

Project website

Deliverable D.C.1.3

Version 1
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1. MaC Village website

The established website has 6 main drop links:

- About project
- Events
- Press corner
- Project numbers
- Library
- Contact

2. Content of the website

The content of the MaC Village website is:

- At start of the project website the short presentation of the project main objectives, activities and main expected results.
- Short presentation of two technical work packages and two outputs is made.
- The tag for future Events is prepared. We will be posting invitation to workshops and other project events.
- The tag of press corner is made. We will present the articles presenting project results. At the end of the newsletter registration mask is made.
- We are presenting basic numerical information about the project (project duration, ERDF funding amount, no. of partners, outputs)
- The document library is made, where all finalised deliverables and other relevant publications will be published.
- At the end of the website are on the Central Europe map presented location of all project partners. The link to all partners website is made and the contact details of lead partner is published.



2.1. About the project



Actors in rural areas often lack innovation competences and the methods to initiate cooperation with innovative enterprises. Thus, companies from the creative industries have only occasionally been seen as a potential cooperation partner for villages to develop their manifold local cultural resources and to find innovative ideas to preserve the attractiveness of the region.

The MaC Village project develops an easy-to-apply methodology in an iterative process for the local and regional level to initiate innovations in cooperation with CCI enterprises. A range of innovation methods will be tested in three villages per partner region and further developed. The methods are easy to use and promote a rapid and joint development of competence and innovative networking.

The project brings together people from different fields (local authorities and stakeholders, regions, business development agencies and organisations with specific competence in CCI and social entrepreneurship) and gathers them in a multi-level dialogue.

The project partnership will implement 48 innovation workshops in six regions in Germany, Austria, Italy, Slovenia and Hungary. They will promote cooperation among local actors and CCI. More than 200 stakeholders will be trained to implement innovation methods developed in the project. By doing so local actors in the villages will be able to create favourable local conditions for CCI and innovative networks for new products and services exploiting their cultural resources and develop new businesses.

WORK PACKAGE 1

WORK PACKAGE 1

Regional CCI potential (Cultural and Creative Industry) CCI potential and resources will be assessed in all partner regions. After the starting phase the workshops will take place in the pilot villages with CCI entrepreneurs and local stakeholders. The workshops are planned as interactive process. In total 9 workshops per region will be performed and at least 18 new products or services will be developed.

Photo by Oliver von Dörfler, Unsplash



WORK PACKAGE 2

WORK PACKAGE 2

Methodology to initiate cooperation and innovations between CCI and locals. The frugal innovation methodology will be used to prepare a handbook that provides a tool to initiate the cooperation with CCI enterprises and to develop innovations based on the cultural resources. The method will be tested on pilot villages and adapted accordingly.

Photo by Mike von Olden, Unsplash
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2.2. Event, press corner and library

EVENTS

PRESS CORNER

NEWSLETTER REGISTRATION

In case you want to subscribe to the newsletter, please register yourself with your e-mail address in the corresponding field and click on the button.

E-MAIL ADDRESS

LIBRARY



DOCUMENTS



DOCUMENTS



PUBLICATIONS



PUBLICATIONS



2.3. Project in numbers





2.4. Project partners and contacts

PROJECT PARTNERS



Austria	↻
Hungary	↻
Slovenia	↻
Parts of Germany	↻
Parts of Italy	↻

CONTACTS

<p>LEAD PARTNER</p>	<p>TGZ PM ↻</p> <p>FRÄNZE RAUPACH Mobil: 0174 5295 210</p> <p>Address: Bröcker Landstr. 22b, 14800 Bad Belzig</p>
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