

NEARCH

New scenarios for a community-involved archaeology

I. Why NEARCH ? Background and justifications for a European cooperation scheme on archaeology today

Archaeology has undergone significant professional developments over the last 25 years, possibly the most important amongst all of the Humanities disciplines. During this process, the field has reinforced its ties with the construction industry, commerce and heritage management and has created new synergies with domains like the information and communication technologies. Several thousand people work in Archaeology and related fields only in Europe and the sector has been, in the recent years, one of the most dynamic and fast-growing within the EU.

As in most cases, the crisis of 2008 and the following years of economic uncertainty shook the relative stability of this domain and jeopardized the established role of archaeology. The sustainability of the economic model that supported the archaeological activity for decades has been challenged and largely lost its relevance and justification.

A recent EU-supported project entitled “Archaeology in Contemporary Europe” (ACE, 2007-2012), created with the aim of analysing and evaluating the current situation of archaeology in Europe, had the opportunity to monitor the effects of the economic crisis on the archaeological profession, and on the model of preventive and commercial archaeology that has been developed in Europe since the early 1980s. It came clear that the current situation represents more than a major economic crisis. To a larger extent, it is also a cultural crisis and a crisis of values, a crisis of the ideas that outlined the agenda of European Modernity and made it a reference for the rest of the world. Even more, this is a crisis of the very “European Idea” that shaped the European Union that we have today.

The purpose of this project is to assess the crisis’ implications in the fields of Archaeology and Heritage, and to propose new ways of working and interacting. These areas have a significant cultural and economic importance and bring a specific contribution towards the construction of the idea of a Europe actively and positively engaged with the past and the tradition. Their innovative and cross-disciplinary nature, together with their ability to adapt quickly to new conditions, allow to better identify and draw significant lessons and experiences for other fields, such as the social sciences, the natural and physical sciences, the cultural industries or the artistic representations.

The project also explores the different dimensions of public participation as well as the multi-scalar significance of archaeological heritage intertwined with different processes underway in today’s Europe. The essential issues that will be covered will be the following:

1. The public engagement in the construction and appropriation of archaeological knowledge, in view of transforming scientific academic data into public outreach materials, thus enabling the general public to be actively involved instead of merely being a spectator.
2. This implies debating the role of the community in archaeology and heritage: how do we improve active dialogue with the civil society? How do we create a participative archaeology, open to the different kinds of social engagement present today?
3. This especially points towards a relationship with the arts and other related fields, by focusing on alternatives means of expression (such as land-art or street-art).
4. In relation to the social and public dimension of archaeology, it is necessary to re-think the role of amateur archaeology. How is it possible to improve the dialogue and the collaborations between amateurs and archaeology professionals?
5. In a socio-political context that highlights the intercultural dimension of Europe by multiplying cooperation within the continent and with third parties, we may ask what is the developing relationship between the immigrant populations and the centuries-old European heritage ? What are the possibilities offered by heritage as a means for a better social integration? How could archaeology become a social mediator?
6. Moreover, and going beyond economics, which other social or cultural values can be fostered through archaeology, thus justifying a closer attention and more resources for this activity?

7. Given the present crisis, it is compulsory to seek out new professional and economic sustainable models for archaeology. Following the previous boom in commercial archaeology resulting from the unprecedented growth in the real estate and construction sectors, how can this professional practice be restructured so as to cope with the current recession?
8. Finally, how are we going to produce meaning and encourage positive action in a knowledge system shattered by postmodernity, multivocality, the proliferation of interests, and often conflicts or tensions between different alternatives?

The project aims to reflect on these themes using empirical data analysed with consolidated methodologies, in the framework of a true European-wide cooperation scheme among organizations specialized in the study, management and dissemination of archaeological heritage.

The objective is not to speculate, but instead to produce knowledge whose value can be demonstrated, validated and applied on the field. The perspective of this cooperation venture is both internal and external. It introduces views from the “fringes”, including other disciplines and professions, various stakeholders and the different cultural communities that now live in our countries. It also highlights the potential of these interdisciplinary and cross-cultural interconnections in providing new scenarios for research and field activities. It also extends this approach to archeology outside Europe, taking into account situations and experiences that can provide new insights and instructive examples of best practices.

II. Project's objectives, expected results and action plan

In this context, the main project's objectives are:

- To highlight the societal component of archaeology, considered as the expression of a wider community rather than a restricted academic domain;
- to foster archaeology as a means to socially involve citizens and develop a sense of European citizenship;
- to explore and enhance the relationships between archaeology and artistic creation, by encouraging collaborations between archaeologists and contemporary artists;
- to re-think and develop the ways to communicate and mediate archaeology towards the various audiences. This would also imply to assess the image of cultural heritage and the impact of the existing public outreach activities in Europe in order to create a set of imaginative, original and attractive communication and dissemination tools and initiatives;
- to shape, through the exchange of experiences and comparative studies, a new economic model for a sustainable practice of archaeology and heritage management;
- to promote new ways of teaching archaeological knowledge and practices to young professionals and encourage their transnational mobility inside and outside Europe;
- to analyze the public relevance of European archaeology in a wider geographical and cultural perspective by including case-studies and field activities from other parts of the world.

