

To summarize the 3 years of joint work under the "ARTISTIC" project, partners from 8 regions of Central Europe, led by *t2i technology transfer and innovation* as the Lead Partner, organized on July 7, 2020 the conference entitled "Intangible Cultural Heritage as a driver of local and regional development".

The conference was held online with the participation of representatives of the Joint Secretariat of the Interreg Central Europe Program, partners of the "ARTISTIC" project, experts and local actors from Italy, Austria, Slovenia, Hungary, Germany, Poland, Slovakia and the Czech Republic.

During this event partners and invited experts presented the Intangible Cultural Heritage as a vector for the progress and development of local and regional areas, both from a social and economic point of view, sharing visions and suggestions on how the enhancement of culture and art can improve our community life and affect the regional development.

The final event of the ARTISTIC project was an exceptional opportunity to show the results of the 36-month activities, presented by institutions which have been directly involved in the project implementation. During the event partners presented the strategic importance of investing in the enhancement of the Intangible Cultural Capital, on the basis of project initiatives in support of cultural associations and cultural and creative businesses that contribute to the preservation of the knowledge, values and traditions.

The great variety of initiatives implemented by the project partners in the different European regions and experience gained during implementation of the ARTISTIC project prove how investments in Intangible Cultural Heritage significantly affect the creation of concrete job opportunities and personal fulfillment of Intangible Cultural Heritage local actors.

The event opened - Mr. Roberto Santolamazza representing t2i Technology Transfer and Innovation - ARTISTIC Lead Partner. Mr. Santolamazza introduced the participants to the idea, goals, assumptions and the most important achievements, as well as deliverables accomplished during the project. In his presentation, he devoted particular attention to pilot actions carried out in 8 regions of Central Europe, the aim of which was to select initiatives in the field of Intangible Cultural Heritage for which, thanks to the support provided, business plans were developed, and to identify projects whose development phase and the readiness of their originators allowed to test crowdfunding as a financing tool for these undertakings.

Mr. Christophe Ebermann from the Joint Secretariat of the Interreg CENTRAL EUROPE program presented the Interreg CENTRAL EUROPE program with particular emphasis on the support provided for cultural heritage topics, both tangible and intangible ones. Mr. Ebermann emphasized that thanks to the 4 calls of the Interreg CENTRAL EUROPE program, 24 very interesting project related to culture were implemented so far, with a total value of eligible costs of 49.3 million EUR. These initiatives taken under the Interreg CENTRAL EUROPE program enabled the cooperation of over 230 entities. Mr. Ebermann also referred in his presentation to the inclusive approach that will be taken in the new CE Programme for years 2021-2027.

Ms. Gertraud Koch from Institute for European Ethnology of the University of Hamburg, representing the University of Hamburg - the research partner of the ARTISTIC project spoke about the role of the Intangible Cultural Heritage in promoting sustainable regional development. Ms. Koch informed that strengthening of the local actions through culture in connection with economy and ecology is very important nowadays, and during the Pandemic time this approach is even more relevant than before. During the presentation Ms. Koch referred among others to the role of social perception of ICH, culture as important resource on which regional development depends on and to the main deliverables prepared by the partnership under research support of the University of Hamburg.

An important part of the conference was the presentation of success stories, results achieved in 8 Central Europe regions and changes initiated by the ARTISTIC project implementation. Representatives of 12 project partners talked about the experiences and lessons learned from the project, as well as the role of local actors in this process of transformation.

Final presentation of Ms. Valentina Lapicciarella Zingari, UNESCO facilitator referred to the Intangible Cultural Heritage, its meaning and perspectives in the context of local and regional development, in particular with regard to defining and re-thinking heritage, heritage evolutions, EU Normative and Policy, cultural rights, regional development, territorial cooperation, communities involvement, civil society empowerment and the role of Intangible Cultural Heritage as a source of resilience in emergency situations.

The event gathered 115 participants, among others cultural enterprises, technicians, experts and consultants from the artistic, cultural and territorial promotion sector, as well as members of the employers' associations and representatives of the local development bodies. Thanks to this, the conference was a great opportunity not only to promote the achievements and lessons learned by project partners, but also to disseminate the idea of the importance of Intangible Cultural Heritage valorization and the need to strengthen local cooperation to support the implementation, development and financing of such Intangible Cultural Heritage initiatives.

After the completion of the project, the activities started in 8 regions of Central Europe will be continued thanks to the created network of ICH Desk Points supported by Local Working Groups.

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## Background

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

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

### ARTISTIC in numbers:

- 8 CENTRAL EUROPE REGIONS
- 12 PROJECT PARTNERS

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

More information on the results of the ARTISTIC work can be found on the project website: <https://www.interreg-central.eu/Content.Node/ARTISTIC.html> and the ENTRIBU platform, where partners share among others tools, strategies and guidelines supporting work with local Intangible Cultural Heritage actors: <https://www.entribu.eu/en>

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PARTNER LOGO