

# EUROPE FOR ALBANIA

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Economic Development, Tourism-led, with a focus on Cultural Heritage

Presentation to the Minister of Culture

Tirana November 5th, 2020



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| <b>Type of project</b>  | Contribution Agreement - Instrument of Pre-Accession (IPA) 2018   |
| <b>Sector</b>   | Competitiveness and Innovation  |
| <b>Action 5</b>   | EU for Economic Development, Tourism led, with a focus on Cultural Heritage   |
| <b>Contracting Authority</b>                                      | Delegation of the European Union to Albania   |
| <b>Beneficiary</b>  | <b>Ministry of Culture of the Republic of Albania</b>   |
| <b>Implementing Entity</b>  | Agenzia Italiana per la Cooperazione allo Sviluppo (AICS) – Tirana office   |
| <b>Stakeholders</b>   | Ministry of Culture and dependent institutions   National Institute of Cultural Heritage   National Council of Material Cultural Heritage   National Council of Management of Cultural Heritage Assets   Institute of Archaeology   Municipality of Mallakaster |
| <b>Specialized Italian bodies and other implementing entities</b> | Emilia Romagna Region with its in-house Agencies: Art-Er and Lepida   IBC-ER, Institute for cultural and natural heritage of Emilia Romagna Region   University of Bologna (Department of Cultural Heritage Studies with its restoration Campus in Ravenna).    |
| <b>Area of intervention</b>                                       | <b>Byllis Archaeological Park and the Hekal village as part of the 100 villages program</b>   |
| <b>Timeframe</b>  | <b>4+1 years: 4 years for execution + 1 year for defect liability period and reporting</b>  |
| <b>Budget</b>   | <b>€ 6.000.000 EU contribution + € 250.000 AICS contribution</b>  |



In line with the IPA 2018 Action Document, the specific objective of the project is to

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enhance and preserve the  
usability and attractiveness of  
cultural heritage assets in the  
Byllis archeological park

## **Intervention Strategy**

The proposed methodological approach, called *Open Construction Site* (Scuola Cantiere), is meant to manage the study, conservation and restoration activities not as merely technical phases, but as capacity-building and income-generating activities in the tourism sector for local communities, and as innovative IT solutions and communication/promotion tools - thus creating a full value chain.

## **Expected Results**

- 1) Preserved and restored Byllis cultural heritage
- 2) Improved accessibility and enhanced sustainability of Byllis cultural heritage, natural and other local assets with the participation and inclusion of local communities
- 3) Boosted local economic development through the adoption of the EU Community-Led Local Development (CLLD) approach, improved skills and capacities and an enhanced cooperation between local communities and park administration



# Byllis Archaeological Park Management Plan

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To be submitted for approval to the  
National Council for Material Cultural Heritage  
as prescribed in the Law for Cultural Heritage

Up to 12 months



# Preservation Consolidation of the Infrastructures

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**Mosaics restoration and preservation** | **Restoration and preservation of other assets** (theatre, stadium, etc) | **Safety interventions** (messa in sicurezza) | **Training on the job** activities, where operators - **scientific, institutional, but also tourists** - would have the opportunity to deal with issues relating to the conservation and restoration of structural works and of mosaic floors on site, acquiring specific skills and making the site accessible to tourist and capable of generating revenues, starting from the very short term perspective.

Setting up of a

**Multifunctional  
Center**

A multi-functional structure including

- a new concept of physical museum
- a documentation centre
- a warehouse for appropriate storage of archaeological findings modelled on the *House of the Archaeologist in the Archaeological Park of Apollonia*
- a laboratory for the recovery and restoration of findings
- a teaching room for training and communication to visitors
- a shop for books and souvenirs



## **Active Digital Museum**

The Active Museum Concept – an outstanding experience and best practice successfully implemented in Emilia-Romagna (Italy) – will be duly adapted to the Albanian context, so as to build a contemporary and active digital cultural heritage ecosystem, open to individuals, students, researchers, entrepreneurs, start-ups, traditional and social companies, which is capable to trigger the creation of new cultural Apps, Systems and Services for experiencing Albania in contemporary ways.

## **Two-phase approach for the Active Museum concept**

- The first phase intends, on the one hand, to consolidate the existing scientific work and convert it into digital content usable from the visitors, while on the other hand, to elaborate a fit-for-purpose model in terms of hardware and software infrastructure.
- The second phase, if considered feasible - after a detailed cost/benefits analysis to be elaborated during the Management Plan phase – will be based on emerging digital technologies (e.g. Cognitive Computing, Artificial Intelligence, Machine Learning, Virtual and Augmented Reality, Internet of Things and 5G networks and others).

Decision on the phases will take into consideration the necessary human and operational resources for the functioning and maintenance of the Active Museum.





# COMMUNITY LED LOCAL DEVELOPMENT

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Support for small entrepreneurial activities  
in particular for young people and women,  
mainly in Hekal and Klos villages, part of the  
*100 villages program* and other surrounding villages.

## Technical Assistance

- Capacity-building for BAP Management Plan
- Local development | *LAG – Local Action Group, Local Development Plan, Territorial Marketing Strategy*
- Development of the Active Museum Concept
- UNESCO World Heritage List
- Legal technical assistance



## **Technical Governance Mechanism**

*Project Steering Committee – PSC*

*Technical Scientific Committee - TSC*

The PSC is composed of AICS (Implementing Entity), EUD (Contracting Authority) and the Ministry of Culture (Beneficiary). A representative of the Local Government Unit (Municipality of Mallakaster) will be invited as a permanent observer to the Steering Committee. It will take place at least 4 times a year (1 per quarter). The PSC can be gathered, in addition, upon request of one of its members.

A Technical Scientific Committee, composed of Italian and Albanian technical experts, will support the scientific and innovative dimension of the project realization. The TSC is an advisory body, presenting recommendations to the National Council for Material Cultural Heritage, whenever needed, for scientific issues.

## **Implementing Entity**

The project will be implemented by AICS as an EU entrusted entity. AICS office in Tirana will be assigned the task to manage the project on the ground. An ad-hoc Program Management Unit (PMU), located in Tirana, will be set up.

AICS will also involve two Italian public bodies in the implementation of the Action, namely the Emilia-Romagna Region, and some of its in-house institutions, as well as the University of Bologna.



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| <b>Macro<br/>Level<br/>Budget</b> | Restoration and preservation works | € 1.330.000 |
|                                   | Civil works and Active Museum      | € 1.560.000 |
|                                   | Technical assistance               | € 1.540.000 |
|                                   | Project Management & coordination  | € 741.000   |
|                                   | Operational costs                  | € 100.000   |
|                                   | General costs                      | € 360.000   |

The background of the image is a photograph of a weathered stone wall, likely made of limestone or similar natural stone. The wall features a mix of irregular and more uniform rectangular stones, with visible mortar joints. The entire image is covered with a semi-transparent blue filter. Centered on the wall is the word "BYLLIS" in a large, white, serif typeface. Below this word is a thin, white horizontal line. Underneath the line, the words "Future's Heritage" are written in a smaller, white, serif font, arranged in two lines.

# BYLLIS

Future's  
Heritage