

Research Agenda

This research agenda has been developed within the project “Establishing research links to support the digital transformation of Egypt’s handicraft industries” funded by the British Council Grant Agreement No. 871072737 which took place between January 2022 and March 2023. The project addresses Egypt’s need to promote economic development and social welfare within strategic industries, in particular creative and handicraft industries which are under threat by mass production and the loss of traditional know-how.

In this agenda, we outline the intention of the Egyptian Heritage Rescue Foundation, the University of Brighton, University College London and Friedrich-Alexander-Universität Erlangen-Nürnberg to co-develop research and knowledge exchange activities in the following years.



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The project was carried out by a consortium involving:

- Egyptian Heritage Rescue Foundation (EHRF), Egypt
- University of Brighton (UoB), United Kingdom
- University College London (UCL), United Kingdom
- Friedrich-Alexander University Erlangen-Nürnberg (FAU), Germany



<https://chws.brighton.domains/livingheritagecrafts/>

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Establishing research links to support the digital transformation of Egypt's handicraft industries



Vision and Aim

We will address the sustainable development and global challenges pertaining to the cultural heritage as well as its associated industries and communities in Egypt and the United Kingdom. With this, we aim to promote, celebrate and care for our unique tangible and intangible heritage by developing research which underpins innovation, inclusive economic growth and social development. Communities will be at the heart of what we do, and we will build on our local, national and international standing and networks to develop this agenda.



Our research and knowledge exchange will be developed in the following areas:

1 Developing novel methods for documentation and access through:

- Research on novel ways to digitise and access the intangible knowledge of the craft, craft histories, and the material culture associated with it.
- Engagement with Galleries, Libraries, Museums and Archives (GLAMS) who curate material relevant to this agenda.

2 Strengthening handicrafts industries through:

- Research on innovative strategies and technologies for the digital transformation of product development and business processes.
- Development of skills and capacity building to address the industry's needs and broader global challenges, including environmental and societal challenges.
- Broaden access to technologies, processes and knowledge generated through research.

3 Promote and celebrate heritage through:

- Developing and curating collections and archival material, both physical and digitally born, linked to the tangible and intangible heritage of craft.
- Increase access to the intangible knowledge of craft via digital means.
- Inclusive arts, cultural events and tourism-related initiatives.

4 Attract and build research talent to develop this research agenda through:

- Inclusive initiatives to engage with researchers, practitioners and wider communities interested in this research agenda.
- Upskilling and developing people's knowledge.

Through this agenda, we will be able to build and expand on our existing partnership and jointly enrich our teaching and learning, research as well as knowledge exchange environments.

