



D.T2.3.3 - FEASIBILITY STUDY FOR THE VODNIK HOMESTEAD FOR THE FUTURE USE OF PRIVATE FUNDING SOURCES

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ENGLISH SUMMARY

Vodnik Homestead, a house of reading, writing and storytelling, presents a pilot project of the Ljubljana Urban Region in the project ForHeritage (Central Europe Programme), in which the Regional Development Agency of the Ljubljana Urban Region and the Institute for Economic Research participate as Slovenian partners.

The results of past projects research (e.g., ForgetHeritage, Restaura), as well as various other experiences, point to the fact that insufficient funds for renovation and revitalization are the main obstacle to effective cultural heritage management. The financial participation of the private sector is very low, and there are virtually no innovative financial instruments in the cultural heritage sector.

In accordance with the project application, we will use the Vodnik Homestead as a pilot in order to focus on the financial aspect of the management of cultural heritage buildings. The analysis of the situation in the field of financing, completed at the beginning of 2021, served as the basis for the preparation of the feasibility analysis, in which we analysed the feasibility of various potential private (or public-private) financial sources. Following the results of the feasibility study, a new financial source will be selected and implemented at a later stage of the project.

First, we analysed the situation in the field of financing of Vodnik homestead and their various activities. The analysis revealed that the public sources cover the infrastructure, management and also part of the programme costs for non-profit programme in public interest. Still, other sources are needed in order to cover the operating expenses as well as the costs of additional programme. Other programme expenses are covered from different sources. Partially from Vodnik Homestead's own resources, acquired by the marketing of their own products and services partially from rents, a neglectable part present also private funds, gathered from income tax relief incentive. Marketing expenses are also covered by some compensation arrangements with the media. Additional private funds would be most welcome in order to carry out some of the many ideas for new programme activities.

In the next step, we have studied the possibilities for future financing of Vodnik Homestead's activities. The tool Financial Instruments and Innovative Schemes for Cultural Heritage, developed within the ForHeritage project, was used in this step, and advantages and disadvantages of different potential private funding sources were reviewed. An important contribution of this feasibility study is in the developed methodology - a ten steps procedure, which assists project managers in their search for new financial sources. The steps encompass development of a list of existing and desired activities, an assessment and selection of the desired activities from the location point of view, an assessment of impacts of desired activities, identification of financial



barriers for the selected three activities, creation of a list of potential financial sources for those activities, assessment of appropriateness and feasibility of different financing options and finally, a selection of the most appropriate activity and financial source for its implementation.

This procedure was applied to the Vodnikova Homestead case. Divja Misel carries out a wide range of activities on the Homestead, which all had to be assessed in line with the developed methodology. The first large group of activities is related to the literature programmes for adults, the second group of activities are different literature programmes for children, the third group is in the field of illustration, and the last group is related to the promotion of Valentin Vodnik's heritage. The results show, that the most appropriate desired activity for the implementation on Vodnik Homestead is the upgrade of the Fairytale Studio, which is one of the activities within the literature programmes for children.

The Fairytale Studio grew from the belief that children can be very creative storytellers and that it is very important that adults - teachers, parents and grandparents - recognise this potential and actively support it. As proven by several researchers, encouraging storytelling in children has long-term positive consequences for the development of child's speech and later literacy, reading culture and thus general (educational) achievement of schoolchildren. Currently, the Fairytale Studio is designed as a laboratory project which, with slow steps and in continuous dialogue with children, education and other professionals, explores how children and adults socialise, get to know one another, communicate and learn through stories. A particular focus is on the development of carefully considered and visually accomplished contexts, narrative elements and games supporting and encouraging autonomous storytelling in children. At the same time, a practically tested and theoretically supported educational methodology is in the development, which is intended to help and inspire professionals in education and parents who would like to incorporate storytelling into their teaching process and family life.

The Fairytale Studio has different possibilities for further expansion, which depend on acquiring additional funding. These possibilities include the final development and offer of developed storytelling tools to public schools, the equipment and establishment of a physical Fairytale studio space in the city centre, the development of a new innovative tool called "Fairytale worlds", the offer of December events for companies with storytelling gifts for the families, the development of online storage of fairytales, created by children using the tools and illustrated and animated by experts, and finally, the development of a TV show, which would give space to childrens' storytelling creativity and promote it.



During the elaboration of the feasibility study, different possibilities for further expansion included in the Fairytale Studio concept were tested. At the end, the final development and marketing of the storytelling tools to public schools was selected as the most desirable source for the acquisition of additional private funding. However, this activity requires a longer time (product currently in prototype phase) as well as additional resources (financial as well as human). For that reason, it cannot be fully tested within the given pilot project timeframe. Therefore, within the pilot project, we will test the possibilities for the acquisition of the second most desirable funding source, which is a private donator. However, the aim of the private donator search will be to acquire funds that will enable further activities regarding the development, production and marketing of the product to public schools, which would serve as an additional private funding source in future. We believe, that the experience gained through pilot testing will be very useful for the continuation of the project (transfer of experiences and lessons learned from the pilot to a regional level).

In agreement with the pilot manager, the exact data on financing have been withdrawn from the published version of the feasibility study or expressed in relative terms, where reasonable.