



Interreg



EUROPEAN UNION

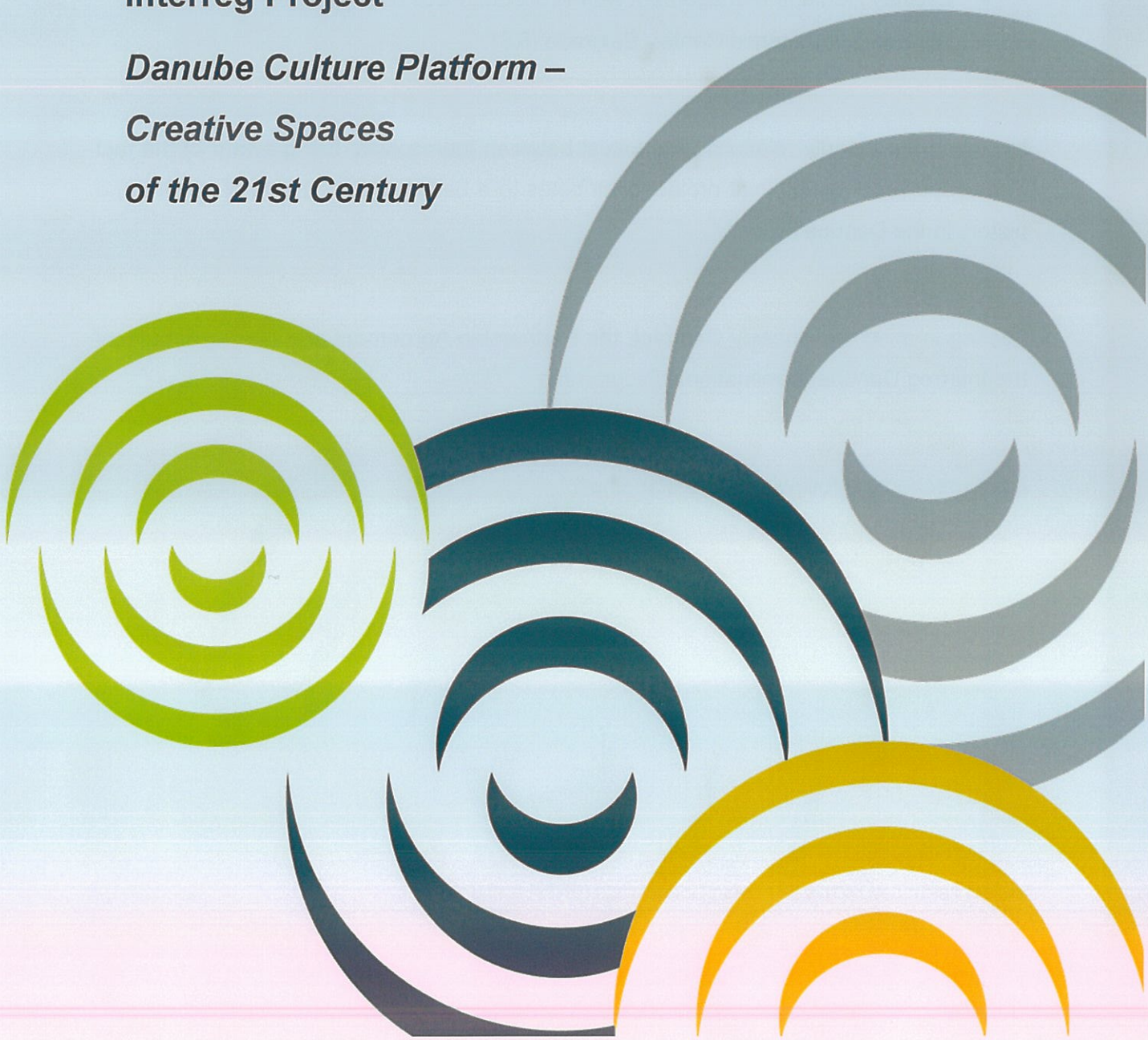
Danube Transnational Programme

CultPlatForm_21

**Memorandum of Understanding
of project partners**

**on Cooperation in the frame of the
Interreg Project**

*Danube Culture Platform –
Creative Spaces
of the 21st Century*



The project partners of the “Danube Culture Platform” project hereinafter referred to as “the Sides”:

