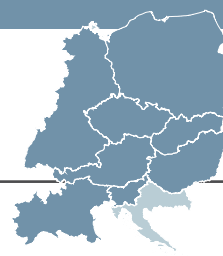


# FINDING NEW FINANCING FOR PRESERVING CULTURE HERITAGE



There is limited public funding for promoting and preserving cultural heritage, and limited capacity to find that funding. ARTISTIC is a project designed to improve cooperation between cultural operators, finance operators and the public, as a way of expanding the possibilities for cultural funding. The project creates strategies, tools and services that use crowdfunding and other means to support culture.

[www.interreg-central.eu/artistic](http://www.interreg-central.eu/artistic)



AUSTRIA	Steiermark
CZECH REPUBLIC	Jihozápad
GERMANY	Hamburg   Leipzig
HUNGARY	Nyugat-Dunántúl
ITALY	Veneto
POLAND	Podkarpackie
SLOVAKIA	Bratislavský kraj
SLOVENIA	Zahodna Slovenija



PROJECT BUDGET

**2.48**  
**MILLION €**

ERDF FUNDING

**2.04**  
**MILLION €**

**PROJECT LEAD PARTNER:**  
**t2i Technology Transfer and  
Innovation, Italy**

**DURATION:** July 2017 – June 2020



## Selected main project outputs

ARTISTIC toolset for intangible cultural heritage valorisation

---

Strategy for the creation of the ARTISTIC Transnational  
Crowdfunding Network

---

ARTISTIC strategy for the valorisation and the sustainability of  
intangible cultural heritage projects in central European area

## Pilot actions

2 types of pilot actions testing the instruments and services  
developed with the support of trained mediators in all 8  
participating regions/countries

---

- *Generation of local project ideas valorising the intangible cultural heritage (ICH)*
- 

- *Pilot action on local intangible cultural heritage projects development, including support services and business plan development.*



# IMPROVING THE MANAGEMENT OF HISTORIC AREAS



**Interreg**  
CENTRAL EUROPE



**BhENEFIT**



Long-term preservation of historic structures requires an economically, environmentally and socially sustainable approach. BhENEFIT focuses on improving the ability to manage historic built areas and tries out novel solutions to optimise building performance, increase energy efficiency and promote monitoring that reduces the need for emergency repairs. Pilot projects will give partners a chance to test action plans and ICT tools.

[www.interreg-central.eu/BhENEFIT](http://www.interreg-central.eu/BhENEFIT)



AUSTRIA	Wien
CROATIA	Kontinentalna Hrvatska
CZECH REPUBLIC	Moravskoslezsko
HUNGARY	Észak-Alföld
ITALY	Emilia-Romagna   Lombardia
SLOVAKIA	Bratislavský kraj
SLOVENIA	Zahodna Slovenija



PROJECT BUDGET

**1.85  
MILLION €**

ERDF FUNDING

**1.53  
MILLION €**

**PROJECT LEAD PARTNER:**  
**Municipality of Mantova, Italy**

**DURATION:** June 2017 – February 2020



**Interreg**   
CENTRAL EUROPE  
European Union  
European Regional  
Development Fund

**BhENEFIT**

## Selected main project outputs

Strategy for sustainable management of historic built areas

---

Decision support system for maintenance interventions

---

Decision support system for  
planning of maintenance interventions

## Pilot actions

Pilot actions improving the management of cultural heritage

---

Implementation of the Web-GIS platform

- *Mantova (IT)*
- 

Implementation of the Decision Support System

- *Graz (AT)*
  - *Karlovac (HR)*
- 

Transnational pilot testing the guidelines for stakeholders  
involvement

---

Transnational pilot testing the toolkit for awareness raising  
campaigns



# PROMOTING FOOD'S HERITAGE AND SOCIAL VALUE



Gastronomy is used to promote tourism, but if local foods are recognised as part of our cultural heritage, they can also facilitate environmental sustainability and social integration. SlowFood-CE will spread the knowledge that local actors need to valorise the cultural heritage of local food. The project will show how traditional, sustainably produced food can be integrated into diverse urban policies.

