Current Projects

Eleusis: Demeter Caryatid

Report: December 2014

Patricia Duff
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from ArchaeoLink's Report dated June 2013

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from ArchaeoLink's Report dated June 2013

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Montelabate

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Curds piled into forms
Whey drains through the sieves
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Recommendations

Elefsina

Friends of Elefsina’s tour of Eleusis
Facebook Page
Educational Resource Pack

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Abstract

This second report begins with a brief introduction and summary of our philosophy in achieving ArchaeoLink’s purpose of liaising between archaeologists and the communities in which they work in order to encourage community well-being as well as educational and economic benefits. It summarises activities of ArchaeoLink’s team since June, 2013 in Montelabate, Italy and Elefsina, Greece.

The case study for Montelabate is presented. It describes the results of one visit and lays out a strategy for development of activities centred on the archaeology and the abbey to promote interest. Ways are suggested to enhance commercial viability of the estate using workshops and performances with recommendations of low cost mechanisms for encouraging visitors to the area and enhancing their experience. The case study for Elefsina is continued with the successful creation of the organisation, the implementation of their programme, the completion of the site-specific education programme and the involvement of international tour operators.

Finally the report summarises projects for which proposals have been written and those in a preliminary discussion stage and outlines future trajectories.

Patricia Duff [PD]
20.11.2014
Division of Archaeology
University of Cambridge
Introduction

ArchaeoLink has been established as a non-profit organisation to liaise between archaeologists and the communities in which they work. Our purpose is to assist researchers to achieve impact by facilitating those communities in obtaining educational, societal and economic benefits from their archaeology and heritage. This ensures that the impact is not only relevant but is also beneficial thus promoting the archaeological research.

“Impact” is a key factor which Research Councils now take into account when assessing the value of research: where societal and economic impact is described as the demonstrable contribution that excellent research makes to society and the economy.

The European Charter for Researchers: General Principles and Requirements states that researchers should ensure that their research activities are made known to society at large in such a way that they can be understood by non-specialists... direct engagement with the public will also help researchers to better understand public interest.

Our Philosophy

ArchaeoLink’s success lies in the close interaction with the communities in which the archaeological and heritage research is being undertaken. Eliciting and understanding the goals of these stakeholders forms a firm foundation on which to assist them in their implementation and facilitate their achievement.

While certain products such as Educators’ Resource Packs and Guides’ Resource Packs may be produced in conjunction with local institutions, and academic research may be undertaken, the implementation of objectives must remain in the domain of the stakeholders and their community.

Our Guiding Principles and Methodologies are detailed in APPENDIX 1.

Presentations: “Achieving Impact”

Seminar – February 2014 – to researchers at McDonald Institute for Archaeological Research
Seminar – May 2014 – to students (Classics) at Fitzwilliam Museum
Lecture – September 2014 – to delegates at Socialization of Heritage in Rural Areas conference, Spain

1 David Delpy CE EPSRC, 2013 CUSPE Presentation “Impact of Impact”
2 http://www.rcuk.ac.uk/documents/impacts/TyposlogyofResearchImpacts.pdf
3 http://ec.europa.eu/euraxess/index.cfm/rights/europeanCharter
CASE STUDY: MONTELABATE

Goals
To discuss the development of possibilities for the promotion of the archaeological and historic heritage, the ambiance of spirituality, the expansion of the current range of local produce and to reach a wider community. Also to produce an ethnographic study of current cheese-making practice in order that possible links with past practices might be assessed.

Invitation
ArchaeoLink was invited to Montelabate\(^4\) by Simon Stoddard and Caroline Malone during their excavation season at Col di Marzo.

Description
The estate of Montelabate is situated in the Umbrian uplands of Italy, between Gubbio and Perugia and comprises agricultural land, pastures, wooden terrain, a scattering of houses and the Abbey of Santa Maria di Valdiponte. The estate is owned by the Gerolamo Gaslini Foundation\(^5\) established in 1948 to provide financial support for the Giannina Gaslini Paediatric Hospital.

Originally producing sunflower-oil, the estate has diversified into the production of olive-oil and related products, wine, cheese production and cultural tourism based around its imposing abbey.

The archaeological site, occupies the crest of a small hill surrounded by terraces and was first inhabited around 1200-1000BC.\(^7\) The research question focuses on the Etruscan period 500-400BC and seeks to identify the economic activities and to understand the life-styles of the farmers, crafts-persons and pastoralists who sustained elite Etruscan society.\(^8\)

The abbey, which dates from the 1\(^{st}\) Millennium AD, although imposing, is in various stages of disrepair. Conscious of the economic advantages brought by special interest tourism, the Foundation is constructing a Refectory style restaurant, toilets and shop which the Estate Manager plans to use for day-long seminars. Ruins of a mediaeval castle are also within the estate; this and the Abbey are sometimes used as film sets. Walking tours are popular in the area.\(^9\)

Practicalities
Deep in the Umbrian hills, the estate, barely signposted, is accessed from a minor road which disintegrates into a dirt track by the abbey. Only two small hotels exist in a 10 kilometre radius, though a number of villas are available for private hire. Several actively promote visits to the Abbey.\(^10\)

\(^4\) www.arch.cam.ac.uk/research/projects/montelabate
\(^5\) www.montelabate.com
\(^6\) www.gaslini.org
\(^7\) Stoddart, S. et al 2014. Beyond Feasting: Consumption and Life-style amongst the Invisible Etruscans in 17,6
\(^8\) Stoddart, S. et al 2014. Beyond Feasting: Consumption and Life-style amongst the Invisible Etruscans in 17,3-4
\(^9\) http://www.lagotrasimeno.net/pq.itinerari.scheda.php?id=10&cat=1&lang=en
\(^10\) http://www.villainumbria.info/invitation-montelabate.pdf
Visits
18th & 19th July 2013

Stakeholder Goals
Established by visiting the estate and the site and meeting key stakeholders.

