

Interreg
CENTRAL EUROPE



ARTISTIC

European Union
European Regional
Development Fund

TAKING
COOPERATION
FORWARD

 *Identification of CClS & potential contribution to CCT- Cult-CreaTE, Padova, 14/05/2019*

 **ARTISTIC: Valorisation of Intangible Cultural Heritage (ICH)
Assets for Local sustainable development in CE Regions**

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What it is

What we
do

State of play
of the project



WHAT IT IS

Title: Valorization of Intangible Cultural Heritage (ICH) Assets for local sustainable development in CE Regions

Acronym: ARTISTIC

Total Budget: around 2,5 mln € from ERDF

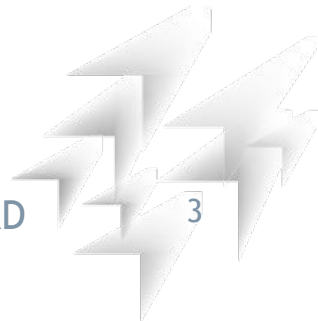
Partner: 12 partners from Austria, Czech Republic, Germany, Hungary, Italy, Poland, Slovakia, Slovenia.

Call: 2

Priority: 3. Cooperating on natural and cultural resources for sustainable growth in CENTRAL EUROPE

Specifica Objective: 3.2 To improve capacities for the sustainable use of cultural heritage and resources

Managing Authority: City of Vienna



WHAT IT IS



The project began: July 1st 2017

End of Project: June 30th 2020



WHAT IT IS

The partnership

Austria: Association for the Advancement of Steirisches Vulkanland;
ISN - innovation service network GmbH

Czech Republic: South Bohemian Chamber of Commerce

Germany: b&s consulting and training for the rural area GmbH;
University of Hamburg

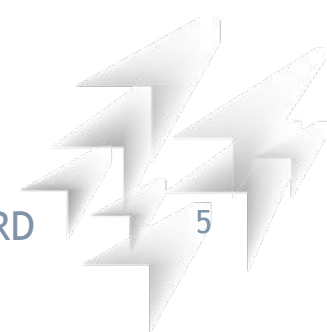
Hungary: West Pannon Regional and Economic Development Public Nonprofit
Ltd

Italy: t2i Technology Transfer and Innovation;
Veneto Region

Poland: Rzeszow Regional Development Agency

Slovakia: Slovak Chamber of Commerce and Industry

Slovenia: Jarina, cooperative for rural development;
Municipality of Bovec



The aims of the project are to improve the relationship between cultural operators, society and financial operators, and to improve the quality of their activities in relation to the valorization of intangible cultural heritage.



The assumption of the ARTISTIC project is to undertake actions enabling an increase of **financial resources** and **specialized knowledge** among cultural operators.



Solutions:

- **Strengthening the competences of intermediaries and cultural operators, in a transnational strategy;**
- **Finding new ways to improve the economic sustainability of the initiatives**

CROWDFUNDING 



WHAT WE DO



OUTPUTS A.

- Strategy for the valorisation and the sustainability of ICH resources
- Strategy for the creation of a Transnational Crowdfunding Network
- Manifesto for ICH valorization
- ARTISTIC toolset supporting valorization of ICH
- Guideline to set-up local working groups for ICH valorization
- Guideline to strengthen the cooperation with private investors



WHAT WE DO



OUTPUTS B.

Intangible Cultural Heritage desk network

Joint pilot action to test Crowdfunding as an financial instrument

Joint pilot action on local ICH ideas development

Trainings for the development of ICH mediator profile

Study Visits: best practices on ICH preservation and valorization



STATE OF PLAY OF THE PROJECT



1. Analysis on local ICH initiatives and interviews with operators
2. Services & toolset
3. ARTISTIC repository on line
4. ICH mediator profile and training modules
5. Open Call on line: please join!

**21 ICH ideas
selected 4 coaching
to the BP. Last
Q2019 8-10 to be
selected and put on
crowdfunding
platforms**



To ensure the sustainability, cultural projects require active involvement in the of the inhabitants of the territory

Another interesting topic related to lasting effectiveness and sustainability is the need to actively involve the inhabitants of a territory. UNESCO office in Verona: more than funding, the real issue is involving the population. “If this is not so, then you pay the price in terms of management and conservation of the place itself. It is necessary to involve the entire territory from the very beginning. Only in this way, it will take charge of it”.



Enhancing the cultural heritage means re-interpret and re-propose it in an innovative key; Not as mere preservation of the past

We have seen the motivation to transmit culture in a generative sense and not like a static photograph of the past. We cannot link our future to ancient times without questioning them. “If you want that ICH survives, you must innovate the way community and young people live their values and traditions”. Then innovation is potentially infinite, and it allows the heritage to live over time because it is transmitted: opening a space for reflection and experimentation of new connections and fostering the birth of new concepts and new practices, which enrich the culture itself in an innovative way.



The involvement of young people in the enhancement of cultural heritage

The topic of active involvement of young people, not only as users, but as a vital force of renovation and revival of ICH remain at the heart of many reflections.

We have gathered some testimonies that show the fragility of many organizations. The management is often left on a voluntary basis, and we witness a totally unjustified vertical authority that generates closure and alienates young people.

It has emerged the importance of education to the theatre starting from the school. Children, who are introduced during the school period to this form of art, are more aware, cultivate their passion more easily, sometimes give life to autonomous and self-managed experiences.



ENTREPRENEURIAL SKILLS & CROWDFUNDING



Synergies between projects

Thanks to JS - Joint secretariat of the Interreg CENTRAL EUROPE programme, T2i, ARTISTIC Lead Partner, began a collaboration with E-Institute, Institute for Comprehensive Development Solutions, Lead Partner of the CROWD-FUND-PORT Project.



FOLLOW THE PROJECT

www.t2i.it

LP web site

<https://www.interreg-central.eu/Content.Node/ARTISTIC.html>

official project website

www.entribu.eu

the ARTISTIC community

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Thanks so much!

Marco Braga

Chiara Remundos