[www.interreg-central.eu/SlowFood-CE](http://www.interreg-central.eu/SlowFood-CE)



CROATIA	Jadranska Hrvatska
CZECH REPUBLIC	Jihovýchod
HUNGARY	Dél-Alföld
ITALY	Piemonte   Veneto
POLAND	Małopolskie



PROJECT BUDGET

**2.44**  
**MILLION €**

ERDF FUNDING

**2.03**  
**MILLION €**

**PROJECT LEAD PARTNER:**  
**Slow Food, Italy**

**DURATION:** June 2017 – May 2020



## Selected main project outputs

Platform for the valorisation of gastronomic cultural heritage in  
central Europe

---

Transnational strategy for the sustainable  
valorisation of gastronomic heritage

---

Model for mapping the gastronomic cultural heritage

## Pilot actions

5 pilots on valorisation of gastronomic heritage in different  
environments steering various local policies

---

*Brno (CZ): Experiencing and promoting gastronomic cultural  
heritage in schools*

---

*Dubrovnik (HR): Reviving gastronomic cultural heritage and local  
food traditions in cultural spaces*

---

*Kecskemét (HU): Valorisation of gastronomic heritage in public  
markets for boosting local trade and sustainable tourism*

---

*Krakow (PL): Valorisation of gastronomic heritage in historical  
districts for enhancing cultural identity*

---

*Venice (IT): Promoting participatory approach in valorisation of  
gastronomic cultural heritage in the Lagoon area*

# MAKING MUSEUMS MORE ACCESSIBLE



**Interreg**  
CENTRAL EUROPE



**COME-IN!**

Smaller museums often lack the knowledge and financial means needed to improve accessibility for people with disabilities. The COME-IN project creates a network of museums, disability associations, policy makers and other stakeholders who pool innovative solutions and provide training to support development of better accessibility. The result will be more accessible exhibitions that are more attractive to all the public.

[www.interreg-central.eu/COME-IN](http://www.interreg-central.eu/COME-IN)



AUSTRIA	Oberösterreich   Wien
CROATIA	Jadranska Hrvatska
GERMANY	Thüringen
ITALY	Friuli-Venezia Giulia
POLAND	Małopolskie
SLOVENIA	Zahodna Slovenija



PROJECT BUDGET

**2.72**  
**MILLION €**

ERDF FUNDING

**2.21**  
**MILLION €**



**PROJECT LEAD PARTNER:**  
**Central European Initiative -**  
**Executive Secretariat, Italy**

**DURATION:** July 2016 – September 2019



**COME-IN!**

## Selected main project outputs

**COME-IN! label to award accessible**  
**museums and cultural institutions**

---

Training curriculum on accessibility for museums' operators

---

**COME-IN! guidelines for better regional and local**  
**regulations making museums more accessible**

## Pilot actions

Pilot investments to increase accessibility of museums

---

- *Krakow (PL) - Making the Archaeological Museum of Krakow more accessible for visitors with hearing and visual impairments*
- *Piran (SI) - Enhancement of accessibility of the Maritime Museum "Sergej Mašera" for motorial disabled and low-sighted persons*
- *Pula (HR) - Refinement of accessibility standards for sensitive disabled visitors of the Archaeological Museum of Istria*
- *Steyr (AT) - Improvement of experience of hearing impaired and low-sighted visitors of the Museum of the Working World*
- *Udine (IT) - Advancement of accessibility of the Civic Museum and Galleries of History for visually impaired visitors*
- *Weimar (DE) - Amplification of experience of people with cognitive disabilities in the Museum of Prehistory and Protohistory of Thuringia*

# BRINGING MUSEUMS CLOSER TO PEOPLE



Preserving European cultural phenomena, especially intangible heritage like traditions, requires new and more sustainable approaches. The CULTURECOVERY project focuses on eco-museums: museums that preserve culture through a holistic experience rather than simply putting some artifacts behind glass. The partnership will offer training, strategies and action plans that eco-museum managers can use to preserve and valorise culture.

[www.interreg-central.eu/culturecovery](http://www.interreg-central.eu/culturecovery)



AUSTRIA	Steiermark
CROATIA	Jadranska Hrvatska
HUNGARY	Dél-Dunántúl   Közép-Dunántúl
ITALY	Emilia-Romagna
POLAND	Małopolskie
SLOVENIA	Vzhodna Slovenija



PROJECT BUDGET

**1.55**  
**MILLION €**

ERDF FUNDING

**1.28**  
**MILLION €**

**PROJECT LEAD PARTNER:**  
**Municipality of Cervia, Italy**

**DURATION:** July 2017 – June 2020



## Selected main project outputs

Transnational strategy for intangible cultural heritage preservation, recovery and promotion based on ecomuseums

---

Cultural recovery model for the management of ecomuseums

---

Action Plans for the preservation and promotion of intangible cultural heritage through ecomuseums in Central Europe

## Pilot actions

5 pilot actions on preservation and promotion of intangible cultural heritage (ICH) through ICT and creative industry

- *Cervia (IT), Graz (AT): Innovative use of storytelling tools*
- *Rovinj (HR): Interactive applications guiding visitors through ecomuseum*
- *Moscenicka Draga (HR): Multimedia reconstruction of traditions in the municipality*
- *Pivka (SI): Creative design application to communicate ICH*

9 pilot actions for preservation and promotion of intangible cultural heritage through participative activities

