

**Interreg**  
CENTRAL EUROPE



**ARTISTIC**

European Union  
European Regional  
Development Fund

TAKING  
**COOPERATION**  
FORWARD



*ARTISTIC online final event 7th July 2020*



**Presentation of the ARTISTIC project: ICH as a driver of economic local and regional development**



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# WHAT IT IS

**Title:** Valorization of Intangible Cultural Heritage (ICH) Assets for local sustainable development in CE Regions

**Acronym:** ARTISTIC      **Duration:** 01/07/2017-31/08/2020

**Total Budget:** around 2,5 mln € from ERDF

**Partner:** 12 partners from 8 countries (Austria, Czech Republic, Germany, Hungary, Italy, Poland, Slovakia, Slovenia).

**Call:** 2

**Priority:** 3. Cooperating on natural and cultural resources for sustainable growth in CENTRAL EUROPE

**Specific Objective:** 3.2 To improve capacities for the sustainable use of cultural heritage and resources

**Managing Authority:** City of Vienna



# WHAT IT IS

## The partnership

Austria: Association for the Advancement of Steirisches Vulkanland  
ISN - Innovation Service Network GmbH

Czech Republic: South Bohemian Chamber of Commerce

Germany: b&s consulting and training for the rural area GmbH; University of Hamburg

Hungary: West Pannon Regional and Economic Development Public Nonprofit Ltd

Italy: t2i Technology Transfer and Innovation  
Veneto Region

Poland: Rzeszow Regional Development Agency

Slovakia: Slovak Chamber of Commerce and Industry

Slovenia: Jarina, cooperative for rural development  
Municipality of Bovec



# THE AIMS OF THE PROJECT

The aims of the project were to improve the relationship between cultural operators, society and financial operators, and to improve the quality of their activities in relation to the valorization of intangible cultural heritage, from a managerial point of view.



The assumption of the ARTISTIC project was to undertake actions enabling an increase of **financial resources** and **specialized knowledge** among cultural operators.



## Solutions:

- **Strengthening the competences of intermediaries and cultural operators, in a transnational strategy;**
- **Finding new ways to improve the economic sustainability of the initiatives**



**CROWDFUNDING**



# WHAT WE DID



## OUTPUTS A.

- Strategy for the valorisation and the sustainability of ICH resources
- Strategy for the creation of a Transnational Crowdfunding Network
- Manifesto for ICH valorization
- ARTISTIC toolset supporting valorization of ICH
- Guideline to set-up local working groups for ICH valorization
- Guideline to strengthen the cooperation with private investors