Therefore, the project's expected direct and indirect outcomes are:

- The promotion of archaeology as a community-oriented and socially committed human science, rather than a restricted academic domain;
- a greater proximity, comprehension and involvement of the different target groups to the major challenges faced by archaeology in the context of the present economic crisis;
- a state of the art pointing out the creative interactions between science and archaeological practices on one hand and the artistic imaginary on the other, in view of creating tangible productions that would capture and highlight this interplay;
- a deeper knowledge, analysis and promotion of archaeology as an economically sustainable field of work, to be considered within the general framework of cultural industries
- a wider comprehension of the role held by European archaeology in relation to non-European countries, in terms of scientific cooperation and as promoter of intercultural dialogue with the local communities neighboring the excavations;
- a better insight and command of the latest available tools that can potentially be used to pass on knowledge about archaeology;
- the production of innovative and attractive communication and dissemination tools so as to better promote archaeology towards the general public and the various target groups;

- the setting up and consolidation of an international scientific and professional network made out of institutions with established expertise and complementary profiles.

The project's action plan

These objectives will be achieved through a large-scale action plan over 5 years, including a wide spectrum of interrelated cooperation activities inside and outside Europe, ranging from scientific and technical topics to community involvement initiatives, from the sharing and dissemination of archaeological knowledge to the communication of archaeology, seen both as knowledge-based and as a socially engaged profession.

The project's content is structured around six main themes and action fields, each with a corresponding set of activities, as it follows:

- A. Archaeology for the community: informing and involving people
- B. Archaeology and the imaginary: crossroads between science and art
- C. Archaeology and knowledge: teaching and sharing information
- D. Archaeology in a changing economy: towards sustainability
- E. European archaeology and the world: dependencies and mutual development
- F. Coordination, mobility and project's communication

A. Archaeology for the community: informing and involving people

Since the European Convention on the Protection of the Archaeological Heritage ("Valletta Convention", 1992), *Community archaeology* and the need to further involve the citizens in its development is at the center of the reflections on the current and future practice of a socially engaged archaeology.

The concept of "heritage community", introduced by the subsequent Convention on the Value of Cultural Heritage for Society ("Faro Convention", 2005) insists even stronger on the acknowledgement that communities are entitled to engage with the archaeological heritage that surrounds them forging their 'historical environment'. In fact, it is the different values (social, economic, scientific etc.) that various groups attach to an archaeological site that defines its significance. Today, the involvement of local communities surrounding archaeological sites, especially in urban contexts with a strong multicultural component, is considered as a crucial element of effective site management, as demonstrated by two case-studies proposed in Saint-Denis and Thessaloniki.

Alongside with field activities, information and communication technologies allow today a far more dynamic, interactive and participative communication, following a real audience development strategy. Social networks, as well as specific applications for portable terminals such as smartphones and tablets offer almost unlimited opportunities for information exchange, dissemination and circulation of documents and shots, allowing everyone to share his views on the cultural heritage with a potentially global community. In recognition of the popularity of archaeology as a topic and its power to help shape people's perception of their environment as well as their local and national identities, efforts are being made across the sector to engage directly with this audience using ICT.

In this context, the project will open to constructive interactions with civil society and a multiple range of stakeholders and interest groups, represented by associations, NGO's, local, national and international networks, gathering also amateurs and volunteers, as well as the general public, in a view of:

1. Gathering valuable data for a better understanding of the public image of archeology and heritage and their importance in the daily life of the Europeans, in order to integrate them within the resulting recommendations and actions.
2. Suggesting different mediation actions aiming to attract the attention of the public, both young and adult, towards the archaeological sites that surround them or that they discover during their travels, to stir impressions, emotions, and testimonials. This raw material with a tremendous potential, after having been ordered, structured and scripted, will enrich a narrative in favor of archaeology's societal and humanistic values which will be translated into the project's productions and outcomes.

Proposed activities:

A.1 Assessing the image and perception of archaeology by European audiences

[7/2013 – 6/2016 - Coordination INRAP – participation FdA Leiden, CSIC, IBC]

Among the first activities in its work plan, NEARCH aims to assess the image and importance of archaeology for the European audience and the impact of public outreach in this field through a European-wide poll-survey, unprecedented to date on this scale. This study, whose terms of reference will be discussed and developed by a group of experts from the partner institutions, will be entrusted to an institute specialized in studies and surveys. It will focus on a selected group of 10 European countries (FR, DE, NL, UK, ES, SE, IT, GR, PL, NL) and will target a representative audience from the population in these countries, aged 15 and more, in order to keep a given perimeter. The results will be published on the project's website, accompanied by a series of guidelines and recommendations derived from the study's conclusions.

