

DANUrB



Interreg



Danube Transnational Programme

DANUrB





Danube Transnational Programme

DANUrB



urb/bme



SLOVAK UNIVERSITY OF
TECHNOLOGY IN BRATISLAVA
FACULTY OF ARCHITECTURE



University of
Belgrade

Overall project budget: **2.703.844,00 €**

ERDF contribution: **2.176.798,14 €**

IPA contribution: **121.469,25 €**

THE PROJECT IS CO-FUNDED BY THE EUROPEAN UNION (ERDF and IPA II)

We have 20 project partners and 19 associated partners from 7 countries

Lead partner: BME - Budapest University of Technology and Economics

Photos: Gergő Papp, Tamás Fenes, Márton Nagy



2018 is the European Year of Cultural Heritage (EYCH 2018). The overall objective is to encourage the sharing and appreciation of European cultural heritage, to raise awareness of our common history and values, and to reinforce a sense of belonging in a common European space.

The DTP DANUrB project has been labelled as a relevant project on culture and/or creative industries for the EU Year of Cultural Heritage 2018 because it seeks to achieve one or more of the objectives of the Year laid down in Decision (EU) 2017/864 of the European Parliament and of the Council of 17 May 2017 on a European Year of Cultural Heritage (2018).

DANUrB

DANube Urban Brand - regional network building through tourism and education to strengthen the “Danube” cultural identity and solidarity



The Danube is the major element connecting cultures and commerce and allowing travel in the history of Central Europe. The cultural heritage imprinted in the built environment and the cultural life of riverside communities still bears witness to these rich connections. But the towns along the Danube today has become more isolated from one another, and cultural understanding between the different nationalities present in the region has much to improve. Large capital cities along the Danube are thriving centres of culture and economy,

but the positive effects of tourism and culture barely extend outside their administrative borders. Therefore, smaller towns hardly benefit from their riverside position, especially when it comes to the quality of life and cultural cohesion. The limited development possibilities of “rural urban” areas along the Danube make the sustainability of the region a big challenge. The question is how could the rich cultural heritage of the Danube contribute more to the socioeconomic development of these communities.





The value of local culture and heritage is rarely understandable without a greater context. The connective forces of the Danube, which defined much of the cultural richness of the region, are mostly underused in the field of culture and tourism.

Danube cruises are the only successful tourism products connecting this outstanding chain of cities and landscapes along the river, but these work only by their isolated business models, insignificantly contributing to the economic and cultural cohesion of local communities. Even in the Upper Danube regions, where riverside tourism has a well-established system, local communities see their cultural

heritage as consumer goods for visitors and less as potentials for their own development. In the Lower Danube regions tourism is not even a considerable factor of economy or culture. New narratives would be needed to improve the attractiveness of these places. The coherent reading of the similarities, connections and differences in the cultural heritage and contemporary needs of these communities could make considerable impact on the consolidation of these regions, becoming also one of the richest and most visited destinations in Europe.





The DANUrB cultural network aims to strengthen the Danube regional cultural identity and to create a common brand by fostering transnational cultural ties between the settlements along the Danube, and by exploring the unused or hidden cultural and social capital resources for a better economic and cultural return. The main goal of the project is to create a comprehensive spatial-cultural network, a “European Cultural Promenade” connecting communities along the Danube. DANUrB helps to create a unified tourism destination brand, offering thematic routes and development possibilities that can increase the number of visitors and can prolong their stay in the region. The project targets the local communities, intended to be more connected to the Danube, to use better their cultural resources, and to direct them towards a more sustainable development trajectory as parts of a lively chain of settlements along the river. Project partners - universities, regional municipalities, NGOs and professional market based agencies - create a network and a common platform to work together with a wide range of cultural stakeholders. The resulting sustainable cultural and tourism strategy will prove that a common Danube Urban Brand can bring both social and economic benefits.



DANUrB aims to reveal the underused cultural heritage and resources in towns organized spatially along the Danube, connecting these to create viable cultural collaborations and tourism products. In accordance with the project's spatial-cultural strategy, the aim is to re-brand the previously neglected local resources to a unified cultural destination, bringing better access to culture for locals and better economic outputs based on the increased interest of visitors, finally reaching the unexplored small towns from the large cities of culture along the river.

