*, TRIA, n. 6, p. 263-268, ISSN: 2281-4574, doi: 10.6092/2281-4574/1734
5. Acerno A., Mazza A. (2011), *Governare la metropoli. Il Piano Territoriale Metropolitano di Barcellona*, Napoli, Edizioni Scientifiche Italiane, ISBN: 9788849522587

Dott. Stefania Palmentieri (female) – June 1992 - degree in Geography at the Faculty of Letters and Philosophy of the University of Naples Federico II with 110/110 with honors. Since then held at the Department of Environmental and Territorial Dynamics of the same university an intensive research on the issues of competence of the Human Geography, and regional policy: the formation of new territorial organizations related to tourism and emigration; historical city centers and their incorporation into the policies of the plan; matters relating to the protection of cultural heritage, environment and landscape; globalization and geo-economies. She was in the course "Mapping. From traditional cartography satellite images, as factory representation of the Earth", organized by the University of Rome " Tor Vergata ", in collaboration with the Italian Geographic Society, in 1999. In March 2001 she was awarded a PhD with a thesis on tourism in protected areas

as a potential resource for sustainable development. Two study experiences in Campania In January 2002 she won the competition for a post of researcher at the 'University of Naples Federico II. In 2005 she was confirmed in the role of researcher in the scientific sector MGGR-01 (Geography) at the Faculty of Humanities of the University of Naples "Federico II". She participated in the research project of the CNR "non-EU immigration in Campania. Preservation of cultural identity or integration? "Which led to the writing of a monograph entitled" Immigration between identity and integration. Campania in the national context. She participated actively in the various phases of the work of the operational unit "Geographic analysis for the resources of the landscape and the environment" coordinated by Prof. Maria Maute within the project "Exploitation and enhancement of the environment" of BENECON, Regional Centre of Competence for Cultural Heritage, Ecology and Economy. In this project she personally supervised the geo-referenziation major emergencies of natural and cultural centers of the areas of the Cilento (Monte Stella, Lower Alento Valley, Monti Alburni, Calore Valley) that have been under investigation of the geographical analysis, processing cards Descriptive centers and their resources. She participated in the PRIN 2005 Coastal Landscapes and sustainable tourism development. The Campania between experiences and perspectives. She works in the editorial board of the Journal Geoproggress papers as Managing Editor. She is currently lecturer in Geography for Belonging and Culture and Administration of Cultural Heritage at the Faculty of Humanities, University of Naples Federico II. She is relating to LUPT, Laboratory of Urban and Regional Planning at the University of Naples Federico II and is included in the Operational Programme "Val d'Agri", Structure Plan Inter scope of the Val d'Agri, Basilicata Region Cooperation agreement, UNIBAS, LUPT. At the same Department holds the position of DIRECTOR of EDILUPT structure that deals with territorial and environmental planning. And she is member of the evaluation committee of the Mis Representing Mediterranean organized from the Europe Direct LUPT, Center LUPT, Interuniversity Consortium Civilizations of the Mediterranean and of Latin Conservatorio. She is relating to the Research Centre Interdepartmental A. Calza Bini University degli Studi di Napoli Federico II.

Selected Publications

1. Palmentieri, S. 2014. Rischio ambientale e rischio vulcanico nell'area flegreaArea Flegrea, in Bollettino dell'Associazione Italiana di Cartografia, N. 152, 2014, pp 90-113
2. Palmentieri, S. Vuoti urbani e riuso sostenibile: l'ex Preventorio a Pozzuoli e Piazza Mercato a Napoli, TRIA, Rivista del Dipartimento di Urbanistica, Università di Napoli Federico II, in corso di stampa
3. Palmentieri, S. 2015. Smartness urbana: il nuovo imperativo della sostenibilità in Europa e in Italia. RISE.
4. Palmentieri, S. 2014. Unione e separazione Europea, Europe Direct LUPT, Newsletter tematica, n. 10, novembre, pp 27-31
5. Palmentieri, S. 2011. Napoli, città dell'accoglienza, città del rifiuto. In: V. Amato. Questioni urbane del mezzogiorno. p. 233-253, ROMA:Aracne, ISBN: 9788854842632

Arch. Francesca Nocca (female) – In July 2010 she received the degree in Architecture with summa cum laude at the University of Naples Federico II with the dissertation in Architectural Design (correlated with structural analysis) "Design of club facilities for the regeneration plan of the district San Francesco ("Amicizia") in Naples".

Since April 2014 she is a PhD student in Architecture at the Department of Architecture of University of Naples Federico II (DiArch), curriculum urban planning and evaluation.

Since 2014 she is "cultore della materia" (expert subject) in Appraisal subject at the University of Naples Federico II.

Since 2014 she is researcher at the International Laboratory of Research on "Creative and Sustainable City at Interdepartmental Research Center "Alberto Calza Bini", Naples.

Since 2014 she is member of the editorial staff of the International scientific magazine BDC - Bulletin of the Department of Conservation of Architectural and Environmental Heritage - University of Naples Federico II - ISSN 1121-2918.

Selected publications:

1. Nocca F., De Rosa F., (2015). "Sustainable development and urban conservation: the challenge of Historic Urban Landscape" in *Housing Policies and Urban Economics*.
2. Nocca F., De Rosa F., (2014). "Pianificazione e città rigenerativa: il Paesaggio Storico Urbano come nuovo paradigma dello sviluppo sostenibile", *Urbanistica Informazioni*, pp. 60-64, ISSN: 0392-5005. Atti del Convegno VIII Giornata di Studi INU, Napoli, 12-13 Dicembre 2014
3. Nocca F., Fusco Girard L., De Rosa F., (2014). "Verso il Piano Strategico di una città storica: Viterbo". *Complex Evaluation for Hybrid Landscapes*. Bollettino del Centro Calza Bini. Vol. 14, n. 1, pp. 11-37. ISSN: 2284 – 4732
4. Fusco Girard L., Gravagnuolo A., Angrisano A., Nocca F., Bosone M. (2015), *Economic evaluation tools for historic urban landscape/heritage regeneration*, Paper presented to the International Scientific Workshop "Towards operationalizing UNESCO Recommendations on Historic Urban Landscape", 2-3 march 2014, Naples, Italy.

Arch. Alfredo Franciosa (male) – Born in 1983, architect. He is attending the 3rd year of a Ph.D. course in "Evaluation methods for the integrated conservation of architectural, urban and environmental heritage" at "Federico II University", Naples.

He obtained the second level Italian degree cum laude in "Architecture and Town. Evaluation and Project" in 2012 with a research about the case study of Portici city (Naples, Italy).

Currently he is interested in multidimensional evaluation of human well-being/health in the UNESCO's Historic Urban Landscape (HUL) approach; to direct urban regeneration processes, based on participatory governance of cultural heritage, toward the promotion of the human development.

Publications

1. Attardi R., Cerreta M., Franciosa A., Gravagnuolo A. (2014), *Valuing Cultural Landscape Services: A Multidimensional and Multi-group SDSS for Scenario Simulations*. ICCSA 2014-14th International Conference, Guimarães, Portugal, 30 June-3 July, Proceedings Part III. Springer International Publishing, vol. 8581, pp. 398-413.
2. Franciosa A. (2013), *La valutazione della qualità percepita del paesaggio: il caso studio della Regione di Valencia*. BDC. Bollettino Del Centro Calza Bini, vol.13, n.1, pp. 119-144.
3. Buonocore C., De Toro P., Franciosa A. (2012), *A bottom-up approach to urban waterfront regeneration: a proposal for the City of Portici*. BDC. Bollettino Del Centro Calza Bini, vol.12, n.1, Section B, pp. 318-327.
4. Buonocore C., Cardone B., Covoni G., Franciosa A., Lembo L., Minervino C., Sessa S. (2011), "Proposta di progettazione urbana di una zona collinare di Napoli mediante tecnologia GIS", in S. Sessa (a cura di) (2011), GIS DAY 2011 - Geographical Information Systems per la Gestione e il Governo del Territorio. Aracne editrice, Napoli, pp.151-164.

Arch. Fortuna De Rosa (female) – July 2009: Degree in Architecture, University of Naples Federico II, mark: 110/110 cum laude, Thesis in Appraisal and Environmental Economics: "UNESCO sites and management plans: some policy perspectives".

December 2009-present: research activities at the Interdepartmental Research Centre in Urban Planning "A. Calza Bini" at University of Naples Federico II, dealing, in particular, with support decision methods and tools in complex management of UNESCO sites.

February 2010: winner of the competition for admission to the Ph.D. in "Evaluation Methods for Integrated Conservation of Architectural, Urban and Environmental Heritage", University of Naples Federico II, having use of the relative scholarship. During the Ph.D. course the topics faced are those of evaluation according to a multidimensional and interdisciplinary approach, the participative methodologies of decision-making in complex environment, the management of UNESCO Sites with specific attention to Historic Urban Landscape approach.

March 2010 – present: Full time researcher in International Laboratory on Creative and Sustainable City at Interdepartmental Research Center "Alberto Calza Bini", Naples.

September 2011 – January 2013: researcher for Appraisal Unit in FARO Programme 2010 "Urban open spaces resilient to stormwater under climate change", scientific coordinator prof. Federica

Palestrino.

May 2013: Ph.D. in “Evaluation Methods for the Integrated Conservation of Architectural, Urban and Environmental Heritage”, University of Naples Federico II with thesis about a methodological proposal for development of a bottom up approach for spatial decision support for UNESCO Historic Centre of Naples: “*The Management Plan of UNESCO sites: evaluation approaches for the integrated conservation of Historic Urban Landscape*”.

February 2014 - January 2015: contract researcher in National Scientific Research Programme “*Defending landscape between conservation and transformation. Economics and beauty for sustainable development*”, scientific coordinator prof. Luigi Fusco Girard.