A.2 Involving people through a virtual European “Day of Archaeology” on the social networks

[9/2013 – 6/2016 - coordination ADS York – participation INRAP, FdA Leiden, UAM, UOXF, UGOT, CSIC, IBC, DAI, AUTH]

Internet and social media can be turned into very powerful tools to share information and create a wide participatory approach around a specific event and topic. In the UK this has been done with the ‘Day of Archaeology’ project created by post-graduate students in March 2011, and currently proposed, within NEARCH, at a European and international level.

A specific web platform will be designed to encourage on a specific date (indicatively during the month of June) participation from a Europe wide professional archaeological audience, but also from the wide public audience, where content such as text, images and video on archaeological topics are created by professional and amateur alike and submitted to a *European Day of Archaeology* (EDA) project via multiple social media channels. Providing a glimpse into a day in the life of people active in the field of archaeology - professionals and amateurs - and inviting the public to share their experiences, pictures, videos and texts about archaeology has the potential to engage multiple audiences as well as creating a potentially valuable archaeological resource for future use.

A special focus will be put on the participation of the primary and secondary schools, proposing collective class projects on local archaeology issues. EDA platform will also be a showcase for the results of action A3 and A4 (below).

3 editions are foreseen in 2016, 2017 and 2018. Its partners will ensure the further sustainability of this activity by planning annual editions after the end of the project. Information will be widely disseminated through a focused communication campaign on the web, social media, general and specialized media and press.

A.3 Interacting with heritage, developing mobile technologies

[9/2013 – 5/2018 - coordination ADS York – participation INRAP, IBC, UAM]

Public participation towards archaeology will also be sought through the development of an application for use on mobile devices (tablets & smartphones) with the specific intention of allowing the public to interact with historic records and resources relating to their location in the real world. Drawing on the partner countries monument inventory data, which are partially geo-referenced, as well as the material held in repositories such as the ADS archives in York, the application is intended to allow the use of a GPS enabled device to find information about the monuments around them without having to have any level of expertise in archaeology. In addition, an important aspect of the application will be sharing on the project's website (and during the EDA, see action A2) photographs and comments from the users visiting archaeological sites and landscapes in Europe and in third countries. Social media integration with Twitter or Facebook, checking-in (“I was here”) and rating sites (“My favourite site”), will be an additional part of the application. The application is meant to be used in the field, so offline functionality is an important part of the design, including the ability to sync offline and online experiences.

A.4 Collecting and displaying people's representations about ‘their’ archaeological heritage [7/2013 - 5/2018 - coordination IBC – participation INRAP, FdA Leiden, UAM, UOXF, UGOT, CSIC, ADS, DAI, AUTH]

A European and international call for projects will invite the various target audiences to observe, consider and highlight, through photography, video, drawing or writing, their relationship with archaeological heritage, be it at a local level or abroad. Open to both amateurs and professionals, without distinction of age, the competition will build on the theme “*You (r) Archaeology – portraying your past*”. Launched in 2014, the call will be promoted through a large communication campaign both at a European and international level, in the

social media, specialized and general media (websites, magazines, newspapers...), through 'teaser' videos and ads. A specific focus and encouragement will be put on the information for primary and secondary schools.

A set of terms of reference will precise the modalities of the call, the technical features to be respected, the copyright issues, the conditions for submission, the timeframe, the selection procedure. About 50 contributions will be selected, with one in each category (photography, video, writing) being granted an award and a true European visibility.

The selected works will serve to create a multimedia travelling exhibition unit, easy to transport and display, to be reproduced and circulated among the various partner venues. An illustrated multilingual publication will also report on this challenging experience.

A.5 Presenting and illustrating the archaeological past, about the exhibition on the Neolithic period « From the Euphrates to the Atlantic » (Grand Palais, Paris, 2018)

[01/2017 – 05/2018 - coordination INRAP – participation as a scientific committee of DAI, UAM, CSIC]

This exhibition will highlight the manifold and lesser known features and issues related to the Neolithic era, from its early developments in the Middle East (10th millennium BC) to the Neolithic cultures which flowered in Europe and along the Atlantic coast until the 3rd millennium BC. This major public event, held in the prestigious premises of the Grand Palais, will be used as a pretext within the NEARCH project to assess and illustrate the construction of knowledge, representations and *clichés* about the Neolithic times, and the modes of transmission and assimilation of this knowledge by the general adult and young public, and school audiences. This will be made through a specific educational section, presented as a 'knowledge laboratory' at the end of the exhibition's path.

A.6 Promoting dialogue and social integration in a multicultural society. The case-studies of Saint-Denis and Thessaloniki

[5/2014 – 12/2017 - coordination INRAP/St.Denis – AUTH]

Archaeology is a tangible and visible discipline, which can involve a large audience and help connecting it with the territory. Saint-Denis, near Paris, can be considered as a first case-study for the NEARCH project. The rapid transformation of this suburb multicultural city, has caused the loss of spatial and temporal references for its population, 28% of which is of foreign origin (78 nationalities). New educative and outreach activities will be proposed in the framework of the "*Archaeology, territory and citizenship*" project promoted by the Unité d'archéologie de Saint-Denis, a NEARCH associated partner. They will aim at transforming archaeology in a tool for a better analysis and knowledge of the city area, as well as a vector of socialization.

