



Press Release

EU-funded iHeritage Portuguese partner hosts the 2nd ICH Focus Group Meeting (Intangible Cultural Heritage)

As part of the development of the iHERITAGE project, the second meeting of the focus group dedicated to Intangible Cultural Heritage took place on April 7th.

Throughout the meeting (part of the project iHERITAGE - ICT Mediterranean platform for UNESCO cultural heritage, supported by the EU through the ENI CBC Med Programme), there was a presentation of the systematised results of the collection of information carried out by each of the project partners of inventorying the resources of the intangible heritage from each country: Portugal, Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Lebanon, Malta, Palestine, Spain, Tunisia.

Regarding the region of Algarve, it is worth noting the conclusion of the existence of only one record, that of the Mediterranean diet, through the work that has been developed by the city of Tavira, the representative community in UNESCO, as Intangible Cultural Heritage of humanity. During the meeting, it was also reinforced that all processes of recognition of new proposals for cultural heritage of humanity require, at the present time, of a first registration in the National Inventory, which does not happen in all partner countries.

The main ambition of the leader partner is the constitution of CRESPIEM, aimed to be the Regional Centre for the Safeguard and Promotion of Euro Mediterranean Intangible Heritage. Its foundation, launch and activities are part of the capitalisation activities of iHERITAGE.

The aims of CRESPIEM are defined as follows:

- To identify, safeguard and valorise the Intangible Cultural Heritage of the participating territories, being perceived as the highest expression of their cultural identities and as an asset for the territorial sustainable development;
- To disseminate and enhance knowledge and understanding of the Mediterranean traditional expressions in the field of music, theatre, dance, visual and performing arts, social expressions, handicraft, languages and all form of oral traditions in order to overcome cultural barriers, stereotypes and commonplaces;
- To facilitate and support the interaction and networking of the participating institutions in the field of Intangible Cultural Heritage;
- To foster the awareness of general public towards Intangible Cultural Heritage and its potential benefits in terms of socio-economic growth;
- To acknowledge and promote the usefulness of the new information technologies in enabling all Mediterranean countries and regions to promote and disseminate the richness of their cultural heritage;

- To foster international cooperation and implement international policies and projects for the safeguard and valorisation of local identities.

Starting from this goal, one of the activities resulting from the project will then be the creation of this Regional Center for the preservation, dissemination and promotion of the Euro-Mediterranean intangible heritage, with the location of its headquarters still to be defined, currently under analysis.

The iHERITAGE project aims to support the technological transfer and commercialisation of new AR/VR tools to enhance access to Mediterranean UNESCO cultural heritage through augmented and immersive experiences by creating cross-border living labs for research and innovation.

The project will support collaborations among universities and provide new solutions to promote cross-border technological transfer, Living Labs, industry-academia collaboration and the creation of spin-offs and new products, using the latest Information and Communication Technologies (ICT): Augmented Reality (AR), Virtual Reality (VR) and Mixed Reality (MR). The project includes six countries: Italy, Egypt, Spain, Jordan, Portugal and Lebanon.

iHERITAGE ICT Mediterranean platform for UNESCO world heritage is a strategic project funded by the EU through the ENI CBC Mediterranean Sea Basin Programme. The ENI CBC Mediterranean Sea Basin Programme of the European Union is co-funding 90% of the iHERITAGE project's total budget of € 3.874.287,06.

This document has been produced with the financial assistance of the European Union under the ENI CBC Mediterranean Sea Basin Programme. The contents of this document are the sole responsibility of Sicilian Region - Department of Tourism (Italy) and can under no circumstances be regarded as reflecting the position of the European Union or the Programme management structures.

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