



LOCAL REPORT CONCERNING THE MARKETABILITY AND SUSTAINABILITY OF ICH

DELIVERABLE D.T1.2.1

(WP T1, ACTIVITY A.T1.2)

Municipality Bovec - PP5

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- Transcription of the key passages of the interviews
- Reflection notes of the interviews
- Completed Questionnaires
- List of the interviewed and questioned actors

1. Overview and description of the local activities (interviews and questionnaires)

Max 500 words:

- General conditions of the interviews and questionnaires, including challenges and problems.

The process of acquiring interviews with Local cultural operators and questionnaires with financial operators was systematically. After we made a list of potential actors, we divide them in to two groups, due to different ways of obtaining information we need to treat them separately.

First, we have finished a list of potential “Local public and private financial operators”. The preparation of the list was not easy, because our region is very small. Major companies that might be suitable are extremely low in the Soča Valley. After this was also a problem finding the responsible persons to whom the questionnaire should be addressed, since in large companies they are usually difficult to reach and are located outside the region (for example, insurance companies, banks, etc.). So we try to focus on local businesses, that we know directly. Some of them responded very quickly to us, some of them we had to call on several occasions, but in the end, we received answers from all the necessary ones.

Then we prepare the list of “Local cultural operators”. They were invited to attend the interview personally, through a phone call. Before the individual interviews, we sent them via e-mail the translated content of the ARTSTIC project and themes that will be spoken at the interview. This also contributed to the better and more serious treatment of our interviews. Our challenge was to prepare people for responsiveness. This was our biggest problem, mainly because of the small local community. We needed to arrange and rearrange time table of the interviews, due to various reasons (time, place, persons,...). There was a lot of coordination. It takes time and a lot of energy to finish all of them.

- Summary description of interviews and questionnaires (what, who, when, where?)

What: We conducted personal interviews with the local cultural operators, and we send the questionnaires to the financial operators. We examined the current state of financing of regional cultural projects and activities by financial operators, as well as the possibilities of financing projects that relate to the intangible cultural heritage. We have identified the visibility of intangible heritage by local cultural operators and financial operators, and their involvement in the events in the region.

Who: We had Interviewers with cultural operators, which are somehow connected with local heritage. And we send questionnaire to local private and public financial operators.

List of local Cultural Operators:

- Peter Domevšček - Association »Od ovce do izdelka« (From sheep to product)
- Erika Kapitan - Foundation Walk of peace
- Museum tour guide - Mlekarna Planika (Dairy and Museum)
- Tjaša Korbar - Bovška unikatnica (shop with souvenirs and of local products)
- Meta Razp - Tourist Association Bovec
- Alenka Zgaga - Baška dediščina (Association of Baška Grapa heritage)
- Damjana Fortunat Černilogar - Tolmin museum (archaeological, ethnological and cultural heritage)
- Barbara Sosič - Slovenski etnografski muzej (Ethnographic museum)
- Peter Mlekuž - Tourist Association Log pod Mangartom
- Marko Pretnar - Triglav National Park



List of local public and private Financial Operators:

- Lekarna Tolmin - Pharmacy
- Mahle Letrika Bovec - Automotive industry sector
- Posoški razvojni center - Regional development center
- Slovenska Turistična Organizacija - Slovenian Tourist Board
- Triglav National Park - Info center Dom Trenta
- Tourist Organization Upper Soča Valley - Non-government organization
- Institute Tourism Soča Valley - Tourism organization
- Hidria - Electro metal industry
- Kovi - Local metal industry and transport
- Foundation Bit Planota - Local development foundation

When: Interviews at the local level and questionnaires to the financial operators were carried out in November and December 2017.

Where: The interviews took place at different locations, in the office at Municipality Bovec, and at interviewees' homes and offices. Questionnaires were sent by mail at company addresses.

2. Summary of the interviews with local cultural operators (at least 10)

1000-2000 words:

- Acquisition process of the interviewees

After we made a list of potential Local cultural operators based on past experiences, CCC project and our own knowledge in the field, we start to contact them systematically. Actors were invited to attend the interview personally, through a phone call. Before the individual interviews, we sent them via e-mail the translated content of the ARTSTIC project and themes that will be spoken at the interview. This also contributed to the better and more serious treatment of our interviews. Our challenge was to prepare people for responsiveness. This was our biggest problem, mainly because of the small local community.