DANUrB is a project to valorize cultural heritage for the maximum benefit of local communities. The partnership focuses on the previously unexplored cultural heritage with a real potential to integrate these into an interconnected system. Such heritage assets can be various: examples of industrial heritage, heritage of the communist past, fortifications, traces of commerce, or even intangible living cultural traditions can be easily connected to the great stories along the Danube. These heritage items are well known to the locals, but due to the lack of a coherent strategy of valorization at present no one has faith in their potentials.





To reveal and connect these places, DANUrB defined four categories in the heritage valorization matrix.

HERITAGE LANDSCAPES SHAPED BY THE DANUBE

- Riverside spaces, which in their function and history show how people used to live together with the river. These places can become the most important public spaces of communities, having also the best potentials to host visitors.

HERITAGE OF ART & ARCHITECTURE

- Cultural influences extending along the Danube shaped also the architectural styles used in these towns. Artistic and architectural trends were adapted to the special riverside situations. As a result many unique buildings were built, having still much in common with those in other settlements up- and downstream.

HERITAGE DEFINED BY THE ECONOMY OF THE DANUBE

- The Danube was the major economic resource for many communities. Even if the basis of local economies changed, artefacts of the industrial heritage, of shipping, fishing, agriculture and trade, as well as special constructions remain as storytellers, and also as unique structures ready to be re-used for contemporary purposes.

HERITAGE DEFINED BY THE SOCIO-CULTURAL LIFE ALONG THE DANUBE

- Traditions, folk art, gastronomy, crafts and knowledge related to the Danube are part of the rich intangible cultural capital of the region. Such traces of the socio-cultural life



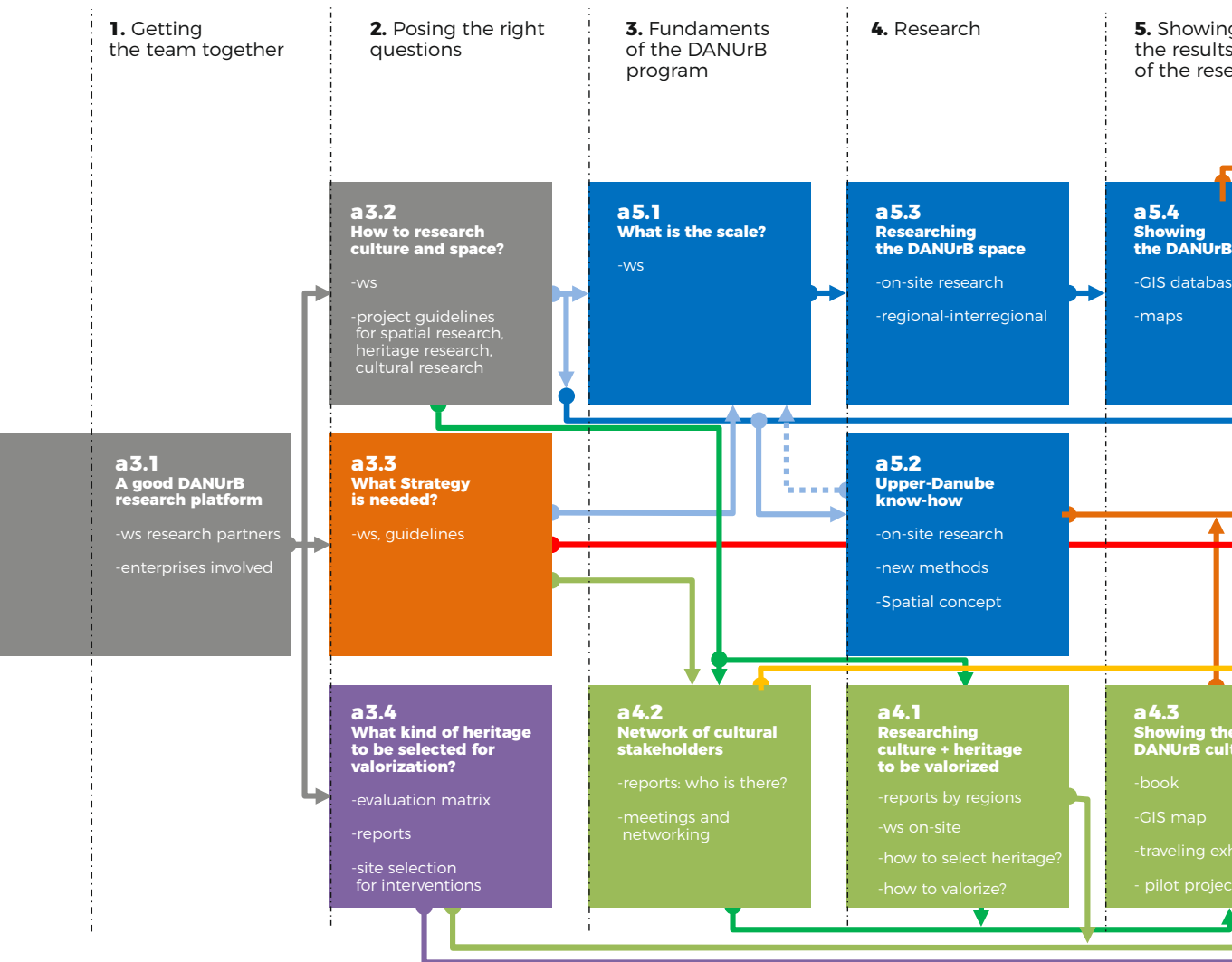
should not disappear, as these define both the local identity and the cultural integration of such local identity into a wider Danubian context.

