



NATURAL  
HISTORY  
MUSEUM  
OF THE LESVOS  
PETRIFIED FOREST

RURITAGE   
Heritage for Rural Regeneration

# LAUNCHING LESVOS HUB EVENT FOR THE PRESENTATION OF THE RURITAGE PROGRAMME

Action «Rural regeneration through systemic  
heritage-led strategies — RURITAGE»

HORIZON 2020 Programme

Mytilini, 24 April 2019

## REPORT

Mytilini, Lesvos Island  
April 2019

NATURAL HISTORY MUSEUM OF THE LESVOS PETRIFIED FOREST

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## REPORT

The Natural History Museum of the Lesvos Petrified Forest on Wednesday, April 24, 2019 organized an event for Launching the Lesvos HUB and the presentation of the RURITAGE programme in Lesvos. The event was held at the Information Center of the Natural History Museum of the Lesvos Petrified Forest in Mytilini and was organized by the Natural History Museum of the Lesvos Petrified Forest. During the event was presented the project but also the cooperative actions for highlighting the natural and cultural heritage in Lesvos and the revitalization of the countryside.

At the event participated Mrs **Ch. Kalogirou** Governor of Northern Aegean Region, Mr G. Kampouris, Executive Secretary of Northern Aegean Region, Mr P. Tsoupis, Vice Mayor of Municipality of Lesvos, P. Triandafillidis, Director of the Ephorate of Antiquities of Lesvos, Prof. D. Papageorgiou, Vice Rector of the University of the Aegean, Mr. E. Myrsinias, President of the Lesvos Chamber, Mr. P. Hatzikyriakos, President of the Lesvos Tourist Agents Association, representatives of Lesvos local authorities and associations and many stakeholders of the Lesvos Island UNESCO Global Geopark.

RURITAGE



*Mrs Ch. Kalogirou Governor of Northern Aegean Region and Prof. Nikolaos Zouros, Director of the Natural History Museum of the Lesvos Petrified Forest during the event*



*Many stakeholders from Lesvos participated at the event for the presentation of the RURITAGE Programme*

RURITAGE

### Presentation by Professor Nikolaos Zouros

Prof. N. Zouros, Director of the Natural History Museum of Lesvos Petrified Forest presented to the participants the RURITAGE project, an innovative European project which aims to implement activities aimed at revitalizing the countryside. During his presentation, he referred to the successful partnerships that have been developed to date with all Lesvos stakeholders at Lesvos Island UNESCO Global Geopark.



*Presentation of the RURITAGE program and its actions in Lesvos by Prof. Nikolaos Zouros during the event which organized in Mytilini*

Through a rich photographic material, he presented in detail the actions of the project and its contribution to the promotion of the natural heritage implemented in the Lesvos Geopark by the Natural History Museum of the Lesvos Petrified Forest, the excavation works and the conservation actions in the protected area of the new Petrified Forest, sports activities, educational programs, university educational visits and promotional activities of local Lesvos products.

This was followed by video presentations prepared by the Natural History Museum of Lesvos Petrified Forest highlighting the protection, conservation and promotion activities of fossils carried out in the Lesvos Petrified Forest protected area in the context of major public works.





*Discussion during the event for the presentation of the RURITAGE program in Lesvos*



*Presentation of the RURITAGE program and its actions in Lesvos by Prof. Nikolaos Zouros*

RURITAGE



*Presentation of videos prepared by the Natural History Museum of the Lesvos Petrified Forest during the event for the presentation of the RURITAGE programme*

The meeting was concluded by a unanimous decision of all participants on the need for cooperation between all Lesvos bodies, both public and private, to jointly implement actions to highlight the natural and cultural heritage of Lesvos. At the same time, it was emphasized the agreement of all participants on the development of concerted efforts to exploit UNESCO's recognition of Lesvos as a UNESCO World Geopark and submit a dossier for its re-evaluation.



*This project has received funding from the European Union's Horizon 2020 research and innovation project under the grant agreement No 776465*

**[www.ruritage.eu](http://www.ruritage.eu)**

**RURITAGE**

# RURITAGE

Heritage for Rural Regeneration



United Nations  
Educational, Scientific and  
Cultural Organization



Lesvos Island  
UNESCO  
Global Geopark



NATURAL HISTORY  
MUSEUM  
OF THE LESVOS  
PETRIFIED FOREST



*The poster for the presentation of the RURITAGE program in Lesvos*

# RURITAGE





ΜΟΥΣΕΙΟ  
ΦΥΣΙΚΗΣ  
ΙΣΤΟΡΙΑΣ  
ΑΠΟΛΙΘΩΜΕΝΟΥ  
ΔΑΣΟΥΣ ΛΕΣΒΟΥ



Εκπαιδευτικός,  
Επιστημονικός και  
Πολιτιστικός Οργανισμός  
των Ηνωμένων Εθνών  
Νήσος Λέσβος  
Παράρτημα  
Ευρωπαϊκό  
Κέντρο  
ΕΥΝΕΣΚΟ