In Thessaloniki, the Aristotle University will pursue its field involvement in the framework of the educational policies and the museological approaches of various Greek museums, aiming at exploring the meaning of cultural diversity and social exclusion through the prism of the individuality of social groups, including immigrants as well as groups of different religion and ethnicity. The notion of classical antiquity continues to form the perception of the national and cultural identity and defines very sharply the museological approach of space and time, and the educational activities in the majority of Greek museums. The museums as interactive bodies can potentially initiate a dialogue regarding cultural differences and incorporate groups usually marginalized. In the last years a few but courageous steps have been taken by some museums in Greece, addressing the issue of social exclusion and cultural difference, of even bigger relevance in the current crisis.

A.7 Exchanging experiences and building contents: discussion workshops in York (12/2014), Thessaloniki (6/2015) and Bologna (11/2017)

The action A, given its importance, will be carried out throughout the project's duration. 3 specific discussions workshops are scheduled during this timeframe. The first (York, 12/2014) will assess the progress of the on-going activities (especially of the European poll survey), of the preparations for the EDA and of the call for projects launched 6 months before. It will also host a scientific session on the topic "*Archaeology and communication technologies. Enabling community involvement.*"

The second, to be held in Thessaloniki (6/2015) will be devoted to the theme "*Archaeology and social integration*" and will echo the case studies of Thessaloniki and St. Denis. The third workshop, to be held in Bologna (11/2017) will provide the opportunity for a general review of the results obtained in the framework

of action A and will issue prospects for the future of the network. A scientific session will focus on the theme "A community-involved archaeology. Challenges, means and perspectives".

B. Archaeology and the imaginary: crossroads between science and art

Archaeology and art find themselves at the convergence of human knowledge and experience. Thus, archaeology is often an archaeology of the art and the art history is often based on archaeology. But beyond this academic perspective, there is a growing interest in the contemporary art towards the archaeological feature, both as a process and as an object (e.g. *Land art* by Richard Long or Andy Goldsworthy ; the pottery destruction by Ai Wei Wei, etc.). The archaeological themes such as the past, the remains, the landscape, the disappearance, the monumentalization etc. are currently present everywhere within the contemporary art field. As for the archaeologists, the renewal of their profession, methods and paradigms leads to the creation of new research fields and social interactions. Therefore, the artistic medium interests the archaeologist and vice versa. Indeed, the artistic and the archaeological object rely on the same function: the testimony. Both are vestiges, one of the artistic creation, the other of the human activities. Thus, a convergence can be found between the exploration methods of both disciplines, the search for the buried and for meaning, the revealing of the core through its margins. An unsuspected richness can be revealed when combining these two universes, the one of the reflection and the one of the materialization of the discourse on the past and on humanity.

From the richness of this creative confluence have emerged the various paths that the NEARCH network wishes to explore, namely:

- a reflexive, imaginary and materialized vision of archaeology
- an innovative story telling of the past accessible to all audiences
- the acknowledgement of the artistic as a real link within a research process

The result will be a creative interaction between the contemporary art and the archaeology. Not in view of showing what the contemporary artist 'makes' out of archaeology, since this was already brilliantly portrayed (for example the exhibition "*Arkhaiologia - Archaeology in the contemporary art*" presented during the 2011 Biennale in Centre PasquArt) but with the aim to create a productive dialogue between archaeologists and artists.

For this purpose, NEARCH has invited two major Contemporary Arts Centers to join the partnership: the Stichting Jan Van Eyck Academie (JVE) in Maastricht which is an artistic cutting-edge space active since 1948 and the CENTQUATRE Art Centre in Paris, which occupies around 40.000 m² at the heart of the city. Through these actions will emerge a new research field in archaeology focused on the various ways of representing the past.

Proposed activities:

B.1 & B.2 Thinking and creating together: artists in residence 1 (Paris) and 2 (Maastricht) [12/2013 – 3/2016 - coordination CENTQUATRE & Jan Van Eyck – participants INRAP/Culture Lab/UOXF/UGOT]

A call for proposals will be launched in September 2014 for artistic residences on previously defined themes. The length of residences will be of about 3 months each and will spread over the years 2015 and 2016. Three residences will take place in the CENTQUATRE Centre in Paris and three other in the JVE in Maastricht. Both institutions being specialized in artists' residences, they will take care of the entire welcome process. The selection of the artists will be made by the entire partnership on an application basis. Out of the 6 foreseen residences, 2 will be reserved for non-European artists. All proposed disciplines will be examined. The artists in residence will work in dialogue with the archaeologists of the partner institutions and will have access to the specialized literature, to the excavations and archaeological collections, etc. The residences will favour the public interaction and participation, given that the visitors will have access to the artist's studio and work. The artist and his work will be the object of video shots and photos, thus making possible to follow the creation process live on the Web.