None of the results of the DANUrB programme can be useful without the involvement of stakeholders who operate at a daily basis in the spatio-cultural context of the Danube. Only local stakeholders can take real action, and valorize their cultural heritage for a stronger local and transnational cultural identity, for more attractive, liveable and sustainable communities along the Danube. The DANUrB partnership consisting of 20 carefully selected organizations can deliver tangible results only if the three main objectives of the programme are developed with these stakeholders.

The **DANUrB CULTURAL NETWORK** can help to create an interregional community for the local and professional stakeholders involved. **DANUrB STRATEGY** can show to stakeholders the needed actions to get more potential out of the cultural heritage, contributing to a more cohesive, lively, and economically resilient community. **DANUrB TOURS** can put on the map the cultural heritage in the settlements along the Danube, giving stakeholders more opportunities to bring life and attention to the heritage items they care for. Achieving these objectives will lead to a self-sustainable Danube Cultural Promenade, where local communities benefit from their cultural heritage connected by the Danube Urban Brand.



The project will be implemented between **January 2017** and **June 2019** (30 months)



g
s
earch

6. Pilots for the valorization of DANUrB heritage

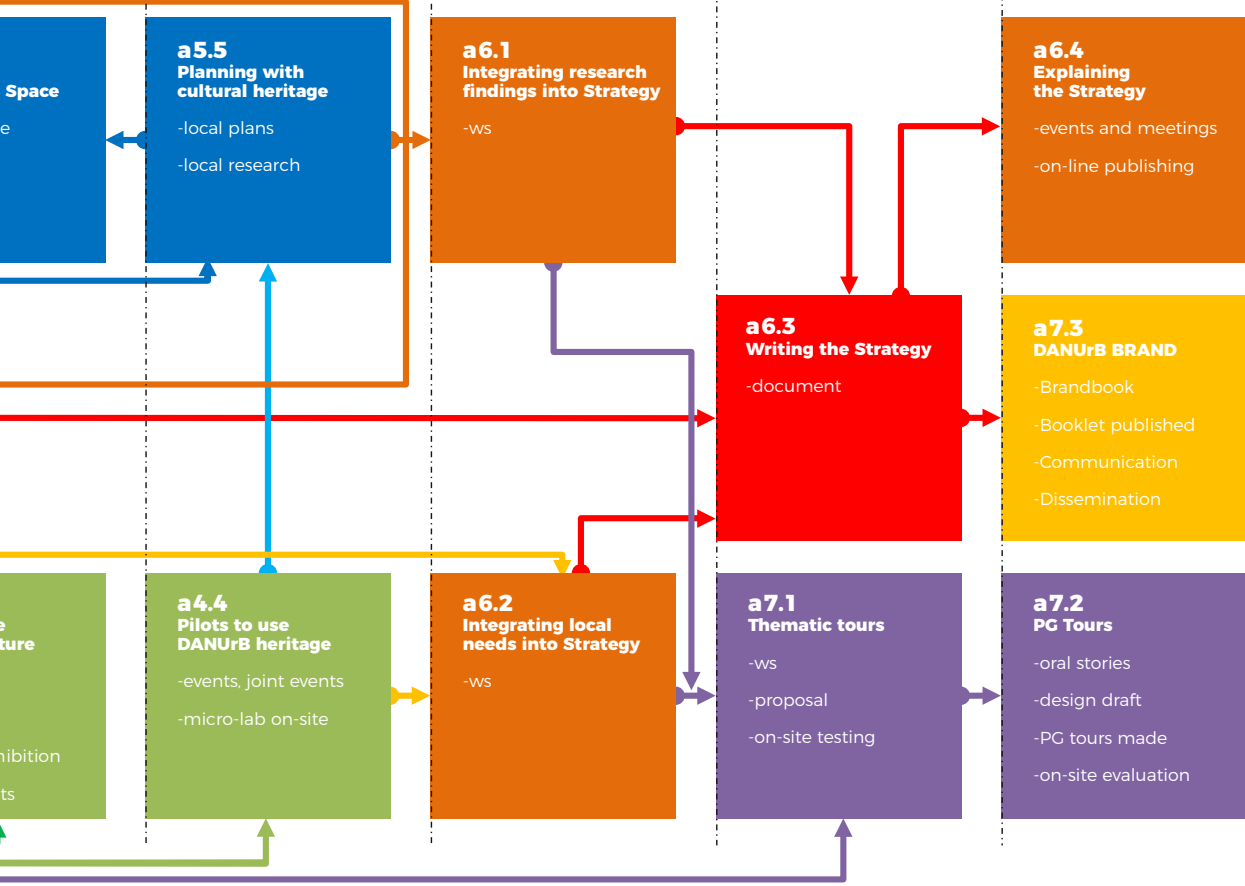
7. Integrating results for a Strategy

8. Documenting the results of the DANUrB program

9. Putting into action the results of the DANUrB program

WP5
Space

WP6
Strategy



WP4
Culture

WP7
Tours

**THERE
ARE 3
SPECIFIC
OBJECTIVES:**



DANU_rB CULTURAL NETWORK:

for creation of a cross-European cultural space

Encouraging international dialogue and managing collaboration between research and cultural institutions, municipalities, private enterprises and civil society will construct strong basis for long-term sustainable development. The objective is the creation of a cross-Danubian public space in abstract as well as in physical meaning, filled with real cultural activity, during and after the project implementation.

DANU_rB STRATEGY:

for transnational spatial development program

A strategy for development of cultural, spatial and heritage resources along Danube, that will support a program which reflects the global and the local scales and is based on a deep research of the potentials and local conditions. In collaboration, experts in spatial planning, cultural programming and tourism management will define the spatial logic and cultural identity of the region to be branded as a main European Cultural Promenade.