## ΠΑΡΟΥΣΙΑΣΗ ΕΡΓΟΥ RURITAGE

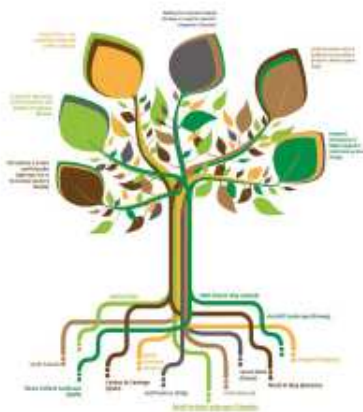
ΤΕΤΑΡΤΗ 24/4/2019 ώρα 18.00

### ΠΡΟΣΚΛΗΣΗ

Το Μουσείο Φυσικής Ιστορίας Απολιθωμένου Δάσους Λέσβου στα πλαίσια του Έργου **RURITAGE** σας προσκαλεί σε ενημερωτική συνάντηση με θέμα «**Δράσεις συνεργασίας για την αναζωογόνηση της τοπικής οικονομίας της Λέσβου μέσω της ανάδειξης της φυσικής και πολιτιστικής κληρονομιάς**», η οποία θα πραγματοποιηθεί στο Κέντρο Πληροφόρησης Μυτιλήνης 8<sup>ης</sup> Νοεμβρίου 17, 81100 Μυτιλήνη την **Τετάρτη 24 Απριλίου 2019 και ώρα 18.00.**

Ο Διευθυντής του Μουσείου

Καθηγητής Νικόλαος Ζούρος



*This project has received funding from the European Union's Horizon 2020 research and innovation project under the grant agreement No 776465*

[www.ruritage.eu](http://www.ruritage.eu)

*The invitation for the event for the presentation of the RURITAGE program in Lesvos*


# RURITAGE




### The RURITAGE knowledge tree


13 rural areas which have proved and successfully pursued a heritage-led regeneration strategies have been selected as **Role Models**.

Role Models act as roots of the RURITAGE knowledge tree to mentor 6 **Replicators** in the development and implementation of their heritage-led regeneration strategies.



### 38 Partners, 18 Countries





More Info • Get inspired • Join us  
[www.ruritage.eu](http://www.ruritage.eu)  
@ruritage  


# RURITAGE

Heritage for Rural Regeneration

Foster heritage as a driver for rural regeneration

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 776465

### Our Objective : to build a new heritage-led rural regeneration approach

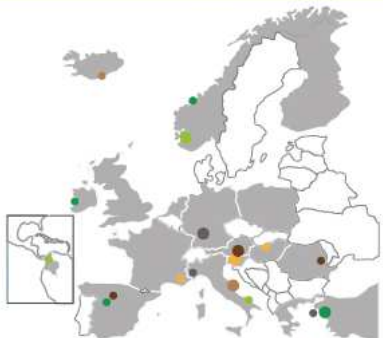
RURITAGE seeks to transform rural areas in sustainable development laboratories through the enhancement of their cultural and natural heritage.

RURITAGE will gather stakeholders and local communities in a new form of collaboration, engaging them in a participatory and community based heritage management, ensuring ownership, capacity building and skills transference.

RURITAGE identifies 6 Systemic Innovation Areas as paradigms of heritage-led regeneration strategies:

- PILGRIMAGE
- LOCAL FOOD
- MIGRATION
- ART & FESTIVAL
- RESILIENCE
- LANDSCAPE





### Participatory, community based approach, within 19 Rural Heritage Hubs

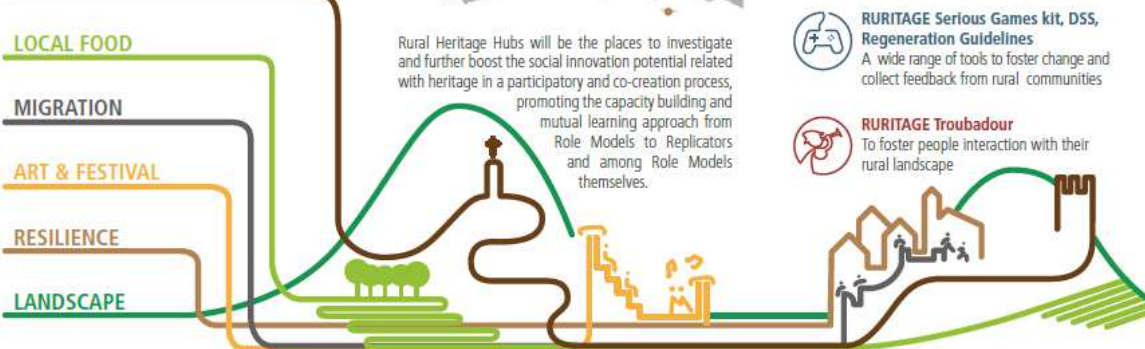


Rural Heritage Hubs will be the places to investigate and further boost the social innovation potential related with heritage in a participatory and co-creation process, promoting the capacity building and mutual learning approach from Role Models to Replicators and among Role Models themselves.

### Key Outcomes : a set of tools for effective regeneration strategies

Within the RURITAGE Resource Ecosystem, this 4-years project will make available multiple services and tools for rural communities to foster effective heritage-led regeneration strategies:

-  **RURITAGE Atlas**  
An integrated and interactive web-based atlas mapping territories as the result of human-landscape interactions
-  **RURITAGE Replicator Tool Box & My Cult-Rural Toolkit**  
A complete set of good practices and innovative solutions for rural regeneration
-  **RURITAGE Serious Games kit, DSS, Regeneration Guidelines**  
A wide range of tools to foster change and collect feedback from rural communities
-  **RURITAGE Troubadour**  
To foster people interaction with their rural landscape



The leaflet distributed during the event

# RURITAGE