The interviews took place at different locations; some of them we made at interviewers homes and working places, some in our office. Some interview we did really quickly, some of them we had to call and rearrange on several occasions, but in the end, we made all the necessary ones. We first discussed the topics that were crucial for the interview. Usually after the mandatory part, we had some interesting conversations. We used the project template; we taped the interviews and then translated the significant parts. We have gathered 10 interviews with cultural operators, involved in projects and activities in the field of local culture and ICH.

- Experiences made during the interviews: summary of the reflection notes.

Our biggest problem was to find appropriate cultural operators, who know at least something about all the mandatory topics. However, some were more economically oriented and some were more engaged in the ICH itself. Also, I have to highlight that our region is small and also the number of its population. There were also a lot of holidays in December, some were preparing for winter events, some were abroad, and some did not feel comfortable talking.

However, we managed to gather 10 interviews with more or less local cultural operators. I have to emphasize that all the interviewees were high educated and qualified.

Generally, the interviewees were dressed formally; they were polite and happy to help us with such an important project. They showed us their great engagement with the ICH and also their wider knowledge and skills. They were almost all relaxed, since they know how to communicate. All of the interviewees were hospitable; they were prepared for the interview very well. They were using a lot of non verbal communication, like using their hands, putting their arms into lap; some were sitting with their crossed legs all the time. As we first met, the all presented themselves and their organizations.

The interviewees usually discussed informal topics already during the mandatory part. The interviewees were mainly middle-aged only 2 under 40 years old. I visited 2 offices in Kobarid, 1 office in Tolmin, 1 office in Trenta, 2 local shops in Bovec and other interviews (4) took place at the building of Municipality Bovec. All offices and shops were clean and tidy, even though there were usually a lot of paperwork, books and promotional material, which on first impression looked overcrowded.



- Description of the main objectives of the interview: summary of the content of the interviews and the key passages

- **General information**

Local cultural operators are associations, stakeholders, individuals, museums, institutions, somehow connected to the local heritage. They are involved directly or indirectly in the development of the local culture. They prepare activities and organize events, related to local heritage, all year long. Most of them are non profit (associations, organization), based on voluntary work. Through a wide range of activities, they have proven that the heritage is becoming more and more interesting for the modern society.

Baška dediščina, was established in order to preserve the natural and cultural heritage, professional improvement of its members and to raise awareness about the importance of heritage within the local population. The Foundation Pot Miru is a non-profit and a non-governmental organization, which cooperates with cultural operators, associations and various individuals. Its main purpose is the preservation and presentation of the historical and cultural heritage. Planika Dairy several times a year, prepare marketplace, where local farmers, producers, craftsmen, and artisans can present their work and sell their products.

- **Marketability**

Marketing at these times is absolutely necessary. Is important and meaningful for cultural projects, also because it is already difficult to transfer cultural heritage among generations. From marketing activities cultural operators expect greater engagement of people in the environment and greater intergenerational transmission. They mainly use social networks (Facebook), e-mail, their website and also printed media for promotion and communication. Association has a very low, symbolic budget.

Cultural projects are reasonably connected and included in the tourist offer of the region. It is crucial to ensure that cultural projects are financially covered. However, it is difficult for a craftsman to survive without incentives in the form of free marketing opportunities, because mostly, the added value of the product is too low in a relation to the quantity of products.

Marketing of cultural projects is reasonable, also because it is an important factor of motivation and incentives for all cultural operators.

- **Financing**

The association has a very low, symbolic budget. They generally do not have problems; but they would need some financial support for marketing. They would also need professional support when applying for a project (financial and timetable, content ...).

Usually the main funds for financing are: donations, sponsorship (those are really modest); obtaining funds from EU tenders, *LAS Dolina Soče* (local action group for rural development) and municipality tenders. Their projects are financed through tenders, and all their members' work, on a voluntary basis. In those the major problem is too much bureaucracy, what requests too much additional knowledge and time for filling out forms, documents. They would need help from people who are specifically trained for making a marketing strategy; however this also requires additional funding.

