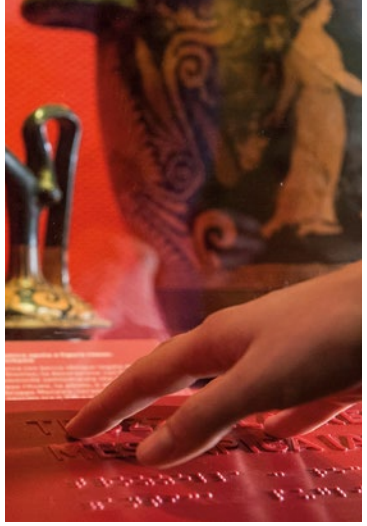

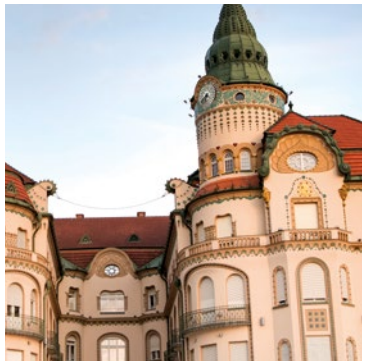

Connecting Cultures, Connected Citizens

INTERact
European Regional Development Fund
EUROPEAN UNION

European Commission

OUR HERITAGE: WHERE THE PAST MEETS THE FUTURE

2018 EUROPEAN YEAR OF CULTURAL HERITAGE #EuropeForCulture

Connecting Cultures, Connected Citizens

Inspiring examples of Interreg cultural heritage projects in the framework of the 2018 European Year of Cultural Heritage

Interreg

EUROPEAN UNION

OUR HERITAGE:
WHERE THE PAST
MEETS THE FUTURE

2018
EUROPEAN YEAR
OF CULTURAL
HERITAGE
#EuropeForCulture

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When culture and creativity meet European Territorial Co-operation

Corina Crețu

Commissioner for Regional Policy

Culture is a key element for the creation of jobs and growth in areas driven by creativity, innovation and access to knowledge. Cultural and creative sectors represent around 3% of the world GDP and 30 million jobs. In Europe, cultural and creative sectors make a substantial contribution to poverty reduction, sustainable development and inclusive growth.

In this framework, the aim of the 2018 European Year of Cultural Heritage (EYCH) is to encourage more people to discover and engage with Europe's cultural traditions and to reinforce a sense of belonging to a common European space.

The EU invests in cultural heritage through the European Regional Development Fund (ERDF) in various ways, from promoting jobs, growth and competitiveness of cultural and creative industries, using innovative digital solutions like virtual reality to make culture more attractive particularly for young people or to making culture more accessible for disabled citizens. Thanks to EU actions, several projects are developing means to unite countries, regions, communities and to integrate minorities. Investing in cultural heritage fosters cooperation across borders highlighting the common cultural elements that distinguish our European culture.

Therefore, my Directorate General embraced and supported this initiative since the beginning, in close cooperation with the Directorate-General for Education, Youth, Sport and Culture (DG EAC) which leads the EYCH 2018 and with Interact programme[1].

In particular, the ERDF Interreg programmes give another dimension to the EUs creativity and cultural knowledge setting thanks to their inter-territorial approach. Indeed, investments in cultural heritage are among the most popular topics within the European Territorial Cooperation projects. Cooperation on culture, media and arts has been proven to be an excellent way to make countries and regions to work together across borders and this constitutes one of the most acknowledged added values of Interreg. Furthermore within Interreg, cultural heritage has a cross-sectoral approach that mainly impacts competitiveness and innovation, skills, education and social inclusion, resource efficiency and environmental protection. In addition to this, the macro-regional strategies provide solid and structured investment frameworks, and optimise considerably this cooperation. In fact, they collect the needs and the opportunities throughout the participating countries and combine them with the stakeholders' creative potential which can then be invested by the available funding means.

As a part of the European Year of Cultural Heritage, an EYCH label for activities, events and projects has been introduced. I am proud to say that Interreg programmes and projects have responded immediately to this initiative. So far, more than a hundred Interreg projects and events have applied, since the beginning of the year, to receive the EYCH label, which makes Interreg stand out in terms of participation as well as in being awarded with the EYCH label.

This e-book presents the Interreg projects that have received the EYCH label until the end of the first quarter of 2018. I am convinced that this will be a source of inspiration for future cross-border, transnational and interregional cooperation projects all over Europe. I am also looking forward to the conclusions of the workshop "Coop Cult and Succeed – EYCH 2018" organised by both DG Regional and Urban Policy and the DG Education, Youth, Sports and Culture with the support of Interact, which will take place during the European Week of Regions and Cities 2018.

[1] *The Interact programme's specific mission is to support Interreg programmes in their daily work. Interact provides advice, organises learning events and develops a wide range of tools for a smooth implementation and management of Interreg.*
More information is available here: www.interact-eu.net/#about.

Interreg projects for the 2018 European Year of Cultural Heritage

Tibor Navracsics

Commissioner for Education, Culture, Youth and Sport

The European Year of Cultural Heritage in 2018 helps to highlight how unique Europe's cultural heritage is. It celebrates and promotes cultural heritage as a shared European resource that brings numerous economic benefits. Cultural heritage also has a remarkable social value. According to a recent Eurobarometer study, a very large majority of Europeans – as many as 82% – take pride in cultural heritage and agree it can improve the quality of life and a sense of belonging to Europe[1].

Cultural heritage is at the heart of who we are. It surrounds us in the buildings of our cities and towns. We find and experience it in natural and agricultural landscapes and in archaeological sites. It can reach us in not only literature, art and objects, but also via the craft skills we learn, the stories we tell, the food we eat and the films we watch. We all have personal stories related to cultural heritage and we all experience it, cherish it and interact with it in different ways.

But cultural heritage goes way beyond our personal experiences. It shapes our collective life and our future. It plays a tremendous role at the local level and in Europe's regions, bringing communities together by helping them understand and engage with the places where they live. Culture is a key asset for our cities and regions. Cultural activities and projects help to make a city more attractive, while dynamic cultural and creative sectors can be strong engines of regional and urban development.

During the Year, everyone is invited to explore and enjoy cultural heritage by joining the thousands of activities taking place in cities and regions across Europe. The Year is also an excellent opportunity to flag the fundamental role that the EU's structural and cohesion funds play in protecting cultural heritage and ensuring quality restoration of sites all over Europe – thus making cities and landscapes attractive for investment and to live in. Indeed, this Year is about drawing inspiration from and discovering the best initiatives linked to Europe's rich cultural heritage that have a positive impact on urban regeneration and rural landscapes. I am pleased that the initiatives financed from the European Regional Development Fund, including the Interreg programmes, constitute some of the prime examples of how the European Union can help to better protect, safeguard, reuse, enhance, valorise and promote our cultural heritage. Investment in cultural heritage pays off.

I warmly invite you to read this booklet and find out about the most interesting and exciting Interreg projects that have received the European Year of Cultural Heritage 2018 label. I am very pleased that this collection of successful initiatives will be officially presented during the European Week of Regions and Cities 2018 in Brussels. And I hope that it can play its part in encouraging all of us to experience cultural heritage, time and time again – and to inspire each other to find new ways of enjoying and protecting it for future generations!

[1] *Special Eurobarometer 466: Cultural Heritage*

Cultural heritage in Interreg

'Culture makes people understand each other better. And if they understand each other better in their soul, it is easier to overcome the economic and political barriers. But first they have to understand that their neighbour is, in the end, just like them, with the same problems, the same questions.'

Paulo Coelho

Europe has been built up on different cultures and this has, indeed, a very huge relevance in the current shape and characteristics of our continent.

A continent made of history, traditions, sites, monuments and almost incomparable natural and cultural resources, that aims at preserving and better promoting them, for a more sustainable, inclusive and meaningful future.

This is the outlook of this publication, its spirit that relies on the variety, differences and complexity of European history, culture and heritage.

Supporting cultural heritage is not only beneficial for a good understanding of our regions or neighbouring countries but also beneficial for a local economy in terms of cultural consumption, increased employment and income. In the Interreg projects, cultural heritage is one of the popular themes with a strong focus on connections and co-operation among EU regions.

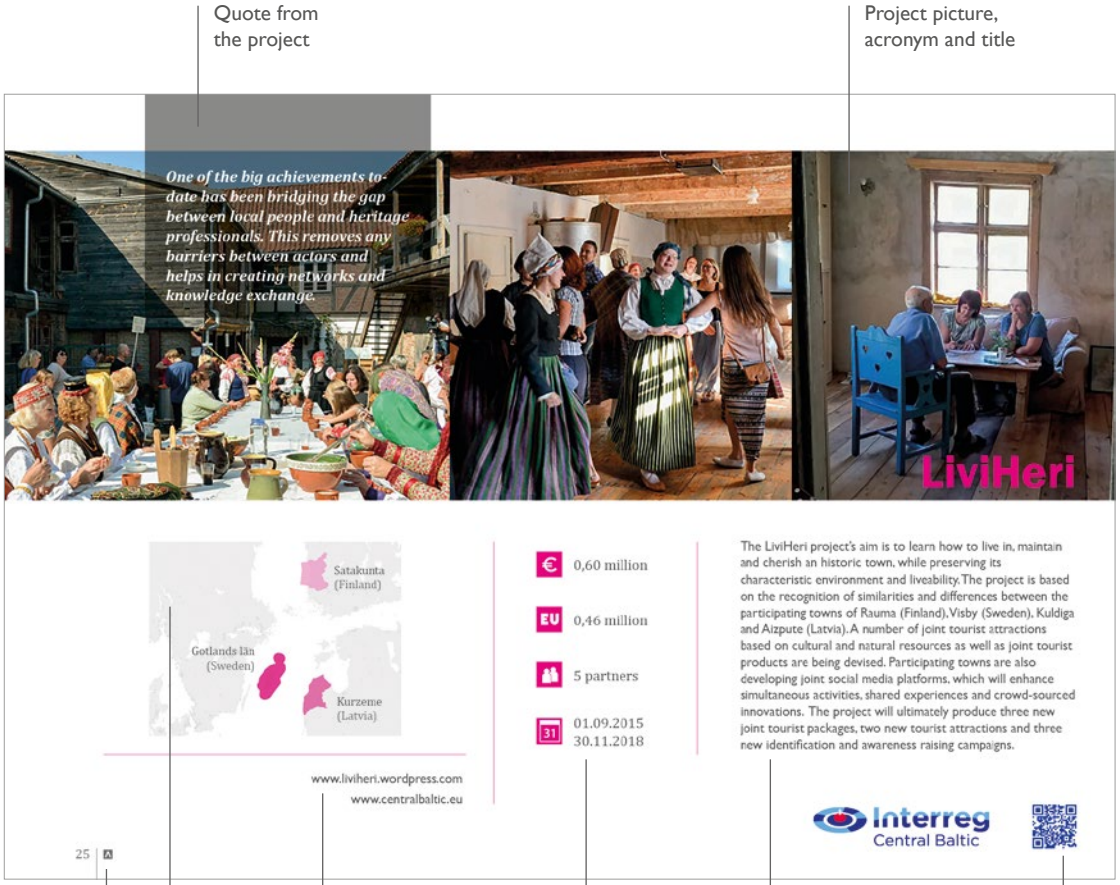
That´s why this publication "Connecting Cultures, Connected Citizens" will dig into the wide range of cultural topics in these Interreg projects going from restoring the monuments and memorials along the borders, to preserving socio-economic and cultural practices, creation of networks and platforms for better policies or for enhancing cultural and creative industries.

Interact, within its supporting role, very much enjoyed cooperating with the Interreg programmes in order to collect data and good practices with the aim of promoting, even more, the inspiring cultural heritage project examples through this publication. It is in our mission, but we are even more convinced that also through cultural heritage projects, "cooperation works" at its best!

This publication, both in paperback and interactive ebook formats, allows you to better understand the variety of projects and topics tackled in the different strands of Interreg:

- Interreg A – Cross-Border Co-operation: pink
- Interreg IPA-CBC: orange
- Interreg B – Transnational Co-operation: green
- Interreg C – Interregiona co-operation: blue

You will be able to learn more about projects' concrete actions by reading and "interacting" within each project page as follows:



This publication is the result of the cooperation among Interact, European Commission DG REGIO, DG EAC and all Interreg Programmes' Managing Authorities/Joint Secretariats and their projects partners.

Projects presented in this publication applied for labelling and were selected in the framework of 2018 European Year of Cultural Heritage (https://europa.eu/cultural-heritage/european-year-cultural-heritage_en) by receiving the label for this initiative. Interact together with programmes have drafted a specific database of "Interreg Cultural Heritage Projects" labelled in the framework of the 2018 European Year of Cultural Heritage. Our primary source of information was a questionnaire submitted to programmes and the relevant data provided.

Projects have been sorted per co-operation strand and in alphabetical Co-operation Programme order.

In the following pages you'll also find some general information (Socio-economic impact and perception of cultural heritage in the EU) as well as specific concept maps with interactive features for a better understanding of projects's nature and topics.

We hope you enjoy reading this publication, as much we have enjoyed discovering the variety and unique beauty of European Culture!

Petra Masácová

Head of the Managing Authority - Interact Secretariat

Interact Programme
Bratislava Self Governing Region

Projects of Cross-Border programmes

20_Rising of green rooms value
21_Paths of wood. Cultural history and natural diversity
22_Ardenne Cyclo
23_Destination Terrils.eu
24_Golden Leie Lys
25_LiviHeri
26_Terra Salina
27_Gardens of Lake Constance. Nature and culture in the garden
28_Migration from Vorarlberg to Upper Swabia from the 19th to 21st century
29_Virtual Forum of History
30_Wine and Knowledge at Lake Constance
31_Explore values of nature. Create values of life
32_Kulturachse Nord
33_1753 Trail - A cultural project on the limit
34_ATLAS
35_Development of UNESCO Natural and Cultural assets
36_CLAUSTRA+
37_DETOX
38_FLUMEN DURIUS
39_RENERPATH
40_Livonian Culinary Route
41_Industrial Heritage
42_UNESCO-tourism
43_Coastal hiking
44_Green Railway
45_ESCAPE
46_e-documenta Pannonica
47_Back in the day

Projects of IPA Cross-Border programmes

50_TransGourmeTour
51_TOGETHER
52_Together for Common Future of Common Cultural Heritage
53_Youth-together
54_Living Archives - Relics of Common cultural heritage
55_Traditional Architecture from a New Perspective
56_Konkordia
57_Modernization and preservation of Water Castle

Projects of Transnational programmes

60_AlpFoodway
61_CCAlps
62_YOUrALPS
63_AtlaSWH
64_Atlantic Youth Creative Hubs
65_MMIAH
66_BhENEFIT
67_COME-IN!
68_European Cultural Route of Reformation
69_Forget Heritage
70_InduCult2.0
71_ProteCHt2save
72_REFREsh
73_VirtualArch
74_CultPlatForm_21
75_DANUrB
76_LENA
77_INtegrated Slow, Green and Healthy Tourism Strategies
78_Danube GeoTour
79_Iron-Age-Danube
80_NETWORLD
81_ART NOUVEAU
82_SOSTURMAC
83_BLUEMED
84_ENERPAT
85_Smart Heritage City
86_HeritageCARE

Projects of Interregional programmes

90_Collaborative Digitization of Natural and Cultural Heritage
91_CHRISTA
92_CRE:HUB
93_Smart Specialisation Creative Districts
94_CRinMA
95_Cult-RInG
96_Green Pilgimage
97_SHARE

Projects' map

This map wants to ideally display how, through cooperation among regions and citizens thanks to cultural heritage projects financed by Interreg programmes, Europe could be better connected and share our common cultural values and traditions. Culture has both tangible and intangible aspects that altogether identify the uniqueness of the continent and people.

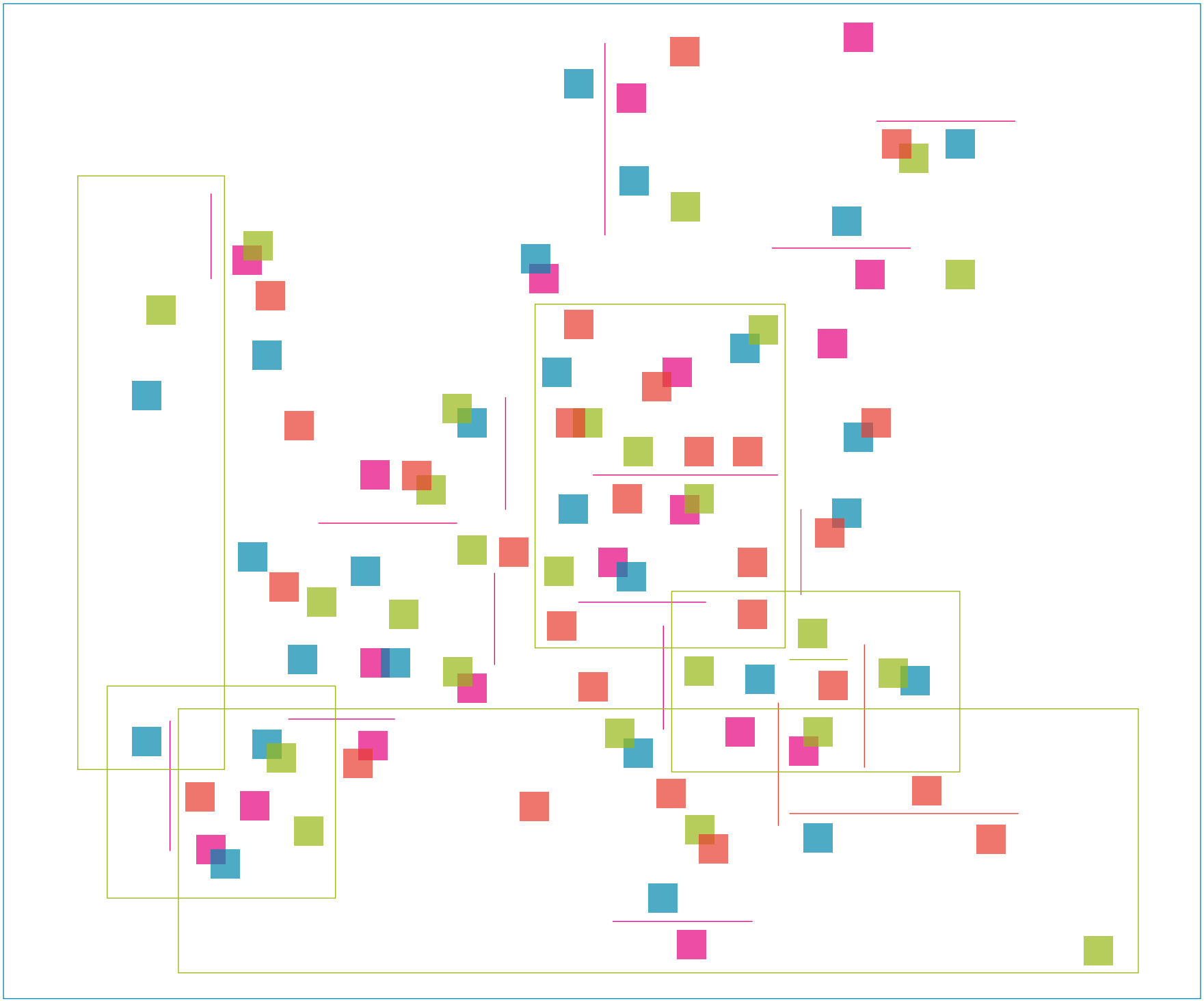
The map suggests how possible cooperation and connections between regions and countries are building up a common continent of shared history, values and heritage.

Cross-border co-operation >>

Cross-border co-operation IPA >>

Transnational co-operation >>

Interregional co-operation >>



Concepts' map

garden education migration art nouveau liveability historic structures

woodwork slow tourism data abandoned intangible heritage

hub maritime water castle bicycle virtual reality history

diversity salt protected areas lake creative cultural tourism geopark

revitalise river sustainable digitisation ancestor foodway

hiking accessibility open-air energy rehabilitation underwater wine

trail social innovation nature relics coastline arts renovation

restorers biosphere preventive conservation industrial route pilgrimage

maritime mountain archeology gourmet smart heritage railway

coal heaps reformation volunteering iron age unesco natural hazards

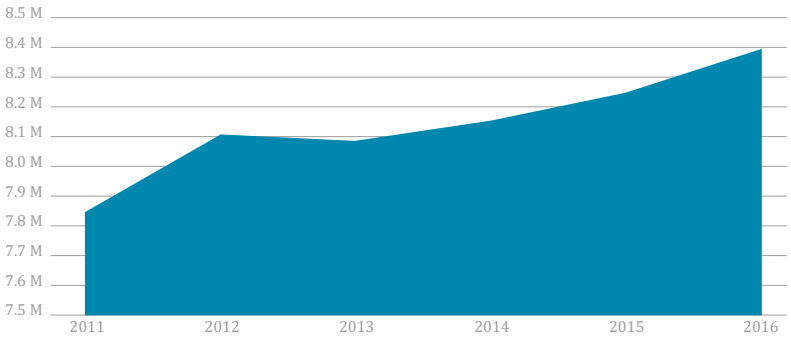
mediaeval non-technological skiing alps historic town treasury

industrial culture culinary walk of peace architecture heritage assets

These concepts represent the thematic diversity of projects shown in this e-book.
By clicking on each concept you'll be redirected to the project related to it.
The concepts are based on the main idea each project is focussing on.

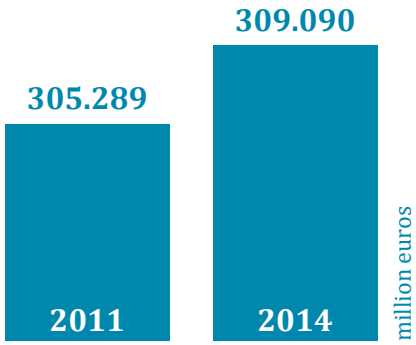
Socio-economic impact and perception of culture heritage in the EU

Cultural employment



Cultural sectors' turnover

In 2014 the cultural sectors' turnover (the total value of market sales of goods and services) was around EUR 310 billion, which represented 5.2 % of the turnover of total setors.

