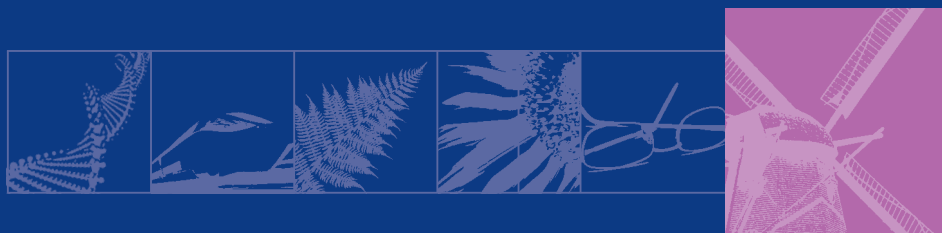


Project Stories from the CENTRAL EUROPE Programme  
Cultural Heritage and Creative Resources





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# Editorial

Cultural heritage is more than historical monuments left behind from the past. It is all the things, places and practices that define who we are as individuals, as communities, as regions. The rich and diverse cultural heritage of central Europe is one of the key attractions for tourists visiting the area. That is why local heritage has become an important economic factor. In particular, remote regions, far from economic centres, rely on tourism-related services for employment. The sustainable use of cultural heritage is essential to ensure that central Europe will remain a popular destination to visit and to live in.

CENTRAL EUROPE projects support the preservation and use of cultural heritage to foster knowledge, strengthen regional identity and increase the regions’ attractiveness. They protect and reconstruct historic heritage like LISTEN TO THE VOICE OF VILLAGES (p.38) or THETRIS (p.48). Projects such as Danube Limes (p.30) increase the accessibility and visibility of cultural sites or set up culture routes, like CrossCulTour (p.26) and Forte Cultura (p.34).

Culture is also a key driver of creativity, which in turn plays a significant role in establishing an innovative, knowledge-based economy. Regions with higher percentages of creative workers have proven to be economically more successful than others. The creative industries, including advertising, architecture, production of crafts, design, publishing and music, bear a great potential for job and wealth creation

based on intellectual property. However, in central Europe this potential often goes unrecognised or unexploited, due to insufficient capital endowment or other reasons.

In response, CENTRAL EUROPE seeks to add value to culture and unleash the regions’ creative and innovative potential though projects like Creative Cities (p.24) that supports local creativity through clusters. Another good example of projects revitalising industrial sites for creative work is SECOND CHANCE (p.44).

This booklet introduces you to the CENTRAL EUROPE story, showcasing 18 cultural heritage projects that were co-financed since 2007. We hope that it will serve as a valuable starting point for discussing achievements of our projects and that it will inspire you on what can be done further and what directions should be taken in the programming period 2014-2020.



Christiane Breznik,  
City of Vienna,  
CENTRAL EUROPE  
Managing Authority

# CENTRAL EUROPE

Cooperating across borders for the regions

The cities and rural regions of central Europe share a common history as well as similar social and cultural characteristics. The area covers more than one million square kilometres, stretching from the Baltic Sea in the north to the Mediterranean Sea in the south, with less clearly defined borders to the west and east. It is home to 150 million people – benefitting from transnational cooperation through the CENTRAL EUROPE Programme since 2007.

Despite their common characteristics, the regions of central Europe are marked by diverse features: Major differences are apparent in terms of climate conditions, land use, settlement and economic structures, accessibility, and ecological challenges. There are also big differences in central Europe's political and administrative structures, which are among the most heterogeneous in the European Union. The challenge is to use central Europe's diversity as an opportunity to promote more sustainable development of the area – by fostering increased cooperation among a wide range of actors from various countries and regions.

## CENTRAL EUROPE 2007-2013

The CENTRAL EUROPE Programme has generated ample opportunities for closer cooperation among public authorities, institutions and private businesses from nine central European countries: Austria, the Czech Republic, Germany, Hungary, Italy, Poland, Slovakia, Slovenia and Ukraine. By co-financing 124 projects, the CENTRAL EUROPE Programme has helped to improve local and regional innovation, to increase accessibility, to preserve the environment and to

enhance the competitiveness and attractiveness of regions within central Europe.

Since 2007 the CENTRAL EUROPE Programme has invested more than EUR 230 million on transnational projects supporting:

-  Technology transfer and business innovation
-  Sustainable public transport and logistics
-  Environmental risk management and climate change
-  Energy efficiency and renewable energies
-  Demographic change and knowledge development
-  Cultural heritage and creative resources

Programme: CENTRAL EUROPE

ERDF funding: € 231 million

Duration: 2007 - 2013 (2015)

Website: [www.central2013.eu](http://www.central2013.eu)

# 498 000 000

Euros of investment being prepared by CENTRAL EUROPE projects

# 22

Euro cents spent per citizen per year on financing CENTRAL EUROPE projects

# 1 331

Partners involved in CENTRAL EUROPE projects

## Cooperating for citizens

CENTRAL EUROPE projects all involve joint efforts by stakeholders from different countries. This approach is designed to improve people's day-to-day lives by addressing problems that do not necessarily recognise national borders. Issues have been tackled at the territorial level where they occur, which is the regions in central Europe. Transnational cooperation allows partners to take advantage of the added value of doing things together, so they can prevent duplication and speed up developments with a higher impact.

More concretely, CENTRAL EUROPE projects:

- ▶ Carry out pilot investments and actions
- ▶ Leverage additional money and investment
- ▶ Come up with new economic strategies and involve local communities
- ▶ Increase efficiency on various levels
- ▶ Improve spending of public money
- ▶ Support the adaptation of EU directives to regional contexts
- ▶ Strengthen regional networks and involve local communities
- ▶ Influence the policy agenda on all political levels

**“ We need to build on the rich and valuable experience gathered through transnational cooperation. There is much evidence that a series of challenges cannot be tackled solely at the level of a single Member State, or even at regional level, but only in a cross-border context. ”**

Johannes Hahn,  
European Commissioner for Regional Policy

## Contributing to Europe 2020

Transnational cooperation driven by the CENTRAL EUROPE Programme is firmly embedded in the strategic policy frameworks on the European, national and regional levels. Many of CENTRAL EUROPE's projects have already been contributing to the Europe 2020 Strategy and its mutually reinforcing goals of smart, inclusive and sustainable growth in Europe. This approach to development is expected to help the EU and Member States deliver high levels of employment, productivity and social cohesion. Concrete actions of the 2020 Strategy are designed to reach ambitious targets in five areas: employment, innovation, education, social inclusion and climate and energy.

The CENTRAL EUROPE Programme, and the transnational cooperation between actors on the ground, plays an important role in meeting these targets on the regional level – even though the programme only used 0.07 percent of the total budget available for EU Cohesion Policy in 2007-2013.

## CENTRAL EUROPE 2014-2020

In the programming period 2014-2020 the CENTRAL EUROPE Programme will continue to support regional cooperation among central European countries. Croatia is the latest country to join the programme, which also includes Austria, the Czech Republic, Hungary, Poland, Slovakia and Slovenia, as well as parts of Germany and Italy.

The overall objective of the CENTRAL EUROPE Programme is “to cooperate beyond borders to make central European



cities and regions better places to live and work”. Put more precisely, transnational cooperation should become the catalyst for implementing smart solutions that answer to regional challenges in the fields of:

- Innovation and knowledge development
- Low carbon cities and regions
- Environmental resources
- Cultural resources
- Transport and mobility

Topics like demographic change will be tackled horizontally. The focus of activities will be on policy-learning and implementation-oriented approaches at the transnational level. More concretely, actions will include the development and implementation of strategies and action plans, the development, testing and implementation of tools, the preparation of larger investment, the implementation of pilot actions – including pilot investments – as well as capacity building measures including training.

More detailed information on the new CENTRAL EUROPE Programme is available online at [www.central2020.eu](http://www.central2020.eu)



