



FINAL REPORT ON LOCAL PILOT ACTION

DELIVERABLE D.T3.3.10

(WP T3, ACTIVITY A.T3.3)

Version 2

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1. Introduction

Following KPI (AT2.4), this final report describes the activity: identify the most promising ICH projects; provide assistance; finalize the projects; identify the investment strategy (public, private, etc.). After it, the report will be circulated to Advisory Board. PP8 leads. The final report presents also the generated business plans within the ARTISTIC project (from August until December 2019). The business plans were produced and delivered until December 2019 by the local operators in all Partner regions. For doing so, the local operators used and tested the ARTISTIC toolset, and recorded the generating process of the Business Plans.

The WP T3 aims at implementing pilot actions at a local and transnational level to test the instruments/services developed with the support of operators trained (ICH mediators). The ARTISTIC project identified and selected 132 ICH ideas and generated and finalised 93 of the most promising ICHs oriented business plans, to strengthen their identity and feasibility. The selected ICH ideas were supported in their development. This process is leading to a final selection of 34 ICH business ideas that are being taken to crowdfunding campaigns.

2. Development of a set of Key Performance Indicators (KPIs) and evaluation system. (A.T2.4)

The accomplishment of the ARTISTIC project depends on different factors such as internal processes and responsibilities of each project partner (PP) that conduct to the achievement of the project goals. In the whole process, all PPs kept consciously in mind that the main project goal is the valorization of intangible cultural heritage (ICH) assets for local sustainable development in Central European regions. For the evaluation of the ARTISTIC project, it is important to take into account different “key performance indicators” (also known as KPIs). The developed KPIs within the ARTISTIC project help to identify what is important to the project and provide the baseline by which we measure the development of the ARTISTIC project in order to achieve its goals successfully. It is important to mention, that all involved parties did agree upon the KPIs *before* initiating the pilot actions (WP T3). The chosen KPIs are being measured and monitored by the LP as a tool for decision-making *during* the entire project’s progress.

Here follows the developed table with the selected KPIs to measure the performance of all partners within the ARTISTIC project. The figures were collected End of November 2019 by the LP and were presented during the Technical and Steering Meeting in Ceske Budejovice, in the Czech Republic.



Out of this KPI table, we realize that the project is running well and is achieving its goals with the number of deliverables being accomplished (Stand December 2019):

	Achieved until December 2019	Suggested target
Number of tools developed for the sustainable use of cultural heritage and resources:	1 toolset was developed and succesfully tested.	1 toolset
Number of local ICH desks established	11	8
Number of Train the Trainers Session	At least one “Train the Trainers session” was realized as planned by all project partners.	1
Number of ICH Mediators trained	56	8
Number of open calls per PP	10	8
Number of local selected ICH projects	132	76
Number of local trainings realized	16	8
Number of ICH operators trained	162	100
Number of Meetings with ICH Operators after the realization of training activity	22	8
Number of Study visits realized	11	2
Number of Business Plans developed	93	76
Number of Strategy for the creation of ARTISTIC Transnational Crowdfunding Network	1	1
Number of Crowdfunding platforms considered	At least 21	8
Number of ICH projects to be presented at the crowdfunding platforms	34	40
Number of Mid-Term Report on local pilot action	1	1
Number of Final Report on local pilot action	1	1
Number of Project Partners adopting the produced Toolset	11	11
Number other institutions adopting and/or improved the Tools and Services developed	8	10
1 Platform (“Entribu”) Repository to host all instruments developed	1	1
Translation of the training material into the corresponding languages of the partner countries	6	7



2.1. List of local selected ICH projects (D.T3.1.2)

At the beginning of 2019, all project partners realised an open call, and published it in the website of each partner region to select ICH ideas and projects in each partner country. The call closed on the 28th of February 2019, and at the end of March 2019, a local jury of experts selected the best ICH ideas. After the open call, the ARTISTIC project partners selected following ICH ideas:

2.1.1. Italy

GO FOR WORKSHOPS...DISCOVERING THE HISTORICAL ACTIVITIES OF OUR TERRITORY

It is a marketing consulting service for operators and organizations, directly involving the Local and the prestigious Historic Activities of the territory. The service consists of the conception and development of a series of events and guided tours that offer "Historic Commercial Tourism Experiential Paths" to be supported by new technologies, interactive apps and social networks.



WANDERERS

It is a platform/marketplace where two types of travellers meet, allowing them to share their content and allowing them to be paid for quality content.





SONGS ‘NOT TO FORGET’

Objective: Development of new harmonizations and new presentations/representations of popular Veneto singing, together with greater dissemination and better performance, through the use of social media.

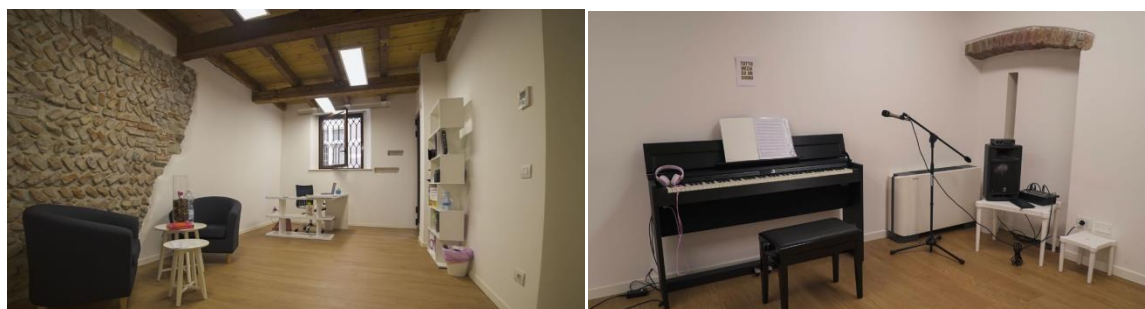


LIDO BY THE SEA

This business idea stems from the desire to bring the right visibility back to Venice Lido. With the project of designing and selling coordinated mother/child swimsuits, inspired by this golden period, the proposer wants to make known and rediscover the Lido area not only locally but also internationally. The costumes will be made in ECONYL® from plastic recovered from the seas and oceans and then recycled. In each costume, there will be a tag with QR Code technology. In this tag, the buyer will find information about the local artist who created the print, news and curiosities about the history of the Venice Lido. This kind of storytelling will, therefore, make it possible to make adults and children aware of the art as well as create an indissoluble link between the territory and the product.

ATELIER DEL BIMBO introduces “THE DIFFERENT”

Atelier del Bimbo puts the child at the centre of the attention: if properly stimulated they can be autonomous in understanding WHO they are and what their needs are, in respect of the natural environment and its traditions. With the BAND ARTISTIC, the association wants to promote a theatrical show, THE DIFFERENT, aimed at attracting the interest of the community in the search for values through the performing arts (music, dance and theatre).





FACTORY OF OPPORTUNITIES

‘Diversamente in Danza’, Social Enterprise, intends to realize the product “Dance show with disabled people” by creating the first integrated contemporary dance company in Verona that involves skilled and differently able dancers on a professional level.



SHAKESPEARE WEEK

The projects would like to increase the dissemination of Shakespeare's knowledge, by promoting the international Shakespearian week held in Verona by means of new technologies and instruments, catching the attention of other target groups.



FUTURE PERFECT

“Future Perfect” has educational value and aims to safeguard the territory from a cultural artistic-naturalistic point of view. The idea is to create a network between rural and cultural reality that allows everyone to know and discover the Valpolicella at 360°.

ARCHEOCOMICS

The ArcheoComics business model is divided into three points: 1. Laboratories offer ArcheoComics didactics to schools of all levels; 2. An offer of playful learning experiences of ArcheoComics for non-formal learning contexts; 3. Creation of illustrations, animations and educational graphic supports for museum institutions and cultural associations



AMBIENTI



ANIMALI



BEST THEATER

This idea fosters a platform that wants to bring together from one hand those who manage the theater and on the other side, those who wish to use it through technology (apps, websites, and chats).

RI-CIAK COMMUNITY CINEMA

Ri-Ciak Community's Cinema is a project that aims at regenerating and reopening the historical Ciak cinema in Verona. A future desire is also to create an Academy of international cinematographic arts.



PROMOTION AND INTERNATIONALIZATION OF THE MUNICIPAL TERRITORY OF VERONA

Core idea: promotion and internationalization of the municipal area of Verona

UAN CIU TRIBÙ

The main idea concerns the development of three aspects: Tourism-Events-Tv. It aims to safeguard the traditions, tastes and typical cultures of the provincial territoriality as opposed to today's globalization.



Un Du Tri Bù

Puntata Zero Top Secret

Escursion sul Sacro Bisso de Acua e Sbarco del Mantico

Celebrasiòn rievocativa nel segno del Sol Leòn dele Tribù Selvadeghe del Nemus Manticus.



THE TEARS OF RILA

Skills in choreography and dance, combined with those in the educational field to create a cultural activity that promotes Bulgarian culture in the Veneto region. Objective: to correlate the two cultures. Organization of cultural events and shows (Bulgarian folkloristic dances and songs, promotion of poetry, literature, cuisine and traditional Bulgarian festivities) also to experience intercultural contamination.

THE ART OF BIRTH: THE LIVE NATIVITY SCENE OF VILLAGA

Focus on the heritage of the prehistoric caves of Villaga, in the province of Vicenza, at risk of deterioration due to the fragile balance of the surrounding nature. Through the organization of the LIVE NATIVITY SCENE event in the week following each Christmas. The event has been organized for several years, but the project has the goal of improving its organization and sustainability.





GAMES AT RISK OF EXTINCTION

Objective: the spread of free play for children as an essential tool for learning and personal growth, through 'Il Ludobus' and 'La Ludofficine' in schools, projects born in 2006, which now need to be implemented (also in terms of equipment) and more publicized. The proposer presented a road map for the development of the project.



Diritto al gioco

La sua azione favorisce il diritto al gioco di tutti i cittadini, con particolare riguardo all'infanzia e all'adolescenza.

E' un servizio culturale che cambia in positivo il rapporto con l'ambiente e con il territorio, strutturando al meglio gli spazi e promuovendo i rapporti sociali tra i cittadini, bambini e genitori. E' un servizio sociale perchè garantisce il diritto al gioco (principio fondamentale della Carta Dei Diritti Del Bambino dell'ONU, come il diritto allo studio) e promuove forme di socializzazione fra bambini di diverse età e culture.

E' un servizio pedagogico perchè si propone come luogo di promozione di nuovi percorsi educativi di formazione, di sperimentazione e di ricerca.

Il ruolo degli animatori e l'intervento

Il Ludobus NON impone un'attività strutturata e non crea un evento di tipo spettacolare con attori/animatori e spettatori/bambini.

Il Ludobus mette in piazza (letteralmente) tutto il materiale ludico che contiene e gli animatori hanno il compito di presentarlo, di insegnare ai bambini i diversi giochi e di osservare affinché tutti riescano a divertirsi e a trovare il "proprio" gioco. Il tutto avviene lasciando i partecipanti liberi di scegliere in piena autonomia le attività che preferiscono e favorendo la creazione di piccoli gruppi di gioco, secondo gli interessi di ciascuno.



VAL D'ALPONE: MARINE BIODIVERSITY IN THE PLACES OF THE EOCENE

Its objective it to enhance the cultural and natural heritage of the Val D'alpone (marine biodiversity of the Eocene and other periods) towards new generations (students for example) and towards the local community. The target of the project presented here is mainly the local school community through a calendar of events and meetings with guided tours of the territory and the realization of dissemination materials.





The association proposes to "recolour the city of Treviso" which, since Roman times, had richly decorated façades within the walls, now eroded by time and war bombings. The project enhances the previous research already funded by the Benetton Foundation and the virtual reconstruction innovations through digital light projection to relive the historical centre as it appeared in the XIII-XX centuries.



THE NATURE IS RIGHT

The objective is to start a process of recovery of the heritage of knowledge, typical of Lessinia mountain (North of Verona), related to herbs and natural plants for medicinal, cosmetic and culinary use; enhancement of the tradition and natural environment of the Veronese mountain. The proponents have outlined a road-map for the development of the project. The focus lays on the involvement of the local population and young people in the area to safeguard a cultural heritage that is at risk of being lost.

TRAINING AND ASSISTANCE PATH ON BUILDING GOOD PRACTICES IN THE ICH FIELD

The idea is to offer training courses on the construction of Good Practices in the field of the Intangible Cultural Heritage. These courses have as targets the reference communities (game and community, traditional sport) and all the public and private subjects that operate in its territory. The objectives of these paths are the acquisition of skills and knowledge on Intangible Assets, according to Art. 18 of the 2003 UNESCO Convention, and on the development of local, national and international networks.



ORIGINS



It should be a portal with a digital application of integrated and partially innovative processes, as a repository of entrepreneurial and professional positive experiences from a cultural and artistic perspective.



BOSTEL DI ROTZO - LIVING EARLY HISTORY

The project aims to protect, study and promote the prehistoric archaeological area of Bostel di Rotzo in the Asiago Plateau, making use of innovative and engaging communication systems and technologies to make it attractive and accessible to the broader public.

At present, the archaeological area of Bostel is freely accessible, which hinders effective management and protection. The first step is that of enclosing the entire region and the introduction of an entry ticket. On the site there is also a reconstruction of a Rhaetian house, reproduced based on excavation and ethnographic data. Therefore, the next step is to add other reconstructed buildings to recreate a portion of the ancient village. Then, through the 'Living History', or historical revisiting, it will be possible to immerse the visitor into the Iron Age. Thanks to new technologies like Virtual Reality, Augmented Reality, and 270 ° Cinema, it will be possible to show the many aspects of the life in the ancient village, from those linked to everyday life to its destruction until rediscovery. The immersive cinema will allow the area to be visited at different times and in various weather conditions as well as by people with reduced mobility and by remote visitors.

Picnic/barbecues areas will be available inside the park and visitors will have the possibility of participating in historical re-enactments or experimental archaeology activities. Setting-up historical re-enactment events could also prove to be a great form of local community engagement. Telling the mood and the daily life of the inhabitants of this area of 2500 years ago means handing down centuries of local history, knowledge, uses and customs.

HOUSE OF THE ARTS in Belluno



The theatre TIB wants to create the House of the Arts in the city of Belluno, a permanent centre to promote theatre and performing arts, to engage the local community and to favour youth participation through training opportunities.

The centre will offer educational and artistic activities for children, students, young people, tourists; higher training for artists (master, workshops, encounters with artists); advanced courses for technicians and operators, covering theatre, dance, music, and visual arts (photography, painting, sculpture, video making, computer art). The House will have most advanced technical, lighting, audio equipment and a multimedia lab for the production of interactive shows in theatres and in open spaces reducing set-up time and costs. Use of new technologies and language codes for the creation of presentations will be widely sought after and encouraged.

The project aims to address the widespread need, especially amongst youngster, for new spaces for the fruition and the practice of art. It will help to emerge new talents, favouring knowledge and competences transfer, and supporting generational turnover.

HOUSE AND WORKSHOP OF THE ARTS in Verona

The cultural organisation Fondazione Aida wants to establish a cultural pole in the city of Verona for the creation, production and fruition of performing arts, open to both professionals (artists, actors, artisans, technicians, journalists, operators) and the broad public (students, citizens, spectators, art lovers, tourists).

The Pole, to be set up in a building nearby the university campus, will have a rehearsal room, classrooms and a conference room, theatrical spaces, workshops for the construction of props for plays and musicals, a warehouse for stage materials, offices, a boarding house, a bar and restoration service. Thanks to an agreement with the university, the Pole will also host the theatrical library “Beni Montresor” which preserves books, magazines and videos about the world of theatre.

Operating in connection with similar centres at European level, the Pole will offer: theatre plays, encounters with authors, theatre school for children and young people, training for teachers and educators, theatre courses for adults and for the third age, technical and lighting workshops, costume workshops and theatrical tailoring, preparation and preliminary studies for shows, artistic performances, exhibitions, installations. It will also be at disposal for the organisation of other cultural initiatives.

The idea is to bring together, in one spot, a centre for research and production, a space for studies and training, and a structure for the fruition of shows, engaging and networking several subjects from different sectors (art, research, education, hospitality). The overall purpose of this project is to keep alive the longstanding artistic characterisation of the city of Verona, exploiting and wide-spreading knowledge, and professionalism and know-know related to the world of theatre and of the art in general.

CONTAINER - a centre of multimedia culture

The idea is to create CONTAINER, a centre of multimedia culture for the promotion, dissemination and information sharing on multimedia and new communication technologies, where to hands-on experience the equipment under the guidance of experienced professionals and where to attend directly or via web specialized courses on new communication strategies and on the use of particular stuff.

CONTAINER will be a multi-purpose space, formed by a coworking area, a room for photo and video shooting, photo and video test labs, a demo room for presenting new products and software, and a training room for refresher courses and workshops. There will be workstations for consultation and training especially on the use of modern equipment about which very little professional information is available (e.g. drones for video recording, for heat dispersion and video surveillance of the properties). A specialized library and newspaper library will also be created.



CONTAINER will be a hub and reference point for several different operators and can contribute, amongst others, to the exploitation of local natural and cultural heritage enhancing the quality of communication processes.

M9 - Visual reconstruction of the local economy's history

M9 is a project of reconstruction of the recent socio-economic history of the city of Vicenza and the achievements attained by local firms over the last 50-70 years. With the support of many visual aids, and through the rewriting and selection of focal moments, new storytelling of the city will be created and made accessible online and on-site to citizens and tourists. The project stems from the need to safeguard the recent past and to explain to new generations, visitors and tourists, what differentiates and makes Vicenza unique.

The project development foresees 2 phases:

- 1) Creation of a digital archive building upon the many existing archives of vintage pictures, unknown to the broad public, thus generating one sole flow that tells the history of the city in the twentieth century, accessible online through several interactive touch-screen totems, displayed throughout the city.
- 2) Set up a physical space of display, full of rooms for temporary exhibits, business meeting, and other events. This space, placed in a strategic location, is meant to become a city hub, a place of social aggregation and a well-known landmark for residents and visitors, like a business card of the city.

The project encompasses a collection of images of Vicenza's historical firms that have become known nationwide, of production sites and plants, historical advertising campaigns, of closed down firms and discontinued products that today have become collectable items, tales of industrial patents and innovations "made in Vicenza", of the strong connections between industry and sport, sections of images dedicated to famous Vicenza's entrepreneurs and innovators, artists, athletes, etc. The path through images becomes a storytelling of the milestones of the local economy's history and a representation of the parallel society evolution, all showing that Vicenza is a forge of bottom-up creativity, a source of manufacturing expertise and skills, and a place of doing business.

OFFICINA CLASSICA HUB - a centre of excellence for classic and vintage cars

The project aims at the creation of OFFICINA CLASSICA HUB, a local centre of excellence for classic and vintage cars in the city of Padova, where activate co-working and co-sharing processes and bringing together different local operators, both traditional ones, like craftsmen and traders, and innovative ones, like specialised startupper, researchers, experts of tourism and regional development, experts of internationalisation processes.

The centre will operate in close connection with the thousands of local vintage car clubs, real "catalysts" of interests and knowledge, and will organise a series of events, weekly (e.g. club meetings, theme parties, auctions, etc.). The centre will provide rental spaces to the various commercial and craft activities; storage spaces to private individuals, and directly manage a restaurant/bar.

The centre will also house the so-called "Classical Academy" providing training and upskilling activities to all operators who, in different ways, are involved in the vintage car business. The training component of the project specifically addresses the need to provide continuity over the years to the work of restorers, mechanics, upholsterers, body builders, etc. The latter are generally senior and highly experienced people, who do not always find in the family (e.g. children) or within the company (e.g. an experienced employee) a figure that guarantees continuity of craft activity. In this sense, "Classical Academy" will take care of the training, enhancement of manual work and craftsmanship, maintenance and transfer of ultra-decennial skills, which otherwise would risk of being lost.



The second phase of the project foresees the opening of OFFICINA CLASSICA Hubs all over the world, located in medium/large cities (with at least one million inhabitants) and with a strong vintage car industry.

ORATORY OF THE CROSS, a virtual reconstruction of its original appearance

The project aims at making possible a virtual experience of the original sixteenth-century appearance of the Oratory of the Cross by Great School of Saint John the Evangelist in Venice.

Thanks to virtual reality, in particular, a three-dimensional model, accessible via smartphone or alternative devices provided on-site, visitors of all ages will be able to relive in the first person, the past "lives" of the Oratory of the Cross, discovering the original location of the cycle of canvases on the miracles of the Cross that belonged to the Great School of Saint John the Evangelist and are now housed in the Gallerie dell'Accademia Museum.

PROCESSUS - digital manufacturing services for artistic productions and craftsmanship

PROCESSUS is a start-up for the research and development of products with a unique and customisable design using digital manufacturing tools and applications. In particular PROCESSUS provides multi-services like creation and reproduction, through digital technologies, of works of art; digitisation of works of art and handicraft objects; production of digital or physical models for artistic manufacturing, with the aid of 3D modelling and digital sculpture software; consultancy on 2D and 3D modelling and rapid prototyping; support to craftsman workshops on adapting products to new aesthetic and technological standards, with digital integration of IoT and home automation systems; organisation of training e activities, conferences, seminars.

All these services can be applied in several different sectors, e.g. craftsmanship, architecture (decoration, furnishing, and qualification), art and design, offering small businesses new sustainable production opportunities at a very reasonable cost. Working closely with artisans, artists, designers, researchers, PROCESSUS will enhance local traditional productions (like the furniture production of Treviso, the artistic ceramics of Nove and Bassano del Grappa, the marble and stone production of Verona, etc.) thanks to a close alliance between industrial production methods and craftsmanship culture traditions, forming hybrid design and production models.

COLLABORATIVE WEB PLATFORM for the discovery of cultural heritage

The idea is to set up a collaborative web platform where subscribers can post and learn about places and events of cultural interest. It will also be possible to link one place to another to create thematic itineraries within one or more cities. Professionals and amateurs or whoever lives nearby a spot of interest will be able to report about any place that they deem worthy of being known, inserting such a place into a circuit for the discovery of new cultural itineraries. It will connect not only monuments and physical locations but also local histories, traditions, productions.

Access to the platform will be "freemium". All users will be able to navigate the platform and post new content free of charge. Companies, associations, operators and professionals wanting to give continuous visibility to their products/services will have to pay an annual fee. Local hotels, restaurants, art galleries, museums, etc. will buy advertising spaces like banners or promotional articles.

The platform, accessible from any device, will become an information hub that will integrate different resources, such as interactive maps, videos, texts, links, and other materials uploaded by users. The platform will allow everybody to cooperate with content creation and will integrate a search engine ensuring customised search results, which, over time, will become more and more precise, updated and relevant to whoever wants to discover something new, nice and interesting to see or do in the area.

TERRACOTTA - HUB GALLERY



Fondo Plastico, a consulting agency for the promotion of artistic craftsmanship, wants to create TERRACOTTA - HUB GALLERY, a diffuse network of spaces dedicated to decorative and contemporary ceramics in the town of Bassano del Grappa, the heart of an ancient ceramic production district now facing a sharp decline.

These spaces, located in highly visible and accessible access spots in the historical centre, will host activities for the promotion, exposition, production and commercialisation of contemporary ceramics. The network will include a temporary store (Terracotta Shop), several workshops for ceramic craftsmen and designers (Terracotta Labs) to be shared and/or used in rotation, an exposition hall (Terracotta Space), spaces for training and meetings (Terracotta Farm). A well-coordinated communication will be designed for all spaces to create an attractive and identifiable image. It will also mark a well-recognisable itinerary within the historical centre of the city for the discovery of unknown urban places.

TERRACOTTA will be a collaborative entrepreneurship model, and an instrument to promote and exploit the culture of ceramics:

- collective and personal temporary expositions will be organised in rotation, and young artists/artisans will have the opportunity to exhibit and sell their products;
- initiatives to stimulate constant interaction and networking amongst operators will also be organised as well as specific events to engage both the local community and tourists;
- connections with other local initiatives and attractions will be continuously favoured.

TERZAFORMA - an artistic workshop

TERZAFORMA is meant to be an art workshop, based on the ancient model of the “craft shop”, where to produce and sell artistic objects made of ceramics, wood, metal, cloth (limited production or one-piece only). The exhibition/sale space will be directly connected with the production space, for the appreciation of the link between the product and the producer. The user/client will clearly perceive that TERZAFORMA is not just a mere store, but also a place to establish a direct relationship with the artist (artist-to-consumer model), and make a true cultural experience linked to the exhibition of manual skills.

Pre-sales “advice” will be given to guide the customer in the choice of the product according to the personal tastes and the environment in which it will be placed. Sales support service can also include the proposal to carry out a decorative intervention in the place where purchased / purchasable items will be positioned. Well in line with the overall purpose of transmitting knowledge and disseminating the culture of making an artistic “experience” TERZAFORMA will sell books about art, ceramics, and applied techniques; specialized magazines; materials and small tools for ceramic and fine arts production.

Collaborations will be established with local businesses operating in complementary merchandise sectors, such as:

- florists who can use TERZAFORMA vases for their compositions,
- furnishing galleries that can insert decorative panels and others artefacts in their interior architecture proposals,
- Fashion boutiques that can host works of art to embellish their sales space, independent bookstores with which to promote author encounters in partnership.

2.2. Austria

Mallnitz "Hoch oben" - Exploring nature and culture

The idea of the project is to transform a camping place into a starting point for exploring and experiencing the national park “Hohe Tauern”. Different leisure opportunities (hiking, skiing) shall be



combined with the long-established culture and cultural offers in the region. The core idea of the project is to valorize the cultural heritage in the area, by making it more attractive both for tourists and for locals. By creating a tourism project that offers hospitality, and creates cooperations between the various local cultural stakeholders, the economic region will receive new impulses and get more attractive for the younger generation to stay in the region.



RECYCLING KNOWLEDGE

By taking the idea of recycling places, these shall be enriched by creating sites for recycling and valuing knowledge.





WATER TAXI VIENNA

The aim is to find a sustainable way to keep alive the traditional boat tours in Vienna, which go from the inner city out to nature to the national park “Lobau”.



BIO MARE MILK

The 3,000-year-old product "organic mare's milk" is to be produced and distributed regionally, originally and naturally at the Töchterlehof, as in the previous 35 years. The excursion destination Töchterlehof represents an optimal platform for knowledge transfer in this regard and should be made even more attractive with new media possibilities for visitors.



PRESERVATION OF RAILWAY LINE

On a set railway line between Hermagor and Kötschach-Mauthen (Carinthia), a trolley company (bicycle trolleybuses) is to be built and operated. The association Gailtalbahn is committed to the preservation and reuse of the railway line between Kötschach-Mauthen and Hermagor. Andreas Mühlsteiger and David Kehrer founded the club on 10.10.2016.

Unfortunately, after 101 years of operation, the closure of rail traffic on the section from Hermagor to Kötschach-Mauthen took place.



LIFE POWER PLANTS



Rauer's harvest wants to promote the idea of "life power plant further". The point is that CO2neutral "superfood" is sustainably produced in harmony with nature. Long-standing regular customers should be involved intensively.



HAND-BLOWN GLASS PRODUCTION

The old craft of "hand-blown glasses" is to be increasingly brought back to Austria to produce the highest quality glasses and pass on this ancient knowledge to other generations. Sophienwald Glassworks, over centuries famous for their unique, hand-blown glasses, was founded in the year 1725 near Alt-Nagelberg. Based on this remarkable old tradition, the name Sophienwald® for glassware was brought to life again. The brand Sophienwald® stands for tradition - handmade in wooden moulds - combined with contemporary design and luxury.