- *Cervia (IT)*
- *Graz region (AT)*
- *Székesfehérvár (HU)*
- *Siófok (HU)*
- *Krakow (PL)*
- *Pivka (SI)*
- *Moscenicka Draga (HR)*



# FOLLOWING THE REFORMATION AROUND EUROPE



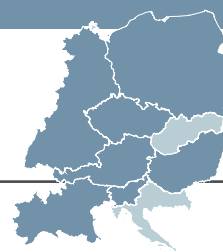
**Interreg**  
CENTRAL EUROPE



**ECRR**

The Reformation left an indelible mark on Europe's history, and geography. The ECRR project will establish a European Culture Route of Reformation, linking heritage sites that were important during the Reformation. The partners will create a new cultural route across various countries in central Europe by engaging local stakeholders and by seeking recognition from the Council of Europe.

[www.interreg-central.eu/ECRR](http://www.interreg-central.eu/ECRR)



AUSTRIA	Wien   Oberösterreich
CZECH REPUBLIC	Jihozápad
GERMANY	Sachsen-Anhalt   Thüringen
HUNGARY	Észak-Alföld
ITALY	Piemonte
POLAND	Dolnośląskie
SLOVENIA	Vzhodna Slovenija



PROJECT BUDGET

**2.31**  
**MILLION €**

ERDF FUNDING

**1.90**  
**MILLION €**

**PROJECT LEAD PARTNER:**  
**Association for Rural Development**  
**Thuringia, Germany**

**DURATION:** July 2016 – June 2019



## Selected main project outputs

Transnational action plan for the preservation and enhancement of reformation-themed cultural heritage

---

Capacity building for the sustainable management of reformation-themed cultural heritage

---

Creation of a European cultural route of the reformation, recognised by the Council of Europe

## Pilot actions

Creation of a European Cultural Route of the Reformation in 8 partner regions open to new members built on 2 pilot actions

- Digital launch of the European Cultural Route of the Reformation, including e.g. development of mobile application
- Physical launch of the European Cultural Route of the Reformation, including installation of information plates at about 80 reformation-themed cultural sites and seven Info-points introducing the route and its cultural heritage

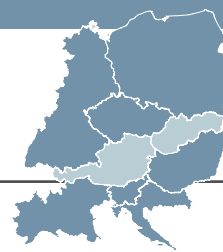
# CREATIVELY REVITALISING HISTORICAL BUILDINGS



© Laura Iozzi

While they may appear empty, unused historical buildings like abandoned factories, schools, warehouses and barracks retain the history of local communities. Forget Heritage seeks new public private cooperation models to protect and valorise the cultural heritage, enhancing its hidden potential. By encouraging collaboration among cities, the project fosters the development of innovative and sustainable management solution through the setting up of creative and cultural industries.

[www.interreg-central.eu/Forget-Heritage](http://www.interreg-central.eu/Forget-Heritage)



CROATIA	Jadranska Hrvatska
CZECH REPUBLIC	Severozápad
GERMANY	Mittelfranken
HUNGARY	Dél-Dunántúl
ITALY	Liguria   Lombardia
POLAND	Kujawsko-Pomorskie   Mazowieckie
SLOVENIA	Zahodna Slovenija



PROJECT BUDGET

**2.47**  
**MILLION €**

ERDF FUNDING

**2.05**  
**MILLION €**



**PROJECT LEAD PARTNER:**  
**Municipality of Genova, Italy**

**DURATION:** June 2016 – November 2019



## Selected main project outputs

Training model for historical site management

---

Tools for citizens involvement  
in the historical sites enhancement

---

Strategy for using cultural and creative industries in the  
management of cultural heritage

## Pilot actions

8 pilot actions on innovative management of historical sites

- *Bydgoszcz (PL): Youth job access point; Craftsmen in old city*
- *Genova (IT): Quadruple helix in Auditorium of Strada Nuova*
- *Ljubljana (SI): Creativity for historic preservation; Writers hub for Vodnik's heritage preservation*
- *Nürnberg (DE): Intercultural Garden in Z-Bau North Garden*
- *Rijeka (HR): Green economy; re-use centre*
- *Ústí nad Labem (CZ): Integrated tourism offer*
- *Venice (IT): Marketing and promotion in Fabbrica del Vapore*
- *Warsaw (PL): Centre of Creativity in an ex- warehouse located in the North Praga district*

# NURTURING GARDENS AROUND HISTORICAL CASTLES



The parks that surround the historical castles of Europe are part of the heritage the castles represent, but many of these parks are deteriorating due to neglect. HICAPS is a project that develops strategies to improve management of these parks, and to build public appreciation and support for their upkeep. These strategies will be tested in seven pilot areas across central Europe.

