

# NATURAL & CULTURAL HERITAGE

3 STEPS TO CREATE A STRATEGIC, TRANSNATIONAL  
AND SOLID PROJECT

DTP Thematic Seminar  
Prague, 14 December 2019



# A STRATEGIC PROJECT

## Danube Transnational Programme – Link with Europe 2020 & EUSDR

### Macro-regional strategy:

- Integrated framework
- Common challenges
- Contribution to economic, social, territorial cohesion
- Cooperation in special areas
- Synergies and coordination between existing policies
- Priority Area 3: Culture & Tourism



EUSDR

<http://www.danube-region.eu/>

Action Plan

<http://www.danube-region.eu/about/key-documents>

PA3 Culture & Tourism

<https://www.danubecultureandtourism.eu/>

Targets

Priority Area 3 "To promote culture and tourism, people to people contacts"

- I. Develop a Danube Brand for the entire Danube Region based on already existing work
- II. Support the implementation of a harmonised monitoring system, dedicated to tourism, able to provide complete and comparable statistical data in all the 14 states part of the EUSDR
- III. Develop new and support existing Cultural Routes relevant in the Danube Region
- IV. Develop green tourist products along the Danube Region
- V. To create a 'Blue Book' on Danube cultural identity
- VI. Ensure the sustainable preservation of cultural heritage and natural values by developing relevant clusters, and networks of museums, interpretation and visitors centres within the Danube Region
- VII. Promoting exchange and networking in the field of contemporary arts in the Danube Region



## Characteristics and potentials of the Danube region

- Socio-economic differences
- Administrative fragmentation
- Frictions of historic origin

ADDED VALUE  
THROUGH  
CHANGE!

- Cultural diversity
- Variety of natural environment
- Opportunities & unexploited potential
- Driving forces and new energies

## **Policy Framework for Culture: Legacy of the European Year of Cultural Heritage 2018**

- European Framework for Action on Cultural Heritage (European Commission)
- Council Work Plan for Culture 2019 – 2022: Sustainability in cultural heritage
- OMC Group Sustainable Cultural Tourism
- Council of Europe: European Cultural Heritage Strategy for the 21st Century
- UNESCO World Heritage

## European Framework for Action on Cultural Heritage

(Factsheet)

- Participation and access for all
- Smart solutions for a cohesive and sustainable future
- Safeguarding endangered heritage
- Mobilising knowledge and research
- Reinforcing international cooperation



Bojanas Ventzislavova, The History  
Theatre, Regensburg,  
Anatomy Tower at the Royal Villa  
© City of Regensburg, photo:  
Stefan Effenhauser

## Council Work Plan for Culture 2019 – 2022:

### Sustainability in cultural heritage

- Cultural heritage is both the manifestation of cultural diversity and a resource for sustainable cultural, social, environmental and economic development in Europe.
- Conservation, preservation and safeguarding, research, educational activities, knowledge transfer, financing, participatory governance and contemporary interpretation are key areas.

Project co-funded by the European Union funds (ERDF and IPA)



Reconstruction Roman Bath,  
Image: 7 Reasons,  
Museum of Upper Austria



## Capitalisation of results

- Danube Transnational Programme

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

- South East Europe Programme

<http://www.southeast-europe.net/hu/>

- Central Europe Programme

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

- Interact e-book: Connecting Cultures, Connected Citizens

<http://www.interact-eu.net/library/e-book-connecting-cultures-connected-citizens/pageflip>

# A TRANSNATIONAL PROJECT

## Composition of the partnership

- **Lead partner (LP):** transnational project- and financial management, signs the subsidy contract (MA), partnership agreements (PPs)
- **Partners (PPs):** transnational representation & expertise
- **All partners:**
  - Institutional, managerial, administrative, financial capacity
  - carry out activities according to Application Form, submit reports of project activities to payment claims



## **A successful transnational project partnership**

- Is balanced (actors/ country, distribution of activities/ budget)
- Is set up in a strategic manner, well adapted to its purpose
- Links competences closely to project objectives
- Is relevant for reaching outputs and deliverables
- Shows policy relevance through inclusion of decision makers
- Shows multi-level governance, integrated territorial approach through inclusion of different administrative levels or linkages accross sectors
- Pro-active, based on team work and intercultural sensitivity



