

**PROJECT ACRONYM AND TITLE:** CHANGES – Cultural Heritage Active Innovation for Next-Gen Sustainable Society

**FUNDING PROGRAMME** PNRR M4C2 Inv.1.3 PE- Partenariati Estesi

**HOST DEPARTMENT or CENTER:** Centro di erogazione Servizi di Ateneo - CESA

**SCIENTIFIC RESPONSIBLE:** Prof.ssa Monica Calcagno

**FINANCIAL DATA:**

Project total costs	Overall funding assigned to UNIVE
€ 160.000.000,00	€ 7.806.299,94

**ABSTRACT:** CHANGES (Cultural Heritage Active Innovation for Next-Gen Sustainable Society) is an extended partnership targeted to advance fundamental and applied research on Cultural Heritage (CH) (PE5). A total number of 25 partners (leaders, co-leader, and affiliates) and 11 in-convention partners will share know-how, research infrastructures, networks with private businesses, local authorities and cultural institutions combining pioneering technological platforms, people-centered capacity building with knowledge-based approaches towards innovation. The project is articulated in 9 spokes, covering a wide range of integrated themes, from cultural tourism to social cohesion and participation through cultural engagement, and green strategies of heritage conservation and preservation. The advanced expertise of all participants will greatly contribute to bring forward innovation in the CH research field, widening a shared European sense of belonging built to boost social cohesion and the engagement of citizens.

**OBJECTIVES and EXPECTED RESULTS:**

CHANGES main objectives include:

1. encouraging the intensive and extensive application of digital technologies to the cultural heritage
2. promoting the use of advanced techniques in the field of digital imaging, preservation, and recognition and fostering the accessibility of textual and text-image sources
3. developing innovative approaches, integrated applications and IT tools to deepen our understanding of tangible cultural heritage
4. enhancing tangible and intangible cultural heritage objects in museums and art collections
5. adopting a participatory bottom-up approach to Cultural Tourism (CT) to drive (im)material CH in a laboratory for innovation and creativity, and to generate a model of sustainable CT.

According to these objectives, CHANGES expected results are:

- a. the development of an ecosystem which can foster social growth according to multi-ethnic, multicultural, participatory and fair principles, as well as sustainable cultural tourism
- b. leading the identification of innovative research approaches on topics including landscapes and their transformations, sustainable practices in changing urban environments, impact of digitization as a decarbonization tool, low energy consumption technologies for sites and collections, enhanced diagnostics tools for the characterization and monitoring of objects and built heritage, green conservation and restoration products and protocols, risk reduction against climate change and sustainable tourism
- c. the development of a multidisciplinary domain for cooperation between universities, scientific communities, creative industry, and citizens.
- d. the consolidation of the Italian National Research Plan, through the implementation of the Horizon Europe program priorities on the European cultural heritage and the cultural and creative industries (CCIs).



**PARTNERSHIP:**

<b>Spoke 9 (UNIVE)</b>	<b>SPOKE Coordinator</b>
<b>Spoke 1 (Leader: UNIBA)</b>	<b>Affiliated</b>
<b>Spoke 2 (Leader: UNIMI)</b>	<b>Affiliated</b>
<b>Spoke 3 (Leader: UNINA)</b>	<b>Affiliated</b>
<b>Spoke 8 (Leader: UNIRM1)</b>	<b>Affiliated</b>