ASSOCIATION BIOREGION MÜHLVIERTEL

The association BioRegion Mühlviertel is a network that includes agricultural organic, direct marketing companies, gastronomy and hotel industry, schools, organic artisans and commercial organic food processors. The association uses natural qualities and ecological knowledge, strengthens cooperations and participation, and creates closed value-added cycles in the organic sector to secure sustainable regional development. The goals are a deep and comprehensive anchoring of organic farming, organic food production and a sustainable way of life.

MARKET PLACE GRAZ

Create an „Amazon“ like logistic concept for local products.



INNOVATION STORIES

A local film production company wants to create innovation stories about traditional local SMEs to encourage entrepreneurs and other SMEs to be innovative although being traditional at the same time.

CARINTHIAN CIRCULAR ECONOMY

A circular economy is an economic system aimed at minimising waste and making the most of resources. This regenerative approach is in contrast to the traditional linear economy, which has a 'take, make, dispose' model of production. In a circular system resource input and waste, emission, and energy leakage are minimized by slowing, closing, and narrowing energy and material loops; this can be achieved through long-lasting design, maintenance, repair, reuse, remanufacturing, refurbishing, and recycling, all implemented via corporate and social entrepreneurship. Proponents of the circular economy suggest that a sustainable world does not mean a drop in the quality of life for consumers, and can be achieved without loss of revenue or extra costs for manufacturers. The argument is that circular business models can be as profitable as linear models, allowing us to keep enjoying similar products and services. The area Lavantal in Carinthia wants to realize this concept.

CABLE CAR MODERNIZATION - ECONOMIC VALORIZATION OF THE REGION THROUGH TOURISM EXPLOITATION

Rural regions in Austria fight hard to preserve their cultural heritage, to make staying their young people in the villages and find niches for economic exploitation. Especially in the Alps, tourism is a valuable way to valorize a region economically and thus improve its attractiveness. The 90-year-old cable car, whose license expired in October, last year, had low capacity. With the new concept, skiers and snowboarders in winter as well as bikers, and those seeking relaxation in the summer can enjoy their stay. For visitors to the adventure park, whether families with baby carriages, seniors or perturbing guests, the trip to the Mariazeller Bürgeralpe is stress-free and pleasant. The "Bürgeralpe Express" is scheduled to open in December 2019 and contributes to preserving local cultural heritage in Austrian mountain regions.



BEESWAX BREAD BAG

Natural packaging of food beautiful and plastic-free finally found optimal storage for the bread.

Bee Fresh Beeswax bread bag is made of high quality 100% cotton, covered with organic beeswax and then a beautiful bag is sewn.



Our daily bread stays fresh for longer. At the same time, the beeswax protects the bread during mould, has an antibacterial effect, is washable and can be used repeatedly.



S'TRANKERL - BIOHOF SIEBENSTEIN



Something with soul

Something special is our siebenstein trankerl, which has a refreshing effect. With its radiant red, the siebenstein trankerl becomes a gift with soul. With seven different appearances, the beautiful trankerl not only dances out of line in terms of taste. Unique by the combination of Aronia, apple and stinging nettle it is sprayed with a hint of carbon dioxide. Our 0.33l trankerl may feel free, free of added sugar, artificial aromas and alcohol. With its valuable ingredients, it has an invaluable health value. Thus, it enhances the well-being for small and large trankerl connoisseurs.

WOLLGENUSS REINDL

Wollgenuss is the merger of sheep farmers from the volcanic land since 2004. We aim to show what valuable renewable raw material we have on our doorstep. With the sheep, our beautiful cultural landscape has cared for the soil. They provide us with precious meat and digestible milk. Felt is the original form of apparel that was flown long before spinning and weaving. From our volcanic wool, we manufacture stable, robust Filzunikate. Unfortunately, wool is not perceived by many as an economic factor but as an annoying by-product. At our felt courses, we find that the participants come from all fields of work, but no sheep farmers.

This should change! We are happy to pass on our knowledge and our many years of experience in felt courses. Fifteen years of Wollgenuss, -15% on the summer felt classes at the 1st Styrian sheep's wool



jute at the Weltmaschine site, Kaag 12, 8332 Edelsbach. May - September, Thursday and Saturday starting at 9 o'clock with advance notification possible. In the region's schools, sightseeing visits from farms should be included in the syllabus and replace a walking day.



VO DO THEATER, AN OFFSHOOT OF DAHIER THEATER

VoDo takes care of the processing and interpretation of cultural assets in theatrical form. Three female, fixed characters experience different things in everyday life. They experience the typical daily life of women in different eras and craftsmanship, as well as songs and dances.



PUXBOX

The dogs and cat beds are hand-woven from Organic Willow with a cuddly hand-sewn organic cotton padding filled with kapok fibres. In a second line, upcycling materials are used to make unique pieces. Puxbox combines the love of pets and the environment with the respect of interior design. Impeccable quality and the highest artisanship inspire confidence. Only those who are trusted can be dragged into their own four walls. Puxbox makes dogs and cats' hearts beat faster, and the eyes of the owners radiate. A melding of local artisanship with handcrafted unique designer pieces with top-quality functionality.



They convey quality, aesthetics and sense of design and sustainability and enables a unique symbiosis of tradition and modernity. The traditional craftsmanship, which stands for quality and longevity, blends with modern design elements and a contemporary spirit, which is characterized by ecological thinking.

HLW FELDBACH - CORPORATE AND SERVICE MANAGEMENT (JUNIOR COMPANY)

Corporate and Service Management (UDLM), including the junior company, is an integral part of the CPR training. The goal is to prepare our students as practically as possible for their careers. The new subject UDLM is currently being developed in terms of content. It integrates the previous project task-training firm (junior company) and should be upgraded strategically by new content. Intangible cultural heritage is the framework for this. The focus will be on food technology in the coming years. In this junior company, much research and experimentation can be done to cast old knowledge into new forms.

AUF D'ELTERN SCHAUEN

Caring becomes more and more of a problem. That is why Mrs Froschauer is convinced that an essential pillar for the future management of the care of our parents (or family members), will be the care in the family. One could avoid many care mistakes, mental, physical and mental problems of caring relatives and public financial expenditures, if professional support in the form of consultation, instruction and implementation on the spot by a DGKP would be given. Furthermore, this could also be a relief for the dwindling family doctors, since activities in the co-responsible field of action could be taken in consultation with the family doctor. The trend from one-family to multi-generational homes would again have the positive side effect that reciprocal learning, passing on of traditions, knowledge and customs could take place again. However, since many family members do not have the know-how and do not feel confident about this responsibility, preventative measures such as information, guidance, support, good conflict management and the necessary financial support, would be required.

BEING HUMAN

The BEING HUMAN © Academy bridges the gap between work and meaning. It offers consulting, training, business training and coaching. It is based on cultural awareness and identity as a starting point for healthy development. The BEING HUMAN © method is based on a pro-creative inner attitude, the adequate expression of which is learned in staged dietary training. Karola Sakotnik developed it, based on the 70/20/10 model and creative techniques of the performing arts, inspired by the resilience and salutogenesis model of Aaron Antonovsky and the Theory U approach of Otto Scharmer. It is aimed at anyone who wants to leave a positive footprint. In the first step, it is directed to innovative companies, to small producers and artisans, to educational institutions and development of interested individuals. The training takes place in the area of expression, meaning, communication and service awareness. It will cover topics such as objection and conflict management, innovation, agile work models and creativity.



It is consciously located in the Styrian volcanic land to integrate the human aspect of the created potential into working, educational, social and private life together with regional development, education and economy.

CIVIC CROWDFUNDING IN STEIRISCHES VULKANLAND

To make the crowd available as a development partner for many smaller projects, we run a crowd development as a base capital. Goal images, accessibility, integration, participation up to the funding and the reward system are processed and exemplified. After the crowd is built as a base, this can be used by other initiatives, without having to go through all the elaborate steps again. Each subsequent initiative or project contributes to networking and the system and extends it. Over the years, many promoters can benefit from this without having to spend their money on a campaign themselves. For small initiatives and actors, the threshold for funding crowd campaigns is 1,500 - 4,000, for SMEs around 5,000. - At the same time, it is being explored as an example of whether parts of volcanic land development can also be financed and processed via the crowd. This, in turn, can be the basis for a new project culture of direct participation in regional development projects.

2.3. Slovenia

SELECTED IDEAS FROM JARINA (PP04)

SLIPPERS OF A DWARF POLESNJAK

Vesna Arh

Vesna Arh produced a lot of designed children's slippers and named them after the hero from the local fairy tale, the Polesnjak dwarf. Such slippers as he can carry everyone. It is just that it is not cold, and it's quiet. She will make a copy in several different variants, as you do with a particular story or a parable for a subscriber. She will write and print this fairy tale in a preprepared book. Therefore, the gift will be perfect.





PRESENTATION OF CHEESE PRODUCTION ON THE MOUNTAIN AND IN THE TRAVELING DAIRY

Lucija Gartner

They produce cheese and other dairy products on the farm. In the summer, with cows, they move to the mountain of Laz. Their idea is to elevate the traditional knowledge of making cheese and offer cheese on the market, which they produce in the mountain in gift boxes, with the story. They want to provide:

- Mentoring on the production of cheese in the mountain - in a way that max two people stay and work with them
- Presentation of the cheese production in a travelling dairy
- Cheesemaking workshops according to the traditional procedure for max five persons
- Design cheese packaging and design a promotional campaign
- Currently, they are just before the renovation of the dairy and the increase in activity



IZDELOVANJE TRADICIONALNIH GORJUŠK, ČEDR IN PIPES

Srečko Lotrič

As well as great-grandfather, grandfather and father, Srečko himself makes the traditional Gorjuška cedars and Pipes made out of the wood of fruit tree species. I decorate them with an intarse pearl nut. Pipes are not precisely a sales item, so he developed a new line of products, especially jewellery and decorations for the home, made of wood dyed with pearl nut. Products are selling well, but Srečko wants to get a higher added value. He also notes that his products need gift packaging and a good story. For the promotion, a website will present the production. In addition to the products I already manufacture, I would like to develop new, useful and sales.

MANUFACTURE OF SPECIALIZED BACKPACKS AND HANDBAGS WITH LOCAL STORIES AND HANDICRAFT DETAILS.

Primož Rutar

Primož manufactures specialized backpacks, custom-made. He also designed a series of backpacks and handbags for everyday use. Now, he would like to present these items on the market through various channels. He has established online media, and he also prepares a website. Products would be launched as locally manufactured products on the market, from verified materials, of course, upgraded with local stories and handicraft details.



"HOUSE OF TRADITIONS"

Handicraft Cooperative Cduo, rokodelska zadruga z.b.o.,so.p

"House of traditions" is an upgrade of the 16 years of operation in the field of preservation and development of their intangible cultural heritage, which they provide in the area of pottery and the development of modern ceramics. In the renovated object of the building cultural heritage, they will introduce extended contents of the display and transfer of traditional craft skills of the local area (pottery, glassware-pohorsk glažute) and new content, recycling aluminium as a design challenge. They will arrange a sales gallery, a restaurant with local cuisine, and studios with a lecture room.

TRADITIONAL CRAFT SKILLS - POTTERY, OFFERED AS AN EDUCATIONAL, EXPERIENTIAL TOURIST PRODUCT

Tatjana Hlačer

Potential of intangible heritage, traditional craft skills - pottery, they want to offer as an educational, experiential touristic product. The pottery workshop is located in the renovated farm building of the former farm. It is with the associated land, a testimony of some time, which adds to the primary content a specific taste, which is further enhanced by the knowledge of the habits of the ancestors and findings in the ethnological research, the concrete homesteads (Pr 'Koren, on Perovem, and in Kamnik) and the wider environment. Following UNESCO's definition of intangible heritage, the products of traditional presentation skills, impressions, knowledge transfers, products.

SELECTED IDEAS FROM BOVEC (PP05)

DIFFUSED HOTEL IN SOČA VILLAGE

Mr Peter Della Bianca is preparing a diffused hotel based on cultural and other heritage. In addition to accommodation, food and activity services, their primary focus will be events, workshops and concerts, connecting with the locals and our cultural heritage. Anyone who deals with homegrown products or other services will be able to carry out our program or sell products in the most natural environment.



INTERPRETATION OF BOVEC TAILS

Interpretation group Bovec wants to present a content related to local tradition and social practice through interpretation, games or recitation. Various content relates to local legends, fairy tales or stories. Games, performances, interpretations would serve both the presentation of content to the local community, schools, and for tourist purposes.



COMMON CHEESE MAKING PLACE

Bovec Farmers' Association of Breeding recognized that for several years, it strives to establish a model to develop and upgrade the cheese industry in Bovec as an essential economic and tourist story. The basic idea is the integration of farmers who produce milk in the municipality of Bovec and the establishment of a "cooperative" cheese factory. Bovec cheese is recognized with an appellation of origin, which is the most prestigious mark for a quality class in the EU. Therefore, they would like to preserve it as such. The reason for a cooperative cheese factory is not only in raising awareness, but also in making visible problems such as cheating the cheese, lowering costs, and so on. The cooperative will be a relief for farms. In the end, it is difficult for a farm to carry out agricultural, food and marketing activities. Due to the fragile system of farms, they decided to look for opportunities for a joint cheese factory. They want to create a business plan to find out whether a cheese factory is an economically justified investment. They also plan a shop and a tasting room with a kitchen.



CYCLING TOUR ON THE CHEESE ROAD

Petra Repič is the owner of Outdoor Galaxy Agency, and she is looking for ways to connect tourism, not only with sports but also with our ICH. She has the idea of taking interested persons on a guided tour "on the cheese routes" with electric bikes. They would be offered a presentation of the cheese tradition at the valley of Loška Koritnica and Bovec. They would see mountains, pastures, farms and products. They would see also the process of cheese making, and they would try a shepherd lunch.

NATURAL CULTIVATION OF VAGITABLE AND HERBS

Gaja Kozar and Aljaž Šinigoj have this idea to produce eco-friendly local food for local use. They want to preserve small agriculture production, as they were in history. Because of its climatic characteristics, Bovec region was never an area of intensive vegetable production, but the natives always tried to produce enough seasonal source of vitamins for their own needs in their natural habitats. The idea lays on



sustainable, biodynamic production of greenery in the greenhouse and outdoors, which will provide the local people with a fresh, healthy source of essential vegetables and herbs in all seasons.



HARVESTING AND NATURAL WOOL COLOURING

Mojca Benedejčič wants to transform the existing family farm into a sustainable project with the cultivation of herbs, wool-dyeing plants, cultivation of other cultivated plants, sheep breeding and the use of local sheep's wool into finished fabrics. The products are ecological, free of chemicals, natural, preserving the tradition of painting and dyeing with natural dyes. Products are designed for home decoration and general use. Various workshops with painting, wool painting and the cultivation of herbs and colouring plants will also be offered.



HERBALISM AND MEDITATION WITH THE NATURAL ELEMENTS

David Zorč wants to upgrade his herbalism and expand it to the same kind of natural retreat, where people can enjoy the natural elements, relax, eat everything that is packed in the forest or homegrown and even heal with naturally prepared aromas, medicine and so on.



PROMOTIONAL PACKAGES WITH TCE CONTENT OF THE IMPORTANT CULTURAL HERITAGE

Tjaša Korbar and Mirjam Stajnar are both young, crafty girls that feel poisoned about our ICH. They want to honour it by designing gift sets that relate to old and new knowledge. Examples:

- beekeeping gift set (with a glass of honey, a candle from beeswax, a voucher for apitherapy),



- cheese making gift set (a map of all cheese making places of the Bovec municipality, a piece of cheese),
- Shepherd gift set (a souvenir from the sheep wool, a coupon for a guided tour of a farm or pasture with a sheep).

All products would be linked under the joint brand name - Bovško (Bovec region).



PERMANENT EXHIBITION OF THE RECENT HISTORY OF ČEZSOČA VILLAGE

Miranda Komac Kopač wants to embrace the passion of Čezsoča village people about their history and show it to the world. A permanent exhibition on the recent history of the village of Čezsoča would be set up at the cooperative home in Čezsoča. The exhibition would show the period between 1948 and 1950, the period of co-operation between the SFRJ and Slovenia, with an emphasis on the events in Čezsoča and the broader area of the municipality of Bovec. The exhibition would be composed of visual material, sound material with recordings of the stories of the elderly inhabitants of the locality, survey of records in the Provincial Archives the present catalogue for the exhibition on the construction of cooperative homes after the Second World War and so on...



FISHING EXHIBITION

The local community of Kal - Koritnica would like to make a "Fishing house", where people all around the world can learn about our nature, our pride - Soča River, and about our fishing principals. They will show how the fishing was changing over the years and how important it was for our local community. They would also design an outdoor theme walk, where you come to the river, see where fishing is taking place and learn something new.



SAFE GUARDING OF THE CULTURAL ELEMENTS

Triglav National Park committee wants to emphasize how important it is to safeguard the ancient principals of building houses and other cultural elements. Without knowing how to do things the old way, the essential cultural elements will extinguish, and the valley will change forever. The idea is to obtain an alternative, lasting and sustainable approach to preserve the image of valleys, such as Trenta. These valleys represent a large part of wooden roofs, the shape and colour of houses, and other sites, the use of wood elements in their surroundings and the preservation of the cultural landscape. They want to organize workshops where the ancient knowledge about building wooden roofs, saws and other cultural elements will be passed on to the younger generations. They are looking for a way to make this building affordable and encourage the locals to renovate houses in this way.



2.4. Hungary

STRAW PANEL PRODUCTION

Hagyományos Házépítő Kft. (company active in the field of traditional architecture)

Innovation technology for house building:

- Wooden frame with a straw panel
- made from waste material
- Environment-friendly insulation

Additional innovation:

- The panel gets a plaster coating
- Ready-to-use the panel for building

Investment needed:

- For innovation (IPR protection)



- To buy the straw sewing machine



© hvg.hu © www.strawbuild.org

ROUTE OF LOCAL HERITAGE MUSEUMS

Tájház Szövetség (Hungarian Association of Local Heritage Museums)



Development of cross-border touristic route by connecting local heritage museum buildings

- development of a complex offer from the local values by involving the local community (for each house and the whole route)
- development of a complex offer from the local values by involving the local community (for each house and the entire route)
- assistance on the local level to the houses for developing and maintaining their offer

A complex touristic offer shall be provided along the route: folk architecture, gastronomy, local heritage, dance, music, etc.

IMPROVING THE PROGRAMME OFFER OF PITYERSZER MUSEUM SETTLEMENT Őrségi Nemzeti Park (National Park Őrség)



Pityerszer: small settlement consisting of a few traditional houses in the Őrség region

The task is to improve the programme offered by developing a complex touristic reorganisation of the settlement containing the following elements:

- Safeguarding cultural heritage
- Gastronomy
- Handicraft
- Local values: dance, music

WINE-CELLAR APARTMANS

Hegypásztor Kör (Civil association for safeguarding ICH)



Transforming unused old wine cellars located in West Hungary into apartments for touristic use

The task would include:

- Reconstruction, renovation by preserving the exterior and interior values
- Prepare the buildings for 21st century needs of tourists
- To connect the cellars into a network for a complex touristic offer

EXPANSION OF REGIO EARTH FESTIVAL

Regio Earth Festival



© Regio Earth

Regio Earth: Central and Eastern European festival about earthen architecture, design and art.

The task would be to expand it into a festival on a national level or even to make it international.

Tasks:

- to develop the programme
- to develop the location
- to find sponsoring - to find participants

BRAIDED DOOR - INSULATION DOOR

Hegypásztor Kör - (Civil association for safeguarding ICH)



Braided door (in German: 'geflochtene Tür'):

Almost extinct heritage in the neighbouring Austrian village Heiligenbrunn („second door made of straw”)

The making and using of this door are recorded and documented by Hegypásztor Kör.

The task would be to safeguard it by valorising and making it market-ready

- Product development



- Market research
- Preparation of business plan

Result: environment-friendly insulation product.

TRADITIONAL SMALL-SIZED HOUSE MODELS

Hegypásztor Kör - (Civil association for safeguarding ICH)



Development of small-sized traditional houses (a wooden structure with thatched roof) for garden use.

In different sizes:

- Dollhouse for children
- Storage for garden tools

Assembly kit: do-it-yourself

Tasks to do:

- Market research
- Product development,
- The assembly video

Outcome:

- Marketable product,
- Sensitisation

ELABORATION OF KNOWLEDGE BASE / VIDEO DOCUMENTATION ON TRADITIONAL ARCHITECTURE

Elaboration of video documentation / knowledge base for different handicrafts of traditional architecture



© Nagypám

FOLK ARCHITECTURE SUMMER UNIVERSITY

There is the need of elaborating the annual training program of the Folk architecture summer university in the Vasi Hegyhát region, in the Western part of Hungary.

BUILD LOCALLY, BUILD YOURSELF

Foundation of a movement:

Residential building movement based on folk architecture for a healthier and sustainable future.



AWARENESS-RAISING WORKSHOPS

Developing and conducting awareness-raising workshops on mud/adobe and other natural raw materials for university students



2.5. Germany

OPERATION OF A PUMPKIN MUSEUM IN ZWETHAU

This business idea has long slumbered in the mind of Andrea Schmidt. The woman from Zwethau started her small business with a creative barn and expanded her offers with her family year after year. In the meantime, a pumpkin domicile known throughout the region attracts hundreds of guests every year. To the festivities, experiences and pleasures around the pumpkin, a pumpkin museum with information, and exhibitions to the special plant will complete the enterprise.



CONSTRUCTION OF A FARM SHOP FOR ELBIAN PASTURE BEEF PRODUCTS IN PÜLSWERDA

Hereford beef meat is ripened in peace, very juicy and extremely tasty. The meadows on the Elbe between Graditz and Pülswerda offer best breeding opportunities for the cattle from the English county of Hereford. In Pülswerda - near these feeding grounds - a farm shop for the various products made from this meat is now to be created. In addition, other regional products of the farmers market are offered here. A party barn with 150 seats and an adventure kitchen complete the special offer.



REDESIGN OF THE EAST ELBE FARMERS MARKET PÜLSWERDA

It has been the trademark for direct marketing in the region for some 20 years - the East Elbe farmers' market Pülswerda. On average, 1,300 visitors make their pilgrimage to this market, which presents fresh produce from the countryside and many things for the home, yard and garden.

This year there will be a 100th event, which will invite as a special adventure and pleasure market. This concept should also be the orientation for future markets in the coming years.



CONSTRUCTION OF A SHOW MILL IN THE COUNTRY BAKERY SCHRÖDER GROßTREBEN

He is the only baker in East Elbia - the land baker Heiko Schröder. Since his ancestors founded the bakery in Großtreben 100 years ago, the reputation of the bakery has grown. Quality location developed. The baker family always has new business ideas. So now, the old historic mill will be used for show demonstration. For this, however, it must be restored and prepared again to allow the historical milling processes to be experienced. For this purpose, a concept should be developed and accompany the practical implementation.





BUILDING A BAKERY WITH TRADITIONAL BREAD RECIPES

The country bakery Schröder from Großtreben, in spite of its modernly furnished bakery, relies on history: bread, made from old baking recipes, plays a significant role in the bakery. The "Ringbrandofen" bread or the "Grandpa Willi" bread are sought-after products from historical recipes, which assert themselves alongside new health-conscious breads. Now the master baker wants to build a new branch in Beilrode, in particular, this historic bread should be offered.



EVENT IDEAS FOR THE OLD-FASHIONED FARM KATHEWITZ

The community Arzberg, the East Elbian Association and the back team Kathewitz take care together with other partners for the operation of the Ancient Farm in Kathewitz. The venue - located directly on the nature reserve "Alte Elbe Kathewitz" - provides the backdrop for a variety of offers. In addition to the East Elbian Apple Day, cabaret evenings and other festivities, new possibilities for events are to be conceived, tested and installed.





DESIGN OF CULTURAL HERITAGE EXHIBITIONS IN THE ARZBERG HOME ROOM

In the Arzberg homeroom, the intangible cultural heritage of the region of East Elbe can be experienced. Here is an overview of the history, but also to historically significant Erbeformen our region. Here are presented the Slavic place names, regional customs and festivals as well as chronicles, books and texts as well as regional crafts. With the development of further topic overviews, even more areas of our intangible cultural heritage will be presented in the future.



COOPERATIVE IDEA - FOUNDING OF A COOPERATIVE FOR SOLIDARITY AGRICULTURE

The UNESCO Intergovernmental Committee on the Preservation of Intangible Cultural Heritage adopted the Cooperative Idea at its 11th meeting on 30 November 2016 in Addis Ababa as the "Representative List of Intangible Cultural Heritage". On 27 March 2015, Germany had submitted its first nomination for the Representative List of the Intangible Cultural Heritage of Humanity under the title "Idea and Practice of Organizing Common Interests in Cooperatives".

Today, the cooperative idea can be found regionally and globally in almost every industry. The principles of "self-help, self-administration and personal responsibility" are its own. Its members acquire cooperative shares and thus become co-owners. Their voice, independent of the number of shares acquired, ensures their participation and the opportunity to participate actively. In addition, the indispensable goal of membership promotion unites the cooperatives, both socially and culturally, as well as in economic terms.

In Northern Saxony, solidary agriculture is to be created by founding a cooperative.

In solidarity agriculture, several private households bear the costs of a farm, in return for which they receive their crops. Through personal relationships, both growers and consumers experience the multiple benefits of non-industrial, market-independent farming.

COOPERATIVE IDEA - FOUNDATION OF A SALES AND MARKETING COOPERATIVE OF SAXON DIRECT MARKETERS

The UNESCO Intergovernmental Committee on the Preservation of Intangible Cultural Heritage adopted the Cooperative Idea at its 11th meeting on 30 November 2016 in Addis Ababa as the "Representative List of Intangible Cultural Heritage". On 27 March 2015,

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indispensable goal of membership promotion unites the cooperatives, both socially and culturally, as well as in economic terms.

Direct marketers and craft producers make an important contribution to the supply of the population in rural areas. Regional craft producers and direct marketers with traditional products find it difficult to compete.

Therefore, there is a need for direct marketers, who want to endure in the future, to cooperate with new customer groups and synergies.

Direct marketing farms want to break new ground and create and establish a sales and marketing cooperative.

2.6. Poland

ARTISTIC WORKSHOP SPLOT

Joanna Rej- journeyman-weaver (traditional and artistic weaving), journeyman- embroiderer (traditional embroidery techniques, knowledge of regional design), ability to make dolls with the name- motanki (motanki are handmade dolls, made of fabric), sewing, macrame- the art of tying strings without the use of needles, wires or crochet, known since antiquity; spinning. Completed studies in management, People's University in Wola Sękowa and the course of postgraduate pedagogical preparation.



