



PRIORITY 3 ENVIRONMENT & CULTURE

Cooperating on natural and cultural resources
for sustainable growth in central Europe

SO 3.2 Improving capacities for the sustainable use of
cultural heritage and resources



Thematic Focus

Cultural and creative industries (CCI)

➔ CCI entrepreneurship

➔ CCI policies

➔ Linking CCI to other sectors and innovative technologies
(cross-sectorial cooperation)



What are **creative industries**?

Use culture as an input and have a cultural dimension, although their outputs are mainly functional. They include architecture and design, which integrate creative elements into wider processes, as well as sub-sectors such as graphic design, fashion design or advertising.



What are **cultural industries**?

Producing and distributing goods or services which at the time they are developed are considered to have a specific attribute, use or purpose which embodies or conveys cultural expressions, irrespective of the commercial value they may have. Besides the traditional arts sectors (performing arts, visual arts, cultural heritage - including the public sector), they include film, DVD and video, television and radio, video games, new media, music, books and press.



Examples of supported actions



Strategies and policies for valorising the potentials of CCI

Integrated territorial development strategies & concepts building on CCI



Tools and approaches for a better promotion of the CCI sector and fostering of CCI entrepreneurship

Enhancing cross-sectorial cooperation and linkages of CCI to other sectors and/or innovative technologies



SO 3.2 Improving capacities for the sustainable use of cultural heritage and resources

Thematic clustering of approved projects (16 projects):

Heritage sites
historic buildings

Intangible
cultural heritage

Cultural and
creative industries

Management of historic
buildings/sites

- ✓ RESTAURA
- ✓ RUINS
- ✓ BhENEFIT
- ✓ ProteCHT2save

Culture routes

- ✓ ECRR
- ✓ NewPilgrimAge

Industrial
culture

- ✓ InduCult 2.0

Re-use of
neglected spaces

- ✓ FORGET HERITAGE
- ✓ REFREsh

Archelological
sites

- ✓ VirtualArch

Museum and parks

- ✓ COME-IN
- ✓ HICAPS
- ✓ CULTURECOVERY

Craft and traditions

- ✓ SlowFood-CE
- ✓ ARTISTIC
- ✓ YouInHerit



Attention

Applications not demonstrating a clear contribution to the thematic focus of SO 3.2 on CCI **will not be supported in the third call.**

(e.g. projects focusing on cultural routes linking historic sites)