# COOPERATING ON CULTURAL HERITAGE 2007-2013

## CENTRAL EUROPE AT A GLANCE

### COUNTRIES, REGIONS/CITIES, AND INHABITANTS COVERED



### CULTURAL HERITAGE PROJECTS CO-FINANCED

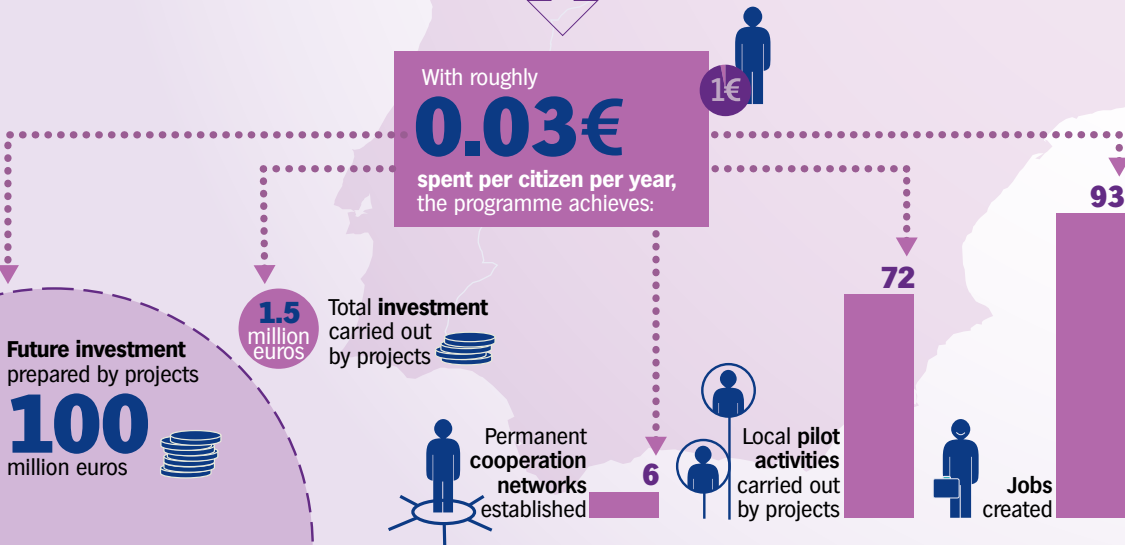


### DURATION OF PROGRAMME

2007	2008	2009	2010	2011	2012	2013	2014	2015
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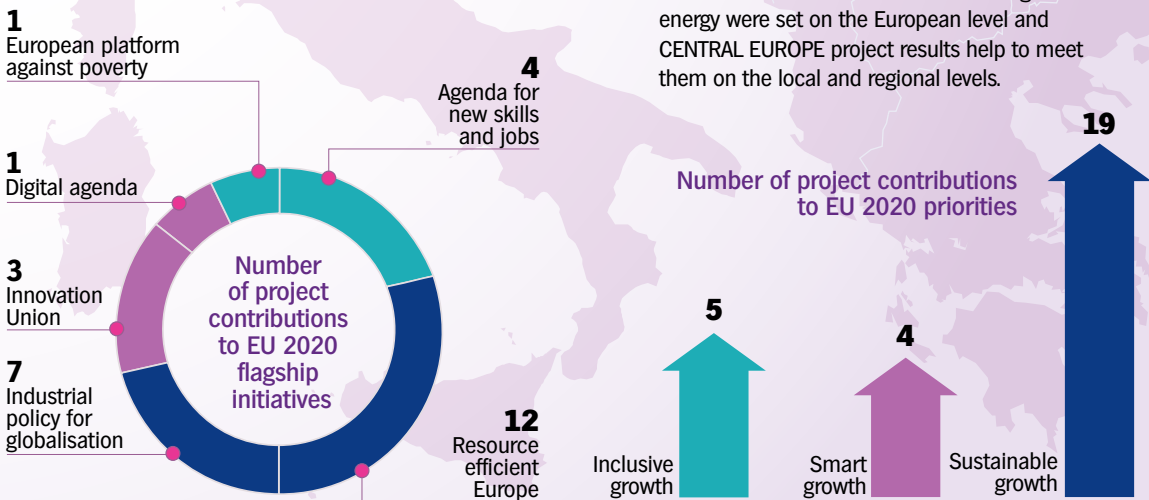
## PUBLIC MONEY WELL INVESTED

### BUDGET INVESTED



## CONTRIBUTING TO EUROPE 2020

CENTRAL EUROPE contributes to the European Union 2020 Strategy and reaching its goals of smart, inclusive and sustainable growth. Concrete targets for employment, innovation, education, social inclusion as well as climate change and energy were set on the European level and CENTRAL EUROPE project results help to meet them on the local and regional levels.



# ANALYSIS

## Cooperating to preserve cultural heritage and encourage creativity



It is **hard** to put a price tag on our cultural heritage, but that does not mean that it has no economic and social value. Efforts to preserve and utilise cultural heritage can help generate tourism income, encourage innovation and bring communities closer together. During the 2007-2013 funding period, nearly 15 percent of all the projects focused on culture. Some CENTRAL EUROPE projects sought to preserve cultural heritage, often while using this heritage to generate income. Others sought to use culture as a driver for innovation and creativity. The analysis, conducted by European Institute for Comparative Cultural Research (ERICarts), noted a range of benefits accruing from these projects. CENTRAL EUROPE was found to provide unique support for culture that other programmes do not give. Furthermore, the transnational cooperation engendered by these projects was found to yield its own set of benefits.

### A range of projects

Those CENTRAL EUROPE projects that were designed to preserve and use cultural heritage tended to foster knowledge, strengthen regional identity, increase attractiveness of regions and contribute to economic growth, the analysis found. It also found that these types of projects fall into four basic categories:

- Projects focusing on valorisation and promotion of cultural tourism
- Projects focusing on improvement of cultural heritage management
- Projects focusing on preservation and protection of cultural heritage
- Projects focusing on valorisation of intangible cultural heritage, such as traditions

Another group of CENTRAL EUROPE projects used culture as a driver for innovation and creativity – a relatively new area for Structural Funds. According to the analysis, these projects used creative and cultural resources, along with innovation potentials, to contribute to economic growth. The analysis divided these projects into three categories:

- Projects seeking to valorise culture through the development of innovative governance strategies
- Projects using a cultural focus to help revitalise brownfields and derelict buildings
- Projects seeking to improve the environment for creative industries

“ The analysis reveals that CENTRAL EUROPE provided the frame for important cooperation, development and learning processes initiated by culture-related projects. ”

European Institute for Comparative Cultural Research, Germany

### A range of benefits

As with other CENTRAL EUROPE projects, one of the major benefits cited by participants in cultural projects was the opportunity for broad international cooperation and exchange of experiences. More than 90 percent of the respondents surveyed by ERICarts said the networking experience was a particularly important result of their involvement in the CENTRAL EUROPE Programme.

The analysis noted that CENTRAL EUROPE's support for culture is important and provides benefits. In particular, the programme:

- Gives more attention to the specific conditions and development needs of cities and regions
- Focuses on transnational cooperation between regions
- Is the kind of territorial programme that tends to offer greater flexibility regarding the thematic focus of projects, management approaches and methodologies
- Has project budgets that are big enough to support meaningful pilot investments

Overall, the analysis concluded that there were significant benefits of CENTRAL EUROPE projects focused on culture: Vital heritage was preserved, development was supported, innovation was encouraged and cooperation was improved. Given these and other positive results, the analysis concluded that CENTRAL EUROPE's focus on cultural heritage should be continued in the next funding period.

To download the complete analysis visit <http://www.central2013.eu/thematic-studies>



# Cultural heritage and creative resources

Cooperating to preserve and  
use cultural heritage

Cooperating to use culture as a driver  
for creative innovation

## PROJECT STORIES





Photo: © Dreamstime

# Public-private partnerships to support urban planning

Public-private partnerships (PPP), in which profit-seeking businesses team up with public bodies, can be an intelligent way to find private funding for public needs. ACT4PPP supported 12 pilot initiatives around central Europe, with the goal of showing that win-win situations can be achieved by involving private partners in complex urban planning processes.

**Beyond more classic** projects, ACT4PPP demonstrated that PPPs can be used for such diverse urban policy needs as brownfield development, creating public housing and business support facilities. The aim of the project, and the joint discourse on urban development that it fostered, was to exchange experience and information on the best ways to allow private sector involvement in urban development under existing legal, financial and political conditions. The work was conducted with the understanding that both sides can benefit from a PPP arrangement and that the benefits can be symmetrical.

Based on the experience gleaned from the pilot initiatives, and the discussion that followed, it is possible to make some policy recommendations.

**Basic challenges of PPPs**

The biggest challenges for the local urban development projects that ACT4PPP supported were finding an appropriate investor, selecting the right financing model and gaining political acceptance. Although the demand for infrastructure projects has risen considerably in recent years, there is often

ACT4PPP initiated an important debate on the application of public-private partnerships for urban development projects. It widened awareness of the scope of possible project implementations and made it possible to share important international experiences.

Hans Wilhelm Alfen,  
Professor for Construction Economics,  
Bauhaus-University of Weimar, Germany

a mismatch between the needs of the project developer and private investors. While the money may be available, the real challenge is figuring out how to bring together the project and the investor, and to coordinate the needs of the partners. Addressing this issue means involving investors at an early stage of planning and considering the investor's perspective in the planning process. It can also be easier to find matches between partners through communication platforms that help increase the visibility of suitable projects. Another basic challenge to PPPs is the risk created by a long, drawn-out planning process in situations where the durability of investment funds is limited.

**PPP – a complex topic**

The idea that PPPs are complex ran like a red thread through the entire project and created a consensus that there must be more information and further education for authorities, as well as a means for simplifying the planning and financing processes. Other recommended solutions for this challenge included intensified training and use of guidelines, as well as elaboration of a catalogue that helps to standardise the legal aspects of a PPP contract. It also seems clear that, especially in smaller towns and communities, the implementation of PPPs cannot be handled without the involvement of costly external experts.

**PPP – a necessary tool**

The project partners agreed on the need to further develop the concept of PPPs, in order to integrate this approach into the canon of private and public funding schemes that can help meet the growing demand for urban development. The

pilot initiatives studied under ACT4PPP were deemed to be on the borderline of profitability – the type of project well-suited to a PPP. It became clear that, for such projects, a mix of own funds and subsidies is necessary to make participation attractive for private investors. Furthermore, to gain the acceptance of the public and political decision-makers for these kinds of partnerships, it is essential to establish transparent planning processes and to be aware that PPPs are not a panacea in times of limited funding. Communication of good practices and a better knowledge exchange can make leaders and the public more accepting of PPPs. ACT4PPP contributed to this communication process on the local level, and was able to accelerate the development process through its pilot initiatives.