Selected Publications

1. De Rosa F., Nocca F. **2015**. *Sustainable development and urban conservation: the challenge of Historic Urban Landscape*, in Housing Policies and Urban Economics, ISSN 2385-0671
2. De Rosa F., Attardi R., Di Palma M. **2015**. *From Visual Features to Shared Future Visions for Naples 2050*, in Applied Spatial Analysis Policy Journal, Springer, forthcoming
3. De Rosa F., Di Palma M. **2013**. *Historic urban landscape approach and port cities regeneration: the case of Naples between identity and outlook*. Sustainability, Special Issue "Cities and Waterfront Infrastructure", Basilea (CH), 5(10), 4268-4287 – ISSN 2071-1050.
4. De Rosa F., Attardi R., Di Palma M., Piscitelli C. **2013**. *A Multi-criteria and Multi-group Analysis for Historic District Quality Assessment*. Murgante et al. (Eds.): ICCSA 2013, Part IV, LNCS 7974, Springer, Heidelberg. 541-555.
5. Cerreta M., De Rosa F., Di Palma M., Inglese P., Poli G. **2013**. *A Spatial Multicriteria Assessment Decision Support System (SMCA-DSS) for East Naples: Towards a Water Opportunity Map*. Murgante et al. (Eds.): ICCSA 2013, Part IV, LNCS 7974, Springer, Heidelberg. 572-586.

Arch. Antonia Gravagnuolo (female) – Architect, Member of the Commission for Culture and Communication in the Provincial Architects Association of Salerno.

WORK AND RESEARCH EXPERIENCE - 05/2015–Present - Researcher at Regional Observatory of Landscape, Politecnico di Bari, Innovative evaluation methods for mapping and assessment of regional landscape, Bari, Italy; 2012–Present - Researcher of Laboratory of Research on Creative and Sustainable City Università degli Studi di Napoli "Federico II" | DiARC | Centro Interdipartimentale di Ricerca in Urbanistica "Alberto Calza Bini", Napoli (Italia); 2014–2015 - Researcher for Research Project of National Interest (PRIN) "Historic Urban Landscape as a resource of local development: an innovative approach for smart strategies of value creation", Università degli Studi di Napoli "Federico II", Research Project of National Interest (PRIN) "Historic Urban Landscape as a resource of local development: an innovative approach for smart strategies of value creation"; 07/2011–07/2012 - Academic tutor at the University of Naples "Federico II" | fixed-term contract, Università degli Studi di Napoli "Federico II", Napoli (Italy), Academic Tutor at the Faculty of Architecture of the University of Naples "Federico II". Tutoring and educational support for students of the University of Naples "Federico II", Degree Courses in Urban Planning, Architecture Degree, Restoration of Cultural Heritage Master Course.

EDUCATION AND TRAINING - 05/2011–05/2015 - Ph.d evaluation methods for the integrated conservation, recovery maintenance and management of the architectural heritage, urban and environmental, university of Naples "Federico II", Napoli (Italy): Strategies and operational tools for the integrated management of landscape and architectural tools for the government of the territory in urban wide areas. Assessment of plans and projects for local sustainable development. Participatory tools and governance processes, Smart cities / territories and Sustainable Development. Mapping and assessment of Historic Urban Landscape.

01/11/2007–21/03/2011 - Master's Degree in "Architecture and the City - Assessment and Project"; EQF level 7, University of Naples "Federico II", Napoli (Italy), Architecture and

Spatial Planning, Landscape Architecture, Conservation and maintenance of the landscape and architecture, economics and evaluation of plans and projects, urban restoration.

Selected Publications:

1. ■GRAVAGNUOLO A., Angrisano M, Biancamano P F, Cancelliere A (forthcoming). Assessment of Urban Attractiveness of Torre Annunziata. Facebook 4 Urban Facelifts. INTERNATIONAL JOURNAL OF GLOBAL ENVIRONMENTAL ISSUES, vol. 13, ISSN: 1466-6650
2. ■GRAVAGNUOLO A., Picerno Ceraso A, Lanzara E, Notari R, Luciano G, Aufiero E, Di Domenico G, Covone G, Paolucci C (forthcoming). Smart & Fab: a suggestion for some cities. In: Fab10. Barcelona, 1-8 July 2014
3. ■GRAVAGNUOLO A. (forthcoming). Una proposta metodologica per la valutazione dei landscape services nel paesaggio culturale terrazzato. BDC, ISSN: 2284-4732
4. ■Angrisano M, GRAVAGNUOLO A., Cozzolino E, Cusano C, Ficarra C, Macolino A, Militello D, Zurolo A (2014). La valutazione delle trasformazioni urbane nell'ambito del Grande Progetto Pompei. BDC, vol. 14; p. 109-128, ISSN: 2284-4732, doi: <http://dx.doi.org/10.6092/2284-4732/2667>
5. ■Attardi R., Cerreta M., Franciosa A., GRAVAGNUOLO A. (2014). Valuing Cultural Landscape Services: A Multidimensional and Multi-group SDSS for Scenario Simulations. In: Computational Science and its Applications, ICCSA 2014, Lecture Notes in Computer Science (LNCS). Guimarrès, Portugal, June 30-July 3, 2014, Heidelberg: Springer-Verlag, vol. Part III, p. 398-413, ISBN/ISSN: 9783319091495, doi: 10.1007/978-3-319-09150-1

Arch. Antonella Valitutti (female) – Adjunct professor. Architect, PhD in Environmental Design (Sapienza, University of Rome, 2001), Traineeship Environmental Culture and Sustainable Development (Institute for Environmental Protection and Research, ISPRA, 2006-2007), Member of Scientific Board in Bioclimatic Architecture and Environmental Sustainable Technologies Master Program (Sapienza, 2003), in Ethics, Sustainability and Environmental Safety Master Program (Europa 2010 Member of United Nations Academic Impact of New York in partnership with Pontifical Faculty of Theology San Bonaventura of Rome, 2007-2014). Senior Consultant and Trainer for Environmental Disciplines (Ministry of the Environment and for Protection of the Land and Sea (2012), SITdA (Italian Society of Architecture Technology, 2008-2015) member, ASS.IEA, (Italian Association of Environmental Consultants for environmental protection and regeneration of territory and landscape, including urban centres, 2014-2015) member.

Since 1996 she has regularly been engaged in scientific and teaching work and design activities on topics concerning the rehabilitation and re-use of areas and settlement systems of particular environmental relevance (urban public space, abandoned areas, rural areas) with specific attention to the resilience and adaptability of built environment, the reduction of consumption and valorization of the cultural, social, environmental resources, Cultural Heritage prevention and protection, the technological innovation, as area of research for transformation active and synergistic, compatible with the identity of the territories.

On the themes indicated she has participated as a speaker at numerous national and international conferences and workshop, presenting memories with editing of publications.

Since 2001-2014 academic years she has been an adjunct professor for the Scientific-Disciplinary Sector Technology Architecture (Faculty of Architecture, Sapienza University of Rome). She is currently an adjunct professor of Technical Architecture at the Faculty of Civil engineering, Telematic University UNICUSANO.

Technical and scientific coordinator of national research activities as: - Region Marche – Office for heritage and cultural activities, Department PDTA Planning Design Technology of Architecture, Sapienza University of Rome Definition of guidelines for the protection of areas and settlement systems of particular environmental relevance and of high risk of crisis 2002-2005 - Marche Region Cultural, Tourism and Commercial Services, Department PDTA Planning Design Technology of Architecture, Sapienza University of Rome, Cataloguing

Database Regional Information Cultural Heritage System 2004-2005 - Ministry for Cultural and Environmental Assets, Department PDTA Planning Design Technology of Architecture, Sapienza University of Rome, the Central for Catalogue and Documentation Institute, Study and cataloguing of units and areas with clear landscape: Villa Gordiani Park 2002-2005 - MIUR Sapienza, Operative methodologies and techniques of intervention for the sustainable recovery and development sites in rural areas to natural and anthropogenic risk 2009-2010.

Selected Publications

1. Valitutti, A. 2013. Resilienza del territorio e del costruito. Strategie e strumenti operativi per la prevenzione, la mitigazione e l'adattamento di contesti fragili e sensibili [Land and built environment resilience. Strategies and operational tools for prevention, mitigation and adaptation of fragile and sensitive contexts]. *TECHNE-Journal of Technology for Architecture and Environment*. 2013;05 | 13(n.5 2015):95-100. ISSN:2239-0243.
2. Valitutti, A. 2009. Tecnologie di riconversione dell'ambiente costruito. Processi, metodi e strumenti di riqualificazione per le aree dismesse Firenze: alinea; 2010. ISBN 978-88-6055-430-7.
3. Valitutti, A. 2012. Costruire la resilienza: misure di mitigazione e di adattamento ai cambiamenti climatici per città sostenibili [Building resilience: climate change mitigation and adaptation measures for sustainable cities]. Linee guida in materia di Sviluppo Sostenibile. I CAMBIAMENTI CLIMATICI TRA MITIGAZIONE E ADATTAMENTO. Politiche e scenari per lo sviluppo sostenibile dei territori delle Regioni Obiettivo Convergenza 2007-2013 Ministero dell'Ambiente e della Tutela del Territorio e del Mare Roma: Tiburtini; 2012. ISBN 9788890812507.
4. Valitutti, A. 2013. Il ruolo delle città nella governance multilivello delle policy per il cambiamento climatico. Fattori di successo e trasferibilità delle buone pratiche [The role of the cities in multi-level governance policy for climate change. The identification of success factors and the sharing of good practice]. Atti della Conferenza Il Clima cambia le città, promossa dall'Università IUAV di Venezia, Scuola di Dottorato e Dipartimento di Progettazione e Pianificazione in Ambienti Complessi, Legambiente, Regione Veneto – Direzione Pianificazione Territoriale e Strategica con il contributo del Ministero dell'Ambiente e della Tutela del Territorio, partner e patrocinatori Corila, INU Istituto Nazionale di Urbanistica, Agende 21 Locali Italiane, 2013 ISBN 9788889405253 e-book.
5. Valitutti, A. 2012. Verification of the sustainability of transformations for the promotion of Cultural and Environmental Heritage *PROCEEDINGS 5th International Congress on "Science and Technology for the Safeguard of Cultural Heritage in the Mediterranean Basin"*. 5th International Congress "Science and technology for the Safeguard of Cultural Heritage in the Mediterranean Basin"; Istanbul. 2012. ISBN 978-88-905639-8-0.

