



Co-funded by the COSME programme of the European Union



Creating personalized dry dive experiences for the promotion of Mediterranean Underwater Cultural Heritage sites as distinctive tourism destinations

**MeDryDive** - Creating personalized dry dive experiences for the promotion of Mediterranean Underwater Cultural Heritage sites as distinctive tourism destinations

## Successful Completion of the 2<sup>nd</sup> International Conference "Dive in Blue Growth" on the Promotion of The Accessible Underwater Cultural Heritage Sites held under the Auspices of the Hellenic Ministry of Culture and Sports

The "2nd International Conference "Dive in Blue Growth", which was held online between the 12<sup>th</sup> and the 14<sup>th</sup> of May 2021 under the European Project [MeDryDive](#), COSME Programme, was completed with great success and a positive feedback from all of our attendees.

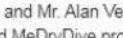


2<sup>nd</sup> INTERNATIONAL CONFERENCE  
**DIVE IN BLUE GROWTH**

12-14 May 2021  
Virtual Conference

The Conference draws attention to the operation of Accessible Underwater Cultural Heritage Sites (AUCHS) and their promotion as a means for their sustainable protection.

More info: [www.medrydive.eu](#)



The Conference focused on the Promotion of the Accessible Underwater Cultural Heritage Sites and was held under the auspices of the Hellenic Ministry of Culture and Sports. The organization of the conference was supported by the National Superintendence of Underwater Cultural Heritage and the Central Conservation Institute of the Italian Ministry of Culture, the University of Calabria, as well as the Region of Thessaly.

During the official opening of the Conference held on May 12, 2021, Mr. Angelos Manglis, on behalf of the Steering Committee, welcomed the distinguished guests, participants and the audience, while opening statements were addressed by the Minister of Culture and Sports, Dr. Lina

Mendonis, the Minister of National Defense, Mr. Nikolaos Panagiotopoulos, the Senator of the Italian Republic and Undersecretary of State at the Ministry of Culture Mrs. Lucia Borgonzoni, the Regional Governor of Thessaly Mr. Kostas Agorastos and the President of the Greek National Tourism Organization Mrs. Angela Gerekou.

The three-day Conference began each morning at 10:30 CET having 4 overall keynote speeches. On the first day, Mr. Igor Kalinic and Mr. Alan Vella, representing the European Union, elaborated on the COSME Programme and MeDryDive project, accordingly. On the second day, Prof. Dimitrios Skarlatos of the University of Cyprus, presented iMAREculture project, while on the third and last day of the Conference, Commander Panagiotis Tripontikas referred to the policy and the initiatives of the Hellenic Ministry of National Defense regarding the environment and the underwater cultural heritage.

The agenda included 3 sessions daily with interesting presentations focusing on issues regarding the protection and responsible promotion of the underwater cultural heritage. Amongst the other interesting discussions, the attendees had the opportunity to watch presentations focused on the significant role of modern and innovative technologies and their contribution to the promotion of the Accessible Underwater Cultural Heritage Sites not only in the Mediterranean region but also in other European countries and outside Europe, such as in South Korea.

The discussions were so vivid and interesting that participants and speakers discussed further not only in the context of the sessions but also during the lunch and coffee breaks via a special zoom link, designed as a networking lobby.

A total of 43 speakers including researchers, representatives of the competent management bodies of the Accessible Underwater Cultural Heritage Sites as well as relevant stakeholders from 10 countries, namely Spain, Italy, Malta, Croatia, Greece, Norway, Turkey, Russia, South Korea and Australia participated in the 2nd International Conference Dive in Blue Growth.

From the 489 online registrants, the audience maintained its interest throughout the conference, as 300 of them attended the 1st day, 211 the second, and 201 the third, gathering a total of 712 attendances. By the end of the conference there were over 16.000 views of the official conference weblink. Until May 17th, the 52 videos of speeches, greetings and presentations gathered 956 views.

The whole content of the Conference will remain available on the official conference link <https://www.livemediagr.com/diveinbluegrowth> requesting only your online registration.

For more information you may contact the Conference Secretariat: [diveinbluegrowth@gmail.com](mailto:diveinbluegrowth@gmail.com) or [info@medrydive.eu](mailto:info@medrydive.eu)

### Info

Find more info about the [Itineraries](#) of the Tourism Programme 'Dive In The Past' and the Digital Applications:

### Watch the 'MeDryDive AR app' video

[AR app download for Android mobile](#)



[AR app download for iOS mobile](#)



[Download the AR app Interactive Leaflet](#)

### Watch the 'MeDryDive VR app' video

[VR app download for Android mobile](#)

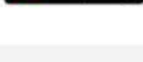


[VR app download for iOS mobile](#)



### Watch the 'Dive in the Past' Serious Game video

[Serious Game download for Android mobile](#)



[Serious Game download for iOS mobile](#)



[Download](#) the MeDryDive Brochure



Get to know Mediterranean Underwater Cultural Heritage sites through Augmented and Virtual Reality applications, videos and a serious game



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**MeDryDive** works on the design of **Dive in the Past**, a new transnational thematic tourism product with respect to **Underwater Cultural Heritage** in Greece, Italy, Croatia and Montenegro.



### Main Outputs:

We aim to enrich the tourism experience of both divers and non-divers, by integrating in our travel packages, the following digital applications:

- A Dry Dive Serious Game
- Augmented Reality (AR) and Virtual Reality (VR) Apps for visitors to enjoy in public space
- Promotional videos for stimulating the interest of visitors on Mediterranean Underwater Heritage



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[medrydive.eu](http://medrydive.eu)



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