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# THE EUROPEAN PROJECT “VERSUS+ / HERITAGE FOR PEOPLE”. OBJECTIVES AND METHODOLOGY

C. Mileto<sup>1</sup>, F. Vegas<sup>1</sup>, M. Correia<sup>2</sup>, G. Carlos<sup>2</sup>, L. Dipasquale<sup>3</sup>, S. Mecca<sup>3</sup>, M. Achenza<sup>4</sup>, B. Rakotomamonjy<sup>5</sup>, and N. Sánchez<sup>5</sup>

<sup>1</sup>Research Centre PEGASO, Universitat Politècnica de València, Valencia, Spain

<sup>2</sup>CI-ESG, Centro de Investigação, Escola Superior Gallaecia, Largo das Oliveiras 4920-251 Vila Nova de Cerveira, Portugal

<sup>3</sup>Università degli Studi di Firenze, Italia

<sup>4</sup>Università degli Studi di Cagliari, Italia

<sup>5</sup>CRAterre, France

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**Abstract.** The project “VerSus+ / Heritage for PEOPLE”, founded by the European Commission as part of the Creative Europe Culture Programme (Ref. 607593-CREA-1-2019-1-ES-CULT-COOP1) during the period 2019–2023, focuses on the transmission of knowledge to all branches of society and the general public. Its aim is to raise awareness on what constitutes the basis for the conservation of the tangible and intangible heritage as well as for a more sustainable contemporary architecture. This in-depth transmission of the lessons from vernacular heritage to future society is to be carried out in specific defined contexts, such as islands and archipelagos (geographically limited territories that are accessible to collaborators and administrative, technical and social agents), where vernacular heritage is under pressure, subjected to the transformations of contemporary life, particularly mass tourism. These pilot experiences should serve as a real testing ground for the implementation of actions for social participation, dissemination, education, communication, and promotion in different contexts and through different media. This project aims to reach out to society in order to showcase the sustainable qualities of the examples identified, through the establishment of an operative approach that can be adjusted to different contexts. The experiences on each island are expected to have repercussions throughout the region and, in turn, throughout the country in question, improving the perspectives and opportunities starting from best practices, and promoting the development of local skills. In addition, promotion and support from partners and associate partners will allow these experiences to be applied in other similar European and international contexts.

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- >
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