B.3 Confronting knowledge and crossing viewpoints: an international conference and artistic performance in Paris

[9/2015 - coordination CENTQUATRE – participants INRAP/Culture Lab/UOXF]

Together with the opening of the exhibition following the residencies hosted by CENTQUATRE (see action B.4), the network will organize an international conference on the relation between contemporary art and

archaeology. This debate conference open to the general public will invite speakers from related fields, such as artists, philosophers and art historians. The conference will be streamed on-line and questions will be taken both from the audience and from the virtual community (posts on the website and the social media tools). The proceedings will be published in digital version on the project's website.

B.4 Sharing with the public: exhibition of the Paris residencies' outcomes

[9/2015 – 3/2016 - coordination CENTQUATRE – participants INRAP/Culture Lab/UOXF]

The works produced by the artists in residence in CENTQUATRE will be then displayed in the Art centre's great hall. This exhibition integrated in the Centre's programme will be prepared from the end-2014 onwards and presented as of September 2015 under the joint commissionership of the archaeological institutions and the CENTQUATRE. A module of the exhibition will be dedicated to young audiences. The exhibition will also result in a digital on-line version. The communication around the exhibition will target among others the young audience and a multilingual catalogue will be produced.

B.5 Confronting knowledge and crossing viewpoints: an international workshop and artistic performance in Maastricht

[5/2016 - coordination Stichting Jan Van Eyck/INRAP/Culture Lab/UGOT]

In May 2016, an international workshop will take place in Maastricht in the JVE. This workshop will bring together a handful of top-level specialists in contemporary art, which will evoke the relation between contemporary art and archaeology based on the residences hosted by the JVE. The resident artists and the archaeologists from the partner institutions will take part in this debate. The workshop will be streamed on-line and its proceedings subsequently published.

B.6 Sharing with the public: exhibition of the Maastricht residences' outcomes

[5-9/2016 - coordination Stichting Jan Van Eyck/INRAP/Culture Lab/ UGOT]

In May 2016, the results of the residences, be it performances, visual or written productions, will be displayed within the JVE in Maastricht. The works will also be presented on-line and illustrated in the exhibition's catalogue.

B.7 Exchanging experiences and building contents: discussion workshops in Göteborg (12/2013) and Oxford (6/2014)

In December 2013 a discussion workshop will be organized at the University of Göteborg. It will assemble the entire project's partnership together with external participants (art historians, philosophers, artists) in order to lay the foundation for the reflection initiated in the beginning of the project. This workshop will define the theoretical working bases and the themes proposed in the residences. This will allow the launch in April 2014 of the calls for proposals for the artists in residences.

This reflection will continue during a workshop held in Oxford in June 2014, on which occasion a session will be dedicated to the artistic experiments on the themes of "historical environment" and cultural landscapes.

These two workshops will be streamed on-line on the project's website.

C. Archaeology and knowledge: teaching and sharing information

Sharing selected knowledge with the various target audiences is a critical issue for archaeology today. Beyond those dealing specifically with the research, protection and management of cultural heritage, many related professions (development and spatial planning, tourism industry, civil engineering...) need an introduction to archaeological methods and an easy access to an organized, concise and yet comprehensive information.

For students and scholars with logistic constraints, belonging to remote and/or less-developed areas, access to qualitative and well-documented information is also a major issue, crucial to the development of vocations and capacity building of the concerned communities. Additionally, vocational training is also important to meet the above mentioned needs. A solution to these problems can be offered by e-learning courses, as long as they are user-friendly, easy adaptable, reusable, interoperable and complex from a content point of view.

But the issue of sharing knowledge among professionals and the wider public is also related to the way information is published and disseminated. The World Wide Web has become the *de facto* mode of dissemination for vast volumes of information related to commercial, government and scientific data. From the perspective of archaeology however, two issues arise. Firstly, most archaeological data is still

disseminated in paper form, such as journals and monographs and secondly, the material that is published on line essentially follows the paper model with regards to how the data is structured. The result is that most of the archaeological work is comprehensive only for the professional audience and therefore often inaccessible to the public and to the communities.

There lies an important opportunity for archaeologists to address these two issues directly by moving to the web as a favoured mode of dissemination and secondly by using the full potential of the web rather than slavishly copying the structure of dissemination modes of yesteryear. This opportunity carries with it exciting possibilities for bringing the dissemination of archaeological material into the twenty first century and directly addressing the needs of public, community and educational audiences while at the same time linking archaeological publication with the digital archival material underpinning it.

