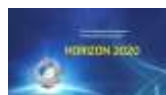




MedSTACH project



H2020-WIDESPREAD-04-2017. Grant Agreement no 763635	
Project full title:	Eastern Mediterranean Science and Technology Center of Excellence for Archaeology and Cultural Heritage
Project acronym:	MedSTACH
Work Package	WP4
Deliverable	D4.2 (Mass media online database)

© Copyright by the **MedSTACH** consortium, 2017-2018. The project that has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 763635. More info regarding the project you can find here: www.medstach.eu

DISCLAIMER: This document contains material, which is the copyright of **MedSTACH** consortium members and the European Commission, and may not be reproduced or copied without permission, except as mandated by the European Commission Grant Agreement No 763635 for reviewing and dissemination purposes. The information contained in this document is provided by the copyright holders "as is" and any express or implied warranties, including, but not limited to, the implied warranties of merchantability and fitness for a particular purpose are disclaimed. In no event shall the members of the **MedSTACH** consortium, including the copyright holders, or the European Commission be liable for any direct, indirect, incidental, special, exemplary, or consequential damages (including, but not limited to, procurement of substitute goods or services; loss of use, data, or profits; or business interruption) however caused and on any theory of liability, whether in contract, strict liability, or tort (including negligence or otherwise) arising in any way out of the use of the information contained in this document, even if advised of the possibility of such damage.

	<p>H2020-WIDESPREAD-04-2017 Grant Agreement no 763635</p> <p>This project is funded under the EUROPEAN COMMISSION in the Framework Programme for Research and Innovation (2014-2020).</p>	
Call:	<p>Work programme H2020 under “Spreading Excellence and Widening Participation”, call: H2020-TWINN-2015: Twinning (Coordination and Support Action).</p>	
Project full title:	<p>Eastern Mediterranean Science and Technology Center of Excellence for Archaeology and Cultural Heritage</p>	
Project acronym:	<p>MedSTACH</p>	
Work Package (WP):	<p>WP4</p>	
Deliverable (D):	<p>D4.2 (Mass media online database)</p>	
Due date of deliverable:	<p>August 2018 (Month 12 of the project)</p>	<p>Version: 2</p>
Author(s):	<p>Andreas Charalambous; Theodora Moutsiou</p>	
Contributor(s):	<p>MedSTACH Consortium</p>	
Start date of project:	<p>01/09/2017</p>	<p>Duration: 12 months</p>

Dissemination Level		
PU	Public	✓
CO	Confidential, only for members of the consortium (including the Agency Services)	

Document Sign-off				
Entries	Name	Role	Partner	Date
Draft	Andreas Charalambous; Theodora Moutsiou	Partner 2 – WP leader	UCY	27 th August 2018
Reviewed	Phaedon Kyriakidis; Athos Agapiou; Vasiliki Lysandrou	Partner 1 – Coordinator	CUT	28 th August 2018
Approved	All partners	All partners	CUT; UCY; DoA; CTO; UCL; FORTH	30 th August 2018
Submitted	CUT	Coordinator	CUT	31 st August 2018

Summary

This deliverable (D4.2: Mass media online database) presents the non-confidential multimedia material developed during Phase I of the MedSTACH project. This material is publicly available and can be used by the public for the production of presentations, TV clips and videos (educational and for the general public). Specifically, this deliverable discusses the MedSTACH promotional video (YouTube), a radio interview about MedSTACH at the Cyprus Broadcasting Corporation (CyBC) (YouTube), a MedSTACH presentation at the UCY Info Day (YouTube channel of the Archaeological Research Unit, University of Cyprus) and live-streams from MedSTACH's Final Conference (YouTube channel of the Archaeological Research Unit, University of Cyprus).

Table of Context

Summary..... 5

Table of Context 6

1. Introduction..... 7

2. MedSTACH video promotional material 8

3. MedSTACH at the Cyprus Broadcasting Corporation (CyBC) 11

4. MedSTACH presentation at the UCY Info Day (YouTube) 11

5. Live-streaming of MedSTACH’s Final Conference13

1. Introduction

The current report (Deliverable 4.2) presents the non-confidential multimedia material that was generated during Phase I of the MedSTACH Project aimed at reaching the widest audience possible. Mass media were utilised for this aim, particularly videos, live-streams and presentations/radio interviews that were also made publicly available online. By making this material accessible to the public, the Consortium envisaged that interested parties will be able to use this information for the production of educational presentations, TV clips and videos showcasing, for example, the socio-economic benefits of the proposed Centre of Excellence to society in general.

The Project's mass media efforts discussed in this report include the MedSTACH promotional video, a radio interview concerning MedSTACH given at the Cyprus Broadcasting Corporation (CyBC) by the Project Coordinator, Prof Kyriakidis, a live-stream of a MedSTACH presentation at the UCY Info Day and, the live-streaming of MedSTACH's Final Conference organized by the Consortium at the end of end of Phase I of the project and held at the University of Cyprus.