An artistic workshop where you can acquire knowledge and skills in: different forms of artistic and traditional weaving, different techniques of embroidery and traditional design, lace, hand knitting, Slavic motanki dolls. Workshops take place in an intimate atmosphere, under the supervision of an experienced instructor, who, while teaching techniques of performance, talks about traditional forms of using the skills learned. In the studio, on the website and the FB profile, my works from various fields of traditional craftsmanship or using elements of traditional design or techniques are displayed. This serves to promote fading knowledge and skills and to attract visitors to the cultural heritage of traditional crafts. The studio also offers shows of weaving on a loom, reeling of Slavic dolls or spinning on a reel at various events such as fairs, as well as educational meetings in schools and shared rooms. During art workshops on contemporary handicraft, design and traditional motifs serve as inspiration, and the learned handicraft techniques are the basis for possible learning of traditional techniques. The studio also offers traditional outfits and ornaments or those stylized on the traditional with the contemporary use of techniques and patterns of traditional cultural heritage.

THE FOLKLORE ASSOCIATION „PAWŁOSIOWIANIE”

Pawłosiowanie Folk Group, which has existed for 20 years, gathers older people who have been attached to the same system for many years. Here is an opportunity to change some of the forms of dissemination



of information about their activities, to go out to a broader audience of different generations and thus encourage them to work together.



Our idea is to adapt one room in a building next to the Pawłosiów University of Life Sciences, which will be revitalized in the years 2021 - 2022 (from the MOF grant received within the framework of the project Measure 6. 3 RPO WP) and allocated to a folklore chamber. It will be a place where, following the assumptions of the Statute of our Association, we will remind and cultivate the cultural traditions of Pawłosiów and the region. We will show how they lived, worked and celebrated our ancestors.

The possibility of such “returns”; to the already disappearing folklore traditions will be found in catalogues, photo albums, publications, folders, exhibits of old clothes, equipment or handicrafts. To realize our idea, we have to act in stages:

STAGE I - Will consist of collecting materials. Here we want to encourage and mobilize children and youth as volunteers to ask older relatives about old times, old objects, costumes, regional holidays’ rituals, songs, literary works about the existence of which we do not know, but we will gladly get them to our chamber.

STAGE II - Creation of a catalogue of photographs and description of the activities of the folk band “Pawłosiowianie” a collection of folk songs, literary works and messages of holidays rites, preparation for printing and publication, collection of necessary equipment, souvenirs, folk costumes and their preparation for the exhibition. Printing of leaflets promoting the ensemble and the memorial room. Collection and processing of the items mentioned above will take place in the premises of the Association’s headquarters. (Graphic design, printing, renovation and refreshment of exhibits will be made according to cost estimates and prices of companies and persons performing a given service after negotiating promotional fares).

STAGE III - Purchase of furniture needed for exposition, e. g. glass showcases, tables, shelves, hangers, information showcase placed outside the building) purchase of appropriate lighting (price estimate in consultation with the contractor and seller of equipment).

STAGE IV - Promotion of the regional memorabilia room and the activities of the “Pawłosiowianie”; team through the involvement of young people active on a daily basis in the world of the Internet, Facebook, YouTube portals (filming, developing articles, photos, etc.), distribution of leaflets during concerts and competitions in which the folk team takes part. We would also like to publicize the existence of the Chamber of Remembrance and the activities of the “Pawłosiowianie” team through local media in order to reach as many people as possible, in particular, the young generation, which loses interest in the cultural heritage associated with its small homeland. (Prices negotiated for promotion services in local media).

A LIVING WORKSHOP. LACE - BEAUTY INTERWOVEN WITH BRZÓZÓW TRADITION.

Małgorzata Chmiel - coordinator of living tradition. President of the Association of Creative People in Brzozów.



In 1967 it was decided to build a lace factory in Brzozów. The company produced lace by machine method. After 40 years of activity, it was liquidated; it was the only bobbin lace factory in Europe. There is a manual method of making this type of lace; it is one of the most beautiful, most delicate and noblest lace-making techniques. It is prepared on an adequately prepared roller using many pairs of spools called blocks on which threads are wound. Mysterious and fascinating, it is one of the most exciting and most demanding techniques of artistic handicraft. Various techniques of freely joining elements of block lace inspire to create surprising, abstract decorative forms, delighting with their richness, subtle and original composition. The first and most important product in the living workshop will be bobbin lace, as it develops, other types of lace, and various handicraft techniques will be introduced. The studio will organize workshops, ethnographic lessons and crafts demonstrations for organized groups and individuals.

Appropriate facilities to conduct classes, i. e. equipped training rooms are already available.

HISTORIA MAGISTRA VITAE EST- THE STORY OF A TEACHER OF LIFE.



History is supposed to be a source of wisdom of life for us; it should obey and inspire us. Travelling along cultural routes is not only a sightseeing tour but also an incredible journey into the past, a reflective trip. Being acquainted with the region's rich cultural heritage will allow the participant to deepen their knowledge of European roots and inspire them to create the present and future. Since ancient times, people with goods, culture, religion and customs travelled in merchant caravans thousands of kilometres separating Europe and Asia, they were a source of knowledge about the world, a breeding ground for creative development, a cure for the deadly disease of the parochialism.

The main objective of the project is to promote the idea of cultural routes and trade fairs (including Easter and Christmas markets) in the region based on intangible and tangible cultural heritage and transforming this idea into a business model, tourist product and attractive cultural and historical events. We suggest organizing cyclical events (reconstructions of fairs), which are a meeting place for the community with the intangible and material heritage. A convoy (merchant caravan) consisting of several or more than a dozen wooden merchant carts modelled on the former 16th - 17th century wooden merchant carts would be hosted in other cities on the main Old Town Square (merchant town), creating several days of artistic and commercial events, festivities (they can be combined with e. g. celebrations



of the days of individual cities and villages). It is also an attractive proposition for the creation of a common brand for the region, consolidating other intangible and tangible heritage projects (e.g. from this call), by coordinating events and providing exhibition venues for craftsmen and artists from the region. It will allow the optimization of promotion costs and expansion of their customer base.

ARTISTIC FOUNDATION - GA MON

The regional good and the resource usurping the name of the "cultural heritage" passed from generation to generation is the Lasowiak culture. Many artists, sculptors, painters and poets are inspired by elements of this culture, extremely valuable for the local community. The inspiration for our Foundation, as well as people cooperating with us, is "Lasowiacki embroidery", which we want to show in conjunction with contemporary trends in fashion. We want to show to the broader community subtly designed and excellently made costumes, clothing lines, haberdashery - drawing and inspired by traditional Lasowiak costumes with rich and beautiful decorations - just Lasowiak embroidery.

As a foundation involved in running workshops on cutting, sewing, designing regional and everyday clothing and organizing local meetings based on Lasowiak culture, we would also like to create an innovative style of dress maintained in the canons of Lasowiak's folklore emblems. We are merging "into one" everyday life and functionality with the impeccable character of the Podkarpacie region. We want to combine a fashionable style with modern Lasowiak embroidery. Thanks to modern embroidery machines, modern projects and a new look on the legacy of generation, tradition, customs and cultural heritage undoubtedly, there is a Lasowiak embroidery.

The traditions of Lasowiak embroidery as a craft passed from generation to generation will be treated as an indispensable element of fashion shows, exhibitions, workshops and events organized by us. In all of these meetings, we want to promote culture, music, and culinary cultures, but above all, the design and craft of our ancestors. Combined with the sensuality, energy and ingenuity of young artists "spawning" at our workshops, we will create a one of a kind modern and sophisticated style broken with various forms of traditional folk forestry embroidery. At joint meetings, the achievements of our talented artists will be promoted, and their actions will be supported by the Foundation, by enabling them to learn and develop. We want to create a space where the tradition of Lasowiak embroidery would have its honorary place and would be an inspiration for many future generations of our community.

PROMOTION OF WORKSHOPS, EXHIBITIONS AND TRAININGS IN ŁAŃCUT AREA - MANU CAFE

Creation of a place for meetings, promotions, workshops, exhibitions, training, co-working space with the sale of works, creating a network of connections between creators. As an accompanying activity, a café with small gastronomy based on the offer of local producers of food, wine, tinctures and teas will be run. We also want to sell crafts which projects would be developed as part of our operations. It will be a place of meeting tradition and contemporary needs, looking for an answer to the needs of the local recipient as well as from outside the region.

"ZŁOTA RYBKA" MUSEUM

The recreation centre "U Schabińskiej - Krzemienna nad Sanem" in the San River valley is located on a flat-plate surrounded by beautiful hills on each side. That is a peaceful and quiet area.





The museum would have been created in the town of Krzemienna - the sacred area of San, which is the cradle of countless natural resources. The museum will be built in the holiday resort "U Schabińskiej - Krzemienna nad Sanem", which includes: a restaurant, holiday houses, a campsite, a fishing area of 11h of water. The museum will be a place of communication of knowledge and fishing practice based on a fairy-tale canvas, fun and acquiring knowledge in the bosom of nature. The museum will include:

- The theoretical part with replicas of fish occurring in a given area and the pathological and theological path;
- Recreation part addressed for fishing, water sports, water ferries on the San River, games and labyrinths, camps in the bosom of nature;
- Construction of "huts" for travellers referring to the content of a fairy-tale about a fisherman and a goldfish. Among the cottages, there will be a traditional yurt, a house made of hemp, a clay stick, a home made of straw and others. We want to organize traditional camping in symbiosis with nature.

CRAFT VILLAGE

U Schabińskiej in Jasto is an object located in the heart of the city, close to railway and bus stations (about 400 meters). We have 21 hotel rooms with bathrooms (including two suites), a restaurant and two conference and event rooms. Our restaurant is known, among others from Magda Gessler's "Kitchen Revolutions" program, which led to the creation of a unique menu, reflecting the local traditions of the Podkarpacie region.



The idea is to create a craft village, which will be located in Jasto. The village is to be the cradle of heritage crafts characteristic of this region and a place connecting various heirs of knowledge and science. Knowledge is to be presented and passed on to next generations in visual and practical form. Two elements of craft settlements already exist in the target place, and they are the Lollipop Museum and the workshops of baking the yeast dough in a woodfired oven. Children, adolescents and adults visit these places. During the sewn up, the guide shows his knowledge and workshops. The settlement is to be expanded with further crafts:

- Old Kaffel - we have a stove that has left after a 100-year-old tile shop. It will be a symbol of art that Jasto's inhabitants cultivated in distant times. The aim will be to provide knowledge about firing ceramics and to show old tiles that have survived from the times of the tile industry. The whole action will end with creative clay workshops.
- A former ice cream parlour - a place for transferring technological knowledge about the production of traditional ice cream. The result will be the creation of ice cream of your composition.
- Pohulanka - a hall for singing and folkloric dances combined with learning traditional dances - Old Gingerbread - baking a gingerbread dough. Visitors will learn about old spices, old trade routes, gusles and beliefs.



“SAN, BIES AND CZADY”

The “San, Bies and Chady” project is connected with the Bieszczady Mountains, a touristically developed area of the Podkarpackie region.

Its purpose - the Socio-Cultural Goal - is the preservation and dissemination of the intangible heritage, which is the legend of Bies and Czady created by Marian Hess. The legend was written based on messages that the author carried out with the older people living in the Bieszczady area.

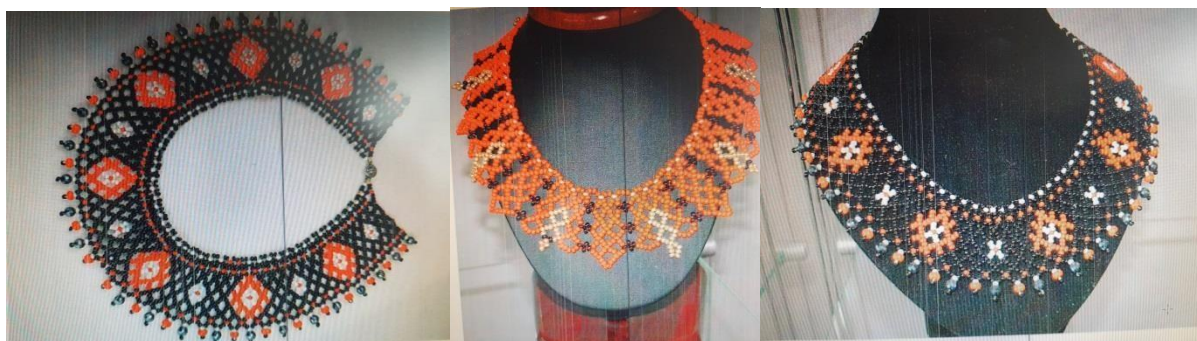
Based on a legend that served as an inspiration for further creation, the artist created images of devils and tumblers that were around his home and served in the past century as an exhibition, the beginnings of culture for visiting mountain enthusiasts.

Today, when travelling through the land of San, Bies and Czady without an in-depth search and ethnographic analysis, tourists will not learn about the history of the legend and its author. There are no publications, a memorial plaque at the school or local library, or sculptures of the author that shaped today's style of sculptors, photographs of sculptures, calendars, and postcards.

The business goal of the project is to introduce and disseminate tourist products in the Bieszczady region and the entire Podkarpacie region, in the form of author's publications based on collected documents, manuscripts preserved after the author and sculptures, copies made, replicas of sculptures and tourist souvenirs related to the legend of San, Bies and Czady.

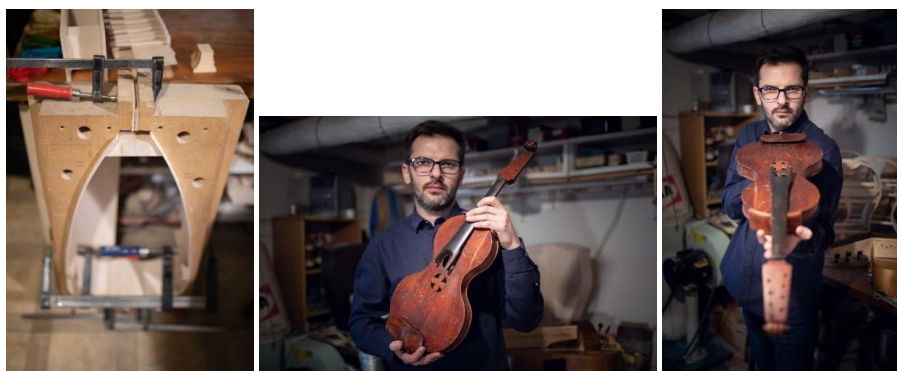
GLASS LEMKO “KRYWULKI”

The Glass Heritage Center tells about the history of Krosno glass, known for decades in Poland and the world, but also creates it. The most important attractions of the Center are interactive displays of glass production and decoration, in which tourists can take an active part. In the basement and the temporary exhibition room, you can see the exhibits presenting both artistic glasses, made by the best Polish artists, and usable ones - wonderful examples of the highest craftsmanship of utility design.



The Glass Heritage Center in Krosno is planning to increase the promotional and commercial impact in places most visited by tourists in the region of the Podkarpackie Voivodeship. Such places will have a twofold purpose. On the one hand, they disseminate and promoted the glass heritage of our region, on the other, they increase the number of places where interested tourists will be able to obtain glass souvenirs made by artists working for GHC by hands. These souvenirs will be available in places marked with the GHC logo. With a view to glass Lemko's labyrinths, we intend to expand the sale, because this jewellery has a historical value. Thanks to its sophisticated technique, it is worth passing it to future generations.

“TWO-HANDED VIOLIN”



Stanisław Nogaj - luthier who runs his workshop for the construction of traditional instruments. Some time ago, in the museum collection of the Jesuit Fathers in Stara Wieś, he discovered a unique musical instrument of unusual form. The creator of the instrument was brother Jan Klimek, who created this instrument almost a century ago. It is a type of violin, but with a bizarre and interesting form, named by the creator "About eight strings, two-violin violin", in short, "two-violin violin". The instrument has double strings, which does not exist in any classical violins and a recessed box, which can be detached from the entire instrument body, which allows testing new resonance boxes without the need to build a completely new instrument.

After consultation with Prof. Ewa Dahlig, an expert in the field of construction of folk instruments, it is said that this is a unique instrument not only on the national but also, as well a global scale.

He would like to reconstruct this instrument, prepare the production of this instrument and introduce it for common use by folk groups, early music bands, as well as musicians experimenting by use of old instruments.

In the first stage, he would like to use the crowdfunding platform to collect the money that is needed to create the reconstruction of unique violins.

The second stage is the reconstruction of the instrument, the creation of a few models that would be used in concerts.

The third stage is to prepare a concert promoting the instrument, as well as an exhibition of the crafts of brother Jan Klimek. The promotional event will take place in Stara Wieś, where Klimek used to make instruments for most of his life. The local community and the Jesuit Museum will be involved in the organization. Podkarpackie media would also be engaged to promote it.

The fourth stage will be the launch of violin production of two-handed violins and its sale. Currently, unusual instruments meet with exceptional musicians' interest, which was confirmed by interviews that were conducted among musicians.

The fifth stage will be the creation of a family of two-violin instruments, as is the case with the violin family, the equivalent of the viola and cello.

The introduction of a musical instrument to the music market, which until now has not existed in the musicians' minds, will undoubtedly give new opportunities for expression and the use of this instrument.

WOLOCH TRADITION CENTER

Family Ecological Farm "FIGA", located on the border of the Low Beskids and Bieszczady Mountains, leads goat breeding (about 300 animals) and goat milk processing. Grazing areas are also one of the cleanest natural places in Poland, thanks to which milk from goats from the farm is aromatic and full of nutritional values. The speciality of the farm is the production of organic cheeses by traditional methods. Products



(Walach cheese, farmer's cheese, bundz, brynza, cottage cheese and others) are characterized by original, full milk flavour.



The Wallachian heritage is a pastoral and cheese tradition known in the Podkarpacie region in the 13th century. As cultivators of these traditions, we want to resurrect the knowledge about old methods of breeding and cheese production, arouse interest in the local community of traditional cheese making. The essential element is to strengthen respect for nature. FIGA farm wants to show how our proto-plants functioned, produced food but above all lived in respect for the environment. The implementation of the idea is to be information and education. By creating a centre of Wallachian traditions (museum, exhibition and workshop chamber, building infrastructure for promotion outside Mszana), the benefit is the presence of a cheese production plant for decades - based on traditions. In the future, the construction of an accommodation and training centre for visitors is planned and those wanting to approximate the traditional crafts of Wallachia. Over time, we plan to expand our activities to include other traditional crafts (blacksmithing, milling, etc.). We assume in the future to strengthen cooperation with other local museums and local tourist attractions.



CREATION OF A FILM DOCUMENTATION - ASSOCIATION OF ENTHUSIASTS OF THE REGIONAL SONG AND DANCE ENSEMBLE



The Association of Enthusiasts of the Regional Song and Dance Ensemble Markowianie is a group of people who authentically dance traditional dances; sing chants from the history passed by fathers and grandparents, they say, that there are handcrafts at concerts and festivals showing traditional clothes and other crafts.

They have a rich offer that they are continually expanding. They are discovering the older and older pages of our history, returning to native traditions related to culture, dance, rites, dialect and chants. They bring out the gems from our history, which are then passed on to the participants of the workshops, team fans, spectators at concerts, festivals and shows. In to develop the wings and reach a wider audience fully, we need funds for the reconstruction, renovation or purchase of costumes and props, for transport, arrangement and retrofitting of demonstration spaces. Above all, we also need financial support for the creation of film documentation in the form of a documentary and music videos. Short videos reach a larger audience, show people's culture and are more attractive. It encourages people to act together for it, cultivate it and be proud of belonging to a region with its own cultural identity. The association has several productions on its account, including one typically in the form of a music video, and which won the award at the ART FILM festival (as the best film promoting Polish folklore) and gained very high popularity, is recognizable, shared and admired not only by individual viewers, but also by other bands that also dance traditional dances and safeguard folk culture.

THE RAFTING FEAST - SCRAP GALLERIES WITH A RAFTING BAND AND TASTING OF TRADITIONAL RAFTING DISHES.

The Brotherhood was founded in 1991. The cultivation of Ulanów's rafting traditions and the cultural development of Ulanow was accepted as the main goal of its activity.



As an heir to rafting traditions in Poland, the Brotherhood feels the obligation that the culture of rafting is not lost. Therefore, we undertake many activities that aim to preserve culture and identity in the members of the association and inhabitants of Ulanów. However, to reach out to the present realities, we want to create a compact tourist offer for organized groups. Utilizing the potential of infrastructure in the "Blue San" Sports and Recreation Center in Ulanów and the fleet of the Frisack Brotherhood units used for rafting trips, we want to present the offer through a rafting feast. The rafting feast will be composed of unique rafting trips with a rafting band and tasting of traditional rafting dishes. We believe that every such rafting will provide everyone with a lot of emotions and unforgettable impressions, and above all will present the culture to tourists.



The Flisack band is one of the carriers of immaterial rafting traditions in Ulanów. The role of the band in the association is to reconstruct and arrange works related to rafting traditions.

For hundreds of years of the rafting profession, the culture has developed, what includes rituals, dialect and songs or various chants.

The offer can be flexible depending on many factors, e.g. for a group does not have to participate in the entire 10-person band, but, for example, only four musicians.

THE LIVING TALE MUSEUM

The planned activity will consist in the creation of a Living Tale Museum, the aim of which will be to dig, archive, digitize and share the heritage of the oral tradition from the Podkarpacie region. The project is interdisciplinary. Starting from the problems of oral tradition - stories, songs, private narratives, rituals, narratives expressing the perception of the world, cosmology, myths, we will create not only available on the Internet Archives of stories from Podkarpacie, but also in the village of Łęki Dukielskie we will create a Living Tale Museum, where you will meet the specificity of the region due to the oral tradition (local, migratory, multicultural topics, changes in oral tradition, its contemporary forms). The place will carry out extensive educational activities related to cultural anthropology and ethnography within the areas associated with the regional oral tradition: workshop classes for various age groups, creation of animations for the story (stop motion animation workshops), and original workshops on the art of storytelling – methods of Joanna Sarnecka. In the headquarters of the Living Museum, stories will also be animated. Visitors will be able to record their own story, narration about the region, fairy tale, memories. Once a year there will be a Festival of Tales from the Hungarian Treaty.

The Scene will also be created at the headquarters. There, the artistic group “Opowieści z Walizki”, which has been active in the market for the art of living words for ten years, will present their narrative performances. A repertoire of narrative performances based on collected in the field and acquired from local and regional archives of oral tradition will be created. Performances will be presented to both local and regional audience as well as to tourists visiting the region during holidays. The Living Tale Museum of the Podkarpackie region will thus play the role of innovative artistic education concerning the region.

The museum will cooperate with artists from various fields who will decide on the topic of regional themes of oral tradition as inspiration for their work. We are also planning artistic residences connected with such cooperation for artists from other countries. Working on their own projects at the headquarters of the Living Museum of the Podkarpackie Stories, the artists will meet with residents, conduct workshops for children or young people, and work with seniors.

We are also planning to implement innovations through cooperation with scientists from the Lazarski University working under the supervision of prof. Aleksandra Przegalińska on AI (artificial intelligence), to study and develop the narrative style of the region, catalogue local and itinerant threads, and analyze the acquired research material in the field. The effect of this cooperation, in addition to cognitive values, can become a useful application serving min to tourists visiting the region.

EASTER EGG STUDIO



My idea includes the creation of "Studio Pisanki" next to my studio. I have a summerhouse, which could be a place like this after refurbishing. My goal is to continue the ancient traditions of decorating Easter eggs, to cultivate and maintain the Easter traditions, to interest recipients in the Easter egg - deeply rooted in our culture - as a work of folk art. He paints Easter eggs with different techniques, mainly performs "mini" pictures on them - Orthodox churches, flower and Christmas themes. In "Easter Eggs Studio", I want to show you different techniques of decorating, among others batik (wax).

TEXTILE STUDIO



The idea concerns the creation of a studio of a naturally dyed and decorated textile, giving continuation to the tradition and technique of textile dyeing, among others, using the batik technique. Batik is a traditional decorative technique consisting in covering the fabric (cotton, silk) with hot wax and dyeing it by dipping it in a colourful bath. Places not covered by the wax are coloured to create an unusual pattern.

ALBUM - RZESZÓW CYMBALS

Recording a 2-disc album with songs played on Rzeszów cymbals. The first CD will contain folk songs played in a traditional way. On the other CD, there will be pieces of famous, popular and classical music arranged for the Rzeszów cymbals.

The innovation of the project lies in the fact that the recording contained on the second disc will show the unknown qualities of the sound of the Rzeszów cymbals. Besides, through the repertoire, modern dulcimer will become an instrument more accessible to listeners who do not have to deal with traditional music on a daily basis.



MOBILE EXHIBITION AND TOY WORKSHOP



The idea concerns the creation of a temporary exhibition dedicated to toys (the exhibition was to be rented to other branches). The exhibition would promote creativity and local tradition. The project would require the involvement of local toy manufacturers and the preparation of a toy workshop (we have old workshop tables).

2.7. Czech Republic

PRODUCTION OF TRADITIONAL MARMALADES AND SYRUPS FROM ORGANIC FOOD



Miss Barbora Šimánková is very into the traditional production of anything that can be made from the food you can pick up in the garden. She produces any syrup, marmalades, and jams. She would like to set up her own business to sell the products in local stores or the markets. First, she needs to equip a professional kitchen.

PRODUCTION OF HERBAL TINCTURES

Mrs Monika Vrhelová wants to produce herbal tinctures from own herbs and products obtained by traditional way. Cultivation of own herbs for the preparation of tinctures and for sale.

Preparation of leaven from their apples to be burned to obtain quality brandy to which the herbs are loaded. She wants to sell tinctures in specialized stores in the Czech Republic or the markets.



CULTURAL AND HISTORICAL AND NATURAL COGNITION, GUIDING



David Kulhánek would like to set up Guide services-Routes outside the main tourist routes, exploring places and monuments, to prepare crafts workshops.

THEMATIC STAYS AND WORKSHOPS

Eva Siladijová would like to organize thematic stays, seminars, workshops, markets, etc. It should be held on a South Bohemian farmhouse. Presentation of traditional crafts, certified products, etc. In combination with a healthy lifestyle. The target group is foreign and Czech clients.



PRODUCTION OF WOODEN TOYS (MODERN TOYS)

Mr. Jan Vodička manufactures boards for Fingerboards and he wants to get over to regular sampling of about 40 pieces per month and to produce complete accessories in this industry.



GUIDED EXCURSIONS BY A ROAD TRAIN

Olga Nováková would like to open local guided excursions by a road train, because there is not such a service now in the city.





PROCESSING WOOL OF ANGORIAN RABBITS

Mrs Hana Kulhánková would like to set up a business in the processing of wool of Angorian rabbits. Breeding of Angorian rabbits is challenging, and very hard, in the context of the interest in natural products and manual processing, there is a demand for wool.



ORGANIZING CULTURAL AND HISTORICAL EVENTS AND OPERATING A CULTURAL MONUMENT

The administrators of the Nová Bystřice Castle with the possibility of its operation and its importance they return to it by organizing cultural and social events, building castle collections, performing with commentary, collecting information from researchers and archives, carrying out school children with interpretation, planning interactive exhibitions and educational content for youth. The aim is to popularize the rich history of the seat and the surrounding area and the tourist public.



DOCUMENTATION AND PROMOTION OF THE REGION IN THE FORM OF AN ECOMUSEUM

Establishment of an ecomuseum - museum without walls, including the historical development of the region, social relations, crafts, architecture and the natural wealth of the region.



BOBBIN LACE



The products made with the bobbin lace are again of interest. There are very varied possibilities to create several kinds of decorations, Christmas and Easter decorations to the lace itself.



