

# THE W FORUM – 2016 edition

## “Transforming the Cultural Heritage Sector: Grand Challenges and Grand Prospects for Europe”

September 24, 2016

National Research Foundation, Athens, Greece

[Conference website link](#)



Growth Transformation  
& Value Engineering  
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## OVERVIEW

The potential role of the cultural heritage (CH) sector as a driver for stimulating innovation, creating new skills and new jobs, battling brain drain and generating wealth, is both underestimated and under-researched. This is partly attributed to the fact that actors operating within this sector are often characterized by outdated skills and know-how.

On the other hand, advancements in information technology (such as social media, mobile platforms, and virtual reality) have created radically new needs for citizens, businesses and public bodies to engage with innovative cultural heritage offerings.

The overall aim of the Forum is to explore theoretical and practical approaches for bridging this supply-demand gap. The focus is on identifying different growth transformation options and activities that may emerge within the CH sector, as well as assessing their impact in a wider context (social, economic).

Tracks	Key questions
1. Reconsidering the CH consumer	<ul style="list-style-type: none"><li>• How can the CH industry develop new experience-based products and services to meet the new needs of CH consumers ?</li><li>• How can it address the Grand Societal Challenges in Europe ?</li><li>• How can CH organizations address the need for new skills for new jobs ?</li></ul>
2. Re-imagining the Development of CH Products and Services	
3. Re-orienting Skills and Competences	



All accepted papers will be published in the Forum's Proceedings by Springer. Papers must be submitted by July 31<sup>st</sup> and we guarantee a feedback reply within one week.

The registration fee for authors is 300 euros. Parties interested in attending the Forum without submitting a paper may do so at a reduced fee of 200 euros.

The conference fee provides:

- access to all technical sessions and to the exhibition area
- a copy of the conference book of abstracts and on-line access to conference proceedings
- admission to all coffee breaks, lunch breaks, and social events (including the central dinner).

For more information, please click [here](#).

## ABOUT THE W FORUM

Experts have been talking about transformation and growth for ages, while organizations have been implementing it for equally long time, with highly questionable levels of success. At the same time, there is a distinct disconnect between those who can actually push the limits of relevant know-how: academics and thought leaders who can think differently about innovation and change, and businesses and government agencies that can actually implement it.

The W Forum aims to become an annual retreat for executives, academics and government officials who want to extend their network and knowledge in the realm of growth transformation. It acts as a meeting point for experts from different disciplines, with different viewpoints and experiences, and offers them a great setting and enough networking opportunities to debate, agree joint efforts, learn and teach on how to best transform an organization that wants to be competitive in the 21st century.

The W Forum is developed and organized by the WAVE Lab of the Business School, University of the Aegean, Greece. The 2016 edition will take place in Athens, Greece, and will be hosted by the National Research Foundation. This year's event is focused on exploring transformation activities in the cultural heritage sector, in partnership with:

- the 5<sup>th</sup> International Conference in Strategic Innovative Marketing (icsim.net)
- CulturePolis (culturepolis.org)

## ABOUT THE WAVE LAB

The Growth Transformation & Value Engineering (WAVE) Lab is a research center operating at the intersection of strategy and technology to improve growth outcomes for organizations.

The Lab is based at the Business School of the University of the Aegean, Greece. It is staffed by a multi-disciplinary, international team of experts in technology & innovation management, corporate entrepreneurship, value engineering, and project management, across various industries.



Lab members have extensive academic and business experience (including senior executive positions within prestigious global organizations) and several of them have been awarded graduate degrees from top universities (Stanford, London Business School, Imperial College, University of Warwick, Humboldt-Universität zu Berlin, Universität Trier).

The core team is complemented by an international Advisory Board, which oversees the Lab's strategy and the quality of its operations.

For more information, please visit: [waveahead.biz](http://waveahead.biz)

## ABOUT THE FORUM'S TRACKS

### Track 1: Reconsidering the CH Consumer

Experiences (such as interactions with time, space, people, products and services) constitute the epitome of cultural heritage - empowering personal and collective identities, self-reflection, critical thinking, protection and sustainability of cultural legacy. Unsurprisingly, CH consumers' profiles are directly linked to the means of accessing experiences and learning from/about them. New developments in the realm of information technologies may further affect this link, potentially resulting in significant changes in the traditional profiles of CH consumers. For example, CH consumers now routinely share their experiences through social media and increasingly collaborate on designing consumption at heritage places.

Authors and attendees of this track will shed light on:

- the learning patterns of CH consumers at heritage places. It will be of particular interest to explore how CH consumers may be involved into cognitive and inquiry-driven processes that combine new viewpoints and approaches in IT, content and communication patterns (including audiovisual languages and multimedia)
- the value of making Human Cognitive Architecture (HCA) educationally relevant in heritage settings
- products and services that transform heritage places into participatory and collaborative cultural consumption spaces
- the technology side of CH consumption
- relevant case studies.

### Track 2: Re-imagining the Development of CH Products and Services

Nowadays, the time-scarce connected consumer is looking in real time for cultural heritage services with cognitive-emotional affinity and the possibility for participatory experiences and contextual co-creation. At the same time, public heritage institutions (the main employer for heritage works) are extremely fragmented across the EU, with different institutional/legal structures, and different perceptions of culture. These two facts combined lead to interesting observations: a) there is



unreasonable competition among public-private sector actors; b) information asymmetries between supply and demand result in unsustainable uses of cultural heritage assets and substantial revenues losses for the CH sector.

The focus of this track is to explore innovation in the CH sector, in terms of:

- development processes of new products and services with commercialization potential in the CH sector
- the design of experience-based products and services with cognitive emotional affinity that can produce the place ID and connect to the global markets
- place-attached economic activities via branded places & place-driven products with acknowledged market value
- the development of ecosystems and networked organizations within the CH sector
- the competitiveness of cultural products/services by fostering the excellence, quality and relevance of experience-based products and services at heritage places
- relevant case studies.

### Track 3: Re-orienting Skills and Competences

The EU-2020 vision for smart, sustainable and inclusive growth is linked to the challenge of “new skills for new jobs” and the need to create jobs, capitalize on knowledge, and re-ignite innovation. In the CH sector, this challenge is expressed as the need to effectively address vocational skills mismatches, and shortages in knowledgeable and skilled stakeholders. The goal is to enhance transparency and recognition of skills, raise employment standards, and promote job mobility.

This track will explore theoretical and practical approaches for realigning and redesigning educational/training processes, in order to define solutions for the above issues. Themes of interest include:

- validation of professional qualifications of heritage interpreters, museum experts, cultural communicators, marketers, audiovisual and multimedia designers
- audiovisual and multimedia qualifications and competences, including those acquired in non-formal and informal settings
- strategies and educational programs for equipping highly skilled workers to develop and commercialize customized products/services at (g)local level
- new training methods and platforms
- relevant case studies.