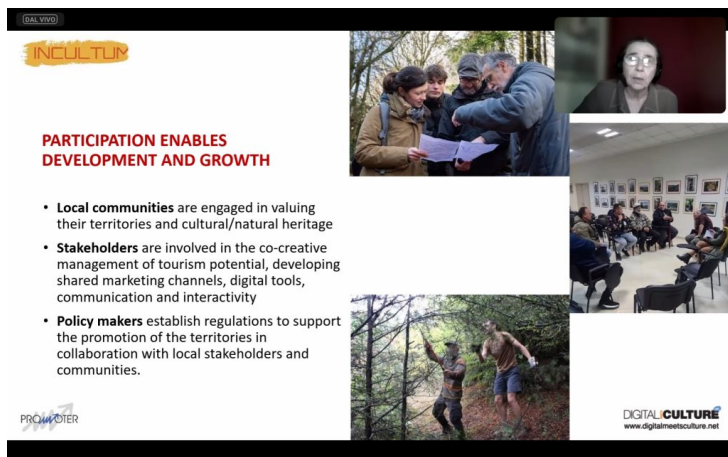


INCULTUM presented at Be.CULTOUR webinar



The screenshot shows a presentation slide for INCULTUM. The title 'INCULTUM' is at the top left. Below it, the text 'PARTICIPATION ENABLES DEVELOPMENT AND GROWTH' is displayed. A bulleted list follows: 'Local communities are engaged in valuing their territories and cultural/natural heritage', 'Stakeholders are involved in the co-creative management of tourism potential, developing shared marketing channels, digital tools, communication and interactivity', and 'Policy makers establish regulations to support the promotion of the territories in collaboration with local stakeholders and communities.' The slide includes three images: a group of people in a forest, a person in a video call, and a group of people in a meeting. Logos for 'PROMOTER' and 'DIGITAL CULTURE' are at the bottom.

INCULTUM

PARTICIPATION ENABLES DEVELOPMENT AND GROWTH

- **Local communities** are engaged in valuing their territories and cultural/natural heritage
- **Stakeholders** are involved in the co-creative management of tourism potential, developing shared marketing channels, digital tools, communication and interactivity
- **Policy makers** establish regulations to support the promotion of the territories in collaboration with local stakeholders and communities.

PROMOTER

DIGITAL CULTURE
www.digitalmeetsculture.net



The slide features the text 'Welcome to the Be.CULTOUR WEBINAR' and 'We will start soon!'. It is decorated with colorful circular patterns on the left and right. A video call window on the right shows a woman speaking.

Welcome to the
Be.CULTOUR WEBINAR

We will start soon!

The Be.CULTOUR project, focused on enhancing cultural heritage and landscape values for sustainable cultural tourism, is unfolding a **series of webinars** to **boost peer learning among its Community of Interest and other followers**. Given that Be.CULTOUR and INCULTUM established a cooperation agreement for cross-dissemination and knowledge exchange, the webinar series is promoted also via the INCULTUM channels and and in the INCULTUM network.

Webinar 5: **Community-led and innovative entrepreneurship for circular cultural tourism** - 23 June 2023

Various experts and on-field stakeholders are invited to present and discuss their innovative ideas, their progress and their challenges concerning cultural tourism and beyond. In this webinar, INCULTUM cases will be presented by the Network and Dissemination manager Antonella Fresa.

Download INCULTUM presentation ([PDF, 7 Mb](#))

[Show as slideshow]

NEGATIVE IMPACTS OF AI AT DIFFERENT LEVELS

- Surveillance
- Bias/Discrimination
- Loss of privacy
- Social isolation and loneliness
- Reduction of quality of human experience

MEASURES TO MITIGATE THESE NEGATIVE IMPACTS

- Human-centred and collaborative approaches
- Reinforcing local communities (communities)
- Ensuring transparency and fairness, equity of representation

FOURTH INDUSTRIAL REVOLUTION AND SOCIETY

AI will transform the way we live and work, and the way we interact with each other. It will also create new opportunities and challenges for society.

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CULTURAL HERITAGE AND AI

AI can be used to preserve and promote cultural heritage. It can be used to create digital replicas of cultural heritage, and to create new cultural experiences.

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Agenda and speakers

- 14.00-14.05 Antonia Gravagnuolo | CNR Institute of Heritage Science Welcome and introduction
- 14.05-14.20 Eva Leemet | CEO of Loov Eesti - Creative Estonia
- 14.20-14.35 Antonella Fresa | Promoter s.r.l., Communication and Dissemination manager at INCULTUM project
- 14.35-14.40 Break
- 14.40-14.55 Anna Salvagio | Vice president and experience manager of the Diffused Museum of 5 Senses of Sciacca, First Prize ECTN Award 2022
- 14.55-15.10 Antonio Della Corte | ?La Paranza? Cooperative, Catacombs of San Gennaro, Naples
- 15.10-15.20 Hanna Szemz? | Metropolitan Research Institute
- 15.20-15.30 Q&A and concluding remarks



Read more about the project in the official website: <https://becultour.eu/>