

TEMPLATE

Output factsheet: Strategies and action plans

Version 1

Project index number and acronym	CE1146 CULTURECOVERY
Lead partner	Municipality of Cervia
Output number and title	O.T3.1 Action Plans for the preservation and promotion of ICH through ecomuseums in Central Europe (APE)
Responsible partner (PP name and number)	PP10 Lake Valenciej
Project website	https://www.interreg-central.eu/Content.Node/CULTURECOVERY.html
Delivery date	10/2018

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

As the aim of the output defined in the AF, PP10 has developed a regional action plan on the basis of the strategy&management model. PP10 defined an action plan for the preservation&promotion of ICH through ecomuseums foreseeing concrete actions being responsible from the environmental side, in the field of: participatory processes for involvement of active locals in the documentation, interpretation, maintenance of ICH; ICT application; actions to include ICH enjoyment within the tourism offer; business plan to ensure sustainability and operational durability up to 5 years.

The goal of action plan is facilitating the preservation and subsistence of certain elements of Hungarian intangible cultural heritage in the 21st century via presenting them and teaching people how to use and practice this cultural inheritance to make it a living tradition as opposed to “museum” pieces. The AP dedicated to Tőserdő Pálinka House Museum and Culture Factory - TPH, rests on three pillars:

1. Preservation of ICH elements. TPH owns a pálinka distiller, and from time to time it is used to make pálinka. There are also pig killing events in TPH, and TPH has a rich connection with folk dance groups, who from time to time take part in events of TPH.
2. Presentation of ICH elements. All three elements are presented to interested visitors and/or participants of different events/festivals.
3. Education. People who are interested can learn how to make palinka and also can learn a lot about pig killing and its gastronomy. There are also folk-dance courses and dance houses. Through education TPH intends to make these pieces of Hungarian ICH a living tradition, and to persuade participants to become active in practicing these activities.

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

The Action Plan and the indicated activities in it refers to 2 NUTS 2 regions of Hungary, namely Central Transdanubia and Southern Great Plan.

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

The main impact is the efficient facilitation of the preservation and subsistence of certain elements of Hungarian intangible cultural heritage in the 21st century via presenting them and teaching people how to use and practice this cultural inheritance to make it a living tradition as opposed to “museum” pieces.

There is a pyramid of so-called national values in Hungary laid in law. Local values are situated at the bottom of this pyramid. Next floor is county level, then national values take the third floor. There are outstanding national values above national values, and hungaricums make the top of the pyramid. National values from local values up to hungaricums are categorized by their nature. One of these categories is cultural heritage, another category is agriculture and food economy. The number of hungaricums is 70. TPH and its current project aims at preserving and presenting certain elements of these values, namely two elements from the list of hungaricums (dance house and pálinka) and one element from the list of national values (pig killing).

The main benefitted target groups are:

- Civil organizations are active in the Life of TPH in other sectors, too. Civil Self-Defense Organization, Association of Volunteer Firemen regularly organize programs for those who are interested in the work of these organizations. TPH is also a home for Lakitelek Amateur Theatre Group who practice and present pieces of Hungarian drama or comic literature from year to year.

- Education is an important element within the activity of TPH. Local kindergarten and primary school, primary schools of the region, and secondary schools of surrounding towns often organize tours to TPH to present their students a feeling of rural Hungarian life, and pieces of Hungarian history and culture.

- Local community who enjoys services of TPH is also an important stakeholder. However, the reach of TPH is much larger than Lakitelek itself, so inhabitants of the region - three main cities of which are Kecskemét, Szolnok and Kiskunfélegyháza - are also been supported.

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

The sustainability of the action plan will be directly assured by the implemented actions indicated in the AP. From the point of transferability the AP will be widely promoted for further ecomusums and interested stakeholders of ICH management.

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

The lessons learned can be summarized as follows:

- large proportion of ICH related traditions and skills is related to small villages with aging population and population decline; it means that transferring to them becoming harder;
- the ICHs are just having peripheric interest of the public bearers in most cases
- most of the ICH traditions have no direct economic value, so they are not in the spotlight of local development (especially tourism related one)
- the market of handicrafts is pushed down by the mass products, touristic utilization is low
- the number of new-comers (mostly former urban middle-class) is growing, and they try to keep ICH related traditions upon their own way that can be effectively supported by ICH related tourism offers
- lack of financial incentives for NGOs dealing with this tradition can be solved by cooperative utilization
- the region is strong in tourism, but its focus is active tourism with partial relation to ICHs

References to relevant deliverables and web-links

If applicable, pictures or images to be provided as annex

The output is strongly connected to the following deliverables:

- D.T2.1.1 - The output has been developed considering the results of this deliverable
- D.T2.1.2 - Results have been integrated and summarized in the AP
- A.T3.1. - Considering the output in AP development
- A.T3.2. - The AP defines the direction of the individual pilot activities