Project	Danube Culture Platform – Creative Spaces of the 21st Century
Priority	Environment and culture responsible Danube region
Specific objective	Foster sustainable use of natural and cultural heritage and resources (2.2)
Duration	January 2017 - June 2019
Lead Partner	Federal Chancellery of Austria, Division II: Arts and Culture
Partners	9 partners and 10 ASPs from 8 countries
Total budget	€ 1,676,878.64
Website	<a href="http://www.interreg-danube.eu/approved-projects/cultplatform-21">http://www.interreg-danube.eu/approved-projects/cultplatform-21</a>
Communication Themes	Discovering hidden heritage (Study) Making the invisible visible (Pilot projects) Expanding cultural routes (Cultural policy network)
Thematic focus	Remembrance and expansion of European Cultural Routes

# Project Partners

Partners supported by the European Regional Development Fund (ERDF) and the Instrument for Pre-Accession Assistance (IPA)

Austria	Germany	Romania	Bulgaria	Hungary	Serbia
LP	PP2	PP3	PP4	PP7	IPA1
<b>FC</b> Federal Chancellery of Austria, Division II: Arts and Culture	<b>MWK</b> Ministry of Science, Research and the Arts Baden-Württemberg	<b>MCIN</b> Ministry of Culture and National Identity	<b>MC</b> Ministry of Culture of the Republic of Bulgaria	<b>ZSÖK</b> Zsolnay Heritage Management Non-Profit Ltd	<b>DCC</b> Danube Competence Center
PP1	PP6		PP5		
<b>SUA</b> Upper Austria Culture Quarter	<b>CR</b> City of Regensburg		<b>MTRB</b> Ministry of Tourism of the Republic of Bulgaria		

## Associated Strategic Partners

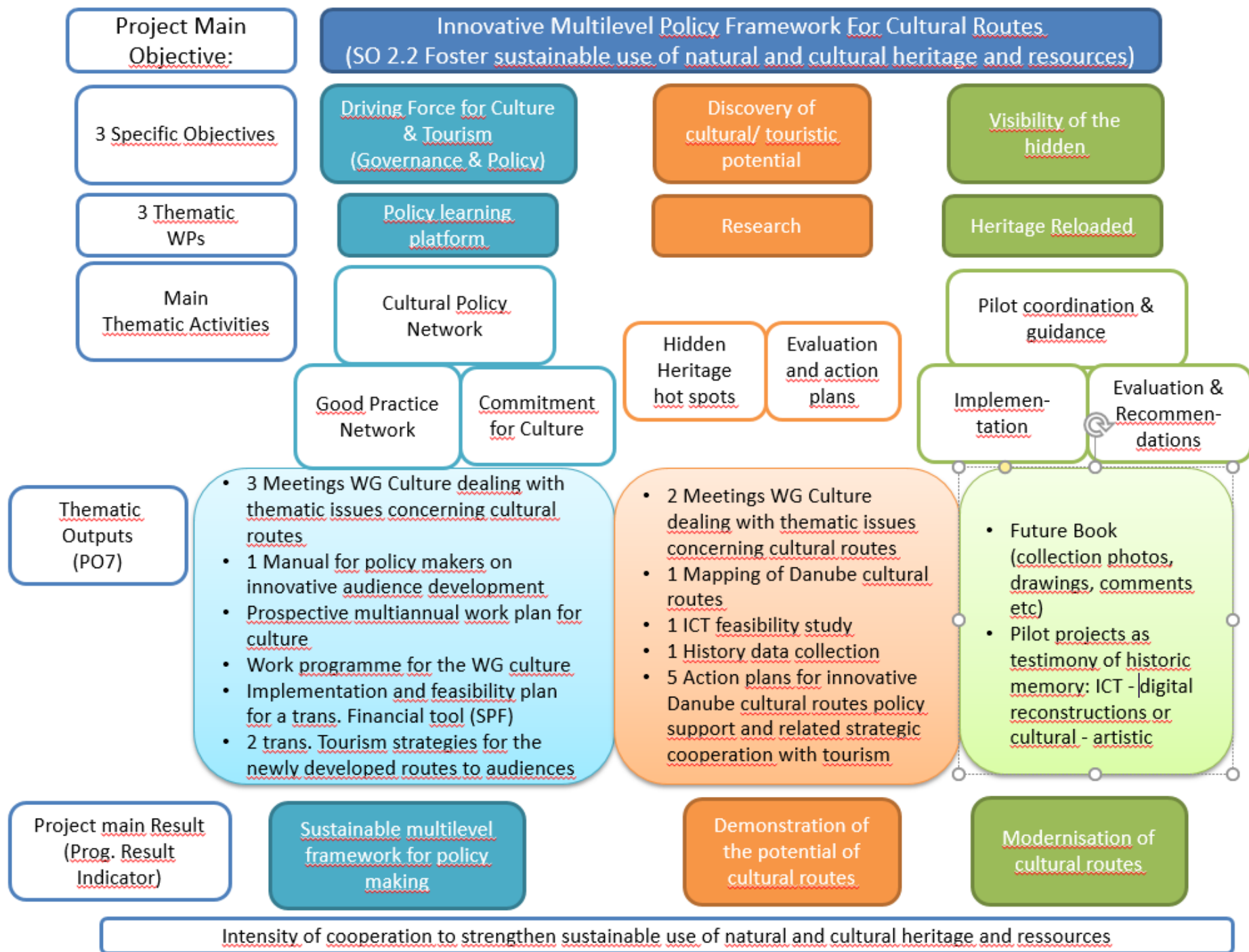
Austria	Germany	Luxembourg	Bulgaria	Hungary	Serbia	Slovenia
ASP7	ASP4	ASP6	ASP2	ASP3	ASP1	ASP10
WGD Danube Upper Austria Tourism Ltd.	Akademie Schloss Solitude	European Institute of Cultural Routes	Municipality of Vidin	Hungarian Limes Association	Academy of Arts Novi Sad, University of Novi Sad	MOTOVILA Centre for the Promotion of Cooperation in the Cultural and Creative Sectors
ASP8					ASP5	
Danube Cultural Cluster					Ministry of Culture and Media of the Republic of Serbia	
ASP9						
Cultural Network Lower Austria						



