

## COP27 Italian Pavilion Side Event

"Culture & Creativity for Climate: research and innovation at work"

by ISPC Institute of Heritage Science - CNR

Sharm El-Sheikh, Egypt  
16 November 2022 - 15:30 / 17:30



### Venue

**Italian Pavilion** Area C, Pavilion 1 (next to the passage with Area B, Pavilion 7). Blue Zone - in person only

### Organiser

ISPC Institute of Heritage Science - CNR

### Contact

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## Agenda

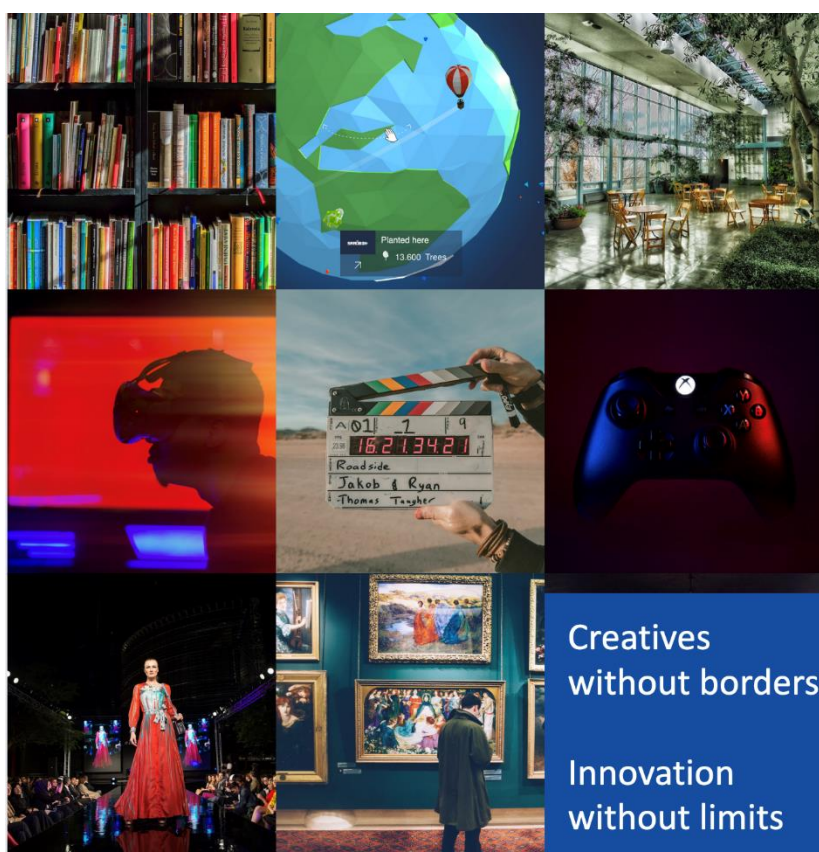
ISPC Institute of Heritage Science - CNR - **Elena Gigliarelli (coordinator)**

GamesForest.Club - **Georg Boxtermann**

ART-ER Attrattività Ricerca Territorio – **Daniela Sani**

The Fraunhofer-Gesellschaft - **Johanna Leissner**

EIT Culture & Creativity - **Bernd Fesel**



### Thematic Focus:

Heritage, Culture & Creativity for Climate Adaptation and resilience; Research and Innovation

### Description

Four projects are presented mainstreaming the impact and value of heritage, culture and creativity as important enablers for economic regeneration, climate adaptation and mitigation. They represent the diversity of innovations across sectors, cultures and generations to underline that an open and collaborative ecosystem for innovation is the foundational key for novel solutions to make the green transition successful while maintaining our cultural heritage as memory of the past creativity and social cohesion and landmarks for identity.

Moderator: **Bernd Fesel** EIT Culture & Creativity

**Georg Boxtermann - GamesForest.Club**

**GamesForest.Club conquers climate change with the creative power of the games industry**

**Abstract:**

*GamesForest.Club is a non-profit, which enhances the creative power and network of the global games industry to conquer climate change. With data driven and transparent reforestation and forest conservation, we reduce the games industries and their players' ecological footprint, regenerating climate and biodiversity. Thanks to the playful visualization of impact with the digital forest twin, impact becomes measurable and tangible, engaging communities to participate and design new ways to contribute to the solution.*

**Daniela Sani - ART-ER Attrattività Ricerca Territorio)**

**Activating territories and communities on cultural climate change mindset transition through inclusive and innovative participatory paths**

**Abstract:**

*ART-ER Attractiveness Research Territory is fostering the Emilia-Romagna region's sustainable growth by developing innovation and knowledge, attractiveness and internationalisation. It presents local experiences to support environmental policy, systemic change and behaviour transformation via participatory process and experiential training with special attention to marginal areas.*

**Johanna Leissner - Fraunhofer Sustainability Network**

**Strengthening cultural heritage resilience for climate change – where the Green Deal meets cultural heritage**

**Abstract:**

*The intervention reports about the results of the EU expert group of European Member States how climate change affects cultural heritage. But cultural heritage is not only a victim of climate change but offers solutions to fight against the climate crisis. Cultural heritage can provide traditional knowledge and skills how to adapt and to reduce the carbon footprint of the building sector, for example by promoting the art of dry stone walling or the revitalisation of old air wells. It contributes to economic recovery by stimulating the energy efficient upgrading and renovation of old and abandoned buildings and this will also help to overcome the housing crisis.*

**Elena Gigliarelli - ISPC Institute of Heritage Science - CNR**

**The Beep project: "BIM for Energy Efficiency in the Public sector", as a driver for energy and environmental improvement of the public built heritage**

**Abstract:**

*Energy resilient historical buildings ensuring their own conservation over time are also a key resource for Climate Change mitigation and adaptation while improving comfort and health of occupants. The BEEP project addresses the issue of energy efficiency of the built heritage in an innovative way through a process based on a strong digitisation of analysis, design and decision support tools, and fostering instruments to achieve financial support. The methodology was tested in buildings of historical and artistic value in seven Mediterranean countries.*

**Filippo Calcerano** CNR ISPC

Sustainable and low impact solutions for knowledge, monitoring, management, maintenance, renovation of Cultural Heritage