2.8. Slovakia

STUDY AND CATALOGUE DOCUMENTING OF THE HAND EMBROIDERY OF THE COSTUMES OF THE TRENCIANSKATEPLA VILLAGE

Mrs Mikušová - Collecting, documentation and research activities focus on local traditional folk culture - Folk clothing from Trenčianska Teplá and its embroidery, to preserve heritage from ancestors in the form of a study and catalogue.

She is interested in the mapping of the embroidery of the costume elements of the village where she lives through direct contact and directly in the place where this type of folk clothing was worn and still kept in the households in Trenčianska Teplá. Collecting, documentation and research focus on local traditional folk culture - Folk clothing from Trenčianska Teplá and its embroidery, to preserve heritage from ancestors in the form of a study and catalogue. Her ambition is to document the available embroidery of the „teplansky’s“ costume by photographing it and preserving it in digital form before it disappears from the place of origin. After categorizing and describing of the embroidery, she is interested in publishing them.





PUBLICATION AND WORKSHOPS DOCUMENTING OF THE HAND EMBROIDERY OF THE COSTUMES OF TRENCIANSKATEPLA VILLAGE



Another person with similar intent is Ing. Renáta Slotíková. She wants to collect embroidery patterns, photograph, redraw, translate into electronic form, document and publish them to maintain authentic embroidery for the next generation. She wraps old costume embroidery and then redraws it into a digital form. She wants to publish these photo collections and redrawn themes with a historical description of costume parts and habits in the village – furthermore, the courses of embroidery in the village. The Ornament Book can also serve as a model by which it can continue to work and form costume parts. Embroidery courses for schoolchildren at primary schools can also be used for this. It is necessary to catch even small children and inspire them for folk traditions and folklore.

COLLECTING, DOCUMENTING AND PUBLISHING OF THE TRADITIONAL GASTRONOMY OF MYJAVA REGION

Ms Viera Feriancová Preservation of the traditional regional gastronomy of Myjavsko region - collecting, documenting and publishing old recipes in the book form / simple meals of our ancestors - traditional specialities. She would like to publish a book.





DANCING LESSONS OF FOLK DANCES - TEACHING OF BASIC PRINCIPLES AND FOLKLORE DANCE MOTIVES SPECIFIC FOR TRENCIN REGION
MR JOZEF ĎURÁČI - CHOREOGRAPHER OF THE CHILDREN'S FOLKLORE ENSEMBLE KORNIČKA



Joint dances (joints - “kúby, kúby “, joint dances - “kúbovky “) are specific features of folklore dance, when female dancer, particularly in the traditional folklore costume, jumps to various joints (hip, knee or even shoulder) of male dancer or dancers. This dynamic and attractive dance element found its way also to the most important Slovakian folklore dance ensembles, which present it behind the borders of Slovakia. Despite exceptionally rich and still living folklore heritage in Slovakia, joint dances are characteristic, particularly for the Trenčín and Myjava Regions.

Dance training for folk dance performers also requires an adequate space - a dance hall that has to meet certain criteria and basic material and technical equipment. We want the folklore ensemble to have the optimal conditions and space (dance hall) for its activities, for the preparation of performers and the creation of dance

choreographies.

What is currently missing in the training hall and why we ask you for your financial contributions, is just these two things without which we cannot fully do our work and dance lessons. Baletizol is a special floor covering designed for dance and other artistic activities. It has a damping and anti-skid effect, which is the absolute necessity for the training process and movement preparation of dancers due to the nature and the surface of the contemporary floor. The mirror wall allows the performers' visual control of their own dance performance, movement control, gestures, dance motifs as well as a broader overview of the dancer's activities to the lecturer or dance lecturer. Mirrors in the dance hall are simply an indispensable and well-founded part of it.

THREE KEYS FOR KATHERINE

The history that connects us is a product of tourism that, based on historical connections, connects three castles of Beckov, Čachtice and Plavecký hrad. It offers visitors, education, entertainment, movement in nature, but also through seven separate events and space for the presentation of crafts, medieval culture of life in our castles. The uniqueness lies in the complexity of linking three castle ruins in the product, promotional and bidding lines. Visitors will be involved in the event with an experience form and complete the story. They know the common history, they have to visit castles, for which they are rewarded and at the same time they can learn something new through individual events (for example calligraphy, coin minting, etc.)

FESTIVAL OF THE TRADITIONAL CUISINE IN BECKOV CASTLE

Mr Peter Pastier

Organizers want to introduce a traditional cuisine.

The uniqueness of thought: It is a culinary festival with added educational value. Visitors will learn a lot about the history of medieval cuisine, meals or clothing. That is why the Middle Ages are not only tasting but also seeing and experiencing. There will be various organizations presenting history. It offers meals and recipes from old chronicles.

PROTECTING OF BEEKEEPING AND PLUMS PROCESSING IN MYJAVA REGION

Myjava region belongs to rural areas of a region with specific traditions and habits. Mr Jaroslav Obuch's initiative is twofold: one focuses on maintaining traditions in the field of processing of local fruit- plums by distillation. The second focuses on increasing awareness of beekeeping tradition, set up a permanent exposition of beekeeping.



PROTECTION OF RURAL LABOUR SKILLS AND TRADITIONS

Mr Stefan Bucha is a freelance innovator and researcher. He started activity in beekeeping five years ago. His decision to engage in beekeeping is based on the family tradition. The project proposes technology to protect bees against modern illnesses - "Varroa". His technique was developed with his son and protects bees without the need of insecticides. The project should focus on the development of industrial cementation and identification of low-cost producer.

MILESTONES OF REGIONAL HISTORY

The principle of the subject of Tomáš Michalík, JUDr. Mgr., PhD. is the existence of a large number of elements associated with oral tradition, reflecting significant milestones of regional history. These elements can be divided into three groups:

- traditions associated with historical events (e.g. the Battle of Trenčín in 1708 and the historical names associated with it - e.g. Rákoci's Pathway or Rákoci's Well),
- traditions associated with the folk piety (e.g. one of the oldest pilgrimage towns in Slovakia - Skalka nad Váhom and the tradition of Svorad and Benedict)
- the traditional reputation, connected with historical objects (e.g. the Well of Love in the Trenčín Castle or the tradition of the pagan cult place on the site of the defunct medieval church in Skalka nad Váhom, Chocheľ).

The idea lies in the intention of virtual linking of specific sites, the identification of common elements, the transformation of the entire product complex (including cultural performances) and tourism offerings.

A concrete example: In 1708, a battle took place between Trenčianska Turná, Hámre, Soblahov and Mníchová Lehota, which was the beginning of the more than a century of an anti-Habsburg uprising, and in which the leader of the last revolution, František II. Rákoci, participated. This battle has a real foundation that has been the focus of many specialists. As part of a product called "End of an Era", visitors would be informally informed of the political situation and armament of the soldiers (collaboration with the Military History Club, the possibility of firing a 300-year-old pistol, etc.).

The final would be a tasting of traditional dishes, cakes or drinks (in the event of a period feast).

Several examples could be found, and each future product requires different target groups and different time and personnel deployments.

TRADITIONAL PLANT VARIETIES AND ANIMAL BREEDS

Tomáš Michalík, JUDr. Mgr., PhD: Slovakia has been known in the past for its great diversity of the original, respectively traditional varieties of plants and animal breeds. Currently, plants are grown, and animals are reared primarily for efficiency - maximum profit at minimum costs, which caused the existence, respectively monoculture preference.

The principle behind this is the reintroduction of traditional varieties of plants and animal breeds, especially to the traditional cultural landscape, ideally the White Carpathian landscape. These varieties - or even species that are not cultivated today (e.g. quince, etc.) - have different characteristics and taste different from those of modern agriculture, which can be bought in shops. The plants would produce long-extinct products of our grandfathers (such as bread from "suržica" - a mix of rye and wheat, jams from the now unknown plum varieties, etc.) with an unmistakable and often exotic taste for the modern man. The current economic situation is that, while maintaining a fair approach, final consumers are willing to pay relatively high amounts, which in part reflect input costs. By analogy, traditional sheep or goat species, or other animal species, would be kept, milk and meat of which they have different specifics (and



which may be preferred by different target groups, e.g. with specific dietary requirements). The secondary effect of the theme is to improve the quality of the original cultural landscape between Trenčín and Moravia, with an emphasis on organic farming.

However, more in-depth research, including bibliographic searches, is needed to successfully implement the project, which increases the time required for its proper implementation.

RESTORATION OF THE ORCHARD

Restoration of the orchard in the Schaubmar mill of the Slovak National Gallery in Pezinok and its transformation to a place where people can spend free time and relax.

As part of the restoration, we want to treat existing trees, plant 33 new trees, and more than 100 bushes. With time, apiaries, birdhouses or insect houses should be added, and a greenhouse, vegetable and herb beds will have their place here. Walkways, benches, nets or a toast are commonplace.

The Schaubmar Mill is located on the outskirts of Pezinok and has been part of the Slovak National Gallery for several decades. The whole mill is a technical monument and 250 years had passed since its establishment last year. Today you can see the exposition of milling and the art gallery.

CHILDREN'S BOOK FOR SMALL AND BIG RIDERS - LAKI'S TOWN

Publication of a book that will help to explore the unknown corners of Banská Štiavnica with the dog Laki as a guide right in her streets or at home under the roof.

Thanks to dozens of precise illustrations, we will learn more about the urbanism of mining towns. Thanks to illustrations with sophisticated details of historical buildings and urban environment, we will come back in time and get to know the famous mining history of this corner of Slovakia. The book Laki's Mestecko is a project by the small independent publishing house of Altamika. The local bookshop Chytrô was also invited to create a screen-printing envelope and binding. The lyrics were written by Verona Hajdučíková, an enthusiastic ethnologist, and created by Marcel Mészáros.

3. Pilot Action at local level: generation of sustainable project ideas for the valorization of ICH (A.T3.3)¹

The development of business plans to valorize local ICH projects were the deliverables planned for the Pilot Action at local level in all Partner regions with all its specific regional characteristics: Italy, Austria, Poland, Czech Republic, Hungary, Slovakia, Slovenia, and Germany.

The responsible for this activity is B&S (PP07), and all PPs contributed with the exception of UHAM (PP08), designed to write this final report.

The activity started December 2018 and ended in December 2019. After an Open Call for ICH ideas in all project regions each PP did complete and selected on a regional basis the best projects. 132 ICH ideas were finally collected and, according to the project's application form, at least 76 Business needed to be elaborated. In the end 93 Business Plans were produced and finalised. After the conclusion of all activities, the PPs did send to PP07 their regional reports, using the templates produced by PP07.

During the process of the Business plans' development, the local ICH desks and chosen local ICH mediators assisted local operators and supported the preparation and development of the business plans by the local ICH actors for their local ICH projects.

¹ Dieter Heider from B&S (PP07) elaborated this section and UHAM (PP08) complemented it.



The assistance was tailored on the needs of the local ICH operators through 1to1 meetings, individual assistance, small working groups, coaching, small workshops, and pitch sessions.

The Business Canvas were the resource by which the involved ICH actors developed and produced their Business Plans. However, the Business Canvas were not the final output. The Business Canvas were used to produce evidence of Business Plan generation for the JS. Furthermore, the PPs considered the minimis in each partner country.

3.1. Form of the Business Plans

B&S explained to the partners that the form (method or system) of the business plan generation should be adapted to the project, the regional conditions and language. Comparable regional Business Plans forms could also be used. Likewise, the business canvas could also be customized or adapted according to project and area.

Moreover, B&S mentioned that as many projects are likely to be targeted only by regional or national crowdfunding institutes, everyone should also consider their business plan requirements.

On the online platform Entribu, for instance, under the key word “business plan”, archives were made available for partners and the interested public, in order to explain how business plans can be generated. All partners and interested public could download the documents under following links:

- The Business Plan Handout:
<http://www.entribu.eu/it/artistic/resources/show/artistic-d-t2-1-4-the-business-plan-handout>
- The Business Plan. Available at URL:
<http://www.entribu.eu/storage/resources/598/documents/The%20Business%20plan.pdf>
- The Business Model Canvas:
<http://www.entribu.eu/storage/resources/601/documents/the-business-model-canvas.pdf>



The business plan

(according to participant manual StartUp contest)

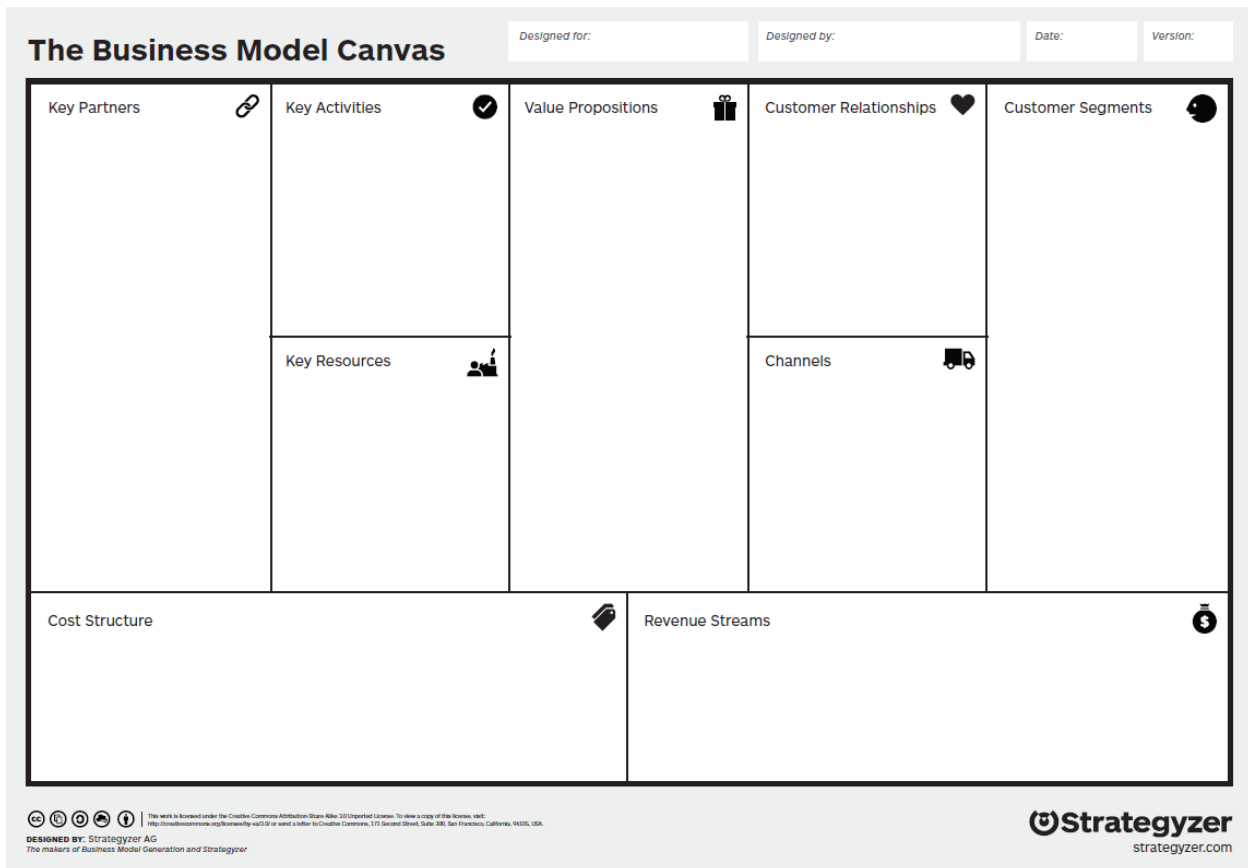
building block	focus	amount ^{*)}
1. Summary	<ul style="list-style-type: none"> • Description of the business idea • Essential success factors • Significant risks • aims 	approx. 1
2. corporate form	<ul style="list-style-type: none"> • legal form • Business partner structure 	approx. 1
3. Product / service	<ul style="list-style-type: none"> • Description of the product / service • Customer benefits / customer benefits • State of development of product and service • innovation • Prerequisites for Business Operations / Manufacturing Requirements 	approx. 4
4. Field / Market	<ul style="list-style-type: none"> • field • competition • Customer 	approx. 3
5. Marketing & Distribution	<ul style="list-style-type: none"> • Market entry strategy • marketing concept • Sales Promotion / Advertising 	approx. 3
6. Management	<ul style="list-style-type: none"> • Professional qualifications • field experience • Commercial know-how • Business organization 	approx. 2
7. 3-year plan	<ul style="list-style-type: none"> • investment planning • human resource planning • profitability forecast • liquidity planning • chances and risks 	approx. 7
8. capital requirements	<ul style="list-style-type: none"> • own funds • borrowed funds • guarantees 	approx. 2

^{*)} recommended scope in pages

Source: Entribu: ARTISTIC Project: The Business Plan. Available at URL:
<http://www.entribu.eu/storage/resources/598/documents/The%20Business%20plan.pdf>



This was the proposed Canvas to support the generation of Business Plans by local operators:



3.2. The local process of developing and delivering the Business Plans²

In each partner country, the project partners undertook different activities to deliver the Business Plans (BPs). The subject areas of the Business Plans were different depending on the region and the partners undertook customized activities to develop it.

The ARTISTIC project envisaged the generation of at least 76 Business Plans overall in all project regions for the valorization of local ICH project ideas according to local needs. In the end, 93 Business Plans were generated (on the following pages you will find more information about all Business Plans generation's process).

In Italy, the Business Plans were developed by two project partners: REGVEN Regione del Veneto (PP02) and T2i trasferimento tecnologico (LP).

In Italy, the ARTISTIC project envisages the generation of at least eight Business Plans for the valorization of local ICH project ideas according to local needs.

In Austria, the Business Plans were developed by two project partners: Verein zur Förderung des Steirischen Vulkanlandes (PP03) and isn - innovation service network GmbH (PP13).

² Dieter Heider from B&S (PP07) elaborated this section and UHAM (PP08) complemented it.



The ARTISTIC project envisages the generation of at least ten Business Plans in Austria for the valorization of local ICH project ideas according to local needs.

In Slovenia, the Business Plans were developed by two project partners: Jarina cooperative for rural development (PP04) and Municipality of Bovec (PP05).

The ARTISTIC project envisages the generation of at least eight Business Plans in Slovenia for the valorization of local ICH project ideas according to local needs.

In Hungary, the Business Plans were developed by one project partner: EFFIX-Marketing Ltd. & West Pannon Regional and Economic Development Public Nonprofit Ltd (PP06).

The ARTISTIC project envisages the generation of at least ten Business Plans in Hungary for the valorization of local ICH project ideas according to local needs.

In Germany, the Business Plans were developed by one project partner: b&s unternehmensberatung und schulung für den ländlichen raum GmbH (PP07).

The ARTISTIC project envisages the generation of at least ten Business Plans in Germany for the valorization of local ICH project ideas according to local needs.

In Poland, the Business Plans were developed by one project partner: Rzeszow Regional Development Agency (PP09).

The ARTISTIC project envisages the generation of at least ten Business Plans in Poland for the valorization of local ICH project ideas according to local needs.

In Czech Republik, the Business Plans were developed by one project partner: South Bohemian Chamber of Commerce (PP11).

The ARTISTIC project envisages the generation of at least ten Business Plans in Czech Republik for the valorization of local ICH project ideas according to local needs.

In Slovakia, the Business Plans were developed by one project partner: Slovak Chamber of Commerce and Industry (PP12).

The ARTISTIC project envisages the generation of at least ten Business Plans in Slovakia for the valorization of local ICH project ideas according to local needs.

Following processes to support the development of the business plan were important:

- Assistance to local operators for drafting business plans
- 1to1 meetings,
- coaching,
- small workshops,
- Pitch sessions...



3.3. Summary of the local activities conducted in the project regions

The project partners have carried out different activities for developing business plans in their regions. These activities were tailored to the needs of the actors.

The activities for the delivery of the Business Plans can in principle be broken down as follows:

- Launch of an open call for business ideas oriented to local ICH valorisation
- State Aid Compliance
- Provision of assistance services to selected respondents aimed at project idea assessment and BP development using supporting tools elaborated within ARTISTIC project
- Delivery of BPs
- Selection of the BPs to be candidate to admission to the transnational pilot action.

LAUNCH OF AN OPEN CALL FOR BUSINESS IDEAS ORIENTED TO LOCAL ICH VALORISATION

All responsible project partners (except PP08 University Hamburg) have launched an open call for business ideas based on the local ICH valorization. As a result of the open call, a list of ideas was created.

This list finally encompasses 132 preselected ideas:

Country	Number of business plans according to AF	List of preselected Ideas after Open Call	Partner
Italy	8	32	PP 1 and PP 2
Austria	10	21	PP 3 and PP 13
Slovenia	8	17	PP 4 and PP 5
Hungary	10	11	PP 6
Germany	10	10	PP 7 (excluding PP 8)
Poland	10	19	PP 9
Czech Republic	10	10	PP 11
Slovakia	10	12 (16 ideas were collected, but only 12 were preselected)	PP 12
Total	76	132	

Country	Application Form (AF)	LIST OF IDEAS OF OPEN CALL
Italy	ancient traditional and artistic ceramic turistic itineraries	matches
Austria	crowdfunding initiatives and involvement of public actors	matches



Slovenia	local products (i.e. traditional wooden roofing) and tradition	matches
Hungary	traditional architectures with synergies with My Grandfather's House	matches
Germany	typical products from local farms and promotion of cooperatives	matches
Polonia	promoting typical food products and skills	matches
Czech Republic	local art crafters	matches
Slovakia	traditional building, materials and food	matches

STATE AID COMPLIANCE

The de minimis regulation had to be observed when supporting the creation of Business Plans. All responsible project partners have checked and considered these rules under their regional conditions.

PROVISION OF ASSISTANCE SERVICES TO SELECTED RESPONDENTS AIMED AT PROJECT IDEA ASSESSMENT AND BP DEVELOPMENT USING SUPPORTING TOOLS ELABORATED WITHIN ARTISTIC PROJECT

The responsible project partners have offered the stakeholders a wide range of services for developing the BPs, such as:

- Kick- off sessions
- Three-day immersive training session
- On-line and one-site individual coachings
- Small group coaching sessions
- Short workshops (3 hours) / Workshop series
- Seminars and lectures
- Supported homework
- Personal consultation an “hotline” for ideaholders
- Summer University
- Group coachings
- Individual coachings
- Individual consultations
- 1to1 meetings
- Telephone hotline



- Educational workshops
- Pilot testing trainings
- Individual “crowdbusiness” workshops
- Quality check
- Feedback and recommendations.

Topic areas of the support services were in particular:


- Business plan development/ creating
- Business Model Canvas
- Crowdfunding
- Communication
- Market approach/ Marketing
- Financial analysis/financial planning/sources of financing/ financing methods
- Funding opportunities
- Knowledge about IPR
- Business ideas and developing a business idea
- Sharing vision
- Power of vision
- Ambitions
- Difficulties
- Express needs and expectations
- Stories as the essence of product succes
- creating stories
- storytelling
- organizing attractive events
- Entrepreneurship in the region
- ICH Marketing
- Learning by doing
- ICH related Ideas
- Special features of the cooperative idea
- Online marketing of business ideas.

When implementing the content of this activity, the project partners used the services and tools developed in A.T2.1:



- The enhancement of Cultural Capital and in particular the Intangible Capital (ICH)
- IPR: protection and safeguarding of business ideas in the cultural sphere
- How to define the Business Model: the Business Model Canvas and the Business Plan
- How to finance business ideas in the cultural sphere: focus on Crowdfunding.

The process of creating a business plan should also check to what extent the tools developed in A.T2.1 were helpful. The following short query was sent to all project partners involved (except PP08):

Interreg 
CENTRAL EUROPE European Union
European Regional
Development Fund

ARTISTIC

Attachment II: Query for the evaluation of the developed tools

Dear partners, in the work package A.T2.1 and D.T2.3.3 we have jointly developed tools that we have set up in entribu. As a result of the development of local business plans we would like to receive a feedback from each PP on how helpful the developed tools are.

Please answer the following questions.

How do you assess the usefulness of the tools and the platform in general?

very helpful	rather useful	rather not useful	not useful	can not be assessed.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How do you assess the practicability of the tools and the platform in general?

very workable	rather workable	rather impractical	not practicable	can not be assessed.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please evaluate each tool and platform as proposed in D.T2.1.6 and D.T2.3.3

D.T2.3.3 (Pp. 6-17)* Tool for the identification of Local ICH initiatives

very helpful	rather useful	rather not useful	not useful	can not be assessed.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

D.T2.3.3 (Pp. 48-50)* Tool to foster financing methods

very helpful	rather useful	rather not useful	not useful	can not be assessed.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

D.T2.3.3 (Pp. 51-58)* Tool for the improvement of communication skills

very helpful	rather useful	rather not useful	not useful	can not be assessed.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>


D.T2.3.3 (Pp. 59-66)* Tool for the elaboration of plan for IPR protection of ICH projects

very helpful	rather useful	rather not useful	not useful	can not be assessed.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

D.T2.1.6 Repository to host all instruments developed

very helpful	rather useful	rather not useful	not useful	can not be assessed.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* Please read the material "SET OF TRAINING TOOLS CREATED D.T2.3.3 (WP T2, ACTIVITY A.T2.3)" of PP8/UHAM the Final Version 02 2019.

Interreg 
CENTRAL EUROPE European Union
European Regional
Development Fund

ARTISTIC

To what extent have you used the developed tools to identify local ICH initiatives?

To a great extent	sometimes	rather not	not at all
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent have you used the developed tools to foster financing methods?

To a great extent	sometimes	rather not	not at all
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent have you used the developed tools to develop business plans?

To a great extent	sometimes	rather not	not at all
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent have you used the developed tools to improve communication skills?

To a great extent	sometimes	rather not	not at all
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent have you used the developed tools to elaborate a plan for IPR protection of ICH?

To a great extent	sometimes	rather not	not at all
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Are there any additional tools or techniques that you would have liked to support creating the local business plans in addition to the developed tools?

No.