1438

Year of the first known public-private partnership, when a French nobleman was granted a river concession to charge fees for goods transported on the Rhine

2005

Year in which Poland first introduced legislation fully dedicated to public-private partnerships

Project: ACT4PPP  
ERDF funding: € 2 580 637  
Duration: 2008 – 2011  
Website: [www.act4ppp.eu](http://www.act4ppp.eu)





Photo: © weinfranz.at

# Turning intangible tradition into a real future

European regions bear a wealth of intangible heritage, such as traditions, knowledge of old crafts and social networks. The CCC project unites institutions and businesses in creating a strategy that helps regions use cultural heritage to increase their attractiveness, boost local economies and build a future based on regional resources.

**Old traditions are** the soul of our regions, and while they may be less tangible than other resources, they do have value. Nine central European regions from six countries are working together in Cultural Capital Counts (CCC) to achieve added value and quality of life using regional intangible cultural resources and values. Firstly regions identified their own traditions and other facets of their intangible cultural heritage like knowledge of old crafts. The regions produced brochures about their heritage and also described their cultural wealth in an online database ([www.culturalcapitalcounts.eu](http://www.culturalcapitalcounts.eu)).

The next step involved finding ways to valorise this cultural heritage. The project partners studied existing approaches for tackling this challenge, and also developed and synthesised new methods. These were collected in a "Cultural resources strategy for sustainable regional development", which helps companies, municipalities and regions to create products and services based on their special cultural wealth.

## Heritage as a unique selling point

The joint strategy has been tested through pilots that seek

“ For me it’s very important that – thanks to CCC – the topic of vitality and holistic healthcare is now included in the regional development process in Vulkanland. ”

Helga Kirchengast,  
Participant of a pilot training and pilot action,  
Steirisches Vulkanland, Austria

to find value in our intangible cultural heritage. The pilots allow for further elaboration of new strategies to help regions use their heritage for positive future development of individual companies and entire regions. Heritage can add value because it is a unique selling point that cannot be imitated by other regions. The project partners worked on the assumption that products and services based on unique cultural heritage help to strengthen the regional economy and inspire further product development and start-ups. This assumption was supported by the findings of the pilots: In particular, regional crafts and cuisines were found to be especially useful when it comes to valorisation and capitalisation of intangible cultural heritage, and further investigation of the benefits of these goods is warranted.

## New approach to regional development

More than simply providing new business opportunities, intangible cultural heritage offers a stronger regional identification, and gives ordinary citizens a reason to take pride in the area from which they come. When people appreciate the intangible values of their own region, they are happier with the place where they live. Furthermore, when citizens agree on their region’s special heritage, they are more likely to unite behind a common vision for using this heritage to foster sustainable local development. The results of the project are presented in a final book that introduces the strategy and summarises the experiences of those who applied the strategy. The book helps ensure that the project has an impact well beyond its nine partner regions. It offers a whole new approach to regional development, based on the unique intangible cultural resources of a region, that can be used all around Europe.

18

Pilot actions involving public and private actors

187

Elements of intangible cultural heritage described at [www.culturalcapitalcounts.eu](http://www.culturalcapitalcounts.eu)

1 000

Approximate number of people trained on the implementation of the new strategy

Photo: © Kunstgalerie@bergmann



Project: CCC

ERDF funding: € 1 789 851

Duration: 2011 – 2014

Website: [www.culturalcapitalcounts.eu](http://www.culturalcapitalcounts.eu)





Photo: © City of Venice Video-communication Service

# Promoting city markets to boost local development

Traditional markets in central Europe, some dating back to medieval times, were once the backbone of cities. These markets are still a key part of local heritage, but they are being squeezed out by increasingly competitive commercial centres. The CENTRAL MARKETS project helps cities and regions rediscover traditional markets as an engine for development of urban districts.

**Markets are an** important economic, social and cultural resource: They can be a basis for regenerating town centres and suburban districts, they promote healthy eating, and they support more sustainable patterns of commerce. These days, however, the survival of traditional markets is under threat as they cope with increasingly competitive large retailers. To help promote and preserve these traditional markets, the CENTRAL MARKETS project seeks to develop new and innovative market revitalisation strategies. Project partners from eight central European cities and regions researched relevant EU and national legislation and

policies and collated data on markets and their governance to draw a picture of the current situation of city markets in central Europe. While there were many differences between the markets surveyed, it became clear that all markets face certain similar challenges and share some common goals. The main output of this research was a draft strategy highlighting policy recommendations for revitalising traditional markets in the urban context. In order to test the effectiveness of the proposed revitalisation strategy, partners undertook eight pilot actions, each of which focussed on at least one of the following topics:

“ The exchange and cooperation with local and regional authorities in central Europe gained through CENTRAL MARKETS allowed us to increase our knowledge of other Italian and European cities that turn their attention to markets as engines for economic development, urban regeneration and social cohesion. ”

Carla Rey,  
Venice Deputy Mayor for Commerce, Italy

- Improvement of market governance and related services
- Adoption of efficient communication strategies for markets
- Development of innovative concepts for the creation of new markets in urban and peri-urban areas

## Working toward a common strategy

To ensure the project's effectiveness, the partners involved a wide range of stakeholders in the initiative. Food and non-food market operators, farmers, trade organisations, universities, consumer organisations, citizens, and policy makers gave their input during the research phase and pilot implementation. They also took part in local and transnational dissemination events. The examples provided by pilot actions assisted in the creation and dissemination of a transnational strategy, which is supported by joint political commitment. The document illustrates an innovative and integrated approach to market management and promotion, and it is addressed to policy makers and stakeholders in central Europe and beyond. The strategy is designed to revive markets through the improvement of their management system and related services – so that the entire market site, the district and the surrounding city and region is enhanced, and their attractiveness increased.

Throughout the project, CENTRAL MARKETS constantly worked to reinforce existing market networks, in order to strengthen the project's transnational cooperation and ensure the transferability of its results. Transnational exchanges of best practices help participants explore new ways to enhance the role of markets in cities and increase their management capacities. Meanwhile, collaboration with other market-related EU projects, and the enlargement of existing networks, build collective support for markets issues at the EU level.

1 000 000

Number of people working in retail markets in the EU

25 000

Retail markets in the EU

86

City markets mapped out within the project

Photo: © Piero Ottaviano



Project: CENTRAL MARKETS  
ERDF funding: €949 830  
Duration: 2012 – 2014  
Website: [www.centralmarkets.eu](http://www.centralmarkets.eu)





Photo: © centrope agency

# Cooperating to create an integrated region

At the intersection of Austria, the Czech Republic, Hungary and Slovakia, Centrope is emerging as a new transnational region. Since the first partners got together to initiate the idea of Centrope in 2003, a total of 16 regions and cities have been committed to strengthening cooperation in the region. The CENTROPE CAPACITY project further develops the overall framework for this cooperation and sets up lead initiatives in key thematic fields where regions can work together.

With 6.5 million inhabitants, complementary markets and cross-border mobility, the Centrope region offers a model of successful European integration. The region boasts the knowledge of 25 universities and hundreds of research institutes, the competitive edge of innovative, outward-looking entrepreneurship and the creativity of people living in a confluence of languages and cultures. The central European region of Centrope has the potential to achieve sustainable growth and high liveability through balanced development in a borderless, polycentric area.

To help unleash this potential, CENTROPE CAPACITY organised top-level semi-annual summit meetings that have created a new political framework for forging a common agenda. Supported by a transnational agency – with dedicated offices in all four partner countries as well as a coordination office – Centrope cooperation allows the regions and cities involved to translate their leadership into a multi-faceted development programme. In the process, the agency generates ideas for new projects, develops plans, involves stakeholders and publicly promotes the Centrope concept.

In the beginning, we agreed that infrastructure and mutual accessibility should be major concerns for the Centrope region. Now we move forward with an ambitious agenda, and our citizens will soon be able to enjoy improved and customer-friendly public transport services between our regions.

Pavol Frešo,  
President of the Bratislava Self-Governing Region, Slovakia

- Activities focus on four areas of strategic cooperation:
- Regional knowledge
  - Human capital
  - Spatial integration
  - Tourism and culture

The CENTROPE CAPACITY project provides the platform for working groups, symposia and expert circles to develop a set of multilateral lead projects ready to be implemented in the years to come. A professional branding process was used to define the cornerstones of a cohesive regional brand that specifies core elements of the Centrope identity (unique selling points, brand values) and resulted in the slogan “Meet Europe. Meet Centrope”. Future marketing efforts of the Centrope partners can build on this emerging brand.

### Pilots boosting the project at large

- Three large-scale pilot activities have been undertaken to encourage the development of the Centrope agenda:
- Regional Development Report (RDR) providing regular analysis and policy recommendations for a highly integrated economic area.
  - Infrastructure Needs Assessment Tool (INAT) aiming to point out the most pressing bottlenecks in cross-border transport connections and to take the first steps towards an integrated public transport association in the Centrope region.
  - Centrope tourism portal representing a new tool for marketing the destination to residents and visitors alike.

