

WHAT WE DO

CULTRECOVERY deals with the recovery and protection of intangible cultural heritage. Despite its recognized importance, intangible cultural heritage is often underestimated and prone to be lost. The project represents a great potential for sustainably preserving and enhancing this heritage. By focusing on identities of place and by enabling community participation, the project stimulates a dialogue on issues related to the management of intangible cultural heritage.



6

COUNTRIES

9

PROJECT PARTNERS

7

REGIONS

1.28

MILLION EURO ERDF

1.55

MILLION EURO PROJECT BUDGET

WHAT WE PLAN TO ACHIEVE

The Interreg Central Europe project CULTRECOVERY offers a unique opportunity to elaborate novel approaches for the innovative preservation, recovery and promotion of intangible cultural heritage. The project activities are carried out on a municipal and regional level and specifically focus on ecomuseums as local carriers of intangible cultural heritage.

Information and communication technologies and the creative industry play a vital role in addressing the public and decision-makers alike. Practical trainings on innovative management models serve as instruments for the local exchange of knowledge and experiences. The project integrates strategic approaches with the expertise of the project partners and the knowledge of local stakeholders to sustainably protect intangible cultural heritage in Central Europe.



WHO WE ARE

Partners from six central European countries join forces to recover and preserve Intangible Cultural Heritage.

Austria

- Rural Development Agency of Styria

Croatia

- Association-Ecomuseum House of Batana
- Municipality of Moscenicka Draga

Hungary

- Lake Balaton Development Coordination Agency
- Lake Velencei Development Nonprofit Company

Italy

- Municipality of Cervia (Lead Partner)
- DELTA 2000 Consortium

Poland

- Foundation of Active People and Places

Slovenia

- Municipality of Pivka

WHO FUNDS US

Our project is funded by the Interreg CENTRAL EUROPE Programme that encourages cooperation on shared challenges in Central Europe.

With 246 million Euro of funding from the European Regional Development Fund, the programme supports institutions to work together beyond borders to improve cities and regions in Austria, Croatia, Czech Republic, Germany, Hungary, Italy, Poland, Slovakia and Slovenia.

Contact Us

CULTRECOVERY

Municipality of Cervia

International Relations Office

+39 0544 979275

europa@comunecervia.it

www.facebook.com/culturecovery

www.interreg-central.eu/culturecovery



ANALYSIS AND STRATEGY

Definition of a joint transnational strategy for the preservation and recovery of Intangible Cultural Heritage through ecomuseums.

The strategy addresses the sustainable management and the innovative preservation, recovery and promotion of intangible cultural heritage. Through the comparison of different management practices, the joint transnational strategy combines theoretical approaches with in-depth consultations of local stakeholders and associated partners.

Key components of the strategy are the implementation of participative programmes in the project areas, the integration of the creative industry, and sustainable consolidation of local tourism.



CAPACITY BUILDING AND MANAGEMENT

Capacity building and innovative management models for the preservation, recovery and promotion of Intangible Cultural Heritage

Innovative management models ensure the continuative participation of the community. Practical training programmes on management concepts are implemented by each project partner. Local stakeholders can learn about cultural heritage preservation and increase the qualitative and quantitative enjoyment of intangible cultural heritage.

The objective is to incorporate and develop a 'place identity' within an integrated responsible tourism offer. Capacity building and new job creation safeguard the sustainability and continuity of the activities.



ACTION PLANS

Action Plans for the preservation and promotion of Intangible Cultural Heritage.

Intangible cultural heritage is turned into a societal and economic asset through action plans. The corresponding pilot actions focus on information and communication technologies, creative industries, participative activities and the involvement of schools.

Information and communication technologies and the creative industries are utilized to address the broader public, for example, by means of a public video contest. Participatory processes actively involve locals in the recovery, interpretation, and promotion of their cultural heritage. The project partners jointly implement pilot actions targeting schools in order to raise adolescents' awareness for the significance of intangible cultural heritage.

CULTURECOVERY



Protection and RECOVERY of
Intangible CULTUral Heritage
in Central Europe

2018

Finalisation date

2019

Finalisation date

2020

Finalisation date