The Estate Manager, Antonio Rosatelli, currently conducts tours of the Abbey himself for the few visitors currently arriving. 60 people are currently employed on the estate producing local produce. Occasional musical evenings are held in the Abbey. A building is currently under construction to provide a kitchen, refectory, shop and comfort facilities for visitors. It is planned to be a venue for day-long seminars he wishes to offer around the Benedictine virtue and philosophy of Ascoltare. Furthermore, with a tasteful restoration of the residential areas, the abbey could provide world-class accommodation for conferences and tourists: the Foundation are awaiting an “honest investor” to accomplish that goal.

Francesco Allegrucci, from the Provincia di Perugia is a long-term supporter of the work of SS & CM and is instrumental in the procurement of funding. He wishes for increased knowledge of the site and its research to permeate the local and national communities and to engender local pride and to draw tourism to the area.

The Museum at Gubbio hold the artefacts found at Col di Marzo and enjoys 50–70 thousand visitors annually. The Director, Roberto Borsellini, is enthusiastic in his vision of outreach. He confirmed that since 1909 all finds belong to the State and acknowledges the associated responsibilities. He concentrates on two streams of outreach: a) local – chiefly school group visits and activities; b) international – tourism and conferences. He anticipates obtaining EU financing for cultural exchange of professionals. Because the museum houses the Euginian Tablets he desires more understanding of how various museum communicate epigraphical texts. He wants to expand knowledge of the site of Col di Marzo and the work of SS & CM to schools and the local community as well as to tourists and would welcome an Educational Resource Programme as produced by ArchaeoLink.

Keen to understand the possible function of the finds of ceramic sieves in the domestic area of the excavation and to perhaps link them to current day practices, Archaeological Site Director, Simon Stoddart requested a fully illustrated, ethnographic study to be undertaken.

Potential Challenges & Issues

a) Language: ArchaeoLink believes it important to converse at some level with those in whose country we work. PD is fluent in Italian, thus language was not an issue.

b) Politics: PD was also introduced to Luana Ceciaioli the archaeologist for La Soprintendenza per i beni Archeologici dell’Umbria, Francesco Barba and Barbara Batelli supporters and fund raisers for the archaeology. There was total accord as to the benefits that continued work on the project would bring to the area.
c) Funding: It was clear there would be no funding immediately available to cover the costs of even a basic assessment therefore PD worked pro-bono.

**Comparison Case Studies**

The once Benedictine [Abbey of Talloires](http://www.abbaye-talloires.com/) on the shores of Lake Annecy, France, has evolved into a 5 star hotel and restaurant. It is an excellent example of renovation of an 18th century building whereby monks’ cells have become luxury accommodation.

The former Cistercian [Abbaye du Thoronet](http://www.thoronet.monuments-nationaux.fr/) in the Var, France, built in the late 12th and early 13th century, has been restored as a museum to give an understanding of monastic life. Of particular interest are the workshops which once produced wine and olive oil. Musical events featuring Gregorian chants are held in the summer.

The 1500 acre estate of the [Chateau de Berne](http://www.chateauberne.com/)¹³, once specialising only in the production of Provençal wine, began to diversify some 20 years ago by hosting cultural events, exhibitions and musical evenings. Since that time it has become a luxury hotel and spa offering a range of recreation and events including cookery workshops, concerts, jazz picnics, cycling and walking, as well as facilities for weddings and seminars.

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ArchaeoLink Recommendations

As the Estate Manager is quite proactive in realising his goals, these are largely based on Visitor Experience.

Col di Marzo Exhibitions

a) Permanent: Space could be provided within the new building to showcase copies of some of the archaeological finds which, with the availability of 3D printing, are relatively easily obtained. These would be supported by posters explaining the archaeological research. Displays of local produce could similarly be supported by posters describing the stages of cheese-making and that of other produce.

b) Temporary: Housed in the Abbey or / and the Museum in Gubbio, these could be formed of the results of themed artistic and photographic competitions held throughout the region. These could be stimulated by 'Col di Marzo' and locality, as were those produced by the Artist in Residence. Not only would this provide a vehicle for informing the broader community, it could engender interest and pride in local heritage.

L'Abbazia di Santa Maria di Valdiponte

a) “Ascoltare”: It is envisaged to offer Benedictine themed lunches. This could evolve into spiritual seminars with readings and discussions based on a multitude of themes. With the co-operation of villa agencies and nearby hotels, international groups could be canvassed to attend. Potential would be fully realised when the Abbey offers on-site accommodation.

b) Weddings: Italy is fast becoming a major destination for weddings and revenue could be obtained if the Abbey promoted itself to planners. While it may not yet be ready for such events, the particular opportunity provided by the Japanese market, where couples simply want an historic background for photo-shoots, could be an initial step into the industry.

c) Courses & workshops: Day-long courses such as art, cooking and exercise classes could be offered on regular weekly basis to the regional community. Again, with the co-operation of villa agencies and nearby hotels, these could be expanded to longer events and a wider public.

d) Events: Currently the Abbey hosts occasional musical events which are well attended. These could perhaps be extended to poetry reading events and also to dramatical performances.