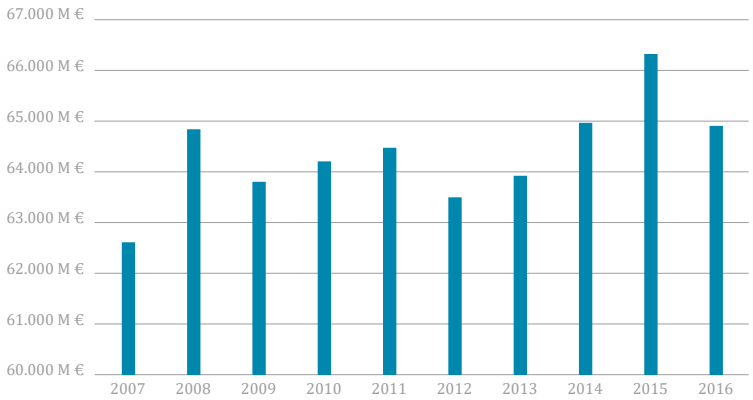


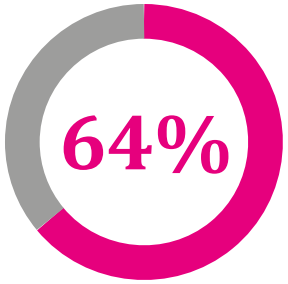
In 2016 around 8.4 million people in the EU were working in a cultural sector or occupation. This represents 3.7 % of the total number of employed people.

Source: Eurostat and Special Eurobarometer 466: Cultural heritage.

46% **female cultural employment** (2016)

Government expenditure on cultural services





Europeans took part in at least one cultural activity (2015)

0,4% **of GDP in 2016**

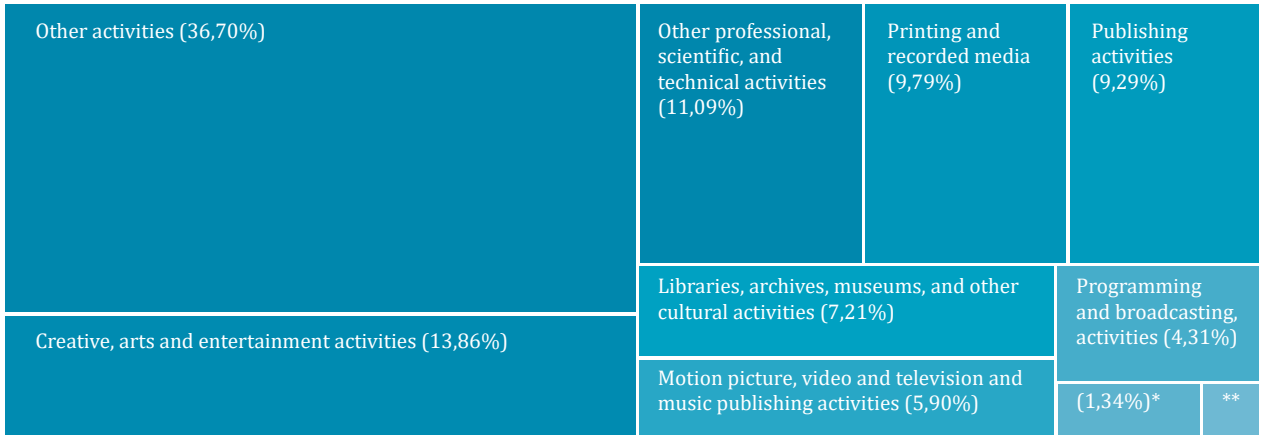
The majority of public expenditure on 'recreation, culture and religion' at EU level was devoted to 'cultural services'.

Enterprises

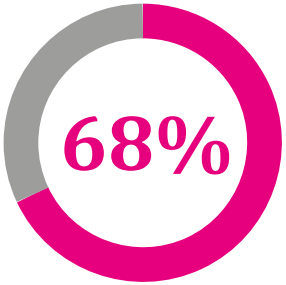
700.000

In 2014, there were 700.000 cultural market-oriented enterprises in the EU, which corresponded to 6.3 % of all enterprises in total (except trade, financial and insurance activities).

Cultural employment by activity sector (2016)

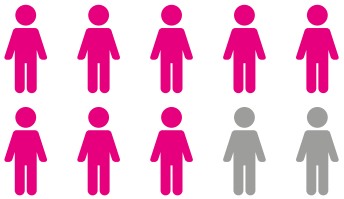


* Other manufacturing (1,34%) - ** No response (0,5%)



Europeans would like to know more about Europe's cultural heritage (2017).

Europeans believe that, through globalisation, European culture will become more dynamic and widespread in the world (2017).



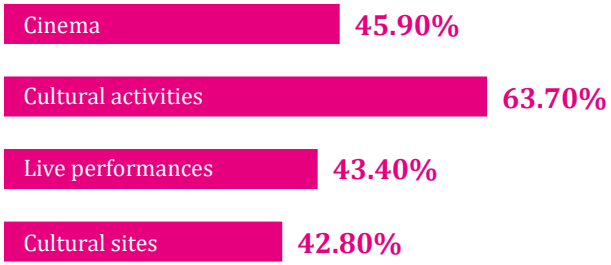
In 2017, eight out of ten Europeans think the diversity of European culture is an important added-value.

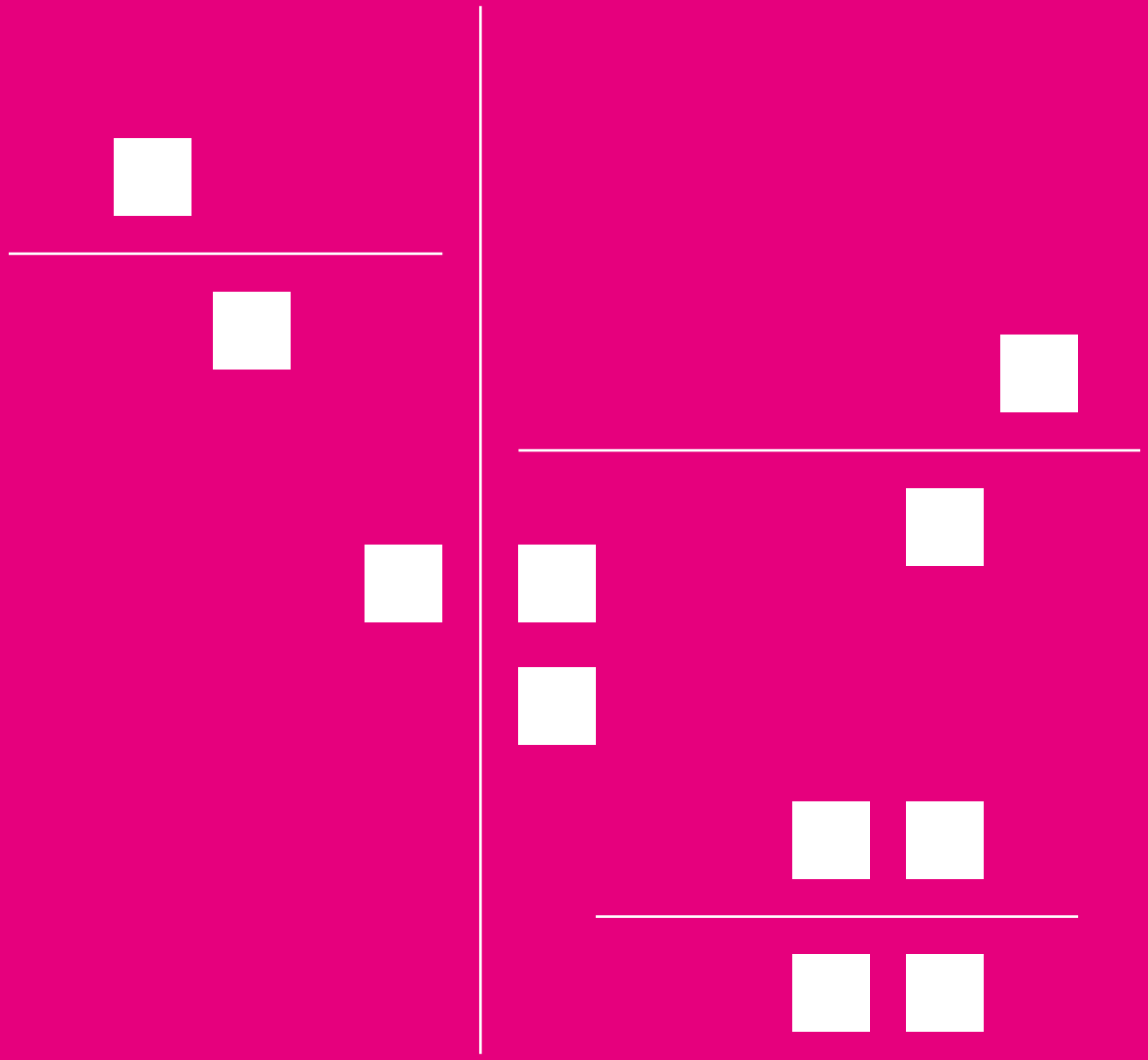
0,9%

(2016)

EU governments average expenditure in cultural services

Frequency of participation in cultural activities in the last 12 months (2015)





CROSS-BORDER PROJECTS

Cross-Border co-operation fosters collaboration between adjacent areas across borders. The main aim is to reduce the negative effects of borders as administrative, legal and physical barriers, tackling common problems, and exploiting untapped potentials. Through joint management of programmes and projects, mutual trust and understanding are strengthened, and the cooperation process is enhanced.

In the following pages, 28 different cross-border projects will highlight how common challenges related to the promotion of cultural aspects such as protection and preservation of historical monuments, development and enhancement of tourist strategies, awareness raising of cultural heritage among schools and youth, creation of cultural networks and many more, are providing benefits and services to citizens living across physical borders in the EU.

Rising of green rooms value

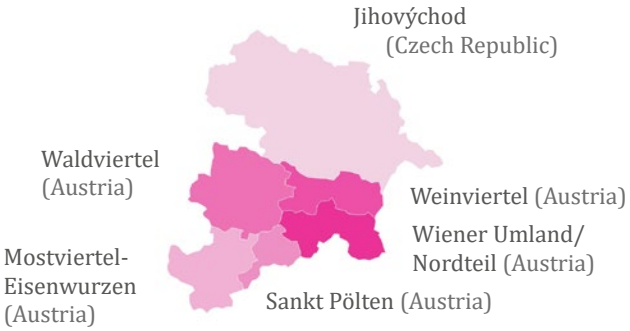
This project is focused on building a new cross-border network of gardens and parks in South Moravia, Vysocina and Lower Austria. Through a mix of storytelling, pop-up promotions and social media, the programme has raised much awareness of garden tourism, which has in turn attracted more tourists to the region. It has also led to more cooperation within the garden tourism sector.

€ 0,42 million	2 partners
EU 0,35 million	01.09.2016 31.08.2019

www.diegaerten.eu

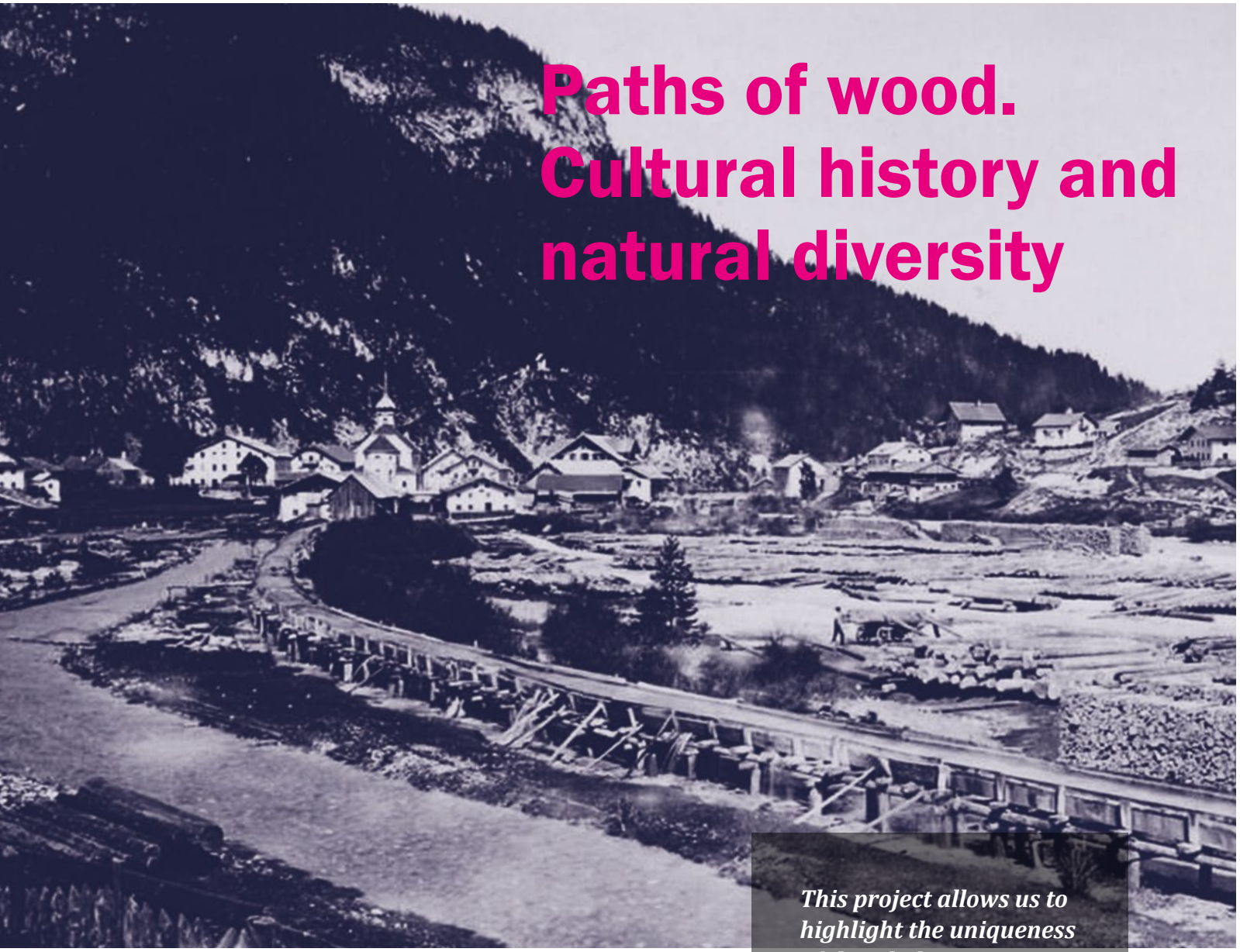
www.at-cz.eu/at

Working together with colleagues from Austria has helped us create a brand new international garden and sustainable tourism offer in South Moravia, Vysocina and Lower Austria.



Interreg
Austria-Czech Republic
European Regional Development Fund

Paths of wood. Cultural history and natural diversity



This project allows us to highlight the uniqueness of the whole region!

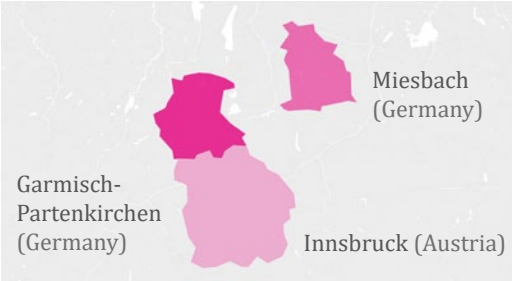
For hundreds of years, wild rivers served as timber traffic routes across the Austrian-Bavarian border. In this project, former woodchopper-cabins are being built in in Scharnitz, Austria and at the Markus Wasmeier Freilichtmuseum in Germany. The cabins are being used as exhibition spaces to showcase the areas' rich culture and history of woodwork. Both regions aim to build a network of institutions that will expand on this idea, while increasing sustainable tourism in the area.

€ 1,75 million

4 partners

EU 1,31 million

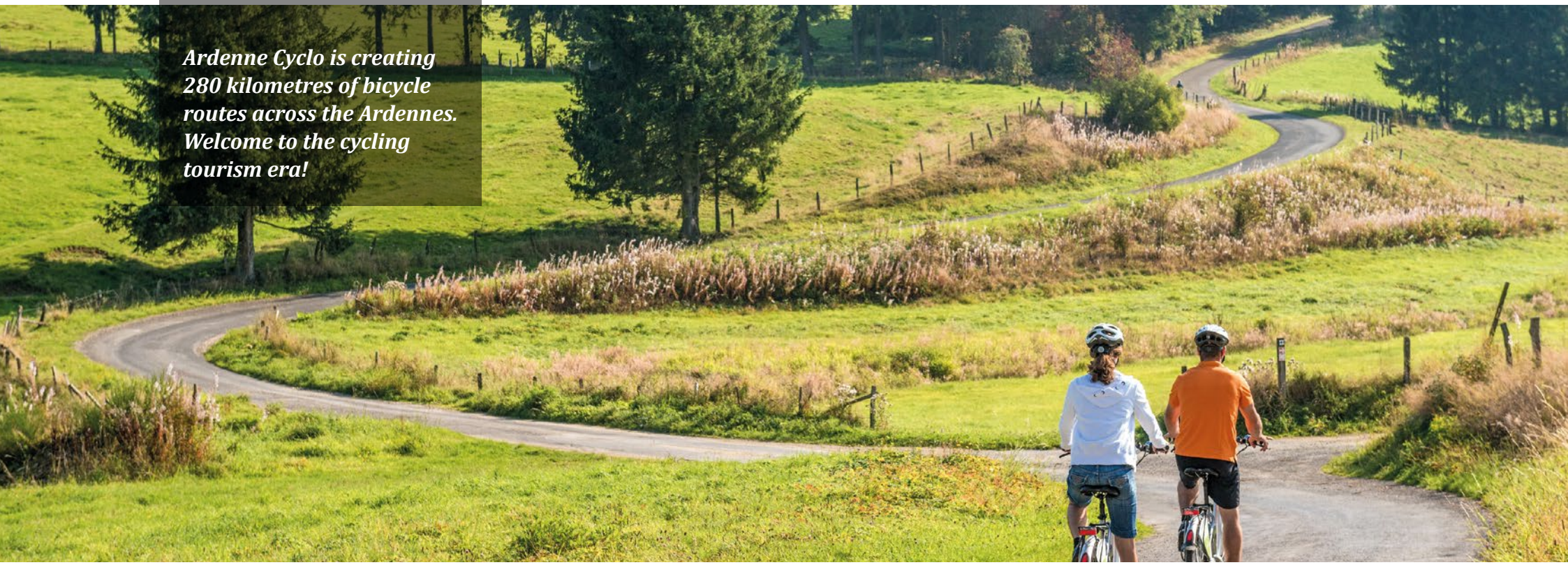
31 01.10.2016 30.09.2019



www.karwendel.org/wege-des-holzes/

www.interreg-bayaut.net

Interreg Österreich – Bayern 2014 – 2020
Europäische Union – Europäischer Fonds für Regionale Entwicklung



Ardenne Cyclo is creating 280 kilometres of bicycle routes across the Ardennes. Welcome to the cycling tourism era!

Ardenne Cyclo

Cycle tourism has been booming in Europe for several years. The Ardenne Cyclo project is taking advantage of this by building two cross-border cycling routes. The first is a 170 km loop linking La Meuse and the Trans-Ardennes Greenway, while the second is a 110 km route linking the EV5 road to La Meuse. It is expected that both routes will attract much more tourists to the region, giving these visitors the opportunity to learn about its rich cross-border cultural heritage.

€ 4,34 million

EU 2,17 million

20 partners

01.04.2018
31.03.2022

www.interreg-fwvl.eu

Interreg France-Wallonie-Vlaanderen

The goal is to develop tourism on coal slag heaps and in doing so, promote the economic growth while preserving the heritage of these mining sites.

Destination Terrils.eu

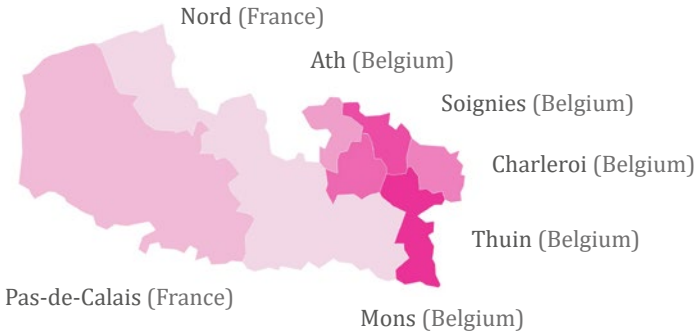
The coal slag heaps in the Franco-Walloon region have over the years become places of discovery due to their ecological, historical and social value. However, these former industrial sites were not built to receive the public, meaning they may not be resilient enough for such large numbers of visitors.
The Destination Terrils.eu project aims to promote the economic and touristic development of this territory, while preserving the integrity and heritage of these sites.

€ 1,88 million

8 partners

EU 0,94 million

31 01.10.2017 30.09.2021



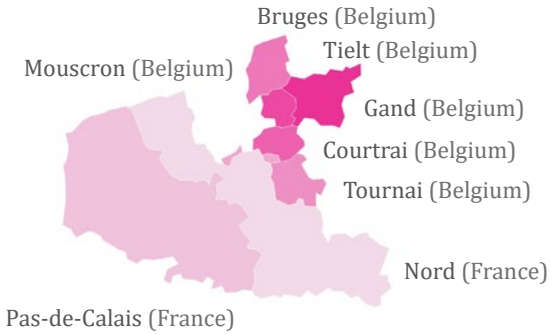
www.interreg-fwvl.eu

Interreg France-Wallonie-Vlaanderen

With new facilities and an improved nautical offer for tourists, the project is enhancing this unique destination, which we call the cape on the golden river!

Golden Leie Lys

The partners in the Golden Leie Lys project have set themselves the goal of becoming a cross-border destination of eco-tourism excellence. The trajectory of the Lys river is the common thread that allows both French and Belgian municipalities to cooperate on river tourism. The focus is on river tourism services and products little known to the public. It is hoped the infrastructure will attract investors, resulting in economic benefits and job creation.



€ 2,48 million

EU 1,24 million

19 partners

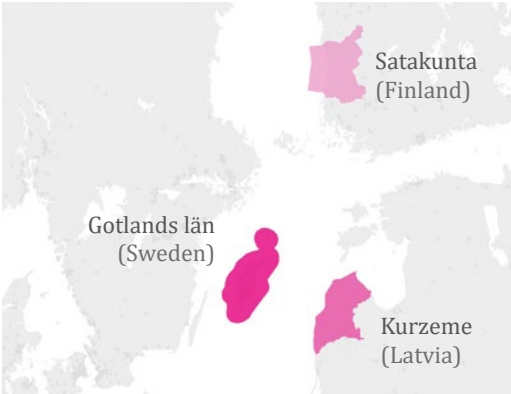
31 01.07.2017 31.08.2020

www.interreg-fwvl.eu

Interreg France-Wallonie-Vlaanderen

One of the big achievements to-date has been bridging the gap between local people and heritage professionals. This removes any barriers between actors and helps in creating networks and knowledge exchange.

LiviHeri



€ 0,60 million

EU 0,46 million

5 partners

01.09.2015
30.11.2018

The LiviHeri project's aim is to learn how to live in, maintain and cherish an historic town, while preserving its characteristic environment and liveability. The project is based on the recognition of similarities and differences between the participating towns of Rauma (Finland), Visby (Sweden), Kuldiga and Aizpute (Latvia). A number of joint tourist attractions based on cultural and natural resources as well as joint tourist products are being devised. Participating towns are also developing joint social media platforms, which will enhance simultaneous activities, shared experiences and crowd-sourced innovations. The project will ultimately produce three new joint tourist packages, two new tourist attractions and three new identification and awareness raising campaigns.