Selected Projects

1. 2009-2010 - Metodologie operative e tecniche di intervento sostenibili per il recupero e la valorizzazione di siti rurali in ambiti a prevalente rischio naturale ed antropico [Operative methodologies and techniques of intervention for the sustainable recovery and development sites in rural areas to natural and anthropogenic risk] MIUR Sapienza Department PDTA Planning Design Technology of Architecture
2. 2006-2007 - Efficienza energetica e ambientale nella trasformazione sostenibile dei sistemi insediativi [Environmental protection and energy efficiency in the sustainable transformation of settlement] PRIN project Department PDTA Planning Design Technology of Architecture, Sapienza University of Rome
3. 2004-2005 - Banca Dati Catalografica Sistema Informativo Regionale Patrimonio Culturale [Cataloguing Database Regional Information Cultural Heritage System] Marche Region Cultural, Tourism and Commercial Services, Department PDTA Planning Design Technology of Architecture, Sapienza University of Rome
4. 2002-2005 - Conservazione di ambiti territoriali marchigiani a forte connotazione ambientale ed elevato rischio sismico. Linee guida per la definizione dei livelli di tutela e delle tipologie di intervento [Definition of guidelines for the protection of areas and settlement systems of particular environmental relevance and of high risk of crisis] Region

Marche – Office for heritage and cultural activities, Department PDTA Planning Design Technology of Architecture, Sapienza University of Rome

5. 2002-2005 - Studio per la catalogazione di unità ed ambiti paesaggistici di interesse antropico: il sito di Villa Gordiani [Study and cataloguing of units and areas with clear landscape: Villa Gordiani Park] Ministry for Cultural and Environmental Assets, Department PDTA Planning Design Technology of Architecture, Sapienza University of Rome, the Central for Catalogue and Documentation Institute

- ***A description of any significant infrastructure and/or any major items of technical equipment, relevant to the proposed work;***

The Calza Bini Center has its own head office, with Administrative Office and all the equipment useful for coordination activities and research (classrooms, computer lab, specialized library, etc.).

For the purpose of the dissemination activities, the Centre may use its scientific journal *BDC - Bulletin of the Calza Bini Centre* and its website <http://uninacalzabini.altervista.org/index.html>. In addition, as internal structure of the University Federico II of Naples, the Centre may use of all the infrastructure necessary for the activities of project results diffusion (convention centre for conferences, lecture hall, classrooms equipped for simultaneous translation, etc.)

- ***Any other supporting documents specified in the work programme for this call.***

The project has received support from the following institutions: UN-HABITAT; ACEN (Homebuilders Association of Naples); (see attachment).

Participant No. 2

UNICO – Ionian University - Greece

A description of the legal entity and its main tasks, with an explanation of how its profile matches the tasks in the proposal;

The Laboratory of Cultural and Historical Heritage Documentation

The aim of this Laboratory is to support the Department's research and teaching requirements and programmes in all issues related to the collection, organisation and management of cultural and historical documents. It aspires to provide students and researchers with the necessary knowledge and skills related to its interests. The Laboratory schedules its annual activities and closely follows the activities of respective organisations while maintaining a close collaboration with similar bodies in Greece and abroad. It promotes the production of cultural material and events, and plans material collection missions. It is also involved in the digitisation of material deemed necessary to be stored in digital form. It follows recent developments in documentation methodology and technology; is kept abreast of the legal aspects of cultural heritage management; carries out research programmes; and collaborates with agencies producing or managing pertinent cultural goods. The staff organises, manages, conserves, reproduces, safeguards, documents and promotes all cultural documents gathered by the Laboratory. Said material is made available to interested bodies of the public and private sector in order to allow them to support their research and scientific activities.

A curriculum vitae or description of the profile of the persons, including their gender, who will be primarily responsible for carrying out the proposed research and/or innovation activities;

Prof Anastasia Sali Papasali, (female). Professor of Museology, Architect Engineer, Archaeologist.

She is currently Rector of the Ionian University, Corfu, Greece. She is also Professor of Museology at the:

- Department of Archives, Library Science and Museum Studies, Ionian University, Corfu, Greece.
- Department of Methodology, History and Theory of Science, Kapodistrian University of Athens, Greece.
- Department of Museum Studies, Master's Degree, Kapodistrian University of Athens, Greece (Coordinator of the Sector: Organization of Museum Space, Communication and Education).
- School of Architecture, N.T.U.A, Athens, Master's Degree, Protection of Monuments.

She has been the main researcher of the Thera's Acrotiri Excavation Scientific Team (Contribution to the development of the area as an open-air Museum and the main Designer of Museum and built-up areas, perservable Buildings. She has also been Scientific Coordinator to several EU funded projects.

Dr. George Papaioannou is a Lecturer of Museology: Development and Utilization of Museum Areas through the employment of Digital Technology and Vice Director of the Laboratory of Cultural and Historical Heritage Documentation of the Ionian University.

A list of up to 5 relevant publications, and/or products, services (including widely-used datasets or software), or other achievements relevant to the call content;

Prof. Anastasia Sali-Papasali: " Museums' composition philosophy: different types of contemporary Museums ", Athens, 2008, Editions: Maitexmio.

Prof. Anastasia Sali-Papasali : "Open Air Museums', Hands-on Museums, Ecomuseums, Cultural Tourism ".

Prof. Anastasia Sali-Papasali : "Museography elements, cultural areas' subtitling- script, Comparative Museology ", Athens, 2008, Editions: Maitexmio.

Prof. Anastasia Sali-Papasali : "The Achilleion of Corfu", Editions: Maitexmio, Athens, 2011

Politis, K.D. & Papaioannou, G. (2013), 'The Museum at the Lowest Place on Earth: A New Museum in Safi, Jordan', 12th International Conference on the History and Archaeology of Jordan (ICHAJ) "Transparent borders", Berlin, May 5 – 11, 2013 at Humboldt-University.

Politis, K.D., Papaioannou, G. & Khasawneh, T. (2013), 'Site museums with global appeal', The 7th World Archaeological Congress, The Dead Sea – Jordan, January 13-18, 2013.

Papaioannou, G. (ed.), 2013, 'Guest Editorial on Museum Ethics', presented in the 4th International Conference on Information Law and Ethics (ICIL 2011), Thessaloniki, Greece (20-21 May 2011), Journal of Conservation & Museum Studies, vol. 11, no 1 (London: Ubiquity Press Open Access)

A list of up to 5 relevant previous projects or activities, connected to the subject of this proposal;

•Ambient Creativity, Strand 1.2.1, Strand 1.2.1, Culture (2007-2013), No2009 - 1376/001-001 CU7-COOP7

•Cultural Understanding through learning and technology - CULT, Marie Curie ERG 2008 230894

- Contemporary Art in the Cross-border Regions of Greece and Italy – ADRION-ART”, European Territorial Cooperation Programme “Greece-Italy 2007
- Structural Monitoring of ARTistic and historical BUILDing Testimonies (SMARTBUILT), European Territorial Cooperation Programme “Greece-Italy 2007.

A description of any significant infrastructure and/or any major items of technical equipment, relevant to the proposed work;

Research Committee of Ionian University (IURC) was established in 1988 in order to meet the fund management needs. The IURC role is to manage funds for the implementation of projects orientated towards research, education, training, development, lifelong learning, and any other activity that functions as a bridge between education and research on one hand and the market on the other. IURC has been certified as a managing competent Service by the Managing Authority of the operational Program “Training and Lifelong Learning” (Certificate No 3820/18-03-09), established by the Hellenic Ministry for Education, Lifelong Learning and Religious Affairs.

Since the IURC establishment Ionian University has implemented over 250 research projects and educational programs funded by the European Union, international organizations, the General Secretariat for Research and Technology, various ministries, banks, public sector bodies and private entities.

In the context of project implementation Ionian University has achieved bilateral and/or multilateral cooperation with universities, research centres and other national, European or third country bodies.

Participant No. 3

YOUSE Company, Germany

A description of the legal entity and its main tasks, with an explanation of how its profile matches the tasks in the proposal

The YOUSE GmbH helps its customers and project partners throughout all innovation phases to focus on the needs of the targeted users and consumers by professional methods of user-centered design. The company was founded in 2009 and is managed by Dr.-Ing. Sebastian Glende. At this point, YOUSE has three branches: one in Berlin (with six employees), , one in Munich (six employees) and one in Stuttgart (2 employees).

With expertise in usability engineering and user research, YOUSE supports companies and research projects to understand weaknesses of the product or service design in early developmental phases already, thus reducing development costs and speeding up development cycles since late adaptations and rectifications are decreased. Our approach helps to increase user acceptance and market success due to higher usability and a positive user experience. Moreover, service costs can be reduced due to an intuitive and easy handling of more user-friendly products.

YOUSE creates innovative ideas, analyses requirements and tests prototypes together with users. Our user-centered design approach helps to develop new and user-friendly products, better and smarter services, usable and customer-friendly packaging, and easy-to-understand manuals.

For more information, see www.youse.de/en.

A curriculum vitae or description of the profile of the persons, including their gender, who will be primarily responsible for carrying out the proposed research and/or innovation activities;

Dr.-Ing. Sebastian Glende (m) has busied himself with innovative approaches to user integration for years. He has supported numerous companies and research partners with their user-centered design during product and service development. As an external assistant professor, Sebastian gave lectures at the Technical University Berlin from 2006 to 2010. He led the Senior Research Group - a group of 20 senior citizens - engaged in the innovation process of products and services during that time, as well. As a consultant, Sebastian has also supported various institutions, such as the IGE, the "Transfer Center Generation Plus" (supported by German Federal Department of Transportation) and the standing committee "Ergonomics Quality In Design" of the International Ergonomics Association. For his work, Sebastian has gained various prizes, stipends and recognitions.

Cornelia Schaubert (f) is a psychologist with in-depth knowledge about experimental design and human-machine interaction. She has designed and conducted several research projects dealing with the human perspective of technology usage (i.e. computers and robots) at the Human Factors Institute of the University of the Federal Armed Forces from 2007 to 2010. Since 2010, Cornelia has been working for the YOUSE GmbH Munich, and she is the responsible branch manager of the YOUSE office in Munich since March of this year. Besides personnel and organizational responsibility, she has been in charge of user research studies and experimental design, with a special focus on Ambient Assisted Living (AAL), eHealth and Smart Homes.