14 [http://www.arch.cam.ac.uk/research/projects/montelabate/montelabate-sketches](http://www.arch.cam.ac.uk/research/projects/montelabate/montelabate-sketches)
15 [http://www.weddingsitaly.com/](http://www.weddingsitaly.com/)
The Ethnographic Study of Cheese Making

A shepherd, Francesco Mameli was especially brought from Sardinia to husband sheep and revive the traditional methods of cheese-making. His father kept cows in Sardinia and he learnt cheese-making from his grandmother as a child. PD interviewed him, observing and photographically recording the complete process. This was later published in a Festschrift in honour of the retirement of Disney Professor, Graeme Barker.

Impact of the Research

While it is clear that the work of SS & CM is having a profound impact within the local and regional community, none of it has been formally measured to date. Numbers attending their seasonal talks have not been recorded, nor attendees views polled, although some newspaper articles are viewable on the website.

A competition based on artistic or public and children's response to the research and / or finds, particularly the figurines, followed by exhibitions locally, eliciting further response, would provide both quantitative and qualitative data.

Conclusions

- The Estate Manager is doing much to expand what Montelabate has to offer to the region and ArchaeoLink's suggestions would broaden that perspective.
- In the current economic climate, local politics are undivided in the support they offer SS and CM and Montelabate, but can offer little else.
- The potential for achieving greater goals will become more evident when the current building programme (financed from an EU grant) is completed and programmes implemented.
- Full potential will be achieved if the goal of obtaining an “honest investor” with altruistic intentions, is accomplished.
- Impact of the archaeological research could be demonstrated more formally if measures such as those suggested were undertaken.

16 www.archaeolink.org/Projects/Montelabate/Cheese
200 people attended the Friends of Elefsina's first tour of Eleusis

Friends of Elefsina Facebook Page

Educational Resource Pack
CASE STUDY: ELEFSINA – Update on Progress

A full description of the project, its goals, challenges and ArchaeoLink’s recommendations; together with a report on progress from the project’s inception until June 2013, is found in APPENDIX 2.

A ‘Friends of Eleusis’ Organisation (Non-Governmental Organisation)

The documents sent by PD for the formation of a non-profit organisation were translated into Greek and the organisation was officially established as the “Friends of Elefsina” (to incorporate all local heritage and archaeology) in July 2013. Their first public meeting was held in December, 2013, and was attended by almost 200 people. PD was asked to produce a 5 minute film of congratulations and encouragement for the event19. A Facebook page for the association has been created and to date has had over 1500 ‘Likes’.20 They regularly hold events including tours of the archaeological site of Eleusis. A highlight was a well attended conference in September 2014: Project Gaia, with three international and 2 Greek speakers.

In November 2013 ArchaeoLink was contacted by artist Ivan Dagget who was mounting an exhibition with Eleusis as part of its theme, held at Courtyard Arts Centre, Hertford. PD accepted the invitation to visit and was impressed by the arts centre and in particular by the fact that it was entirely self-funded. Having communicated this to the Friends of Elefsina and discussed the possibility of their taking over one of the abandoned factories for use as an Elefsina arts centre, two members of their committee visited Courtyard Arts in February 2014 to obtain further information about their financial model from Melanie Ewer the Centre Director and Bryan Andrews a Founder Trustee.

Promotion & Publicity

Caitlin McCall, editor of Current World Archaeology contacted PD in June 2013 asking for a 2500 word article with photographs to be written on Eleusis and the Eleusinian Mysteries, for publication in December 2014. This article, now completed will assist in bringing Eleusis to the forefront of people's minds.

Tour Operators

Three international tour operators have been contacted and have all expressed an interest in Eleusis. Claudia von Kielig of travel agency Goddesses Go to Greece consequently visited Elefsina in the summer of 2014 and is in discussions with the hotel Elefsina with a view to bringing small groups to visit. Carol Christ, founder of Ariadne Institute who leads “Goddess Pilgrimages” to Crete discussed the possibility of extending her tours to Elefsina and was sent a proposed Itinerary.

19 https://www.youtube.com/watch?v=x30tmT2zh8
20 https://el-gr.facebook.com/friendsofElefsina
Oliver Gilkes, of Andante Travel, warmly received the proposal that Eleusis and the Sacred Way might be incorporated in their tours to Greece.

**Performances**

ArchaeoLink was contacted by Lauren Raine an artist who makes masks\(^{21}\) with a view of lending them for exhibition or for use in a dramatic production. Her contact information and that of her associates, Ann Waters and Diane Darling, who have been involved in the Eleusinian Mysteries for ritual theatre, were passed on to the Friends of Elefsina.

**Educators’ Resource Pack**

Funding has been promised by the John Latsis Foundation on condition that outline approval is obtained from the Government. Several attempts at contacting the relevant authority and obtaining help from the British School of Athens have failed. Recent changes in government are leading to further delays. Sofia Voutsaki, an archaeologist in high standing, who supports ArchaeoLink’s work has offered to give assistance in the near future.