Proposed activities:

C.1 Enabling diversified and innovative distant learning on archaeology

[6/2014 – 5/2018 - coordination UAM – participation ADS, FdA Leiden, UOXF, UGOT, CSIC, DAI, AUTH]

Among the proposed pilot actions for the NEARCH project is the creation of a multilingual interactive learning platform on the web hosting and streaming free courses. This will be based on a Web Content Repository software that enables the storage and processing of e-learning content in SCORM standard. All e-learning data in the domain of archaeological heritage can be uploaded into the database and rendered accessible to the general public.

C.2 Providing archaeological contents and data adapted for various audiences

[6/2014 – 5/2018 - coordination INRAP/ADS/IBC]

NEARCH intends to overcome the limits of traditional publication by assessing the potential of digital publishing technologies and experiment innovative solutions, such as:

- Multi-layered publication, using the same source material but re-casting it to suit the needs of different audiences, particularly public and community audiences, as well as the younger public
- Integrating scholarly and other publications in digital format with digital archives containing the original supporting material in the form of databases, images, maps, plans, GIS etc, thus facilitating a deeper understanding of the past and simultaneously facilitating dialogue and re-interpretation.
- Mediating access to the digital archives to enhance access and encourage re-use
- Linking examples of work presented in these archives and publications by employing larger narratives utilising material from multiple sites and potentially multiple countries.
- Creating new exemplars of best practice in both digital archiving and multi-audience dissemination

The elements comprising such a resource can include (but are not limited to):

1. Original data files and associated documentation (digitally archived)
2. Digital version of unpublished report (Grey literature)
3. Mediated digital archive, including a digital version of the site director's narrative (integration of artefact reports etc.) (Academic/Research Audience)
4. Public access site narrative – (Community and/or Educational Audience)
5. Online Monograph or Peer Reviewed Journal Article integrated with the archive
6. Inclusion of results in broad thematic web experiences for specialist or general audiences.

C3. Exchanging experiences and building contents: a discussion workshop in Poznan (6/2016)

The issues included in theme C will undergo a critical review on the occasion of a workshop organized in Poznan (6/2016). By then, the e-learning module will be functional on-line and an experimental version of the multi-layer digital publication will be presented, including the section oriented towards schools and young people. This meeting will be streamed online on the project's website and disseminated through the social networks.

D. Archaeology in a changing economy: towards sustainability

The most significant shift in the perception of the role of culture within modern society has been through an improved understanding of the place for culture in the 'knowledge-based economy'. It is the assumed

integration of archaeology in this economic model and its corollary of “sustainable archaeology” that this theme aims to tackle.

The economic crisis that hit Europe after 2008 had a major impact on the archaeological activity and its professionals. Therefore, in Spain 70% of the private archaeology companies have closed, the same happened in Ireland, in Italy 50% of the independent archaeologists earn less than 10,000 € per year, the wages of all Greek archaeology professionals have been cut by 30% and all the short-term contracts have been cancelled, the United Kingdom has seen a dramatic decrease of nearly 30% in the number of archaeologists between 2008 and 2010 ...

In more general terms, the crisis' consequences can be summed up as described by the European Expert Network on Culture in its 2012 report on "Culture and the Structural Funds in France" :

- a contraction of activity (in particular related to the collapse of the construction sector)
- a slowdown in the level of investment in basic and applied research
- a slowdown in the level of investment in the cultural infrastructures
- a weakening of the network of stakeholders, especially of the small and micro ones

At the same time, these changes create a historic opportunity to propose new socio-economic and professional models in archeology. The NEARCH network will explore these prospects through:

- the up-to-date assessment of the crisis' impact on archaeology in Europe ;
- the redefinition of the archaeological activity and of its related work-areas as a KIBS (Knowledge Intensive Business Service) ;
- the creation of a more balanced model in terms of local responsibility and solidarity, replacing the sole competitiveness between the various economic actors related to archaeology ;
- the analysis of the role of the State in general and of the public sector in particular in relation to heritage management ;
- the question of the funding of archaeology ;
- the discussion of the « productive » model of the systematic excavation and the comparative analysis of other locally alternative models, such as the preservation in situ ;
- the needed requirement for scientific exploitation of the huge amount of data produced during the last decades ;
- the discussion on the reintroduction of the local populations in the archaeological process;

NEARCH therefore aims to create a laboratory of socio-economic innovation in archaeology and heritage management in view of identifying long-term and sustainable models.

Consisting of experts from the network, the laboratory will host and interview various relevant professionals and stakeholders (sociologists, economists, local authorities, etc.). The laboratory will be accessible through an on-line discussion area constantly updated with the results from the research and exchanges. It will bring together several project partners around the following two actions:

D.1 Archaeology and the crisis: a European survey

[7/2013 – 12/2016 - coordination CSIC – participation INRAP, FdA Leiden, DAI, IBC AUTH]

The laboratory will carry out a multi-scalar European survey aiming at collecting extensive and updated data about the current situation of the archaeological sector, five years after the beginning of the crisis. This study will be carried out through intensive information exchanges, interviews of the various stakeholders (archaeologists, local authorities, state services and citizens), mobility of experts and desk-based analyses. The collected data, after their assessment and recollection, will be used as a basis for:

- Making the on-line information accessible to all involved stakeholders
- The construction of prospective models for the archaeological sector

D.2 Exchanging experiences and building contents: an international colloquium in Santiago

[12/2016 - coordination CSIC]

In 12/2016, the CSIC will host a plenary session of the laboratory in Santiago de Compostela at the occasion of an international colloquium titled “*Out of the W ? Rethinking models for a post-crisis sustainable archaeology*”. This major event will be attended by multidisciplinary experts from Europe and abroad and will be also streamed on-line. Its results will be collected and published.