Yes, on the following topics:

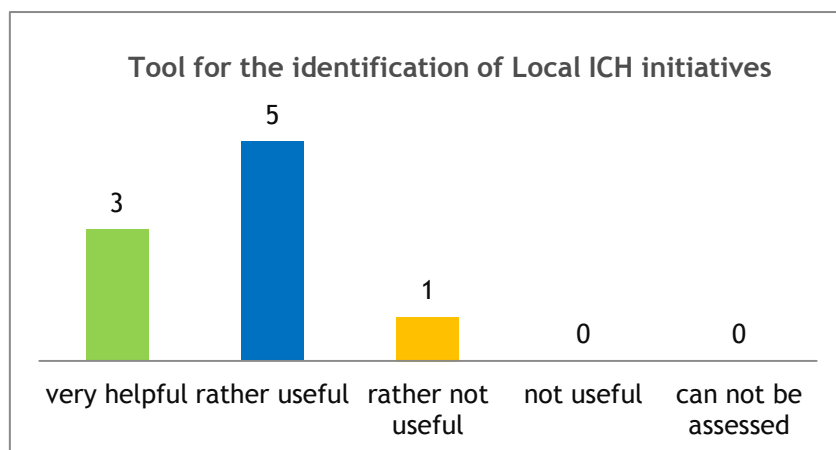
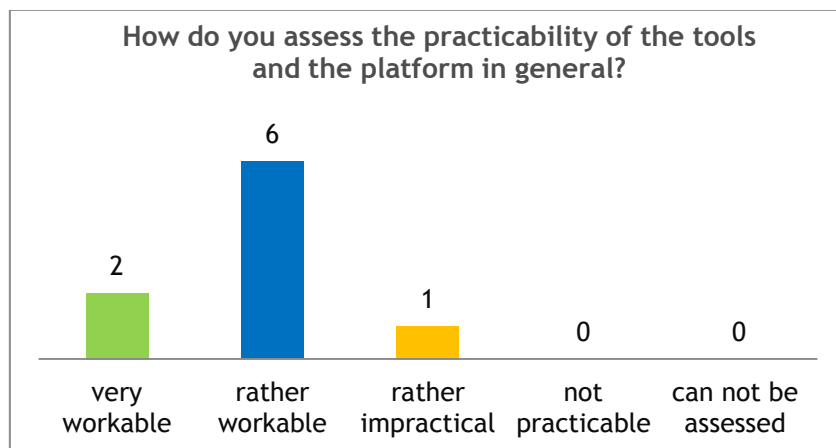
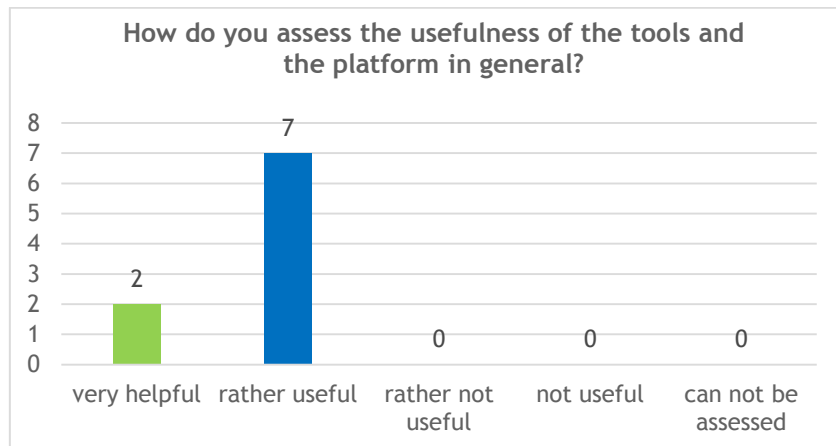
Would you like to tell us more about using the tools?

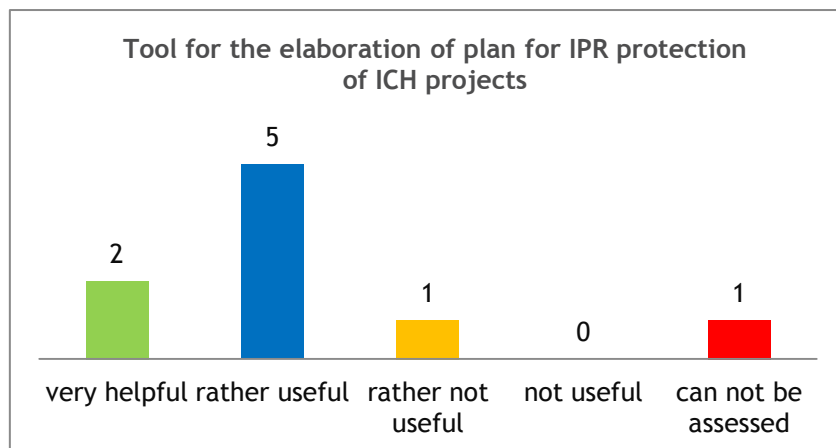
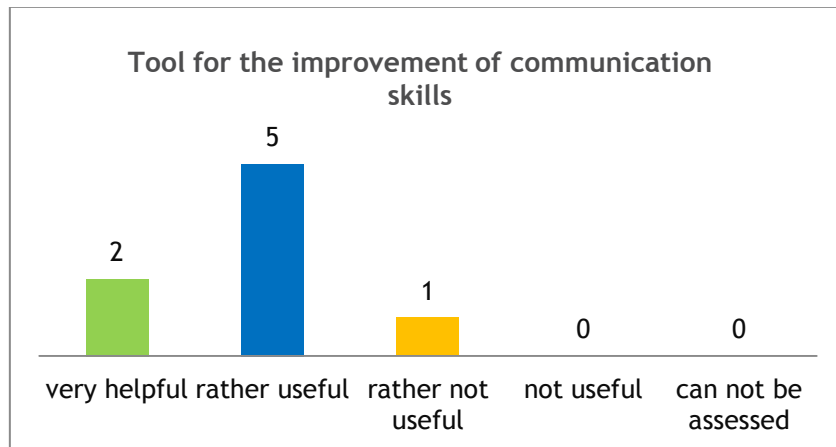
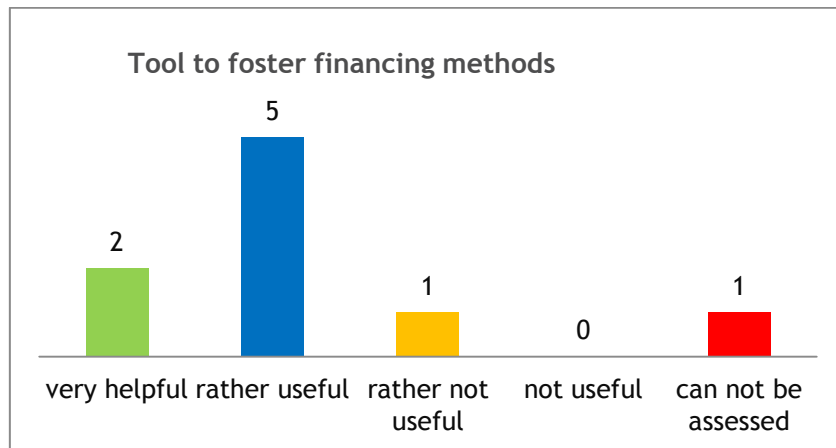
* Please read the material "SET OF TRAINING TOOLS CREATED D.T2.3.3 (WP T2, ACTIVITY A.T2.3)" of PP8/UHAM the Final Version 02 2019.

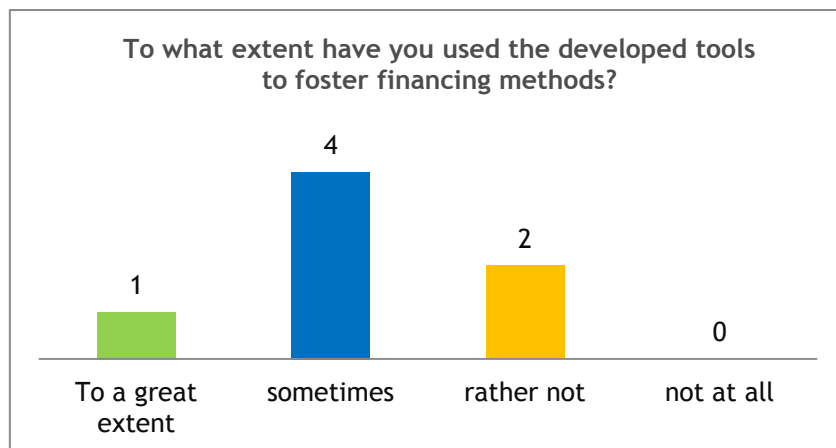
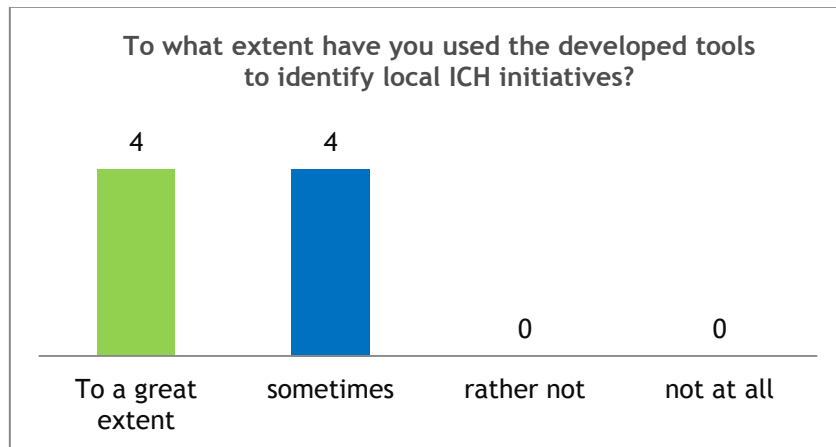
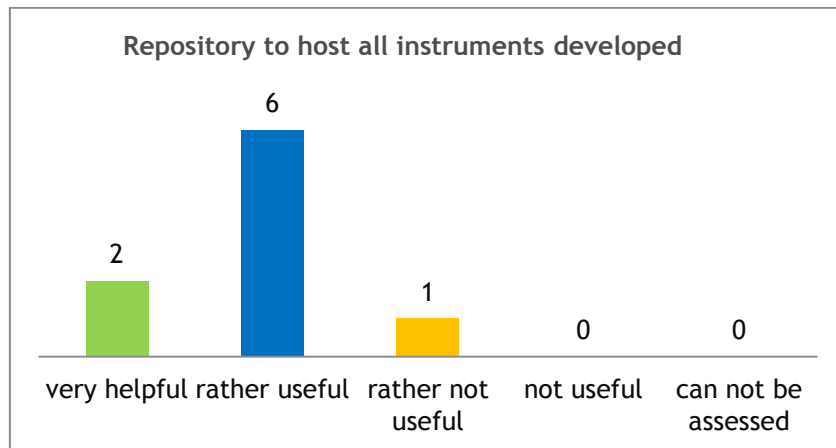
Nine of the project partners returned the queries to PP07. Of the nine queries, eight queries could be fully and one partially evaluated.

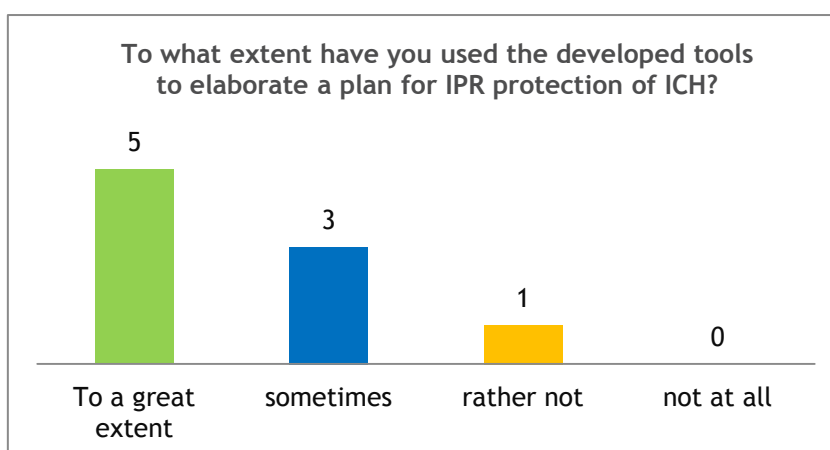
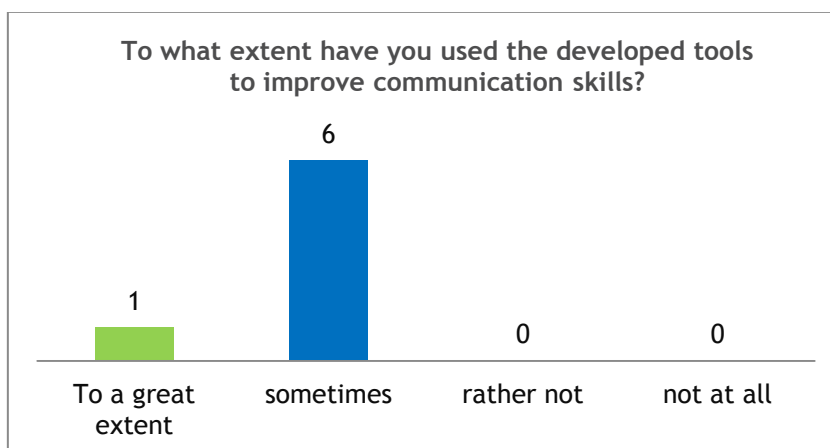
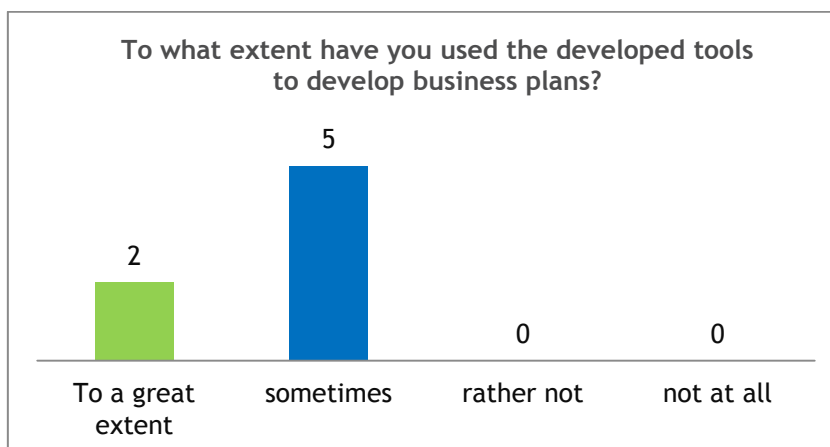
The responding project partners considered the tools developed with mostly very helpful and rather useful. The project partners answered also that they sometimes and partially to a great extent used the developed tools.

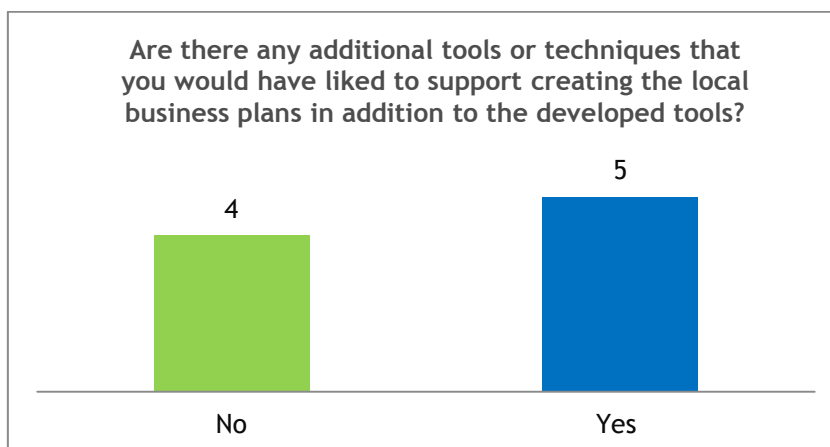
The individual results of the evaluation of the answers are shown in the following diagrams:











Half of the responding project partners would like to have additional tools or techniques to support the developing and creation process of the business plans, for instance, on the following topics:

- design thinking/service design
- soft skills implementation: problem solving, creativity
- Methods of accessing credit and ways of approaching investors and lenders, including the issue of financial guarantees
- a 1-page, short summary of the most important things to pay attention while organizing a donation/reward-based crowdfunding campaign would be really useful
- DT2.1.2, DT2.1.3, DT2.1.4, DT2.1.5
- Marketing, business plan step by step,

Furthermore, the following information about the use of the tools was given:

- “These instruments are already part of the toolset for the startup of ‚profit‘ initiatives. The challenge was to make use of them in the frame of the cultural and ICH initiatives. More often the problem is about bridging different mindsets and attitudes before the market - too often the approach in these world is ‚against the market‘. Tools are neutral, the issue is about making use of the correct language and approach for this target groups.”
- “The tools were useful in the practice; we were happy to have, so we had a guideline in our workshops and of course in the B2B communication. Because of very much information to the stakeholders it was necessary to meet more than one time and go step by step further.”
- “Thank you for developing! It will help also in the future!”
- “As the external expert for WPRED, I did not use directly „Tool to foster financing methods“ and „Tool for the elaboration of plan for IPR protection of ICH projects“. However, I checked them and If I used them would rate them “rather useful”, just like the others. All the tools are useful, but all of them could have a clearer design and more straightforward and easy-to-understand language.”
- “We found out that our pilot project and people involved in them have lack of experience with marketing, new brand-making process and so on.

We see very important to add this topic to every start-up tool, because especially for new brands in market, is very important to find customers, be visible and able to deal with competition on local, regional and even transnational level.”



- “We appreciate that tools are created within international cooperation and therefore reflect different international experiences.

Positive of module is that they are flexible for adaption reflecting to local needs.

Additional positive point is that the tools are possible to use indepently one from each other.”

DELIVERY OF BPS

93 Business Plans were finalised and delivered by the responsible project partners. That is 22% more than originally planned:

Country	Number of business plans according to AF	Finalised Business Plans	Partner
Italy	8	21	PP 1 and PP 2
Austria	10	13	PP 3 and PP 13
Slovenia	8	6	PP 4 and PP 5
Hungary	10	11	PP 6
Germany	10	10	PP 7 (excluding PP 8)
Poland	10	10	PP 9
Czech Republic	10	10	PP 11
Slovakia	10	12	PP 12
Total	76	93	

Some BPs will be adjusted or revised in the next period.

SELECTION OF THE BPS TO BE CANDIDATE TO ADMISSION TO THE TRANSNATIONAL PILOT ACTION

The BPs and pitch presentations were evaluated by the evaluation committees of the responsible project partners. The selected ideas were sent to PP13.



34 selected ideas were sent to PP13 by the project partners:

Country	Number of selected ideas	Partner
Italy	10	PP 1 and PP 2
Austria	9	PP 3 and PP 13
Slovenia	4	PP 4 and PP 5
Hungary	4	PP 6
Germany	2	PP 7 (excluding PP 8)
Poland	0	PP 9
Czech Republic	2	PP 11
Slovakia	3	PP 12
Total	34	

3.4. Summary of the activities conducted in the project partner countries

3.4.1. Summary of the activities conducted in Italy

t2i (LP) & REGVEN (PP02)

LP and PP02 defined and agreed on the following action plan for BPs delivery to be implemented by each partner in parallel:

- 1) Launch of an open call for business ideas oriented to local ICH valorisation
- 2) State Aid Compliance
- 3) Provision of assistance services to selected respondents aimed at project idea assessment and BP development using supporting tools elaborated within ARTISTIC project
- 4) Delivery of BPs
- 5) Selection of the BPs to be candidate to admission to the transnational pilot action.

1) Launch of Open Call

LP launched the call on January 2019. The call, open to would-entrepreneurs and start-uppers residents of the Veneto Region or wanting to operate in Veneto, as well as the related application form were published on the t2i web site. Large visibility to the call was given through specific news on institutional website and social networks, as communication through mailing lists. The deadline for application submission was established for February, 28th. 21 different cultural operators, including would-entrepreneurs, start-uppers as well as representatives of cultural associations, responded to the call and submitted their



Application Form. All submitted business ideas were assessed and considered in line with eligibility criteria and call's objective and therefore admitted to benefit from foreseen assistance services for BP development.

PP02 launched the call on April 8th, 2019. The call, open to would-entrepreneurs and start-uppers residents of the Veneto Region or wanting to operate in Veneto, as well as the related application form were published on the Veneto Region web site. Large visibility to the call was given through specific news on institutional website and social networks, as communication through mailing lists. The deadline for application submission was established for April 30th at first and then extended to May 15th, 2019. 11 different cultural operators, including would-entrepreneurs, start-uppers as well as representatives of cultural associations, responded to the call and submitted their application form. All submitted business ideas were assessed and considered in line with eligibility criteria and call's objective and therefore admitted to benefit from foreseen assistance services for BP development. As required target in the project Application Form, among the candidates, there were two operators in the ceramics sector, one of which is active in the artistic ceramic district of Bassano (Diego Forno and FONDO PLASTICO of Federica Preto). Furthermore, another candidate works on the web for the promotion of tourist itineraries linked to regional values and traditions (ABCO - Associazione bbcc Onlus).

2) State Aid Compliance

LP and PP02 Veneto Region guaranteed compliance with the provisions on state aid by applying the procedure required by the CENTRAL EUROPE Program, and provided by the Programme National Contact Point, by following the steps below:

- verification if participant of local pilot qualifies as an undertaking, so if the participant/entity is engaged in an economic activity;
- quantification of aid;
- collection of the self-declaration of the final beneficiaries on aid received under de minimis;
- verification of compliance with the de minimis threshold on the basis of the information contained in the self-declarations;
- notification of indirect aid to the final beneficiary.

The beneficiaries of the local pilot action, who took part in the path of accompanying to the BPs, were asked to produce the De minimis declaration at the beginning of the activity, while at its conclusion the amount of indirect aid was notified to them.

The originals of the De minimis declarations and of the indirect aid notification letters will be kept for 10 fiscal years from the date on which the aid was granted, so from September 2019 when the training was concluded.

3) Assistance for BPs Development

After having collected 21 ICH project ideas, LP - t2i decided to offer to all the would-be entrepreneurs group coaching, before actually selecting them but in any case helping them to finalise their Business Model Canvas and Business Plan. The contents of this activity made use of the Services and Tools developed in AT2.1:

- The enhancement of Cultural Capital and in particular the Intangible Capital (ICH);
- IPR: protection and safeguarding of business ideas in the cultural sphere;
- How to define the Business Model: the Business Model Canvas and the Business Plan;
- How to finance business ideas in the cultural sphere: focus on Crowdfunding.



This group activity ended by the end of June. At the end of this activity, Business Model Canvas were produced and collected and Business Plans were on their way.

In July, August and September small group coaching sessions and one-to-one coaching were delivered in order to:

- finalise market approach;
- finalise financial analysis;
- solve and deepen the knowledge about IPR related issues
- finalise the Business Plans themselves.

Moreover, in September a specific one-day activity was delivered in order to prepare pitching sessions.

PP02, with the technical support of CUOA Business School (external expertise selected through public procurement procedure), designed and delivered assistance services to help all cultural operators that had responded to the open call in the development of their ICH-oriented business ideas. Assistance measures, comprehensive of training and individual coaching activities, were designed taking into account instructions and materials developed by PP08 (D.T2.3.3 Set of training modules created). Defined measures, aimed at verifying the feasibility of the business ideas, strengthening managerial, financial and communication skills and finally assessing the financing opportunity through crowdfunding campaigns were structured in 3 steps and implemented as follows:

a) Kick-off session

The kick off session, open not only to selected call applicants (all respondents) but also to their collaborators, took place on June 27th, 2019 at CUOA Business School premises in Altavilla Vicentina (VI). After the presentation of the ARTISTIC project and its overall objectives, the specific aim, structure and calendar of provided assistance were described in detail and discussed with participants, stimulating reflection on challenges implied in the decision of starting a business and remarking the importance of self-empowerment and appropriate support. Participants were then invited to present their business ideas, sharing vision, ambitions, and difficulties and to express their needs and expectations. All eleven selected call applicants and their collaborators attended the kick-off session; given inputs and suggestions were taken into account for fine-tuning of assistance services' design.

b) Three-day immersive training session

A three-day immersive training session, addressed to selected applicants and their collaborators, was organised and delivered at CUOA Business School from July 15th to July 17th, 2019. Contents covered included: The enhancement of Cultural Capital and in particular the ICH; IPR: protection and safeguarding of business ideas in the cultural sphere; How to shape one's own business idea and strategy: the Business Model Canvas and the Business Plan; How to finance business ideas in the cultural sphere: focus on Crowdfunding; The fundamental role of communication. All topics were presented and discussed making constant reference to participants' business ideas and specific situations. At the end of Day 3 participants, through a number of suitable exercises, were asked to start focusing and working on their own business plan using provided template models. Ten out of the eleven cultural operators that had responded to the open call and had been admitted to the assistance services, attended the training session together with their collaborators.

c) On-line and on-site individual coaching



After the completion of the immersive training session, on-line and on-site individual coaching was provided to all cultural operators that had attended training to further support them in the development of their business ideas. In particular, during a set of established days (July 31st, August 1st and 2nd; September 2nd and 3rd, 2019) CUOA Business School's team was available on the phone and on Skype to address questions and discuss any issue encountered by participants while working on the development of their idea, the design of the overall business model and the drafting of the related BPs. On September 4th the CUOA team was available for drop-in individual coaching sessions; final individual coaching sessions of the duration of one hour and half each were planned and carried out at CUOA's on September 23rd and 24th for the finalisation of the BPs and of business model representation. Each assisted cultural operator and his/her collaborators were given feedback on work done and suggestions for completion and/or fine-tuning. All ten operators attending the immersive training session availed themselves, together with their collaborators, of available individual coaching services.

4) Delivery of BPs

LP: 16 selected cultural operators had attended all training and coaching. Operators were also requested to give a pitch presentation of their business plan before the Evaluation Committee. The pitch presentation session took place on September 18th at t2i premises in the Chamber of Commerce of Verona. 12 operators attended and delivered their pitch presentation, but only 11 completed and delivered the BP for their business idea within the established deadline. As a matter of fact, LP established September 24th as deadline for BPs submission. LP therefore received 11 BPs; the BPs were circulated to all members of a Joint Committee set by LP and PP02 for assessment and evaluation.

PP02 established September 27th as deadline for BPs submission. All 10 selected cultural operators that had attended training and coaching completed and delivered the BP for their business idea as well as the related Business Model Canvas within the established deadline. PP02 received 10 BPs; the BPs were circulated to all members of a Joint Committee set by LP and PP02 for assessment and evaluation. Operators were also requested to give a pitch presentation of their business plan before the Evaluation Committee. The pitch presentation session took place on October 2nd at the Veneto Region premises at Villa Settembrini in Mestre (VE). All 10 operators attended and delivered their pitch presentation.

5) Selection of BPs

Both the submitted BPs and delivered pitch presentations were assessed and evaluated by the joint Evaluation Committee set by LP and PP02 using jointly defined evaluation criteria and tools (evaluation grid). A ranking of the developed business ideas was set based on evaluation results of elaborated BPs and pitch presentations. The business ideas ranked amongst the first ten positions were deemed suitable to be candidate to admission to the transnational pilot action. Evaluation results were published on October 14th and on Entribù, LP's and Veneto Region's web site and communicated via email to each operator on October 15th, 2019. For each selected idea the defined presentation form was filled in and transmitted to PP13.

Some Remarks about Conducted Activities

All call respondents, even those ones whose business plan was not admitted to the transnational pilot action, appreciated the fact that they had been given the opportunity of benefiting from assistance services and had been helped in the development of their business plan.

According to collected feedbacks, provided BPs assistance resulted very helpful to all participants in shifting the focus from product development to business and entrepreneurial development and in supporting the necessary mindset transition.



The training component of assistance measures, as well as all other group sessions, turned out to be very useful for involved participants also in terms of provided networking opportunities; several possible synergies were found amongst different business ideas and some operators already took some joint initiatives (e.g. joint participation to sector fairs). This common ground could also set the basis for further innovation and new business ideas.

The designed BPs assistance's format and contents proved adequate to participant's needs and expectations; one envisaged possible improvement is to differentiate assistance measures based on the complexity of assisted business ideas, especially in terms of economic size and related financing needs, also using different tools (e.g. use simplified business plan models for small investment business ideas).

3.4.2. Summary of the activities conducted in Austria

SVL - Verein zur Förderung des Sterischen Vulkanlands (PP03)

Minutes of the workshop Hero's Journey

3 workshops were offered with the aim of supporting product development or company development. The value of the course was 1650,-€ per person. Supported by the project artistic of the EU.

The workshop design. The following basic ideas were the starting point of the approach: you learn better through experience than through theoretical input. This is especially true for a project or product development. Supported by a development-oriented approach, the result is process-oriented work. A workshop management was installed and different input providers were defined as experts in their field.