**Visitor Experience**

a) Persephone’s Garden: The tussle over the location of the garden caused some delays, however it has resulted in land being donated by the Department of Antiquities. An architect member of the organisation has designed the layout and it is anticipated work on establishing the garden will proceed as funds become available.

b) ArchaeoMap: PD has sought assistance from a variety of sources with an aim to generate funding for it’s development. Currently the John Latsis Foundation are reviewing the presentation with a view to it accompanying their Museum Cycle of e-books.

\(^{21}\) [http://www.laurenraine.com/](http://www.laurenraine.com/)
Conclusions

- The *Friends of Elefsina* are growing from strength to strength, firmly supported by a strong network of fellowship.

- The existence of the *Friends of Elefsina* has been acknowledged and valorised by the provision of land for the development of *Persephone's Garden* by the Directorate of Antiquities; also by the Municipality's cooperation in its construction.

- The involvement of selected tour operators, who will bring small, special-interest groups of visitors, will assist in promoting Eleusis internationally.

- The publication of the article in *Current World Archaeology* will bring further international attention to Eleusis and to *ArchaeoLink’s* work.

- An Arts Centre managed and funded on the model of *Courtyard Arts* would provide societal, educational and economic benefits the community by providing a focus for artistic expression, facilities for amateur as well as professional artists, workshops for instruction, a venue for the appreciation of the arts, a source of inspiration and the transformation of an unused deteriorating building into a vibrant location of creativity.
The Future

The following are projects for which proposals have been written but for which funding has yet to be secured. All except the last involve Cambridge research.

Amarna Visitor Centre Education Programme
Barry Kemp, Anna Stevens & Kate Spence would like a programme for school children so young people may be well informed about their work before they visit the new Visitor’s Centre soon to open. Also, perhaps, an interactive programme for their web-site.

Farafra Rock Art Education Programme
Giulio Lucarini wants a programme for the school children in the area who visit his sites to cover his work on pre-Dynastic Egypt and to complement their Visitor’s Centre.

Merimde Prehistoric Landscape Education Programme & Feasibility Report
Jo Rowland included funding for ArchaeoLink to produce a programme on her work so that both Fellah'een and Bedouin communities in the area can have a greater understanding of their past landscape and share the renovation of the original dig house into a communal centre.

Suakin Education Programme
Laurance Smith, Shadia Taha & Kate Ashley are trying to raise funding for a programme for schools in the area to complement the museum project for this site which is currently applying for World Heritage status.

Shanidar Cave Feasibility Report
Graeme Barker is trying to obtain funds for ArchaeoLink to undertake a feasibility study for his project on Neanderthal habitation and burials.

Klipdrift & Blombos Caves & DeHoop National Park Education Programme
Chris Henshilwood, Karen Niekerk & Petro Keene would like to have a programme available to use with schoolchildren during their 3 – 4 day visits to the De Hoop National Park.

Discussions have also taken place with:
Margarita Gleba regarding the Textile PROCON project and I believe she will involve ArchaeoLink next year.

Cameron Petrie regarding the Land / Water project and ArchaeoLink’s involvement in assisting him to achieve the impact he envisages. This is dependent on his obtaining funding.
**UNESCO Official Partner NGO**

Documents are currently being prepared to make application to become an official NGO Partner of UNESCO. Official partnership with UNESCO is not only an accreditation, but offers the opportunity of a mutual engagement to cooperate and work together in the Organization's fields of competence.
APPENDIX 1

ArchaeoLink’s Guiding Principles in promoting archaeology and historic landscapes\textsuperscript{22} as a source of social and economic wellbeing and cultural development:

Public engagement and community outreach

These are at the core of our work and can be facilitated through, for example, the creation of a Non-Governmental Organisation such as “Friends of...”, to support, promote and enjoy their archaeology and historic landscapes in ways not available to government bodies. Such NGOs are a valuable resource of people’s time and talents as well as funds. In some countries, such as Greece and Italy, this is typically and successfully achieved by local Co-operative organisations.

Education

This will underpin public engagement and community outreach and provide key opportunities to relate children and young adults to their heritage and culture. As an example, ArchaeoLink has produced an Educators’ Resource Pack comprising lesson plans, worksheets, educator’s notes and resources, written by an experienced, qualified educator. This may be used in youth clubs and I or schools and as the foundation for children’s site guides. The Educators’ Resource Pack is designed to be made site-specific as the material is easily adapted to any archaeological site.

Visitor experience

This is hugely important as it impacts not only on the understanding and appreciation of the site and the research carried out, but also on exposure and informal marketing. Consideration needs to be given to ways of facilitating improvements and devising new experiences; including a wide range and potentially large amount of community involvement such as amateur re-enactments, drama and the arts.

Local economy

Recommendations to stimulate the local economy will encourage further participation and commitment by the local community. In these difficult economic times, ArchaeoLink’s recommendations are based on the principle of ‘minimum expenditure - maximum reward’.

Environmental sustainability

This is an essential objective in any development proposed and all economic initiatives must be underpinned by this criteria. A balance also needs to be maintained, for example, with regards to potential visitor numbers and the wear and tear they may exert on any given location.

\textsuperscript{22} Note: ArchaeoLink may also be able to help promote research publications that are not specifically linked to a site within a landscape.
Methods

ArchaeoLink has been established to help archaeologists develop the impact of their research within the communities in which they work, and to encourage those communities to benefit from the archaeological landscape and research being carried out. ArchaeoLink builds partnerships to ensure that stakeholders’ goals are inclusive and complementary, sustainable and of community benefit.