These pilots also support the overall political process of strengthening ties within the Centrope region. For example, results of the INAT pilot were used for a paper that calls for formulation and implementation of a comprehensive transport strategy. Likewise, RDR results will facilitate activities to strengthen cross-border cooperation in research, technology and innovation.

16  
Regions and cities cooperating in Centrope

6 500 000  
Inhabitants living in the Centrope region

60  
Distance in kilometres between the two Centrope capitals Bratislava and Vienna

2003  
Year when the Centrope region was initiated

Project: CENTROPE CAPACITY  
ERDF funding: € 3 480 250  
Duration: 2009 – 2012  
Website: [www.centrope.com](http://www.centrope.com)





# Reaping economic rewards of creative energy

Five European cities have been working together in the Creative Cities project to establish a transnational network of people involved in the creative fields. The project supports creative industries by organising working groups, contact points, training sessions and transnational marketing. It also promotes collaboration with other sectors.

**The project allowed** the central European cities of Gdansk, Genoa, Leipzig, Ljubljana and Pécs to exchange experiences and learn from each other about promoting creativity and innovation. After agreeing to use the UK Department of Culture, Media and Sport definition of creative industries as those which “have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through generation and exploitation of intellectual property”, it was necessary for project partners to carry out an analysis of their local creative industry sectors. Based on this assessment, all cities proposed actions to

improve the conditions for creative industry and creative workers.

## Cultural districts as motors of urban rehabilitation

A fundamental step of the project was to organise local working groups, also called local clusters, which brought together people who work in a creative field. Numerous discussions with these clusters led to the development of an action plan to be implemented at the European level. The plan outlines how public policies should be improved; how

“It is important to bring ‘creatives’ together and thanks to Creative Cities, Genoa Film Festival could connect with Leipzig. We now want to create an efficient network to exchange movie directors and writers working in the audiovisual sector.”

Antonella Sica,  
Genova Film Festival Director, Italy

cooperation between businesses and other economic sectors can be strengthened; how to improve human skills and support entrepreneurs and start-ups; which joint marketing and dissemination activities should be realised, and; how transnational cooperation can be improved. The project also outlined further actions, to be taken at the local level. While the diversity of the proposed actions meant that undertaking the plan was more challenging, it also made the plan stronger because it allowed all participating cities to benefit. The ambition of the plan was not only to present innovative ideas but also to deal with current problems and generate new knowledge and approaches. New studies being conducted by the partners are investigating ways to encourage creative industries to settle in their cities’ decayed urban areas. The partners believe that appropriately planned cultural districts could be the motors of urban rehabilitation. One key result of the project is a set of guidelines and recommendations for other cities interested in developing “creative districts” and promoting their creative industry’s potential.

## Towards a creative transnational cluster

The project has created a positive climate around creative workers in the participating cities, and its partners are currently involved in the organisation of a transnational cluster, which connects all local clusters. The long-term goal is to help the creative industries in these regions to align with the global situation and become efficient participants in the European market. The project makes it possible to strengthen European cooperation and to structure the cluster along European value chains.

5

Contact Points connecting “creatives” launched by the project

4.5

Percentage of total EU GDP coming from creative industries

8.5

Million people in Europe working in the creative sector

Photo: © iStockphoto.com / muhammed öner



Project: Creative Cities

ERDF funding: €2 051 722

Duration: 2010 – 2012

Website: [www.creativecitiesproject.eu](http://www.creativecitiesproject.eu)



# Turning cultural heritage into income

CrossCulTour helped nine relatively rural areas in Germany, Austria, Italy and Slovenia make their cultural heritage more accessible with education and standardised visitor guidance systems. Project partners created tourist products – and developed tourist itineraries that were presented to overseas markets. The results help these regions turn their cultural heritage into tourism income.

**Starting with the** attractions of the Romanesque heritage in these regions, CrossCulTour also embraced their other stylistic periods and cultural elements. The project used a cross-marketing approach by establishing collaboration with marketing partners linked to cultural heritage, and promoted cross-sector cooperation. The project partners implemented numerous activities to preserve and promote cultural sites and to make their regions more competitive as attractive tourist destinations. Based on the results of research and strategy building, CrossCulTour created products and itineraries for interna-

tional tourists. Following newly developed guidelines, four of the partner regions produced and installed signposting for cultural sites, to ensure professional and easy-to-use presentations of their heritage. Three thematic tourist itineraries were established in the regions. Multilingual audio guides were created to offer enhanced services for international tourists, even in peripheral regions, and they are provided for free at a central download portal. CrossCulTour also promoted the regions on the global market. Specific products and routes for overseas tourists were developed and offered to business partners during a sales tour, and the

Photo: © Popik - Dreamstime.com

**Audio guides developed by CrossCulTour sustainably enhance the existing services of Romanesque sites in Thuringia and help to emphasise Thuringia's cultural identity.**

Bärbel Grönegres,  
Managing Director of the Thuringia Tourist Board,  
Germany

website was adapted to Chinese customers' needs. The concept garnered an award for product innovation in Beijing.

## Knowledge transfer

The project also realised knowledge transfer through conferences, training sessions and a scientific online knowledge portal. Professionals, volunteers and students involved in tourism and culture, received training in state-of-the-art methods designed to improve the way they execute their daily duties. Training was offered in summer schools, regular courses and seminars. The online knowledge portal presents a comprehensive bibliography, relevant links and two editions of the scientific online magazine.

The project kicked off with a conference on good practices in Berlin, which allowed for the identification of suitable cross-marketing partnerships and brought in presenters from outside the project who proved to be useful contacts throughout the life of the project. Another conference in the Province of Modena raised awareness on the preservation of cultural heritage. The public was invited to this event for real examples of tourism programmes, including guided tours through churches and displays of traditional culture, and participation improved as a result.

The final conference in Brussels – as well as a traveling mobile exhibition that visited the regions – spread information about project achievements and experiences on both the EU and the regional level, creating greater understanding of the project's mission.

## Publications

Major findings and recommendations were summarised in policy papers, which enable similar projects to benefit from the experience of CrossCulTour. The papers explain why cross-marketing is useful for businesses of all kind and present instructions on activities like implementing signposting. These have been distributed as a flyer during events and are also available on the project's website. Business partners and end-consumers – the tourists them-

selves – were provided with appropriate publications, including a sales manual and an image brochure, which jointly present all partner regions.

CrossCulTour has conducted numerous studies, including reports on cross-marketing, an analysis of the market and government-to-business structures, and a cultural-historic analysis on pilgrimage as a basis for contemporary tourism.

75

Sites made more attractive by audio tracks enabling tourists to learn more about the era of Romanesque art

8

Policy papers published on cultural tourism and cross-marketing

Photo: © Katja Gschwind



Project: CrossCulTour

ERDF funding: € 1 461 792

Duration: 2008 – 2011

Website: [www.transromanica.com/crosscultour](http://www.transromanica.com/crosscultour)





# Expanding tourism by developing cultural destinations

Cultural tourism is one of the main pillars of economic development for many cities and towns in Italy, Poland, Slovenia and the Czech Republic. By focusing on lesser-known archaeological areas, historical castles, museums, natural pathways and other sights of interest, CUSTODES enhanced their potential as cultural tourism destinations and promoted the sustainable development of these areas.

The **CUSTODES project** promoted tourist attractions in the province of Rimini in Italy, the Kujawsko-Pomorskie region in Poland, the South Moravian area in the Czech Republic and the city of Velenje in Slovenia. A key objective of CUSTODES was to develop new models and concepts specifically tailored to the cultural sites of small towns that are usually excluded from the main tourist traffic but that can benefit from their proximity to major tourist destinations. In order to create sustainable tourist destinations, new models and concepts were developed to increase accessibility and attractiveness – and make better use of space and

structures – in medieval castles, archaeological sites and museums and cultural centres. Culture and nature play a key role in diversification of the tourism offer of the territories involved. CUSTODES also created new promotion tools such as an online game to promote cultural sites in four regions.

#### Involvement of stakeholders

The project was integrated into local programme initiatives on sustainable and vocational tourism, which is a new form of tourism based more on passions and experiences of

**||** In the CUSTODES project, we developed synergies with other municipalities in the inlands of Rimini. We transferred know-how and adopted common forms of promotion and cultural and tourist development **||** to attract more visitors.

Carla Bonvicini,  
Councillor for Tourism and Culture, City of San Leo, Italy

tourists. CUSTODES sought continuous input from key actors and local communities, who participated in events, focus groups and pilot actions. Enhancing the dialogue among stakeholders in the decision making process was crucial when implementing local strategies.

#### Transnational strategies for local development

The strategies concerning the promotion of innovative cultural tourism through new tools and models of sustainability and accessibility were shared at the transnational level and implemented in the local contexts. Care was taken to:

- Ensure the new offerings for tourists were part of an integrated tourism system
- Involve small- and medium-sized enterprises in the tourism system, to deliver quality services to visitors
- Improve the quality of existing tourist products and create and develop new ones

This model of development has been made permanent by the partner network through a Memorandum of Understanding signed by participating organisations as well as the commitment to apply the results at local level. This provides an opportunity to develop strategies for promoting cultural sustainability and accessibility that are exportable to other contexts.

