

**The INTELLECT Insitute  
Institute of New Technologies, Intelligence and Communications of  
Culture**

**Mission Statement**

The Institute of New Technologies, Intelligence and Communications of Culture is an international private not-for-profit organization aiming to research, preserve, enhance experience and promote culture through scientific research, high technology solutions, best business practices, sound marketing and communications systems, and international tourism.

**Goals**

The INTELLECT Institute's primary goal is to assist disadvantaged communities, organizations and individuals involved in research, preservation and promotion of the cultural heritage and living cultures, enhancing their capacity for productive and sustainable business operations.

**Financing**

The INTELLECT Institute is financed by paid membership, governmental sponsorship, events, lectures, creative and cultural tourism, private donations, printed and online publications, TV broadcasts, Internet social media, etc.

**Strategies**

The INTELLECT Institute focuses on the following strategies to achieve its mission and goals:

1. Grant-making that identifies and meets community needs in response to request from governmental (state, regional and local), non-profit scientific, educational and community organizations.
  2. Fundraising programs that finance local communities to create and implement efficient cultural policies, implement new technologies, and enhance sustainable business operations.
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3. Enhance community relations, promote authentic experiences and encourage cultural preservation, culture promotion, and sustainability through travel and cultural exchange programs.
4. Creation of support programs for research, education and practical training in the fields of preservation and promotion of cultural culture.
5. Develop highly efficient technological solutions for preservation, research, intelligence and marketing of cultural heritage and living cultures.
6. Targeted programs developed by the Institute to meet critical challenges and provide rapid response to emergency situations affecting cultural heritage preservation.

## **Organization and Structure**

### **Main Activities and Divisions**

All activities are organized in Centers. The INTELLECT Institute has 3 main centers:

#### *Center for Scientific Intelligence, Education and Practical Training*

The role of the Center for Intelligence, Education and Practical training is to research, preserve and educate communities in the scientific and practical achievements of culture: cultural heritage and living culture. In this Center are concentrated scientists, educators and industry specialists providing information, knowledge and education on culture. They might be: archaeologists, architects, musicians, historians, cultural anthropologists, art historians, artists, etc.

#### *Center for New Technologies*

The role of the Center for New Technologies of Culture is to create a technological support for information, research, presentation, education and communication of culture: both for cultural heritage and living cultures. In this Center work Internet specialists, virtual reality designers and engineers, programmers, and innovation gurus.

#### *Center for Marketing and Communications*

The role of the Center for Marketing and Communications is to make culture (both cultural heritage and living culture) accessible to all communities. In this center are concentrated specialists in marketing, PR, mass communications, cultural tourism, creative tourism and other specialists providing marketing and communicational support to the INTELLECT institute.

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