Each location presents unique opportunities and challenges. ArchaeoLink will work with the archaeological team and local stakeholders to provide a “Needs Assessment” using the following framework of operation:

- discussions with archaeological team about the site and their research
- visit to site with no pre-conceived ideas
- initial assessment of potentials of the site and the archaeological research
- visit a comparable site (if possible)
- discussions with local stakeholders to identify goals: individual and group
- analysis of goals to identify weightings and potential areas of conflict
- re-visit site from stakeholders’ perspectives
- discussions with Team-ArchaeoLink regarding possible achievable solutions
- discussions with stakeholders regarding possible achievable solutions
- presentation of Needs Assessment report to stakeholders
- assistance with implementation of objectives

Working closely with archaeologists and museum curators, ArchaeoLink acts as facilitator, building communication networks and partnerships to advise and assist.

While certain products such as Educators’ Resource Packs and Guides’ Resource Packs may be produced in conjunction with local institutions, and academic research may be undertaken, the implementation of objectives must remain in the domain of the stakeholders and the community.

Funding

Ideally this should be included as part of any research project from its beginnings. This would accord with many Research Councils' stipulations that outreach be included within the project application.

It is apparent that funding for specific elements of projects, such as translations, printing, performances, educational material etc. can be raised in the private sector without much difficulty; however, core funding is necessary to fund vital, initial analyses and evaluations and the production of a report for stakeholders to act upon as they wish.

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23 Having obtained a small grant from the Newton Trust an initial assessment of Eleusis, PD generated core funding through Kickstarter, a social funding website; generating a further £7000 and some 19 sponsors.
**Impact Evaluation and Record Keeping**

*ArchaeoLink* will assist and advise on demonstrating and evaluating Research Impact both qualitatively and quantitively, and will elicit REF-relevant references for each project undertaken.

To avoid loss of information which commonly occurs through changes in staff and other natural causes, our data will be stored and made available for the next REF in 2020.
APPENDIX 2

CASE STUDY: ELEFSINA

Goals
Improvement of local, national and international recognition of the archaeological site as of great significance and facilitation of development of features of interest in order to increase visitors.

Invitation
ArchaeoLink was invited to work in Elefsina by the Initiative of Heritage Conservancy following discussions with its founder, Evangelos Kyriakiades [EK].

Description

Elefsina, is situated on the Greek mainland coast of the Saronic Gulf, circa 20 km to the south west of Athens, on the edge of the Thriasian plain. It is strategically located at the crossroads of the main routes to Thebes, Corinth and the Argolid.

Its once busy port, protected by the island of Salamis, still serves the cement factories, steelworks, munitions industry and oil refinery situated between much of the town and its coastline. It is largely these industries, vital to the economic growth of Elefsina, which have overshadowed and eclipsed the splendid archaeological site of Eleusis. This has resulted in it being largely overlooked by those for whom history and archaeology is a passion.

The exposed area of Eleusis (of approximately 1000sq.m) is situated around a hill which rises to 35m. Most of what is seen as one enters the site is Roman: forecourt, triumphal arches, temple of Artemis and Poseidon and its altar, greater and lesser Propylaea, wells, cisterns, silos, officials’ houses, inn, baths, the enormous telestereon. Classical and Archaic remains are also discernible however, and the cave, with votive niches, where early rites are believed to have taken place is easily accessible. The museum houses originals and replicas of Eleusis’ most important finds.

A sanctuary, with evidence of reverence to the divine feminine since the Neolithic, gave name to the goddess, Demeter, around 1700BC. Veneration continued for 2000 years until Theodosius banned all pagan worship between 389-392 AD. However, the chapel built on the acropolis bears the name of Our

24 http://www.inheritance.org/
25 Prėka-Alexandri, K. Eleusis Ministry of Culture, Athens 2003
26 Papangelis, K. Elefsis: the archaeological site and the museum Latsis Foundation 2002
Lady and the offerings of flowers and fruits left in the niches of the cave, the original site of the rites, shows that her adoration continues today.\textsuperscript{28}

The site is particularly rich, not only in architectural remains, but also in classical literary references. The Homeric Hymn to Demeter tells the story of her search for her abducted daughter, Persephone and accounts for the foundation of her cult at Eleusis. This is the site of the Eleusinian Mysteries, alluded to in Homeric Hymns, where, at the height of the popularity of the cult, thousands sought to be initiated. Four other major festivals were also held in there.\textsuperscript{29}

Eleusis was linked to Athens by a Sacred Way along which certain features can still be found including a Roman bridge and votive niches at the Temple of Aphrodite.

Much of the modern town is built over the Classical Greek and Roman city and the cement factory occupies what was once the Roman Agora. This had led to (failed) petitions\textsuperscript{30} to prevent industrial expansion and moves to have certain parts removed, particularly abandoned buildings; some of which themselves are now gaining in historic value.

The Aeschylia Festival, to honour Eleusis as the birth place of Aeschylus, is held annually,\textsuperscript{31} within the precincts of some abandoned industrial buildings.

\textbf{Practicalities}

The site is easily accessible from Athens; but only receives 6,000 visitors a year.\textsuperscript{32} It, and particularly the museum, is not easily accessed by anyone with difficulties in walking. Parking is being resolved by the Municipality who are providing some nearby land for coaches after drop-off at the entrance. A pleasant cafe, Cycleon, is situated opposite the entrance and several more are situated in an agreeable pedestrian area to the east of the site.

