



Social, cultural, political and economic value of cultural heritage

DAY 01

08:30-08:45 CHECK IN

08:45-09:00 OPENING / WELCOME NOTES - [Câmara Municipal Beja | Organizers \(FCT / LNEC\)](#)

09:00-09:15 PRESENTATION JPI Cultural Heritage / JHEP2 - [Carlos Almeida Pereira – FCT \(PT\)](#) | [Luísa Igreja – FCT \(PT\)](#)

Social value or CH

09:15-09:45 «CH as a promoter of societal peace» - [José Meirinhos – FLUP \(PT\)](#)

09:45-10:15 «Social impact of fast-growing cultural tourism» - [Susana Gómez Martínez – U. Algarve / Campo Arqueológico Mértola \(ES\)](#)

10:15-10:30 DISCUSSION - [Moderator: J. Lobo de Carvalho – IST \(PT\)](#)

10:30-11:00 COFFEE-BREAK

Cultural value or CH

11:00-11:30 «The relevance of CH for the European identity» - [Boguslaw Szmygin – ICOMOS \(PL\)](#)

11:30-12:00 «Evolution of CH awareness» - [Iwona Szmelter – Polish Academy of Sciences \(PL\)](#)

12:00-12:30 «Cultural Heritage as a topic for scientific research» - [Neil Forbes – Coventry University \(UK\)](#)

12:30-12:45 DISCUSSION - [Moderator: Alexandre Pais – DGPC / MNA \(PT\)](#)

12:45-14:00 INTERRUPTION FOR LUNCH

Political value or CH

14:00-14:30 «Political consequences of UNESCO candidacies» - [Clara B. Cabral - Comissão Nacional UNESCO \(PT\)](#)

14:30-15:00 «CH and Public Purpose» - [Paulina Florjanowicz – Ministry of Culture and National Heritage \(PL\)](#)

15:00-15:15 DISCUSSION - [Moderator: João Manuel Mimoso – LNEC \(PT\)](#)

15:15-15:45 COFFEE-BREAK

Economic value or CH

15:45-16:15 «The economic sustainability of Cultural Heritage policies» - [J. M. Lobo de Carvalho – IST \(PT\)](#)

16:15-16:45 «Potential of Portuguese “azulejos” as promotion vector for cultural tourism» - [Alexandre Pais – DGPC / MNA \(PT\)](#)

16:45-17:15 «Economic development fostered by the landscape» - [Teresa Pinto Correia – U. Évora \(PT\)](#)

17:15-17:45 DISCUSSION - [Moderator: J. Delgado Rodrigues – LNEC \(PT\)](#)

17:45-18:00 CONCLUSIONS - [Rapporteur: João Manuel Mimoso - LNEC \(PT\)](#)

18:00-18:15 CLOSING - [Mayor Câmara Municipal Beja | Organizers \(FCT / LNEC\)](#)

18:30-19:00 SOCIAL EVENT – “CANTE ALENTEJANO”

19:30-21:00 DINNER TO SPEAKERS | GUIDED EVENING TOUR: BEJA