## 160

Depth in metres of the shaft at the Museum of Slovene Mines in Velenje

## 1973

Year when the development of the Open-Air Museum in Strážnice (Czech Republic) was started

## 127

Sightings of Azzurrina, the ghost living at the Montebello Castle, near Rimini, since 1375

Photo: © VZKD



Project: CUSTODES

ERDF funding: € 1 157 150

Duration: 2008 – 2011

Website: [www.central2013.eu](http://www.central2013.eu)



# Preserving the heritage of ancient frontiers

The limits of Rome's ancient civilisation once ran along the Danube, from Bavaria to the Black Sea. If you follow the line where Roman armies stopped advancing, you can discover the remains of their old frontier system, made up of fortresses, bastions and watchtowers. The Danube Limes project worked to help provide this impressive archeological landscape with UNESCO World Heritage protection.

**What was once** the edge of the Roman Empire – the so-called Roman Limes – is now part of the single largest cultural heritage monument in Europe, approved by the World Heritage Committee as the “Frontiers of the Roman Empire World Heritage Site” in 2005. This area was designated as a “serial transnational” heritage site, a label that implies individual countries sharing a section of the Roman Limes can join in one by one. Three significant artificial barriers in the United Kingdom and Germany, covering a length of 850 kilometers, are already inscribed as part of this World Heritage Site. This unique site is in the process of being extended

into the Danube countries, with the help of the Danube Limes project. Within central Europe, the remains of the fortified frontier, both above and below ground, are often in a remarkably good condition: They have been well integrated into the landscape and certainly deserve more attention and care. After surviving since antiquity, these archeological remains are more threatened than ever before, because of rapid urban and rural development. The Danube Limes project assisted in the expansion of the Roman Limes heritage area into central Europe by creating

a working cooperation for a collaborative UNESCO nomination in 2014. The work was supported by the expertise of partner institutions in Hungary, Germany, Austria, Poland and Slovakia.

## Workshop to select key sites

The project's first workshop brought together the partners and other stakeholders from around the area. They met to define the general concept of a Roman river frontier, identify its main features and harmonise national aspirations. They also selected the most relevant sites in Hungary to include in the UNESCO Tentative List Entry, which was accepted by the UNESCO Committee in July 2009. The relevant sites in Austria were submitted to UNESCO in 2011, the Slovakian sites have already been on the Tentative List of UNESCO. After the workshop, the coordinated work of the partners concentrated on setting general mapping standards of sites and creating common solutions for the definition of core and buffer zones in the nomination documents. Fieldwork was conducted to close existing gaps in knowledge about the selected sites. This fieldwork, which included an aerial- and a geophysical survey, archive work and excavation, was done at 150 sites in Hungary – of which 121 sites have been selected for nomination – and two sites in Slovakia. In order to ensure informed negotiations about the heritage status with local and regional stakeholders, and to encourage their support, the project held information events, including exhibitions and public lectures.

## Management plan

The project's key output, a “Management Plan for the Upper German-Raetian Limes World Heritage Site”, provides an excellent opportunity to discuss and develop a plan for sustainable management and long-term preservation of the Danube Limes. Another important output includes the preparation of nomination documents in Hungary and Slovakia, which will be submitted to UNESCO in 2014.

Thanks to the Danube Limes management plan, the Museum Ancient Gerulata received the financial support of EUR 20 000 from the Ministry of Culture of the Slovak Republic for the study of the museum's new exposition.

Jaroslava Schmidtová,  
Archeologist at the Bratislava City Museum  
– Museum Ancient Gerulata, Slovakia

# 900

Length in kilometres of the middle Danube area, with stretches of the Limes in Austria, Slovakia and Hungary

# 152

Sites of the Limes defined, mapped and described by the project

# 2

Nomination documents prepared for inscribing Danube Limes sections in Hungary and Slovakia on the UNESCO World Heritage list

Photo: © Aerial Archeological Archive Pécs



Project: Danube Limes - UNESCO World Heritage  
ERDF funding: € 1 571 786  
Duration: 2008 – 2011  
Website: [www.danube-limes.eu](http://www.danube-limes.eu)





Photo: © The Institute of Ethnology, Czech Academy of Sciences

# Folk culture and traditions in the digital age

Central Europe has a wealth of diverse folk cultures, which are an integral part of our identity. More than quaint tradition, folk culture can assist in sustainable socio-economic development, and it deserves preservation as a vital piece of our heritage. ETNOFOLK provides a web portal with a rich database of folk architecture, costumes, music, songs, customs, etc. – in written, audio and video form.

ETNOFOLK is based on the understanding that central Europe can get more value out of folk traditions by making them digital. The project offers easy access to detailed information about folk culture, providing benefits to tourists, students, entrepreneurs, researchers and a range of other stakeholders.

### Making folk culture useful

Folk culture is frequently associated with open-air museums and forgotten traditions – something that may be interest-

ing but is irrelevant to contemporary life. This attitude is encouraged by the difficulty people have in accessing folk culture across borders. Remarkable materials lie hidden in archives and are only appreciated by a narrow circle of experts. The countries of central Europe have a long tradition of studying their folk heritage, but it is hard for the general populace to find reliable information, and hard for anyone to compare folk cultures. Endeavours to create a joint system for studying the mutual influences of folk cultures and traditions date back to the period after World War II. But creating a joint system has

The ETNOFOLK database can show students and tourists how the Czech Republic’s traditional music sounds and also how it is connected to the cultures of neighbouring countries.

Miroslav Pudlák,  
Director of the Czech Music Information Centre,  
the Czech Republic

proven difficult, and the majority of such projects were limited to individual countries.

### ETNOFOLK database

ETNOFOLK seeks to establish a unified system for studying and comparing folk cultures in one database. The project is run on the assumption that folk culture and traditions have many practical uses today. Information on folk architecture in a specific region may prove useful for architects and building companies, who can search the database for examples of traditional architectural patterns and sustainable construction methods. This can help builders adapt their designs to specific locations. Private companies can use the database to find business opportunities, and government institutions can benefit if they are aware of what professions and crafts are traditional in certain areas. This knowledge can be used to encourage environmentally sustainable means of employment. The project is of great importance for tourism too. Authorities are aware of the enormous tourism potential of folk culture, but to-date this value has only been realised to a small extent, through non-systematic efforts. The ETNOFOLK database provides regions with data they need to promote specific local traditions. For their part, tourists will be able to plan trips better with knowledge of festivals, unique architecture, etc. Researchers can use the portal for comparing phenomena in all spheres of folk culture. This information can be used to study patterns of cultural exchange or to identify items in museum collections. The portal can also assist education. Schools will receive an easily accessible and extensive source of examples of folk culture, so that students can learn about their heritage or engage in more complex comparative studies. Public awareness of the database is raised through a series of conferences, documentaries and publications covering topics ranging from traditional beliefs to cuisine.

Photo: © The Institute of Ethnology, Czech Academy of Sciences



Project: ETNOFOLK  
ERDF funding: € 1 279 590  
Duration: 2011 – 2014  
Website: [www.etnofolk.eu](http://www.etnofolk.eu)

5  
Stops made by the ETNOFOLK moving exhibition

135 000  
Images collected and made available in the ETNOFOLK database

140  
Hours of digitised recordings in the ETNOFOLK database





Photo: © Hohensalzburg

# Fortifying regions with bastions of culture

Old fortresses, representing the history of empires, regions and cities, are part of central Europe’s cultural heritage. Properly managed, these monuments provide the surrounding area with benefits for urban and cultural development while bringing in tourism. Forte Cultura helps regions get more out of their local fortified heritage and connects these sights in a transnational cultural route.

**Central Europe** is well fortified: There are many preserved fortifications, fortress systems and relics of old forts spread throughout our regions. This extraordinary military architecture, only some of which have UNESCO or national protection, dramatically illustrate the history of former empires and preserve local heritage. They are part of what makes central Europe unique and attractive. Individual regions can benefit from better marketing, management and commercial exploitation of old fortresses. Meanwhile, central Europe as a whole benefits from the preservation of these bastions of culture and heritage.

The Forte Cultura project seeks to help cities use their fortified heritage as a cultural resource, to foster sustainable economic growth, cultural and social development – and the competitiveness of cities. The project partners help regions deal with obstacles that prevent proper exploitation of the fortifications. By turning historical sights into positive factors encouraging development, it also helps prevent their destruction. The project has initiated a transnational expert discourse on transferring best practices, so that successful uses of fortifications like the one in Hohensalzburg, Austria, which has UNESCO protection, can show the way forward

Fortifications are part of humankind’s history and a great resource for education. Furthermore, they can add significant value to local economies if managed well for use by visitors.

Milagros Flores, President of International Scientific Committee on Fortifications and Military Heritage (ICOFORT)

for fortifications in places like Josefov in the Czech Republic, Kostrzyn in Poland, or Lviv in Ukraine.