# WHAT WE DID



## OUTPUTS B.

Intangible Cultural Heritage desks' network

Joint pilot action on local ICH ideas development

Joint pilot action to test Crowdfunding as a financial instrument

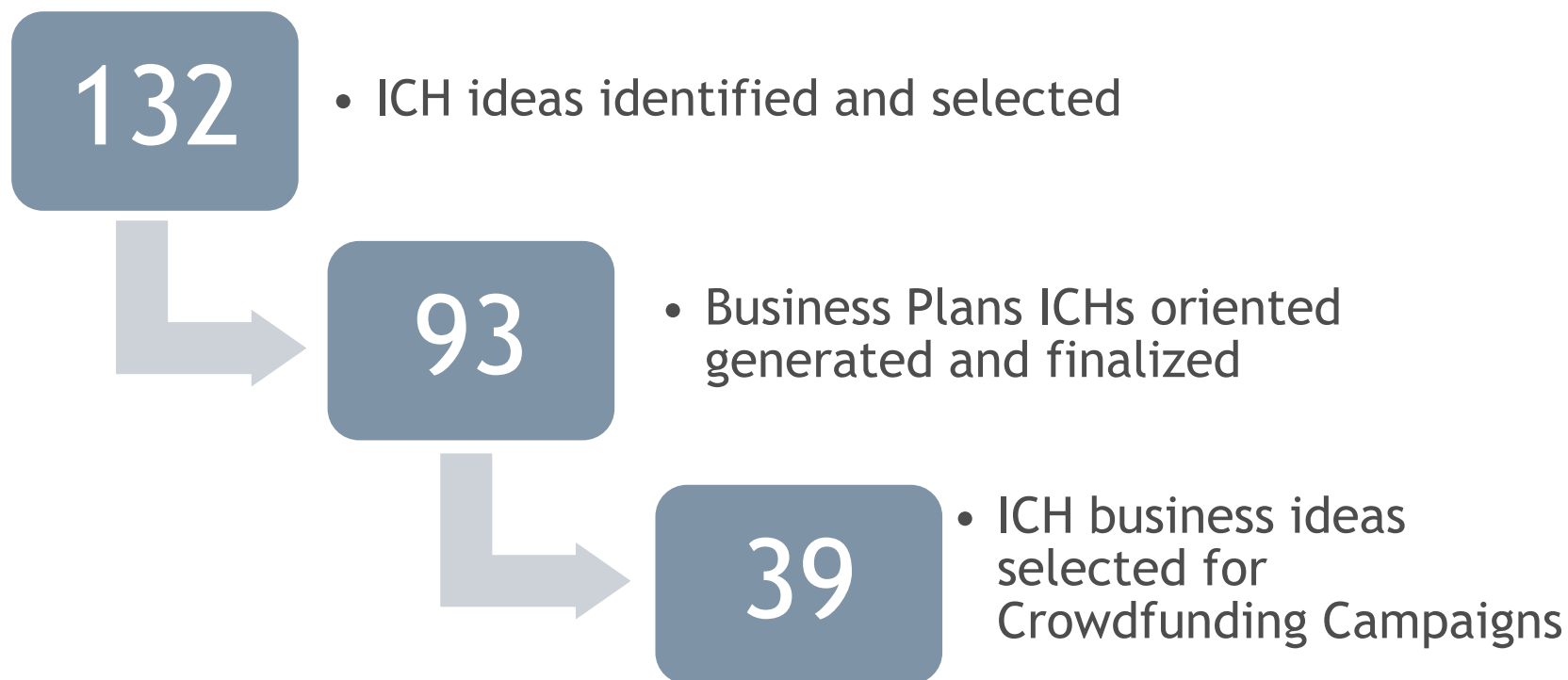
Trainings for the development of ICH mediator profile