E. European archaeology and the world: dependencies and mutual development

On the 40th anniversary of the « Convention for the Protection of the World Cultural and Natural Heritage » (UNESCO), the World Heritage List has 745 cultural heritage sites. Archaeology has a special role in the study, preservation and classification of these sites as it reveals and enlightens the context for most of them. This explains why many archaeological sites are listed as World Heritage. Despite this fact, archaeology is not always taken into consideration within the management plans of the major heritage sites. Preventive archaeology in particular and its core concept of preservation through study are not yet fully apprehended by all the stakeholders. Yet, a scientific *sine qua non* approach should be proposed in order to protect the sites and their surroundings from the urban and touristic development. This issue is particularly important in non-western countries, where heritage management infrastructures are in the process of development and where both governmental and international support for heritage management is limited. In these circumstances, an innovative approach to community involvement could make *the* difference for the future of heritage preservation. Community involvement is actually one of the focal points of present and future archaeological activities and heritage management, mentioned by both host countries receiving archaeologists and archaeologists conducting fieldwork abroad. This is not just for the benefit of the heritage, but in particular for the communities itself as well. It not only empowers people if they take responsibility for the historic environment, it may bring along socio-economic opportunities as well.

Local populations are usually highly interested in their heritage and motivated to engage with it, as many studies show. Yet, in many places in the world such involvement still fails to be implemented. This is either due to a lack of knowledge and skills of archaeologists, to financial limitations of the heritage projects, or to deficiencies in local capacities. It is therefore clear that community involvement does not happen spontaneously, it must be organized. Moreover, for public engagement to be effective, capacity building is crucial. Communities need to be able to understand how to preserve, maintain and manage a site and they need to construct a stable managerial infrastructure (including for instance a team of stewards and an advisory board of stakeholders and experts) that will function smoothly once implemented.

Proposed activities:

E1. A *field atelier* for community involvement in archaeology and heritage management

[6/2014 - coordination FdA Leiden]

NEARCH proposed to organise a *field atelier* in Palestinian Territories (Tell Balata), where a team of both local and foreign experts will work together with the local community. The campaigns will be focused on building communication networks with and within the community, on training local stewards and on providing information and educational material for the larger (local) public. The objective of the *field atelier* is not only to prepare the community and the site for a community-driven sustainable maintenance, but also to prepare a practical guideline with reference to community involvement and local capacity building in heritage management.

E.2 Assessing archaeological relevance and community involvement in UNESCO World Heritage sites

[6/2014 – 1/2017 - missions coordinated by FdA Leiden, DAI, INRAP, CSIC, POZNAN]

NEARCH partners propose, through teamwork and field surveys, to build up a management plan and model of community engagement for sites waiting to be nominated or that have recently been inscribed on the World Heritage List. Building on an active partnership with UNESCO (the project leader, INRAP, has signed a Memorandum of Understanding with the World Heritage Center) and ICOMOS/ICAHM, the expert groups from the partner institutions will investigate, monitor and propose the best suitable solutions regarding the role of archaeologists in the monitoring and management of the site, their collaboration with local administration, the modes of engagement with local communities, tourism and managerial issues. Among the concrete outcomes of these field missions, the preparation of a series of good practices and management guidelines that will ensure the sustainable development of the site and provide a memorable and educational experience for users and visitors, within the framework of internationally accepted conventions. A special focus will be put on the integration of the archaeological site with the natural, social and built environment, and on protection and maintenance practices that are relevant to the region and can also offer an example for other sites. These actions will be planned and carried out in full collaboration with local and foreign archaeologists working on these sites.

5 case-studies have been selected for this purpose:

- Tell Balata, Palestinian Territories (FdA Leiden - on the tentative list for WHS nomination)
- Neolithic site of Çatalhöyük, Turkey (UAM - listed as WHS in July 2012)
- Ulpiana, Gračanica in Kosovo (DAI - potential WHS site)
- Stone Circles of Senegambia, Wanar, Sénégal (INRAP – listed as WHS in 2006)
- Sacred city of Caral-Supe, Peru (CSIC - listed as WHS in 2009)

E.3 Sharing information on online platforms

[6/2014 – 5/2018 - coordination FdA Leiden]

In order to facilitate access to updated information for field professionals and local communities, NEARCH intends to develop an easily accessible, transparent and online platform for archaeological community projects that promote ethical and sustainable heritage practices. By further developing, adapting and integrating to the NEARCH web resources complementary systems (for ex. the Dutch based Common Sites platform or the Heritage-Fotopedia application), project partners and archaeological field teams can continuously report the project's progress with short text and image-based updates online or with a mobile phone (cf. action A3). This novel approach engages members of the local communities surrounding the sites as well as interested individuals around the world by allowing them to access up-to-date reports and support those projects they are interested in. This system also allows local communities to ask for expertise and knowledge from the NEARCH-partner network and beyond.