\textbf{Visits}

4\textsuperscript{th} - 6\textsuperscript{th} January 2013  initial assessment and evaluation
7\textsuperscript{th} - 10\textsuperscript{th} April 2013
21\textsuperscript{st} - 23\textsuperscript{rd} April 2013

8\textsuperscript{th} January 2013  Comparable site visited: Delphi, a sanctuary which, with UNESCO status, receives 500,000 visitors a year,

\textsuperscript{28} Also observed were women, apparently, meditating for lengthy periods of time.
\textsuperscript{29} Parker, R. \textit{Polytheism and Society at Athens} OUP 2005 pp.
\textsuperscript{30} Koutsftis, P. \textit{Mourning Rock} (Documentary) Greek Film Centre 2000
\textsuperscript{31} http://aisxylia.gr/
\textsuperscript{32} Included in this number is some 1000 repeat visitors as approx.100 Polytheists meet monthly on the site.
**Stakeholder Goals**

Established by visiting the site and meeting key stakeholders.

Local businessman and key stakeholder, Ilias Monacholias [IM] said, "I want Elefsina to take the place it deserves to have in our heritage. I want it to be recognised for its sacred monument, the temple to Demeter: the site of Eleusis. First to Eleusinians, the people who live and work here; then to Athenians then to the Greeks; then to Europe and then to the whole world." His passionate words exemplify the ambitions of many informants. He also wishes for the industrial buildings built in the 20th century to be removed from the site.

The Mayor, Geogios Tsoukalas, recognises the prosperity brought to the town by the industries, as well as the possibilities afforded by increased tourism. He wishes to find a balance so both might co-exist.

The Epimelite33 of Eleusis, Kalliope Papangeli, would like to see more visitors and have more exposure for Eleusis; but she would not like to have the numbers experienced at Delphi, due to wear and tear on the site and consequent restrictions of access that would have to be imposed.

The owners of the Elefsina Hotel34 and the Melissa Hotel35, Yannis Kalliantas and his brother, Kostas Kalliantas, rely heavily on business traffic, but are interested in expanding into the high quality tourism market.

Archaeologist and founder of the Initiative for Heritage Conservancy, Evangelos Kyrikiades believes the sanctuary of Eleusis deserves more exposure and would like to see international visitors and special interest groups exploring the site as well as to have the opportunity to raise more funds for the conservation of its heritage.

**Challenges & Issues**

a) **Language**

ArchaeoLink believes it important to converse at some level with those in whose country we work. PD took six weeks of Greek lessons in order to, at least, exchange pleasantries with those met. Only the Mayor spoke no English, so IM, who took PD to the meeting, acted as interpreter.

b) **Politics**

The Director of the British School of Athens [BSA], Cathy Morgan, and the Curator of Knossos, Matthew Haysom, both explained that three entities had oversight of any archaeological site in Greece: i) the archaeologists, in the case of Eleusis, the Archaeological Society of Athens36, ii) the Hellenic Ministry of Education and Religious Affairs, Culture and Sports37 and iii) the local Municipality. These three might not always be in accord and it is important to be aware of areas of conflict.

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33 Director of the 3rd Ephorate of Prehistoric and Classical Antiquities of the Hellenic Ministry of Culture
34 [http://www.elefsinahotel.gr/](http://www.elefsinahotel.gr/)
36 [http://www.archetaj.gr/site/eng_page_uc.html](http://www.archetaj.gr/site/eng_page_uc.html)
37 [http://www.culture.gr/culture/eindex.jsp](http://www.culture.gr/culture/eindex.jsp)
Furthermore they advised that we should, to avoid any doubt under whose invitation ArchaeoLink was functioning, have all meetings with the Archaeological Service and the Archaeological Society arranged and attended by EK. PD followed this advice, with the exception of the meeting with the Epimelite of Eleusis which was arranged by IM as it was clear his relationship with her was excellent.

c) Copyright
The Ministry holds ownership of all archaeological sites and materials and also copyright of all photographs of such. Apparently the issues surrounding intellectual property and public domain have not been legally tested in Greece. The BSA suggested the links to my images of the site of Eleusis and of the museum should be removed from ArchaeoLink’s website; EK confirmed he would seek approval for their use for educational and informative purposes and suggested that, in the meantime, they remain.
ArchaeoLink Recommendations

It should be noted that not all of the recommendations were suggested to all stakeholders.

A 'Friends of Eleusis' Organisation (Non-Governmental Organisation)

A "Friends of Eleusis" or "Association for the promotion of the antiquities and the cultural heritage of Eleusis", is vital to encourage the feeling of "ownership" amongst local people and commitment from the outside world.

Its members should comprise volunteers, businesses, sponsors, educators, politicians, journalists; indeed anyone who is interested in Eleusis.

It is important to get the commercial, shop and trades people, involved and on side: as economic benefits are understood and increase, so will their support.

People could "join" via Internet or by completing a paper form. There should be no need to have many large meetings … but members should be regularly informed and assistance could be requested: via email, tweets or texts.

Members / volunteers, could be of assistance to carry out tasks in relation to Eleusis, for example: (supervised by museum staff if deemed necessary) to meet groups on site, keep the site and noticeboards well maintained.

