



Expression of interest to participate in European cooperation project

Key information about Piraeus Bank Group Cultural Foundation

The Piraeus Bank Group Cultural Foundation (PIOP) is a nonprofit public benefit foundation (legal body operating under private law) which is subsidized for its operation by Piraeus Bank. It carries out the planning and implementation of actions and programmes related to culture while at the same time it enacts an important part of the principles and targets of the Groups commitment to Corporate Social Responsibility.

The Foundation's basic statutory goals are:

- To record and showcase Greece's cultural heritage and identity
- To preserve the traditional industrial technology and production history of Greece
- To link Culture with the Environment and sustainable development.

To have a virtual experience of the Foundation's work, please visit <http://www.piop.gr/>

Mission of Piraeus Bank Group Cultural Foundation

PIOP supports the preservation and showcasing of Greece's cultural heritage, with an emphasis on its traditional industrial technology and the production history, and promotes the connection of Culture with the Environment. Through its network of 8, soon to be 9, thematic technological Museums in regional Greece, the Foundation supports social cohesion and regional economic development. The Museums reflect a solid public – private partnership as they are operated by PIOP and supervised by steering committees with the participation of PIOP, the Ministry of Culture and regional/local authorities.

PIOP's Museums display the particular nature of production in the each of the corresponding regions and highlight tangible and intangible cultural heritage as well as the links between cultural and natural heritage. PIOP is an accredited organization for the implementation of UNESCO's convention on intangible cultural heritage. It is a member of ICOM, ICOMOS, Europa Nostra, European Museum Academy and TICCHI. In 2012, PIOP was awarded the Europa Nostra Award in the category "Dedicated Service".

How Piraeus Cultural Foundation can contribute to some priorities of the Cultural Sub-programme “Support for European cooperation projects”?

Taken a) its Museums’ Network and its Historic Archive and b) the fact that PIOP is a non profit Foundation operating through a banking institution (PIRAEUS BANK), PIOP can contribute to the following priorities of the Cultural Sub-programme “Support for European cooperation projects”:

B. Strengthening audience development: by helping cultural professionals & cultural organisations in an effort to stimulate interest in and improve access to European cultural and creative works and tangible and intangible cultural heritage

C.1. Capacity building - digitization

C.2. Capacity building-new business models: of revenue, management, marketing for the cultural sectors, in particular as regards the digital shift

C. 3. Capacity building- education & training of cultural professionals to help tackle all forms of discrimination.

In particular, PIOP can contribute to the following themes:

- Strengthen audience development for Museums, by means of creative works as integrated in the Museums’ operation;
- Contribute to greater audience development through extensive use of information and communication technologies and innovative approaches. – providing visibility to Europe's values and different cultures, thus creating greater awareness about the European Union;
- Activate collective reflections on shared culture, in order to develop specific identities and at the same time overcome fractures and barriers, in a context of European community, not only economic but also social;
- Promote the virtual territory for a broad and universal use, and activate in particular virtual experiences of strengthening in relation to local areas;
- Increase awareness on intangible cultural heritage as well as on the need for an integrated management of cultural and natural heritage;
- Support actions providing cultural and creative players with skills, competences and know-how that contribute to strengthening the cultural and creative sectors, including encouraging adaptation to digital technologies, testing innovative approaches to audience development and testing of new business and management models;
- Provide support to strengthen European cultural and creative networking in order to facilitate access to professional opportunities.

Previous experience in EU funded projects

EU FUNDED PROJECTS

- **Life – Stymfalia:** Project for the restoration of Lake Stymfalia through the joint management of natural and cultural heritage (funded by DG Environment – EC, programme LIFE Nature)
- **Pluggable Social Platform for Heritage Awareness and Participation (Pluggy)**, under the call H2020-SC6-CULT-COOP-8-2016" Virtual museums and social platform on Europe and digital heritage, memory, identity and cultural interaction", of the European funding program Horizon 2020. (Subject to start in 12/2016).
- **Digitization of PIOP historic archive**, funded by the Community Support Framework 2000-2006.
- **Creation and management of a Network of thematic Museums in regional Greece (Community Support Framework 2000-2006 and the Operational Program “ Competitiveness and Entrepreneurship” 2007-2013 – EU Structural Funds):**

- a) [Silk Museum](#)
- b) [Museum of Marble Crafts](#)
- c) [Open Air Water-Power Museum](#)
- d) [Museum of the Olive and Greek Olive Oil](#)
- e) [Museum of Industrial Olive-Oil Production of Lesbos](#)
- f) [Chios Mastic Museum](#)
- g) [Rooftile and Brickworks Museum N. & S. Tsalapatas.](#)
- h) [The Environment Museum of Stymphalia](#)
- i) [The Silversmithing Museum](#)

	<p>OWN FUNDING</p> <ul style="list-style-type: none"> - Epinisia Eos program, co-financed by the Foundation, designed to support professional youth from Greek islands, with field missions in 15 islands and a counseling network remotely. A key objective of the "Epinisia Eos" program is to promote opportunities for young people in productive sectors – including the cultural sector - that can thrive in the Greek islands, through targeted information and by promoting tailor made plans. - Organization of a culture accelerator incubator, specific to the area of creative and cultural industries, in collaboration with INNOVATHENS, an innovation and entrepreneurship hub of Technopolis City of Athens.
<p>Contact person</p>	<ul style="list-style-type: none"> - Constantinos Cartalis is Professor at the University of Athens and visiting Professor at the Open University of Greece (in the area of environmental design of cities). He is Scientific Advisor to the Cultural Foundation of Piraeus Group, honorary doctor of the Demokritos University of Thrace and former Vice President and member of the International Bureau of Education of UNESCO. He has acted as Visiting Professor at the Aristotle University of Thessaloniki, Secretary General at the Ministry of Culture, Member of the Hellenic Parliament (2007-2012), Chairman of the Parliamentary Committee for the environment (2010-2012), vice President of the European Network of environmental legislators and member of the Scientific Committee of the European Environment Agency. He has been awarded with the medal of the city of Athens. Contact email: ckartali@phys.uoa.gr
<p>Lead team members</p>	<ul style="list-style-type: none"> - Chris Ringas: Staff member of PIOP, Head of the Foundation's Research and Educational Programs Dept. Historian, MA in European History from the National Kapodistrian University in Athens (2006). Project Manager and main coordinator of the Foundation's Research Programs on the country's industrial and cultural heritage and on cultural landscapes. - Maria Fasoula: Staff member of PIOP, Employee of the Foundation's Research and Educational Programs Dept. Historian, Bachelor Degree in European History and Cultural (2014) and in Business Administration (1993). Assistant manager and co-coordinator of the Foundation's Research Programs on the country's industrial and cultural heritage and on cultural landscapes.