## Eight forts incorporated into cultural route

The project is developing the potential of fortresses in Kostrzyn nad Odra in Poland, Kronach and Erfurt in Germany, Salzburg in Austria, Jaromer in the Czech Republic, Komarom in Hungary, Verona in Italy and Lviv in Ukraine. The fortifications in these territories represent different eras of history and different styles of fortification architecture. The partners share their expertise and experience to help ensure that the fortifications are well-preserved and that they provide their full potential as centres of culture, art, tourism, leisure and entertainment. Optimum development of the fortifications helps to integrate these ancient structures into the modern cities that surround them, and turns the fortifications into important centres for public life. At the same time, new marketing strategies make use of the fortifications as a means to attract tourists, who help support the regional economy. Along with making each individual fortress more attractive, the Forte Cultura process helped to enhance the attraction of all the forts together by uniting them in the Forte Cultura cultural route. The route connects fortifications in the corridor between the Baltic and Adriatic seas and promotes them with cultural events, entertainment and offers of active tourism. The new Forte Cultura route helps to strengthen the financial viability of fortified heritage, while building the economies of fortress cities and their regions. After the project’s end, the transnational networks and improved regional capacities for exploiting local culture will remain essential to integrating central Europe’s fortified heritage into modern life.

Photo: © Karsten Langer



Project: Forte Cultura  
ERDF funding: € 1 280 883  
Duration: 2012 – 2014  
Website: [www.forte-cultura-project.eu](http://www.forte-cultura-project.eu)





Photo: © HerMan

# Using cultural treasures to drive development

The cultural treasures of central Europe can be cornerstones for economic development if they are handled well. By bringing together diverse stakeholders to share their knowledge, the HerMan project encourages effective management and monetisation of cultural heritage. Project partners develop joint management strategies and innovative services that turn historic landmarks into engines for growth.

A rich history and varied ethnic composition have bestowed a wealth of cultural treasures upon central Europe. Our challenge now is to manage this heritage appropriately. UNESCO recognised the need to incorporate cultural heritage into development in a holistic way when it launched the Historic Urban Landscape approach in 2011. Central European organisations concerned with cultural heritage management also recognise the need for such an approach, and they know it means involving private actors and incorporating additional financial resources. They also see the need for models that can ensure better coordinated and

integrated systems of governance. The HerMan project aims to support better management of central Europe's cultural heritage and to help regions realise the economic potential of this heritage. Participating cities and organisations of the HerMan project worked to shape strategies that fit to their own specific cultural heritage. Each strategy determines how to preserve and monetise that heritage, and focuses on how to incorporate the correct approach into the everyday work of local authorities. Making these strategies work can also involve restructuring of municipal authorities, for better cultural management.

**“We have more and more heritage year by year and less and less money in the economy due to the crisis. Somehow we must find the right balance of deciding what to protect and the best way to do that. The HerMan project seeks the answers.”**

Matthias Ripp, World Heritage Coordinator, City of Regensburg, Germany

### Pilot initiatives

- Partners in the HerMan project shared their knowledge of best practices and then tested these practices with pilots. Using what they learned, the partners develop cultural heritage management strategies, action plans and handbooks for others who want to develop their own strategies. The following are some of the pilot actions undertaken:
- The Műemlékőr pilot in Eger, Hungary, investigates the theoretical and practical possibilities of importing the Dutch Monumentenwacht model – which includes an early warning system to catch decay, regular monitoring and tracking of cultural monuments.
  - In the Province of Treviso in Italy, an innovative network of 102 libraries is developed, offering an extended approach to digital content, as well as a new service of digital loan of various materials, including e-books, music, magazines and videos.
  - In Lublin, Poland, efficient methods of collaboration with stakeholders are being identified while developing general principles for acceptable forms of signboards, and other advertisements in public spaces, within the city's historic area.
  - In the “Talking Monuments” pilot, partners develop a city guide smartphone mobile application in Eger, Hungary.
  - A project in Ravenna, Italy, integrates virtual recreation, games and simulations for interactive visits, as a way to share information on cultural, historical and tourist services with a wide audience.
  - Another pilot in Eger, Hungary, creates a platform for local NGOs to meet and discuss transforming the city centre into a vibrant artistic scene.
  - In the Province of Ferrara, Italy, an innovative reception and orientation service are being introduced to help tourists in Castello Estense discover the rich cultural heritage of the region.

Photo: © HERMAN



Project: HerMan  
ERDF funding: € 1 494 211  
Duration: 2012 – 2014  
Website: [www.herman-project.eu](http://www.herman-project.eu)





Photo: © LISTEN TO THE VOICE OF VILLAGES

# Turning nature and culture into profits

Many rural areas in central Europe that suffer from problems associated with a lack of competitiveness, attractiveness and employment opportunities are underutilised as tourist destinations. By helping such regions promote their natural, cultural and historical assets, as well as their wealth of local crafts, LISTEN TO THE VOICE OF VILLAGES helps unleash hidden economic potential.

**Nine partners from** six central European countries worked together on pilot actions designed to provide visitors with unique experiences that allow them to appreciate the rural character of their regions. In general, the initiatives focused on rediscovery of local resources to offer visitors a chance to get in touch with authentic elements of the regions, including their cultural heritage and traditions. LISTEN TO THE VOICE OF VILLAGES established a new methodology that can help local stakeholders and future generations develop tourism in a sustainable way.

**Vision H2O**  
In Valle dei Mocheni Italy, the pilot action Vision H2O created a tourism product focusing on water. Tourists are given the opportunity to discover the environment, the culture and the people living in the valley, through experiences directly or indirectly linked to water. During summer months, experiential workshops for children and adults – such as “water and flour”, “water and soap” and “water and clay” – are organised together with local associations and the local traditional museum.

**LISTEN TO THE VOICE OF VILLAGES** shows that sustainable tourism can and must be a driving force for development in rural areas and confirms that working together is the best way to demonstrate faith in the idea of Europe.

Lorenzo Dellai,  
President of the Autonomous Province of Trento, Italy

### Along the Herdsmen’s Trails

This pilot sought to capitalise on interest in the well-known settlement of herders living on the Velika planina mountain plateau in Slovenia. A booklet entitled “Along the Herdsmen’s Trails”, which provides information for visitors about the cultural and natural landscape, history, tradition, conditions for farming and other basic information was produced. The pilot also helped set up rules to protect the special local cheese called “Trnič”, and prepared packaging designs for selling cheese as tourist souvenirs. In addition, it supported the placement of more than 300 common signs and five information panels along the plateau. This improved signage directs visitors on Velika planina to the main attractions while providing extensive tourist information.

### Renovation of sacral architecture

More than 327 small sacral monuments are located inside the Czech Republic’s Bohemian Switzerland National Park. These monuments mainly consist of small crosses and wooden and rock wayside chapels, scattered around the area and now preserved mostly as mere relics. The pilot chose 27 of these sites for reconstruction. Local experts on sacral architecture, craftspeople, a technical supervisor, local inhabitants and other stakeholders cooperated to bring the monuments back to life. A web page with basic information was created for each of the restored monuments, and a map called “Sacral monuments in the landscape of Bohemian Switzerland” was produced.

### Supporting fruit farmers

In the German region of Franconian Switzerland, where fruit farming has a long tradition, locals often need a great deal of help around the short, labour-intensive harvest period. A pilot called “Supporting Fruit Farmers” provided the region’s farmers much-needed assistance. Tourists spend some time harvesting fruit, as a way of enjoying a healthy outdoor

activity and also as a way of learning about farming and the further processing of the fruits for regional products. In return for their help, the tourist may enjoy free board and lodging on the fruit farm and participate in the daily life of the family.

### Energy Camp

The Austrian region of Güssing is well known as a place where renewable energy has been in use for about two decades. Based on this good reputation, a pilot developed a tourism product called “EnergyCamp”, which focuses on the target group of youths from 12-16 years in age. A variety of EnergyCamps host young people and raise their awareness about energy use and potential energy savings during our daily routine.

327

Small sacral monuments located inside the Czech Republic’s Bohemian Switzerland National Park

14

Tourism products developed by LISTEN TO THE VOICE OF VILLAGES for rural areas in Europe

189 929

Euros invested by the project into reconstructing cultural heritage monuments and information facilities

Project: LISTEN TO THE VOICE OF VILLAGES  
ERDF funding: € 1 870 625  
Duration: 2009 – 2012  
Website: [www.central2013.eu](http://www.central2013.eu)





Photo: © ReNewTown

# Renovating past mistakes

Of the more than 150 million people living in central Europe, nearly two-thirds live in cities that saw massive development during the socialist era, when concerns of cost and expediency often outweighed liveability. These cities may have run-down buildings, lack cultural diversions, and experience many other problems. ReNewTown's pilot initiatives seek to address specific needs of such cities.

**Post-socialist urban** areas can be found all over central Europe. While these cities might have been carefully planned, only a few manage to inspire local pride today. The problems of post-socialist cities and housing estates are not new, but they remain unsolved. To help improve old tools and develop new ones for this issue, ReNewTown conducted research in Chomutov and Ústí nad Labem in the Czech Republic, Cottbus and Karlsruhe in Germany, Warszawa and Kraków in Poland, Hnúšťa and Rimavská Sobota in Slovakia, and Nova Gorica and Velenje in Slovenia.