They also suggest abolishing the mandatory taxes, duties and tributes for associations and craft-related activities (connected to the local heritage).

They want that the submitted work, materials and costs would not only be repaid, but also paid off (from a financial point of view) and be attractive and acceptable to the user at the same time, could have higher value. With higher market value of products, they could again gain the value of crafts, habits and customs that were recently being threatened with extinction.



They usually plan their activities one or two year in advance. Most of them have never heard of crowd funding.

○ ICH

It means a lot to them to preserve the culture and habits; to appreciate the tradition, which is important to establish cultural and landscape identity. They mean ICH is significant for the development in a certain region. However, all stakeholders must cooperate - local people, associations, public institutions, financial operators, in order to establish a local brand (local products, events, services,...).

Recently, as the *cultural* and *eco-tourism* is being developed through several events and workshops, the local population is becoming more familiar with their tradition. It is best known through sheep breeding and partly through crafts, where local materials (wood, rock, wool) are present. In addition to cheese production, which is an extremely important industry in the region, also the local cuisine is gaining its importance for more diverse tourist offer.

One very important part of the tradition, knowledge about the nature, the use and processing of wood, and traditional craft related to the use of wood, is still getting lost. It is tied to bigger financial inputs and more knowledge. Cultural operators and locals are aware of its value, primarily through the helpfulness of the appearance and preservation of the image of the surrounding villages, the traditional Bovec house and the building heritage of the region, especially in the Triglav National Park; this is getting lost because knowledge about this in the region is almost completely despaired. Maybe because this is not directly linked to the tourist offer, but has a big impact in visitors in the recognition of the region.

The preservation of oral traditions, rituals and crafts is important especially for young generations to identify with the region. There is still a lot to do in the region, and still a lot to research how to present ICH knowledge to the local public as well as to visitors. The most successful example of the preserved heritage of the region is traditional cheese making process in the Soča Valley, which is combined with the industry and this way also financially justified. It strengthens the identity and visibility of the region.

3. Summary of the questionnaires to local public and private financial operators (at least 10)

500-1500 words:

- Acquisition process of the surveyed operators

The process of acquiring interviews with Local cultural operators and questionnaires with Financial operators was quite different, due to different ways of obtaining information. We did prepare both lists but we need to treat them separately.

We have started to prepare a list of potential operators. It was not easy, because our region is very small, the municipality counts 3000 citizens, and the neighboring municipalities are not much bigger. Major companies that might be suitable as financial operators are just few in the Soča Valley. A challenge was also finding the responsible persons to whom the questionnaire should be addressed. In large companies those persons are quite busy and difficult to reach, they are usually located outside the region in the main company addresses (for example, insurance companies, banks, etc.). So we find it better to focus on local businesses that identify with the local community. On the end we also define some big companies in really local area. We were surprised that such important internationally recognized companies could be, in such a small region as well. After a telephone conversation with responsible person, and talking about the topics, we sent them questionnaires translated in Slovene language; after we translated in English. We have found that, in particular, this company places great importance on the local identity and the visibility in the local environment. We have gathered 10 Questionnaire with financial operators.

- Summary of the main results and conclusions received from the submitted questionnaires

- General investment strategies - motives

General investments strategies done by public financing are directed to support NGOs, associations and sport activities, cultural, education, social activities and all kind of events; as sponsors, donors, and co-organizer or as promoters. Most of activities are on sport bases, clubs and other associations. A lot of them in our region are also in the field of tourism.

Local companies support various events, activities and projects. The greatest emphasis is on sports, cultural and other social activities, as well as in the field of sponsoring various sports and musical and cultural events at local level, not necessary based on heritage. They also support some projects related to development of a local cultural heritage. Technological companies are also active in the field of education and acquiring knowledge.

Investments made by privates in local projects and activities are mostly in the form of donations and sponsorships. Normally societies send applications to companies with a request for sponsorship for a particular activity.

Marketing of cultural projects is important, because without this, performers cannot implement quality programs. **(Without money it does not go).**

In the future, investments should remain at least in the same values, or they will also increase slightly in terms of the possibilities.



Some local projects and activities not based on heritage - events:

Local sport events: football, kayak, raft, bike, ...

Sport associations and club activities, choirs, ...

