

Interreg



EUROPEAN UNION

Balkan-Mediterranean BalkanMed INNOVA

**FOUR FREE WEBINARS IN ENTREPRENEURSHIP,
TOURISM & CULTURAL HERITAGE, ENERGY &
ENVIRONMENT**

1. Open Innovation

Date: 28 April 2020

Time: 16:00 CET

Duration: 1 hour totally

WHY PARTICIPATE

Open Innovation is a key trend in management. Large companies, such as Samsung, Pepsi and Philips, as well as smaller innovative companies are implementing open innovation practices in order to speed up the

innovation process, reduce development costs and increase the impact of innovation.

Building on company cases, the webinar provides participants an overview of all latest trends regarding the management of innovation as well as a strategic framework for practitioners aiming to implement Open Innovation in their companies.

Register here:

<http://www.balkanmed-innova.eu/limesurvey/index.php/525144?lang=en>

2. Digital Cultural Heritage in the 4th Industrial Revolution. Role and Perspectives

Date: 29 April 2020

Time: 16:00 CET

Duration: 1 hour totally

WHY PARTICIPATE

The development of the cultural heritage sector has reached a crossroads, and has become strategic for the times we are living, especially. A proof is needed that the strategic dimension of cultural heritage is not just a figure of speech. The sector requires the most diverse range of disciplines to perform as a final service or commodity in the eyes of the consumers and indeed only few fields of application require such a vast integration of different skills, -giving to economists a strategic role: The transformation of the AV technologies

and the liberation of information from the geolocations create the enabling environment to revive the media market using contents coming from peripheral centers of production. Storytelling in one great ensemble has the possibility to create emotions and thus interact with the audiences in the most fruitful way.

We must ensure that each sectorial contribution is able to perform with resilience and without fear in front of modernization and adaptation to new needs, new rules or new professional approaches and capabilities. We need to challenge the heritage sector by reforming the supply-demand pattern in places with cultural significance and establish resilient ecosystems in European regions at grass roots level. We need to support stakeholders valorize heritage a growth asset and tackle strategic innovation in tourism with new markets and investments. Challenges, the tourism/heritage sector face with existing services, shall be matched with new skills for new jobs addressing the new world order of the EU Audiovisual Media Services Directive/2016, to connect the technology-intense experience with onsite authenticity, let supply-demand converge and combat seasonality.

Register here:

<http://www.balkanmed-innova.eu/limesurvey/index.php/652299?lang=en>

3. Environmental pollution of soils: Efficient and responsible soil quality assessment

Date: 30 April 2020

Time: 12:00 CET

Duration: 1 hour totally

WHY PARTICIPATE

The Joint Innovation Centre of BAS is organising a free webinar which will give an opportunity for the participants to acquire basic knowledge on innovative methods for assessment of soil pollution and erosion through on-line discussion on two case studies.

The first case study is related to site assessment for the presence of soil contamination in the area of lignite-burning power plant complex "Schwarze Pumpe" in Saxony, Eastern Germany. For that purpose, the first step is to characterize the natural and anthropogenic factors at the study area (geology, soil types, main pollution sources) and magnetic susceptibility data. The second stage includes description of the major heavy metals emitted by coal burning power plants. The last step includes guidance notes how to interpret the results of field measurements of soil magnetic susceptibility and how to formulate suitable set of analyses and methods for site assessment and characterization in terms of soil quality.

The second case study (based on open case studies/soil/ at the University of British Columbia) - deals with evaluation of soil erosion on sloping agricultural lands in the middle mountains of Nepal. The major tasks will be: characterization of soil quality of sloping agricultural lands in Nepal; acquaintance with the nature of erosion processes; learning how to interpret the results of erosion plot data.

Register here:

<http://www.balkanmed-innova.eu/limesurvey/index.php/799996?lang=en>

4. Environmental pollution of air: Description of Bulgarian System for Operational Pollution Forecast

Date: 1 May 2020

Time: 12:00 CET

Duration: 1 hour totally

WHY PARTICIPATE

The participants will have the opportunity to learn about the following aspects:

- What are advantages and disadvantages in air pollution modeling
- Basic principles
- Social needs and problems
- Types of air pollution evaluating
- The importance of air pollution
- Description of Bulgarian System for Operational Pollution Forecast

Register here:

<http://www.balkanmed-innova.eu/limesurvey/index.php/638589?lang=en>



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