Susann Klemcke is a UX Project Manager at YOUSE GmbH. She studied sociology with technical scientific focus at Technical University of Berlin. In addition to research methods of social sciences, she has placed her study focus on ergonomics and work studies. As a technical sociologist, she has a great interest in interaction analyses. Her study focus lies on combining qualitative and quantitative research methods in order to identify user experience. She gained experience in several research projects in the fields of ageing as well as nutrition in leading positions.

A list of up to 5 relevant publications, and/or products, services (including widely-used datasets or software), or other achievements relevant to the call content;

- 2014: Glende, IDZ Berlin. Acceptance of Assistive Technology. DAA Design Brief. IDZ Berlin.
- 2013: Development of supporting material for end-user involvement on behalf of the European AAL Association, namely a guideline, a method toolbox, and a knowledge base. For details see <http://www.aal-europe.eu/involving-end-users/>
- 2013: Survey on end-user involvement in AAL-JP projects, prepared on behalf of the AAL Association, and presented by YOUSE at the AAL Forum in Norrköping, Sweden (25/9/2013); see <http://www.aalforum.eu/track-b-ageing-in-the-society-end-user-studies-and-inclusion-2013>
- 2013: Nedopil, Schaubert & Glende. Creating User-Friendly Healing Environments with Adaptable Lighting for Senior Citizens. Proceedings of the HCI International 2013, Las Vegas, NV, USA, July 21-26: pp 365-373. > Description of user integration methods in the GuidingLight AAL-JP project (see below).
- 2013: Glende, Klemcke & Nedopil. Risiken der Robotikakzeptanz – Identifikation und Entwicklung von Lösungsansätzen (Barriers of Robot Acceptance - Identification and Development of Solutions). In: BMBF, VDE et al.: Lebensqualität im Wandel von Demografie und Technik. Berlin, Offenbach: VDE-Verlag (ISBN 978-3-8007-3484-9). > Discussion of methodological challenges during field trials with users

A list of up to 5 relevant previous projects or activities, connected to the subject of this proposal;

- User research, user integration and interface development in the EU project “MyCyFApp” (HORIZON 2020), see <http://www.mycyfapp.eu/en/>
- User research, user integration and field trials in the AAL-JP project “GuidingLight” (Call 4), see <http://www.aal-europe.eu/projects/guidinglight/>
- User research, user integration and field trials in the BMBF project “TransSafe” (IKT 2020)
- User research, user integration, and marketing concept in FP7 project “RobotEra”, see <http://www.robot-era.eu/robotera/>
- User research and usability testing in AAL-JP project “ALIAS” (call 2), aiming at the development of a communication robot and gaming tool for seniors. See <http://www.aal-europe.eu/projects/alias/>

A description of any significant infrastructure and/or any major items of technical equipment, relevant to the proposed work;

- User panel focused on elderly users in different parts of Germany
- Equipment for usability and user experience tests

Participant No. 4

AIC – Association Investing in Culture, Italy

A description of the legal entity and its main tasks, with an explanation of how its profile matches the tasks in the proposal;

The Association “Investing in Culture” was founded in Rome, December 2004 with the aim to promote culture and in particular research in the field of Cultural Heritage preservation. Its activity is reported in the following items.

A curriculum vitae or description of the profile of the persons, including their gender, who will be primarily responsible for carrying out the proposed research and/or innovation activities;

Prof. Angelo Guarino, AIC president

University of Rome: degree in Chemistry and PhD in Radiation Chemistry,

University of Camerino: Associate professor for Radiochemistry, 1967-1970.

Brookhaven National Laboratory, BNL, New York, USA: Staff Member of the Chemistry Department, years 1966 and 1967.

National Research Council, CNR, Italy: Senior Scientist and Director of the “Institute of Nuclear Chemistry”, CNR, Rome, from 1974 up to 1998.

President of the CNR National Committee “Science and Technology for Cultural Heritage” from 1995 up to 1999; Organizer and President of the Project “Cultural Heritage”, from its start in 1997 up to its end in 2005.

President of the Board of the European Eureka Umbrella Project: “**EUROCARE**” (1998-2000).

Founder and president of the Association “Investing in Culture” AIC

A list of up to 5 relevant publications, and/or products, services (including widely-used datasets or software), or other achievements relevant to the call content;

1 - A. Guarino : « *Pourquoi faut-il sauvegarder le patrimoine culturel?* » 2eme Congres international sur « *Science et Technologie pour la sauvegarde du patrimoine cultural dans les Pays du Basin Méditerranéen* »; Paris, Louvre Museum Auditorium, 1999.

2 . A. Guarino: “*Europa 2001: un nuevo Siglo de oro?*” 3 Congreso Internacional “*Ciencia y Tecnologia Aplicada a la Proteccion del Patrimonio Cultural en la Cuenca Mediterranea*”; Alcalà de Henares, Spain, 2001.

3 – A. Guarino: 6th International Congress “Science and Technology for the Safeguard of Cultural Heritage in the Mediterranean Basin”, Athens , 2013

4 – A. Guarino: “ RICH Project” , 2nd International Conference on Robotics and Cultural Heritage, Venice, 2014

5 – A. Guarino: Preparation of the 5th EU Framework Programme, and inclusion of “The city of tomorrow and Cultural Heritage”; member of the official Italian Government delegation in Brussels, 1998.

A list of up to 5 relevant previous projects or activities, connected to the subject of this proposal;

Prof A. Guarino and his Staff organized six significant international Congresses in Europe and Northern Africa from 1997 up to 2013 on: “SCIENCE AND TECHNOLOGY FOR THE SAFEGUARD OF CULTURAL HERITAGE OF THE MEDITERRANEAN BASIN” in collaboration with local scientific Organizations:

1 - The first Congress was held in Catania, Italy, in 1996, to assess the “state of the art” of the scientific research for the safeguard of Cultural Heritage, in collaboration with the Catania University.

2 - The second Congress was held in Paris, France, in 1999, Opening Ceremony inside the Louvre Museum, in collaboration with the “Centre National de la Recherche Scientifique”,(CNRS), and the University of Paris X, Nanterre.

3 - The third Congress was held in Alcalá de Henares, Spain, in 2001, in collaboration with the “Consejo Superior de Investigaciones Científicas”, (CSIC), and the University of Alcalá de Henares

4 - The fourth Congress was held in Cairo, Egypt, in 2009 by AIC Association in collaboration with the Supreme Council of Antiquities of Egypt and Ministry of Culture of Egypt.

5 - The fifth Congress was held in Istanbul, Turkey, in 2011 by AIC Association in collaboration with the University of Istanbul and the Ministry of Culture.

6 - The sixth Congress was held in Athens, Greece, in 2013 by AIC Association in collaboration with the NTUA University of Athens and the Ministry of Culture.

In 2012, a first Conference was organized by the AIC Association in Venice called “RICH 2012” acronym of “Robotics: Innovation for Cultural Heritage” creating a significant contact among scientists working on Cultural Heritage and on Robotic Systems.

In 2014, the AIC Association organized a second Conference in Venice called “RICH 2014” in order to assess the state of the art on Robotics innovations for Cultural Heritage.

The Proceedings of these events, with many hundred presentations, are printed with ISBN code for a total of 15 volumes.

Any other supporting documents specified in the work programme for this call.

The following projects and initiatives of prof A. Guarino and his Staff are strictly connected with the Work programme of this H2020 Call:

a) “CULTURAL HERITAGE” Special Project

An important Italian Project was financed and carried out in Italy between 1997 and 2005, unique in Europe for extension and financial support, regarding science and technology applied to Cultural Heritage. Total funding more than 30 million Euros, in collaboration with the National Research Council of Italy, (CNR).

The Special Project financed hundreds Research Units that worked for about five years. The results of the scientific activities are reported in scientific Journals, manuals, conferences, patents and databases.

b) EUROCARE Project

Within the frame of the European Eureka Programme, a specific “Umbrella Project” devoted to Cultural Heritage, called “Eurocare”, was led from 1998 to 2000, promoting many projects financed by European Governments; board president prof A. Guarino

c) - Journal of Cultural Heritage, Elsevier, Paris

The “Journal of Cultural Heritage” deals with scientific papers on this subject; it was founded in Paris in 2000, by prof. A. Guarino in collaboration with the Elsevier Publisher and lead by A. Guarino as Editor-in-Chief up to 2007. Today, the “Journal of Cultural Heritage” receives yearly hundreds of scientific papers from all over the world and possesses a significant impact factor.

d) EACH Project

A significant activity has been carried out starting from 2009 up to now to formulate on the basis of the results of the previous “Cultural Heritage” Project a new Project, called EACH, acronym of “European Agency for Cultural Heritage”, containing the adjournments of hundreds of scientists from all over the world. The Project was submitted to the EU Commissioner Maira Gheogegan-Quinn for Science and Research in 2010 with her appreciation, in view of the preparation of the Horizon 2020 programme.

e) Immigration and Citizenship project

Prof A. Guarino and his Staff has been the leader Partner of a project of the Italian Ministry of Research MIUR on migrant’s integration in Italy: a three year project from 2005 to 2007, (code FIRB 2003, RBNE03JZEY), called “EuroMed Cooperation; Public Administration, Enterprise, Citizens”.

f) Immigration and Citizenship Meetings

Starting from 2009 up to 2015, prof A. Guarino and his Staff organized about these topics seven yearly Meetings held inside the Italian Parliament in Rome, discussing specifically the second and third generation migrants problems with academics, members of the government and of the parliament, and migrant associations. The discussions are printed in seven volumes.

Other AIC Staff Members, working for this project

1- Dr. Gianni Pingue, AIC member

Humanist, expert in complex databases management and language informatics.

2– Dr. Valentina Ferrari, AIC member

Humanist, immigration expert

3 –Mrs. Manuela Manfredi, AIC member

Administration and organization management

Participant No. 5

CNR – National Research Council, Italy

A description of the legal entity and its main tasks, with an explanation of how its profile matches the tasks in the proposal;

The National Research Council (CNR) is a public organization; its duty is to carry out, promote, spread, transfer and improve research activities in the main sectors of knowledge growth and of its applications for the scientific, technological, economic and social development of the Country.