Current Progress: At the request of IM and YK (founding members) ArchaeoLink furnished examples of typical UK Memorandum and Articles for the formation of such an organisation, also advising that the National Archaeological Museum of Athens had established such an association.38

Web-site

IM's informative web-site www.cyceon.gr, is not easily found when searching the Internet for Eleusis or Elefsina.

Obtaining the domain name Eleusis.org or EleusisHeritage.org or Eleusis.net would increase exposure and 'point to' the existing website while new pages are constructed.

This web-site would also be the point of information for the planned association.

Current Progress: ArchaeoLink's IT specialist detailed the edits necessary to improve the site's rating.

Local press

Journalists should be kept informed of any planned activities and involved and acquainted with all the association does, however minor: from plans to achievements. Including any who have already written about Elefsina; e.g. Margarita Pournara from Ekathimerini39.

International Status

a) UNESCO: Melinda Melcouri started campaigning to have Eleusis proposed for world heritage status, but died before completion and her work has not been carried on.
While Kalliopi Papangeli is very sympathetic her power within the bureaucratic system has some limitations. The Mayor, Georgios Tsoukalas, might be able to encourage the continuation of the application process.

b) Global Heritage Fund: exists to protect and preserve significant and endangered cultural heritage sites in countries with emerging economies and the developing world, through scientific excellence and community development. Greece may not be considered a developing country, but the site is suffering. ArchaeoLink will make an informal enquiry to ascertain if a formal application would be appropriate.

Current Progress: ArchaeoLink is in informal discussions with Global Heritage Fund seeking assistance and support.

Promotion

Eleusis has several unique features with two of note:
a) the largest area for indoor worship of any Greek or Roman temple: the Telesterion
b) the divine feminine or goddess has been worshipped there continuously, from Neolithic to the present time, and did not change to, or incorporate, the worship of the masculine as did so many sanctuaries in the Iron Age.

Academics and amateur historians can be attracted to visit through the promotion of these features.

Elefsina has two important marketing attributes:
a) the Mysteries - people are attracted to the paranormal, the esoteric, the unknown.
b) the goddesses - large numbers of people, particularly in the West who are spiritually oriented to the feminine.
People from all socio-economic backgrounds can be attracted to visit through the promotion of these features.

39 http://www.ekathimerini.com/4dcgi/ w_articles_wsite4_1_05/04/2013_492149
Tour Operators

a) International: Claudia von Kielich [CvK] has a travel agency based in California, called “Goddesses Go to Greece”.40 She brings women from all over the USA to visit sites such as Delphi and Athens. She had no knowledge of Eleusis until PD contacted her, and is now interested in incorporating a visit to Eleusis in her itinerary. She has requested ArchaeoLink’s assistance with suggested itineraries and local contacts.

Other international travel agencies or wholesalers, particularly those offering specialist tours, already coming to Greece, should be contacted; this could be done by association members.

b) National: Greek tour operators providing tours from Athens, particularly to Corinth, should be encouraged to include a 1 - 2 hour stop at Eleusis in their itineraries. Their current reluctance might be countered by ‘demand’.
On receipt of a list of email addresses for these agencies, ArchaeoLink could organise emailed enquiries to them from various parts of the world, requesting a visit to Eleusis.

Current Progress: ArchaeoLink is continuing to assist with CvK’s visit planned for June. At their request we have provided her with contact information for Kalliopi Papangeli, Ilias Monacholias and Yannis Kalliantas. We will also discuss the various tours we have prepared to best suit her clients. As more elements are achieved, high-end operators and special interest groups will be contacted.

ArcheoLink is awaiting details of Athenian Tour Operators to commence the ‘Demand’ campaign.

Products

a) Mark Crames produces perfumes in New York, under the trade mark “Demeter”.41 He is willing to send some samples and discuss the possibility of their sale in Elefsina.

Current Progress: The introductions have been made.

b) Hotel “Package” comprising accommodation and sight-seeing should be constructed to offer International Tour Operators and individual clients.

Current Progress: In discussion with the Elefsina Hotel ArchaeoLink devised a basic, two night accommodation, sightseeing, food and beverage package which might be offered to Tour Operators. Appropriate room pricing was also discussed.

40 www.goddesssgotogreece.com
41 www.demeterfragrance.com
Performances

These encourage visitors and inform local people of the riches of their heritage.

a) a re-enactment of the Demeter-Persephone myth by amateur dramatic groups (organised by the 'Friends of Eleusis') using the 'Medieval Mystery Play' model where the story is staged as a series of tableaux or scenes. Each scene represents an episode in the myth; each group of actors representing a scene, walks along a predefined route. Each scene can be separated by space, or preferably by a musician or musicians. Nothing is spoken, no great acting skills are required, thus many people can participate.

Current Progress: ArchaeLink is currently researching and writing the scenes for the re-enactment of the Demeter/Persephone Myth.

b) readings of the Homeric Hymn to Demeter by amateurs, suggested by Katerina Balmoti, a former student of KE, performed during the annual Aeschylia festival.

Current Progress: ArchaeoLink facilitated the submission of a proposal to the Municipality which was accepted and scheduled for 14th September 2013. ArchaeoLink has also obtained the assistance of Patrick Boyde42 in selecting appropriate accompanying readings and is fund-raising for the project.