- Federal Chancellery of Austria, Division of Arts and Culture (Lead) (AT)
- Upper Austria Culture Quarter) (AT)
- Ministry of Science, Research and Arts Baden-Württemberg (DE)
- Ministry of Culture and National Identity of Romania (RO)
- Ministry of Culture of the Republic of Bulgaria (BG)
- Ministry of Tourism of the Republic of Bulgaria (BG)
- City of Regensburg (DE)
- Zsolnay Heritage Management Non-Profit Ltd, Pécs (HU)
- Danube Competence Center, Belgrade (RS)

based on the friendly relations which exist between themselves; being aware of the fact that cooperation on the joint project contributes to a better understanding of culture and history in the Danube region;

bearing in mind the Subsidy Contract, the Partnership Agreement and the regulations of the Interreg Danube Transnational Programme,

have reached the following understanding:

Introduction

In the course of history the Danube area has experienced a chequered past resulting in a culturally and historically rich but fragmented territory. It has witnessed the doom of Empires, World Wars I and II, the Holocaust, a crime against humanity, the wars in the Balkans in the 1990ies, and migration - forced and voluntary. At last, two antagonistic political and economic systems have contributed to territorial imbalances. (Im)material cultural heritage is the (in)visible testimony of it.

The Interreg project “Danube Culture Platform – Creative Spaces of the 21st Century” (hereinafter referred to as “the project”) was dedicated to the hidden, forgotten, invisible cultural heritage of the Danube region. The main objective of the project was the development of an innovative, multilevel policy framework for cultural routes in the Danube region. This was followed by further topics and activities:

- **Expansion of Cultural Routes:** creation of the Policy Learning Platform as network and think tank of stakeholders from EUSDR countries. A series of workshops and conferences took place and strategies for cultural routes were developed.
- **Discovering Hidden Heritage:** through the study “Our Hidden Danube Heritage – Guidebook on Resourcing Hidden Heritage for Tourism” and a collection of hidden heritage sites.
- **Making the Invisible Visible:** pilot projects, artistic and technological (3D applications), following the theme of “Heritage Reloaded” and the concept of making the invisible visible and usable in terms of cultural tourism.

In this way, the project sought a response to multiple themes: the interpretation of historic places and events in a contemporary way, the experience of culture and the development of new cultural tourism offers along the Danube for a 21st-century audience.

Article 1 - Sustainability

The Sides encourage future cooperation and exchange. In the light of sustainability the Sides will maintain and promote the network of the project and will promote and communicate outputs and results.

Article 2 - Approach

Hidden heritage was defined as invisible because it is situated below ground level (e.g. archaeological sites), destroyed, banned or repressed for political or societal reasons, disappeared, little known or of an immaterial nature. The project embarked on a search for traces of history to discover hidden places of cultural heritage and so evoke bygone historic events and facts. The Sides will continue to work against forgetting and to create awareness of cultural diversity and history in the Danube region.

Article 3 - Transferability

New technologies and artistic means contribute to conveying historic places and events in a contemporary way. Interpretation and facilitation by (new) narratives is important for a new culture of memory and remembrance. By making the invisible visible through new technologies and the development of (new) narratives, new perspectives were opened up and (new) consciousness was developed. In the light of transferability the “Guidebook on Resourcing Hidden Heritage for Tourism” might be exploited by similar projects to develop the potential of hidden heritage for tourism. Furthermore, methods of the Pilot Projects, using either artistic or digital intervention on the hidden and forgotten as tools for the contemporary interpretation of heritage, are best-practice examples that can be realised everywhere.

Article 4 - Commitment for Culture

In line with Activity 3.3. the Sides have implemented a multiannual cultural routes strategy for the Danube region. In the course of the project three workshops of the “Policy Learning Platform” have taken place, “Discovering Hidden Heritage”, April 2017 in

Vienna, “World Heritage and the Facilitation of History for the Audience of the 21st Century”, June 2018 in Linz and “Creating Memorable Experience”, October 2018 in Regensburg. As concrete project result, this memorandum encloses a multiannual Cultural Routes Strategy for the Danube region, an outline for a Small Project Fund and two strategies for Cultural Routes.