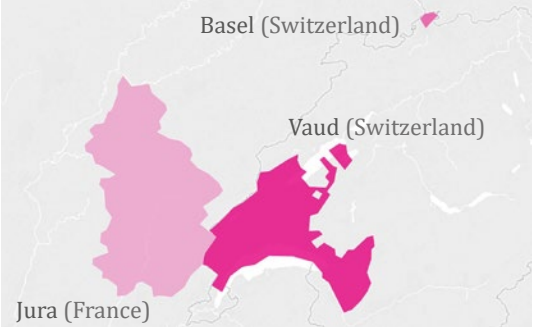
www.liviheri.wordpress.com

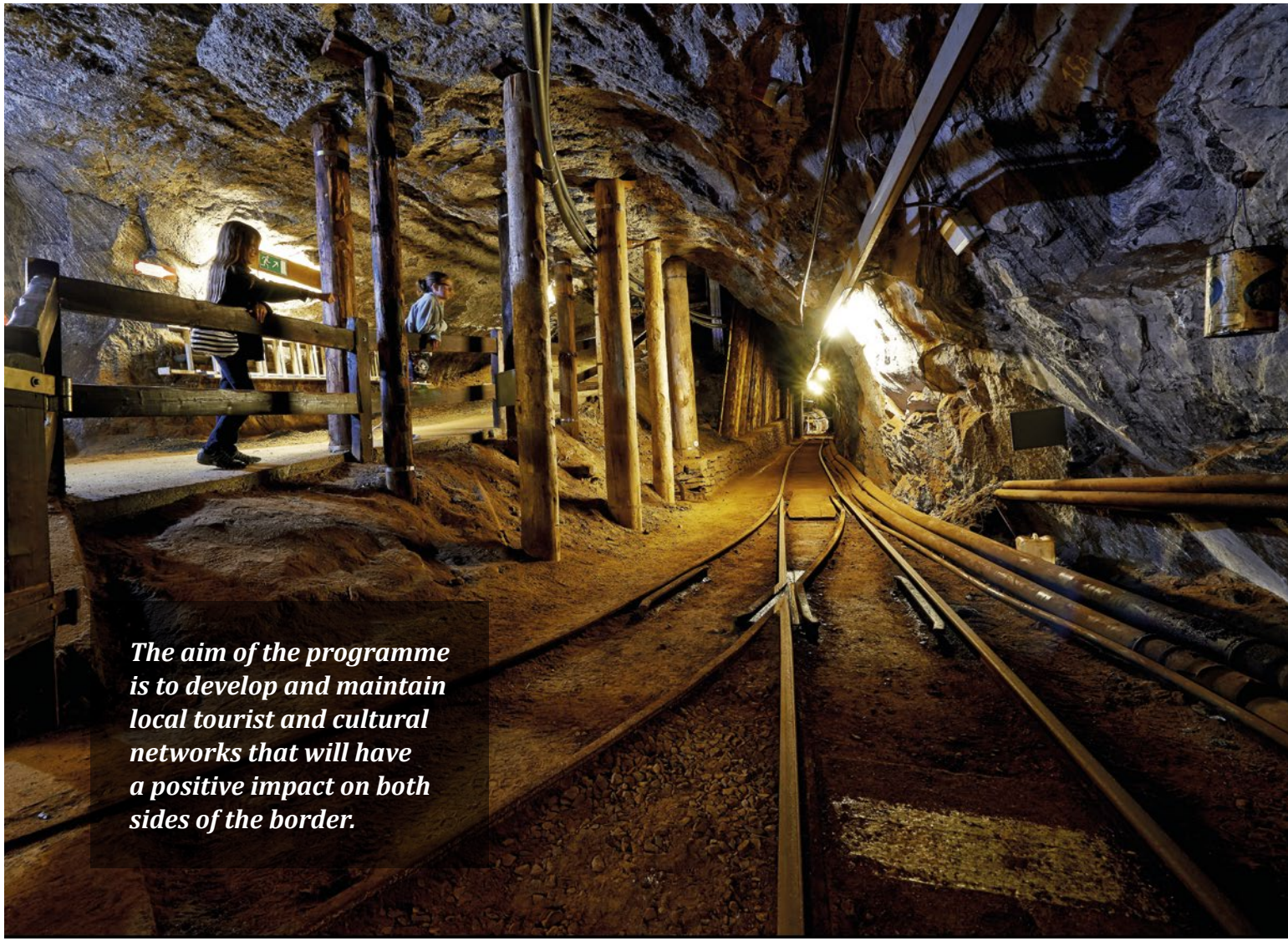
www.centralbaltic.eu

Interreg Central Baltic

Terra Salina

The Terra Salina project is promoting the historic salt routes between France and Switzerland. Local people are helping create various tourism products, such as rambling and cycling itineraries, accommodation services, and new businesses. Several special locations feature on the route, including the former Royal Saltworks in France, which is a UNESCO World Heritage site and thermal baths in Switzerland. In addition, various communications tools are being used to raise awareness of the region and attract visitors.





The aim of the programme is to develop and maintain local tourist and cultural networks that will have a positive impact on both sides of the border.

€ 0,80 million

EU 0,29 million
0,30 million*

4 partners

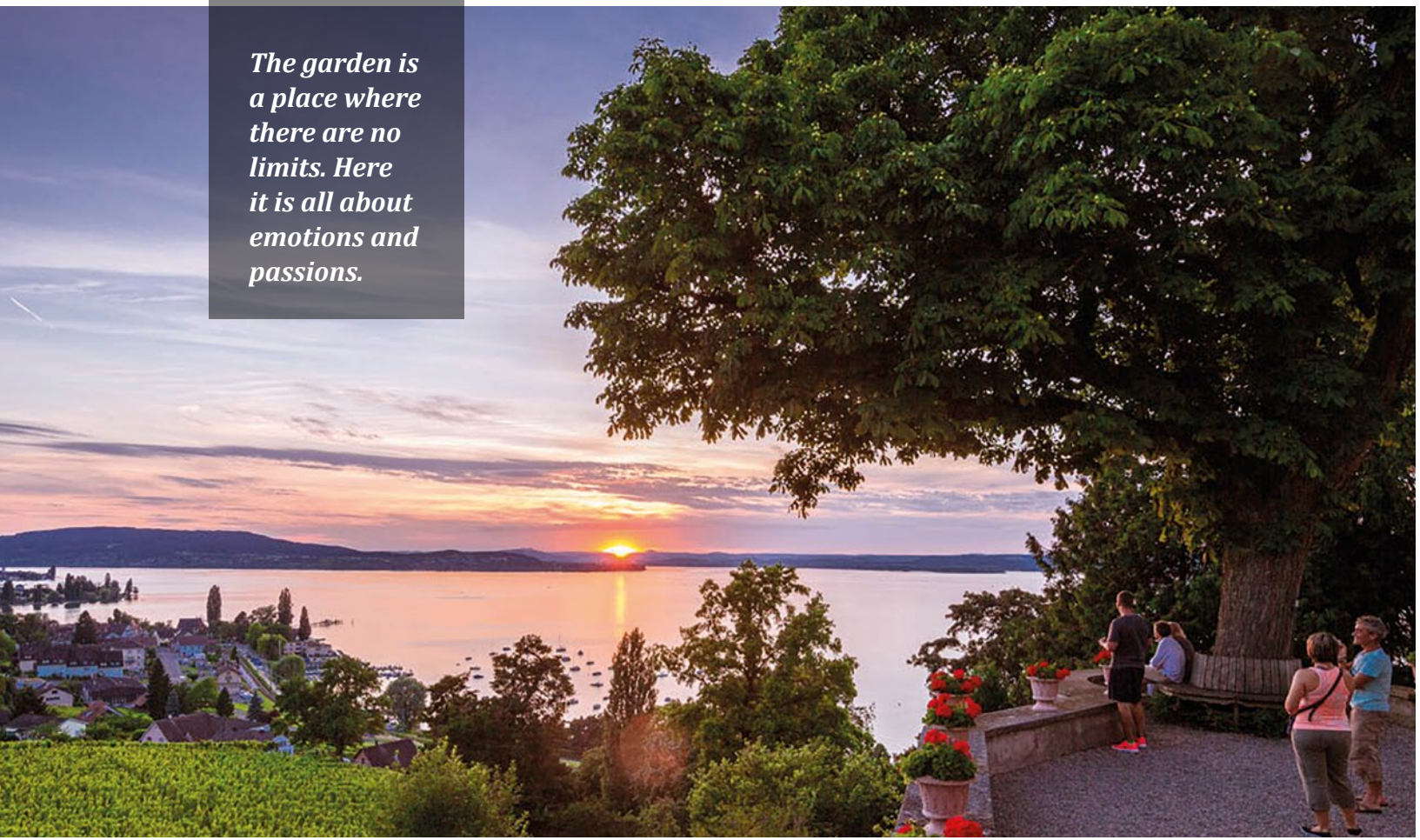
31 01.08.2015
31.07.2017

* Swiss economic contribution

www.terrasalina.eu

www.interreg-francesuisse.eu

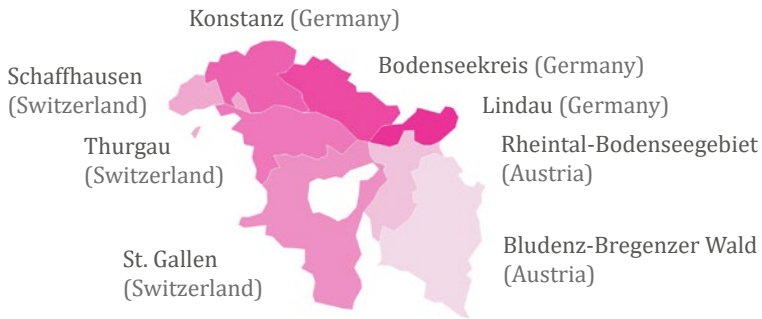
Interreg France - Suisse



The garden is a place where there are no limits. Here it is all about emotions and passions.

Gardens of Lake Constance. Nature and culture in the garden

The gardens on the shores of Lake Constance are deeply embedded in European history. From the first settlements in the stone age right through to antiquity, the middle ages and the 19th century , gardens and parks have always been part of the culture of the region. 24 gardens from three countries have come together in the Lake Constance Gardens network. The project connects the various sites by communicating a common identity. The focus on sustainability is accompanied by innovative approaches and products related to this age-old tradition.



€ 0,42 million

16 partners

EU 0,13 million

31 01.10.2015 31.03.2019

www.bodenseegaerten.eu

www.interreg.org

interreg
Alpenrhein | Bodensee | Hochrhein

Migration from Vorarlberg to Upper Swabia from the 19th to 21st century

This project connects the historic migration between the Vorarlberg and Upper Swabia regions with current migration trends. By discussing both the historic migration patterns of seasonal workers and the current sociopolitical situation in Europe, the collaborating museums aim to help with the integration of migrants. This is achieved through holding exhibitions, and collections, as well as carrying out research and educational projects.

€ 0,99 million	5 partners
EU 0,59 million	31 01.05.2016 31.12.2020

www.interreg.org/projekte/P2/SZ5/ABH027

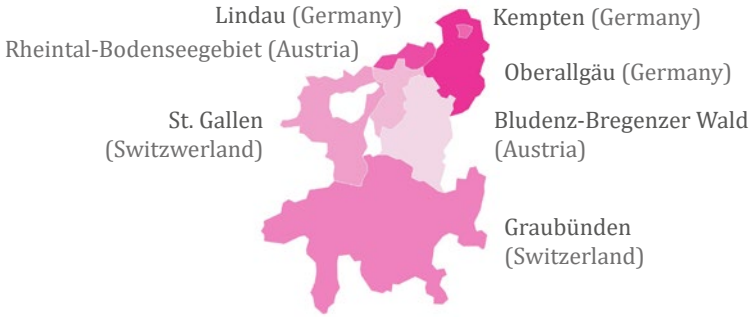
© Museumsverein Klostertal

Both the professional and personal encounters with our Austrian colleagues have enriched our institutions and all those involved. The cross-border perspective of the project helps to create a broad acceptance and growing awareness of migration history throughout our societies.

interreg
Alpenrhein | Bodensee | Hochrhein

Virtual forum of history

The project uses an impressive mix of networking, as well as online and traditional communications to raise awareness of the region among tourists.



€ 0,41 million

EU 0,25 million

7 partners

31 01.03.2017 31.12.2020

The project expands the research on the history of skiing and winter tourism in the regions of Vorarlberg and Allgäu. It does this by creating cross-border networks of museums and collections. The knowledge and new materials gained are also made available as a digital tool for museums, archives and historical societies in a so-called virtual forum of history. In addition, various communications tools are being used to raise awareness of the region and attract visitors.

www.interreg.org/projekte/P2/SZ5/ABH059

interreg
Alpenrhein | Bodensee | Hochrhein

Wine and knowledge at Lake Constance

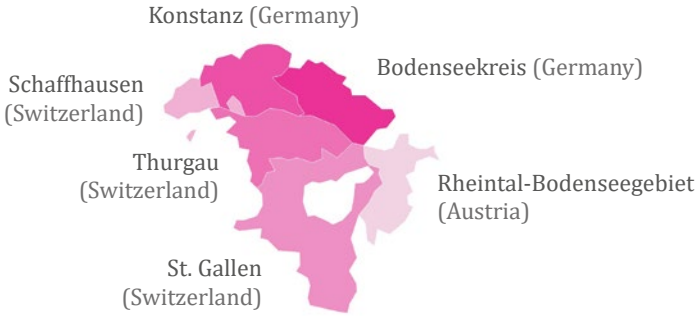
The cultivation of wine in the areas surrounding Lake Constance has been practiced for more than two millennia. The unique climate connects the wine producing regions across the borders of Austria, Germany, Liechtenstein and Switzerland. The project aims at conserving and revitalising this heritage by connecting winegrowers as well as communicating a common message to the public. This is achieved through creating international networks and exchanging information through communications and events.

€ 0,41 million	11 partners
EU 0,15 million	31 01.01.2016 31.12.2018

www.weinregion-bodensee.com

www.interreg.org

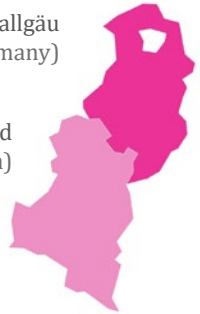
Our project is special because wine connects people and can be associated with enjoyment and happiness.



interreg
Alpenrhein | Bodensee | Hochrhein

Through our Nature Park Schools initiative and the Junior Ranger summer camps, children learn to appreciate the rich diversity of their home region and start to understand that cultural entity crosses national borders.

Explore values of nature. Create values of life



Oberallgäu (Germany)

Bludenz-Bregenzer Wald (Austria)

€ 0,49 million

1 partner

EU 0,30 million

31 01.06.2015 31.08.2019

www.nagelfluhkette.info

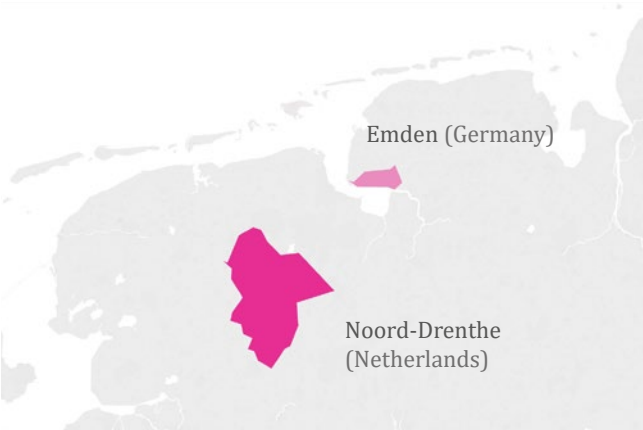
www.interreg.org

The project aims at conserving the natural landscape of a cross-border park known as 'Nagelfluhkette'. This is achieved by educating young people and the park's visitors about the region through guided excursions coupled with various communication activities.

interreg Alpenrhein | Bodensee | Hochrhein

Kulturachse Nord

Cultural mobility across borders is still not as pronounced as it might be. The goal of the "Kulturachse Nord" project is to increase the number of cross-border cultural visitors to arts and cultural institutions in both Germany and the Netherlands. To this end, the project evaluates current visitor profiles and numbers as well as the planning, implementation and evaluation of exhibitions.



It was the first time that two international museums worked together on one exhibition taking place simultaneously in two locations. I really enjoyed working with a colleague abroad in the same field.

€ 0,38 million

5 partners

EU 0,19 million

31 01.03.2017
01.03.2019

www.visittheamericandream.com
www.deutschland-nederland.eu

INTERREG Deutschland Nederland

Europäische Union
Europese Unie

Astonishing discoveries have been made: from the Carnic main ridge to Lake Garda there are traces of more than 2000 years of border history.

© Rupert Gietl

1753 trail. A cultural project on the limit

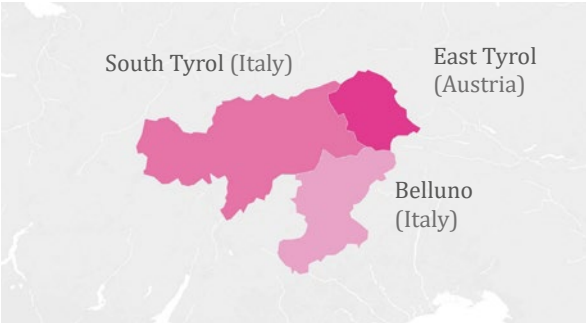
Over 250 years ago, Empress Maria Theresia and the Duke of Venice put an end to the long-standing dispute of the border between Tyrol and the lagoon city. Today, many boundary stones from 1753 can still be found on Alpine pastures or hidden in impenetrable woods. *1753 Trail - a cultural project on the limit* is rediscovering this forgotten heritage. In collaboration with Heritage Agencies along the historic border, joint guidelines for the protection of these memorials will be developed and their history told. The aim is to discover the border anew, to restore the monuments and memorials along the border, and to create a nature trail so others can discover them too. The boundary stones are the red thread that takes hikers past natural wonders like waterfalls, ice caves and moors, all telling the story from the prehistoric age to today.

€ 0,48 million

EU 0,41 million

3 partners

01.07.2018
31.10.2020



www.1753.eu

www.interreg.net/en

Interreg Italia-Österreich

ATLAS

The Adriatic Cultural Tourism Laboratories (ATLAS) project is creating innovative models and products of cultural tourism. It is doing this by utilising digital technology tools, introducing new business ideas and improving infrastructure accessibility for disadvantaged groups. This will all help develop a competitive tourism destination and reduce the seasonality aspect. One of the project's main outputs is the mapping of stakeholders operating in the field of cultural tourism.

Outstanding cultural sites as well as linked cultures and traditions will be promoted through digital tourism and innovative tourism experiences.

€ 0,96 million

EU 0,82 million

8 partners

01.01.2018
30.06.2019

www.italy-croatia.eu

Interreg Italy - Croatia EUROPEAN UNION

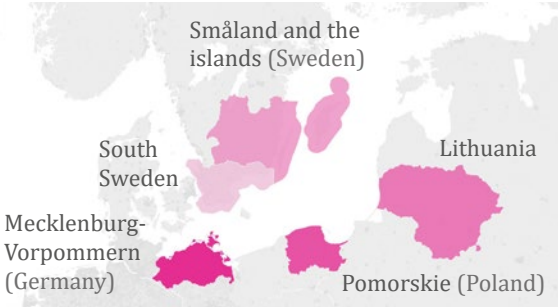
Development of UNESCO Natural and Cultural assets

The South Baltic Region is rich in natural and cultural heritage and boasts some of the World's finest UNESCO World Heritage sites and biosphere reserves. These sites have the potential to become blueprints for sustainable tourism. The three-year DUNC project aims to unlock the potential of the region's assets by developing an effective, sustainable tourism strategy for all of its UNESCO sites.

The project will develop a co-operation platform involving world heritage managers and stakeholders known as "World Heritage and Friends". This platform will disseminate best practices on the sustainable development of heritage sites across the region.

www.facebook.com/DUNCheritage

www.southbaltic.eu



€ 1,69 million

6 partners

EU 1,35 million

17.08.2017
16.08.2020

CLAUSTRA+

The project represents a cross-link between the past and the future, archaeology and development, as well as culture and nature.

The CLAUSTRA+ project aims at establishing a cross-border destination of cultural and green tourism based on the archaeological remains of the late Roman defence system known as Claustra Alpium Iuliarum, which stretches from Rijeka in Croatia to the Posočje region in Slovenia. The project is implementing a promotion plan, cultural-touristic routes, as well as cross-border events and tours. In order to enhance the attractiveness of CLAUSTRA as a destination, various initiatives such as conservation measures and better access to archaeological remains are foreseen.

www.zvkds.si/sl/claustra/claustra

www.si-hr.eu

€ 1,78 million

9 partners

EU 1,51 million

01.08.2017
31.01.2020

Interreg
SLOVENIA – CROATIA
European Union | European Regional Development Fund

With its EtnoTour, the DETOX project is an excellent example of how to enjoy, learn and create new opportunities from cultural heritage.

DETOX

€ 0,91 million

EU 0,77 million

7 partners

01.10.2016
30.09.2018

The DETOX project aims to relieve people overburdened with stress by showcasing heritage on so-called 'EtnoTour' packages. The packages show the lives of our ancestors through various means such as Virtual Reality and 3D technology and an e-library. In addition, a mobile application houses data on heritage and tourism, while offering a virtual tour of traditional homesteads.

www.detox.etnotour.eu

www.si-hr.eu

Interreg SLOVENIA – CROATIA
European Union | European Regional Development Fund

FLUMEN DURIUS

The Flumen Durius project is enhancing and promoting the natural and cultural heritage around the Douro river, which flows from its source in Soria Province across northern-central Spain and Portugal to its outlet at Porto. To this end, the project is conserving the tangible and intangible heritage of the Douro, embracing social media to promote the river's tourism resources and image, and promoting sustainable and high-quality tourism based on the cultural and landscape heritage of riverside municipalities. The goal is to attract new visitors and tourists to the region, which will translate into an upturn in economic activity.

www.flumendurius.eu

The Flumen Durius project aims to promote a singular touristic and cultural heritage that can only be found around the Douro axis. Thanks to this project, it will be possible not only to enhance the natural and cultural heritage of the Douro area but also to value the culture and traditions of its inhabitants.

© pixabay

€ 1,77 million

6 partners

EU 1,33 million

01.07.2015
31.12.2018

Interreg España - Portugal

RENERPATH

RENERPATH-2 is reinforcing important historical ties between Spain's Castilla y León and the North and Central regions of Portugal. This will boost heritage, tourism and the economy on both sides of the border.