To this end, the activities of the organization are divided into macro areas of interdisciplinary scientific and technological research, concerning several sectors: biotechnology, medicine, materials, environment and land, information and communications, advanced systems of production, judicial and socio-economic sciences, classical studies and arts.

CNR is distributed all over Italy through a network of institutes aiming at promoting a wide diffusion of its competences throughout the national territory and at facilitating contacts and cooperation with local firms and organizations.

From the financial point of view, the main resources come from the State, but also from the market: even 30% of its balance sheet, an extraordinary result, is the result of revenues coming from external job orders for studies and activities of technical advice as well as from agreements with firms, contracts with the European Union and with the other international organizations.

A curriculum vitae or description of the profile of the persons, including their gender, who will be primarily responsible for carrying out the proposed research and/or innovation activities;

Dr. Angelo Ferrari, (male)

Degree in Humanities, University “Sapienza” of Rome, (1977).

Skills

Protection and enhancement of the Cultural and Environmental Heritage

Research activity

Environment, man and land: new methods for the study and the promotion of Cultural Heritage in desert areas.

Databases for the diffusion of innovative technologies in the field of cultural heritage.

Assignments

Project Leader of “Environment, man and territory: new methodologies for the study and the exploitation of cultural heritage in desert areas” within the Project “Culture and Territory” of the Department of Cultural Patrimony of the National Research Council, (2014).

Leader of the Italian Mission in Iran, financed by the Italian Minister for the Foreign Affairs for a study of “qanats” , (canals) of the desert of the Kavir in North East Iran, (2011).

Member of the Working Group (National Research Council, L’Aquila University, and Florence University) on the study for the exploitation of the territory of Showbak in Jordan, (2011).

Coordinator of the Internet site www.purennoi.it on the phenomena of immigration and integration in Italy, (2011).

Coordinator of the Internet site www.qanatproject.com on the hydraulic systems of the qanats in the Middle East), (2011).

In charge of the Scientific Secretariat of the international review “Journal of Cultural Heritage” edited by Elsevier, Paris, from its foundation in 2000 up to 2009.

Chief Organizer of the Special Project “Cultural Heritage” of CNR, (1997-2005)

Member of the Scientific Secretariat of the Special Project : “Cultural Heritage”, CNR, (1997-2005).

Coordinator of the Internet Portal www.eachmed.com on technologies relevant to Cultural Heritage, (2005).

Member of the Italian presidency of EURO CARE Project Board, of Eureka Programmes, (2001-2002).

A list of up to 5 relevant publications, and/or products, services (including widely-used datasets or software), or other achievements relevant to the call content;

1 - E. Burri, A. Del Bon, B. Hassani, A. Ferrari, G. H. Karami, P. Ragni, “Protection and enhancement of qanats in Shahrood Region in Northern Iran” in *Speleo Club Chieti*, Vol. VI, (2014)

2 - A. Ferrari, “The Samnite area between Abruzzo and Molise (Italy)” in *Journal of cultural heritage*; Elsevier, Paris, (2013)

3 - E. Burri, A. Ferrari, P. Ragni, A. Del Bon, M. Mancini, G. Albino, P. Di Paolo, M. Meneghini “Investigation on artificial underground caves in the Castle of Shawbak and on the nearby areas, Southern Jordan”, *Temporis Signa*, Centro italiano di studi sull'Alto Medioevo, Spoleto, (2013)

4 - A. Ferrari “New technologies for the cultural enhancement of the archaeological park of *Cunicoli di Claudio*”), CARSA Edizioni, Pescara, (2011)

5 - A. Ferrari, E. Burri E., “Cultural Heritage between landscape evolution and monument restoration. Italy case study: L'Aquila and neighbouring area earthquake” in *Proceedings Science and Technology for the Safeguard of Cultural Heritage in the Mediterranean Basin*, Cairo (2010)

A list of up to 5 relevant previous projects or activities, connected to the subject of this proposal;

1) Immigration and Citizenship project

Dr. A. Ferrari has been the chief researcher of a project of the Italian Ministry of Research MIUR on migrants integration in Italy. A three year project from 2005 to 2007, (code FIRB 2003, RBNE03JZEY), called “EuroMed Cooperation; Public Administration, Enterprise, Citizens”

2) Immigration and Citizenship Meetings

Starting from 2009 up to 2015, dr. A. Ferrari has been the chief organizer of seven yearly meetings held inside the Italian Parliament in Rome, discussing specifically the second and third generation migrants problems with academics, members of the government and of the parliament, and migrant associations. The discussions are printed in seven volumes. Editor A. Ferrari

Dr. Edoardo Lorenzetti

IRCrES-CNR, Via dei Taurini 19, 00185 Roma, Italy

Senior researcher at the Institute for Studies on Scientific Research and Documentation (ISRDS)

Historical and cultural heritage studies; diffusion of scientific research results using innovative documentation methodologies.

Senior researcher at the Institute for Economic Research on Firms and Growth (CERIS)

Our Identity

Research and development activity in various programmes and projects, particularly on methods of production, management and use of digital contents concerning the application development of the following subjects:
 1) cultural heritage (historical urban spaces, museum systems), intangible heritage (ethno-anthropological themes).....
 2) diffusion of scientific and technological research results.

The research activity is mostly conducted with application purposes and by specific research projects on both the mentioned subjects, the main ones are:

- Finalized Cultural Heritages Project of the National Research Council;
- scientific collaboration with the UNESCO World Heritage Office of the Ministry of Heritage and Cultural Activities regarding the activities for the implementation of the UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage;

▪ **Selection of recent publications**

2013

- De Marchi M., Lorenzetti E., *Innovazione e patrimoni culturali: il sistema informativo sui risultati scientifici del Consiglio Nazionale delle Ricerche*, Informatica & Documentazione, n.2, INFORAV, 2013, pp. 15-25
- Lorenzetti E., De Marchi M., *Il patrimonio culturale e naturale delle isole europee: un approccio interdisciplinare*, Working Paper, N. 4, CERIS, 2013

2012

- De Marchi M., Lorenzetti E., *Cultural heritage policies: Framework Programmes in Europe, main interventions in Italy and UNESCO Conventions*, Proceedings of 5th International Congress on Science and Technology for the Safeguard of Cultural Heritage in the Mediterranean Basin, Istanbul 2011, CNR, Roma, 2012, p. 333-344

2011

- De Marchi M., Lorenzetti E. *Politiche sui patrimoni culturali: uno sguardo indietro per fare il punto*, Working Paper, N. 8, CERIS, 2011
- Lorenzetti E., Mariotti L., *Patrimonio culturale materiale e immateriale: verso un modello integrato: ipotesi progettuale per il distretto tecnologico dei beni culturali (PON 2007-2013)*, Rapporto Tecnico N. 38, CNR-CERIS, luglio 2011

2010

- Lorenzetti E., *Kakure Kirishitan – I cristiani nascosti del Giappone*, Siti - Associazione Città e Siti Italiani Patrimonio Mondiale UNESCO, Perugia, 2010, pp. 80-87
- Lorenzetti E., Paparello A., *Recupero dei contenuti scientifici dalla banca dati Fête du Soleil - Celebrations of the Mediterranean Regions*, Rapporto Tecnico N. 35, CNR-CERIS, ottobre 2010
- De Marchi M., Lorenzetti E., *L'osservatorio italiano sulla European Research Area*, in Basili C., *Sinergie invisibili*, Consiglio Nazionale delle Ricerche, Roma, 2010, p. 395-404

Other Staff Members:

Other CNR Staff Members:

Dr. Enza Sirugo

- - Degree in Psychology at the University of Rome Sapienza.
- From 1986 to 1989 she worked in the United States at international organizations in the field of management.
- From 1989 she is employed at CNR – Methodological Chemistry Institute, with the qualification of technician (CTER) with the following competences:
- Experience in the field of dissemination of research results through the international journal "Journal of Cultural Heritage" published by Elsevier in Paris (1999-2009).
- Activity management of databases on innovative technologies and methodologies applied to the field of Cultural Heritage.
- Preparation of the content of the web pages for the network dissemination of research activities in the chemistry field.
- Excellent knowledge of English.

Mr. - Stefano Tardiola

Since 1997 CNR employee and since 2007 Technician (CTER) at CNR Methodological Chemistry Institute (IMC).

He has implemented numerous database with user interface in 32 languages in the field of Cultural Heritage for the management of data concerning international conferences and congresses held from 1998 to 2015.

He made correction, drafting and layout of the volumes of abstracts and proceedings of international congresses and conferences on Cultural Heritage held from 1998 to 2015.

He created and managed the software and related databases for the realization of the International portal PURENOI, with multilingual interface, concerning the area of immigration 2006-2015.

He was member of the scientific secretariat of the Special Project on Cultural Heritage as database analyst, programmer and administrator 1997 – 2005.

He was member of the Scientific Secretariat of the international review "Journal of Cultural Heritage" as collaborator in digital editing 1999-2009.

Computer skills

- Operating systems: MS Windows (all versions), windows 2000 server, MacOS (all version), Linux (all versions).
- HTML CMS: Joomla, Wordpress.
- Client Side Languages: HTML, CSS (all versions), javascript, jquery.
- Server Side Languages: PHP (all versions), ASP.
- Web Server: configuration and management Apache, IIS and WAMP machine;
- RDBMS: Ms Access 2012, configuration and management MySql 5.
- Program Languages: c, c++, c# , Java 7, visual Basic for Application (for Ms Office management) , Cobol.
- Graphic packages: photoshop CC, Coreldraw 12, Illustrator CC, flash CC (for programming internet animated interfaces).
- Office automation: Ms Office professional (all version), OpenOffice 4.
- Other Packages: Xpress 9.