Bovec Outdoor Film Festival of Extreme Sports and Cultural

Hiking festival

Bovec marathon

Kolesarski vspon na Mangart (Cycling ascent to Mangart)

Orkesterkamp (School of Orchestral Music)

○ **Motives**

General motives of public financing are: to support associations, NGO, as possible in order to enrich the social and cultural life in the region, build a destination brand based on local identity, enrich the tourist offer, stimulate grow of new products, stories that can be promoted.

High motive for private companies is to be active in its environment; not only as a quality employer, but also by participating in various sports, cultural and other fields in its surroundings.

Among the entrepreneurs, the general view is that social activity, both sports and cultural, maintains the activities of people and employees, rich social life and tourist offer, connects people. Companies invest in projects and activities to contribute to a better social life, and on the other hand, they create positive visibility and reputation in the home environment.

- Visibility of the area
- Development of new activities, new jobs
- Increased tourist visits
- better quality of living
- Conservation of stakeholders and non-governmental organizations

○ **Investments into cultural projects/activities based on heritage - mostly events**

Public operators hope that the implementation of projects related to the preservation of cultural heritage (especially material heritage) will continue in the future. They would like to maintain the possibility of preparing projects of cross-border cooperation Slovenia-Italy, Interreg Central Europe and the Alpine Space program. Another option is the preparation of projects with the association LAS - Dolina Soča from the LEADER program. Slovenian Tourist Board especially promotes innovation tourism and supports, the development of innovative and local-based products, thus rewarding the creative ideas. Another kind of investments is directed to Start-ups, establishment of co-working center, and education of different adult or youths target groups.

In the private sector, investments are expected to remain at least in the same values. They do not perceive the demarcation between cultural and other projects, they are especially interested in visibility, so they mostly sponsor events and sport activities.

Local cultural projects based heritage - mostly events:

Sejem starin in domače obrti (Fair of antiques and local crafts)

Puntarski dnevi ("Peasant uprising" days)



Božič na Mostu (Christmas by the lake at Most na Soči)
Poletna muzejska noč (Summer Museum night)
Jestival (Festival of food and art)
Tminski pust (Tolmin carnival)
Drežniški pust (Drežnica carnival)
Jaslična pot (Christmas cribs walk)
Čomparska noč (Potatoes night in Bovec)
Teden Evropske kulture (Week of European Culture)
Dan v Klancu (Day on uphill)
Tminska pustna muzika (Tolmin carneval music)
Odmevi dediščine (Echoes of the heritage)
Culinary journey with the Museum train and the Legend of the dragon and tarragon
Folklore groups, folklore days of Bovec
Association 1313, demonstrations and stories about 1WW
Tematska pot Na svoji zemlji (thematic path On your own Land)
Traditional local events - heritage contents
Singing groups of traditional national songs
Manual mowing of grass and harvesting hay in the traditional way
Local gastronomy development projects in traditional cuisine and local ingredients

○ **General position towards cultural projects/events**

The events are generally recognizable, both between residents and visitors. We can see lack of information, especially the intangible heritage, just by financial operators in the field of industry and larger companies. But general operators are aware of the activities, events, cultural projects carried out in the region, also because is a really small area, and somehow people are involved in. They get involved or throw them work or throw families and children.

Residents are aware of the importance of the identity of the local environment, especially in tourism. The visibility of the site: Bovec house, stone, wood, pastures and nature give the outer appearance of the place, are important for the development of new activities. In recent years, there has been increased attention to projects that help maintain the look of the place and local identity.

To a great extent, this heritage is disappearing, because the bearers of individual crafts disappear. Operators see the importance of cultural projects in the awareness of the preservation of cultural heritage among young people. If there are no individuals who want to preserve this, this inheritance is usually lost. It is important to motivate young people for creativity and the possibility of developing creative industries, socializing among the inhabitants of the area and other visitors to the area; better quality of life.

The biggest shortcoming is detected especially in younger generations, which is under the great influence of globalization, the digital world, and the supply in the valley does not give them enough challenges for study, work and employment. They search for this in major cities where the sources of information, education, employment are more numerous and richer.

