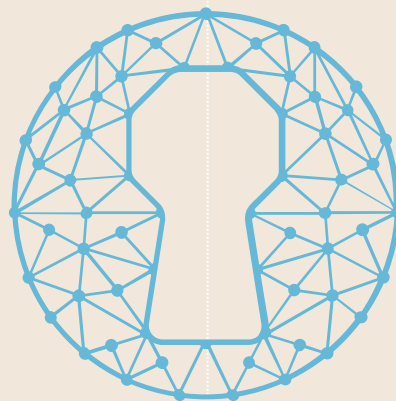


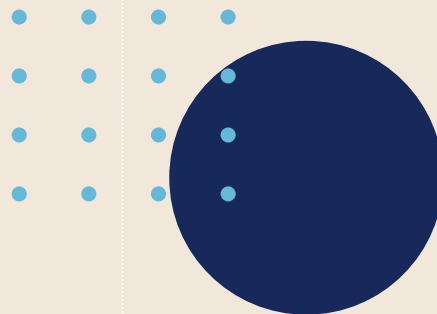


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Treasures



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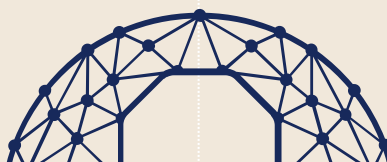
CULTURA  
DIREÇÃO-GERAL DO LIVRO, DOS ARQUIVOS E  
DAS BIBLIOTECAS



Ollscoil Teicneolaíochta na Mumhan  
Munster Technological University



Archivo de la Real Chancillería de Valladolid  
(Calle Chancillería, 4, 47003 Valladolid. Spain)



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December 12th

Co-funded by the  
Creative Europe Programme  
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### 9.30 – 9.45 h. Opening

Cristina Emperador (Director of the Archive of the Royal Chancellery of Valladolid) and Severiano Hernández (Head of Spanish State Archives).

### 9.45 – 10.45 h. WP1: New Business Models for European Archives in the XXI Century

- *Designers' Residences: New Opportunities to Identify Potential Creative Merchandising Products.* Miguel Ángel Bermejo (Spanish State Archives).
- *Video Games and Archives: Cross-sectorial Hybridisation and Co-production Opportunities.* Carmen Mateos (Spanish State Archives).
- *New Leaves Giving Life to Old Trees. Investigating New Business Models for the National Archives.* Leonard Callus (National Archives of Malta).

### 10.45 – 11.00 h. Break

### 11.00- 11.45 h. WP 2 – Stories of the History - Roaming Exhibitions and Storytelling

- *EDT: Transmedia exhibition. Best practices.* Anabela Ribeiro and José Furtado (National Archives of Portugal).
- *Transmedia Pathways: Engaging New Audiences.* Tadhg Leane (MTU).

### 11.45 – 12.45 h. WP 3 – Working with New Target Audiences

- *Young Digital Treasures: Contest and International Archival Camp for Generation Z.* Tatjana Hölzl (ICARUS) and a representative from the National Archives of Hungary to be confirmed.
- *E-learning as a Tool for Education: Archival Literacy Online Course.* Ole Gausdal (National Archives of Norway) and Gearoid O Suilleabhain (MTU).
- *The Potential of Crowdsourcing for Archives and the Use in Handwritten Text Recognition (HTR) as a Pilot Project.* Zoltán Szatucsek (National Archives of Hungary).

### 12.45-13:30 h. WP 4 – Communication and Dissemination

*What Treasures Can Be Found in our Archives? – Summary of a Contest for Filmmakers.* Cristina Díaz (Spanish State Archives) and Karl Heinz (ICARUS).

### 13.30 – 14.45 h. Lunch Time

### 14:45 -15:45 h. Challenges and New Alliances in the European Archives

Round table with the Directors of the partner institutions and ICA.

- Silvestre de Almeida (National Archives of Portugal).
- Inga Bolstad (National Archives of Norway).
- Charles Farrugia (National Archives of Malta and President of EURBICA).
- José Kirps (National Archives of Luxembourg and President of ICA).
- A representative from the National Archives of Hungary to be confirmed.

Moderator: Thomas Aigner (President of ICARUS).

### 15:45-16.05 h. Creative Europe Programme: Best Practices

Augusto Paramio (Creative Europe Desk in Spain).

### 16.05-16:30 h. Final Conclusions and Farewell

María Oliván (Head of Unit of Transparency, Document Management and Access to Documents of the European Commission) and Isaac Sastre (General Director of Cultural Heritage and Fine Arts, Ministry of Culture and Sports of Spain).

*All sessions are in English*

Registration required for on-site attendance (until November 25th):

<https://forms.gle/sTvwdkk1cpnPbfEv7>

