

## ArchaeoLink

United Kingdom



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### Organization type:

nonprofit/ngo/citizen sector

Project Stage:

Start-Up

### Budget:

\$10,000 - \$50,000

Website:

<http://www.ArchaeoLink.org>



- [Citizen participation](#)
- [Cultural preservation](#)
- [Community development](#)
- [Income generation](#)
- [Poverty alleviation](#)
- [Sustainable development](#)
- [Travel and tourism](#)

### Project Summary

#### Elevator Pitch

#### **Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.**

ArchaeoLink is uniquely positioned to offer services not only as a social entrepreneur but also as an enable of social entrepreneurship.

This will be achieved :

by building connections between archaeological teams and their host communities: fostering local involvement in archaeology, emphasising connections between indigenous peoples and their past;  
by developing resources inherent in the archaeological site and its surrounds to provide the basis for ongoing benefits to the community through education and enterprise.

This work is particularly relevant in developing areas not only to encourage an appreciation of local heritage but also to further unity, stimulate economy and counteract looting.

By working in tandem with communities and local authorities to identify, engage with and promote archaeological features to encourage global understanding and interest, we will make a difference.

#### About Project

#### **Problem: What problem is this project trying to address?**

Archaeological sites are under-utilised resources in most developing countries. Traditionally, archaeologists carry out excavations, hiring local labour, renting accommodation and transport and contributing to the economy but only for a month or two a year, and leave. They may give a talk or assistance to a local museum; but usually little more. With the best will in the world, they have neither the time, abilities or financial resources to do more. Yet there are so many more ways in which a community might benefit, educationally and economically, from their archaeology.

#### **Solution: What is the proposed solution? Please be specific!**

We believe that ArchaeoLink's expertise can enable communities to develop sustainable educational and economic benefits from their archaeology. <br/> Our experience in education and in tourism gives us the tools to effectively engage with the local community; to determine their wishes; to assess the possibilities; to suggest a range of practical ways in which they can benefit from having an archaeological site in their vicinity; and to assist them in their implementation. <br/> As facilitators, we can empower community members and/or groups, engaging their interest and developing their ownership of the site covering areas such as : - education / schools - information distribution - conservation / displays / museum - heritage / tourism <br/> Objectives might include, but are not limited to :<br/> - encouraging local participation<br/> - making the site's 'story' presentable<br/> - promoting the site's unique 'story'<br/> - organising community events<br/> - training local residents as guides<br/> - creating schools' programmes<br/> - re-establishing traditional crafts<br/> - writing informative literature<br/> - establishing appropriate signage <br/> - providing user-friendly maps<br/> - helping with displays<br/> - suggesting basic economic strategies<br/> - liaising with travel & tourism industry<br/> - assisting with media exposure<br/>

Impact: How does it Work

**Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.**

Clearly each community and each archaeological site is unique: the needs, challenges and solutions will vary from location to location. The following two case studies highlight the variety of situations we might address. <br/> A. Crete<br/> Overshadowed by its Minoan Peak Sanctuary, the village of Gonies Philioremos on Crete nestles in the verdant, rolling hills, which should help to appeal to the hikers and cyclists which the villagers wish to attract to the area. Still living with cultural mores of the C19th, the villagers, many of whom are stone-masons, wish to extoll the quality of their heritage to bring them greater prosperity. <br/> The archaeologist who has invited us to work with the villagers, states that they welcome our assistance: thus are already interested in the potentials of their area. We anticipate the establishment of archaeological tours and nature trails both for walking and cycling, the production of informative literature and signage, the training of local guides both for nature and archaeological tours, the establishment of visitor refreshment and accommodation, the promotion of local edible and hand-crafted products, giving assistance in self-marketing and also in the involvement of travel industry wholesalers. <br/> B. Greece<br/> The sanctuary for which the site of Eleusis is renowned, and the associated Eleusinian Mysteries, is understood to have been in use for some 2000 years from Mycenaean times. The cult of Demeter is thought to have evolved from basic agrarian rituals to become of primary importance in Greek religion. The main site is surrounded by 20 small, satellite excavations which need linking to each other, through images and words, in a readily comprehensible and meaningful way to engage and interest not only those living and working in the vicinity, but also those travelling through from further afield. <br/> The archaeologists who has invited us to work in the area would like us to create walking tours, easily accessible to all, to engage not only potential tourists, but importantly the local community in this predominantly industrial area. We understand that local rituals may still be undertaken at the site therefore it is vitally important that the inhabitants' views and wishes are encouraged and respected. It is envisaged that positive reinforcement of their ownership will strengthen pride in their heritage. The production of an informative map, establishment of visitor refreshments and the re-establishment of local crafts will lay the foundation for economic growth. By contacting appropriate tourism groups, it is hoped to promote Eleusis as an ideal stop for some of the thousands of tourists en-route to visit St.Paul's Corinth.

Sustainability

**Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?**

Currently we are not aware of any other organisation endeavouring to liaise between archaeologists and the communities in which they work to bring greater educational and economic benefits to those communities. Hopefully our work will inspire and encourage others to follow our lead and to use archaeological sites as the resource they deserve to be.

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