Article 5 - Consideration of Results

In the course of the project, during workshops and conferences the fundamental tools and basic instruments for further work were developed. Quite a number of activities and ideas could be suitable starting points for taking activities further. The Sides stress the importance of considering possibilities for the further development of project results such as the collection of hidden heritage sites, the “Interpretation Framework for Cultural Routes Based on Hidden Heritage in the Danube Region”, the research for the prolongation of European Cultural Routes, the establishment of an Artist-in-Residence platform or the advancement of a Danube Small Project Fund.

Article 6 -Follow-up

Some partners are willing to continue cooperation in the frame of a future Interreg project “Danube Culture Platform – Chain-linking through ART“ („CultPlatForm - DonauART“).

Article 7 - Duration

The present Memorandum of Understanding will take effect upon the date of signing. It will remain effective until 30 June 2022.

Article 8 - Symbolic Character

The present Memorandum of Understanding has pure symbolic character marking the finalisation of the project. It will not create any legal or financial obligations under national or international law.

Memorandum of Understanding

Signed in Regensburg, on 24 May 2019, in one original document in English. Each project partner receives a copy of the undersigned text.



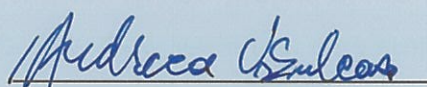
Federal Chancellery of Austria, Arts and Culture Division (Lead) (AT)



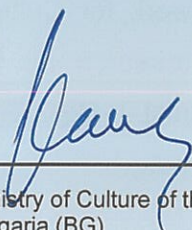
Upper Austria Culture Quarter (AT)



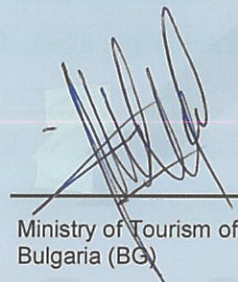
Ministry of Science, Research and Arts Baden-Württemberg (DE)



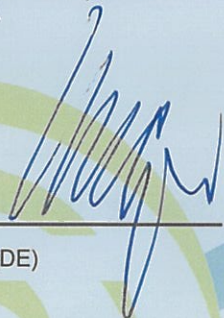
Ministry of Culture and National Identity of Romania (RO)



Ministry of Culture of the Republic of Bulgaria (BG)



Ministry of Tourism of the Republic of Bulgaria (BG)



City of Regensburg (DE)



Zsolnay Heritage Management Non-Profit Ltd, Pécs (HU)



Danube Competence Center, Belgrade (RS)

Annex 1

Multiannual Cultural Routes Strategy

The multiannual cultural routes strategy was followed by the 3 – Year work programme of the Policy Learning Platform (PLP). The Policy Learning Platform (PLP) was conceived as knowledge resource and think tank accompanying the project with the aim of developing two strategies for cultural routes as the outcome of interdisciplinary exchange within an participatory framework. Step-by-step the workshops followed relevant themes and ensured participation experts and key actors from culture and tourism. Three workshops have taken place:

- WM1: Discovering Hidden Heritage, Contemporary Approached for Culture & Tourism, Vienna, April 20th 2017
- WM5: World Heritage and the Facilitation of History for the Audience of the 21st Century, Linz, June, 7th 2018 and the Cultural Routes workshop on June, 6th, 2018
- WM6: Creating Memorable Experience, An Interdisciplinary Journey to Art and History, Regensburg, October, 12th, 2018 including the workshop „Developing Cultural Routes Strategies“

Cultural Routes Strategies

Hidden Heritage as a Characteristic of the Danube Region

The key objective of the Danube Culture Platform was to develop two strategies for cultural routes regarding the hidden heritage in the Danube region. The development of new cultural routes is beyond the scope of the project, thus the undertaking of several working meetings and conferences was to find inspiring topics and approaches to further developing cultural routes in the Danube region. The project partners finally agreed on the

