

# SOPaC

Sustainability and Employability of/in  
Cultural Heritage



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## DEPT:

History and Cultural Heritage

## Research activity



**Sustainable economy, new technologies, communication, digital heritage, and applied sciences to cultural heritage** are the five interdisciplinary themes that will be developed within the project of the Department of History and Cultural Heritage of the University of Siena, selected by the Ministry of University and Research (MUR) among the 180 Italian [“Departments of Excellence”](#) that will receive significant additional funding during the five-year period 2023-2027.

The project is centered on the creation of **five “arenas/nurseries.”** These are spaces in which to interact with the various competencies present in the university, grow a new generation of researchers, and develop new teaching perspectives to train updated professionals in the field.

**AV1. Sustainable economy of cultural heritage:** apply an economic-business approach, oriented towards concrete feasibility and sustainability over time, to the projects related to the knowledge, protection, and valorization of cultural heritage. The aim is to identify operational models that protect the specificities of cultural contexts but are at the same time scalable and reproducible, to give concreteness to the relationship between culture and sustainable development.

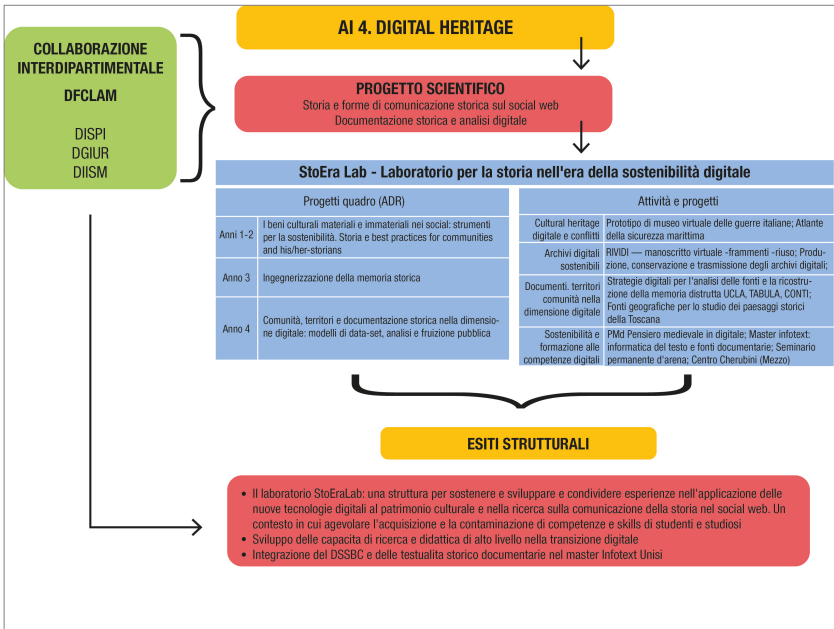
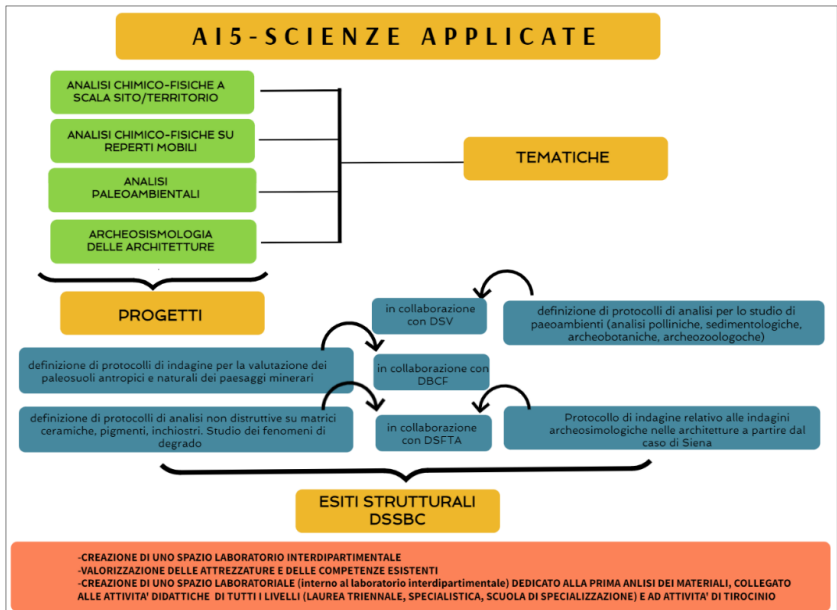
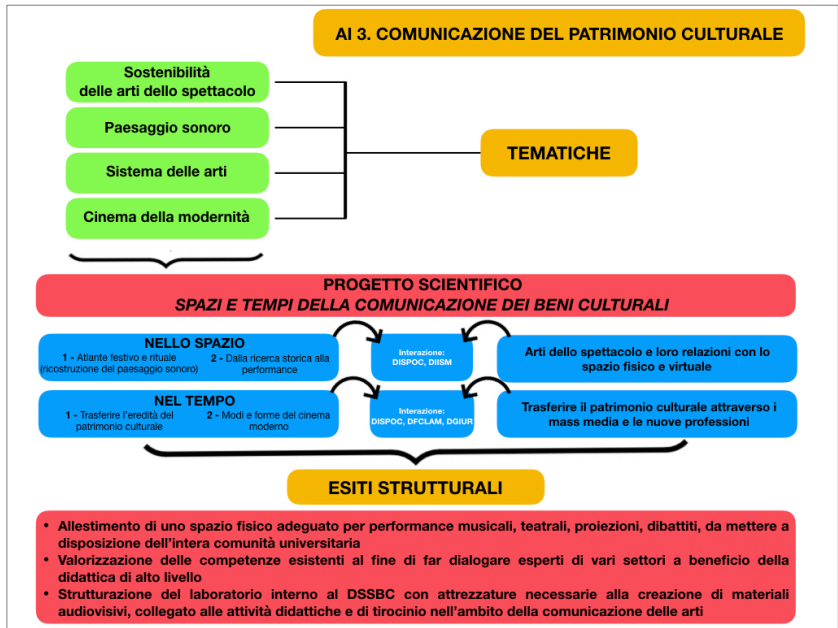
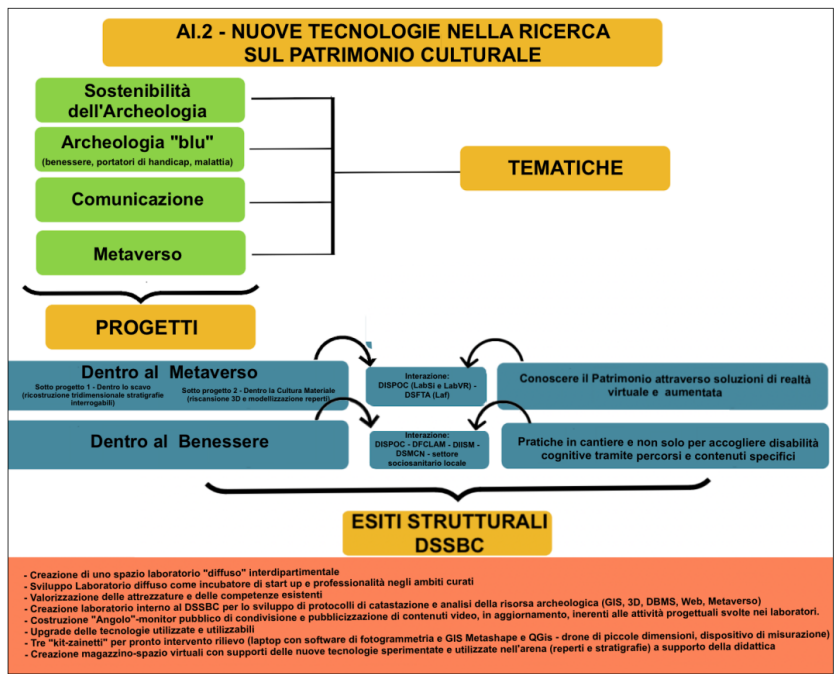
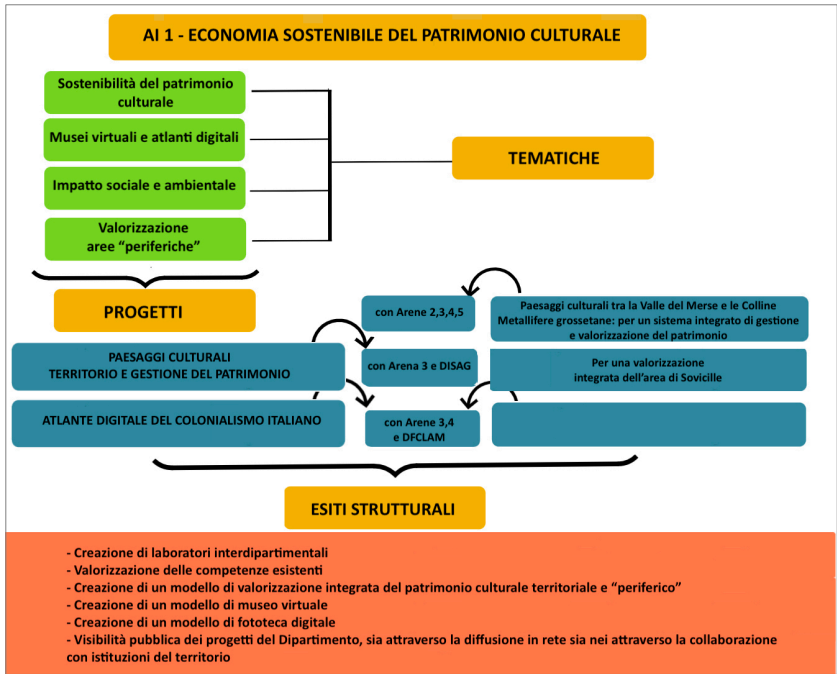
**AV2. New Technologies in Cultural Heritage Research :** *highlight the crucial role that technological innovation plays in ensuring the sustainability of cultural heritage. Digital archives are a key tool for preserving knowledge, protecting cultural artifacts, and making them accessible to the public over time.*

