

**SUPPORT FOR LOCAL INITIATIVES AND PROJECTS IN THE FIELD OF INTANGIBLE CULTURAL HERITAGE
LAUNCHING OF PILOT ACTIONS IN 8 REGIONS OF CENTRAL EUROPE**

To support the creation, development and financing of Intangible Cultural Heritage initiatives that contribute to the maintenance and promotion of a living cultural heritage in the region.... (name of the region), which is one of the 8 areas of the ARTISTIC project, an ICH Desk Point has been established, which will provide local creators and actors with tools and services to support sustainability of the projects they undertake.

The activities of the ICH Desk Point will be coordinated by a trained Mediator, selected to strengthen local cooperation networks, animate the activities of Local Working Groups, support the promotion of ICH's potential in the region, as well as create and implement new projects regarding Intangible Cultural Heritage.

The tools developed under the project will also allow to increase the knowledge and skills of local cultural operators and entities that support citizens, associations, cooperatives and entrepreneurs in the preservation of Intangible Cultural Heritage on a daily basis, through valorization of this heritage, assistance in the development of projects, planning of activities and the interest in given undertakings, also of private investors.

On ... (date)_ (name of the partner) announced a call for local projects and initiatives in the field of Intangible Cultural Heritage. The call for projects will be carried out until (date) and is aimed at local creators, cooperatives, associations and entrepreneurs who have an interesting idea for maintaining a living Intangible Cultural Heritage.

Among the submitted projects, the most interesting initiatives with development potential will be selected, which will receive support from ICH Desk Point and local experts, including in the field of developing a business plan, effective communication with the environment, protection of intellectual property and methods of attracting private investors, who will be able to support the financing of these initiatives.

The next stage of the support offered will be to identify among the selected projects those for whom, due to their development potential and the activity and involvement of a local creator (originator), local, national or transnational crowdfunding campaigns will be prepared. These campaigns will allow, on the one hand, to test how attractive ICH projects are to the community and to what extent the crowdfunding tool is an effective way of collecting funds for the implementation of such projects. On the other hand, the preparation of such a campaign will be a great opportunity for a given ICH project to obtain financing for its implementation as well as to promote the creator of ICH, its activities and the ICH itself.

The official presentation of the developed tools and services and the inauguration of the pilot actions supporting the valorization of ICH ideas will be held on March 6, 2019 in Rzeszów, Poland, during the conference of the ARTISTIC project, in which will participate partners from 8 regions of Central Europe: Italy (project leader) , Austria, Slovenia, Hungary, Germany, Poland, Slovakia and the Czech Republic, and research partner University of Hamburg.

Information on the coll for ICH projects, support offered to local artists and entities operating in the field of Intangible Cultural Heritage in the region.... (name of the region) can be found on the website of.... (partner name / contact details of the ICH in the region).

Background

ARTISTIC project was created to undertake actions enabling an increase of financial resources and specialist knowledge among culture operators and society, which allow meeting financial expectations enabling efficient development and management of cultural projects and ensuring the sustainability of projects implemented in this thematic area.

The aim of the project is to improve the relationship between cultural operators, society and financial operators, and support these groups to improve the quality of their activities in relation to the valorization of intangible cultural heritage. The model developed as part of the ARTISTIC project aims, on the one hand, at an improvement of the intangible cultural heritage operators' competence to implement and develop projects with a better business ability, and on the other hand to help create opportunities to adapt intangible cultural heritage ideas to the expectations of potential investors, combining in this way, cultural and marketing aspects.

ARTISTIC in numbers:

- 8 CENTRAL EUROPE REGIONS
- 12 PROJECT PARTNERS

The ARTISTIC project implemented in the years 2017-2020 is supported by the Interreg CENTRAL EUROPE Programme, funded under the European Regional Development Fund.

For more information about our project can be found on the website: <https://www.interreg-central.eu/Content.Node/ARTISTIC.html>.

If you are interested in topics referring to the Intangible Cultural Heritage, join us on our ARTISTIC Facebook profile: <https://www.facebook.com/projectARTISTIC>

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Partner LOGO