1) Interpretation Framework for Cultural Routes based on Hidden Heritage in the Danube Region

2) Topics for the Prolongation of European Cultural Routes based on hidden heritage along the Danube

Putting Hidden Heritage in Context

Hidden heritage is put in a cultural and historic context to establish grounds for recognising, framing and revealing connections between the cultural heritage in its known forms and its hidden part. The aim is to create holistic and memorable experiences taking into account participation as well as new perspectives and new qualities of perception. Hidden heritage is the point of departure for interpretation by artistic methods and new technologies which contribute to conveying historic places and events in modern formats. The aim is to share stories, define important themes and engage in artistic processes for the interpretation of heritage through

- the mediation of contemporary arts allowing visitors to meet, experience artworks and get involved,
- digital reconstructions or applications linked to the specific experience of a place,
- the creation of networks (museums and art spaces, Artist-in-Residence programmes in the Danube region,
- images, personalised storytelling and re-enactment.

1) Interpretation Framework for Cultural Routes Based on Hidden Heritage in the Danube Region

The “Interpretation Framework” is applicable to existing or new European cultural routes or initiatives in the Danube region. The term ‘ Interpretation Framework’ is used to describe a flexible and broad approach for guidelines on audience development and interpretation. It broadens themes and messages, explores the bigger picture, the societal context and communicates various aspects of history in a unique way. Interpretation helps to foster understanding, create visitor experiences and make them engaging, memorable and fun. It seeks to engage people in the meaning of things relating to their own lives in a way that the place, object or people being interpreted are better understood and respected.

At the heart of the vision is the promotion of innovative formats and audience development for cultural heritage through collaborative partner effort. This leads to the proposal for an “Interpretation Framework for Cultural Routes in the Danube Region” and interpretative themes based on the hidden heritage in the Danube region, tangible, intangible, visible, invisible, digital or little known. Contemporary arts and new technologies are important means of interpretation. Hidden heritage is seen as an interdisciplinary field contributing to the development of new narratives towards the culture of remembrance:

• **Invisible Culture and History**

The Danube Culture Platform has brought together a wide range of topics related to the Danube region, from which existing and future cultural routes can select for the creation of new narratives.

• **Personalities from the Danube region**

Almost forgotten, invisible or unknown historical personalities might also be the starting point for new narratives to keep the hidden heritage alive.

Invisible Culture and History

Cultural Heritage and its Legacy

- Hidden heritage: forgotten aspects of cultural heritage
- Events in history
- Difficult pasts
- Dissonant heritage of the 20th century

Remembrance Culture

- Jewish heritage
- Creation and expulsion

Values and Images

- World heritage sites and their outstanding universal value
- The Danube region as the cradle of human culture

- The Romans as a connecting theme
- Fine arts, performing arts, music and literature from the Danube region
- Architecture and design
- Places, e.g. museums, archaeological sites, fortresses and citadels

Making Connections

- Transport infrastructure: e.g. airports, railway stations, TV towers
- Bridges
- Historical architecture

Crossroads to Present, Past and Future – East/ West, North/ South

- Migration
- Minorities
- Religious heritage
- Conurbations: cities in the Danube region

Power and Control

- The Limes
- The Iron Curtain
- Trade and commerce
- Tollgates
- Stability and economic prosperity
- Resistance and civil commitment
- Military infrastructure
- Power plants, nuclear power plants

People and Daily Life

- Lifestyle
- Leisure
- Thermal baths
- Hotels, tourist infrastructure
- Houseboat colonies
- Food, cooking and recipes
- Rituals

The Story of the River

- The river as a connection
- River features
- Harbours
- Boats and ships
- Shipping
- Channels
- Dams
- Transforming landscapes

- Ecology
- Bank-side sites
- Islands
- Sunken islands
- Caves
- Fishing

Personalities from the Danube Region

Historic and contemporary

- Kings, emperors, artists, writers, inventors, scientists e.g. Elias Canetti, Jules Pascin

