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PRESS RELEASE MAC VILLAGE

Interreg CENTRAL EUROPE Project Mac Village ended on 31.12.2021

The MAC VILLAGE Interreg project aimed to motivate enterprises in rural areas to innovate more. To this end, targeted workshops were held with representatives from the cultural and creative industries. The atmosphere and the methodology of the workshops were designed to come up with new ideas together and then develop them further.

The european project was transnational. Rural regions from Slovenia, Hungary, Italy and Austria were also involved as project partners. They all had the same task, namely to promote innovation through cooperation between local businesses and the cultural and creative industries. In addition, a university from berlin acted as scientific support to develop and evaluate the methodology.

The results of the project partners from the european regions are impressive. Under the motto "make MORE with LESS", the project participants found cooperation projects, business and product ideas that they developed further together in the three consecutive workshops. They also drew on previously unused resources from the cultural heritage of the respective region. In this way, they were able to bring forgotten connections from the history of their homeland back into people's awareness: old handicraft techniques, customs and stories. Some of these resources could be revived in this way and found their expression in the business ideas.

We have summarised the results of all project partners in a MaC Village video. There you can experience the whole variety of ideas, some of which have already been implemented, while others are still in the planning phase. The video first explains the method we used in the project: "Frugal innovation". This means, as already described above, that new things can also be created with simple means. Then we tell you something about the project partners, the resources and the workshops we had to conduct online under covid 19 conditions. This is followed by opinions from participants and local leaders. And finally come the pilot projects. These are the particularly successful project ideas and products selected by the project partners.

EN: [Interreg CE MacVillage overall video on Vimeo](#)

DE: [Interreg CE MaC Village Video on Vimeo](#)