€ 0,83 million

EU 0,62 million

7 partners

01.07.2015
31.12.2018

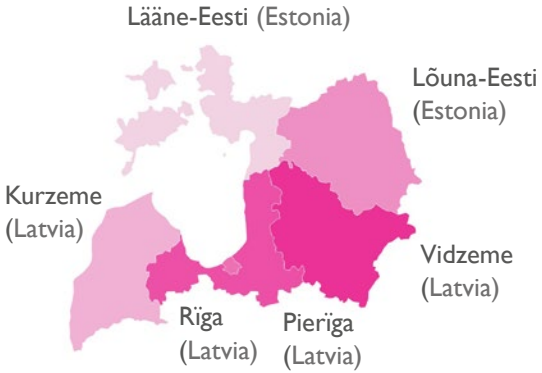
The RENERPATH-2 project is establishing a specific European 'pre-normative regulation' for the energy rehabilitation of heritage buildings for public or private use. This would be similar to an existing regulation applicable to new constructions. The project will use methodology from its predecessor RENERPATH, which will be applied to buildings in Castilla y León, Spain and in central and northern Portugal.

www.renerpath2.eu

Interreg España - Portugal

Livonian Culinary Route

The project is strengthening the identity of common culinary heritage between Estonia and Latvia. With the help of food producers, it is establishing a joint culinary route based on the history and traditions of the Livonian region. The route passes through areas such as Saaremaa, Hiiumaa, Kurzeme, Liv coast, Mulgimaa, Peipsimaa and Lõuna-Eesti, giving interested parties an insight into local culinary traditions. The project is boosting tourism in the region.



Promoting the culinary traditions of both countries to domestic and foreign visitors makes the joint culinary brand stronger and more attractive.

€ 1,06 million

EU 0,90 million

7 partners

31 01.05.2017 30.04.2020

www.epkk.ee/en/livonian

www.estlat.eu

Interreg Estonia-Latvia European Regional Development Fund

EUROPEAN UNION

Industrial heritage is a new tourism trend untapped in Latvia and Estonia, making this cultural heritage project even more special.

www.facebook.com/industrialheritagefortourism

www.estlat.eu

Industrial heritage

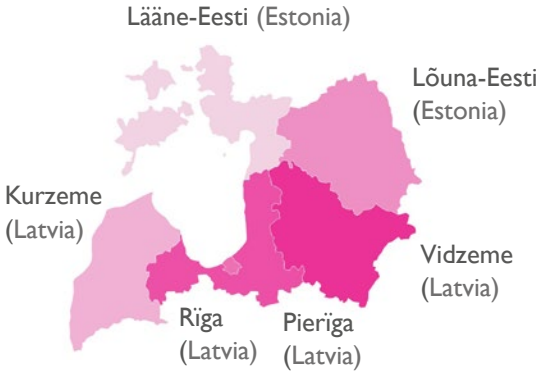
This project aims at showcasing the industrial heritage of Estonia and Latvia by developing tourist routes through various old mills, hydroelectric power stations, factories, railways, lighthouses and even water towers. Industrial heritage as a source of tourism is not the norm in Latvia and Estonia. However, developing a common network of industrial heritage sites in both countries, will diversify the current tourism offering and attract more visitors to both regions.

€ 1,14 million

30 partners

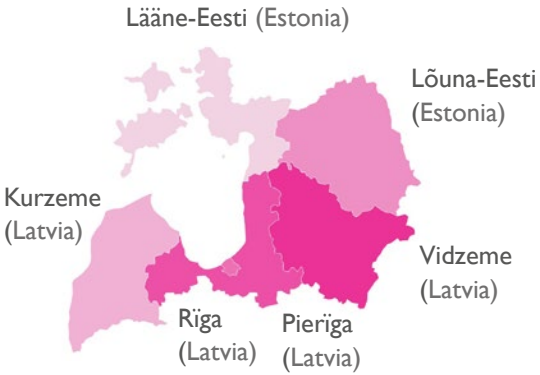
EU 0,97 million

31 01.05.2017 30.04.2019



UNESCO tourism

In Estonia and Latvia there are four unique regions – Setomaa, Kihnu, Suiti and Liv coast – where old local cultural traditions are being kept alive. These traditions include singing and dancing, costumes, the celebration of religious and traditional holidays as well as arts and crafts. The project aims to develop a tourism product, which embraces the four regions' uniqueness. Visitors will experience genuine cultural heritage, which is a rarity today.



All four regions are recognised as areas of cultural heritage, with three on the UNESCO List of Intangible Cultural Heritage. Their heritage values are presented in an attractive and easy to understand manner.

€ 1,12 million

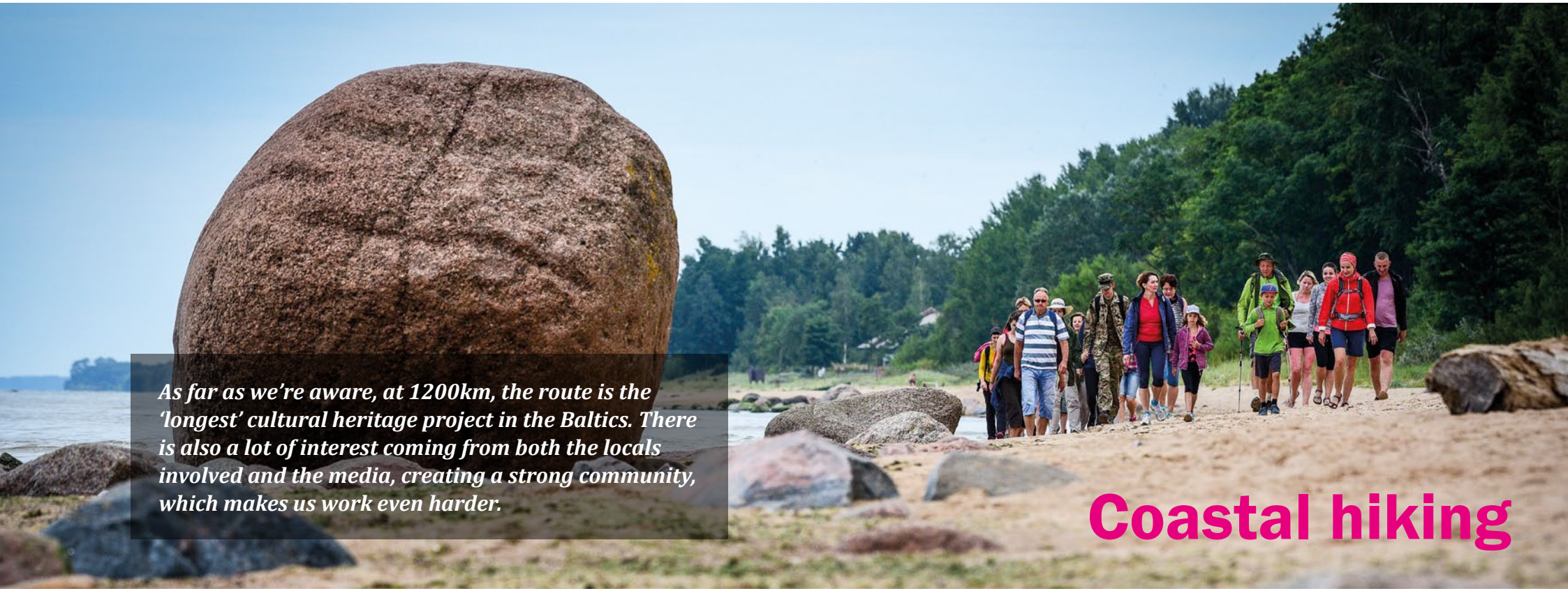
EU 0,96 million

13 partners

01.03.2017
29.02.2020

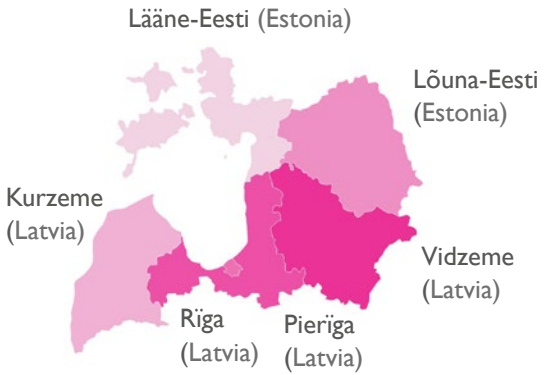
http://www.celotajs.lv/en/project/3/project

www.estlat.eu



As far as we're aware, at 1200km, the route is the 'longest' cultural heritage project in the Baltics. There is also a lot of interest coming from both the locals involved and the media, creating a strong community, which makes us work even harder.

Coastal hiking



€ 1,09 million

EU 0,93 million

8 partners

01.02.2017
31.01.2020

The beautiful Baltic Sea coastline of Estonia and Latvia has high tourism potential. This project involves developing a hiking route along the coastline to attract more visitors to the area. The route will stretch along the Southwest coastline of Latvia, starting from the border with Lithuania through Latvia to the Lääne county region in Estonia and include the Estonian islands as a side attraction. It will then continue on to Estonia's capital, Tallinn. The sustainable hiking route highlights the region's cultural and natural heritage, while supporting the local economy.

www.coastalhiking.eu

www.estlat.eu

Our countries are small and in order to stand out and attract visitors, something more than just an invitation to visit small regions of Estonia or Latvia must be offered. Green Railways will be a good reason to visit our border areas.

Green railway

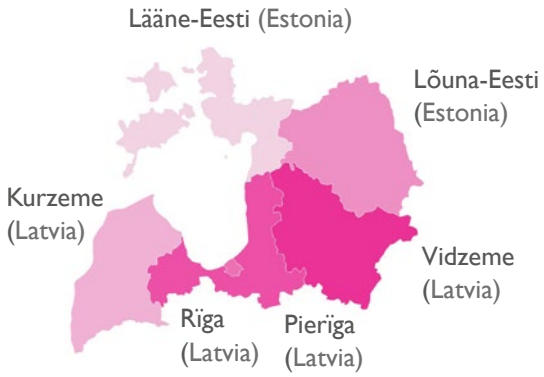
The aim of the Green Railway project is to create a 'non-motorised' tourism route for both locals and visitors, using old narrow-gauge railway causeways in South-Estonia and North-Latvia. Historically, railways have been an important part of local and regional development. The project is creating a trail that can once again bring additional development potential to local regions, as it will be historically and culturally interesting for visitors. Hikers and cyclists and of all abilities and ages can avail of the trail and in the winter, cross country skiers are also welcome.

€ 1,17 million

EU 0,99 million

22 partners

31 01.03.2017 30.04.2019



http://www.vidzeme.com/en/current-projects/green-railway/revitalization-of-former-narrow-gauge-railway-lines-through-environmentally-responsible-tourism-route.html

Interreg Estonia-Latvia
European Regional Development Fund
EUROPEAN UNION

ESCAPE is a creative and mysterious project, which promotes tolerance. Through new adventure products thematically coloured with stories from the mysterious past, each visitor can discover the true meaning of tolerance and link it to current challenges. This way the project protects true local values.

There are numerous fascinating historical and natural gems in Podravje, Pomurje and Vas, waiting to be discovered. The ESCAPE project, aimed at tourists eager for adventure, exploration and a learning experience, is finally bringing these treasures to life. Visitors to the region can discover the history of migration, witchcraft, religious diversity, primary education and natural wealth. The project provides a sustainable setting for five captivating cross-border "escapes", which are based on 81 points of tolerance. A complementary mobile application has also been developed.

www.escape.project-escape.eu

www.si-hu.eu/en2

€ 0,97 million

9 partners

EU 0,82 million

31 15.04.2017 14.04.2019

Interreg SZLOVÉNIA – MAGYARORSZÁG
Európai Unió | Európai Regionális Fejlesztési Alap

e-documenta Pannonica

Having publicly available data on common cultural heritage increases the chances of its use. It also encourages cultural institutions and citizens to cooperate more fully.

Project e-documenta Pannonica addresses the problem of insufficient and overly complex data on cultural heritage. The project is compiling archaeological, ethnological, cultural-historic and biographic data on the cultural heritage of 120 areas. The aim is to increase access to cultural heritage and boost tourism in the region. The end product is a three language website complete with interactive map as well as a mobile application.

€ 0,41 million

EU 0,35 million

5 partners

01.11.2017
30.04.2020

www.si-hu.eu/en2

Interreg
SZLOVÉNIA – MAGYARORSZÁG
Európai Unió | Európai Regionális Fejlesztési Alap

Open-air museums give visitors an authentic experience of the past, transporting them into the lives of our ancestors.

Open-air museums serve the purpose of portraying different settlements, buildings, and a certain way of life. This project addresses the lack of connection between open-air museums, cultural tourism, and other related activities. This is done through staff exchanges and meetings, educational and promotional tours, workshops, and developing an e-reference book. The ultimate goal is to unite open-air museums, while looking at establishing new ones.

www.si-hu.eu/en2

Back in the day

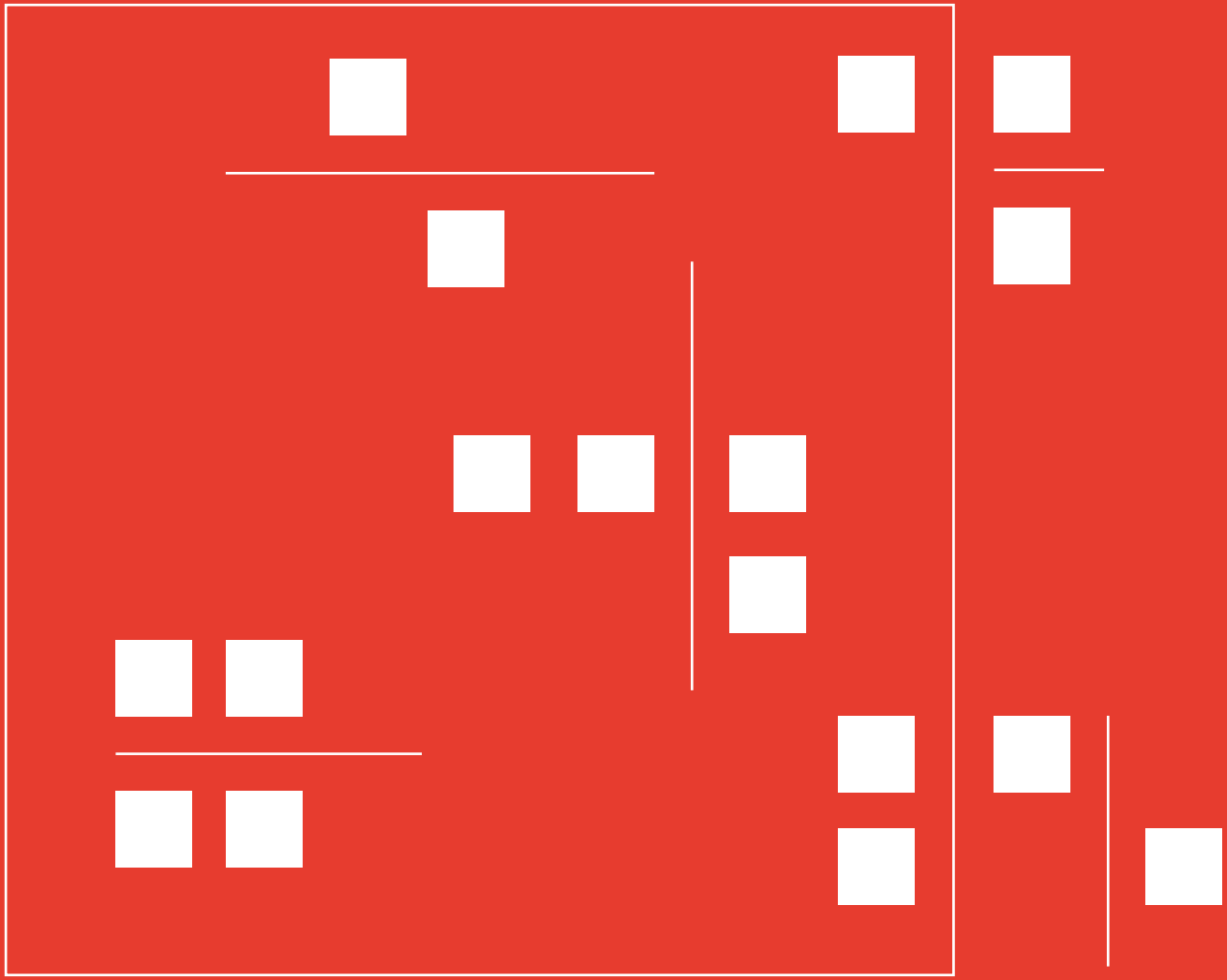
€ 0,26 million

2 partners

EU 0,22 million

01.01.2018
31.12.2019

Interreg
SZLOVÉNIA – MAGYARORSZÁG
Európai Unió | Európai Regionális Fejlesztési Alap



IPA CROSS-BORDER PROJECTS

The Instrument for Pre-Accession Assistance (IPA) supports cross-border co-operation between candidate countries, potential candidate countries and EU Member States.

It supports administrative, social and economic reforms, as well as regional co-operation. The IPA supports both cross-border co-operation between Member States and candidate / potential candidate countries on the one hand, and among the candidate / potential candidate countries themselves on the other.

The following 8 IPA cultural heritage projects highlight how through the exchange of experiences and co-operation, a better identification and sharing of common historical elements, traditions and monuments creates a wider understanding of our common continent.

TransGourmeTour

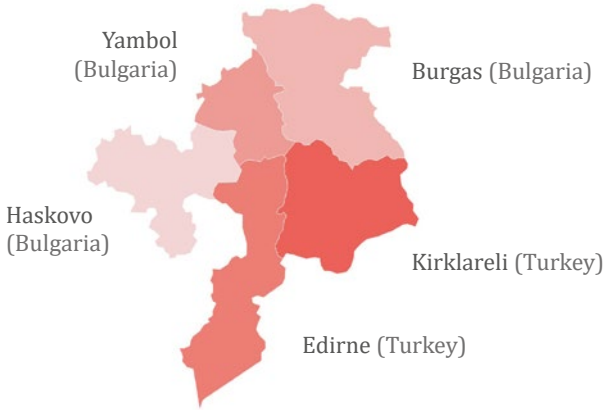
The TransGourmeTour is promoting gourmet and wine tourism in both Bulgaria and Turkey to enhance cultural and economic development. Activities include the creation of a database of top gourmet and wine destinations in the Haskovo district in Bulgaria and Edirne province in Turkey. In addition, two culinary exhibitions have already taken place, featuring local hotels, restaurants, wine cellars, dairies, bakeries, food markets, and farms. A website and mobile application are also being developed under the project.

€ 0,07 million

EU 0,06 million

3 partners

01.08.2017
31.07.2018

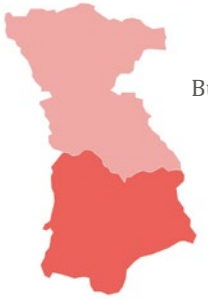


Interreg - IPA CBC
Bulgaria – Turkey
PARTNERSHIP

www.transgourme.eu
www.ipacbc-bgtr.eu

The project is special as it has given us the chance to preserve and promote two historic monuments through traditional and digital means. It also promotes the region as a tourist destination and improves access to cultural and historical landmarks.

TOGETHER



Burgas (Bulgaria)

Kirklareli (Turkey)

€ 0,49 million

EU 0,41 million

2 partners

31 21.03.2017 20.03.2019

Two cultural institutions on both sides of the Bulgarian-Turkish border have teamed up to position their most valuable cultural historical sites – Late Antiquity Fortress Aquae Calidae and Mediaeval Rock Monastery St. Nicholas – as viable tourism products. Activities include conserving and restoring archaeological remains at Aquae Calidae and building a road to the Rock Monastery. The project is also digitising cultural treasures, while at the same making them physically accessible, avoiding any further threats to their preservation.

www.ipacbc-bgtr.eu

Interreg - IPA CBC Bulgaria - Turkey PARTNERSHIP

Together for common future of common cultural heritage

Common cultural heritage in neighbouring countries usually tells a story of shifting borders and the impact these ever-changing countries have on their inhabitants. However, the potential of this common cultural heritage is often overlooked. The aim of this project is to preserve this heritage in the area between the Bács-Kiskun county in Hungary and the Serbian North Bačka.

€ 0,23 million

EU 0,17 million

3 partners

31 01.01.2018 31.12.2019

Bács-Kiskun (Hungary)

North Bačka (Serbia)

www.bajaimuzeum.hu/en/common-heritage

www.interreg-ipa-husrb.com

Interreg - IPA CBC
Hungary - Serbia

Our project is special in that it focuses on the physical preservation of built and tangible heritage. It offers the general public a glimpse into the world of restorers, who are once again making the beauty of past objects visible.

Participants in the project will gain new experiences, skills and knowledge through the exchange of ideas and the use of new technologies. They will develop an awareness of sustainable development, tradition and innovation.

Youth-together

Bács-Kiskun (Hungary)

West Bačka (Serbia)

€ 0,12 million

EU 0,09 million

2 partners

01.03.2018
28.02.2019

Students from two schools in Bács-Kiskun county in Hungary and West Bačka in Serbia are together stimulating activism and volunteering through cultural exchanges, interactive workshops, visits and technology. Both schools are also exchanging experiences on the cultural, environmental and recreational potential of the cross-border region. The goal is to raise awareness of sustainable development, cultural preservation and environment protection, while embracing new technologies and innovation. Another important objective is to reduce the harmful effect of prejudices.

www.interreg-ipa-husrb.com

Interreg - IPA CBC
Hungary - Serbia

Living Archives - Relics of common cultural heritage

This project is presenting the industrial and agricultural aspects of the Hungary-Serbia border region. It is also gathering artefacts that are linked to the region's cultural history. Archivists, ethnographers and anthropologists will work together and their findings will be presented at different events, youth camps and via brochures and media materials. It is hoped the research will paint a complete picture of the region's agricultural and social past.