Participant No. 6

NILU – Norwegian Institute for Air Research, Norway

Legal entity and its main tasks:

NILU is an internationally well-known research institute in the field of air quality, environmental pollution and impact on society including cultural heritage. NILU performs ~ 250 projects each year for governments, industries and national and international organisations. NILU has about 200 employees of which 61 are PhDs, and has accredited laboratories for chemical analyses and monitoring instruments. NILU's annual turnover is ~220 mill NOK. About 11 % of the budget is basic grant from the Norwegian Research Council to NILU as a national research institution for air pollution. NILU has participated in more than 110 EU-projects, including one Network of Excellence (NoE) and some Integrated Projects (IP). Many of these projects have included SMEs. Nine of the projects have been in the field of preservation of cultural heritage.

NILU will develop a modelling framework, which connects the physical condition of the European built patrimony with its meaning and value for the European identity. NILU will supply information available from official and scientific sources about the status of promotion of "European Cultural Heritage" in the media in Norway and NILU will report the present official status of migration to (and from) Norway and discuss the meaning and importance of the "common European Identity" in accommodating these changes, particularly focusing on the European built patrimony.

Key person

Dr. Terje Grøntoft, (male) 52 years old, is PhD in chemistry (2004) and Master in political science (1991) from the University of Oslo and is Senior Researcher at the Norwegian Institute for Air Research since 2001. He has been scientific coordinator and active in the general coordination for several EU projects lead by NILU. His professional experience in the field of the project is: Evaluation of European cultural heritage connecting environmental impact, physical condition, economic value, significance, societal meaning and meaning for the European Identity. Assessment of air pollution, climate and climate change exposure, degradation risk and cost of conservation-restoration for build structures, materials and cultural heritage. Long experience with scientific work, in EU projects.

Relevant publications, products, services

- **Grøntoft, T.** (2011) "Climate change impact on building surfaces and façades", International Journal of Climate Change Strategies and Management, Vol. 3 Iss: 4, pp.374 – 385.
- **Grøntoft, T.** (2011) How will climate change affect the corrosion of material surfaces including building façades in Norway? In: Kelman, I. (Ed.) Municipalities Addressing Climate Change: A Case Study of Norway. Nova Publishers. New York.
- Johan Tidblad, Vladimir Kucera, Martin Ferm, Katerina Kreislova, Stefan Brüggerhoff, Stefan Doytchinov, Augusto Screpanti, **Terje Grøntoft**, Tim Yates, Daniel de la Fuente, Ott Roots, Tiziana Lombardo, Stefan Simon, Markus Faller, Lech Kwiatkowski, Joanna Kobus, Costas Varotsos, Chris Tzanis, Linda Krage, Manfred Schreiner, Michael Melcher, Ivan Grancharov, and Nadya Karmanova. "Effects of Air Pollution on Materials and Cultural Heritage: ICP Materials Celebrates 25 Years of Research," International Journal of Corrosion, vol. 2012, Article ID 496321, 16 pages, 2012. doi:10.1155/2012/496321
- Sabbioni, C., Brimblecombe, P. and Cassar, M. (eds.) "The Atlas of Climate Change Impact on European Cultural Heritage: Scientific Analysis and Management Strategies" Anthem Environmental Studies." Anthem Press. 15. Nov 2010: Full list of authors: C. Sabbioni, A. Bonazza, P. Messina, M. Cassar, P. Biddulph, N. Blades, P. Brimblecombe, C.M. Grossi, J. Tidblad, R. Kozłowski, L. Bratasz, J. Slawomir, M. Drdacky, J. Blaha, I. Herle, J. Lesak, D. Masin, S. Pospisil, Z. Slizkova, C. Saiz-Jimenez, J.M. Gonzalez Grau, **T. Grøntoft**, G. Svenningsen, I. Wainwright, C. Hawkins, A. Gomez Bolea, X. Arino Vila.

- Ron Hamilton, Helen Crabbe, **Terje Grøntoft**, and Stephan Fitz., Chapter 2. Monitoring, Modelling and Mapping, and Tim Yates, Milos Drdácý and Terje Grøntoft., Chapter 8 Risk Assessment and Management Strategies at Local Level in Watt, J. Tidblad J, Kucera V and Hamilton R. (ed). 2008. The Effect of Air Pollution on Cultural Heritage, Springer, USA.

Relevant previous projects or activities

EU project TeACH, “Technologies and tools to prioritize Assessment and diagnosis of air pollution impact on immovable and movable Cultural Heritage,” (Grant Agreement no. 212458) (2008-2011) <http://www.teach-project.eu/>.

EU project CULT-STRAT, “Assessment of Air Pollution Effects on Cultural Heritage – Management Strategies”, (SSPI-CT-2004-501609) (2004-2007) <http://www.corr-institute.se/cultstrat/>

EU project MULTI-ASSESS, “Model for multi-pollutant impact and assessment of threshold levels for cultural heritage” (EVK4-CT-2001-00044) (2002-2005) <http://www.corr-institute.se/MULTI-ASSESS/>

Norwegian Research Council project: “Adaptation to extreme weather in Norwegian municipalities” (2006-2011) <http://www.klimakommune.no/>

EU project MEMORI, “Measurement, Effect Assessment and Mitigation of Pollutant Impact on Movable Cultural Assets. Innovative Research for Market Transfer.” (Grant Agreement no. 265132) (2009-2012) <http://www.memori-project.eu/>.

Infrastructure and major items of technical equipment, relevant to the proposed work

- NILU is an environmental data centre, including data for impact on cultural heritage, with high competence in model development for data analysis and application.
- NILU has researcher network engaged with and accredited laboratories for environmental, societal, economical and physical impact analysis.
- NILU has an efficient administration department used to administration of participation in EU projects.

Participant No. 7

UNITI – University of Timisoara, Romania

Politehnica University Timisoara, a university of advanced research and education, is today one of the traditional Romanian schools and is recognized nationally and internationally both through the work of generations of teachers and the outstanding work of prestigious academics. Politehnica University of Timisoara is recognized as an outstanding actor on the research stage both nationally and internationally. The existence and operation of an important number of research centres (25), in which research teams successfully put into practice the research strategy of the institution, offer the university its international prestige and at the same time, provide funding sources for its development. The materialization of the research results in scientific papers, patents or products constitutes a guarantee of the institutional competence, thoroughness and professionalism. The didactic activity of Politehnica University of Timisoara is organized in line with the Bologna paradigm; the study programs correspond to three cycles, BACHELOR, MASTER and DOCTORAL STUDIES. The portfolio of specializations offered by the Politehnica University Timisoara meets the needs of contemporary society, reflecting the close relationship the university holds with the socio-economic environment. The specializations are continually adapted to the latest trends in the field, and thus meet the theoretical and practical training requirements needed by graduates on the labour market.

Prof. Marius Mosoarca (male), Timisoara, 11.09.1967, full Professor; Graduate of the Faculty of Civil Engineering from the “Politehnica” University of Timisoara in 1994, obtained PhD title in 2004; Didactic and research activities in the historic buildings restoration and design of bearing structures domains. Teacher of courses at the Faculty of Architecture and Urban Planning from Timisoara: restoration and consolidation of bearing structures, methods of restoration, design of structures, anti-seismic architecture, and aesthetics of structures. Specialist for the Ministry of Culture and National Heritage: studies and research developer, inventory of buildings with heritage value, project manager for historic bearing structures, inspector, responsible for the in-time monitoring of the behaviour of historic buildings; Vice-dean of the Faculty of Architecture and Urban Planning from Timisoara, member in the Romanian Association of Engineers, member in the National Association of Romanian Evaluators, member in the Romanian Association of Structural Design Engineers, member in the Banat Society of Seismic Engineering. Leader of more than 150 design projects of bearing structures from Romania. Main activities in WP3.

A list of up to 5 relevant publications, and/or products, services (including widely-used datasets or software), or other achievements relevant to the call content;

- Marius Mosoarca, Victor Gioncu, „Failure mechanisms for historical religious buildings in Romanian seismic areas”, Journal of Cultural Heritage, Volume: 14, Issue: 3, pp: E65-E72, Supplement: S, DOI: 10.1016/j.culher.2012.11.018, WOS:000327013800011, ISSN: 1296-2074, eISSN: 1778-3674, Ed. Elsevier, 2013;
- Marius Mosoarca, Victor Gioncu, „Historical wooden churches from Banat region, Romania. Damages. Modern consolidation solutions”, Journal of Cultural Heritage, Volume: 14, Issue: 3, pp: E45-E59, Supplement: S, DOI: 10.1016/j.culher.2012.11.020, WOS:000327013800009, ISSN: 1296-2074, eISSN: 1778-3674, Ed. Elsevier;
- Marius Mosoarca, Victor Gioncu, „Structural safety of historical buildings made of reinforced concrete, from Banat region - Romania”, Journal of Cultural Heritage, Volume: 14, Issue: 3, pp: E29-E34, Supplement: S, DOI: 10.1016/j.culher.2012.11.015, WOS:000327013800006, ISSN: 1296-2074, eISSN: 1778-3674, Ed. Elsevier, 2013;
- Mosoarca Marius, Victor Gioncu, FP6 PROHITECH project: Vol. 5, Chapter 4.2: “Overview of collapse modes and evaluation of bearing capacity in Volume: Earthquake protection of historical buildings by reversible mixed technologies - Seismic protection of historical buildings: calculation models”, F. M. Mazzolani - General coordinator; Ed. Polimetrica International Scientific, ISBN: 978-88-7699-169-6, 2012;
- Mosoarca Marius, FP6 PROHITECH project: Vol. 1: “Intervention strategies for the seismic protection of historical building heritage in the Mediterranean basin” – Ed. Polimetrica, ISBN: 978-88-7699-169-1, 2012;

A list of up to 5 relevant previous projects or activities, connected to the subject of this proposal;

- Coordinating director for Romania of the international research programme COST Action FP1101, Assessment, Reinforcement and Monitoring of Timber Structures in the Management Committee Member – COST Participants subject to MC permission and MoU acceptance;
- Member in the research team of the PROHITECH – Earthquake Protection of Historical Buildings by Reversible Mixed Technologies, international research program, 2004 – 2008;
- Organiser of International Workshop in collaboration with Università degli Studi di Padova from Italy: “Seismic Vulnerability of Historical Centers”, Timisoara, 14-15 June 2014;
- Responsible for the national research programme “Hidden heritage II”. Highlighting the cultural values of historic roof framings. Partnership between the Faculty of Architecture from Timisoara and the Association of Restorers of Historic Monuments from Transylvania (ARMIT) 2012;
- Organizer of ERASMUS mobility program within the Faculty of Architecture and Urbanism;

Other UNITI Staff Members, working for this project

Prof. Ioan Andreescu (male), Timisoara, 24.02.1957, full Professor; Graduate of the Faculty of Constructions, department of Architecture from the “Traian Vuia” Politehnica Institute of Timisoara in 1979, obtained the Architect and Urban Planner diploma at the “Ion Mincu” Institute of Architecture from Bucharest in 1982 and obtained PhD title in 1999. Dean of the Faculty of Architecture and Urban Planning from Timisoara, member in the Romanian Order of Architects, member in the Romanian Order of Urban Planners, member in the Union of Romanian Architects. Teacher of courses at the Faculty of Architecture and Urban Planning from Timisoara: history of modern architecture, contemporary theories and methods, theories and methods in restoration, urban regeneration, and landscape urbanism. Main activities in WP2.

