



## ABOUT OUR PROJECT

The project addresses the common problems of revitalizing abandoned historical sites in Central European cities. The challenge jointly tackled is to find an innovative and sustainable solution to enhance the hidden potential of the cultural heritage.

[www.interrreg-central.eu/discover](http://www.interrreg-central.eu/discover)

## FACTS AND FIGURES

 10

Project partners

 6

Outputs planned until June 2019

 2.470.570

Investment value in Euro for involved regions

### Outputs

Creation of tools to improve the management of historical sites

Creation of tools to involve citizens in the historical sites enhancement

Creation of a training model for historical sites management

Implementation of training sessions for public administration staff and CCI managers

Pilot actions on innovative management of historical sites

Strategy of management of cultural heritage through the use of CCI

## STRATEGIES AND ACTION PLANS

### Pilot actions on innovative management of historical sites

The management models realised within the project will be tested in 8 different pilot sites throughout Central Europe.

### Strategy of management of cultural heritage through the use of CCI

Starting from the lesson learnt by the pilot actions a strategy of a sustainable management of cultural heritage through the use of CCI is carried out. It contains all the aspects analysed in the pilot actions and will be endorsed by the local policy makers.

A recommendation on minimum investment to ensure the sustainability of cultural sites management with the use of CCI is also provided.

## TRAINING

The core of this activity is a jointly developed training at transnational level, tailored according to specific territorial needs and target groups.

New managerial skills and capacities of public and private sector for the sustainable use of the cultural heritage will be improved.

Public administrations staff and CCI operators are jointly involved in the definition of training. New innovative approaches to better support competitiveness and employment in particular at regional and local level are proposed.

The aim is to internationalise local strategies, increase capacity and professionalism to work at EU level.

## TOOLS

### Creation of tools to improve the management of historical sites

Management models and a Policy Handbook will be created to address the policy makers and/or cultural facility managers to conceive a new and sustainable management of cultural heritage by using CCI, in line with smart and public-private cooperation criteria.

### Creation of tools to involve citizens in the historical sites enhancement

Guidelines and a dedicated application aiming at citizens' involvement are developed to raise awareness of importance and the potential of historic buildings among citizens. A strong network will be formed between CCI-administrations-citizens-stakeholders at local and transnational level.

### Creation of training model for historical site management

Local and transnational trainings are developed based on the needs of CCI and public administration staff in charge of historical sites management. Improved skills will allow for a better management and sustainable valorisation of the historical sites. A total of 29 training sessions come to life during the implementation phase.

## PILOT ACTIONS

### Pilot 1

Strategic Thinking - Quadruple helix in the old town centre - Genoa

### Pilot 2

Creativity for historical identity preservation: Writers hub for Vodnik's heritage preservation - Ljubljana

### Pilot 3

Social innovation and integration: Intercultural Garden in Z-Bau North Garden - Nürnberg

### Pilot 4

New Media, Old City: access to jobs for young people - Bydgoszcz

### Pilot 5

Environmental sustainability: Green economy in Marganovo - Rijeka

### Pilot 6

Integrated tourism services: Integrated tourism offer in Predlice District - Ústí nad Labem

### Pilot 7

CCIs marketing, promotion and networking: Marketing and Promotion in Manifattura Tabacchi - Milano

### Pilot 8

New technologies and innovation: Innovation in North Praga District - Warsaw

05  
2017

Finalisation date

06  
2018

Finalisation date

10  
2017

Finalisation date

05  
2019

Finalisation date