E.4 Exchanging experiences and building contents: a discussion workshop in Leiden (12/2015) and an international colloquium in Berlin (6/2017)

[12/2015 – 6/2017 - coordination FdA Leiden /DAI]

In December 2015 the University of Leiden will host a workshop focusing on community involved activities around non-European archaeological sites. A particular attention will be paid to the case-study of Tell Balata in Palestinian Territories. Other comparable examples will be also presented, and an update of the field missions already completed will be done with the partner's staffs and invited external experts. The workshop will be streamed online with a specific focus towards the third countries communities involved in the concerned sites.

In June 2017, an international colloquium held in Berlin will conclude this theme. Looking at "*Archaeology and heritage management on world heritage sites. Social and economic involvements*", this event will gather NEARCH coorganisers, ICAHM, EAA and UNESCO experts as well as representatives of third countries stakeholders. The results will be published in various languages in the colloquium proceedings on paper version and on-line.

F. Coordination, mobility and project's communication

The key for the success of a cooperation project gathering so many partners around an ambitious working program and over such a long timeframe lies in a strong and experienced coordination that combines strictness in complying with the regulations and the contractual provisions with certain flexibility in the follow-up of the actions. Interface between the European Union and the partnership, the coordination team assures the daily follow-up of the activities, maintains the contact with all the co-organizers, preserves their indispensable cohesion and motivation indispensable for obtaining the best quality for the project's expected results.

Theme F includes also horizontal project activities such as the mobility grants for archaeology professionals and the communication and dissemination actions.

F.1. Project's coordination

[06/2013 – 5/2018 - INRAP]

A coordination team at INRAP, made of in-house staff and experts with long experience in the management of international and EU-funded cooperation schemes, will deal with the daily project coordination, from a scientific, technical, administrative and financial point of view.

F.2 Kick-off meeting in Paris

[6/2013 - INRAP]

The NEARCH project will be launched by a kick-off meeting to be held in Paris in the presence of the representatives of all the project's co-organizers and associated partners, together with invited external personalities. The project will be presented in detail, the role of each co-organizer discussed and precisely defined and the activity timetable validated. Several interventions will evoke the scientific, political and societal context that frames the archaeological activity today and that raises a number of challenges for the profession, as argued by the NEARCH project itself.

F.3 Communicating information and disseminating results

[6/2013 – 5/2018 - coordination INRAP, Culture Lab – participation all coorganisers]

The project's communication will mainly rely on a portal website. Managed by the coordination team at INRAP with the active input and support of the partnership, it is proposed as a lively, up-to-date platform on archaeology, community outreach and dissemination, that makes use of social media, field-reporting, shared publicity, widgets, open data etc., where the progress of the project's partners on the go can be followed, and where the project's partners, experts and communities around the world come together.

A NEARCH media kit will be downloadable from the website, with relevant press releases, logos to use, pictures and other information for the media

For specific dissemination purposes, the project will also produce paper leaflets and brochures, postcards and posters.

F.4 Travelling abroad, meeting colleagues and sharing experience: mobility grants

[6/2014 – 3/2018 - coordination DAI – participation FdA Leiden, UOXF, UAM, UGOT, CSIC, IBC,AUTH, ADS, INRAP]

The project will also support mobility of archaeology professionals through a major bursary program. This will follow specific selection, management, apprenticeship and evaluation criteria to optimize the quality of the results, the concrete return for the beneficiaries and the sharing of the activity outcomes amongst the project's partners.

III. A specialized, committed and complementary partnership

The partnership of this project was built as a network of excellence, including leading institutions from the concerned fields, with complementary profiles and a trackable record of achievement. This expertise can be considered one of the pillars that will guarantee the project's quality, proper implementation and high level of results. Another pillar is the comprehensive and relevant activity plan developed in view of addressing the major challenges faced by archaeology today and, even more important, with the aim to identify practical solutions that would help the profession cope with the current and probably lasting recession. Moreover, both the partnership and the action plan take into account the multiple interactions that define our contemporary society. Regarding the partnership structure, in addition to scientific establishments such as universities, the project includes also public oriented research centres and heritage institutes, as well as two contemporary art centres famous for their ground-breaking and interdisciplinary approach. As for the action plan, the foreseen activities vary from scientific research to ICT applications, community engagement initiatives and art performances, all converging into a true innovative model adapted and relevant for the present paradigm.