Workshop lead by ICH mediators: Daniela Adler, MBA & Karola Sakotnik, MAS MBA.

The dates: 20.3.2019 | 3.4.2019 | 11.4.2019

The duration of each workshop was 3 hours: 17.00 -20.00

Input provider:

- Dr Christian Krotschek, the Vision and its Power
- Roman Schmidt: Storytelling
- Bernd Gerstl (FH), Business Plan and Business Canvas
- Karoline Perchthaler, isn , Crowdfunding and Crowdsourcing

The focus

1. The power of vision
2. Stories as the essence of product success
3. The business plan with the business canvas and where it supports



Due to the needs and concerns that arose during the development, the design was adapted to accompany the successful implementation in the best possible way. In this process step a peer to peer call with Chiara Remundos / I was made.

The following formats/offers were added

4. Crowdfunding and crowdsourcing | 15.4.2019 | 17.00-20.00
5. Hands on business plan - individual coaching, three experts support implementation | 15.5.2019 | 17.00-20.00
6. Company tours | 19.5.2019 | 10.00-18.00

Participants

- ✓ Bienenhof Klaindl, 2 persons
- ✓ Biohof Siebenstein, 1 person
- ✓ Anita Froschhauer, 1 person
- ✓ CPR Feldbach, 3 persons
- ✓ Vo Do Theater, 1 person
- ✓ Wollgenuss Reindl, 1 person
- ✓ Life garden Andrea Bregar, 1 person
- ✓ From the hill, organic flowers, 1 person
- ✓ Total 11 persons

Operation

Each of the 3 originally planned workshop formats consisted of the following units.

- ✓ Opening, update from the last time, sharing of impressions and perceptions, sensitivities
- ✓ Input from experts
- ✓ Transition to active work: Initiation exercises, questions
- ✓ Active working in single or small group settings
- ✓ Exchange in small groups: what was helpful, where are there question marks?
- ✓ Summary and presentation of own results

Between the units there was supportive input via email for the participants

Parallel to this, active exchange between client / project management and ICH mediators as well as input providers plus a handover to the subsequent input provider.

Due to the short time available, the topics crowdfunding and crowdsourcing were outsourced and scheduled for an extra workshop.



Due to the time constraints in the complex topic of Business Model Canvas, an additional date was scheduled at which the ICH Mediators support the concrete development of the contents for the Business Model Canvas.

Number of participants: 15

Contents Workshop 1

- ✓ Welcome and introduction
- ✓ Introduction to the UNESCO definition of intangible cultural heritage (ppt presentation)
- ✓ Input Dr Christian Krotschek: The Power of Vision (ppt presentation)

- ✓ Mental journey into one's own vision
- ✓ Peer group work: Exchange about the vision
- ✓ Result: Presentation of one's own vision to the group

Contents Workshop 2

- ✓ Welcome and repetition of the learnings of the first workshop, in the group, everyone shares his impressions.
- ✓ Input Roman Schmidt
- ✓ Writing of the own story, in the group of 2.
- ✓ Communicating your own story
- ✓ Story sharpening with Peers and ICH Mediators support
- ✓ Further maturing of the story takes place at home, support is offered
- ✓ Result: Curiosity about the individual companies, visit tour is arranged, potential of the product is recognised, partly formulated in slogans.

Contents Workshop 3

- ✓ Greeting and recap of the previous results - important slogans, key points visualized by Karola on flipchart (see photo protocol)
- ✓ Input by Mag (FH) Bernd Gerstl (ppt)
- ✓ Business Model Canvas presented
- ✓ First points worked out
- ✓ Result: Parts of the canvas filled out, too little time to finalize it

Workshop 4

Presentation of crowdfunding and crowdsourcing by Karoline Perchthaler/isn and crowdstrudel



Workshop 5

- ✓ Business Model Canvas supervised fill out
- ✓ Accompaniment of 3 ICH Mediators
- ✓ Individual care
- ✓ Presentation of the own result by each participant

Visit to the individual establishments

- ✓ Duration: 8 hours
- ✓ Stations:
- ✓ Completion of the evaluation forms by the participants

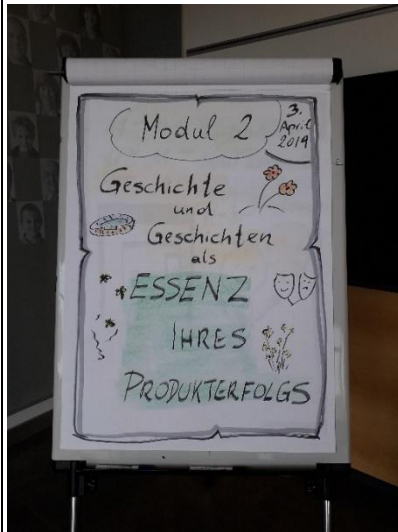


Photo log of the sessions

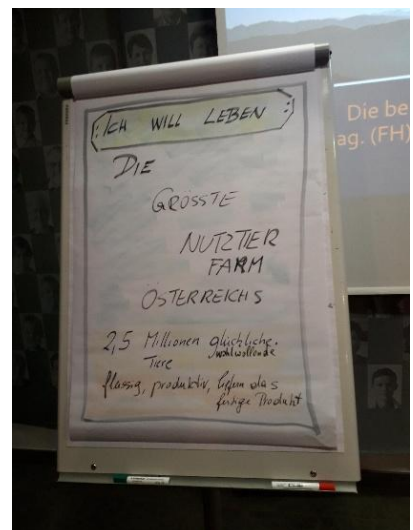
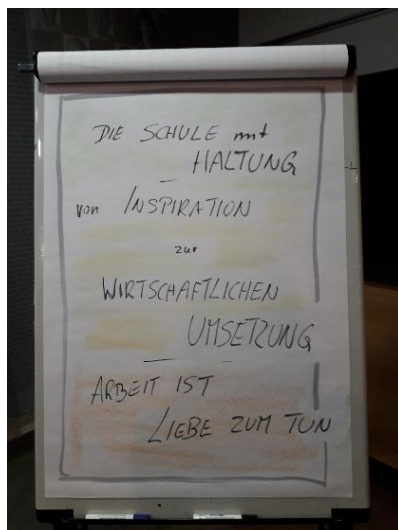
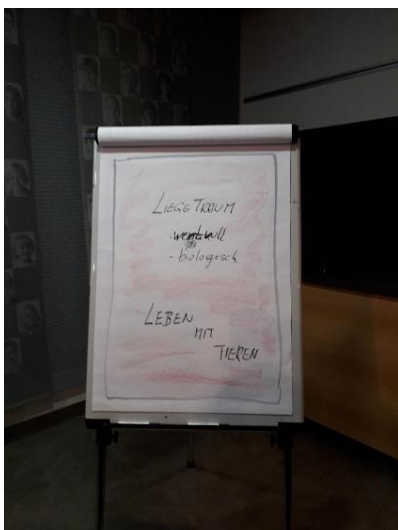
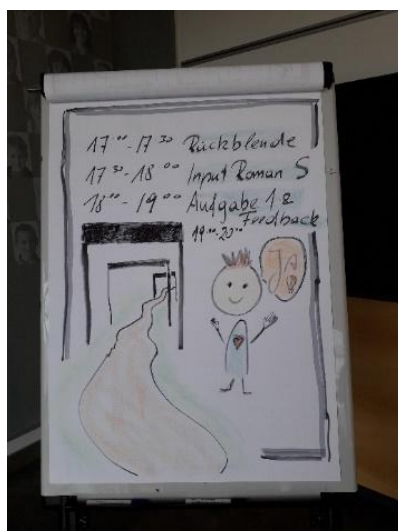
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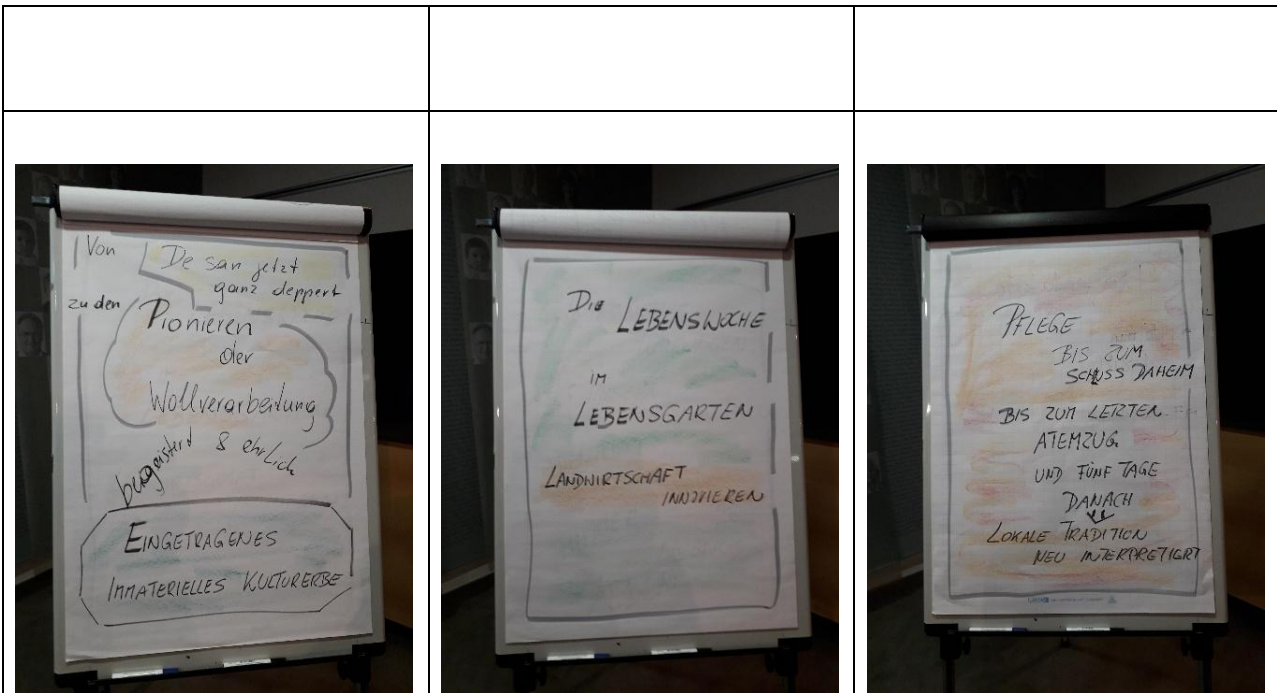


03.04.2019



11.04.2019





Supplementary Emails

“Dear participants,

I am very happy to forward the mail from Karola Sakotnik to you.

I join you, it was a very exciting and interesting evening.

Until next time, 03. April 2019 at 17 o'clock in the office Steirisches Vulkanland, Gniebing 148.

With kind regards

Daniela Adler”

“Dear participants,

What a joy to work with a group like you!

I hope it works in you and you have already found answers to some of the questions you went home with. Christian sends his greetings, Roman and Bernd are already curious about what is developing and how they can support you.

If it's difficult to formulate questions, I've put together a list of questions - similar to an interview with yourself.

Since it is very helpful to find these questions in cooperation with your own intuition, I have put together a few exercises for you on my homepage under "Mental Strength" www.karolasakotnik.com/mentale-staerke/ . There you will find different, about 15 minutes guided journeys to your own field, which will support you in harvesting.

However: plucking blades of grass doesn't work either, it's like growing outside in nature . So just listen to yourselves - with an open heart, open mind and open will.

As an outlook, why we need the vision:



- So that next time it can go with novel so correctly into the Storytelling, we need material from which a history can be poured.

- Then, on April 11, we can go into arithmetic and calculation. For this we need a very concrete description of what is to be poured into a project or business plan.

Vision

Interview with myself.

Usually you know exactly what your vision looks like. However, there are several things that prevent us from expressing it exactly. Usually because it seems either too big, or unaffordable, or so paradisiacal that we can't believe it works. But that's not true. Almost everything works if it's good for me, good for you and good for the world.

- In which area are you currently active? Are you particularly good at it?
- Who is in your team? (And is good at what you can't do, for example)
- How do you describe the new that you want to bring into the world?
- Have you asked yourself?
- ✓ Is it good for you? Is it good for the others? Is it good for the world?
- ✓ What is the answer?
- ✓ How does it improve your/your life? What quality of life does it bring?
- ✓ How does it improve the lives of others?
- ✓ How does it improve the world? How does it bring something new, necessary into the world? (This includes e.g. health, environment, living together in diversity, new value chains etc.)

What is your core plan?

- A next step?
- A change of direction?
- A product development?

Basically, you could start implementing it now. But something might hinder you. So now I ask you to formulate what are the possible obstacles: try to describe exactly what prevents you from just doing it? (Do you lack knowledge, money, supportive exchange or?)

- By the way: these are not obstacles, but the questions you are writing down now, so that we can answer them together in any case. If you can, try to categorize them - is it rather

- ✓ "how do I get customers" = marketing and storytelling, so what for 3.4.
- ✓ "Who will care" = marketing and storytelling, also what for the 3.4.
- ✓ "How can I pour this into a business plan" = so what for the 11.4.
- ✓ "How can I finance this" = also what for the 11.4.

And now try to summarize and formulate the vision. As a first step to realize your idea.

Write down the answers to the following questions:



- What drives me deeply? (Please ask everyone in your team to do the same) as a tip: it doesn't have to be complicated, apparently simple reasons like "I can inspire others well" are also good engines. In a team it is especially valuable if everyone has a different engine and you combine them.
- What do I have answers to? What am I particularly good at? (Please answer individually again)
- What do I want to bring into the world?
- For whom do I/we do this? (Who do I address, who are my customers)
- What's the point for my/our customers?
- What does it bring to the whole (the world etc)?
- What do I/we do?
- How do I/we do it?
- Where do I/we do it?

Please send us the answers by 31.3. to my email address: office@karolasakotnik.com

All my love

Karola

PS: Of course you can also call me at 0650 5265990 if you have any questions. If I am in the workshop, please leave a short message with your number. I'll get back to you in the evening or in the morning

Evaluation by ICH Mediators

ICH Contents presented: yes

Reaction of the TN: positive, active

Regular participation: 75%.

Learning progress: clearly recognisable

Behaviour/active participation: very interested

Results: a submission for recognition as an "intangible cultural heritage".

Business plan prepared: 75%

Participated in the Financing Methods module: 75%.

Communication skills enhanced: yes, significant improvements

ISN - INNOVATION SERVICE NETWORK GMBH (PP13)

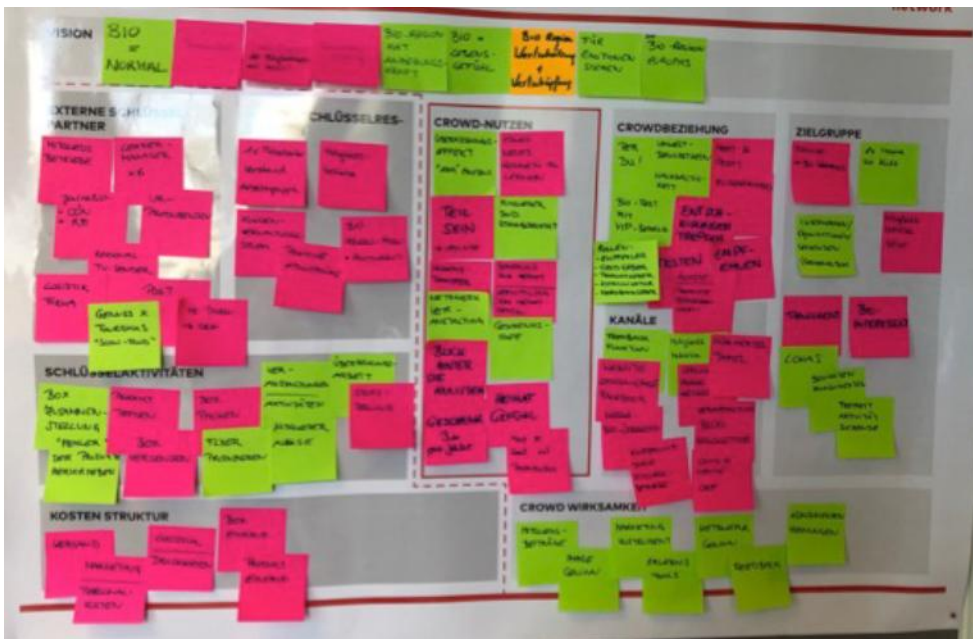
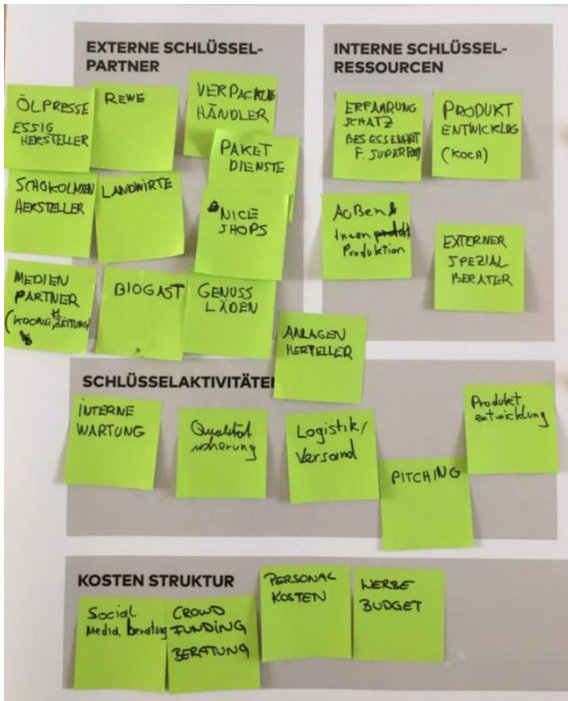
Individual "crowdbusiness" workshops were conducted and led to 5 Business Plans out of which min.4 crowdfunding campaigns will be conducted:

- Bio Region Mühlviertel
- Innovation TV



ARTISTIC

- Mallnitz
- Stutenmilch Töchterlehof
- Gragger & Chorherr



15-20 participants



5 companies

5 canvas





3.4.3. Summary of the activities conducted in Slovenia

JARINA (PP04)

Development

Jarina Rural Development Cooperative organized different meetings with the selected external expertise - mediators Ines Drame, Jana Vilman, DUO Handicraft Cooperative team and other external expertise.

Jana Vilman Proje, expert for the development of the ARTISTIC toolset and our trainer of trainers.

Meetings with Jana were held with different holders of the selected pilot actions in starting of the development of them business ideas.

Workshops with Ines and Duo Handicraft Cooperative

Ines Drame start with the trainings on the theme of the ARTISTIC TOOLS:

- strategic communication
- analysis about Crowdfunding
- online marketing of business ideas

BOVEC (PP05)

In February 2019, the Municipality of Bovec organized an informative day on the topic “Public call for finding business idea based on the ICH of Bovec. The host was “Co-working base” from Tolmin, which presented how to start a new business, how to identify their idea and how to think about it in a business way. There was also an open debate about the already emerging business ideas that relate to the ICH of Bovec.

Then the list of ideas for the open call was created:

- Peter Della Bianca: diffused hotel based on cultural and other heritage.
- Interpretation group Bovec: to present a content related to local tradition and social practice through interpretation, games or recitation.
- Bovec Farmers' Association of Breeding: to establish a model to develop and upgrade the cheese industry in Bovec as an important economic and tourist story.
- Petra Repič (Outdoor Galaxy Agency): to connect tourism with sports and local ICH as a guided tour “on the cheese routes” by electric bikes.
- Gaja Kozar and Aljaž Šinigoj: to produce eco-friendly local food for local use in all seasons (biodynamic production of greenery in the greenhouse and outdoors).
- Mojca Benedejčič: to transform the existing family farm into a sustainable project with the cultivation of herbs, wool dyeing plants, cultivation of other cultivated plants, sheep breeding and the use of local sheep's wool into finished fabrics.
- Tjaša Korbar and Mirjam Stajnar: to design gift sets that relate to old and new knowledge under the common brand name - Bovško (Bovec region).
- Triglav National Park committee: to obtain an alternative, sustainable way to preserve the image of valleys, such as Trenta (wooden roofs, the shape and colour of houses, the use of wooden elements in their surroundings and the preservation of the cultural landscape).



- Local community of Kal - Koritnica: to learn about local environment, Soča river, and local fishing principals in the “Fishing house“.
- Miranda Komac Kopač: a permanent exhibition on the recent history of the village of Čezsoča (the period of co-operation between the SFRJ and Slovenia: visual material, sound material with recordings of the stories of the elderly inhabitants).

In April, the Municipality of Bovec in cooperation with Jarina organized an educational workshop on the topic »Crowdfunding - financing of business ideas related to the intangible cultural heritage“ The main speaker was Žiga Berce, a connoisseur of the start-up scene and crowdfunding, which presented the basics to the participants. Through examples of good practice, Žiga Berce explained how to prepare for crowdfunding, what the most important steps during the campaign of such financing are, and what follows after the campaign's end. He also led an open debate about already emerging business ideas that relate to the ICH of the Bovec region.

After, a seminar "Entrepreneurship in the field of Bovec region ICH and tourism" was organized in Bovec. Participants were introduced to several examples of good practice, in Slovenia and abroad. Topics were carefully chosen, as evidenced by the large number of participants. We also prepared local food catering, including "Idrija žlikrofi", potatoes and sheep curd. The event was advertised via online media and local TV. Topics were:

1. Successful stories in ICH marketing - good practices from Slovenia:
 - Traditional food and intangible heritage (Idrija Žlikrof and their story)
 - Heritage Interpretation (Cerknica Museum)
 - Interpretation of heritage on the terrain (Bojana Čibej - Svitar)
 - Scattered hotels - possibility to connect tourist providers - Scattered hotels Konjice (Jolanda Ivanauša)
 - Roof making and Entrepreneurship (Bojan Koželj, roofing expert)
2. Developing a business idea in the field of the ICH
 - Presentation of fixed costs to be taken into account when realizing a business idea (Nežika Kavčič)
3. Co-financing entrepreneurial ideas - Presentation of international and national tenders (Vesna Kozar, Nežika Kavčič and Peter Domevšček)

In May, there was an implementation of two workshops: "Development of business idea, product and preparation of business plans". We prepared the contents of the program of both workshops, promoted programs and coordinated and mentored the workshop.

1. Workshop: moderators were Vesna Kozar, Tanja Golja, Peter Domevšček and Andrej Maver.
 - Lecture by Andrej Maver from GIG Agency: Internet marketing - marketing of business ideas
 - Lecture by Tanja Golja on the development of business idea and product (according to the VITKO method)
 - The workshop was followed by working in groups: moderation of individual business ideas.
2. Workshop: moderators were Peter Domevšček and Vesna Kozar.



- Lecture by Vesna Kozar: The production of business plans (making a financial construction)
- Work with the participants: the realization of business plan with an emphasis on the financial construction

In these two workshops, visitors gained basic knowledge on the process of business ideas and placed them in a business plan. The participants gained new knowledge in the field of preparation of the business plan and in the field of marketing.

Meanwhile, some workshops “learning by doing” were organised on the initiative of some participants in order to provide additional knowledge in the field of woodworking and herbalism.

3.4.4. Summary of the activities conducted in Hungary

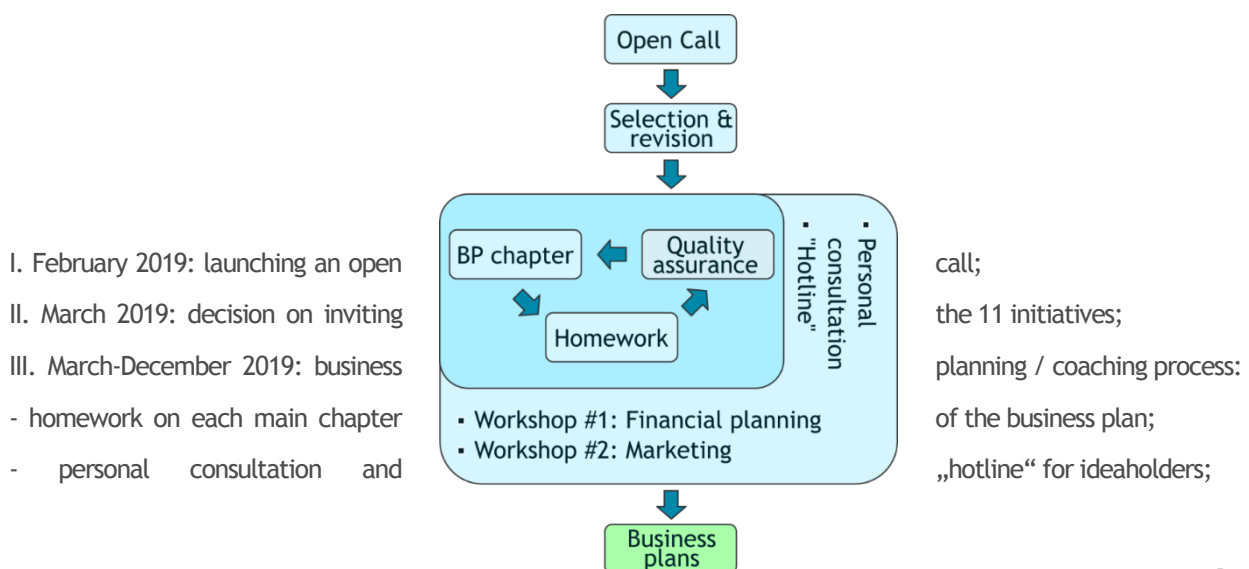
WPRED (PP06)

One of the main aims of project ARTISTIC is to support cultural operators to make local cultural initiatives sustainable, thus to valorise the intangible cultural heritage of the region.

During the application procedure of the project, the Hungarian partner, West Pannon Regional and Economic Development Public Nonprofit Ltd. (WPRED) took the responsibility of supporting and delivering at least ten business plans for ICH projects focusing on traditional architecture and traditional architectural techniques.

WPRED has long-term experience in regional and rural development as well as in cultural and natural heritage related projects, but has less knowledge in business planning, therefore teamed up with EFFIX-Marketing Ltd. (EFFIX) to support the cultural operators and ideaholders during the local pilot action process starting from the collection of ideas to the deliverance of the final business plans, moreover to support potential crowdfunding campaigns in the next year in 2020.

The overall process is summarized in the following figure:





- two workshops on financial planning and marketing (difficult topics);
 - quality assurance by expert & revision;
- IV. 14-20 July 2019: Folk Architecture Summer University (brainstorming with students);
- V. 11 business plans elaborated.

I. February 2019: launching an open call

In February 2019, an open call was released on the website of West Pannon Nonprofit Ltd. (<http://www.westpannon.hu/hu/hirek/palyazati-felhivas-az-artistic-projekt-kereteben>) and in order to reach more possible participants, it was also advertised it on a regional online news portal (<http://www.friss.hu/hirek/artistic>).



Open call published at the website of WPRED and friss.hu regional newsportal



II. March 2019: decision on inviting the 11 initiatives

In total, 11 ideas have been submitted, and after a consultation between WPRED and EFFIX, a decision has been made to invite all the ideaholders to take part in the local pilot activities. However, the call was open for any ideas that have a connection to intangible cultural heritage, all the submitted initiatives were **traditional architecture oriented**. The main reason for this must be the fact, that all the previously implemented activities targeted cultural operators and individuals related to traditional architecture in the region.