4. Conclusion

500-1000 words:

- Summary:

- Description of the most relevant actors for marketability and sustainability in your region

The most important actors for the market and sustainability of projects in our region are everyone who, in one way or another, is involved in the preservation of heritage, local identity and culture. These are various cultural operators, associations, NGOs, organizations and local citizens, as well as all those who help with the financing of projects, activities and events in the region. Above all, some regional development agencies stand out: Posoški razvojni center, Bit Planota, Baška Dediščina, Triglav National Park, Ethnographic and other museums, Institute - Zavod Dolina Soče, Slovenian Tourist Board.

- Description of these actors in respect to networks, joint projects, cooperation, including your own connections

Local actors, societies and NGOs are linked to joint regional associations. Tourist associations and local tourist organizations are connected with the Slovenian Tourist Board. Societies and associations cooperate with each other, and they are also connected with the local community, with other organizations in the region, which are detrimental to the development and preservation of cultural heritage. All regional development centers are connected and cooperate for the development strategy, the guidelines and the preparation of projects, as well as on the local level. The Triglav Nardoni Park is connected and cooperates with museums in the surrounding area and with the Slovene Ethnographic Museum. They are open for meetings with schools and others, for carrying out joint projects, workshops, education ... In most cases, the fact is that every NGO or society it operates at a very local level and is largely independent of others in the region.

We as members of the Artistic project, are in one way or another connected with all the players in the region, with the majority we participated in the implementation of the Cultural Capital Counts project, and previously in the activities in various associations and at the level of development of the region.

- Description of the financial instruments and models being used for financing ICH

The financial instruments and models used to finance ICH projects by the private sector are mainly donations, sponsorship, sometimes also direct promotion or co-organizing.

In the public sector, funding sources, in addition to assisting in the preparation and promotion of projects, largely depend on applications of projects at the level of cross-border cooperation between Slovenia and Italy, Interreg Central Europe and the Alpine Space Program, the LAS - Dolina Soča and the LEADER program. The Slovenian Tourist Board also promotes innovative tourism and supports the development of innovative and local products, thus rewarding creative ideas.

Another kind of investments that is drawn from public funds, and also supported by technology companies, is directed to Start-ups, establishment of co-working center, and education of different adult or youths target groups.

- Outlook

They use some promotional methods such as informing through various non-payable media, mainly electronic media and social networks (mostly Facebook), flyers, brochures, invitations. Sometimes they use payable advertising campaigns (poster, street banners, radio ads, occasional advertisements in newspapers).

Financial operators usually donate or are sponsors at several (well-known) events, which contribute to their visibility. But there are not so big amounts. Funds for various projects come from different parts mostly from tenders state institutions, their activities, through participation in various projects from the European Union, their own funds (entrance fee, marketing of exhibition space, guided tours, profits from sales, they own a shop and products). Only one operator is financed from state's Programs for vulnerable groups and Funds of Public Work.

The amount of how much is the ICH preserved is primarily related to individuals and groups who recognize it as a value. The heritage significantly contributes to the visibility of the region and gives it identity, promotes belonging, raises the awareness of value of local population; and it is also important to raise the national consciousness.

Some are concerned that if the marketing of several ICH projects or products prevails, the heritage can become abused in the name of a profit into some marketing product that has nothing in common with local tradition.

Both - financial and cultural operators are not really familiar with crowd funding, only a few know the term itself.

Current resources seem safe; almost all operators can plan their activities up to a year or two in advance.

- Suggestions and recommendations in the light of the results

Substantial part

To a great extent, some aspects of heritage are disappearing, because the bearers of individual crafts disappear. Operators see the importance of cultural projects in the awareness of the preservation and capitalization of cultural heritage, especially among young people. It is important to motivate young people for creativity and the possibility of developing creative industries, socializing among the inhabitants of the area and other visitors to the area; for better quality of life also in the future.

Financial part:

Projects are financed through sponsors, tenders, and all their members' work, based on a voluntary work. In those the major problem is too much bureaucracy, what requests too much additional knowledge and time for filling out forms, documents They would like to have not so complex access to financial resources.

They would need help from people who are specifically trained for making a marketing strategy; however this also requires additional funding, they usually don't have.

Some of them also suggest abolishing the mandatory taxes, duties and tributes for associations and craft-related activities (connected to the local heritage).



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