## Pilot initiatives

The researchers gained an understanding of what makes an estate a success story or a problem area. Based on the knowledge gleaned from their studies, project partners developed four pilot investments in different municipalities: Nowa Huta is a former industrial town, built in the 1950s. It struggles with limited opportunities for leisure and social problems. The ArtZONA venue is an initiative to bring a creative buzz to this post-socialist area. ArtZONA is a popular staging ground for cultural and social events, with the

“ Every new initiative is welcome in Nowa Huta with great joy. ARTzona shows how space can be a link for people, ideas, thoughts, and actions for the local community. ”

Małgorzata Wirzechowska, Journalist, Activist for development of the Nowa Huta in Kraków, Poland

potential to host various types of activities. It provides entertainment and helps strengthen the sense of local identity. Velenje was intensively urbanised in the 1950s, due to local coal mining. These days its public spaces are neglected and exposed to vandalism. Through rejuvenating a playground between blocks of flats in Velenje, a pilot created an attractive public space that offers something for all generations. The project encouraged local pride and interest by involving the neighbours: Volunteers from the community donated 1,567 hours to do most of the physical work required. Prague 11, a district of Prague, is the home of the Centre for SMEs, which was created to support and develop local entrepreneurship in one of the largest panel-housing developments in central Europe. The area is struggling with unemployment and low commercial activity, and the Centre helps change this, offering a good example for other local governments in Europe. Hnúšťa was once a prosperous industrial city but is now a shrinking city with high unemployment rates and hardly any attractions. The city's Museum of Socialist Curiosities in Hnúšťa transforms old socialist architecture into a new tourist attraction based on the local specific cultural heritage. The museum helps to preserve the knowledge and culture of Hnúšťa socialist period for future generations.

## Databases and publications

Along with offering lessons learned from pilot initiatives, the ReNewTown project presents the experience and knowledge of related efforts undertaken during the past 20 years. This experience is available to everyone through online databases, which list good practices, initiatives undertaken and expert contacts. Major findings and solutions are explained in the final project's publications, including a handbook of models, a manual for urban revitalization and a strategy for post-socialist cities.

148

Good practices and initiatives described in the ReNewTown online database

1 567

Hours of voluntary work provided by locals aiding the pilot action in Velenje

200

Artefacts donated to the Museum of Socialist Curiosities in Hnúšťa

Photo: © Municipality of Velenje



Project: ReNewTown

ERDF funding: € 1 237 122

Duration: 2011 – 2014

Website: [www.renewtown.eu](http://www.renewtown.eu)





Photo: © Ljovko Rozina

# Unearthing new gold in former mining regions

For decades, coal was black gold, and mining meant prosperity. In central Europe’s peripheral areas, mining often became the backbone of local economic development, and entire regions were shaped to meet the needs of this sector. In the post-industrial era, the boom has become bust: Former mining regions suffer environmental damage and a loss of jobs. ReSource seeks solutions to this problem.

**Mines can be** found everywhere in central Europe, but only a few are still active. Some former mines were completely depleted; others were forced to close for political, economic or environmental reasons. The regions that contained these mines are now plagued by environmental and economic problems. Mining activity often causes damage to the soil and ground water, through pollution that can linger for years. Termination of mining also causes social problems, like out-migration, urban decay and economic stagnation. The ReSource project seeks to turn the unique features of seven former mining districts in central Europe into positive

resources for fostering sustainable development. Scientific support for the project’s activities is provided through well-known institutes specialising in ecological and regional development and urban planning. The lessons learned by efforts to help these mining areas can be transferred to similar sites around Europe.

### Local actions

In some places, ReSource partners explored the idea of harnessing geothermal energy from mine water. In Lusatia,

With the ReSource study, we not only found out about the heat demand of local enterprises but we were also able to thoroughly investigate a technical solution.

Jörg Hilbig,  
Deputy Mayor of the City of Aue, Germany

Germany, pilot plantations showed how degraded mining areas can successfully be recultivated with bioenergy crops. The human-made infrastructure of former mining areas also provides opportunities. For instance, in Sokolov, the Czech Republic, plans were prepared for converting mining machinery into a look-out tower. And in the centre of the Hungarian city of Salgótarján, the local mining heritage was turned into a public exhibition: An underground display is exposed to view beneath a public walkway. In the Slovene region of Zasavje, a pilot project under ReSource compiled a “mining dictionary”, containing unique words from the dying mining dialect of the region.

### Cooperation and exchange

An international summer school carried out within the ReSource project allowed for cooperation and exchange on a European level to enhance the attractiveness of former mine regions. Young people from various fields of interest and different countries jointly explored these regions in central Europe. Together, they identified tourist mining routes and came up with ideas for attracting tourism. A select number of these ideas were prepared for investment. One of the ReSource project’s core outputs is an internet-based knowledge database, which includes 70 cases of good practice and lists centres of knowledge. The database presents inspiring post-mining development approaches for both practitioners and scientists. Because of the complexity and scale of work involved in effective re-utilisation of former mining areas, any reclamation effort requires the support of the wider socio-political environment. To help build this support, the partnership of the ReSource project issued policy requests for post-mining development, and compiled the requests in a study. This initiative draws the attention of national- and European-level policy makers to the challenges and opportunities facing post-mining regions.

Photo: © Radke UWB



Project: ReSource  
ERDF funding: € 2 337 902  
Duration: 2009 – 2012  
Website: [www.resource-ce.eu](http://www.resource-ce.eu)

70

Good practices collected in the ReSource post-mining knowledge database

32

Recommendations given in a resolution for pro-active development of post-mining regions

147

Million tons of hard coal produced in 1962 in Germany

132

Million tons of hard coal produced in 2009 in the entire EU-27





Photo: © Robert Beske

# Transforming factories into hotspots for culture

When Europe embraced a post-industrial, service-based economy, manufacturing employment dropped 50 percent from the late 1990s until the present, and factories were abandoned. SECOND CHANCE seeks to convert former industrial spaces into new cultural spaces, using public-private partnerships. While addressing the specific needs of five cities, the project showcased an innovative solution for brownfields everywhere.

By transforming “brownfield” sites – former industrial sites – into cultural hotspots, SECOND CHANCE is helping to turn abandoned eyesores into engines for urban development that can revitalise their neighbourhoods.

The sites receiving a second chance from the project are: The former AEG factory in Nuremberg, HALLE 14 of the former Cotton Spinning Mill in Leipzig, the ROG bike factory in Ljubljana, the Arsenale in Venice and the tram depot complex in the St. Lawrence district of Krakow. Ten public authorities and private companies participated in the project and elaborated common strategies to transform these brownfield sites

through the integration and promotion of cultural activities.

## Analysis and planning

The key challenge of the SECOND CHANCE project was the identification of the cultural potential of the sites in question. During the first part of the project, a Europe-wide analysis of best practices and different studies gave the project participants good examples of new ways to utilise these brownfields. Project partners also conducted analyses of strengths and weaknesses for each site. Based on the

outcomes of these analyses, they worked together with local stakeholders – including investors, local and regional public authorities, residents, cultural professionals and interested groups – to draft development visions and utilisation concepts for each site.

The next step was to elaborate long-term utilisation and financial concepts. This phase included planning public-private partnership (PPP) economic models, in which a private company agrees to run a public site in exchange for a mix of profits and public concessions. These kinds of deals can reduce the cost of a project for taxpayers. The five partner cities shared their expertise on getting the full potential out of PPP arrangements. They also worked together on common marketing strategies and on finding sustainable cultural activities, such as the exchange of artists between participating cities and the development of cultural centres and museums on the sites.

## Pilots and guidance

Once plans were fully developed, SECOND CHANCE tested the effectiveness of the strategies for each site with pilot actions. The final results of this test phase will be transformed into long-term management plans, to guarantee the sustainability of the new cultural centres.

The ultimate goal of SECOND CHANCE is not only to help develop these five particular sites but also to find applicable solutions for many of the estimated two million brownfields around Europe. By establishing PPP arrangements, SECOND CHANCE has taken an innovative approach that will develop transferable solutions and financing instruments applicable for the revitalisation of abandoned industrial areas. These solutions and instruments are available to interested stakeholders in a final brochure summarising the results of the project.

**The European impulse gained through the SECOND CHANCE project has contributed considerably to the development of the AEG site in Nuremberg. The exchange of experiences with international project partners has become a key element for the sustainability of the area.**

Ulrich Maly,  
Lord Mayor of the City of Nuremberg, Germany

50

Percentage of job loss in manufacturing in Europe since the late 1990s

2 000 000

Industrial brownfields estimated to exist in Europe

845 000

Investment in euros at the pilot sites

Photo: © Graciano Arici



Project: SECOND CHANCE

ERDF funding: € 2 275 612

Duration: 2010 – 2013

Website: [www.secondchanceproject.eu](http://www.secondchanceproject.eu)





Photo: © Ecurio Welsow, Karsten Feucht

# Dust to dawn: Valorising industrial culture

Former industrial sites in central Europe have a reputation of being polluted and unattractive. If they are outside of major cities, these areas risk loss of tourism and investment, even though their industrial heritage has a real value. SHIFT-X addresses the unfavourable images of former industrial areas outside of large cities – and helps them reap the benefits of their cultural heritage.