**AV3. Communication of Cultural Heritage:** *promote material and immaterial cultural heritage as a defining element of Italian identity on a global scale, while fostering a deeper connection between heritage and the communities that value it.*

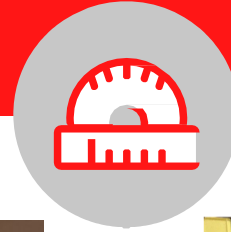
**AV4. Digital Heritage :** *apply digital transition to both tangible and intangible cultural heritage as a means of ensuring sustainability and accessibility in a post-pandemic world, and in response to the global crises.*

**AV5. Cultural Heritage and Applied Sciences:** *a conscious and scientific approach to knowledge, conservation, and protection of cultural artifacts from the past as a key component of overall sustainability for heritage over time.*

Images









## Applications and collaborations



Operating in the Cultural Heritage sector, the DSSBC in general and the SOPaC project in particular have as their privileged direct counterparts public administrations and cultural institutions, which are also public.

Project partners, for the DSSBC over the years and for the SOPaC project prospectively, include: Municipalities of Siena, Grosseto, Poggibonsi, Chiusdino, Massa Marittima, Piombino, Monticiano, Murlo, Montieri, Campiglia Marittima, Arena (VV), Vibo Valentia, Enna, Monforte San Giorgio (ME).

Among the museum institutions, there are consolidated partnerships with: the Archaeological Superintendency of Rome, the Superintendency of Archaeology, Fine Arts, and Landscape for the provinces of Siena, Grosseto, and Arezzo, the Superintendency of Archaeology, Fine Arts, and Landscape for the provinces of Pisa and Livorno, and the Foundation Museums of Siena.

Among private foundations: Bertarelli Foundation - Geneva.

For more information



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