

O.T3.1

Output factsheet: Strategies and action plans

PP9

Project index number and acronym	CE1146, CULTURECOVERY
Lead partner	Municipality of Cervia
Output number and title	O.T3.1
Responsible partner (PP name and number)	Rural Development Agency of Styria, PP9
Project website	https://www.interreg-central.eu/Content.Node/CULTURECOVERY.html
Delivery date	02.2019

Summary description of the strategy/action plan (developed and/or implemented)

The Action Plan for the Styrian Cultural Heritage Network aims to combine participatory processes with digital methods in order to recover and preserve Intangible Cultural Heritage (ICH) in rural communities. It outlines the pathway to introduce creative, digital approaches into the field of heritage protection and make cultural heritage accessible to the local population. Rural communities become empowered to collect and preserve their heritage autonomously and share these uncovered ‘treasures’ with its resident population and visiting tourists.

The strategic focus of the Action Plan lies on local steering groups who are responsible for overseeing all planned activities. Collecting locally practiced cultural heritage forms the basis of this strategy, which then delineates methods to analyse and publicize the collected elements. Part of the planned activities is the on-site and online spreading of knowledge on local traditions and crafts. Skills that have been passed on from one generation to another are preserved by fostering the communication between old and young. This includes setting up a system that enables a simple yet effective way of conveying transmitted knowledge and skills. The combination of real-world applications with the virtual world are tested as a dedicated Pilot Action. Cultural heritage is stored and represented digitally as well as publicized within the community. By utilizing the passion of locals and the opportunities offered by technologies, the Pilot Action reconciles ancient traditions with modern society.

NUTS region(s) concerned by the strategy/action plan (relevant NUTS level)

NUTS-1: AT2
NUTS-2: AT22
NUTS-3: AT223; AT224

Expected impact and benefits of the strategy/action plan for the concerned territories and target groups

- Sustainable preservation of local intangible cultural heritage
- Establishment of self-sufficient, de-centralized systems for conveying skills and knowledge
- Children and teenagers get inspired for cultural heritage; become bearers of knowledge/skills themselves
- Older generations are esteemed for their knowledge and skills; get the chance to share their experiences with younger generations
- Local population becomes aware and proud of the cultural ‘treasures’ present in their community
- Cultural heritage network fosters transregional cooperation
- Municipalities are enabled to integrate intangible cultural heritage into their town museums by introducing elements of ecomuseology
- Application of digital technologies in rural areas (promotion and valorization of intangible cultural heritage)

Sustainability of the developed or implemented strategy/action plan and its transferability to other territories and stakeholders

At the heart of the Action Plan lies the utilization of digital and creative storytelling tools. The employed storytelling approach for spreading knowledge on local traditions and crafts will significantly contribute to the recovery and digitalization of memories and traditional skills. The stories are to be told by the people who possess this knowledge or skills, which gives them a unique personal touch. The closer the stories are to the individuals who tell them, the better they become connected to the entire community. If the community can identify with these stories, they are more likely to turn into an integral component of the municipal self-concept. Through involving the local population, a long-lasting and sustainable implementation of the activities can be realized. Local identities will be strengthened by creating sustainable and inclusive structures for the continuous preservation and promotion of intangible cultural. Sustainable structures also includes establishing autonomous groups who will be responsible for making sure that the stories on local heritage will continue to be told in the future.

Lessons learned from the development/implementation process of the strategy/action plan and added value of transnational cooperation

Intangible cultural heritage is an extraordinarily diverse topic. The people who recreate cultural heritage in their everyday life distinctively shape its qualities and expression. Personalities, thus, leave a decisive imprint on the way a community's heritage is lived. One of the lessons learnt by RD Styria is that there is no 'one size fits it all' approach to a topic as diverse as cultural heritage. Every heritage necessitates a unique treatment that respects the people and identities behind it. Communities are the nucleus of cultural heritage and each community must find strategies that suit their objectives and that incorporate their needs. Also, the practical implementation of activities targeting the preservation and recovery of cultural heritage must be geared towards the expectations of the local population. This is a complex undertaking, yet, one that rewards communities with rediscovering their roots and a strengthened the bond between their members.

Transnational cooperation, amongst others, illustrates different approaches of how intangible cultural heritage can be preserved. It enables a discussion about the strengths and shortcomings of different projects allowing the partners to learn from and inspire each other. Meaningful ideas can be transferred to other regions while, at the same time, similar mistakes can be avoided. Transnational cooperation, therefore, saves time and human resources, inspires stakeholders across borders and facilitates an invaluable exchange of expertise.

References to relevant deliverables and web-links
If applicable, pictures or images to be provided as annex

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