[www.interreg-central.eu/hicaps](http://www.interreg-central.eu/hicaps)



CROATIA	Jadranska Hrvatska   Kontinentalna Hrvatska
ITALY	Emilia-Romagna
POLAND	Kujawsko-Pomorskie   Podkarpackie
SLOVENIA	Vzhodna Slovenija   Zahodna Slovenija



PROJECT BUDGET

**1.80**  
**MILLION €**

ERDF FUNDING

**1.50**  
**MILLION €**

**PROJECT LEAD PARTNER:**  
**Municipality of Velenje, Slovenia**

**DURATION:** June 2017 – May 2020



**Interreg**   
CENTRAL EUROPE European Union  
European Regional  
Development Fund

**HICAPS**

## Selected main project outputs

Decision support tool on the use of  
cultural heritage for local development

---

Local action plans for revitalisation of historical parks

---

Handbook on cultural landscape accessible for all

## Pilot actions

8 local revitalisation concepts for identified historical areas

---

Revitalised historical parks in partner cities

- > *Bedekovčina, Varaždin (HR)*
  - > *Bologna, Ferrara (IT)*
  - > *Ptuj, Velenje (SI)*
  - > *Rzeszow (PL)*
- 

Electronic 3D visualisation model of historical park area in  
> *Kujawsko-Pomorskie region (PL)*

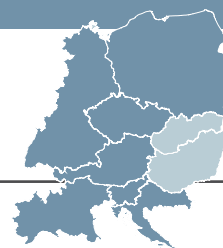


# KEEPING INDUSTRIAL CULTURE ALIVE



The concept of Living Industrial Culture promotes an approach that benefits in past, present and future cultural assets related to industry. InduCult 2.0 capitalises on this approach, bringing together museums, companies, schools and creative communities to discover strategies for exploiting the cultural potential of their industrial regions.

[www.interreg-central.eu/InduCult20](http://www.interreg-central.eu/InduCult20)



AUSTRIA	Steiermark
BELGIUM	Limburg
CROATIA	Kontinentalna Hrvatska
CZECH REPUBLIC	Severozápad
GERMANY	Chemnitz   Leipzig
ITALY	Veneto
POLAND	Opolskie
SLOVENIA	Zahodna Slovenija



PROJECT BUDGET

**3.00  
MILLION €**

ERDF FUNDING

**2.45  
MILLION €**

**PROJECT LEAD PARTNER:**  
**District of Zwickau, Germany**

**DURATION:** July 2016 – May 2019



**Interreg**   
CENTRAL EUROPE European Union  
European Regional  
Development Fund

**InduCult2.0**

## Selected main project outputs

Transnational strategy for new industrial culture  
in central Europe

---

Creation of the central European network  
of coordinators for industrial culture

---

Transnational mapping tool on industrial tourism  
in central Europe

---

Regional action plans for industrial culture identity  
awareness raising

## Pilot actions

2 pilot actions on “Educational exhibitions promoting industrial  
culture”

---

5 pilot actions reviving old-industrial places through creative  
communities

---

6 pilot actions “Industry goes public”

---

2 pilot actions testing industry-related experimental  
accommodation facilities

# FOLLOWING SAINT MARTIN ON A CULTURAL PATH



Known for sharing, Saint Martin is one of central Europe's most popular saints. He inspires thousands of monuments and traditions around the region. NewPilgrimAge unites cities along the European cultural route of Via Sancti Martini to promote the saint's heritage and his values of solidarity and hospitality. Activities include cultural tourism, digitalisation of heritage and creating new cultural products.

[www.interreg-central.eu/NewPilgrimAge](http://www.interreg-central.eu/NewPilgrimAge)



CROATIA	Kontinentalna Hrvatska
HUNGARY	Nyugat-Dunántúl
ITALY	Veneto   Liguria
SLOVAKIA	Východné Slovensko
SLOVENIA	Zahodna Slovenija   Vzhodna Slovenija



PROJECT BUDGET

**1.71**  
**MILLION €**

ERDF FUNDING

**1.43**  
**MILLION €**

**PROJECT LEAD PARTNER:**  
**Municipality of County-Rank City of  
Szombathely, Hungary**

**DURATION:** June 2017 – May 2020



## Selected main project outputs

Local roadmaps for community-sourced  
valorisation of cultural heritage

---

Competence building session for change drivers  
on smart cultural heritage valorisation

---

Joint visibility strategy of NewPilgrimAge cities

## Pilot actions

5 pilot actions testing novel ICT tools supporting integrated  
promotion of valorisation initiatives



# GUARDING HERITAGE FROM NATURAL HAZARDS



Climate change and other natural hazards pose a risk for cultural heritage assets and the people around them. ProteCHt2save is a project that works to protect the heritage and nearby populations - especially against the risk of floods. ProteCHt2save produces tools to help local officials manage risks and develop action plans for emergencies.