With **action plans** that rely on best practices for cultural management and use innovative initiatives, SHIFT-X partner regions are able to preserve, promote and capitalise on their industrial heritage. Many former industrial regions that had been centres of economic development in central Europe lost their importance due to globalisation and post-socialist restructuring. While larger cities can adapt and change, for some small- and medium-sized towns, their industrial past is their most important heritage. Six former industrial regions that are outside of major cities

in central Europe united in the SHIFT-X project to address their common challenges. The project partners worked to discover and share methods for improving perceptions of industrial heritage and using industrial culture to foster development. The project employs heritage management concepts tested in pilot actions. Its goal is to turn old industrial heritage into a region-specific asset for sustainable development of structurally disadvantaged regions. Based on experience from previous initiatives, the SHIFT-X partners understand that increasing the value of industrial

**The European Route of Industrial Heritage highly appreciates that European initiatives and projects like SHIFT-X are seeking to increase awareness for the industrial heritage and to promote it on all levels: local, regional, national and Europe-wide.**

Prof. Dr. Meinrad Maria Grewenig, General Director of the world heritage site Völklinger Hütte, President of the European Route of Industrial Heritage

heritage requires institutional cooperation, cross-sectoral integration and dedicated institutions.

### Action plans with creative approaches

SHIFT-X partners seek to apply innovative methods, such as design-thinking or story-telling to make the tourist and craft products of industrial heritage sights more attractive. To do this, the project invites people in creative industries to come up with uniquely designed products and to develop attractive tour and museum offers that capitalise on story telling. Each partner establishes a local action plan for innovation and marketing of its heritage products. These plans are aligned with a joint framework paper, which is developed by the project and provides guidelines that can still be followed after the project ends. To ensure the action plans have broad acceptance, they are presented to competent bodies for approval. SHIFT-X tests and promotes initiatives that are included in the action plans using:

- Transnational and regional seminars
- Competitions bringing together designers and craftspeople
- State-of-the-art tours and museum concepts focusing on sensuality and emotion
- Alternative marketing approaches – such as e-cards, fairs and portals

The hardest part of the process is to change the image of former industrial sites. SHIFT-X looks at previous efforts in this area to determine best practices for promotion of old industrial areas. The partners also develop a European Strategy for Promotion of Industrial Heritage, working jointly with European key stakeholders, such as the European Route of Industrial Heritage (ERIH). And the project operates a public relations container tour, which travels central Europe with interactive events involving the local public.

**5** Management concepts for institutions dealing with cultural heritage established by the SHIFT-X project

**6** European Capitals of Culture were awarded the title because of their ability to capitalise on an industrial past

**2015** The year proposed by the Council of Europe as the European Year of Industrial Heritage



Photo: © Robert Sawicki, The City of Bydgoszcz

Project: SHIFT-X  
ERDF funding: € 1 365 375  
Duration: 2012 – 2014  
Website: [www.shiftx.eu](http://www.shiftx.eu)





Photo: © THETRIS, Jiří Laštůvka

# Preserving churches to boost rural development

Well-preserved local churches and sacral monuments are repositories of a cultural heritage that can help promote regional development in rural areas. THETRIS provides regional and transnational strategies for tapping into this potential by developing church tourism routes, which attract visitors and commerce. The methods developed for the project can be used to assist other rural areas.

**Eleven partners** from eight central European countries are cooperating in THETRIS, a project that supports the development of rural areas by using medieval churches and religious monuments as a means to generate tourism income. The project lets rural regions work across borders, to identify best practices, share knowledge and determine approaches that can be used by others. By analysing the strengths and weaknesses of the partner regions, the project partners develop a common strategy for sustainably preserving churches in these areas while taking advantage of their cultural heritage.

**Strengths and weaknesses**

The analysis of several rural regions in central Europe identified similar strengths: The richness of cultural heritage sites, including museums, castles, fortresses, heritage buildings and archaeological sites; the attractiveness of the landscape and local environment; the presence of a strong cultural identity; and the existence of lively local traditions – such as festivals, races, plays, wine-and-food exhibitions and concerts. The analysis of strengths also showed that initiatives based on culture and tradition can provide many benefits,

“ Our small church community is very proud to be part of the THETRIS Transnational Church Route. Our village worked for decades to preserve our special baroque church and now, thanks to international marketing provided by THETRIS, the number of visitors to our village has significantly increased. ”

Zsolt Tiba, Pastor of the Reformed Church of Tiszacsécse, Hungary

and that development of environment and community-friendly tourism can help foster local development. The analysis of weaknesses that prevent exploitation of cultural heritage sights included: Poor marketing strategies; difficulties in getting heritage preservation funding; and a lack of local awareness of the importance of promoting regional cultural heritage. Other barriers to realising the potential of cultural heritage include inadequate tourist information, low quality tourist services, missing or inconsistent signposting of heritage routes or cultural sites, poor networking with other regions and a tendency for youths to leave rural regions.

### Pilot actions and a Transnational Church Route

With an understanding of the strengths and weaknesses they were dealing with, THETRIS partners applied joint thinking and international good practices to pilots that involved development of regional church tourism routes. The results of the pilots are presented at seminars, so that the best practices they produce can be transferred to other parts of central Europe. By sharing their experiences of developing tourism routes, project partners encourage wider use of the economic growth potential provided by cultural heritage. All the church routes created in the project are also linked to one another through the development of a transnational thematic church route, which virtually incorporates the regional church routes of the various project partners. This transnational route can be analysed and used for testing innovative solutions within the project. Using the church routes created by the project, partners seek to involve local society in the development of new preservation strategies that employ the cultural heritage of churches as a catalyst for the local economy.

Photo: © THETRIS, Dušan Guzi



Project: THETRIS  
ERDF funding: € 1 214 923  
Duration: 2011 – 2014  
Website: [www.thetris.eu](http://www.thetris.eu)

- 61 Local rural churches and sacral monuments signposted in the transnational church route
- 6 Different religious denominations included in the regional church routes
- 1 100 Copies of the transnational church route map were printed in 2013





Photo: © Péter Radácsi

# Preserving wild plant customs and creating jobs

Wild plants are coveted for use as spices or natural medicine, and collecting them can provide income. But knowledge of our grandparents is often getting lost and harvesters struggle with identifying herbs correctly and finding them. The Traditional and wild project develops a strategy to share such knowledge, in order to preserve old folk wisdom about plants and provide income for vulnerable groups in rural parts of central Europe.

Even though there is a renaissance in demand for wild plants, which can be used for food and medicine, the wealth of traditional knowledge about harvesting and utilising those plants is disappearing. By reviving old customs, the Traditional and wild project preserves vital knowledge while providing employment in some isolated, marginalised parts of central Europe. The project works by helping to educate the general public on the potential benefits of sustainably harvesting wild plants, while also encouraging the development of a market for these products.

Up to the middle of the 20th century, wild-growing plants provided an important source of livelihood for many people in the countryside. The benefits of these plants have long been understood, and many of them are now being confirmed by science: It is obviously a folk tale that black elder expels witches, but it is true that nettles can alleviate arthritis pain and rose hip is extremely rich in vitamin C. Wild plants often have real uses as medicine, dietary supplements and seasonings. While consumers can benefit from better knowledge of these plants, there are also major benefits for marginalised

“We like the project because the task is a very real one! Recently, the amount of wild collected medicinal plants has severely decreased in central European countries. There is huge need for training.”

Zoltán Czirbus,  
President of the Medicinal Herb Association,  
Budapest, Hungary

groups, particularly Roma, elderly or women. But before people living in remote areas can supplement their incomes in this traditional way, they need to know: Which plants are useful? How and when should one collect them? What is the optimal way of processing and marketing them? The questions are numerous. Answering them is the goal of the Traditional and wild project.

### Training and developing demand

Hundreds of schoolchildren have visited a cottage in the village of Kunadacs, in the middle of the Hungarian plain. Through a pilot initiative of the Traditional and wild project, children can learn about the treasures of the plant kingdom from the cottage’s staff, and they can also see posters and dried plants, and take advantage of other educational tools there. Similar information is imparted to visitors at a demonstration room in Kolbuszowa, Poland, and at herbal gardens in Northern Primorska, Slovenia. Traditional and wild seeks to educate all age groups. Its training materials use colourful pictures to show the right way to collect, process and utilise wild plants. While it teaches people how to use nature, the project also explains the importance of protecting natural habitats and preserving sustainable resources. Because it encourages use of wild plants, the project helps create a demand. To increase demand further, project partners also helped develop model products like tea, marmalade and soaps from these plants, and showed how to bring them to the market. Certification like Fairwild or organic labelling may increase the value of these products. Utilisation of wild plant resources can help maintain rural communities and promote generating income for their inhabitants if certain factors are in place: Natural resources, professional knowledge, management, infrastructure and market demand. Traditional and wild demonstrates how to encourage these factors.

Photo: © Traditional and wild



Project: Traditional and wild  
ERDF funding: €996 039  
Duration: 2011 – 2014  
Website: [www.traditionalandwild.eu](http://www.traditionalandwild.eu)

1 200

Wild-growing plants used in international commerce

800

People trained by Traditional and wild

5

Percentage of migration from some rural villages in the last ten years

The Joint Technical Secretariat (JTS) of the CENTRAL EUROPE Programme is based in Vienna (Austria) and can be contacted at any time for queries related to finance, project management, or communication. We are looking forward to cooperating with you and can be reached by telephone or e-mail.

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