



Civil engagement, integration and better management of the national intangible heritage to raise awareness of European common values - EU context, perspectives and active citizenship

"InThrace digital campaign starts now – join us in exploring Europe's intangible heritage." UNIWA, Greece is a partner of InThrace (2023-1-RO01-KA220-HED-000156121), a KA220 Higher Education Cooperation Partnership funded by the European Union. Project Coordinator: University Transilvania of Braşov, Romania.

NEWSLETTER #2



Co-funded by
the European Union

Meet the Greek Team

Project Leader: Prof. Androniki Kavoura (Dept. of Business Administration). Vice Leader: Prof. Sofia Asonitou (Dept. of Business Administration). Member: Eleni Martini (Dept. of Graphic Design and Visual Communication) – enhancing academic staff's competencies to integrate intangible cultural heritage into teaching and research.

Key Facts

- Grant Agreement amount: 250,000.00 EUR, co-funded by the European Union (Erasmus+ KA220-HED).
- Duration: 31.12.2023 – 29.06.2026 (30 months).
- Six partner countries collaborate under the coordination of Universitatea Transilvania din Braşov, Romania.
- Main output: a Training Package – Handbook, Manual and Model for Interpretation, Integration & Management of ICH, with case studies from all 6 countries.





Project Overview & Team

This project's primary objective is to enhance the competencies of university academic staff, empowering them to integrate intangible cultural heritage (ICH) into their teaching and research.

✦ Why Intangible Heritage Matters

- Intangible heritage includes traditions, professions, and ways of living and celebrating that connect communities together.

✦ Project Team – University of West Attica (UNIWA), Greece

- Project Leader: Prof. Androniki Kavoura, Department of Business Administration.
- Vice Leader: Prof. Sofia Asonitou, Department of Business Administration.
- Member: Eleni Martini, Department of Graphic Design and Visual Communication.

✦ Project Facts

- Grant Agreement amount: 250,000.00 EUR.
- Duration: 31.12.2023 – 29.06.2026.

✦ Project Results

- The project provides theoretical foundations and practical tools for integrating ICH into education, community life, and urban development.
- Core output: a Training Package (Handbook, Manual, and Model for Interpretation, Integration & Management of ICH) with case studies from all 6 partner countries.

Partners

RO Universitatea Transilvania din Braşov (Romania) – Coordinator

PL Uniwersytet Warszawski (Poland)

GR Panepistimio Dytikis Attikis (Greece)

HR Sveuciliste u Zagrebu (Croatia)

PT Universidade dos Açores (Portugal)

BG Pax Rhodopica Foundation (Bulgaria)



Meeting Highlights

Snapshots from the InThrace transnational project meetings (TPMs) held in Croatia, Bulgaria, Portugal and Greece, where partners strengthen their academic skills in interpreting and integrating intangible cultural heritage into the urban and suburban environment, shaping the project's training pack and practical case studies.



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