[www.interreg-central.eu/ProteCHt2save](http://www.interreg-central.eu/ProteCHt2save)



AUSTRIA	Niederösterreich
CROATIA	Jadranska Hrvatska
CZECH REPUBLIC	Praha
HUNGARY	Dél-Dunántúl
ITALY	Emilia-Romagna
POLAND	Śląskie
SLOVENIA	Vzhodna Slovenija



PROJECT BUDGET

**2.15  
MILLION €**

ERDF FUNDING

**1.79  
MILLION €**

**PROJECT LEAD PARTNER:**  
**National Research Council of Italy,**  
**Atmospheric Sciences and Climate Institute**  
**DURATION:** July 2017 – June 2020



## Selected main project outputs

Development of local maps for risk management and protection of cultural heritage

---

Manual of good and bad practices for cultural heritage protection

---

Support tool for critical analysis of cultural heritage vulnerability

---

Transnational strategies for protecting cultural heritage in climate emergency situation

## Pilot actions

7 pilot implementations of improved local/regional strategies for the cultural heritage protection

---

Emergency plans for heritage sites in

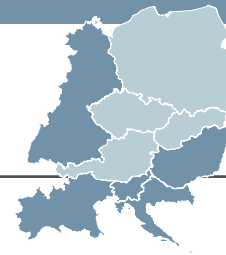
- *Municipality of Kocevje (SI)*
- *Municipality of Kastela (HR)*
- *City of Pécs (HU)*
- *City of Bielsko-Biala (PL)*
- *Municipality of Troja (CZ)*
- *City of Ferrara (IT)*

# REVIVING INDUSTRIAL HERITAGE IN RURAL AREAS



The creative community can provide assistance with the challenge of revitalising unused industrial heritage, but this solution is not always tenable in rural areas. The REFREsh project attracts new creative actors and brings them together with stakeholders in trade, industry and services. Through exhibitions, cultural events and creative workshops, the project will encourage creatives to revitalise rural industrial heritage.

[www.interreg-central.eu/REFREsh](http://www.interreg-central.eu/REFREsh)



CROATIA

Jadranska Hrvatska

GERMANY

Chemnitz | Leipzig

HUNGARY

Dél-Dunántúl

ITALY

Veneto

SLOVENIA

Zahodna Slovenija



PROJECT BUDGET

**2.15**  
**MILLION €**

ERDF FUNDING

**1.79**  
**MILLION €**

**PROJECT LEAD PARTNER:**  
**Aufbauwerk Region Leipzig GmbH,**  
**Germany**

**DURATION:** July 2017 – June 2020



**Interreg**   
CENTRAL EUROPE European Union  
European Regional  
Development Fund

**REFREsh**

## Selected main project outputs

Regional strategies for the integration of  
creative scene in rural development

---

Reutilisation concepts for selected industrial sites

---

Handbook for the reutilisation of industrial sites and  
integration of creative scene

## Pilot actions

5 pilot actions on integration of creative scene for reutilization  
of industrial heritages

---

*Freiberg (DE): Cultural contact point with dialogue fora*  
*Komlob (HU): Cultural centre to introduce creative talents  
and value chains*  
*Piranb (SI): Cultural and entertainment centre with  
multipurpose space*  
*Godegob (IT): Culture hub connecting different sectors with  
creative scene from wider region*  
*Lokve (HR): Cultural centre combining natural and cultural  
heritage*



# RESTORING HISTORICAL BUILDINGS IN PUBLIC-PRIVATE PARTNERSHIPS



All European governments confront a lack of financial resources for protecting cultural heritage. This problem is especially vexing in central Europe, which has a large number of neglected historic buildings, often in poorer neighbourhoods. RESTAURA seeks to identify test, and promote best practices for using public-private partnerships to finance restoration of historical buildings.

[www.interreg-central.eu/restaura](http://www.interreg-central.eu/restaura)



CROATIA	Kontinentalna Hrvatska   Jadranska Hrvatska
POLAND	Mazowieckie   Dolnośląskie
SLOVAKIA	Bratislavský kraj   Stredné Slovensko
SLOVENIA	Zahodna Slovenija



PROJECT BUDGET

**2.07**  
**MILLION €**

ERDF FUNDING

**1.76**  
**MILLION €**

**PROJECT LEAD PARTNER:**  
**City of Nowy Dwór Mazowiecki,**  
**Poland**

**PROJECT DURATION:** June 2016 – May 2019



**Interreg**   
CENTRAL EUROPE  
European Union  
European Regional  
Development Fund

**RESTAURA**

## Selected main project outputs

Handbook on Public-Private Partnerships for built heritage  
revitalisation projects

---

4 Integrated built heritage revitalisation plans

---

Interactive online tool for PPP use in revitalisation projects  
available in EN, PL, SK, SI, HR