DANU_rB TOURS:

for new thematic routes on the Danube cultural promenade

Creation and real implementation of new routes, connecting cultural heritage and lifeways by specific topics: common history, architecture, and socio-cultural processes. Unexplored region-specific heritage like common communist past and local narratives of living cultural uses will be re-interpreted for new valorization. The collected tourism products will be marketed effectively together by existing tourist-media tools. Pocket Guide is an application used by one million users worldwide, having 150 destinations today. The new tours will be integrated into this platform to assure real promotion of the revealed tourism products.

DANURB PRACTICAL RESULTS

1 On-site spatial, cultural and heritage research to create a knowledge base of the heritage assets, stakeholders and the spatio-cultural context along the Danube



2 Pilot activities in selected towns at the Danube, connecting the local people to their heritage with exhibitions, festivals and installations



3 Danube Cultural Promenade as a platform for the cultural network along the Danube



4 Thematic tours and mobile application „PocketGuide“ used by many tourists all over the world to connect cultural heritage sites and bring attention to the towns along the Danube



5 DANURB Strategy as a common spatial-cultural action-plan for the valorization of cultural heritage along the Danube, collecting various toolkits for specific sites



HOW TO COLLABORATE?

The DANUrB program is about partnership and collaboration, we have 20 project partners, 19 associated partners, several local and regional organisations and enthusiastic citizens from 7 countries.

We work in different horizontal and vertical levels, national and international workgroups while creating a cultural and social network. Our partnership is open to any support, idea and contribution whether it is about education, tourism, culture, heritage or the Danube.

Join our DANUrB community and be part of our emerging network!

If you would like to receive information about our results and programs or join our activities and events, please contact us at:

danurb@urb.bme.hu

For further information visit our website:

<http://www.interreg-danube.eu/approved-projects/danurb>

Follow us on Facebook:

<https://www.facebook.com/DANubeUrbanBrand/>





www.interreg-danube.eu/danurb