€ 0,21 million

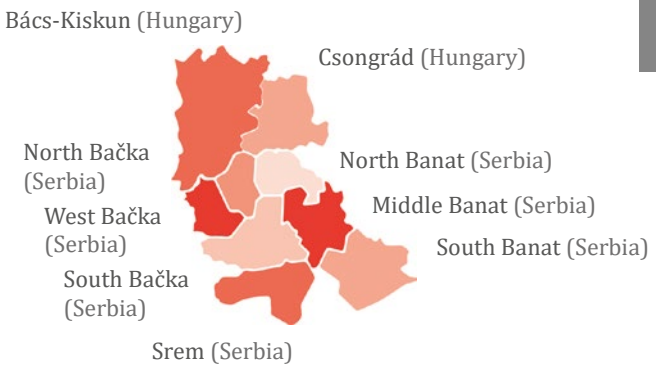
2 partners

EU 0,17 million

31 01.03.2018 29.02.2020

www.interreg-ipa-husrb.com

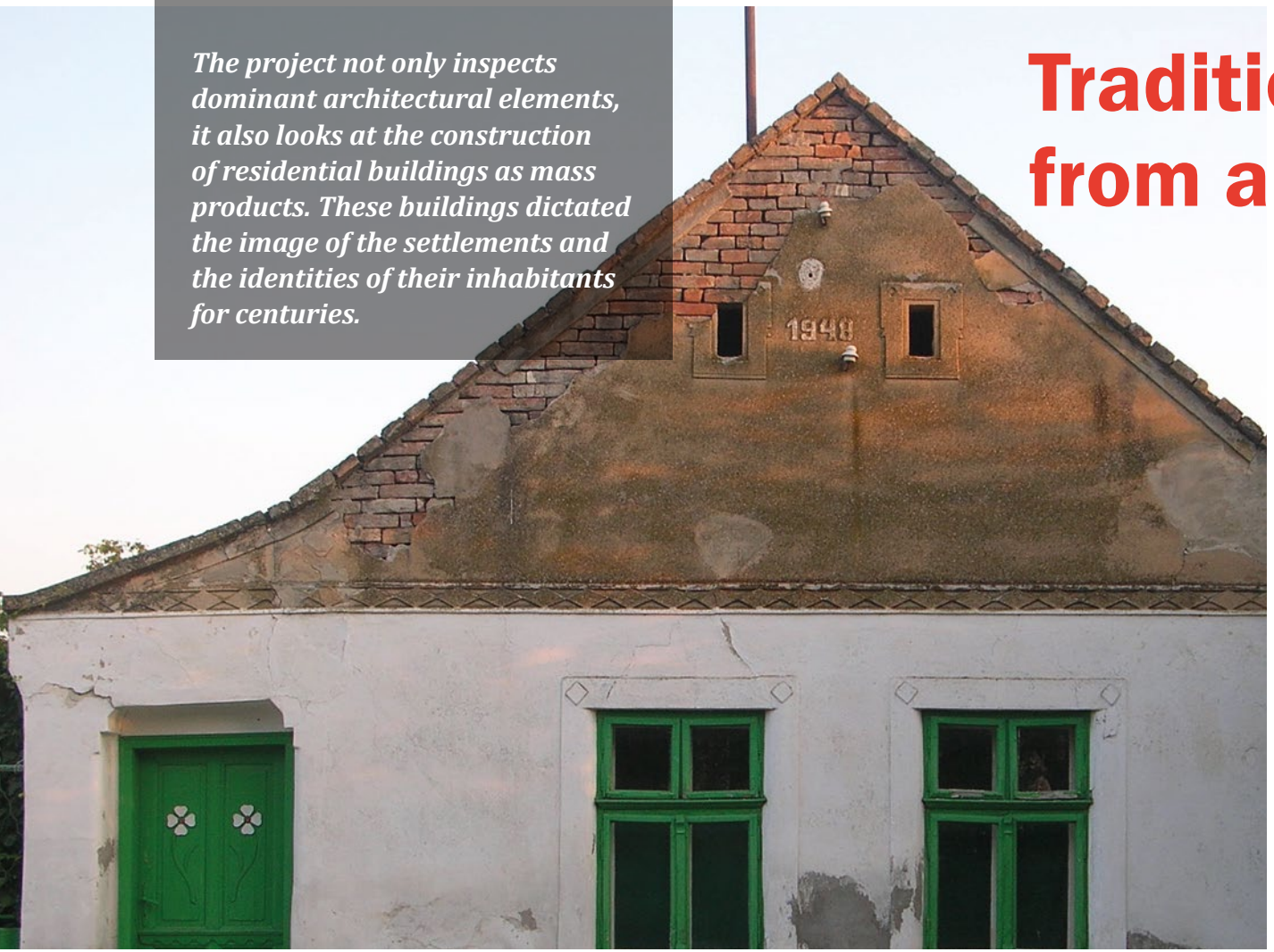
Restored machines will be presented in a public exhibition. Old documents will be available on a database for everyone to access.



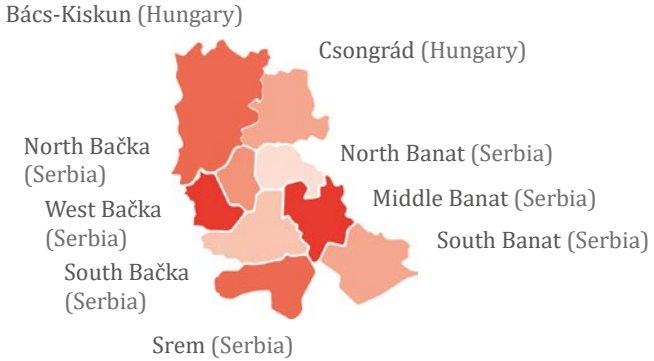
Interreg - IPA CBC
Hungary - Serbia

Traditional architecture from a new perspective

The project not only inspects dominant architectural elements, it also looks at the construction of residential buildings as mass products. These buildings dictated the image of the settlements and the identities of their inhabitants for centuries.



The Institute for Hungarian Culture from Senta and the Móra Ferenc Museum from Szeged, who both deal in culture and tradition preservation, are cooperating on a cultural and architectural heritage project on the Great Szeged cross border region. A research team from both countries will conduct a yearlong study into 127 multi-ethnic settlements on both sides of the border in order to document the characteristics of traditional rural architecture. The team will create virtual tours in and around characteristic houses, which will be available on the project's website. The pinnacle of their work will be an Architectural Guide on the Great Szeged Region, available in Serbian and Hungarian. An Art and Monument Protection Art Colony will also be organised for students in Senta, while and an Ethno camp on traditional lifestyles in Domaszék will be held for 10 to 12 year olds.



€ 0,16 million

EU 0,14 million

2 partners

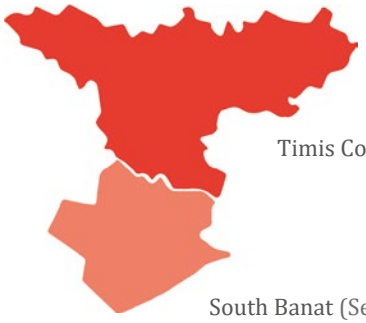
31 01.02.2018 31.07.2019

www.interreg-ipa-husrb.com

Interreg - IPA CBC
Hungary - Serbia

Home of Longevity for Cultural Treasury of Banat

The project has helped preserve the heritage and cultural diversity of the Banat Region, by renovating the Konkordija building from Vršac and creating a cultural centre focused on the Banat heritage. Today, the Konkordija building is home to one of the most important museums in Serbia and offers a wealth of cultural and historical information to travellers and indeed the locals.



www.banatheritage.com
www.romania-serbia.net

Using European Union funds, the Romanian-Serbian team involved in this project managed to preserve both the tangible and intangible cultural heritage of the Banat region for the benefit of the entire population.

€ 0,87 million

EU 0,74 million

2 partners

31 01.12.2010 31.07.2012

CROSS BORDER COOPERATION Romania-Serbia

Water Castle

The Water Castle in Drobeta Turnu Severin was inaugurated in 1914 and provided water to the town's residents until 1980. With EU-funding the castle was reborn in 2012 and is now quenching a thirst for culture through its modern exhibition rooms and literary spaces. Tourist numbers have risen sharply and a great deal of investment has come into the area as a result of the renovation. Moreover, the Water Castle is the now an iconic symbol of Drobeta Turnu Severin City.

Together we succeeded in regenerating an architectural heritage icon of the Romanian-Serbian border area and give it back to the community. Today, the castle attracts tourists and locals, offering numerous cultural events and an unforgettable view that extends over the Danube, in Serbia.

€ 0,86 million

2 partners

EU 0,73 million

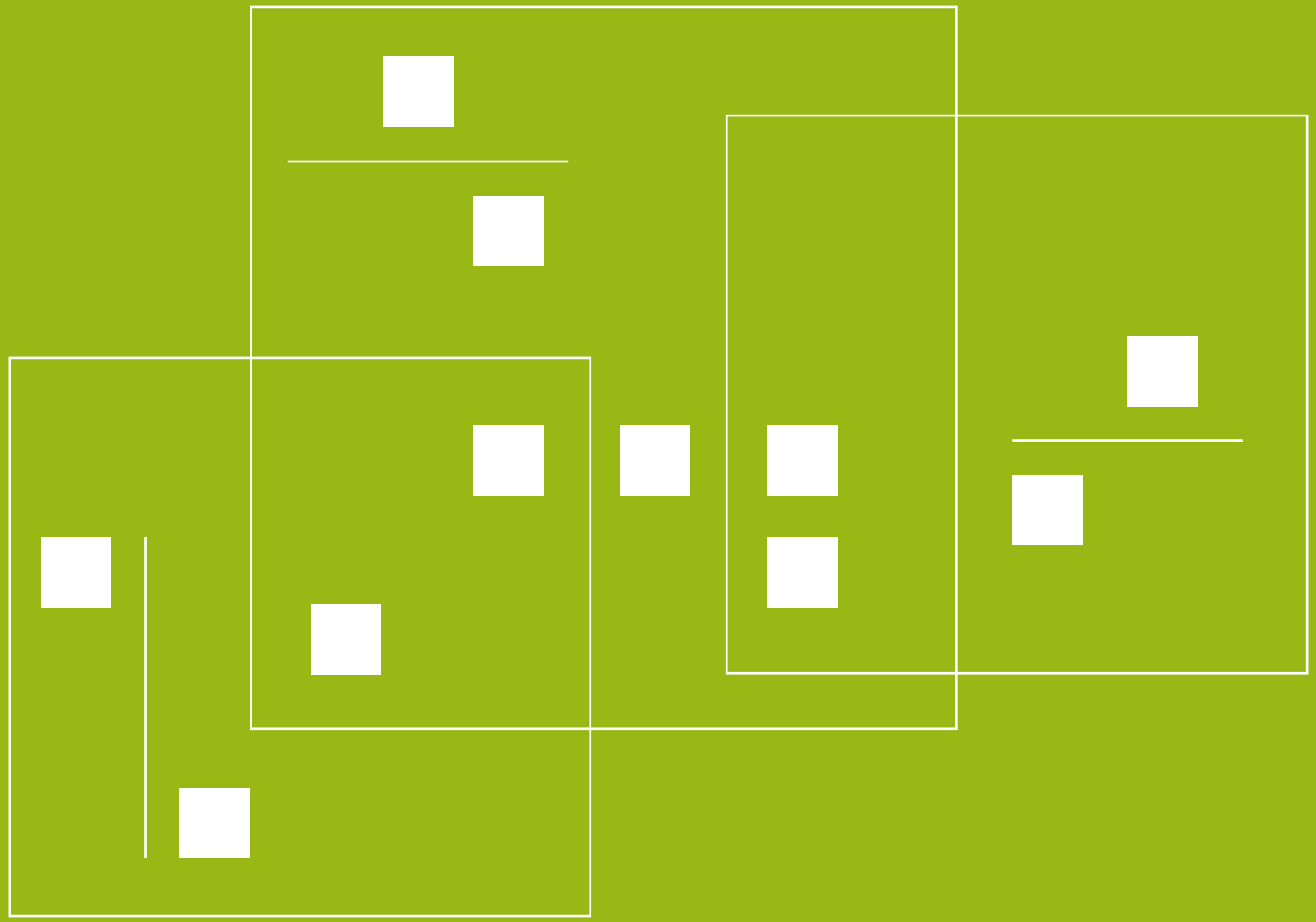
31 15.12.2010
15.06.2012

www.primariadrobeta.ro/water-castle
www.romania-serbia.net

Mehedinti (Romania)

Bor (Serbia)

CROSS BORDER COOPERATION
Romania-Serbia



TRANSNATIONAL PROJECTS

Transnational programmes involve regions from several countries of the EU and aim at promoting better co-operation and regional development within the EU thanks to a joint approach to tackle common issues across regions and countries.

Transnational co-operation is also geographically linked to 'Macroregional strategies' as an integrated framework endorsed by the European Council, which may be supported by the European Structural and Investment Funds among others, to address common challenges faced by a defined geographical area relating to Member States and third countries located in the same geographical area which thereby benefit from strengthened cooperation contributing to achievement of economic, social and territorial cohesion.

The following 16 transnational cultural heritage projects follow a cross-sectoral approach, among others, by linking historic buildings' management and efficiency, enhancing social inclusion by improving accessibility standards and facilities of cultural sites, combining natural disasters management with cultural heritage protection and by creating connections among creative companies and hubs.

We are all participating in an innovative process that is leading to the discovery of a core range of Alpine values from the traditions, products and practices belonging to six Alpine nations.

AlpFoodway

AlpFoodway is a cross-disciplinary and transnational project in the Alpine region. It is working to preserve traditional foodways, which are socio-economic and cultural practices related to food production and consumption. The goal is to transform these foodways into assets for sustainable development through mapping, innovative marketing and governance tools, as well as pilot actions.

€ 2,54 million

14 partners

EU 1,92 million

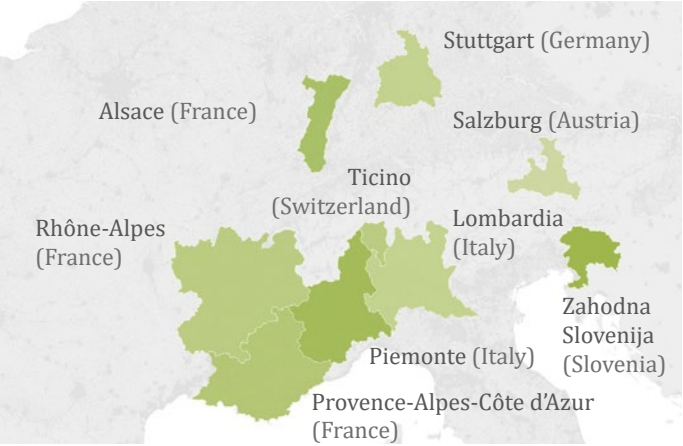
01.11.2016
31.10.2019

Interreg Alpine Space

http://www.alpine-space.eu/projects/alpfoodway/en/home

The Creative Camp model has proved to be an effective tool for early stage companies, since it can give support in all the steps of the creation of a business, it can provide transnational networking opportunities and it's a model that can be effectively transferred and applied in different contexts.

CCAlps



€ 2,92 million

EU 2,14 million

10 partners

01.10.2011
31.12.2014

The creative and cultural industries (CCIs) have the ability to trigger a considerable transformation within a given territory, thereby promoting its growth and competitiveness. The CCAlps project has created a European network of CCIs and hubs so as to provide a platform for facilitating cross-border collaboration between CCIs, universities, enterprises and other institutions. A web platform has also been developed to support the network, and to facilitate exchanges between its members. In addition, through the use of creative workshops, aptly named 'Creative Camps', CCAlps selected a series of innovative ideas, with the intention of developing them into projects.

www.ccalps.eu

Interreg Alpine Space

YOUrALPS

YOUrALPS aims at enabling schools to integrate non-formal education in their curriculae by providing them with the framework of the Alpine School.

Among the younger generation, there is little awareness of the opportunities offered by the natural and cultural heritage of the Alps. To ensure the preservation of the Alpine cultural heritage, YOUrALPS is attempting to reconcile young people with the Alps. Twelve project partners from five Alpine countries are working together to structure the field of mountain-oriented education and incorporate the values and knowledge of mountains and the Alps more fully in practices and in education curricula. The partners are also working to create an "Alpine school model" and new opportunities for youth by increasing their empowerment and engagement in the Alpine territory.

€ 1,90 million

EU 1,62 million

12 partners

01.11.2016
31.10.2019

Interreg Alpine Space

www.alpine-space.eu/projects/youralps/en/home

AtlaSWH

AtlaSWH will be an important step for the preservation, enhancement and sustainability of the region's Urban World Heritage Sites.

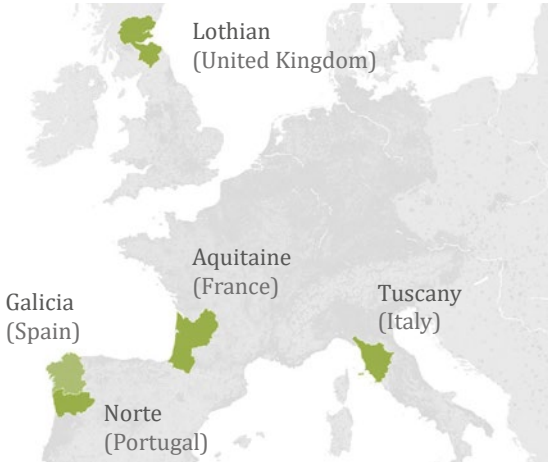
€ 1,82 million

5 partners

EU 1,37 million

01.12.2017
30.11.2020

www.atlanticarea.eu



Urban World Heritage Sites have an important cultural value across the Atlantic Area, a region that covers over half of Europe's long coastline and two of its seas. The AtlaSWH project is creating a network of such sites in order to address the challenges related to the protection of their identity, while enhancing their cultural assets. The goal is to stimulate heritage-led economic and cultural development.

Interreg Atlantic Area
European Regional Development Fund
EUROPEAN UNION

Atlantic Youth Creative Hubs

AYCH will build a model of social innovation for young people, which will support social entrepreneurship, employment and education in the creative and cultural industries, across the Atlantic Area. Central to the project is the establishment of a network of transnational, connected and multidisciplinary hubs that will stimulate idea generation, provide pre-start-up and early stage business start-up support to young people both distanced from the labour market and those seeking a career, and help create self-employment in the creative sector. The project will raise aspirations for enterprise, creating both social and economic capital, connecting employers to talent, as well as supporting growth and jobs in the sector.

€ 4,23 million	13 partners
EU 3,17 million	01.10.2017 01.10.2020

www.aych.eu

© Mari Trini

The project will unlock the creative, entrepreneurial potential of young people and focus on key themes such as innovation, co-creation of products, social entrepreneurship and employability.

Interreg Atlantic Area
European Regional Development Fund
EUROPEAN UNION

MMIAH will help to preserve the identity and enhance the image of the coastal edge of the Atlantic Area, through the recovery and valorisation of disused maritime, military and industrial heritage.

MMIAH

The MMIAH project is committed to enhancing the urban coast of the Atlantic Area. It is recovering disused assets associated with the military, maritime and industrial heritage of the region's coastal cities. The project team is using these assets to promote cultural tourism and economic development. Activities include setting up a joint model of sustainable management, and reviving old heritage sites before opening them up to the public.

€ 3,29 million

9 partners

EU 2,47 million

31 01.07.2017 30.06.2020

www.atlanticarea.eu

Interreg Atlantic Area
European Regional Development Fund
EUROPEAN UNION

BhENEFIT

The long-term preservation of historic structures requires a sustainable approach. BhENEFIT focuses on improving the ability to manage historic buildings and tries out novel solutions to optimise building performance and energy efficiency. It also promotes the proactive monitoring of these buildings to reduce the need for emergency repairs. In addition, pilot projects will give partners a chance to test various action plans and ICT tools.

€ 1,85 million

13 partners

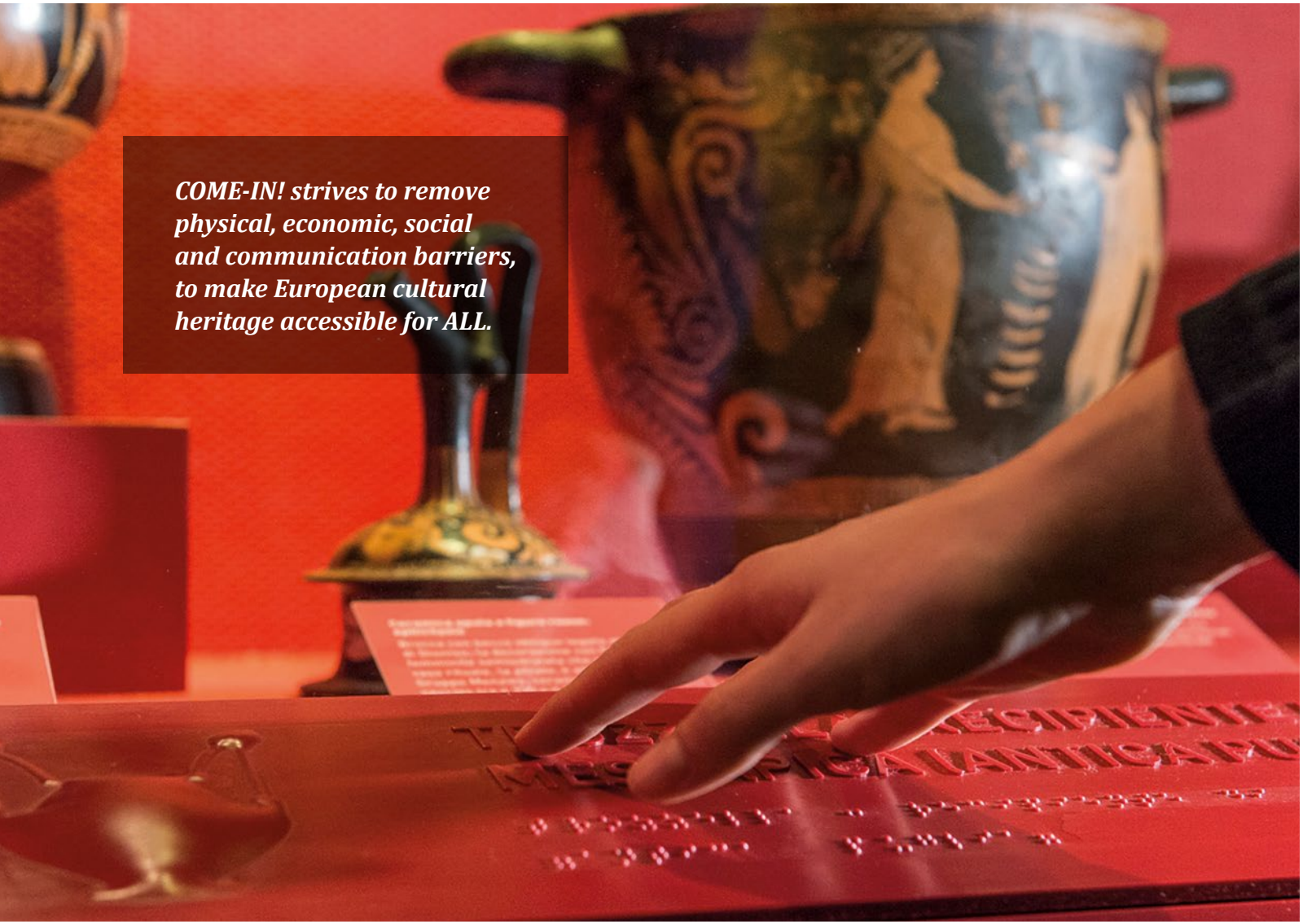
EU 1,53 million

31 01.06.2017 30.11.2019

www.interreg-central.eu/bhenefit

BhENEFIT is changing the mindsets of public decision makers towards Historic Built Areas.

