

## Project Idea - Call for interest

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| <b>Project title</b>         | <b>RICH</b>   |
| <b>Subtitle</b>              | <b>Creative revival of cultural heritage</b>  |
| <b>Funding Instruments</b>   | INTERREG EUROPE – Third Call  |
| <b>Priority axes</b>         | 4) Protecting the environment and promoting resource efficiency (corresponding to thematic objective 6)   |
| <b>Investment priorities</b> | 6(c) Conserving, protecting, promoting and developing natural and cultural heritage   |
| <b>Aim</b>                   | <p><b>General objective:</b></p> <p>To foster stronger “creative partnerships” between the Culture and Creative Industries (“CCIs”) and the “traditional” cultural heritage owners to develop new ways of cultural heritage utilization by the CCIs. The traditional cultural heritage offers work “material” and a unique space for CCIs products while at the same time it can serve as an effective channel of distribution for CCIs products. As a result this beneficial collaboration creates a unique public experience and a positive economic development for cultural institutions with many spill-over effects in local and regional economy including job growth. This win-win partnership creates profit on both sides, where the CCIs gain an important source of inspiration and demand for its products, on the other side the cultural institutions enrich its spaces with attractive activities boosting its economic potential making them less dependent on public financing. The aim of the project is, with the help of hard-evidence data, to create a model of public financing supporting incorporation of CCIs activities into the environment of traditional cultural heritage.</p> <p><b>Specific objectives:</b></p> <p>Core aspect of the project is to define data structure, to collect data and measure the impact of products of creative partnerships and its economic benefits providing an expert microeconomic analysis and to look for innovations to be incorporated into the public models of financing. The strongest tool of governance are undoubtedly the financing schemes for renovation of cultural sites, therefore the focus shall be on improvements of these schemes with focus on fostering cooperation with CCIs.</p> |
| <b>Problem to solve</b>      | <p>To develop new distribution channels for CCIs products and to provide spaces which would maximize their effect, to expand “CCIs-friendly” environment where the interaction with aimed recipients can reach its maximum potential. This interaction should go both ways, the CCIs do not only implant their ideas into a certain space, the space inspires the CCIs creating specialized CCIs products, driven by the “genius loci”. This double impact is beneficial for both sides creating an important inner force of economic and creative growth and development. Ideal space for such interactions are cultural sites therefore it is necessary to create models of governance which will motivate cultural institutions into cooperation with CCIs.</p> <p>Questions asked: What are different public models of these “creative partnerships”? How well are they taken advantage of? What is the real economic benefit for the local / regional community of such partnership? How are the public sources put into use to encourage it? How should they be</p>   |

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|  | modified to strengthen such cooperation?   |
| <b>Actions</b>   | <ul style="list-style-type: none"> <li>- identify financial public support schemes (national, regional or municipal – depending on the partner) which provide financing for cultural heritage renovations and suggest improvements in the schemes with focus on more complex approach to renovations with special attention given to the added economic value of future content provided by the CCI,</li> <li>- mapping best practices in CCIs' product distribution and its support in public support schemes,</li> <li>- identify CCIs within regional territories willing to participate in development of the new cultural products or services synergic to the aim of the project,</li> <li>- creating dialogue among CCIs and cultural institutions from different regions in order to share ideas, visions, knowledge and good practices to better understand each other's needs and opportunities and look for common interests and achievable goals,</li> <li>- set the stakeholder group developing the set of criteria for microeconomic analysis of the direct and indirect economic impact (KPA - key performance indicators) of the investment in the cultural heritage with and without involvement of CCIs,</li> <li>- collecting, structuring, measuring and analysing data of the microeconomic analysis with recommendations on the future regional public investment,</li> <li>- developing regional action plans to strengthen the cooperation of CCIs and cultural institutions with focus on distribution of CCIs products</li> </ul> |
| <b>Targets/Stakeholders</b>  | <ul style="list-style-type: none"> <li>- Public administrations in charge of cultural heritage and/or CCIs and innovation policies: national - regional – municipal level</li> <li>- Culture and Creative Industries</li> <li>- Universities</li> <li>- Incubators, clusters</li> <li>- Enterprises and trade associations</li> <li>- Organisations in charge of cultural promotion</li> </ul>   |
| <b>Desired partnership</b>   | <p>We are specially looking for the following type of cooperation:</p> <p>1 public institution + 1 educational/research institution from the same country</p>  |
| <b>Budget (indicative)</b>   | 1.400.000 EUR  |
| <b>Structural Funds Policy Instrument (SF PI)</b>                  | IROP – Priority Axis 3 (PA3) Mobilising Creative Potential in the Regions  |
| <b>Is the institution in charge of this SF PI?</b>                 | Yes  |
| <b>Deadline for sending Expression of Interest and Information</b> | 7 June 2017  |
| <b>Contacts</b>  | <a href="mailto:margita.hupkova@culture.gov.sk">margita.hupkova@culture.gov.sk</a>   |