



## **Introduction to the Odeuropa project by Inger Leemans, Coordinator**

In this talk, I will present an introduction to the Odeuropa project ([www.odeuropa.eu](http://www.odeuropa.eu)), explaining its main goals :

1. to recognize, safeguard, present, and promote olfactory heritage;
2. to develop state-of-the-art AI techniques to identify and trace olfactory information in text and image datasets;
3. to show that critically engaging our sense of smell and our scent heritage is an important and a viable means for connecting and promoting Europe's tangible and intangible cultural heritage.