© Oliver Schmid-Selig



COME-IN! strives to remove physical, economic, social and communication barriers, to make European cultural heritage accessible for ALL.

© Project COME-IN!

COME-IN!

Smaller museums often lack the knowledge and financial means needed to improve accessibility for people with disabilities. The COME-IN! project creates a network of museums, disability associations, policy makers and other stakeholders who pool innovative ideas and provide training to support development of better accessibility. The result will be accessible exhibitions that are more attractive to all of the public.

€ 2,72 million

EU 2,21 million

14 partners

31 01.07.2016 30.06.2019

www.interreg-central.eu/come-in

Interreg CENTRAL EUROPE

European Cultural Route of Reformation

The Reformation left an indelible mark on Europe's history, and geography. The ECRR project will establish a European Culture Route of Reformation, linking heritage sites that were important during the Reformation. The partners will create a new cultural route across various countries in central Europe by engaging local stakeholders and by seeking recognition from the Council of Europe.

© Margit Leuthold

All aspects of life are touched by the changes the Reformation made to society, politics, the economy and education. ECRR is remarkable because it highlights these changes. It reminds us of the European idea and the values that unite us.

€ 2,31 million

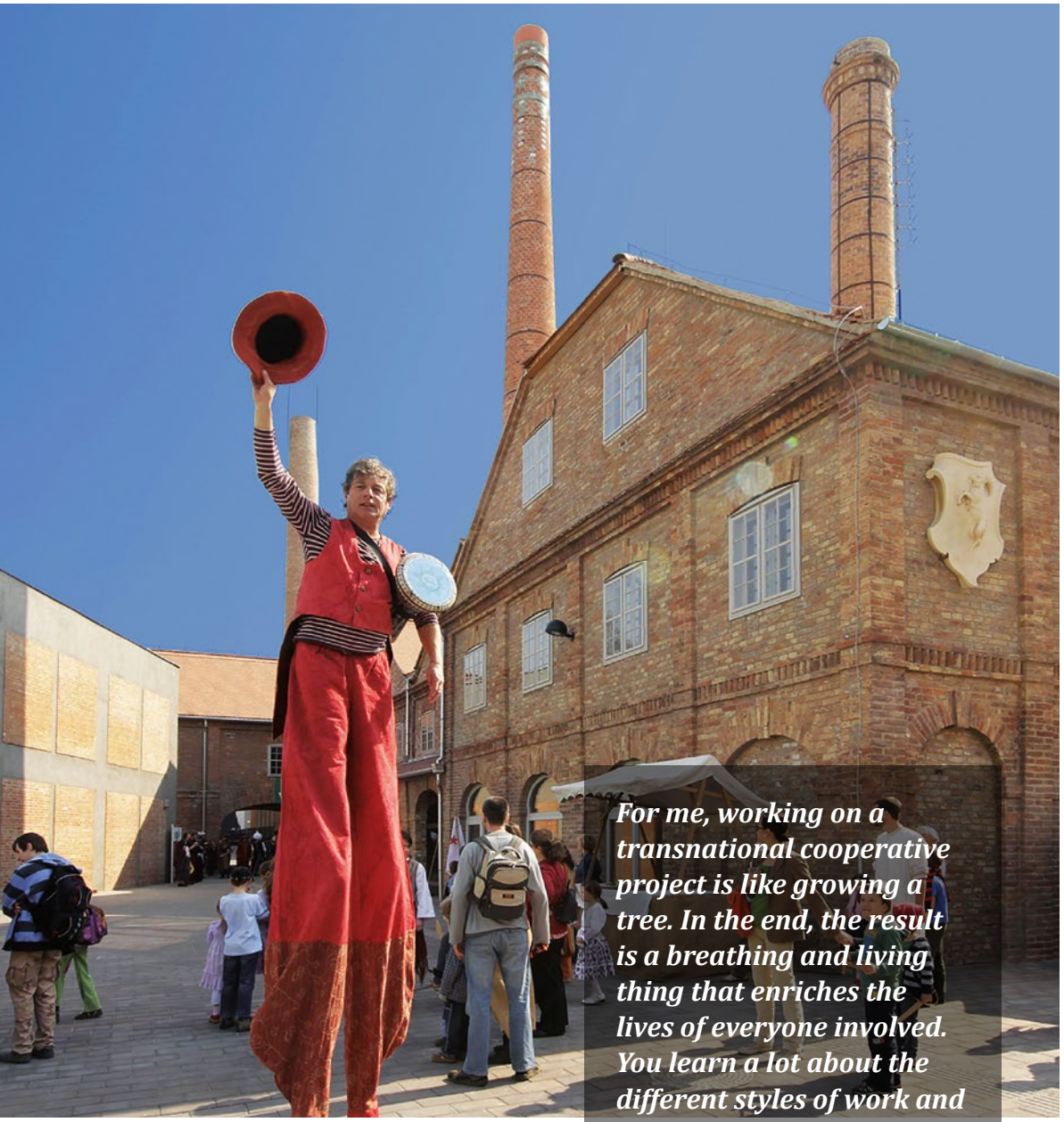
12 partners

EU 1,90 million

31 01.07.2016 30.06.2019

www.interreg-central.eu/ecrr

Interreg CENTRAL EUROPE
European Union European Regional Development Fund



© Zsolnay Heritage Management Non-profit Ltd

For me, working on a transnational cooperative project is like growing a tree. In the end, the result is a breathing and living thing that enriches the lives of everyone involved. You learn a lot about the different styles of work and communication, but most importantly you learn a lot about yourself.

Forget Heritage

While they may appear empty, unused historical buildings, such as abandoned factories, schools, warehouses and barracks retain the history of local communities. The Forget Heritage project seeks to establish new public-private cooperation models to protect and valorise this cultural heritage, enhancing its hidden potential. By encouraging collaboration among cities, the project fosters the development of innovative and sustainable management solutions through the setting up of creative and cultural industries.

€ 2,47 million

10 partners

EU 2,05 million

31 01.06.2016 31.05.2019

www.interreg-central.eu/forgetheritage

Interreg CENTRAL EUROPE

Through this project, we could for the first time work comprehensively on Living Industrial Culture – a dynamic concept that goes beyond heritage and preservation by integrating cultural resources of the industrial present and future.

© Ferropolis_GmbH

InduCult2.0

The concept of 'Living Industrial Culture' promotes an approach that embraces the past, present and future of industrial cultural assets. InduCult 2.0 capitalises on this approach, bringing together museums, companies, schools and creative communities to discover strategies for exploiting the cultural potential of their industrial regions.

€ 3,00 million

EU 2,45 million

10 partners

01.06.2016
31.05.2019

www.interreg-central.eu/inducult2.0

Interreg CENTRAL EUROPE
European Union European Regional Development Fund

© pixabay

ProteCHt2save will implement plans for Disaster Risk Management at local level in order to safeguard cultural heritage against extreme events linked to climate change.

ProteCHt2save

Climate change and other natural hazards pose a risk to cultural heritage assets and the people living around them. ProteCHt2save is a project that works to protect this heritage and nearby populations – especially against the risk of floods. The project produces tools to help local officials manage risks and develop action plans for emergencies.

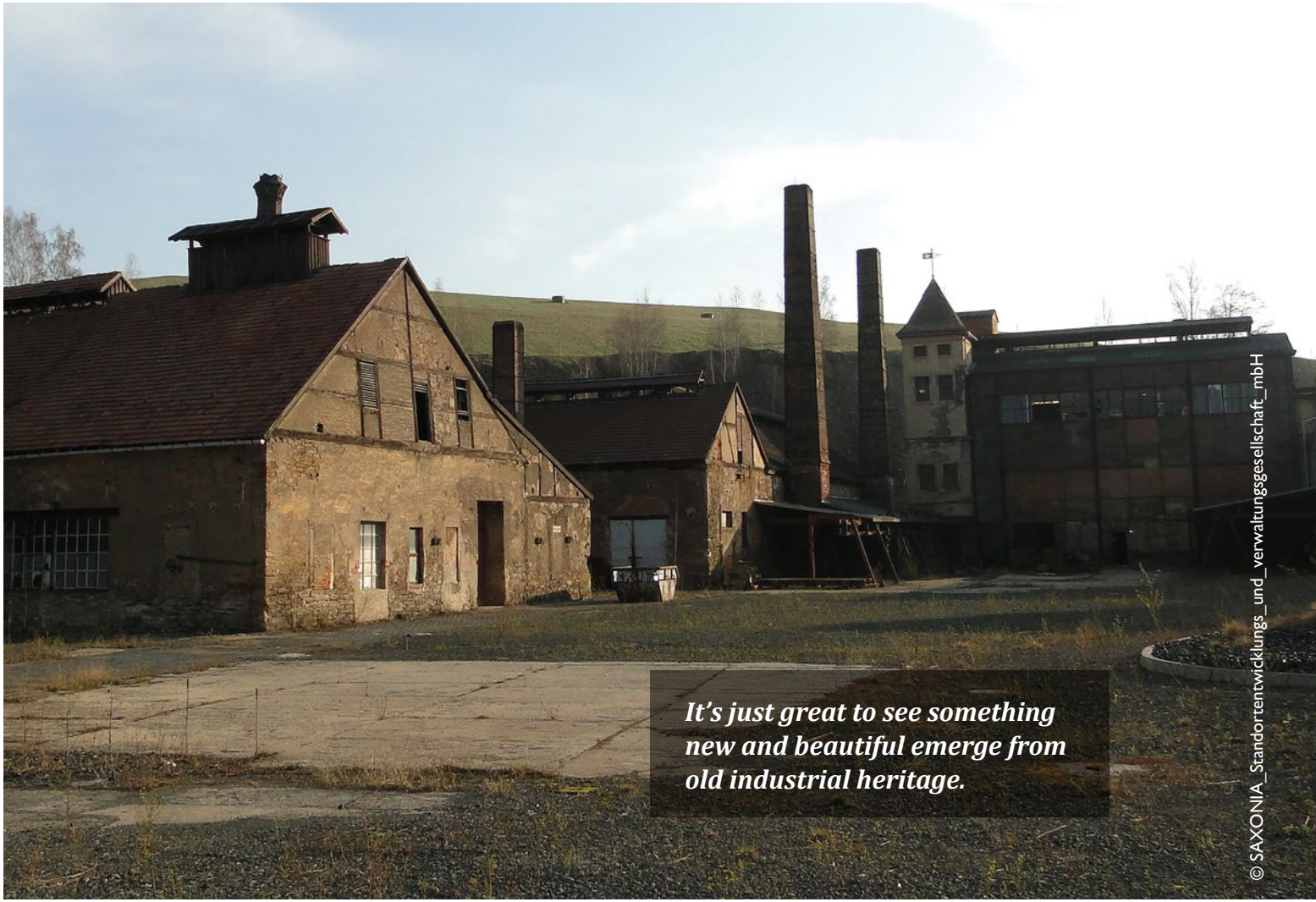
€ 2,15 million	10 partners
EU 1,79 million	31 01.07.2017 30.06.2020

www.interreg-central.eu/protecht2save

Interreg CENTRAL EUROPE

REFREsh

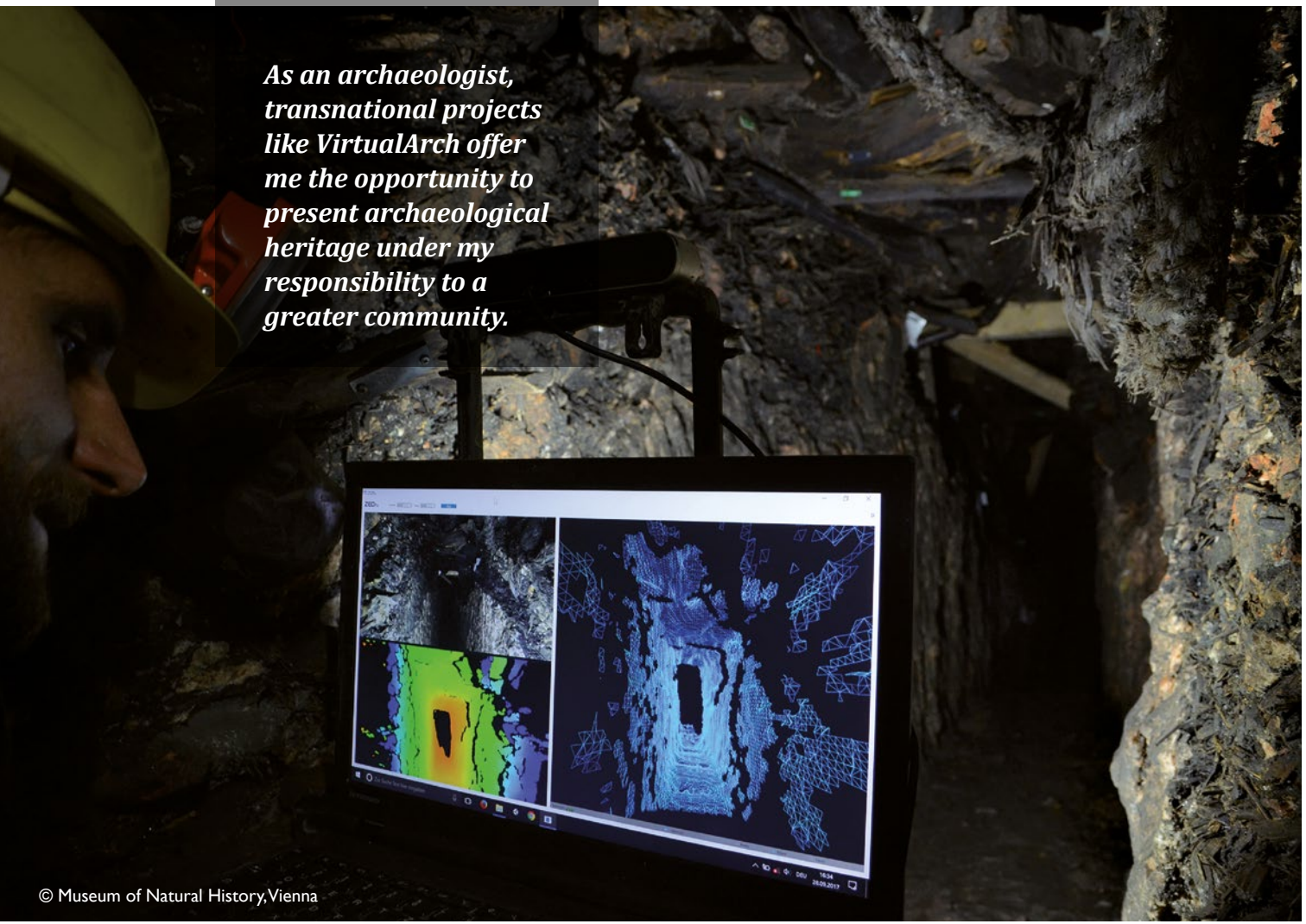
The creative community can help revitalise unused industrial heritage but this option is not always tenable in rural areas. The REFREsh project attracts new creative actors and brings them together with stakeholders in trade, industry and services. Through exhibitions, cultural events and creative workshops, the project will encourage creatives to revitalise rural industrial heritage.



€ 2,15 million | EU 1,78 million | 10 partners | 31 01.07.2017 30.06.2020

www.interreg-central.eu/refresh

Interreg CENTRAL EUROPE
European Union
European Regional Development Fund



As an archaeologist, transnational projects like VirtualArch offer me the opportunity to present archaeological heritage under my responsibility to a greater community.

© Museum of Natural History, Vienna

VirtualArch

Many of central Europe's UNESCO heritage sites, especially those that are underground or partially buried, are threatened by neglect because the public has limited awareness of them. The VirtualArch project encourages the use of virtual and augmented reality to improve the visibility of these sites. The result is greater public awareness and better preservation of archaeological treasures.

€ 2,09 million

EU 1,73 million

10 partners

31 01.07.2017 30.06.2020

www.interreg-central.eu/virtualarch

Interreg CENTRAL EUROPE

CultPlatForm_21

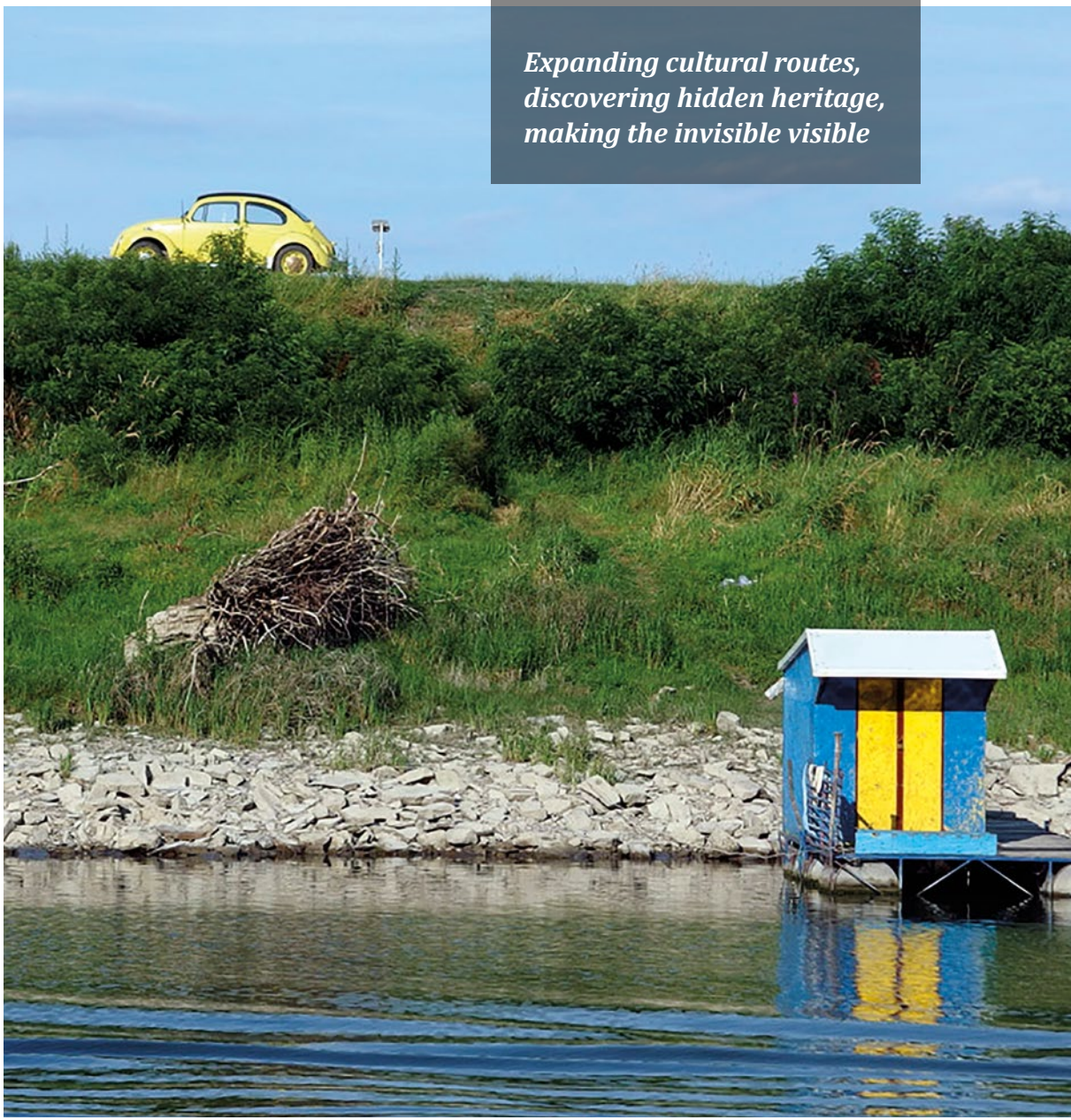
The Danube region has a chequered past, resulting in a culturally and historically rich but fragmented history. Cultural heritage is a visible, or in many cases, invisible testimony of the past. The project aims at discovering this hidden heritage in order to convey historic places and events in a contemporary manner to an international audience. It seeks innovation through conferences, new strategies through a cultural policy network and new tools and experiments by means of pilot projects based on a study of the region's cultural heritage.

€ 1,68 million

9 partners

EU 1,43 million

31 01.01.2017 30.06.2019



Expanding cultural routes, discovering hidden heritage, making the invisible visible

www.interreg-danube.eu/cultplatform-21

Interreg Danube Transnational Programme

DANUrB aims at uncovering the underused cultural heritage and resources in towns along the Danube.

DANUrB

The DANUrB project is building a regional tourism and education network to strengthen the Danube's cultural identity. To this end, cultural ties between the settlements along the Danube are being set up, while unused or hidden cultural and social resources are being tapped into for a better economic and cultural return. The main goal of the project is to create a comprehensive spatio-cultural network, a so-called "Danube Cultural Promenade", connecting all communities along the river and bringing them under one tourism destination brand. It is expected that visitor numbers to the region will increase.

www.interreg-danube.eu/danurb

€ 2,70 million

EU 2,30 million

20 partners

31 01.01.2017 30.06.2019

Interreg
Danube Transnational Programme

LENA

The Local Economy and Nature Conservation in the Danube Region (LENA) project is connecting people with nature across seven Danube countries and 11 protected areas. The ultimate aim of the project is to boost wellbeing and prosperity among residents. Partners share their expertise with the locals on sustainable economic development in protected areas. This expertise includes fishing, sustainable agriculture, income generation from wild plants and regional tourism marketing.

€ 2,46 million

13 partners

EU 2,09 million

31 01.01.2017 30.06.2019

www.interreg-danube.eu/lena

Developing innovative solutions, supporting livelihoods and creating business opportunities in communities with a low economic status in the regions along the Danube River is the focus of LENA.

Interreg
Danube Transnational Programme

This Interreg project is a great opportunity to bring together stakeholders and partners from different countries, administrative levels and socio-economic backgrounds in Central and Eastern Europe to work together on a common objective: to protect natural and cultural heritage in an innovative manner.

€ 2,31 million | EU 1,96 million | 11 partners | 31 01.07.2017 30.06.2020

www.interreg-danube.eu/insights

INSiGHTS

The Danube regions involved in the INSiGHTS project all have outstanding natural and cultural resources that need to be protected. At the same time, these regions have a great potential to become attractive destinations for the fast growing trend of slow, green and healthy tourism. Partners in INSiGHTS are working in close cooperation with stakeholders in eight regions to gain relevant local feedback on the current situation of tourism and also ideas and proposals for new opportunities for slow, green and healthy tourism. Their findings will form eight integrated sustainable tourism strategies, which will be adapted across the Danube Region.

Interreg Danube Transnational Programme

Geoparks is a unique label preserving geological and cultural heritage recognized by UNESCO. Working together within a worldwide network, some of its aims are to strengthen sustainable tourism, protect earth's history, involve locals and boost the transfer of knowledge.