Study Visits: best practices on ICH preservation and valorization

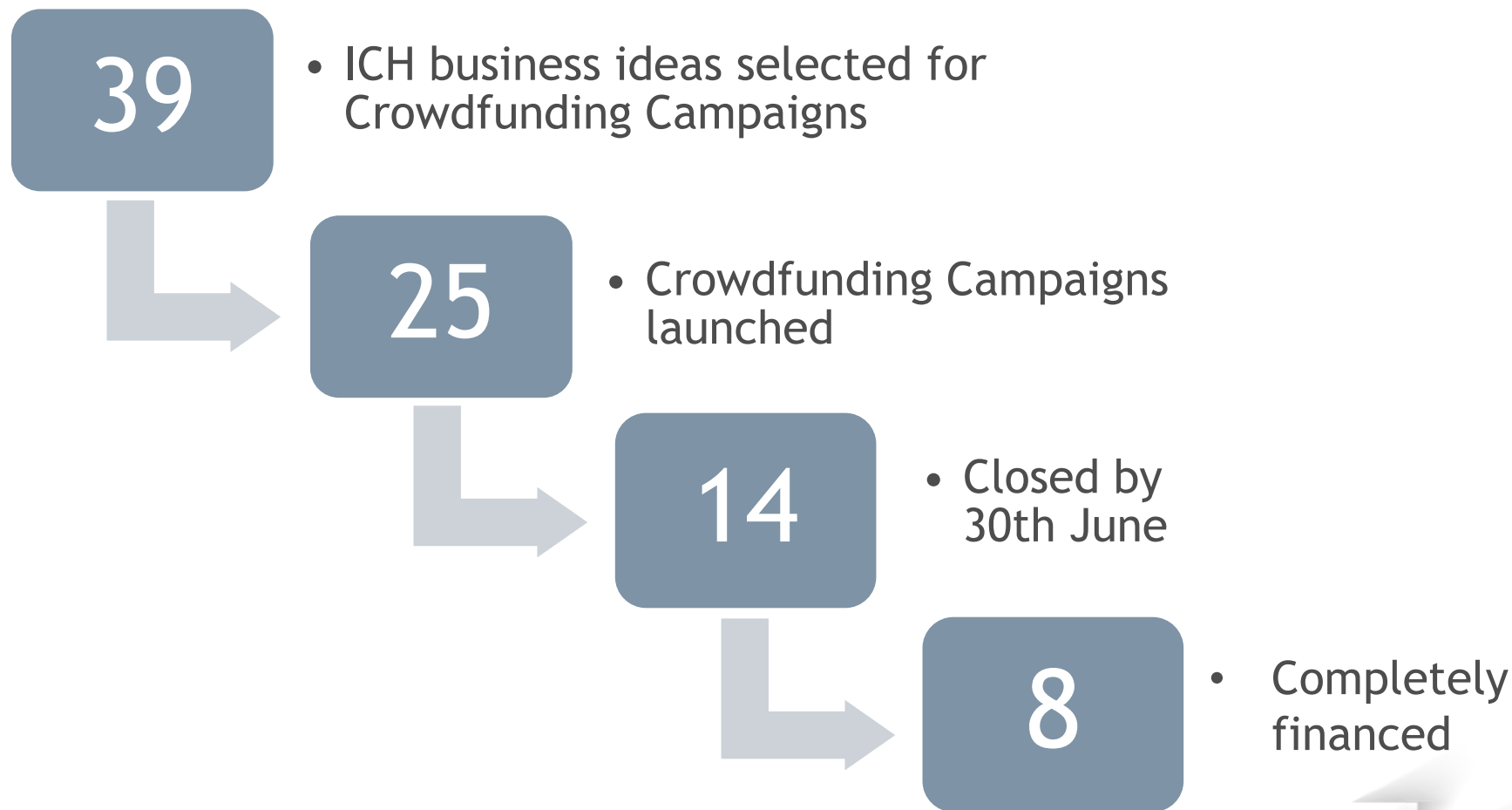




# PILOT ACTION - PHASE ONE



# PILOT ACTION - PHASE TWO

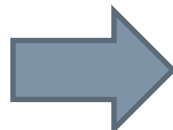


# PILOT ACTION - PHASE TWO

25 Crowdfunding Campaigns

14 CLOSED

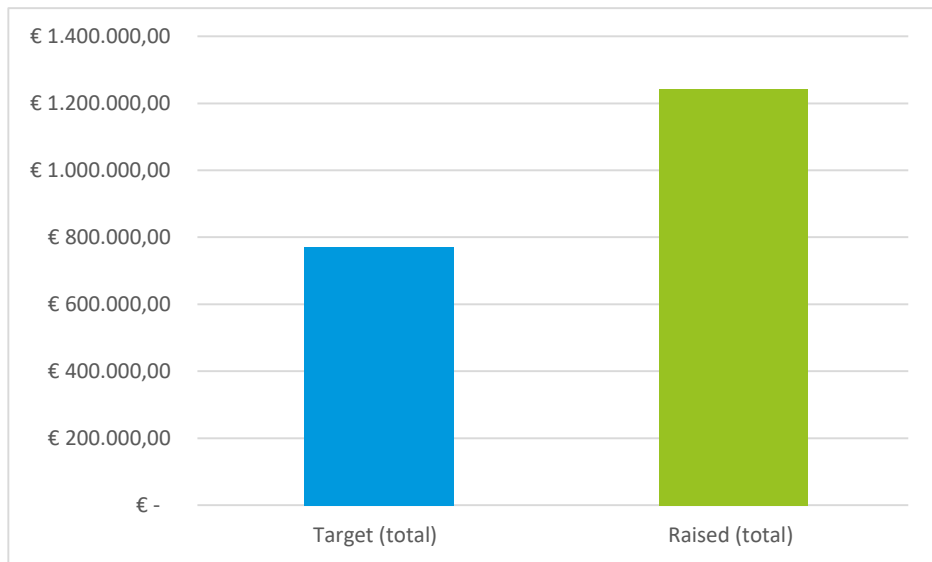
11 RUNNING



**TARGET AMOUNT**  
**759.522,76 €**

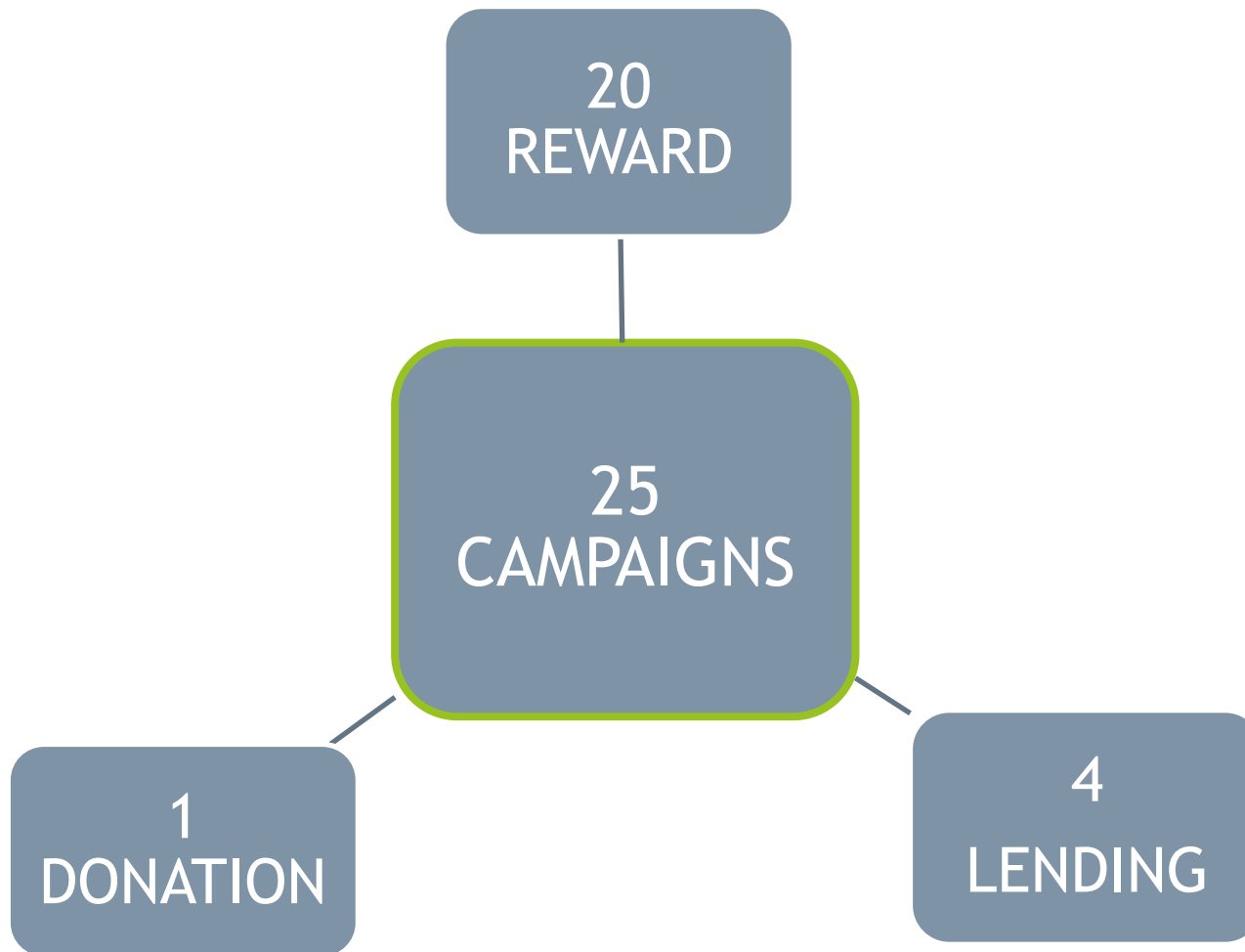


**RAISED AMOUNT**  
**1.268.262,88 €**  
**167 %**



Figures updated up to 6th July

# PILOT ACTION - PHASE TWO



# HERE YOU CAN FIND THE PROJECT RESULTS

<https://www.interreg-central.eu/Content.Node/ARTISTIC.html>

official project website

[www.entribu.eu](http://www.entribu.eu)

the ARTISTIC community

Follow us on: [Facebook](#), [Linkedin](#), [Twitter](#), [Instagram](#)



# Thanks so much!

*Roberto Santolamazza*



trasferimento  
tecnologico  
innovazione