# A SOLID PROJECT

Alexandru Raavschi, Invasion  
of Interpretations, Regensburg,  
St. Georgen-Platz  
© City of Regensburg, photo:  
Stefan Effenhauser





## **Project requirements**

- Contribution to Europe 2020 Strategy & achievement of economic, social and territorial cohesion
- Transnational character
- Result-oriented approach through an intervention logic
- Coherence between programme and project intervention logic
- Contribution to at least two programme output indicators
- Activities and outputs linked with specific objective
- Concrete, measurable and durable outputs and results

## How to develop an intervention logic

- Reflect the path of the project taking necessary steps leading to a **positive change**
  - Status quo → change
  - Specific objectives
  - Activities
  - Outputs (strategy, tool, pilot actions)
  - Deliverables (e.g. report, poster, video etc.)



## Good management & Communication (examples)

### **Project management:**

- Project structure & internal guidelines
- Steering Committee Meetings
- Monitoring of schedules and deadlines
- Overview of outputs and deliverables, content-related control
- Continuous planning – review cycle
- Risk- and conflict management
- Quality management

### **Financial management:**

- Setup and maintenance of budget monitoring system
- Steering Committee Meetings
- Continuous target-performance comparison, reveal of deviations
- Financial preview, indication of risk potentials regarding transgression of flexibility rule, early warning system, Change management

### **Communication:**

- Communication Strategy
- Communication Reports
- Input to project website (Interreg portal)
- Newsletters
- Conferences
- Visibility events
- Presse conferences
- Press releases
- Folders
- Posters, Roll-ups
- Video
- Etc.



## Recommendations

- **Preparation:** prepare the project outline with a core group (territorial analysis, general context, objectives, competences, expertise)
- **Partner Meeting:** all partners
  - Ensure in-depth understanding of project, discuss ideas and needs
  - Distribute roles (e.g. study, pilot projects, conferences, workshops)
  - Select work package leaders (coordinating role)
  - Agree on a time plan based on periods, connect meetings & events
  - Inform about financial issues (prefinancing & reporting)

## Recommendations

- **Prepare the application:** collect information
  - send out grids for project partners data (name, data, relevance/thematic competence, benefit etc.)
  - Draft a work plan and design work packages
  - Send out grids based on your work plan (activities, deliverables, outputs)
  - Take written commitments of partners for different work packages
  - Send out grids for the budget

- Agree on target groups
- Set deadlines
- **Budget**
  - Read DTP rules, application package & control guidelines
  - Realistic calculation compliant with activities,
  - Respect eligibility rules (e.g. limits for budget shifts, procurement etc)
  - Balanced distribution of budget within partnership according to tasks
  - Agree on ASPs and their travel costs
- **2nd Step:** meet the JS and follow recommendations

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Project website:  
<http://www.interreg-danube.eu/approved-projects/cultplatform-21>



© Photo: Rainer Prohaska

 **Bundeskanzleramt**



DANUBE CULTURE PLATFORM  
THANK YOU FOR YOUR ATTENTION