---

PPP in heritage revitalisation strategies: Guidebook for local  
authorities

## Pilot actions

4 pilot actions on Public Private Partnership application in  
revitalisation cultural heritage projects

---

*Bratislava (SK): Konventna residence*

*Buzet (HR): Versi Palace*

*Nova Gorica (SI): Rihemberk castle*

*Nowy Dwór Mazowiecki (PL): Historical city square and  
waterfront areas*



# SERVING PRESENT NEEDS WHILE PRESERVING THE PAST



**Interreg**  
CENTRAL EUROPE



**RUINS**



Owners and managers of the thousands of medieval ruins around Europe face the challenge of preservation despite limited options for modern use of their sites. The RUINS project develops approaches that help managers to find contemporary, social uses for old ruins while keeping historical heritage intact. Research and evaluation of various sites will create a basis for comprehensive management plans.

[www.interreg-central.eu/ruins](http://www.interreg-central.eu/ruins)



CROATIA	Jadranska Hrvatska
CZECH REPUBLIC	Praha
ITALY	Piemonte   Veneto
POLAND	Lubelskie   Mazowieckie
SLOVAKIA	Stredné Slovensko
SLOVENIA	Vzhodna Slovenija



PROJECT BUDGET

**1.77  
MILLION €**

ERDF FUNDING

**1.47  
MILLION €**

**PROJECT LEAD PARTNER:**  
**Lublin University of Technology,**  
**Poland**

**DURATION:** June 2017 – May 2020



**Interreg**   
CENTRAL EUROPE  
European Union  
European Regional  
Development Fund

**RUINS**

## Selected main project outputs

Transnational model for sustainable  
preservation of medieval ruins

---

Best practice handbook of socially useful use  
of medieval ruins

---

Action plan for modern and sustainable  
management of selected ruins

## Pilot actions

6 pilots testing the comprehensive plans for management, use  
and preservation of selected historical ruins

---

*Croatia: Puntamika, St. Stosija church*

*Italy: Montagnana ruined fortifications*

*Italy: St. Maria di Quarta church ruins in Veneto Region*

*Poland: Janowiec castle ruins*

*Slovenia: Šalek castle ruins*

*Slovakia: Bzovík fort ruins*



# MODERN VISUALISATION TO PRESERVE ANCIENT SITES



Many of central Europe's UNESCO heritage sites, especially those that are underground or submerged, are threatened by neglect because the public has limited awareness or no accessibility of them. VirtualArch encourages the use of virtual reality, and the projection technology of augmented reality, to improve visibility of these sites. The result is greater public awareness and better preservation of archaeological treasures.

[www.interreg-central.eu/VirtualArch](http://www.interreg-central.eu/VirtualArch)



AUSTRIA	Wien
CROATIA	Jadranska Hrvatska
CZECH REPUBLIC	Praha
GERMANY	Dresden
ITALY	Provincia Autonoma di Trento
POLAND	Kujawsko-Pomorskie   Pomorskie
SLOVAKIA	Západné Slovensko
SLOVENIA	Zahodna Slovenija



PROJECT BUDGET

**2.09**  
**MILLION €**

ERDF FUNDING

**1.73**  
**MILLION €**

**PROJECT LEAD PARTNER:**  
**Archaeological Heritage Office of  
Saxony, Germany**

**DURATION:** July 2017 – June 2020



## Selected main project outputs

Capacity building for better use and protection  
of hidden archaeological heritage

---

Strategy for promoting hidden cultural heritage  
using virtual and augmented reality

## Pilot actions

8 pilot actions testing visualisation of archeological heritage

---

- |                           |                            |
|---------------------------|----------------------------|
| • Civizzano (IT):         | Medieval mining remains    |
| • Dippoldiswalde (DE):    | Medieval mines             |
| • Hallstatt (AT):         | Prehistoric salt mines     |
| • Ljubljansko barje (SI): | Pile dwellings             |
| • Nitra (SK):             | Medieval urban settlement  |
| • Puck (PL):              | Submerged medieval harbour |
| • Sukošan (HR):           | Submerged Roman harbour    |
| • Utín (CZ):              | Medieval mining settlement |

# CREATING NEW OPPORTUNITIES BY MAINTAINING OLD WAYS



Traditional trades and crafts form a part of our cultural heritage and when preserved they can provide employment. YouInHerit involves creative young people in an effort to keep the heritage represented by old trades alive. The project improves the capacity of organisations developing valorisation strategies, so they can create innovative approaches to cultural heritage preservation.

