

TRANSNATIONAL MEETING WITH THE REPRESENTATIVES OF THE ASSOCIATES

DELIVERABLE D.T4.4.2
(WP 4, ACTIVITY A.T4.4)

Version 2
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1. Transnational Web Meeting minutes

1.1. Transnational Web Meeting with Representatives of the Associates (D.T4.4.2)

30 January 2020

10.00 Beginning of the meeting

10.00 Official beginning of the meeting. Mr. Marco Braga (LP - t2i) welcomed all the partner members, explained the organizational things; Elisa Bertoni (PP02 - REGVEN) explained the procedure of the meeting and invited all partners to make a brief Introduction of the Meeting.

10.30 Eliane Fernandes Ferreira and Prof. Dr. Gertraud Koch (PP08 - UHAM) started the presentation of the set the criteria to define the most promising dimension of ICH's valorization projects. - see PPT for contents.

11.20 Eliane Fernandes Ferreira explained the organisation of the local events to present the set of criteria and the reports that need to be written about the tailored events.

11.20 Marco Braga opened the discussion to all partners. All ARTISTIC Partners did attend the web meeting and gave their comments on the presentation of the set of criteria.

- Dieter Heider asked UHAM to send the Powerpoint Presentation per email.
- Marco Braga commented on the presentation and discussed the importance of staying connected to the partners, respecting their local aspect and reality. He spoke also about the importance of building trust between all stakeholders and how to encompass politicians and politics into ICH projects and its real values. We need to keep in mind to achieve that politicians and politics work in service of ICH valorization and local development and not against it.
- Marco Braga commented also that innovation is at the core of the discussion and there is a lack of mind-set. Museums need to find a way to work about ICH, being modern and creative, turning it not into an object or issue of the past, but of the present and the future.
- Elisa Bertoni (PP02) mentioned that it is important to harmonize all existing ICH initiatives in their regions. Many times, they do not know about each other. Coming together and networking the ICH projects will achieve much more. In addition, there is the necessity of efficient networking to improve the impact of ICH in the regions. Despite it all, the governments or politics should work to support and promote the ICH projects that contribute a lot to economic development in the regions. Elisa added that there is the necessity to reduce political decisions that are contra-productive to ICH initiatives. Moreover, there is the need of physical spaces where all partners can grow and practice the exchange of knowledge and activities. For instance, many festivals are not stable enough or happen in a sustainable way. The knowledge and experience exchange between youth and elders is crucial. In addition, education plays a key role in the safeguarding of ICH and empowering of ICH initiatives, including the extension of ICH projects, training and exchange between all parts of society.
- Daniela Adler and her associate mentioned that they will have an event in May 2020 that will involve local politicians. It is going to happen in a very important cultural Market of their region. Daniela mentioned that the issue "networking" plays a key role in the importance of working with ICH initiatives. In addition, there must happen an "open up" between ICH initiatives and all groups of society. In her opinion, there is the necessity to observe culture a bit broader and it is

importance to support the exchange between all generations in a very interactive way, with for instance, interactive events.

- Aradszki Zsombor (PP06) mentioned that there is the need to rethink actuality and the past and the need to many times rethink what ICH is all about. We shall not freeze energies. There is the necessity to invite people from all levels to work with culture, with ICH.
- Dieter Heider (PP07) mentioned that he agrees with the point that it is important to make ICH visible and known to the wide public. It is also crucial to understand and see ICH in its specific contexts. In addition, it is good to observe the Sustainable Development Goals (SDGs) and compare how ICH in the specific regions contributes to it.
- RARR (PP09) mentioned that the presentation was very precious. It will support them in their work with stakeholders. RARR appreciates the underlining of the approach to preserve ICH, albeit being innovative.
- Jan Vaclav (PP12) mentioned that it is important to observe all financing possibilities, such as national programs that can help to support ICH initiatives. There are financing tools on regional and national level that need to be taken into account by the different partners. There is also the necessity to innovate the market and the relationship with the public, bringing together ICH with all parts of society.
- JHK (PP11), ISN (PP13), BOVEC (PP05) and Jarina (PP04) were thankful for the presentation and had anything else to add.

12.00 End of the discussion.

12.00 Marco Braga (LP) spoke briefly about the next Steering and Technical Committee Meeting.

12.05 End of the meeting.



Annexes

- Attendance List - Transnational Web Meeting with Representatives of the Associates

- University Hamburg, 30 January 2020

Name	Institution / Partner Name	ABBR	PP No / associated to	Country
Marco Braga	Technology Transfer and Innovation	T2i	LP	ITALY
Chiara Remundos	Technology Transfer and Innovation	T2i	LP	ITALY
Matteo Volpi	Technology Transfer and Innovation	T2i	LP	ITALY
Elisa Bertoni	Directorate Industry, Craft, Commerce and Services - Veneto Region	REGVEN	PP02	ITALY
Giulio Cavinato	Directorate Industry, Craft, Commerce and Services - Veneto Region	REGVEN	PP02	ITALY
Francesco Brusodin	Directorate Heritage, Culture and sports - Veneto Region	<i>Associate</i>	PP02	ITALY
Stefania Barsoni	Associazione Villa Fabris - European center for heritage skills	<i>Associate</i>	PP02	ITALY
Daniela Adler	Association for the advancement of Sterisches Vulkanland	SVL	PP03	AUSTRIA
Karola Sakotnik	???	<i>Associate</i>	PP03	AUSTRIA
Aleksandra Gradišek;	Jarina, cooperative for rural development	JARINA	PP04	SLOVENIA
Metka Belingar	Municipality of Bovec	BOVEC	PP05	SLOVENIA

???	???	<i>Associate</i>	PP05	SLOVENIA
Zsombor Aradszki	West Pannon Regional and Economic Developmen	WPRED	PP06	HUNGARY
Dieter Heider	b&s consulting and training for the rural area GmbH	B&S	PP07	GERMANY
Eliane Fernandes Ferreira	Hamburg University	UHAM	PP08	GERMANY
Gertraud Koch	Hamburg University	UHAM	PP08	GERMANY
Beata Hulinka	Rzeszow Regional development agency	RARR	PP09	POLAND
Malgorzata Kilian	Rzeszow Regional development agency	RARR	PP09	POLAND
Michaela Rychnavská	South Bohemian Chamber of Commerce	JHK	PP11	CZECH REPUBLIC
Martin Neced	South Bohemian Chamber of Commerce	JHK	PP11	CZECH REPUBLIC
Jan Vaclav	Slovak Chamber of Commerce and Industry	SOPK	PP12	SLOVAKIA
Lubica Zovincova	Slovak Chamber of Commerce and Industry	SOPK	PP12	SLOVAKIA
Eva Fryvaldska	KOCR -The Regional Tourist Organisation	<i>Associate</i>	PP12	SLOVAKIA
Conny Weber	Innovation Service Network	ISN	PP13	AUSTRIA

Agenda



Transnational Web Meeting with Representatives of the Associates (D.T4.4.2) 30 January 2020

Thursday, 30 January

Morning Session

10.00	Brief Introduction of the Meeting	PP2
10.10	Introduction's round of participants	All PPs
10.30	Presentation of the Draft of Criteria	PP8
11.30	Collection of Feedback and Suggestions	PP8
12.00	End of Web Meeting	

Afternoon Session (Jarina)

14.00	Brief Introduction of the Meeting	PP2
14.10	Introduction's round of participants	All PPs
14.30	Presentation of the Draft of Criteria	PP8
15.30	Collection of Feedback and Suggestions	PP8
16.00	End of Web Meeting	