III. March-December 2019: business planning / coaching process

The direct business planning process has been supported by four types of activities:

III/A: Homework on each main chapter of the business plan

The assistance for writing the plans was based on a method as described below:

- After a consultation the ideaholders had to elaborate the actual chapter of the business plan (summary, organizational background, product/service, market analysis, marketing, management, financial plan);
- The expert checked the quality and sent feedback & recommendations regarding the sections to further develop.

III/B: Personal consultation and „hotline“ for ideaholders

EFFIX-Marketing Ltd. provided constant „hotline“ to ideaholders and had personal meetings (depending on pre-arrangement) if they had doubts or incertitude concerning the topics to be developed in the business plans.

III/C: Two workshops on financial planning and marketing (difficult topics)

During the development of the business plans common mistakes have emerged, in most cases the quality of two chapters were not sufficient enough to provide a stable base for planning / running a business, therefore the expert decided to hold two workshops on the following topics:

1. financial planning and
2. marketing.

III/D: quality assurance & revision

Besides the quality-assurance task previously described, EFFIX has been responsible for checking the quality of the final business plans, making the last fine-tuning steps, as well as to summarize the final documents in *Business Model Canvas* format, that the partnership had previously agreed on.

IV. 14-20 July 2019: Folk Architecture Summer University

In the frame of the annual Folk Architecture Summer University, a dedicated session/day has been organized to the ICH-related ideas that has been collected in the local pilot action of ARTISTIC. The backbone of the event was a workshop & common brainstorming with architects and architecture students about the project ideas, initiatives, how they could be improved, about financial aspects, possible marketing solutions.



V. 11 business plans elaborated

By the end of the local pilot process, 11 business plans have been finalized. Despite the fact that the first goal was „only“ to elaborate the plans by the end of December, and find financial opportunities later in 2020, some results have been already achieved. The best example is a local association that planned to produce straw insulation panels for buildings, but in the meantime they successfully applied for a national fund to buy the machine, however they are still interested in participating in the business plan development process focusing on further product development, e.g. to introduce straw mattress on the market (just like coconut mattresses which has become more and more popular in the recent years).

Of course, these success cases, as well as the development process as a whole led to focus changes in the plans compared to the original ideas, but the main concept always remained the same, including the idea of preserving and valorising our intangible cultural heritage.

3.4.5. Summary of the activities conducted in Germany

B&S (PP07)

Launch of an open call for business ideas oriented to local ICH valorisation

In February 2019, an open call was released on the website of b&s unternehmensberatung und schulung für den ländlichen raum GmbH: <https://www.bsleipzig.de/aktuelles/> .

Aufruf
Einreichung Ihrer Projektidee zur Inwertsetzung des Immateriellen Kulturerbes



Projektkonzeption zur Inwertsetzung des Immateriellen Kulturerbes in Ostelbien

AUSSCHREIBUNG
Projekt- und Geschäftsideen im Bereich Immaterielles Kulturerbe
ERKLÄRUNG zur Einreichung

Unsere Region ist reich an immateriellem Kulturerbe. Vielfältige Fähigkeiten und Fertigkeiten der Menschen prägen unsere Gesellschaft, gestalten und formen unseren Lebensraum, geben eine Zukunftsperspektive.

Im Rahmen des Interreg-Projektes „ARTISTIC – Inwertsetzung des Immateriellen Kulturerbes (ICH) für lokale nachhaltige Entwicklung in den CE-Regionen“ besteht die Möglichkeit neue Potenziale zu erkennen, zu unterstützen und zu fördern.

Deshalb möchten wir Sie einladen, Ihre Ideen dazu einzureichen.

Welche Art von Ideen suchen wir und können wir unterstützen?

Projektkonzepte in den Bereichen ...

- Traditionelles Handwerk
- Lebenskultur, Kultur und darstellende Kunst
- Tradition und Bräuche
- Wissen und Praktiken im Zusammenhang mit unserem Natur- und Lebensraum

Welche Zusammenarbeit können wir Ihnen anbieten?

1. Wir unterstützen Menschen mit innovativen Ideen
2. Wir geben Feedback zu Ihrer Idee
3. Sie haben die Möglichkeit an einem Schulungsprogramm teilzunehmen, bei dem Sie Ihre Management- und Kommunikationsfähigkeiten verbessern können
4. Entwicklung eines Geschäftsplans und Implementierung Ihrer Idee auf einer Crowdfunding-Plattform

Sie haben Interesse?
 Dann senden Sie Ihre Idee bis spätestens 15.03.2019 an Herrn Holger Ranboth, unter info@ostelbien.de

Hier geht's zum Bewerbungsformular:
 [Bewerbungsformular](#)
Klick mich! (Word-Dokument) (1,1 MB)


Informationen zum Projekt
 Diese Ausschreibung ist Teil des Projektes „ARTISTIC – Valorisation of Intangible Cultural Heritage (ICH) für lokale nachhaltige Entwicklung in den CE-Regionen“, das im Rahmen des Interreg CENTRAL EUROPE Cross-Border Cooperation Program (Call EC1152) finanziert wird. Das Projekt ARTISTIC zielt darauf ab, die Zusammenarbeit zwischen Kulturschaffenden, Bürgern und Finanzakteuren zu verbessern, technische Fähigkeiten im unternehmerischen Bereich bereitzustellen und die Fähigkeit zu verbessern, Ressourcen durch Experimentieren mit Crowdfunding-Kampagnen zu gewinnen.

Dank des ARTISTIC-Projektes werden mit diesem Aufruf auch Geschäftsideen aus der weitverbreiteteren Geschäftsideen im Bereich „Immaterielles Kulturerbe“ identifiziert, ausgewählt und gefördert (orientiert an der Aufwertung des immateriellen Kulturerbes gemäß der UNESCO-Definition).

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



As a result of the call, there were 9 applications in March 2019, all of which were suitable. An application was made later. Since 10 projects were planned, these could still be taken into account. Thus 10 suitable ideas could be considered.

State Aid Compliance

The de minimis regulation must be observed when supporting the creation of BPs. To comply with the relevant regulations, the CENTRAL EUROPE Contact Point Germany in Dresden was contacted by phone.

Support of the selected project ideas

PP07 has offered the stakeholders a wide range of services for developing the BPs, such as:

- Small group coaching sessions
- Supported homework
- Group coachings
- Individual coachings
- 1to1 meetings
- Telephone hotline
- Educational workshops
- Quality check
- Feedback and recommendations.

Topic areas of the support services were in particular:

- Business plan development/ creating
- Business Model Canvas
- Crowdfunding
- Marketing
- financial planning/sources of financing
- Funding opportunities
- Knowledge about IPR
- Business ideas and developing a business idea
- ICH Marketing
- ICH related Ideas
- Special features of the cooperative idea

When implementing the content of this activity, PP07 used the services and tools developed in AT2.1.

In the process of developing business plans, two new cooperatives were founded.



The main support measures were:

- small workshops
- Individual and group coaching as well
- Telephone hotline.



Small workshop



Delivery of BPs

The following 10 BPs have been developed:

- Operation of a Pumpkin Museum in Zwethau
- Construction of a farm shop for Elbian pasture beef products in Pülswerda
- Redesign of the East Elbe Farmers Market Pülswerda
- Construction of a show mill in the country bakery Schröder Großtreben
- Building a bakery with traditional bread recipes
- Event ideas for the Old-Fashioned Farm Kathewitz
- Design of cultural heritage exhibitions in the Arzberg home room
- Cooperative Idea - Founding of a Cooperative for Solidarity Agriculture
- Cooperative Idea - Foundation of a sales and marketing cooperative of Saxon direct marketers
- Orchard Meadow.

Individual plans may need to be adjusted and revised early in the next period.

Selection of BPs

2 selected ideas were sent to PP13:

- KoLa Leipzig - Cooperative Agriculture
- Creation of a Orchard Meadow in Blumberg.

3.4.6. Summary of the activities conducted in Poland

RARR (PP09)

10 BPs have been developed.

3.4.7. Summary of the activities conducted in Czech Republik

JHK (PP11)

The process started in December 2018 when employees of JHK had started with the preparation of the whole concept. There were solved questions concerning the process of choosing the pilot actions, followingly widespreading of the knowledge and competences of the chosen startups. In February 2019 there were campaigns and followed by several workshops, seminars and meetings with external experts (entrepreneurship, regional development agency, locals, who are already dealing with the ICH). First a large number of locals responded, many of them went through all the process, but only a few ended up with a business plan. Mostly, the ones that already work on their ideas, but want to expand their offer and make their service, product or experience on a higher level.

However, 10 participants prepared their business model canvases; 2 ideas out of them were more advanced and developed and people more interested to perform on the crowdfunding platform.



In February 2019, the South Bohemian Chamber of Commerce started with the campaigns to gain pilot projects. There was the facebook campaign and email distribution to widespread the awareness about the next steps in the project. Our cooperating organisations such South Bohemian Museum, South Bohemian tourism headquarters and South Bohemian Region and Local action groups helped us a lot also with the campaign and sent it to their distribution lists. The program that we offered is called From the idea to its realisation and we asked public to join with their ideas of establishing a business in the field of intangible cultural heritage. Few applied and then we helped them with their business plans.

- In May and June some of them took part in the educational workshop about Crowdfunding.
- The workshops for cultural mediators were provided by Prague company BUSYMAN which is one of the best platforms for connecting the investors and business projects in the Czech Republic. The team is composed of several specialists and each of them had the lecture about one field that was representing. Few of the pilot applicants took part of the project as well.
- Thanks to the workshops for cultural mediators, where they have been educated in the field of BP creating, marketing, IPR and source of financing, they led few individual consultations with the pilot actors and small groups were interested to have a consultation as well.

3.4.8. Summary of the activities conducted in Slovakia

SOPK (PP12)

To the process of preparation BP (part of pilot action) forego project activities:

- De minimis rules ex- ante evaluation of applicability at national level;
- Consulting national authority the Antimonopoly office of Slovak Republic on procedural possibility to apply Commission Regulation N. 651/2014 declaring certain categories of aid compatible with the internal market in application for the activities conducted within ARTISTIC project. The Antimonopoly office of Slovak Republic confirmed this possibility. However analysis of applicability of De minimis rules to final beneficiaries was made. In the concern were taken of character of the final beneficiaries involved in the project and market availability of similar provided services. The analysis had shown free of charge accessibility of similar services to the same sample of final beneficiaries. So character of delivered activities of ARTISTIC project in Slovakia showed there is no commercial dimension damaging market completion.
- Establishing the ICH Desk Board
- Development of common application form for call
- DT 3.1.2 open call for ICH Ideas published at website, facebook and distributed by e- mail. Call was opened from date 11. February 2019 to date 28. February 2019.
- Organizing of DT 2.2.4 Local event to promote crowdfunding. Timing of event was set to time of the open call to foster information campaign to apply with ICH ideas also between the ICH Desk Board members.
- Selection of ICH ideas. Selection did the evaluation board composed from ICH desk members based on personal evaluation of applications and common consensus. Selected applicant were informed on successful application by the invitation proceed and take part at Pilot activities of project.
- Organizing of Pilot activity DT 2.3.5 Training on modules: ICH ides selection, Financing, Communication. Duration of training was 2 days with 22 participants from which 14 finished full training.

Process of development started in the conduct of Pilot activity DT 2.3.5 Training on modules where participants started to develop their first drafts BPs. In-between and after trainings the ICH mediator (Mrs. L. Zovincova) did advisory service to participants.



The BPs were developed according to rules of different requirements according to the national funding they were going to apply (Trencin self-government region - regional grant scheme, governmental Fond for support of heritage- national grant scheme, Start Lab - crowd funding)

Follow up: Develop BPs have been seen and valued by the selection board with respect to recent the most appropriate for international crowd funding within Artistic project.

To the process of preparation BP was based on systematic communication with potential beneficiaries organisation pilot activities and delivery of assistance as follows:

- Development of tools
- Organization of WS on financing methods (organize with synergic effect as pitch session)
- Establishing the ICH Desk Board
- Open Call for ICH ideas (from 11. February 2019 to 28. February 2019 due to low interest re-opened for new ICH ideas application till mid of March 2019.
- Selection of ICH ideas
- Organization of pilot testing trainings on 2. April 2019 and 23. May 2019 (2 days) supported by coaching on Business plan development

4. Figures: how many ICH ideas, how many people involved, number of BPs finalised.

	Number of local ICH oriented business ideas collected through open call	Number of people involved in BPs assistance	Number of BPs finalised
Italy	32	45	21
Austria	21	46	13
Slovenia	17	41*	6
Hungary	11	The data is still missing!	11
Germany	10	26	10
Poland	19	The data is still missing!	10
Czech Republik	10	32	10
Slovakia	16	14	12
Total	136	204**	93

* Only PP05!

** Without the missing data!

List of Business plans developed and finalised

	Title of the Business Plan	Country
1	Wanderers	Italy
2	Canti Per Non Dimenticare	Italy



3	Opificio Delle Opportunita'	Italy
4	Shakespeare Week	Italy
5	Archeocomics	Italy
6	Locashown	Italy
7	Ri-Ciak Cinema di Comunita'	Italy
8	Rivoli Veronese 2020	Italy
9	Un Du Tribù - Uan Ciu Tribù	Italy
10	Coloramisù	Italy
11	Casa Colombare	Italy
12	Living Early History	Italy
13	La Citta' Delle Arti /House of the Arts	Italy
14	Container	Italy
15	M9	Italy
16	Officina Classica Hub	Italy
17	Timeline Della Scuola Grande di San Giovanni Evangeslista/ Timeline of the Great School Of Saint John the Evangelist in Venice	Italy
18	Processus	Italy
19	Beni Culturali on line - Collaborative Web Platform for the Discovery Of Cultural Heritage	Italy
20	Terracotta - Hub Gallery	Italy
21	Terzaforma	Italy
22	Bees Fresh Bag	Austria
23	Gartenleben	Austria
24	Pux Box	Austria
25	Vo Do Theater	Austria
26	Fascination Sheep Wool Schaf Woll Genuss	Austria
27	175 years Berghofer - Mühle	Austria
28	Future Skills Farming	Austria
29	SET - So Ein Theater	Austria
30	Bio Region Mühlviertel	Austria
31	Innovation TV	Austria
32	Mallnitz	Austria
33	Stutenmilch Töchterlehof	Austria
34	Gragger & Chorgherr	Austria
35	KulTurca	Slovenia
36	Dispersed hotel Soča	Slovenia
37	Gorjuška cedars in Pipes	Slovenia
38	Manufacture of specialized backpacks and handbags with local stories	Slovenia
39	House of traditions	Slovenia



40	Traditional herbalisem and the festival	Slovenia
41	Straw panel production	Hungary
42	Route of local heritage museums	Hungary
43	Improving the programme offer of Pityerszer Museum Settlement	Hungary
44	Wine cellar apartments	Hungary
45	Expansion of Regio Earth Festival	Hungary
46	Braided door - insulation door	Hungary
47	Traditional small-sized house models	Hungary
48	Elaboration of knowledge base / video documentation on traditional architecture	Hungary
49	Folk Architecture Summer University	Hungary
50	Build locally, build yourself	Hungary
51	Awareness-raising workshops	Hungary
52	Operation of a Pumpkin Museum in Zwethau	Germany
53	Construction of a farm shop for Elbian pasture beef products in Pülswerda	Germany
54	Redesign of the East Elbe Farmers Market Pülswerda	Germany
55	Construction of a show mill in the country bakery Schröder Großtreben	Germany
56	Building a bakery with traditional bread recipes	Germany
57	Event ideas for the Old-Fashioned Farm Kathewitz	Germany
58	Design of cultural heritage exhibitions in the Arzberg home room	Germany
59	Cooperative Idea - Founding of a Cooperative for Solidarity Agriculture	Germany
60	Cooperative Idea - Foundation of a sales and marketing cooperative of Saxon direct marketers	Germany
61	Orchard Meadow	Germany
62	Wallachian Culture Center	Poland
63	“Krywulki” - a traditional colourful beaded necklace.	Poland
64	Contemporary trends with Lasowiak embroidery	Poland
65	Dulcimer CD album (2CDs)	Poland
66	Cloth Workshop	Poland
67	Folk dance workshops together with Regional song and dance ensemble Markowianie	Poland
68	Museum of a living tale	Poland
69	Supplementing the rafting offer with traditional rafting singing	Poland
70	Craft settlemen	Poland
71	Bobbin lace	Poland
72	Smolenka	Czech Republik
73	Flower farm	Czech Republik
74	Bišky	Czech Republik
75	Upholstery	Czech Republik
76	Wool processing from A to Z	Czech Republik
77	Šibalské dobroty	Czech Republik



78	APIS	Czech Republik
79	Ecomuseum	Czech Republik
80	Lace decorations	Czech Republik
81	Travel agency	Czech Republik
82	Collecting, documentation and research activities focusing on local traditional folk culture - Folk clothing from Trenčianska Teplá and its embroidery	Slovakia
83	Documenting of the hand embroidery of the costumes of the Trencianska Tepla village	Slovakia
84	Preservation of the traditional regional gastronomy of Myjavsko region	Slovakia
85	Dancing lessons of folk dances - teaching of basic principles and folklore dance motives specific for Trencin region	Slovakia
86	Three keys for Katherine	Slovakia
87	Festival of the traditional cuisine in Beckov castle	Slovakia
88	Protecting of beekeeping and plums processing in Myjava Region	Slovakia
89	Protection of rural labor skills and traditions	Slovakia
90	Milestones of regional history	Slovakia
91	Traditional plant varieties and animal breeds	Slovakia
92	Restoration of the orchard	Slovakia
93	Children's book for small and big riders - Laki's town	Slovakia

5. Final remarks

Analysing all results of this deliverable, UHAM perceives that all goals of the ARTISTIC project are being well accomplished and all partners were accurately involved in all local pilot actions, achieving all targets of the application form. Whereas 76 BPs were planned in the Application Form, the project partners reached a number of 93 finalised business plans. Also, the project partners trained in total more than 160 ICH operators, who, very soon, will perform as multipliers of the developed strategies to valorize ICH assets for local sustainable development in eight Central European countries.

Furthermore, the developed ARTISTIC toolset was tested and proved to be a good and well accepted tool to work for ICH valorization and local sustainable development. Still, some improvements can be done by the partners according to their specific regions and local necessities.

UHAM considers the results of the local pilot actions as succesfull and effective. The project partners executed all tasks successfully and also paid attention on the important role of ICH's valorization and safeguarding within local development.



6. Annexes

6.1. ANNEX 1 - Application Form to participate in the selection of ICH oriented business ideas

Artistic Project

Application Form to participate in the selection of ICH oriented business ideas

1. Are you a resident of the xx (name of the Region)? Yes No
If not, where do you live? _____
2. Is your idea linked to the xx (name of the Region) territorial context? Yes No
3. In which of the following ICH¹ sectors is your business idea:
 - Traditional craftsmanship
 - Oral traditions
 - Performing arts
 - Social practices
 - Knowledge and practices concerning nature
 - Other (specify) _____
4. Describe your business idea (maximum 3,000 characters)

5. State of development of the business idea, choose the degree of definition of your idea:
 - a) dream / sketched out idea;
 - b) identified content of the idea, data collecting to define all the relevant aspects;
 - c) defined idea with business plan or business model canvas drawn up and verified;
 - d) defined idea and in the start-up phase (it starts within 6 months: for example, with consolidated contacts with suppliers, loans already acquired, possession of premises to be used, equipment already purchased, etc.);
 - e) recently started activities (<3 years) - foundation phase/start up phase;
 - f) activity started (> 3 years - establishment phase);
6. Does your idea have / will have a territorial impact? If yes, explain how it enhances and involves the local territorial context / community, what is the benefit for the Region? (maximum 3,000 characters)

¹ 'The "intangible cultural heritage" means the practices, representations, expressions, knowledge, skills - as well as the instruments, objects, artefacts and cultural spaces associated therewith - that communities, groups and, in some cases, individuals recognize as part of their cultural heritage', (UNESCO Convention, Paris 17th October 2003).



7. How many people is / will your team be composed of? Describe composition, roles and possession of specific skills or abilities

Name	Role	Skills or specific abilities

8. What is the unique selling point of the project? - What is the special benefit / value added of the project? (maximum 1,000 characters)

9. Describe the idea's innovative elements² (maximum 3,000 characters)

10. How do you intend to finance or how did you fund your business idea? (you can indicate more than one option)

- Self-financing
- Family / Friends
- Credit institutions
- Business angels / venture capital
- Public funding / scholarship / prize
- Crowdfunding
- Foundations
- Other (specify) _____

11. Can you rely on a network of partners available to support the implementation of the project? If so, how they can provide support (eg. local investors, other territorial organization that performs functional activities / in synergy with yours, members of the local community participating in the initiatives, spreading through social media, promoting, volunteering...)? (maximum 1,000 characters)

12. How did you find out about the Artistic Project?

- Web search engines (eg. Google, Bing...)
- Social Media (Facebook / Twitter / Instagram ...)
- Press
- Word of mouth between friends
- Direct communication or events (T2i or other partners from Artistic Project)
- Other _____

² innovative elements: the idea offers new opportunities or new products/services? Does it facilitate access to new products or services? Does it offer greater efficiency and a better impact? Is it innovative from a technological point of view? How much does it engage young generations and use innovative tools such as mktg2.0? Is it innovative from a social point of view? Does it use innovative distribution channels?



13. Have you already participated in funded initiatives to support self-entrepreneurship?

Yes No If yes, what? _____

14. List the documents / materials you are attaching to this Application Form

15. I accept the terms of participation, ipr and privacy that I find at the following links (*click on the link to view terms and conditions - here each PP inserts their specific authorisations*)



7. ANNEX 2 - Open Calls from all PPs

CZECH REPUBLIC

24.6.2019

ARTISTIC výzva nejlepších nápadů v oblasti nehmotného kulturního dědictví | Jihočeská hospodářská komora



ARTISTIC výzva nejlepších nápadů v oblasti...

ARTISTIC výzva nejlepších nápadů v oblasti nehmotného kulturního dědictví



Vážení podnikatelé a příznivci tradic,

Střední Evropa je oblast bohatá na nehmotné kulturní dědictví (ICH), které není dostatečně oceňováno a financováno kvůli nedostatku finančních prostředků a investic, jak veřejných, tak soukromých. Díky projektu ARTISTIC bude identifikováno, vybráno a zdokonalováno téměř 80 z nejslibnějších obchodně orientovaných myšlenek, které posílí jejich identitu. Budou podporovány ve svém vývoji a povedou k konečnému výběru 40 nejlepších podnikatelských nápadů, které vybere místní porota. Výzva bude uzavřena 15. března 2019 a 29. března 2019 budeme vybírat nejlepší nápady.

Nápady, které hledáme:

- Tradiční řemeslné zpracování
- Ústní tradice
- Múzických umění
- Společenské postupy
- Znalosti a postupy týkající se přírody

Co nabízíme:

Ve prospěch vybraných podnikatelských nápadů budou nabídnuta školení a personalizovaný asistenční program (workshopy, schůzky, individuální pomoc, malé pracovní skupiny) zaměřené na vypracování a přezkoumání podnikatelského plánu a na valorizaci hodnoty ICH podnikatelského nápadu.

Kdo se může účastnit:

Podnikatelé nebo potenciální podnikatelé, kteří mají obchodní myšlenku spojenou s aktivy ICH, kteří žijí v oblasti projektu (v regionu) nebo se chtějí zapojit či založit svůj podnikatelský záměr v oblasti projektu.



24.6.2019

ARTISTIC výzva nejlepších nápadů v oblasti nehmotného kulturního dědictví | Jihočeská hospodářská komora



Pro více informací kontaktujte:

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Vydáno: 01.02.2019

Partneři



Všichni partneři

<https://www.jhk.cz/o-nas/aktuality/artistic-vyzva-nejlepsich-napadu-v-oblasti-nehmotneho-kulturniho-dedictvi-1382.html>

2/3

24.6.2019

ARTISTIC výzva nejlepších nápadů v oblasti nehmotného kulturního dědictví | Jihočeská hospodářská komora

Partnerská města



Všechna partnerská města

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24.6.2019

Bando di selezione per idee imprenditoriali con il progetto Artistic



TRASFERIMENTO TECNOLOGICO
INNOVAZIONE
SISTEMA CAMERALE VENETO

Bando di selezione per idee imprenditoriali con il progetto Artistic



Presentazione del bando

Questo bando per idee imprenditoriali è parte del Progetto "ARTISTIC – Valorization of Intangible Cultural Heritage (ICH) Assets for local sustainable development in CE Regions", finanziato nell'ambito del Programma di cooperazione transfrontaliera Interreg CENTRAL EUROPE (cod. prog. CE1152).

L'Europa Centrale è una zona ricca di asset culturali intangibili (ICH) che non vengono adeguatamente valorizzati e finanziati, a causa della penuria di fondi e di investimenti, sia pubblici che privati.

Il progetto ARTISTIC mira a migliorare la cooperazione tra operatori culturali, cittadini e operatori finanziari, fornendo competenze tecniche in ambito imprenditoriale e affinando la capacità di attrarre risorse per mezzo della sperimentazione di campagne di crowdfunding.

Scopo del bando

Grazie al progetto ARTISTIC, con questo bando per idee imprenditoriali saranno identificate, selezionate e valorizzate 8 fra le più promettenti idee di business 'ICH oriented' (orientate alla valorizzazione del patrimonio culturale immateriale, secondo la definizione UNESCO).

A favore delle idee di business selezionate sarà offerto gratuitamente un programma di formazione personalizzato (assistenza individuale o per piccoli gruppi) volto alla stesura o alla revisione di un Business Plan mirato allo sviluppo di una efficace campagna di crowdfunding. L'accompagnamento avrà una durata minima di 16 ore, ampliabile in funzione dei fabbisogni emersi e alle specificità dell'idea da sviluppare;

Quali idee cerchiamo?

Saranno selezionate 8 idee di business 'ICH oriented' ricomprese nei settori:

- Artigianato tradizionale;
- Tradizioni ed espressioni orali;
- Cultura e arti dello spettacolo;
- Consuetudini sociali, eventi rituali e festivi;
- Conoscenze e pratiche relative alla natura.

Cosa offriamo in concreto

1. Supportiamo persone con idee innovative;
2. Valutiamo e diamo un riscontro sull'idea;
3. Alle idee selezionate, offriamo un programma di formazione esclusivo, basato su un pacchetto di sei moduli, aventi la finalità di rafforzare competenze in campo manageriale e di comunicazione efficace, da realizzarsi nel periodo che va dalla metà di marzo alla metà di giugno 2019;
4. Il percorso di cui al punto 3 prevede come output la redazione di un Business Plan, mirato al posizionamento sulle piattaforme di crowdfunding;
5. In un momento successivo, una ulteriore selezione da parte dei partner di progetto consente l'accesso alla rete dei nostri partner e la consulenza one-to-one per il posizionamento su piattaforme di crowdfunding.

Termine ultimo e modalità di presentazione delle idee

Per partecipare è sufficiente compilare la domanda di ammissione presente sulla pagina del corso e inviare a info.verona@t2i.it la **Scheda di partecipazione – Progetto Artistic**. Saranno prese in considerazione unicamente le domande pervenute complete.

La data ultima per la presentazione delle domande è fissata al 28/02/2019.



