

Researching and implementing sustainability for new generations – insights from heritage sites, cultural events and town centres



Professor J. Andres Coca-Stefaniak

Greener Greenwich

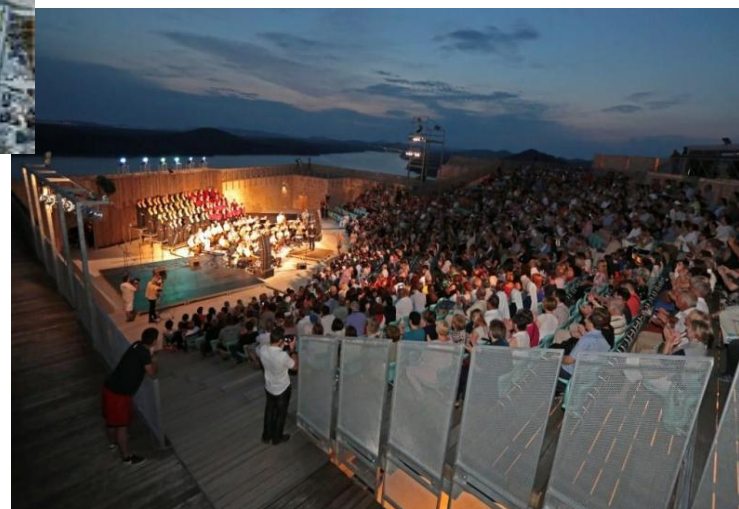
20th October 2022



People want to enjoy events and heritage outdoors



SHARE project - £1.4 million
([click here](#) for more info)



Šibenik fortress (Croatia)

‘Edutainment’ and transformational experiences



**Stargazing event at Vostell Museum
(Spain)**



**Northern lights event at ORNC
(Greenwich)**

Transformational visitor experience research at University of Greenwich
([click here](#) for more info)

Use of heritage sites to communicate sustainability issues



The **Canaletto exhibition in Greenwich's National Maritime History Museum** used Venice as a case study to warn visitors about the dangers of climate change.

Social sustainability by focusing on local communities



Umbria Lubri festival (Perugia, Italy)

Social sustainability research at University of Greenwich
([click here](#) for more info)

People want to use their local markets ...



GO TRADE project - £5.2 million
([click here](#) for more info)

Traditional markets research at University of Greenwich
([click here](#) for more info)

... but they want them to have a ‘personality makeover’




NMTF

 **Young Traders
MARKET**

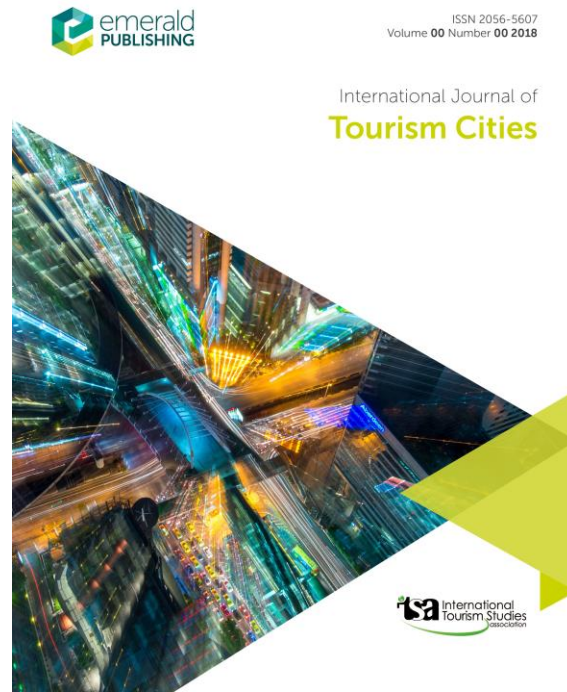
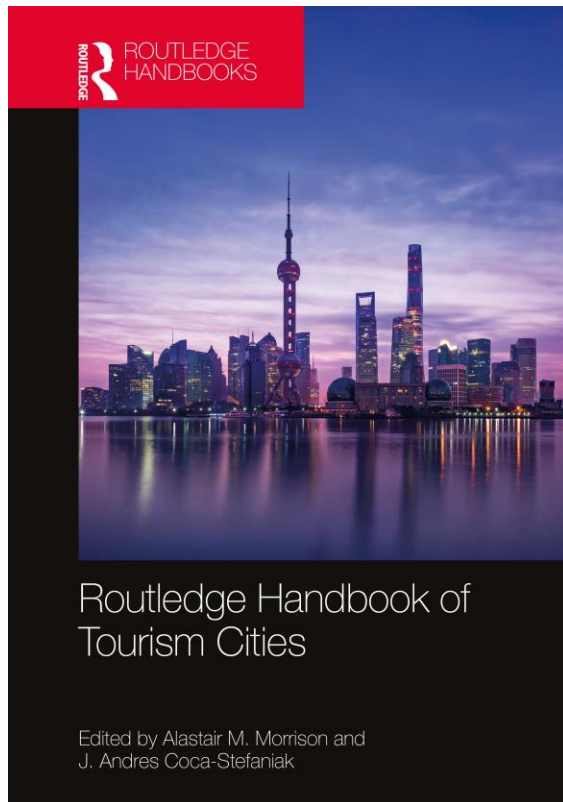
Why a personality makeover?
([click here](#) for more info)

Younger generations want experiences delivered their way



Relationships with robots are changing in the service economy ([click here](#) for University of Greenwich research with overseas universities)

On-going research



- **Economic sustainability of SMEs – Business support**
- **Sustainable tourism & events**
- **Sustainable cities**
- **Smart tourism cities**
- **Sustainable communities**



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