Women

- e.g. Bertha von Suttner, Sophie Scholl, Catharina von Greiffenberg, Hannah Senesh, Women in Black

Known and unknown

- Committed personalities
- Special attention to couples from the Danube region e.g. Albert Einstein and Mileva Marić, Stefan and Gisela von Bayern

2) Themes for the Prolongation of European Cultural Routes

The second proposal for a cultural routes strategy was developed from the research and the pilot projects of the Danube Culture Platform that seem to be valuable suggestions and could be taken as connecting points for the extension of existing cultural routes:

- The pilot projects “Stereoscopes” in Upper Austria (AT), the “Regensburg Danube Art Lab” (DE) and “Golubac Fortress / Tabula Traiana” (RS) for the Roman Emperors and Danube Wine Route
- The pilot project “Discover Hidden Heritage in Vidin” (BG) for the European Route of Jewish Heritage
- The pilot project “See the Invisible Sopianae in the City of Pécs” for routes dealing with Christian Heritage
- A survey of the project partners of the Danube Culture Platform yielded possible connections with the Atrium Cultural Route – Architecture of Totalitarian Regimes of the 20th Century: Nazi infrastructure and architecture in Upper Austria, socialist architecture in Bulgaria and the history of Ada Kaleh in Romania.

Annex 2

Sustainability for the Future: Developing a Small Project Fund for the Danube Region

As part of the Danube Culture Platform, the Baden-Württemberg Ministry of Science, Research and Arts has conducted a feasibility study on a future **Danube Small Project Fund** (DSPF). The vision is a fully implementable, region-wide funding structure based on public-private partnership.

The study outlines the different dimensions of a potential DSPF for Culture. The notion of a Danube Region wide funding scheme for small culture projects has been discussed for many years in the framework of events of the EU Strategy of the Danube Region.

The study aims at investigating the needs, best practice cases and the various factors that determine the establishment of the fund. A key aspect of the study is the analysis of data from a key informant survey that was carried out in 2018 to determine the requirements and expectations of such funding. Hence, artists as well as experts and decision makers of cultural institutions from eight countries of the Danube Region provided their opinions through an online questionnaire. The findings helped to gain a better picture of the needs for funding of cultural actors, which is a key input for the further development of the DSPF to ensure a target oriented funding offer. The future implementation of this funding tool would fulfil the long-time requirement of artists and cultural actors to raise little amounts of money to start cooperation projects while radically reducing bureaucracy and further administrative obstacles (e.g. pre- and co-financing).

Moreover, a long list of relevant existing funding schemes and opportunities for artists and cultural institution is compiled to provide an overview of the funding landscape in the Danube Region (with several examples on EU, regional and national level as well as the private sector).

Considering the difficulty of internal funding of such a fund, the conceptual study also delivers a detailed case study of the international network TRADUKI, a renowned funding (and policy making) structure for the support of literature translation, residency

programmes and transnational culture promotion. TRADUKI is a relevant best practice model for the future DSPF as it succeeded in attracting private and public funds among others publishers, literature agencies and national ministries of culture in the Danube Region. The case study offers valuable insights that are basis for the development of a fund of culture in the Danube Region.

Beside the conceptual background, the study features the Danube Region as a diverse area that brings about different languages, currencies and most importantly different jurisdiction. This complexity makes an area-wide funding scheme necessarily a complex mission. In this sense, the study outlines some of the key challenges and proposes potential solutions.

Finally, the study derives feasible options that depend on the targeted scope and financial endowment of the potential funding scheme: 1) The Foundation Set-Up; 2) Constant Pooling and Distribution; 3) The Project Based Relay Set-Up. This three options were also developed to present potential decision makers in the public and private sector closable options. Furthermore, the study outlines a draft course of action for the set-up of a funding scheme including respective timeframes and milestones.

As an immediate follow-up action, it would be highly desirable to design and implement a simple pilot call for small-scale projects in the Danube Region.

The project partners of the Danube Culture Platform consider the establishment of the DSPF as important aim for their joint future efforts. They are committed to continue the strategic development of this innovative transnational funding tool if all necessary conditions for the cooperation work are provided.

Date: 24 May 2019