24.6.2019

Bando di selezione per idee imprenditoriali con il progetto Artistic

I risultati della selezione saranno pubblicati entro il 14 marzo 2019 sulla pagina web: <http://www.t2i.it/avvisi-bandi-2/>

BANDO E ISCRIZIONI ONLINE

Per maggiori informazioni:

Marco Braga
marco.braga@t2i.it
tel: 045/8766940

Chiara Remundos
chiara.remundos@t2i.it
tel: 045/8766940



GERMANY

b&s Unternehmensberatung und Schulung für den ländlichen Raum GmbH

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Aufruf

**Einreichung Ihrer Projektidee zur
Inwertsetzung des Immateriellen Kulturerbes**



Projektinitiativen zur Inwertsetzung des Immateriellen Kulturerbes in Ostelbien

<https://www.bsleipzig.de/aktuelles/>

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24.6.2019 Einreichung Ihrer Projektidee zur Inwertsetzung des Immateriellen Kulturerbes - b&s Unternehmensberatung und Schulung für den I...

AUSSCHREIBUNG

Projekt- und Geschäftsideen im Bereich Immaterielles Kulturerbe EINLADUNG zur Einreichung

Unsere Region ist reich an immateriellem Kulturerbe.
Vielfältige Fähigkeiten und Fertigkeiten der Menschen prägen unsere Gesellschaft, gestalten und formen unseren Lebensraum, geben eine Zukunftsperspektive.

Im Rahmen des Interreg Projektes „ARTISTIC – Inwertsetzung des Immateriellen Kulturerbes (ICH) für lokale nachhaltige Entwicklung in den CE Regionen“ besteht die Möglichkeit neue Potenziale zu erkennen, zu unterstützen und zu fördern.

Deshalb möchten wir Sie einladen, Ihre Ideen dazu einzureichen.

Welche Art von Ideen suchen wir und können wir unterstützen?

Projektideen in den Bereichen ...

- Traditionelles Handwerk
- Lebenskultur, Kultur und darstellende Kunst
- Tradition und Bräuche
- Wissen und Praktiken im Zusammenhang mit unserem Natur- und Lebensraum

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4. Entwicklung eines Geschäftsplans und Unterstützung ihrer Idee auf einer Crowdfunding Plattform

Sie haben Interesse?

Dann senden Sie Ihre Idee bis spätestens 15.03.2019 an Herrn Holger Reinboth, unter info@ostelbien.de

Hier geht's zum Bewerbungsformular:



Bewerbungsformular

Microsoft Word Dokument [1.1 MB]

Download

Informationen zum Projekt

Diese Ausschreibung ist Teil des Projekts "ARTISTIC – Valorization of Intangible Cultural Heritage (ICH) für lokale nachhaltige Entwicklung in den CE-Regionen", das im Rahmen des



24.6.2019 Einreichung Ihrer Projektidee zur Inwertsetzung des Immateriellen Kulturerbes - b&s Unternehmensberatung und Schulung für den l...

Interreg CENTRAL EUROPE Cross-Border Cooperation Program (Code EC1152) finanziert wird. Das Projekt ARTISTIC zielt darauf ab, die Zusammenarbeit zwischen Kulturakteuren, Bürgern und Finanzakteuren zu verbessern, technische Fähigkeiten im unternehmerischen Bereich bereitzustellen und die Fähigkeit zu verbessern, Ressourcen durch Experimentieren mit Crowdfunding-Kampagnen zu gewinnen.

Dank des ARTISTIC-Projekts werden mit diesem Aufruf nach Geschäftsideen acht der vielversprechendsten Geschäftsideen im Bereich "Immaterielles Kulturerbe" identifiziert, ausgewählt und gefördert (orientiert an der Aufwertung des immateriellen Kulturerbes gemäß der UNESCO-Definition).

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

Kontakt

b&s Unternehmensberatung
für den ländlichen Raum GmbH

Tel.: [+49] (0)341 4462730
Fax: [+49] (0)3222 1200338
E-Mail: bsleipzig@bsleipzig.de

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SLOVENIA - BOVEC

24.6.2019

JAVNI POZIV ZA ISKANJE POSLOVNE IDEJE POVEZANE Z NESNOVNO KULTURNO DEDIŠČINO BOVŠKEGA – Občina Bovec



Išči ...

Išči

JAVNI POZIV ZA ISKANJE POSLOVNE IDEJE POVEZANE Z NESNOVNO KULTURNO DEDIŠČINO BOVŠKEGA



Občina Bovec

Javni poziv za iskanje poslovnih idej je del projekta "ARTISTIC – Vrednotenje bogastva nesnovne kulturne dediščine (NKD) za lokalni trajnostni razvoj v regijah Evropske skupnosti", ki se financira v okviru Programa čezmejnega sodelovanja Interreg CENTRAL EUROPE (oznaka EC1152).

PODLAGA

Soška dolina je bogata z nesnovno kulturno dediščino. Različna znanja, spretnosti in sposobnosti ljudi oblikujejo našo družbo, oblikujejo naš življenjski prostor, dajejo perspektivo prihodnosti, dajejo nam vir za razvoj produktov in storitev. Mnoge izginjajo iz našega okolja, tudi če se nam v tem trenutku ne zdijo dobičkonosne, jih je potrebno ohraniti. V okviru projekta Interreg »ARTISTIC« je mogoče identificirati, podpreti in spodbujati nove možnosti na področjih, ki jih želimo ohraniti za prihodnje rodove in se z njimi tudi preživljati.

NAMEN POZIVA

Namen pozivaje opredelili, izbrati in spodbuditi k razvoju obetavne poslovne ideje, usmerjene v izkoriščanje potenciala nesnovne kulturne dediščine za razvoj produktov ali storitev v skladu z UNESCO definicijo. Nosilec poslovnih idejbo ponujen program usposabljanja za razvoj produkta ter pomoč pri pripravi in pregledu poslovnega načrta. Druga faza predvideva izvedbo promocijske kampanj ter možnost prijave poslovnih idej na množično financiranje.

POMOČ PRED PRIJAVO pilotnega projekta – ideje

- **elektronsko svetovanje:** na občini Bovec smo vam na voljo za vsa vprašanja in pomoč preko elektronske pošte artistic@bovec.si ali metka.belingar@bovec.si;
- **oseben pogovor:** v ponedeljek 18.2. in 25.2., med 9.00 in 12.00 uro nas lahko obiščete občini Bovec v pisarni Artistic projekta, kjer vam bomo na voljo za vsa vprašanja in pomoč pri prijavi pilotnega projekta na razpis;
- **organizacija informativnega dne:** v soboto, 23.2.2019, med 10.00 in 14.00 uro ste vljudno vabljeni, da se udeležite okrogle mize na temo PILOTNI PROJEKTI NESNOVNE KULTURNE

Za boljše delovanje ta spletna stran uporablja piškotke. [Potrdi](#)



24.6.2019 JAVNI POZIV ZA ISKANJE POSLOVNE IDEJE POVEZANE Z NESNOVNO KULTURNO DEDIŠČINO BOVŠKEGA – Občina Bovec

KAJ ISČEMO

Iščemo in podpiramo poslovne ideje, ki so povezane z znanjem na področjih:

- tradicionalne obrti in gospodarjenja,
- rokodelskih in drugih spretnosti,
- umetnosti, pripovedništva, uprizoritvenih umetnosti,
- tradicije in običajev,
- znanj in prakse, ter storitve povezane z našim naravnim okoljem.

KAJ PONUJAMO

V prvi fazi:

- podpora projektom z inovativnimi idejami;
- analizo ideje s pomočjo strokovnih sodelavcev in ovrednotenje;
- izvedbo usposabljanja gledena potrebe razvoja produkta ali poslovanja;
- pomoč pri pripravi poslovnega načrta, usmerjenega v morebiten vstop v mrežo množičnega financiranja.

V drugi fazi:

- nosilec projektnih idej bo omogočen dostop in umestitev le teh na platformah za mednarodno množično financiranje (crowdfunding).

POGOJI ZA VKLJUČITEV V DELAVNICE:

- skladnost poslovne ideje z Unescovo opredelitvijo NKD;
- **krepitev in vključevanje lokalnih virov** (krepitev običajev, navad, tradicije in vključevanje lokalnih interesnih skupin);
- **inovativni elementi:** ali ideja ponuja nove priložnosti ali nove izdelke / storitve? Ali olajšuje dostop do novih izdelkov ali storitev? Ali ponuja večjo učinkovitost in boljši učinek? Ali je to inovativno s tehnološkega vidika? Privablja mlade generacije in uporablja inovativna orodja? Ali je to inovativno s socialnega vidika? Ali uporablja inovativne distribucijske kanale?
- **projektna skupina:** razpoložljivost nekaterih ali vseh potrebnih veščin za uresničitev ideje se nahaja znotraj skupine; verodostojnost in zanesljivost projektna skupine glede na specifično poslovno idejo; motivacija.
- **mreža partnerjev**, ki so na voljo za izvajanje projekta; ta mreža je prav tako zelo pomembna za podporo potencialne kampanje za množično financiranje;
- **trajnost ideje:** sposobnost projektna ideje, da pritegne vire in zagotovi njegovo kontinuiteto skozi čas;
- **tržnost ideje:** privlačnost ideje na ciljnim trgu;
- **nosilci poslovne ideje živijo** naobmočju Občine Bovec ali pa je njihova ideja povezana z Bovško dediščino.

ROK IN METODE ZA PREDSTAVITEV IDEJ

Če želite sodelovati, izpolnite obrazec za prijavo na poziv, ki ga najdete na povezavi: [PRIJAVNI OBRAZEC](#) in ga pošljite na artistic@bovec.si ali metka.belingar@bovec.si

Upoštevane bodo izpolnjene prijave, ki bodo prispele do vključno **28/02/2019**.

Seznam udeležencev bo objavljen do 14. marca 2019 na spletni strani OBČINE BOVEC.

OSTALE INFORMACIJE IN ODDAJA PRIJAV ONLINE:

Metka Belingar
metka.belingar@bovec.si
tel: +386 (0)31 312 733

Manja Pečkaj
artistic@bovec.si
tel: +386 (0)31 424 017

Za boljše delovanje ta spletna stran uporablja piškotke. [Potrdi](#)

<https://obcina.bovec.si/razpisi/javni-poziv-za-iskanje-poslovne-ideje-povezane-z-nesnovno-kulturno-dediscino-bovskega/>

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24.6.2019 JAVNI POZIV ZA ISKANJE POSLOVNE IDEJE POVEZANE Z NESNOVNO KULTURNO DEDIŠČINO BOVŠKEGA – Občina Bovec

OBČINA BOVEC
Trg golobarskih žrtev 8
5230 Bovec



telefon: 05 / 38 41 901
fax: 05 / 38 41 915
obcina.info@bovec.si



24.6.2019

Pályázati felhívás az ARTISTIC projekt keretében/ Westpannon



HU
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NYITÓLAP RÓLUNK HÍREK PROJEKTEK PARTNEREINK KAPCSOLAT

Nyitólap > Pályázati felhívás az ARTISTIC projekt keretében

TERÜLETI TERVEZÉS, PROGRAMOZÁS

Területi elemzések, hatásvizsgálatok,
kutatás

Stratégiai tervezés

Projektfejlesztés, tanácsadás, pályázati
felkészítés

Közösségi célú és közösségi tervezés

HAZAI ÉS NEMZETKÖZI PROJEKTEK

Hazai projektek

Határon átnyúló projektek

Transznacionális projektek

FŐ FEJLESZTÉSI TERÜLETEK

Gazdaságfejlesztés, klaszterek

Fenntartható közlekedés

Vidékfejlesztés, kultúra

Pályázati felhívás az ARTISTIC projekt keretében

A Nyugat-Pannon Nonprofit Kft. nyílt pályázati felhívást hirdet kulturális szereplők, vállalkozók, vállalkozni vágyó lakosok részére, akik a térség szellemi kulturális örökségére alapozva kívánnak új kezdeményezéseket megvalósítani.



Közép-Európa szellemi kulturális öröksége (SZKÖ) rendkívül gazdag és sokrétű, azonban ezen javakat sok esetben nem értékelik megfelelően, finanszírozási lehetőségeik szűkösek, legyen szó akár közösségi, akár magánbefektetésekről. A nemzetközi ARTISTIC projekt ezen nehézségek legküzdésében kíván segítséget nyújtani speciális képzési, támogatási programjával.

A kezdeményezés keretén belül a partnerországokban közzétett pályázati felhívásokra beérkező, SZKÖ-hez kapcsolódó piaciorientált projektötletek közül a legígéretesebb 80 kerül kiválasztásra (Magyarországról 10 db), melyeket ingyenes szakmai támogatási, tanácsadási program keretében igyekezünk olyan minőségű üzleti tervekkel fejleszteni, hogy az akár magán-, akár állami forrás igénybevételére alkalmas legyen. A teljes projekt szintjén ezek felére, tehát 40 projekttervre közösségi finanszírozási, ún. crowdfunding kampányok keretében kísérünk meg támogatást szerezni. Magyarországon a Nyugat-Dunántúl régióból keressük ilyen jellegű elképzeléseket, kezdeményezéseket. A beérkező projektötletekből a helyi partner által felállított zsűri összesen tízet választ ki, melyek a projektfejlesztési tevékenységek alapját fogják képezni az elkövetkezendő hónapokban.

Mit kínálunk?

A kiválasztott ötletgazdák számára ingyenes képzési és személyre szabott coaching programot biztosítunk, találkozók, egyéni segítségnyújtás, kis munkacsoportos foglalkozások keretében, amelynek célja végeredményben magas minőségű, innovatív, magas hozzáadott értékkel rendelkező üzleti tervek kidolgozása.

Kik vehetnek részt?

Vállalkozók vagy vállalkozó szándékú lakosok, egyéb szervezetek, egyesületek, alapítványok, akik a SZKÖ-hez kapcsolódó üzleti ötletekkel rendelkeznek, továbbá a projekt célterületén élnek, vagy tevékenységeiket a projekt célterületén kívánják megvalósítani.

Az elképzelések, amiket keresünk:

A szakértőkből álló helyi zsűri az alábbi témákban várja a jelentkezőket:

- hagyományos kézművesség;
- színhagyományok;
- előadóművészet;
- néphagyomány;
- természethez kapcsolódó tudás, eljárás;
- egyéb, amennyiben az alaptéma megfelel az UNESCO szellemi kulturális örökség meghatározásának.

Értékelési szempontok

A pályázatok benyújtási határideje 2019. február 28. 12:00. A projektpartner által szervezett helyi támogatócsoport tagjaiból álló zsűri 2019. március 14-én 16:00-kor teszi közzé a támogatási programra kiválasztott 10 db projektötlet listáját. A kiválasztás fő szempontjai az alábbiak:

- Az üzleti ötlet alaptémája megfelel az UNESCO SZKÖ-definíciójának;
- Helyi erőforrások fejlesztése és bevonása (népszokások, hagyományok és a helyi területi érdekelt bevonása);
- Innovatív elemek: az ötlet kínál-e újszerű lehetőségeket, új terméket vagy szolgáltatást? Elősegíti-e az új termékekhez vagy szolgáltatásokhoz való hozzáférést? Nagyobb hatékonyságot biztosít? Technológiai

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24.6.2019

Pályázati felhívás az ARTISTIC projekt keretében/ Westpannon

- Projektcsoport: az elképzelés megvalósításához szükséges készségek rendelkezésre állása a csapaton belül; a projektcsoport hitelessége és megbízhatósága, a konkrét téma figyelembevételével; motiváció;
- A projekt megvalósításához rendelkezésre áll partneri hálózata; ez a hálózat adott esetben nagy jelentőséggel bír közösségi finanszírozási kampány támogatásában;
- Az ötlet fenntarthatósága: a projekt erőforrásvonzóképesége, amely garantálja annak időbeli folytonosságát;
- Ötlet piacépessége: az ötlet piaci vonzereje.


Amennyiben jelentkezni kíván, kérjük a mellékelt dokumentumot kitöltve juttassa el az alábbi e-mail címre: zsombor.aradszki@westpannon.hu

További kérdés esetén szintén a fenti elérhetőség használandó.

A projekt az Interreg Central Europe Programból, az Európai Regionális Fejlesztési Alap támogatásával, az Európai Unió és Magyar Állam társfinanszírozásával valósul meg.

www.interreg-central.eu/artistic

Letölthető anyagok

 [Jelentkezési űrlap](#)

ADATVÉDELMI NYILATKOZAT FELHASZNÁLÁSI FELTÉTELEK IMPRESSZUM KAPCSOLAT
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KAPCSOLAT

Nyugat-Pannon Terület- és Gazdaságfejlesztési Szolgáltató Közhasznú Nonprofit Kft.

9700 Szombathely, Horváth Boldizsár krt. 9.
Tel.: 06/94/500-495, Fax: 06/94/500-496
E-mail: info@westpannon.hu

9021 Győr, Arany János u 28-32.
E-mail: info@westpannon.hu



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RENDBEN

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AUSTRIA



24.6.2019

Projekte zur Inwertsetzung des Immateriellen Kulturerbes Steirisches Vulkanlandes - Vulkanland

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Projekte zur Inwertsetzung des Immateriellen Kulturerbes im Steirischen Vulkanland

AUSSCHREIBUNG

Projekt- und Geschäftsideen im Bereich Immaterielles Kulturerbe

EINLADUNG zur Einreichung



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Vielfältige Fähigkeiten und Fertigkeiten der Menschen prägen unsere Gesellschaft, gestalten und formen unseren Lebensraum, geben eine Zukunftsperspektive.

Im Rahmen des Interreg Projektes „ARTISTIC – Inwertsetzung des Immateriellen Kulturerbes (ICH) für lokale nachhaltige Entwicklung in den CE Regionen“ besteht die Möglichkeit neue Potenziale zu erkennen, zu unterstützen und zu fördern.

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- Wissen und Praktiken im Zusammenhang mit unserem Natur- und Lebensraum

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4. Entwicklung eines Geschäftsplans und Unterstützung ihrer Idee auf einer Crowdfunding Plattform

Sie haben Interesse?

Dann senden Sie Ihre Idee bis spätestens 20.03.2019 an Frau Mag. Daniela Adler, MBA unter adler@vulkanland.at

Hier geht's zum Bewerbungsformular >> (https://www.vulkanland.at/wp-content/uploads/2019/02/CE1152-ARTISTIC-DT3-1-2_form__deutsch.docx)

Informationen zum Projekt



24.6.2019

Projekte zur Inwertsetzung des Immateriellen Kulturerbes Steirischen Vulkanlandes - Vulkanland

Diese Ausschreibung ist Teil des Projekts "ARTISTIC – Valorization of Intangible Cultural Heritage (ICH) für lokale nachhaltige Entwicklung in den CE-Regionen", das im Rahmen des Interreg CENTRAL EUROPE Cross-Border Cooperation Program (Code EC1152) finanziert wird. Das Projekt ARTISTIC zielt darauf ab, die Zusammenarbeit zwischen Kulturakteuren, Bürgern und Finanzakteuren zu verbessern, technische Fähigkeiten im unternehmerischen Bereich bereitzustellen und die Fähigkeit zu verbessern, Ressourcen durch Experimentieren mit Crowdfunding-Kampagnen zu gewinnen.

Dank des ARTISTIC-Projekts werden mit diesem Aufruf nach Geschäftsideen acht der vielversprechendsten Geschäftsideen im Bereich "Immaterielles Kulturerbe" identifiziert, ausgewählt und gefördert (orientiert an der Aufwertung des immateriellen Kulturerbes gemäß der UNESCO-Definition).

ARTISTIC im Web <https://www.interreg-central.eu/Content.Node/ARTISTIC.html> (<https://www.interreg-central.eu/Content.Node/ARTISTIC.html>) .



POLAND

24.6.2019

Rzeszowska Agencja Rozwoju Regionalnego S.A. - Aktualności

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**Przedłużony nabór na pomysły biznesowe w zakresie NDK –
Niematerialnego Dziedzictwa Kulturowego z obszaru województwa
podkarpackiego w ramach projektu „ARTISTIC”**

2019-03-20

Nabór na pomysły biznesowe w zakresie NDK –
Niematerialnego Dziedzictwa Kulturowego z obszaru
województwa podkarpackiego w ramach projektu
„ARTISTIC”



Dzięki projektowi ARTISTIC zostanie zidentyfikowanych, wyselekcjonowanych i udoskonalonych m.in. na terenie województwa podkarpackiego 10 najbardziej obiecujących pomysłów biznesowych związanych z NDK, aby wzmocnić ich tożsamość. Będą wspierani w ich rozwoju i doprowadzą do ostatecznego wyboru ok. 5 pomysłów na biznes NDK, w szczególności do kampanii crowdfundingowych.

Pomysły biznesowe "zorientowane na NDK" zostaną wybrane w następujących sektorach:

- Tradycyjne rzemiosła;
- Tradycje i wyrażenia ustne;
- Kultura i sztuki widowiskowe;
- Zwyczaje społeczne, wydarzenia rytualne i świąteczne;
- Wiedza i praktyki związane z naturą.

DLACZEGO WARTO WZIĄĆ UDZIAŁ.

Europa Środkowa to obszar bogaty w wartości niematerialne i kulturalne, które nie są odpowiednio wyceniane i finansowane, ze względu na niedobór funduszy i inwestycji, zarówno publicznych, jak i prywatnych. Nie ma systematycznego podejścia do uznawania, zarządzania i oceny nowych inicjatyw w tej dziedzinie. Operatorzy kultury i wolontariusze zarządzający projektami kulturalnymi często nie mają środków finansowych ani umiejętności. Projekt ARTISTIC ma zatem na celu poprawę współpracy między podmiotami działającymi w dziedzinie kultury, obywatelami i podmiotami finansowymi, dostarczanie umiejętności technicznych w dziedzinie przedsiębiorczości i udoskonalanie umiejętności przyciągania zasobów poprzez eksperymentowanie w kampaniach finansowania społecznościowego.

PROGRAM

Na rzecz wybranych pomysłów biznesowych oferowany jest bezpłatny spersonalizowany program szkoleniowy (pomoc indywidualna lub pomoc dla małych grup) w celu przygotowania lub zmiany biznes planu mającego na celu opracowanie skutecznej kampanii crowdfundingowej.

W skrócie:

1. Wspieramy ludzi z nowatorskimi pomysłami;
2. Oceniamy i opiniujemy pomysły;
3. Do wybranych pomysłów oferujemy wyjątkowy program szkoleniowy, oparty na pakiecie sześciu modułów, mający na celu wzmocnienie kompetencji w zakresie zarządzania i skutecznej komunikacji, ochrony własności intelektualnej, możliwości finansowania.
4. Na późniejszym etapie dalsza selekcja przez partnerów projektu umożliwi dostęp do sieci naszych partnerów i indywidualne doradztwo w zakresie pozycjonowania na platformach crowdfundingowych.

Termin składania wniosków:
Do 29 marca 2019 r.

Wyszukaj w serwisie

wpisz szukaną frazę

Kalendarz

Czerwiec 2019

P	W	Ś	C	P	S	N
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Newsletter

Subskrypcja newslettera

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24.6.2019

Rzeszowska Agencja Rozwoju Regionalnego S.A. - Aktualności

Wymagania

Aby ubiegać się o pomysł biznesowy NDK należy wypełnić formularz aplikacyjny dostępny na stronie i złożyć w terminie podanym w ogłoszeniu.

Kto może brać udział:

Przedsiębiorcy lub potencjalni przedsiębiorcy, którzy mają pomysł na biznes związany z aktywami NDK z obszaru województwa podkarpackiego, mieszkający na terenie Podkarpacia lub chcący prowadzić działalność na wskazanym obszarze.

Dane kontaktowe:

Małgorzata Kilian tel. 017 8676229

mkilian@rarr.rzeszow.pl

Katarzyna Jarosz tel. 017 8676214

kjarosz@rarr.rzeszow.pl

Pliki do pobrania:

Formularz aplikacyjny.docx (985,6 KB)

REGULAMIN aktualizacja 22.03.2019.pdf (172,35 KB)

[drukuj stronę](#)



SLOVAKIA

24.6.2019

Slovenská obchodná a priemyselná komora



TRENČIANSKA REGIONÁLNA KOMORA SOPK



O NÁS | ČLENSTVO | ROZHODCOVSKÝ SÚD | SLUŽBY A CENÍKY | AKTIVITY | MESAČNÍK OPH | SOPK V MÉDIÁCH

Sprache auswählen | Jilemnického 2, 911 01 Trenčín, č.tel.: 032/6523834, č.faxu: 032/6521023, email: sopkrktn@sopk.sk

Projekty

Informácie pre podnikateľov

Odborné vzdelávanie

Ochrana osobných údajov

Úrad SOPK

Regionálne komory SOPK

- Bratislava
- Banská Bystrica
- Košice
- Nitra
- Priešov
- Trenčín
- Trnava
- Zilina

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EUROCHAMBRES

SOPK je členom Európskej komorovej siete

Hospodársky a sociálny výbor
Slovenskej republiky

11. 02. 2019 **PILOTNÁ AKCIA PROJEKTU ARTISTIC - VÝZVA NA PREDKLADANIE ZÁMEROV**

Kategória: Projekty Vydané dňa: 11.02.2019 (132x prečítané)

Vážená pani,
Vážžený pán,

dovoľujeme si Vás osloviť so zaujímavou ponukou. V rámci medzinárodného projektu ARTISTIC, financovaného z operačného programu Interreg Central Europe, do ktorého sa Trenčianska regionálna komora SOPK zapojila, sa snažíme pomôcť tým, čo sú aktívni v oblasti nehmotného kultúrneho dedičstva.

Nehmotné kultúrne dedičstvo má u nás bohatú tradíciu a mnoho podob (tradičné remeslá, naratívne tradície, sociálne praktiky, znalosti, praktiky týkajúce sa prírody, gastronómie atď.) a nemalo by byť zabudnuté. O túto myšlienku sa snaží Trenčianska regionálna komora SOPK v rámci spomínaného projektu, Zaujať verejnosť a získať zákazníkov v dnešnej dobe je náročné administratívne, finančne aj časovo. Je nutné mať zaujímavú myšlienku, vytvoriť si kvalitný biznis plán, mať dobre ciele a atraktívnu reklamu, zohnať dostatočné finančné zdroje a v neposlednom rade si svoj nápad ochrániť proti konkurencii.

My sme si týchto problémov vedomí a radi by sme Vám ponúkli pomoc. Ak ste osoba so záujmom o nehmotné kultúrne dedičstvo v našom regióne a radi by ste si prehĺbili svoje znalosti v oblasti propagácie, zdrojov financovania, tvorby biznis plánu a ochrany duševného vlastníctva, sme tu pre Vás. Zapojte sa do projektu ARTISTIC, tím našich odborníkov Vás zaškolí v uvedených oblastiach tak, aby ste získané know-how mohli odovzdávať budúcim podnikateľom.

Alebo ak máte myšlienku, ktorú by ste radi zrealizovali, prípadne by ste chceli začať podnikáť, či uskutočniť zaujímavú akciu vo Vašom okolí, aj Vy sa môžete zapojiť do projektu ARTISTIC. My Vám pomôžeme Vaš projekt zrealizovať, prevedieme Vás všetkými krokmi, ktoré sú potrebné na uvedenie Vašej myšlienky do reality.

V prípade záujmu prosím vyplňte on-line formulár.

Prihlasovanie je možné od **11.2.2019 16:00 do 28.2.2019 12:00 hod.**



 **Interreg**
European Union
CENTRAL EUROPE

ARTISTIC

Kontaktné údaje:
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032/65252285

Informácia o ochrane osobných údajov

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