The MedSTACH video was created with the view to promote the Project and the proposed new Centre of Excellence to the public and is available on YouTube. The radio interview concerning the vision, mission and aims of the MedSTACH project was given by the project's coordinator, Prof Kyriakidis, on Channel 3 of the national Broadcasting Corporation (PIK) and it take be found online on YouTube. Additionally, a video discussing the Project was generated during one of the Info Days held throughout Phase I; specifically, the University of Cyprus Info Day, which was held at the Archaeological Research Unit (Member of the consortium), was used as the venue for the creation of a video showcasing MedSTACH. The video can be found online on the YouTube page of the Archaeological Research Unit, University of Cyprus. Finally, MedSTACH's Final Conference/Symposium entitled "Designing a cross-institutional science, engineering and technology centre of excellence for Archaeology and Cultural Heritage in the Eastern Mediterranean: Prospects, opportunities and challenges" held at the University House Anastasios G. Leventis of the University of Cyprus, was live-streamed through the YouTube page of the Archaeological Research Unit. Videos were also uploaded and are publicly available online on the aforementioned YouTube page.

The report is divided in the following sections: (a) section 2 is MedSTACH's video promotional material, (b) section 3 presents MedSTACH at the Cyprus Broadcasting Corporation (CyBC), (c) section 4 is the MedSTACH's presentation at the UCY info day and, (d) section 5 is the live-streaming of MedSTACH's final conference.

2. MedSTACH video promotional material

In order to reach the widest audience possible and attract interest by younger generations, in particular, the MedSTACH Consortium created and developed a promotional video, which was then disseminated in appropriate venues, such as the internet and at conferences. The video is also on **YouTube** in the following link: <https://www.youtube.com/watch?v=0iqSePv-tbE>



Frames from the MedSTACH video



The Limassol Castle (Medieval Museum)



Decoration at the Limassol Castle



The building of the Archaeological Research Unit of the University of Cyprus



Ancient limestone figurines from the Glafkos Clerides private collection, exhibited at the Archaeological Research Unit of the University of Cyprus



Survey drone image of a village in Cyprus

3. MedSTACH at the Cyprus Broadcasting Corporation (CyBC)



Prof. Phaedon Kyriakidis, coordinator of the MedSTACH project, gave a radio interview at Channel 3 of the national Broadcasting Corporation (PIK). During the interview he discussed the mission and vision of MedSTACH and the envisaged Centre of Excellence in light of the recently awarded European Year of Cultural Heritage 2018 (EYCH 2018) label, as well as the challenges and opportunities in Cultural Heritage the Centre expects to address in the coming years. The full interview (in Greek) can be found in the following link: <https://www.youtube.com/watch?v=4g86Q71oixE>

4. MedSTACH presentation at the UCY Info Day (YouTube)

The first of a series of Info Days on the MedSTACH Project was organized on the 5th of December 2017 at the Archaeological Research Unit, University of Cyprus. The Info Day was aimed at colleagues who are involved in the study, protection or display of cultural heritage and offered a platform for the development of an effective dialogue between them and the MedSTACH partnership. Representatives of 12 different organisations, including the A.G. Leventis Foundation and the Cyprus American Archaeological Research Institute (CAARI), active in the fields of archaeology and cultural heritage in Cyprus attended the event.

The presentation of MedSTACH can be found in the YouTube channel of the Archaeological Research Unit (Member of MedSTACH's consortium) in the following link: <https://www.youtube.com/watch?v=Ea12y95uZGs>



Professor Vasiliki Kassianidou, Director of the Archaeological Research Unit and member of the consortium, discussing the MedSTACH project during one of the project's Info Days.



Professor Phaedon Kyriakidis, coordinator of the MedSTACH project, presenting the project at the University of Cyprus Info Day.

5. Live-streaming of MedSTACH's Final Conference

The final conference of MedSTACH Project was organized by the project's consortium on the 31st of August 2018 at the University House "Anastasios G. Leventis", University of Cyprus. Speakers from six countries, namely Cyprus, Egypt, Greece, Jordan, Lebanon and United Kingdom were invited and discussed issues regarding the current situation and the future perspectives of Archaeology and Cultural Heritage in the Eastern Mediterranean.

The presentation of MedSTACH can be found on the YouTube channel of the Archaeological Research Unit (Member of MedSTACH's consortium) in the following link: https://www.youtube.com/results?search_query=archaeological+research+unit+university+of+cyprus



University of Cyprus, venue of MedSTACH's Final Conference held on 31st August 2018.



The venue of the MedSTACH Project Final Conference, University House “Anastasios G. Leventis”, at the premises of the University of Cyprus.



Screenshot from the live streaming of the symposium (Dr. Marina Solomidou Ieronymidou, Director of Department of Antiquities of Cyprus)



Screenshot from the live streaming of the symposium (Prof. Constantinos Christofides, Rector, University of Cyprus)



Screenshot from the live streaming of the symposium (Prof. Andreas Anayiotos, Rector, Cyprus University of Technology)



Screenshot from the live streaming of the symposium (Representative on behalf of Dr. Kostas Champiaouris, Minister of Education and Culture)



Screenshot from the live streaming of the symposium (Prof. Elias Nompilakis on behalf of Prof. Konstantinos Moutzouris, Rector, University of West Attica)



Screenshot from the live streaming of the symposium (Mr. Stavros Benos*,Diazoma Association, former Greek Minister of Culture, * greeting in absentia)



Screenshot from the live streaming of the symposium (MedSTACH's vision, mission, and Phase 1 activities overview, Prof. Phaedon Kyriakidis, Dean of the School of Engineering and Technology, Cyprus University of Technology, Coordinator of MedSTACH Project, and Prof. Vasiliki Kassianidou, Director of the Archaeological Research Unit, University of Cyprus)