[www.interreg-central.eu/YouInHerit](http://www.interreg-central.eu/YouInHerit)



CROATIA

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ITALY

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POLAND

Mazowieckie

SLOVENIA

Vzhodna Slovenija |  
Zahodna Slovenija



PROJECT BUDGET

**2.50**  
**MILLION €**

ERDF FUNDING

**2.09**  
**MILLION €**

**PROJECT LEAD PARTNER:**  
**Budafok-Tétény Municipality - 22nd**  
**District of Budapest, Hungary**

**DURATION:** June 2016 – May 2019



## Selected main project outputs

Action plan for youth involvement in  
cultural heritage valorisation

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Tool-kit including best practices of cultural heritage  
valorisation with youth involvement

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Training for regional stakeholders on action planning for crafts  
cultural heritage valorisation and youth involvement

## Pilot actions

3 types of actions piloting >

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1) Capacity building tools targeted at regional authorities  
to stimulate youth engagement in projects valorizing local  
cultural heritage

- *Pomurje (SI): PPromotion of the pottery and milling history*
  - *Mazovia(PL): Recovery of traditional brew making*
- 

2) Integrated way of reviving the old crafts with youth

- *Vodnjan (HR): Revitalisation of olive culture and olive oil production*
  - *Piran (SI): Revival of salt making*
- 

3) Skills development for pursuing old crafts as economic  
potential for young generation

- *Budapest (HU): Viticulture utilisation*
- *Venice (IT): Traditional boat making*



# PRESERVING CERAMICS BY BOOSTING THEIR COMMERCIAL POTENTIAL



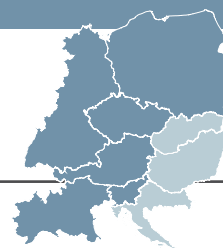
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CENTRAL EUROPE



**CerDee**

Central Europe has a long-standing ceramics tradition. Their economic potential is, however, not fully exploited and global competition is threatening this sector. In a newly established network of the cultural and creative industry (CCI) in participating regions, the CerDee project brings together various regional approaches. Information gained is used to develop training courses, education and outreach activities to boost the entrepreneurial skills of ceramics producers.

[www.interreg-central.eu/cerdee](http://www.interreg-central.eu/cerdee)



AUSTRIA	Niederösterreich
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ITALY	Emilia-Romagna
POLAND	Dolnośląskie
SLOVENIA	Zahodna Slovenija



PROJECT BUDGET

**2.23  
MILLION €**

ERDF FUNDING

**1.82  
MILLION €**

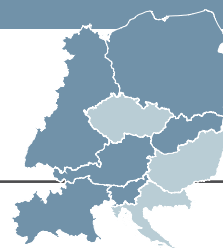


# BETTER MANUFACTURING THROUGH CREATIVE NEW COOPERATIONS



Cultural and Creative Industries (CCI) contribute to economic and social growth in central Europe. Their benefits could be further enhanced even in effective cooperation with other industry sectors. By implementing a so-called “cross-collider network”, the COCO4CCI project encourages intensified cooperation between the CCI and advanced manufacturing sectors. CCI hubs and business support organisations work in tandem, complementing each other with knowledge and experiences. This will result in more optimised and innovative processes on both ends.

[www.interreg-central.eu/coco4cci](http://www.interreg-central.eu/coco4cci)



AUSTRIA	Oberösterreich
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POLAND	Zachodniopomorskie
SLOVAKIA	Východné Slovensko   Bratislavský kraj
SLOVENIA	Zahodna Slovenija



PROJECT BUDGET

**2.38**  
**MILLION €**

ERDF FUNDING

**1.95**  
**MILLION €**

# HELPING TRADITIONAL INDUSTRIAL REGIONS IN THEIR TRANSFORMATION



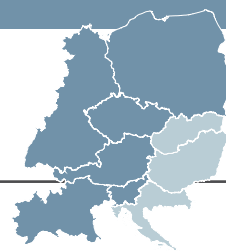
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**InduCCI**

Cultural and creative industries (CCIs) can be a core driving force for economic innovation and societal development. They are often key to transforming Europe's traditional industrial regions and ensuring their economic survival. The InduCCI project develops training and fosters new policies, which will improve the framework for CCI in industrial regions. This way the project helps affected regions to become more resilient to the undergoing transformation of their industry.

[www.interreg-central.eu/inducci](http://www.interreg-central.eu/inducci)



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ITALY	Veneto
POLAND	Śląskie
SLOVENIA	Zahodna Slovenija



PROJECT BUDGET

**2.03**  
**MILLION €**

ERDF FUNDING

**1.65**  
**MILLION €**



# CREATIVELY TAKING FORWARD INNOVATION IN OUR VILLAGES



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CENTRAL EUROPE

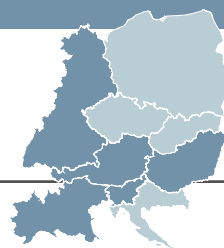


**MaC Village**



Cooperating with creative and culture-oriented companies is one way for villages in rural areas to develop their cultural resources and come up with innovative ideas to preserve the attractiveness of their regions. Local actors, however, often lack the know-how to initiate this. The MaCVillage project provides an easy-to-apply methodology at local and regional level to initiate cooperation with enterprises from the from Cultural and Creative Industries. Furthermore, regional stakeholders are trained to implement the innovation methods developed in the project.