A list of up to 5 relevant publications, and/or products, services (including widely-used datasets or software), or other achievements relevant to the call content;

- Ioan Andreescu, Vlad Gaivoronschi, Marius Mosoarca, „The Hidden Gem”, Advanced Materials Research, Vol 778(2013), p.880-887, ISSN 1662-8985, also published in Proceedings of the International Conference on Structural Health Assessment of Timber Structure, SHATIS 2013, Trento, Italy, p.239-240, ISSN 1022-6680
- Ioan Andreescu, Marius Mosoarca, „The recovered beauty. Restauration and reconversion of the roman-catholic church of Bobda, Romania”, pg. 1361-1369, SAHC 2012, Proceedings of the International Conference on Structural Analysis of Historical Constructions, Wroclaw, Poland, ISBN 978-83-7125-219-1;
- Ioan Andreescu, Mosoarca Marius, “Urban complex renewal of the historic city of Ciacova, Romania”, p.2597-1604, SAHC 2012, Proceedings of the International Conference on Structural Analysis of Historical Constructions, Wroclaw, Poland, ISBN 978-83-7125-219-8.
- Ioan Andreescu, Vlad Gaivoronschi, “Complex risk management strategies during restoration and reconversion of a XIII century building complex in Timisoara”, pg. 138- 143, Proceedings of the International Conference on Risk Management, Assessment and Mitigation: Recent advances in risk management and mitigation (RIMA), Bucuresti,2010, ISBN 978-960-474-182-3, ISSN 1790-2769;
- Ioan Andreescu, Vlad Gaivoronschi „The Landscape: from the sacred garden to the urban landform”, p. 393-398, Proceedings of the International Conference on Landscape Architecture Selected Topics in Energy, Environment, Sustainable Development and Landscaping, Timisoara, 2010, ISSN 1792-5924/ ISSN 1792-5940, ISBN 978-960-474-237-0.

A list of up to 5 relevant previous projects or activities, connected to the subject of this proposal;

- Visitor Centre and Open Air Theatre for the Iron Gates National Park on the Danube, Romania 2011 (Shortlisted WAF awards, Forum Prize 2011, Future projects Cultural, World Architecture Directory);
- Regional Business and Innovation Infrastructure (Business Incubator, Experimental structure) Incuboxx, Timisoara, Romania, 2010-2014;
- Romanian Railway Freight Company, Regional Headquarters Timisoara, Romania, 2001-2006 (Shortlisted WAN – World Architecture News Awards, Barcelona, 2010, World Architecture Directory);
- “Casa Baraj” – floating platform and complex landscape project – Valiug, Romania 2005-2006;
- Hotel Reghina Blue (hotel, spa, japanese garden), Timisoara, 2000-2005 (Architect Design award nomination for landscape design, 2005).

Dr. Vasile Gherhes (male), Timișoara, 17.11.1973. Head of Department of Communication and Foreign Languages, Politehnica University of Timisoara, Romania from February 2015; Lecturer PhD. member of The Department of Communication and Foreign Languages Council, “Politehnica”

University of Timisoara, Romania from 2012; Lecturer in Tibiscus University of Timisoara, Romania from 2003; Assistant in the Tibiscus University of Timisoara, Romania from 1998. The teaching and research interests include sociology, communication, culture and civilization, fields in which Vasile Gherheș published three books and more than 30 scientific articles. As researcher Vasile Gherheș has competences in social research methodology and statistical data analysis and was involved in the development of local and regional studies whose purpose was to surprise socio-economic issues in the area investigated. Member in several international sociological projects. Main activities in WP4.

A list of up to 5 relevant publications, and/or products, services (including widely-used datasets or software), or other achievements relevant to the call content;

- Vasile Gherhes, 2013, The Academic Promotion Through Social Media in the Romanian Universities, in European review of Applied Sociology, ISSN 2286-2102 (print) ISSN 2286-2552 (online);
- Vasile Gherhes, 2011, Corporate Social Responsibility in Romanian Companies–Between Perceptions and Reality, Amfiteatru Economic Journal, vol. XIII, ISSN 1582 – 9146, pg. 44-56, ISI;
- Vasile Gherhes, 2011, Being a computer scientist: motivations and representations, Annals. Computer Science Series. Vol. IX fasc. 2 – 2011, ISSN: 2065-7471, 2011, pg. 169-176;
- Vasile Gherhes, 2011, Using multimedia techniques for teaching in schools in Western and North-Western Romania. Realities and training perspectives, Annals. Computer Science Series. Vol. IX fasc. 2 – 2011, ISSN: 2065-7471, pg. 177-182;
- Vasile Gherhes, 2010, Automatic Evaluation of Quiz Test, QMHE, in The 6th International Seminar Quality Management in Higher Education, Tulcea, Romania, ISBN 978-973-662-568-8, pg. 99-102, ISI Proceedings.

A list of up to 5 relevant previous projects or activities, connected to the subject of this proposal;

- January, 2014, Sociological research, for project "Poles of Cultures" - IPA CBC Programme Romania - Serbia, in partnership with the Intercultural Institute Timisoara and Timisoara City Hall;
- July, 2013, Quantitative analysis and qualitative analysis, reporting for FaRIInn Project - Facilitating Innovation Responsible funded SEE Transnational Cooperation Programme, in partnership with the Chamber of Commerce, Industry and Agriculture Timis County;
- July-December 2011 Project Manager „The Impact of Economic Development on Quality of Life in Zlatna, Baia de Arieș, Abrud și Roșia Montană”, design and implementing, coordination, quantitative analysis, reporting for project, Alba Iulia County, Romania;
- December 2010-May 2011- Sociologist in the Project ”Perfecting centre for teachers from the pre-university school system in multimedia teaching techniques”, POSDRU/87/1.3/S/62626, design and implementing, coordination, quantitative analysis, reporting for project;
- October 2005- September 2006 Project manager „Pro Communitas” PHARE 2003/005-551.01.05/01.

Participant No. 8

UNIUP – University of Uppsala, Sweden

A description of the legal entity and its main tasks, with an explanation of how its profile matches the tasks in the proposal;

The University has a long involvement on Cultural Heritage conservation and valorisation, with many specific projects carried out all over the world.

In particular, a specific project was carried out on the Halland Model: a Trading Zone for Building Conservation concerted with Labour Market Policy.

A curriculum vitae or description of the profile of the persons, including their gender, who will be primarily responsible for carrying out the proposed research and/or innovation activities;

Prof Christer Gustafsson, Ph.D. (male)

Full Professor in Conservation at Uppsala University, Sweden;

- Professor (hon.) at Nanjing University in China;
- Faculty member at IPMI International Business School, Jakarta, Indonesia as well as
- Member of the Scientific Board of Cultural Industries and Complexity Observatory at IULM University, Milano, Italy

He is also

- Secretary-General for ICOMOS International Scientific Committee on Economics of Conservation;
- Member of the European Union's panel of experts for European Heritage Label (nominated by the European Commission);
- Member of the European Commission's expert panel for a European Agenda for research of cultural heritage and innovation
- Member of expert panel of STINT Swedish Foundation for International Cooperation in Research and Higher Education as well as
- Member of the Board of Directors for Cultural Heritage without Borders.

1. Higher education qualifications,

1984 **B.A. Integrated Building Conservation.** Goteborg University.

1979-85 Various **University courses** in e.g. Art History, Economics, Economic History, Mathematics, and Philosophy. Goteborg University.

2. Degree of Doctor of Philosophy

2009, Department of Chemical and Biological Engineering, Chalmers University of Technology, Gothenburg.

The Halland Model: A Trading Zone for Building Conservation concerted with Labour Market Policy and Construction Industry aiming at Sustainable Development.

Tutor: professor Jan Rosvall, Chalmers University of Technology, Gothenburg

The dissertation presents an application-oriented theoretical platform and a new model, providing adequate approaches to solving boundary-spanning challenges for regional growth, strengthening competitiveness, sustainability and development of building conservation.

Here, tailor-made multi-stakeholder networks have been operating pro-actively with a jointly organized formula of the historic environment sector together with the labour market sector, construction industry, property and estate owners and regional and local authorities. In the Halland Model, building construction workers and apprentices were trained in traditional building techniques and then operated on historic buildings at risk under the supervision of skilled craftsmen and conservation officers. Since the conservation projects were completed, the premises have been used in a way that may contribute to sustainable development and regional

growth. In this manner, historic buildings at risk have been saved from demolition, which implies that craftsmanship was learned by a younger generation while new jobs are created. The historic environment sector took an intermediate position and provided historic buildings at risk, useable as working places for long periods of time as well as “containers” for new functions. This regional cross-sectoral cooperation with a multi-problem-oriented approach has demonstrated win-win situations for the historic environment sector as well as for other partners and for regional sustainable development in general.

Research on such a comprehensive collaboration scheme as the Halland Model demands the use of hybrid methodologies and boundary-spanning, trans-disciplinary and multidimensional theories. Based on a participatory action research methodology and approach based on 15 years’ experience of the Halland Model conserving approximately 100 historic buildings, the objective of this dissertation is to analyse the *trading zone*. Each separate sector or industry has had its own objectives as well as its own resources, needs, policies, networks and regulations, but also its own vocabulary and mindset. The study of these manifold relations and judgments involved – between different systems of policies and values – is connected to meta-modelling discourses dealing with sustainable development. A generic model is developed where the trading zone is defined as an active arena or a field of force corresponding to the actors’ various policies, values, facts and resources.