Danube GeoTour

The eight participating Geoparks in the Danube GeoTour project are all rich in geodiversity and cultural heritage. The main output will be a joint Danube sustainable GeoTour designed to strengthen cooperation between the regions' Geoparks and act as an innovative tourism product to accelerate visibility and tourist visits to the geoparks.
Sharing experiences, testing pilot GeoProducts and new interpretative approaches should increase local inhabitants' engagement and the Geoparks' management capacities.

€ 1,67 million

EU 1,42 million

11 partners

01.01.2017
30.06.2019

www.interreg-danube.eu/danube-geotour

Interreg
Danube Transnational Programme

The project encourages research, monument protection, presentation, promotion and tourism in prehistoric landscapes.

Iron Age Danube

2,55 million | EU 2,17 million | 11 partners | 01.01.2017 30.06.2019

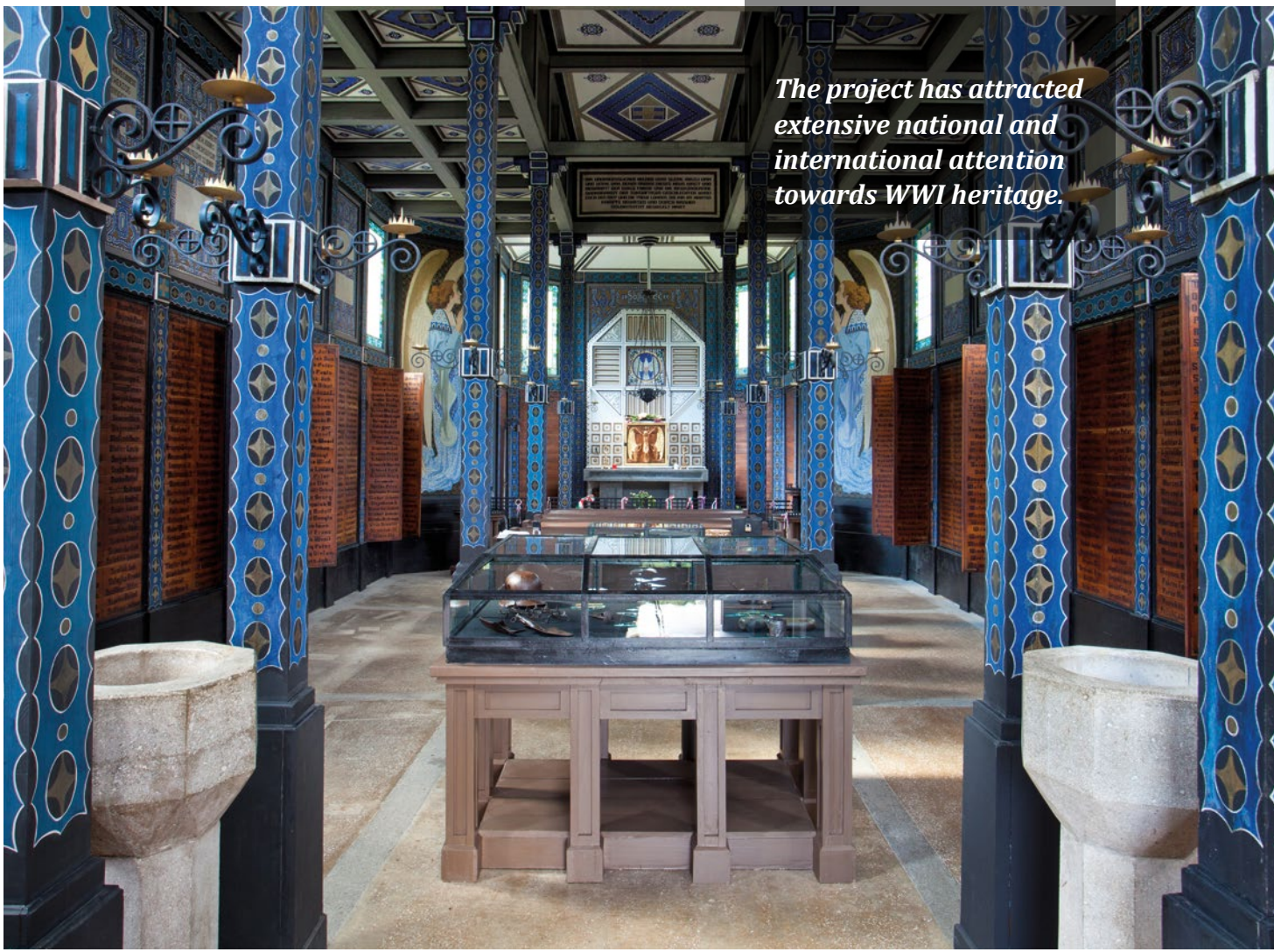
The Iron-Age-Danube project focuses on the monumental archaeological landscapes of the Early Iron Age (9th – 4th century BC), such as fortified hilltop settlements and large tumulus cemeteries. At that time, the Danube region was part of a cultural phenomenon called the Eastern-Hallstatt circle. The project partnership consists of institutions with complementary expertise in archaeological heritage and cultural tourism, joining in a strong network of institutions and individuals dealing with Early Iron Age heritage. It builds on new joint approaches for researching and managing complex (pre) historic landscapes and their integration into sustainable tourism.

www.interreg-danube.eu/iron-age-danube

Interreg
Danube Transnational Programme

NETWORLD

The main objective of NETWORLD is to increase awareness of First World War (WWI) heritage and its sustainable use for the development of quality cultural tourism. Activities include commemorating the WWI centenaries through events, conferences and youth exchanges, increasing awareness and visitor numbers of WWI heritage through brochures, and promoting the "Walk of Peace" brand across the Danube.



The project has attracted extensive national and international attention towards WWI heritage.

€ 1,87 million

EU 1,59 million

14 partners

01.01.2017
30.06.2019

www.interreg-danube.eu/networld

Interreg
Danube Transnational Programme

ART NOUVEAU

As a result of the project, Art Nouveau values and monuments will be revered and cherished by inhabitants, tourists and future generations instead of being lost to them as relicts of the past.

This project will undertake scientific research on Art Nouveau, enhance its physical conservation and ensure its preservation in a digital format. The partner organisations will elaborate fact-based policy recommendations for the protection and rehabilitation of Art Nouveau as well as its successful functional and aesthetic integration into the urban setting.
Complemented by carefully devised promotional activities and campaigns on local, regional and (inter)national level, activities will ensure both the sustainable management and revival of the Art Nouveau heritage.

€ 1,65 million

10 partners

EU 1,40 million

31 01.01.2017 30.06.2019

www.interreg-danube.eu/art-nouveau

Interreg
Danube Transnational Programme

SOSTURMAC

SOSTURMAC is promoting sustainable actions based on renewable energies and energy efficiency that put in value the heritage of the Canary Islands and Cape Verde. The aim is to make ecotourism a socio-economic success, while protecting the environment.

SOSTURMAC aims at introducing sustainable actions that will add value to both the natural and architectural heritage of the Canary Islands and Cape Verde. The project is repositioning both islands' architectural heritage from a sustainable point of view, promoting the development of low carbon tourism products, and the conservation of heritage values. It is expected that the actions will position both islands as innovative, cultural and natural tourist destinations.

www.sosturmac.iter.es

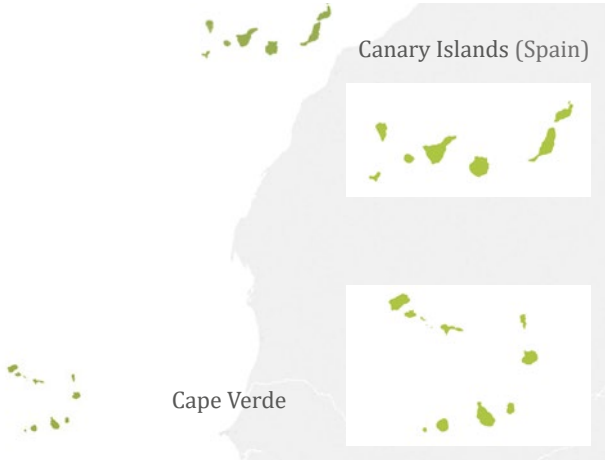
www.mac-interreg.org

€ 0,94 million

EU 0,79 million

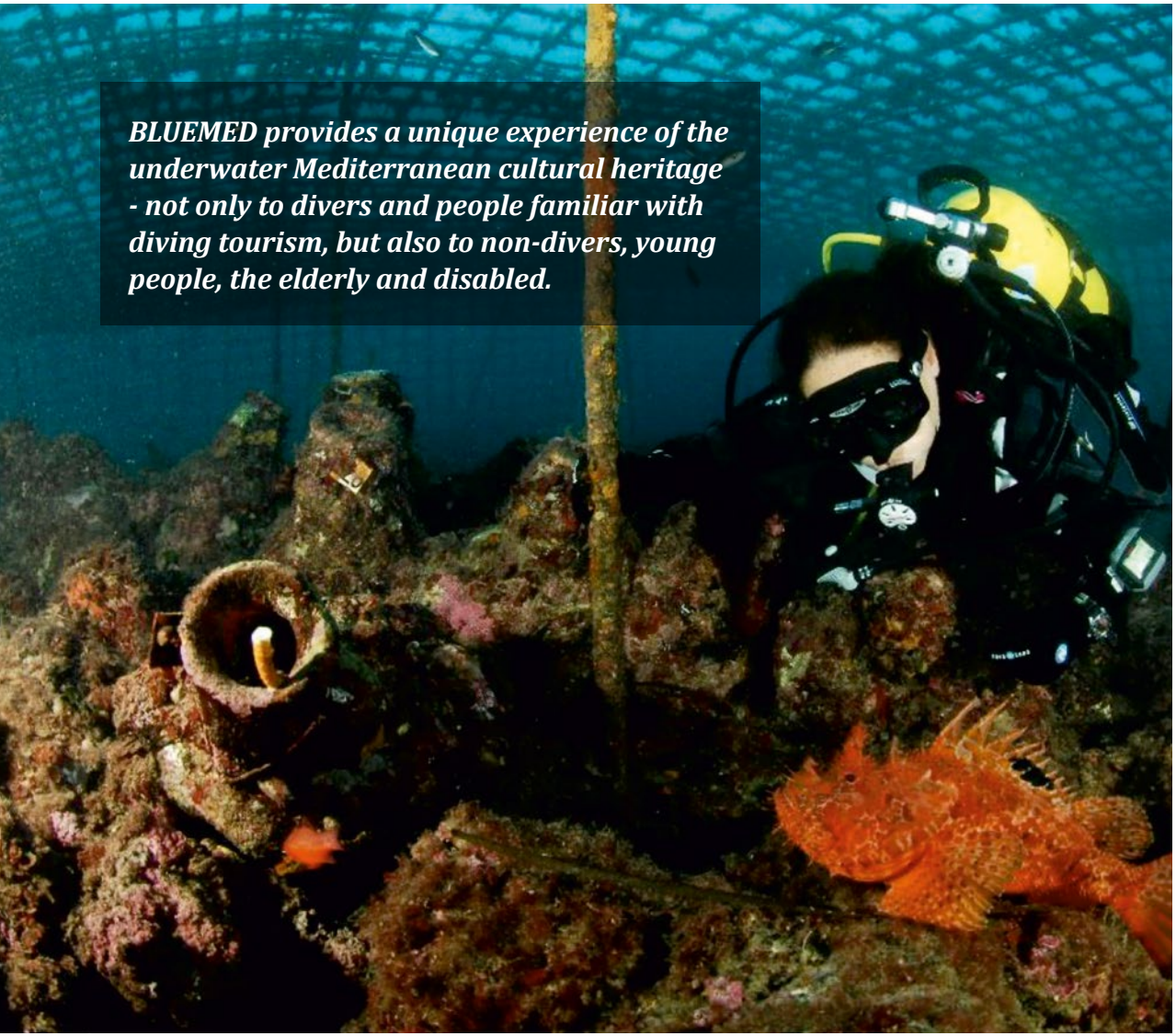
9 partners

01.01.2017
31.12.2019



MAC 2014-2020 Cooperación Territorial

Interreg



BLUEMED

The BLUEMED project aims to protect and promote the Mediterranean's natural and cultural resources. It will do this by enhancing sustainable development policies for a more efficient valorisation of underwater natural resources and cultural heritage in coastal and adjacent maritime areas in accordance with UNESCO 2001. The project is also looking at strengthening sustainable and responsible coastal and maritime tourism in the MED Area.

€ 2,80 million

EU 2,38 million

10 partners

31 01.11.2016 31.10.2019

www.bluemed.interreg-med.eu

ENERPAT

ENERPAT aims at providing solutions for the renovation of old buildings in an energy efficient manner. This approach improves heritage management, residents' comfort and health and has high circular economy standards. To this end, ENERPAT is undertaking eco-friendly pilot renovations of buildings in three cities in the Sudoe area: O Porto in Portugal, Vitoria in Spain and Cahors in France.

The three involved cities will test traditional renovation techniques, combined with bio-based materials known for their insulation capacity and low carbon footprint.

€ 1,88 million

EU 1,42 million

6 partners

01.07.2016
30.06.2019

www.enerpatsudoe.fr

www.interreg-sudoe.eu

Interreg Sudoe

SHCITY facilitates the smart management of our historic towns, paying specific attention to tourism revitalisation.

Smart Heritage City

Smart Heritage City (SHCITY) aims at creating an open source code tool to manage urban historical centres and boost local authorities' decision-making processes. Based on Information and communication technology (ITC) and the expertise of urban heritage professionals, the project collects data from urban areas to curb risk factors, which can have a direct impact on buildings and their surroundings, energy efficiency and visitor flows.

€ 1,19 million

7 partners

EU 0,89 million

31 01.07.2016 31.12.2018

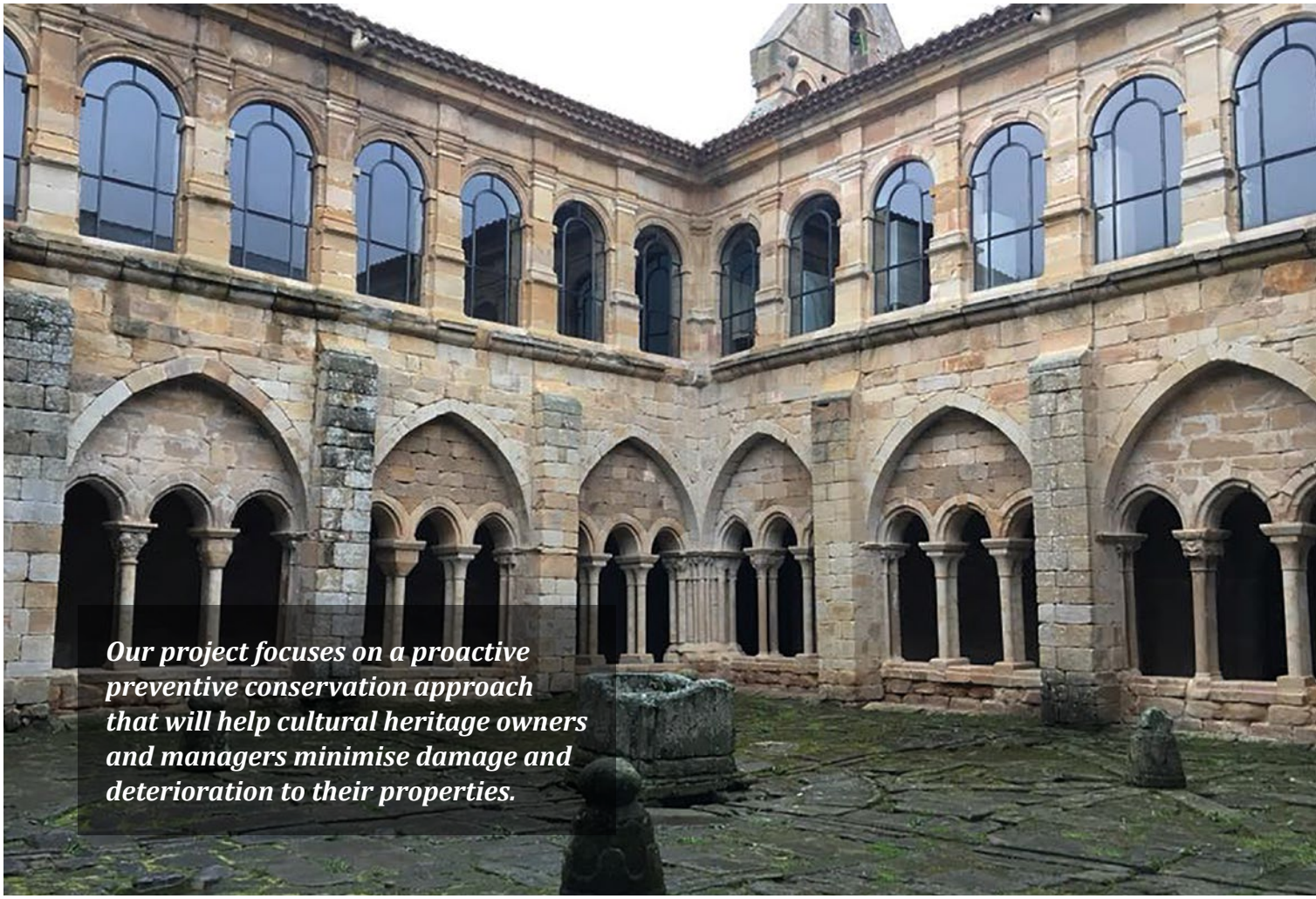
www.shcity.eu

www.interreg-sudoe.eu

Interreg Sudoe

HeritageCARE

The HeritageCARE project arises from the need for a systematic approach to the preventive conservation of built cultural heritage in Southwest Europe. Driven by the "prevention is better than cure" principle, the project aims at implementing an integrated and sustainable methodology to help owners and managers of historic buildings in using and proactively maintaining their properties.



Our project focuses on a proactive preventive conservation approach that will help cultural heritage owners and managers minimise damage and deterioration to their properties.

€ 1,69 million

EU 1,26 million

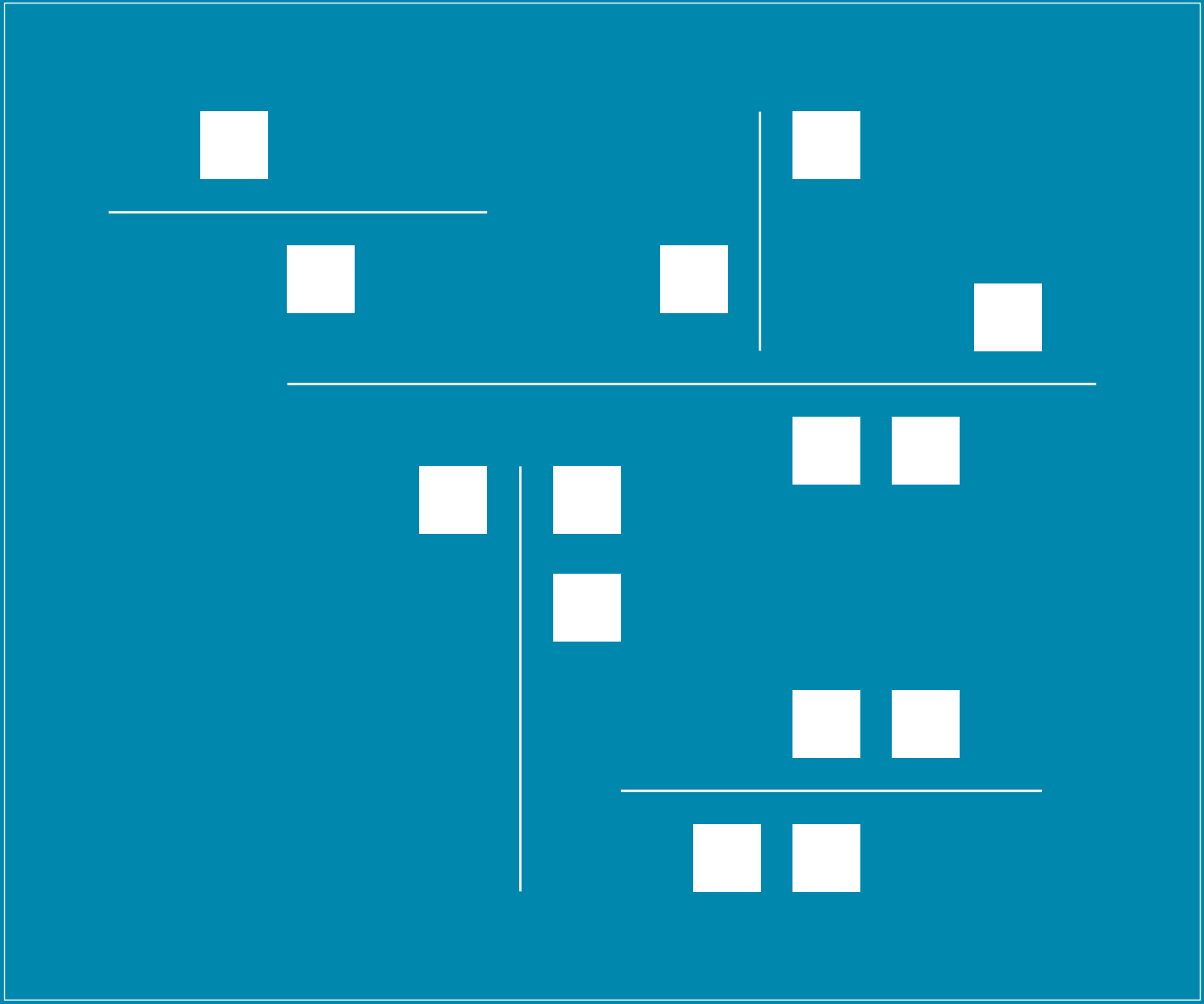
8 partners

31 01.09.2016 31.08.2019

www.heritagecare.eu

www.interreg-sudoe.eu

Interreg Sudoe



INTERREGIONAL PROJECTS

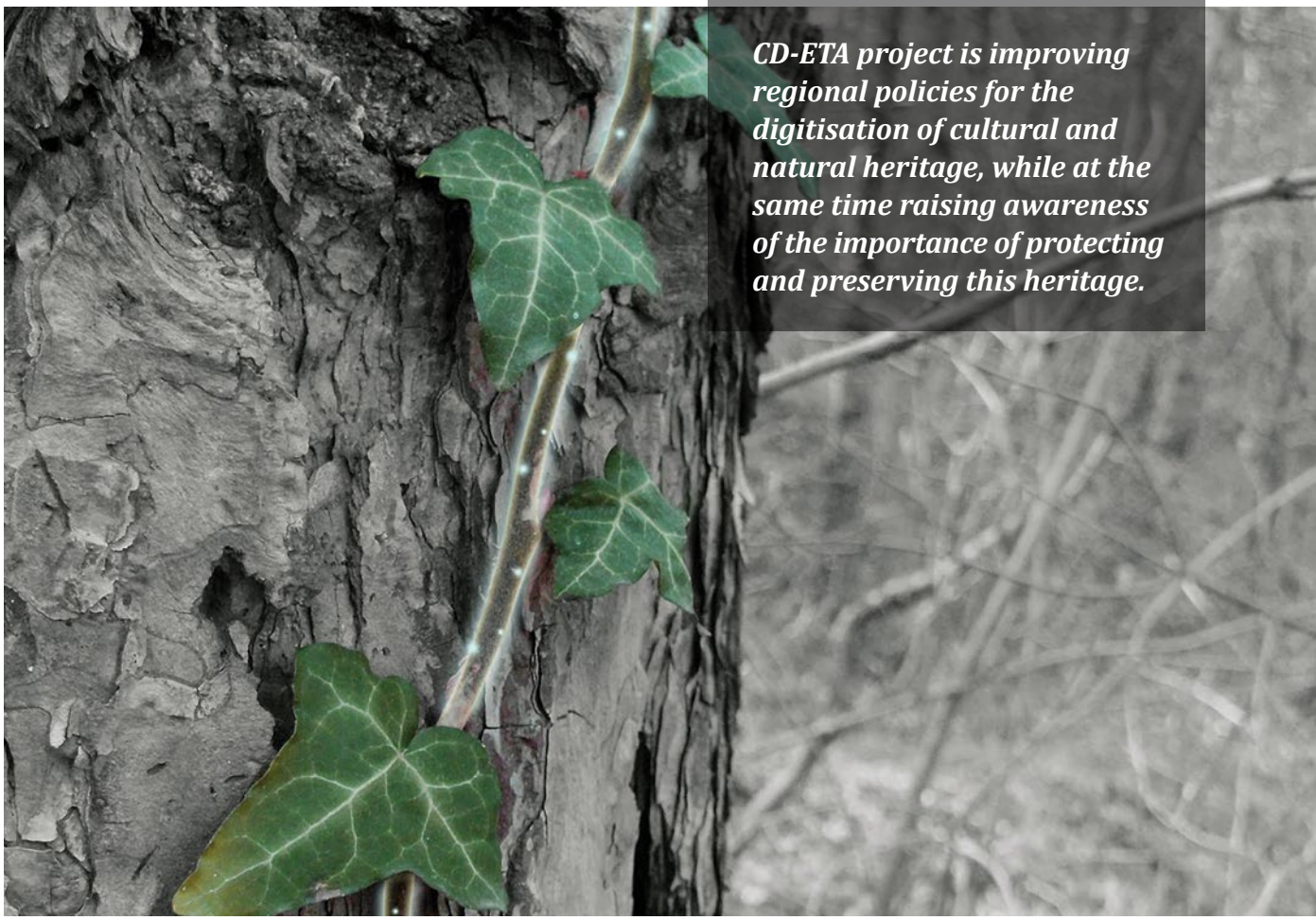
Interregional co-operation aims at allowing partnerships at pan-European level, covering all EU member states and partner states. It builds networks to develop good practices and facilitate the exchange and transfer of experiences among regions.