Educators’ Resource Pack

The Director of the BSA was particularly interested in our children’s programme whose prototype she examined. This was also shown to two teachers, the Scout leader, the Guide leader, and an educator who specialises in assisting school-groups to understand the site: comments received were all positive. Although the programme might not be used in the Hellenic school system, when finished, it will be offered to private schools and to youth groups such as Scouts and Guides. The Epimelite of Eleusis is also very interested and has agreed to edit the material for us. Furthermore, she offered us her own material, a delightful children’s story and some notes for teachers, which she is permitting us to incorporate.

Current Progress: Positive comments have been received. The Lesson Plans have been completed and sent to KP for editing. The remaining segments are nearing completion and will be sent for editing before being translated. Funds are being sought for translations.

42 Emeritus Professor who organises productions of Archaic Greek readings at St. John’s College
Visitor Experience

a) Persephone’s Garden: a garden of plants listed in the Homeric Hymn together with some cereals would be an attractive and inexpensive feature, not only for visitors but also for town-people. An information board naming and depicting the plants at various stages of growth would further promote understanding. While ArchaeoLink could assist in the necessary research and planning, volunteers from the association who enjoy gardening could assist in its creation and upkeep.

Current Progress: This recommendation was met with great enthusiasm, both by the Mayor and by the Epimele of Eleusis, who immediately took me to view two possible locations (in addition to the two proposed by the Mayor). The list of plants has now been identified and descriptions are being written. Offers to fund translations have been received.

b) Local Guides: In Greece, legislation regarding the licensing of Guides was abandoned in January 2013 giving scope for local guides, trained in the history of the site and of the town, to offer a unique experience to the visitor or groups of visitors.
Guides would need to be aware that, with low visitor numbers, such occupation would not offer sufficient income to support a person, but this could be overcome by training people who have other forms of income or who work part-time and/or with flexible hours.
Knowledgeable local guides exist at other sites in Greece working mainly in the areas surrounding a site - thus someone knowledgeable could tell the story before the gates and also show some of the stops along the Sacred Way.
A notice on the ticket kiosk, advertising their service, can be useful.
Some countries insist that local guides are employed by tour operators to work alongside the group's expatriate or non-local guide.

c) ArchaeoMap: an iPhone app of Eleusis consists of a site map with locations of specific interest together with photographs and descriptions. It acts as a guide and a souvenir, providing income from paid downloads, or from advertising to provide a free download.

Current Progress: In June, EK is meeting the John Latsis Foundation, who have produced the Museum Cycle of e-books, to proposed that the Foundation fund the development of the app for iPad. In acquiring the framework for all the sites for which they have published e-books, the Foundation could populate the content with images and texts already utilised in the e-books making a down-loadable, possibly free, tool for visitors to the sites in Greece.

d) Site Route-Guide: there is no directional guide to experiencing the site. The provision of route guides through the site, based on time availability would assist the visitor to maximise their experience. In collaboration with KP, ArchaeoLink could prepare outline route-guides for the general public, which could form the basis of a Tour Guide’s Resource Pack.

43 http://www.latsis-foundation.org/default.asp?pid=92&la=2&libID=1

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Current Progress: ArchaeoLink has produced 5 outline tours based on time-frames and is currently discussing the proposal of a joint collaboration with KP to produce a walking guide to the site, using material she has already published.

e) Tour Guide's Resource Pack: would comprise what would be shown to a visitor prior to and during a tour, and include a time-line, site maps and illustrations to accompany discussions of the history and archaeology of the site, the Demeter and Persephone myth, the Mysteries and other festivals held at Eleusis.

Current Progress: Funds are being sought from Greek commercial establishments based in the UK to produce this.

Accommodation

B&Bs (or Chambre d'Hôtes in France) provide affordable overnight accommodation and encourage more spending in the area.
For example:
www.charme-traditions.com
www.bedandbreakfast.com

Usually this is a self-contained en-suite room in a house, often with its own entrance. Usually they are quite simple and no larger than a standard bedroom.
Several Cafés in touristic areas in Greece, have two or three rooms, constructed on the floor above, available for rent.

Unexpected

PD, having made enquiries about groups using the site for various reasons, was invited, one Sunday morning, to attend a talk given by Spirodom Anemgiannis-Sinanidis44. Some 120 people sat on the steps of the Greater Propylaea and listened enraptured for over an hour, several taking notes. He spoke, as he explained to me afterwards, about Orphic Hymns and explained certain calendrical features. He and his audience are Polytheists who venerate the 12 Archaic Gods of Greece. He speaks at Eleusis once a month and has biweekly services at his house (one of which PD attended) where sections of Orphic Hymns are read.
The group would probably all becomes members of the Association and may provide readers for the Homeric Hymns.

44 Emeritus Professor of Philosophy, University of Athens
Conclusions

• The site of Eleusis offers the possibility of being an very rich resource for the people of Elefsina, and hopefully ArchaeoLink’s work is paving the way to their achieving their goals.

• Initial objectives which have arisen from ArchaeoLink’s recommendations are being met and expanded.

• To date, local politics have not impeded progress; this is due largely to the sensitivity with which PD has approached the task.

• The education programme has received much attention; it may be replicated elsewhere as its core attributes are easily modified to other locations and sites.

• Key to the success of Archaeolink’s work are the introductions PD has been given and the relationships she formed with stakeholders. Equally important is the whole range of different contacts ArchaeoLink fosters to achieve particular results.