The overall objective of the Halland Model is increasing the total volume of construction in periods of recession. In the Halland Model, approximately one-third of the construction workers of the Halland region were trained in traditional building techniques. After the completion of conservation work, the improved premises made new functions available, which were decided on and developed with the multi-problem-oriented approach of the trading zone.

3 Previous positions

Director (*Landsantikvarie*) Regional Museums of Halland and Heritage Halland 2005-2012.

Head of International Department, Regional Museums of Halland, 2001-2005

Head of Building Conservation Team, Regional Museums of Halland, 1992-2001

Municipal Heritage Conservation officer, Sollentuna kommun 1989 – 1992

Heritage Conservation officer, various regional museums in Sweden 1984 – 1989

4 - Awards

Awarded with the Polish Culture Minister’s Golden Medal 1999.

Awarded with Region Warminku – Mazurskies Grand Medal (PL) 1999.

Professor (hon.) Nanjing University (China) 2012-

Visiting Professor Instituto Universitario di Lingue Moderne IULM University, Milano 2011-2013

Research fellow at IPMI International Business School in Jakarta. 2013-

Secretary-General ICOMOS International Committee on Economics of Conservation 2010-

Chairman World Heritage Academy (China) 2012-

Member of the panel of experts European Heritage Label (the European Commission) 2012-

Member of the panel of experts EU Agenda for cultural heritage research and innovation 2014-2015

Member of the expert panel of the international observatory "Cultural Industries and Complexity Observatory – C.I.C.O." 2014-

Chairman Boards of Directors Good and Green consultancy (UK) 2011-2013

Member of the Boards of Directors for Cultural Heritage without Borders (SE) 2012-

Member of the Boards of Directors for Europa Nostra (SE) 2013-2015

Secretary of the Boards of Directors for Swedish Association of Regional Museums 2006-2013.

Director for the formation of *Institute for Culture, Creativity and Competitiveness* at Jönköping

International Business School (SE) 2009-2010.

Evaluator and expert for European Union Research Framework Programmes 2000-, European Union Culture Programme 2011-, and European Union Europe for Citizens Programme 2011-
Lecturer at the 13th Annual Maura Shaffrey Memorial Lecture in Dublin (IRL)

Member of KREANORD (the Nordic Minister Council's reference group for Culture and Creative Industries), 2008-2010.

International expert in EU COST C 20 Urban Knowledge – Urban Heritage 2007-2010..

Awarded with Region Halland Culture Prize 2005.

Evaluator and expert for EU Research Frame Work Programmes 2000-, EU Culture Programme 2011- and EU Europe for Citizens Programme 2011-.

Promotor of the Halland Model 1993-2005.

A list of up to 5 relevant publications, and/or products, services (including widely-used datasets or software), or other achievements relevant to the call content;

Peer-reviewed original articles (summary)

1 - Gustafsson, C. and Polesie, T. (2014) *Return on Heritage Investments. Some Measurable Results of the Conservation of the Rossared Manor House*. BDC Bollettino del Dipartimento di Conservazione dei Beni Architettonici ed Ambientali dell'Università degli Studi di Napoli. Vol. 13, 1/2013. ISSN 1121-2912.

2 - Gustafsson, C. (2010) *A trading zone for built cultural heritage aiming at regional sustainable development*. Paper presented at **ESA Research Network Sociology of Culture Midterm Conference: "Culture & the Making of Worlds"**. Published at <http://www.ssrn.com/link/ESA-Res-Network-Sociology-Culture-Conf.html>

*3 - Gustafsson, C. and Rosvall, J. (2008a) "The Halland Model and the Gothenburg Model: A quest towards integrated sustainable conservation". In: *City and Time*, 4 (1), pp. 15-30. CECI, Centro de Estudos Avançados da Conseração Integrada.

Peer-reviewed conference contributions (summary)

4 - Gustafsson, C. (2011) *A trading zone for built cultural heritage aiming at urban sustainable development*. Paper presented at 10th ESA Conference of the European Sociological Association "Social Relations in Turbulent Times", Geneva, 2011.

5 - Norrström, H., Edén, M. and Gustafsson, C. (2011) EEPOCH, a multiple case study involving energy efficiency, preservation, and management and working climate in conservation teams. Chalmers university of technology. Paper presented at 10th ESA Conference of the European Sociological Association "Social Relations in Turbulent Times", Geneva, 2011.

6 - Gustafsson, C. and Polesie, T. (2007) *Return on Heritage Investments. Some Measurable Results of the Conservation of Harplinge Windmill and Rydöbruk Industrial Site*. Paper presented at the International Trades Educations Symposium and International Preservation Trades Workshop, Tällberg, Sweden, 21–25 May 2007.

A list of up to 5 relevant previous projects or activities, connected to the subject of this proposal;

Books and book chapters

Gustafsson, C. (2009) *THE HALLAND MODEL. A Trading Zone for Building Conservation in Concert with Labour Market Policy and the Construction Industry, Aiming at Regional Sustainable Development*. Chalmers tekniska högskola. ISBN 978-91-7385-309-5. Ny serie nr: 2990. ISSN: 0346-718X. Goteborg

Gustafsson, C. (2011) "Eldsjälar och universitetens mylla". Ur Göthenberg, A. (ed) *Svenska kunskapssystemet – en möjlighet till framtida export?* STINT R 11:02. Stockholm.

Gustafsson, C. and Rosvall, J. (2010) "The Triple Helix and Integrated Conservation: The Halland Model". In: Zeleny, Fusco Girard, Forte (eds) *IN SEARCH OF NEW EUROPE: Creative Cooperation and Innovation Networks for a Sustainable Future*. Università Federico II di Napoli. Naples.

Gustafsson, C. (2009) "Modelling experiences from regional development and learning districts using built cultural heritage and collaborative management research". In: Putignano

F. (ed.) *Learning Districts – Patrimonio culturale, conoscenza e sviluppo locale*, pp. 79–101. Maggioli Editore, Santarcangelo di Romagna. ISBN 8838743797. Milano.

Gustafsson, C. and Rosvall, J. (2008b) “Development of management skills within cultural heritage administrations”. In: Quagliuolo, M. *Herity. Classifying Monuments Open to the Public*, pp.28-47. Roma: DRI – Fondazione Enotaria ONLUS.

Popular science articles/presentations

Gustafsson, C. (2014) *Kreativa Kraftfält i Skaraborg*. Skarborgs kommunalförbund. Skövde (59 pages).

Gustafsson, C. (2013) *Kreativa Kraftfält i Halland*. Kulturmiljö Haland. Halmstad (58 pages).

Any other supporting documents specified in the work programme for this call.

Other reports

Member of expert groups for:

The European Commission (2015) *Getting Heritage to work for Europe*

The European Commission (2014) *European Heritage Label*

The European Commission (2015) *European Heritage Label*

4.2 – Third parties involved in the Project

The Coordinator will give to a third Party the activities concerning the platform for Citizens Observatory, and social media management, (WP3).

5 – Ethics and Security

5.1 – Ethics

There is no ethics issue in the ethical table in the Administrative Proposal Form of OurIdentity

5.2 – Security

The activities or results of this project do not raise security issues.

Nairobi, 26 May 2015

To: Prof. Luigi Fusco Girard

Dear Professor Fusco Girard,

On behalf of UN Habitat's partnership with Universities (Habitat UNI) I am pleased to support the research project "Our Identity"(European Cultural heritage for European Identity- Horizon 2020 Work Programme Call Reflective 2-2015)" proposed by University of Naples Federico II in collaboration with other Universities and Research Centers.

The proposed research project aims to consolidate analysis and actions/initiatives for cultural regeneration, starting with cultural tangible and intangible memory/heritage, which complements the objectives of the UNI Thematic Hub on Urban Regeneration.

Therefore, Habitat UNI is willing to contribute to the implementation of the project in the following ways:

- Engaging possible UNI academic institutions interested in collaborating with the project;
- Disseminating knowledge and facilitating the exchange of information through the Habitat UNI communication portal (uni.unhabitat.org) and supporting other dissemination mechanisms as agreed with members of the Thematic Hub on Urban Regeneration.

Prof. Luigi FUSCO GIRARD
Director of the Interdepartmental Research Centre in Urban Planning
Calza Bini
University of Naples Federico II
Via Toledo 402
Naples

Yours sincerely,

A handwritten signature in black ink, appearing to read 'L. Blades', with a stylized, cursive script.

Lilia M. Blades
Focal Point
Habitat Universities Network Initiative
Capacity Development Unit
UN-HABITAT
P.O. Box 30030
Nairobi, 00100, Kenya
www.unhabitat.org
Tel: + 254 20 762 6759
Cel: +254 708 268299

A.C.E.N.
N.Protocollo: 903/15
Tipo Protocollo: USCITA
Data Protocollo: 27/05/2015

To prof Luigi FUSCO GIRARD
Director of Interdepartmental
Research Centre in Urban
Planning Calza Bini
University of Naples Federico II
Via Toledo 402
Naples

Dear Professor Fusco Girard

ACEN (the Association of Building Entrepreneurs of Naples) expresses its strong interest in supporting the research project proposed by University of Naples Federico II (with other Universities and Research Centers) on "Our Identity" (European Cultural heritage for European Identity- Horizon 2020 Work Programme Call Reflective 2-2015).

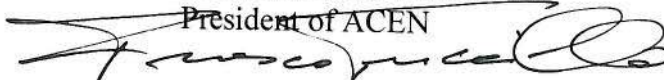
This proposed research project ,that moves towards consolidating operational knowledge for cities regeneration, starting from cultural landscape, reflects activities and attention of ACEN for implementing urban sustainable regenerations strategies.

Therefore we are glad to contribute to the development of the research through workshops/discussions and disseminations of outputs.

Sincerely yours

Naples,25th, May,2015

Dott. Francesco TUCCILLO
President of ACEN





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