[www.interreg-central.eu/macvillage](http://www.interreg-central.eu/macvillage)



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SLOVENIA

Burgenland  
Brandenburg | Berlin  
Dél-Dunántúl  
Abruzzo  
Zahodna Slovenija |  
Vzhodna Slovenija



PROJECT BUDGET

**1.43**  
**MILLION €**

ERDF FUNDING

**1.17**  
**MILLION €**



# MAKING MID-SIZED CITIES MORE ATTRACTIVE FOR THE CREATIVE SECTOR



**Interreg**  
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**STIMULART**



Compared to larger urban areas, many mid-sized cities in central Europe are less successful in attracting creative activities, innovative services and young talent. To tackle this, partner cities in the STIMULART project work together to enhance Culture and Creative Industries (CCIs) through transforming organisational and financing frameworks. By creating a mechanism to utilise vacant spaces, as well as promoting the creative potential of local culture, they help boosting the competitiveness of mid-sized urban cities.

[www.interreg-central.eu/stimulart](http://www.interreg-central.eu/stimulart)



GERMANY  
HUNGARY  
ITALY  
SLOVENIA

Oberpfalz | Sachsen-Anhalt  
Észak-Alföld  
Veneto  
Zahodna Slovenija



PROJECT BUDGET

**2.52**  
MILLION €

ERDF FUNDING

**2.07**  
MILLION €

# ACCELERATING CREATIVE ENTREPRENEURSHIP



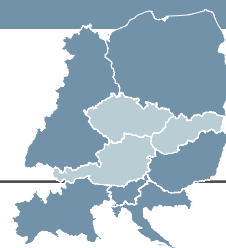
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**SACHE**

Cultural heritage can inspire innovation and become the basis for creative entrepreneurship. The SACHE project helps regions to utilise this positive effect by introducing tools and approaches that accelerate creative entrepreneurship around cultural heritage. Based on a newly developed central European model, the project expands and strengthens the role of cultural heritage sites such as museums by transforming them into “Smart Accelerators of Creative Heritage Entrepreneurship”.

[www.interreg-central.eu/sache](http://www.interreg-central.eu/sache)



CROATIA

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ITALY

Veneto | Friuli-Venezia Giulia

POLAND

Podkarpackie

SLOVENIA

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Zahodna Slovenija



PROJECT BUDGET

**2.06**  
**MILLION €**

ERDF FUNDING

**1.70**  
**MILLION €**



# IMPROVING THE MANAGEMENT OF HERITAGE SITES



Damaged and neglected historical buildings are a common sight in many central European regions. Often insufficient funding for renovations is behind the decay. Better heritage management can help finding these funds. ForHeritage supports local and regional authorities in that aspect by putting tested tools and experiences into practice. By focusing on management, the project builds capacities in various regions to help key actors to exploit different funding sources for revitalising neglected sites and buildings.

[www.interreg-central.eu/forheritage](http://www.interreg-central.eu/forheritage)



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Zahodna Slovenija

CROATIA

Jadranska Hrvatska |  
Kontinentalna Hrvatska

ITALY

Piemonte



PROJECT BUDGET

**868**  
**THOUSAND €**

ERDF FUNDING

**726**  
**THOUSAND €**

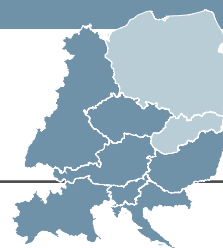


# PROTECTING CULTURAL HERITAGE FROM DISASTER



Natural and man-made hazards or extreme weather due to climate change are putting cultural heritage at risk. There is a need for innovative preservation and safeguarding approaches across central Europe. STRENCH improves the capacities of public and private organisations to mitigate negative impacts of climate change on our heritage. The project builds on existing climate models, risk indexes, vulnerability assessments and other services and uses them to draft robust disaster preparedness and response action plans.

[www.interreg-central.eu/strench](http://www.interreg-central.eu/strench)



ITALY	Friuli-Venezia Giulia   Emilia-Romagna
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AUSTRIA	Niederösterreich   Wien
HUNGARY	Dél-Dunántúl
SLOVENIA	Zahodna Slovenija
GERMANY	Oberfranken
CROATIA	Jadranska Hrvatska



PROJECT BUDGET

**1.30**  
**MILLION €**

ERDF FUNDING

**1.10**  
**MILLION €**