
ACTIVITIES ON THE PROJECT OF REVITALIZATION OF INDUSTRIAL HERITAGE

Workshop Introducing the Transnational Benchmarktool

The workshops were organised by the project partners Primorje-Gorski Kotar County, Venetian Heritage Cluster and Municipality of Castello di Godego.

Primorje-Gorski Kotar County



The workshop organised by the project partner Primorje-Gorski Kotar County was held on the 25th October 2018 at the Maritime and History Museum of the Croatian Littoral Rijeka in Rijeka. During the workshop the results of the 1st workshop "Involvement of Creative Scene to Analyse Their Needs" were presented to the participants. After that, the lecturer led the participants through the theoretical part of Benchmarking and its application in practice with an emphasis on the creative industry. The lecturer introduced the participants with the Benchmarking through the good practice examples and implementation of such techniques for the Mošćenička Draga municipality project. Subsequently SWOT analysis was done for two industrial goods, in Fužine and on the island of Krk where the participants themselves devised strength, weaknesses, opportunities and threats. Each team's representative presented SWOT analysis to the other participants in the workshop. Also, the results of the document Transnational Benchmarktool were presented.

Venetian Heritage Cluster and Municipality of Castello di Godego



The workshop was organised in Castello di Godego in the premises of the Barco Mocenigo - a historic building where cultural and creative activities are carried out. Following the main aim of the workshop, a rich presentation of the regional SWOT analysis results, best practices collected and the Transnational Benchmarktool has been done. The meaning of “creative industry” was analysed, prosecuting with the description of the situation about creative industries in the Veneto Region and the illustration of the main elements emerged from the common work made by REFREsh partners within the theme. After that, the development strategies have been illustrated. Furthermore, the public had the opportunity to see how other cities are processing the cultural scenes’ activation, evaluating for each one the experiences, the results, the difficulties and the lessons learned. After the technical presentations, a discussion on the value and contribution of the European policy for the activation of effective local processes regarding the cultural revitalisation of territories was done.

Partners meeting in Piran



On the 18th and 19th October 2018 project partners gathered in Piran, Slovenia, on the occasion of the Partners meeting. Within the meeting, the feasibility studies and concepts of the reutilization of industrial heritage were presented. Also, an overview of the activities carried out so far was done as well as for the activities which are still in progress.

On the second day of the meeting, partners had a study visit to the Monfort warehouse which is one of the chosen locations for the investment within the project.



OTHER NEWS

SAXONIA hosted a briefing on REFREsh and an inspection of the property “Archivgebäude Turmhofschaft” on the 12th November 2018. Local authorities and stakeholders of the creative scene were invited. The event advertises REFREsh and ensures transparency. Because of SAXONIA’s past difficulties choosing the right property for the project, the event mainly tackles the question of how the property “Archivgebäude Turmhofschaft” ended up being the new choice and why this is a perfect chance for the whole region.



The REFREsh project was presented within the event *Activating Cultural Heritage in Interreg* which was held in Vienna on the 5th of December 2018. Besides the conference in which a few projects were presented, there were also discussion sessions about different issues with the participants from other projects as well as from Interreg Managing Authorities, European Commission, etc. It was a chance to meet and talk with the representatives from other ongoing projects, selected among the projects awarded under the name of the *European Year of Cultural Heritage*.

One of the main results from the conference and panel discussions was the importance of having a wider perspective on all EU financing programmes, as there are many interactions between Interreg and other programmes like Horizon2020. They all contribute to the overall policies and priorities defined by the EU.

The e-Book about EYCH projects was also presented. The participants were informed that a special exhibit with the posters from all projects inserted in the eBook (which includes REFREsh) will be open in the EC Berlaymont Palace in Brussels from the 10th to the 22nd of December 2018.

Partners are organising Local Support Group (LSG) meetings in each semester. LSG meetings are serving as a great platform to gather various stakeholders from local authorities and other related areas together with the representatives from the creative scenes, industries and NGOs. It is a great opportunity to talk about project activities, to exchange experiences and to deliver joint conclusions regarding the project.

REFREsh tackles the main challenges of rural areas in CE regions. Unused industrial heritages exist which need a revitalisation and a new form of use. The main objectives of REFREsh are to reutilize industrial heritages through new forms of creative use and attract new creative actors for valorise the industrial heritage in cooperation with actors from trade and service sector.

The projects transform industrial heritages into cultural centres for creative scene as starting point for development of the industrial areas, Municipalities and regions in Central Europe.

The Project will develop benchmarking tools, regional strategies and test the new approach in five pilot actions. To reach a critical mass of creative actors and to foster transnational cooperation of the creative scene the project plans to organise exhibitions, cultural events and creative workshops.

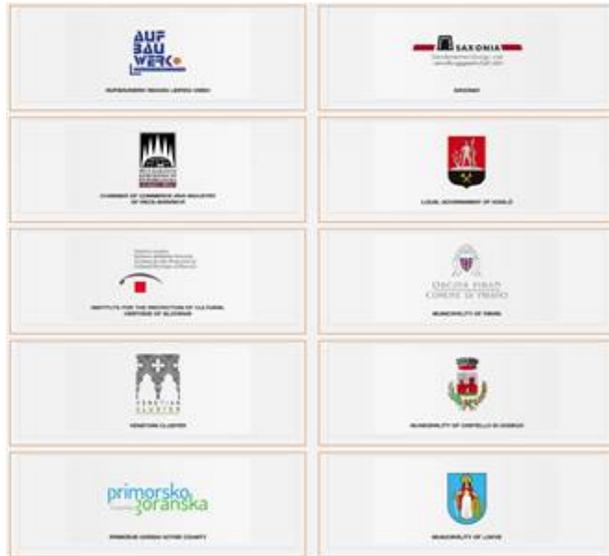
The project is linked to specific objective 3.2 by improving capacity and valorising of old-industrial heritages and foster integration of creative scene.

By showing successful approaches for reutilization of industrial heritages for cultural purpose and integration of creative scene tested in pilot actions, the aim is to give industrial heritages a new use to useful areas which bring value to the whole rural region. In a long term effect and by adapting the tested approaches also in other rural areas in Central Europe old industrial heritages will be reutilized and creative scene integrated rural areas. So the cultural heritage is maintained and is sustainable used.

PARTNERS

- > PP1 Aufbauwerk Region Leipzig GmbH (DE)
- > PP2 SAXONIA (DE)
- > PP3 Chamber of Commerce and Industry of Pecs-Baranya (HU)
- > PP4 Local government of Komló (HU)
- > PP5 Institute for the Protection of Cultural Heritage of Slovenia (SI)
- > PP6 Municipality of Piran (SI)
- > PP7 Venetian Heritage Cluster (IT)
- > PP8 Municipality of Castello di Godego (IT)
- > PP9 Primorje-Gorski Kotar County (HR)
- > PP10 Municipality of Lokve (HR)

ASSOCIATE: Stadt Freiberg, Saxonia, Germany



REFRESh – Rural Revitalisation For cultural Heritage

Duration: 1. 7. 2017 - 30. 6. 2020.

Partners: 10 partners from 5 countries

Approved budget: 2.152.612,50 euro

DISCOVER MORE ABOUT REFRESH

Contact Us

Primorje-Gorski kotar County

Phone

+385 51 351 729

e-mail

Irena.grdnic@pgz.hr