Interregional programmes also share the aim to increase the capacity of policy-makers to develop and implement better policies, as well as providing evidence and frameworks for policy learning from the European perspective, and an exchange of experience among national, regional and local bodies in different countries.

The 8 Interregional cultural heritage projects present how partnership all over Europe support the development of more efficient cultural and creative industries policies, the digitalisation of cultural and natural heritage and its sustainable management.

Collaborative Digitization of Natural and Cultural Heritage

Digital technologies have become an integral part of our lives. However, the majority of natural and cultural heritage is not yet digitised, which is hampering access to it.
The Collaborative Digitization of Natural and Cultural Heritage (CD-ETA) project aims to improve the digitisation policy for natural and cultural heritage, while adopting uniform standards for its mass implementation.



CD-ETA project is improving regional policies for the digitisation of cultural and natural heritage, while at the same time raising awareness of the importance of protecting and preserving this heritage.

€ 2,07 million | EU 1,71 million | 8 partners | 31 01.04.2016 31.03.2021

www.interregeurope.eu/cd-eta

Interreg Europe
European Union | European Regional Development Fund

CHRISTA

The CHRISTA project aims at protecting and preserving European natural and cultural heritage assets and deploying them to develop and promote innovative, sustainable and responsible tourism strategies. The approach involves the exchange of experience, stakeholder engagement, transfer of good practices, improvement of policy instruments, action plans including pilots and dissemination of results. The project partnership comprises nine regional and local destination authorities, as well as a pan-European network of sustainable cultural tourism.

We are pleased to lead the CHRISTA project, which combines well known or emerging tourist destinations facing common challenges with intangible and industrial cultural heritage assets through interpretation and innovation/ digitisation, towards responsible and sustainable cultural tourism development and promotion, contributing to the EYCH2018 initiative on promoting sustainable cultural tourism.

€ 1,77 million

EU 1,51 million

10 partners

31 01.04.2016 31.03.2020

www.interregeurope.eu/christa

Interreg Europe
European Union | European Regional Development Fund

CRE:HUB

The project is a very effective means of persuading local stakeholders to implement a new and a more tailored business model for CCI companies by 2020.

CRE:HUB brings together eight regions that consider Cultural and Creative Industries (CCI) a strategic sector of development and want to create new enterprises and support existing ones in this field. Each region will improve eight programmes for Investment for Growth and Jobs that will concretely result in improvements of the management of policy instruments and in the implementation of new projects. Policy changes will be tailored to meet specific CCIs needs.

www.interregeurope.eu/crehub

€ 1,48 million

EU 1,24 million

8 partners

01.04.2016
30.09.2020

Creadis3 gives us the opportunity to join forces with other European partners to raise and reinforce, in a sustainable way and in line with innovation, the importance of CCIs and heritage in our territories and in our regions.

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Smart Specialisation Creative Districts

The CREADIS3 project aligns territorial public policy agendas to support the development of more efficient Culture and Creative Industries (CCIs) policies, and generate innovation and economic development in European regions.
The project aims at boosting territorial development and tackling economic, social and environmental challenges through the use of non-technological forms of innovation.

€ 1,46 million

EU 1,24 million

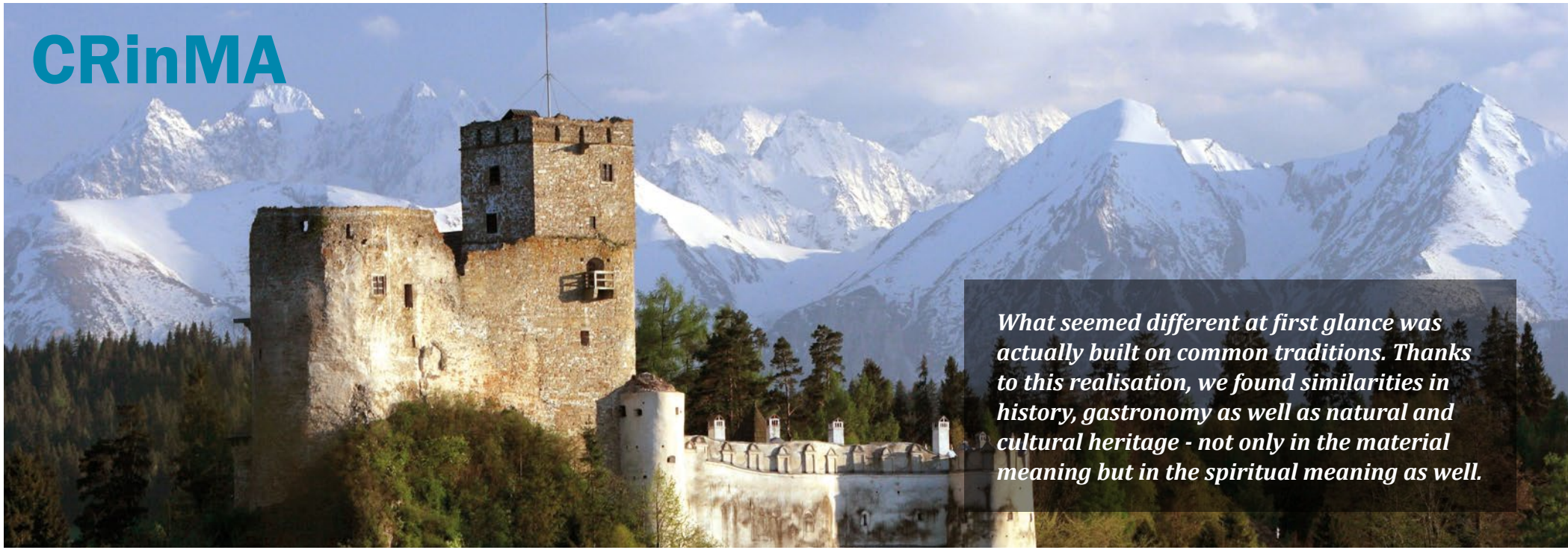
6 partners

31 01.07.2017 31.12.2021

www.interregeurope.eu/creadis3

Interreg Europe
European Union | European Regional Development Fund

CRinMA



What seemed different at first glance was actually built on common traditions. Thanks to this realisation, we found similarities in history, gastronomy as well as natural and cultural heritage - not only in the material meaning but in the spiritual meaning as well.

The CRinMA project aims at protecting and promoting cultural heritage in the mountain border areas. The project will demonstrate how best to use cultural heritage in the mountain areas as an opportunity for smart development. It will prove that borders in mountaneous areas connect rather than divide. The border regions will be encouraged to promote mountains as one common cultural area and to protect the common cultural heritage regardless of borders.

www.interregeurope.eu/crinma

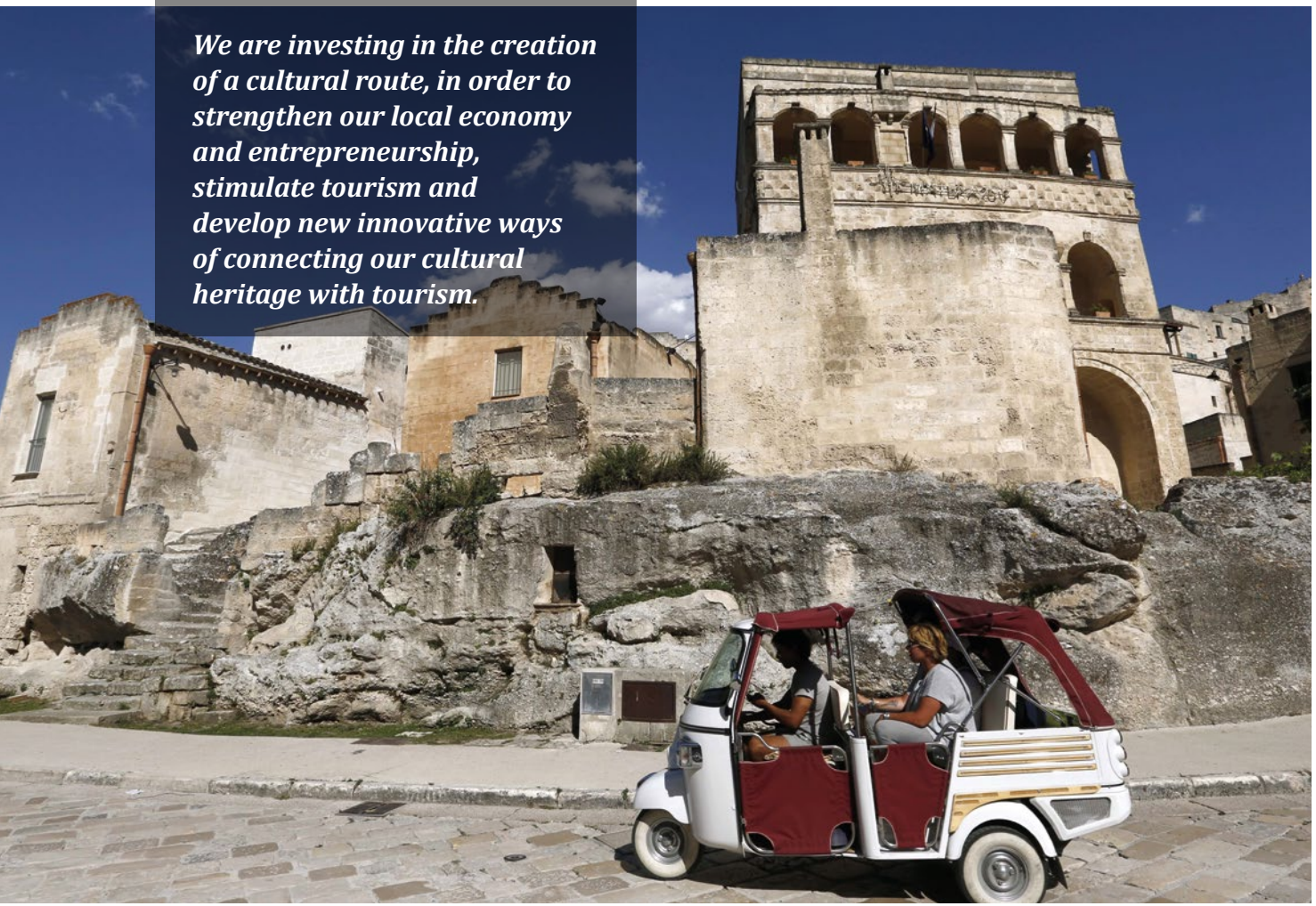
€ 1,22 million

EU 1,03 million

7 partners

01.01.2017
30.06.2021

Interreg Europe
European Union | European Regional Development Fund



Cult-RInG

The objective of the Cult-Ring project is to highlight the value of investment in European Cultural Routes, in terms of their contribution to growth and jobs. Activities include sharing examples of best practice, policy learning and implementation, the development of new cultural routes like the Iron Curtain Trail, the evaluation of existing routes and capacity building.

€ 1,33 million

EU 1,13 million

7 partners

31 01.01.2017 31.12.2020

www.interregeurope.eu/cult-ring

Interreg Europe
European Union | European Regional Development Fund

Green Pilgrimage

The continued fragility of Europe's economy means that development policies often take precedence over environmental policies, threatening cultural and natural heritage assets. The Green Pilgrimage project looks at development policies that can economically exploit and protect natural and cultural heritage. Key to this is our focus on the power of pilgrimage, which will show policy makers how to protect heritage while developing jobs and growth along pilgrim routes through low impact tourism, digitalisation, pilgrim accommodation and local traditions.

€ 1,18 million

7 partners

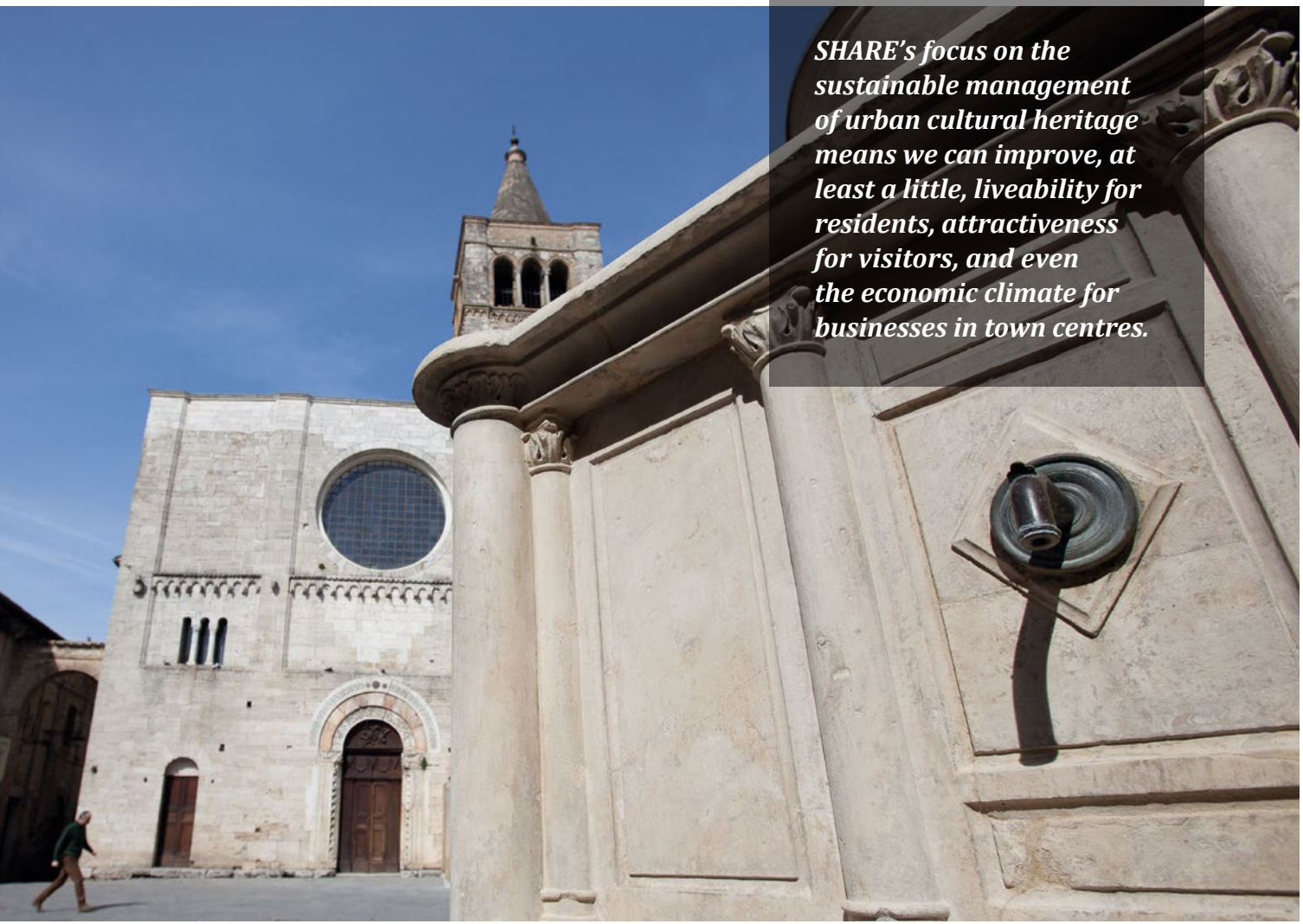
EU 0,86 million

31 01.01.2017 31.12.2021

Pilgrimage heritage brings together built heritage, active tourism, local traditions, authenticity, and natural landscape. It's a strong brand that is effective and popular in Italy.

www.interregeurope.eu/greenpilgrimage

Interreg Europe
European Union | European Regional Development Fund



SHARE's focus on the sustainable management of urban cultural heritage means we can improve, at least a little, liveability for residents, attractiveness for visitors, and even the economic climate for businesses in town centres.

SHARE

Tangible and intangible cultural heritage plays an important role in reinforcing the sense of identity of residents, and as a key driver of tourism. Local and regional authorities face significant challenges in managing, protecting and valorising cultural heritage, with success measured in terms of quality of life and economic development.

SHARE brings together partners from seven regions of Europe, working together to exchange ideas, problems, experience and insight. The aim is to improve the sustainable management of cultural heritage located in urban settings.

€ 1,41 million

EU 1,19 million

7 partners

31 01.01.2017 31.12.2020

www.interregeurope.eu/share

Interreg Europe
European Union | European Regional Development Fund

Credits & Acknowledgments

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Programmes

Interreg A – Cross-border
Interreg V-A Austria-Czech Republic, Interreg V-A Austria-Germany/Bayern, Interreg V-A Belgium-France (France-Wallonie-Vlaanderen), Interreg V-A France-Switzerland, Interreg V-A Germany-Austria-Switzerland-Liechtenstein (Alpenrhein-Bodensee-Hochrhein), Interreg V-A Germany-The Netherlands, Interreg V-A Italy-Austria, Interreg V-A Italy-Croatia, Interreg V-A Poland-Denmark-Germany-Lithuania-Sweden (South Baltic), Interreg V-A Slovenia-Croatia, Interreg V-A Spain-Portugal, Interreg V-A Estonia-Latvia, Interreg V-A Slovenia-Hungary

Interreg IPA-CBC
IPA CBC Bulgaria-Turkey, Interreg-IPA CBC Hungary-Serbia, IPA CBC Romania-Serbia

Interreg B – Transnational
Interreg V-B Alpine Space, Interreg V-B Atlantic Area, Interreg V-B Central Europe, Interreg V-B Danube, Interreg V-B Madeira-Azores-Canarias, Interreg V-B Mediterranean, Interreg V-B South West Europe

Interreg C – Interregional
Interreg Europe

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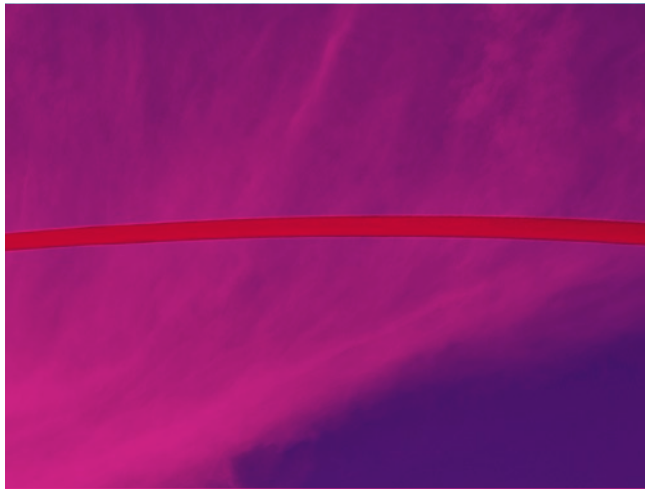

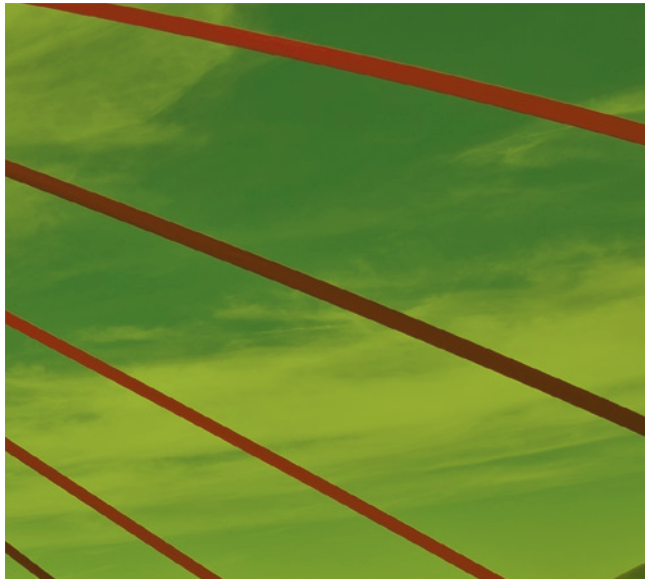

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