

Offline Project Idea Form

Project idea name	ACTIVE HERITAGE
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Which of the priorities and the specific objectives fits your project idea best? (for more information please see www.interreg-central.eu section CENTRAL DOCUMENTS)	<p>Priority axis 3: Environmental and cultural resources</p> <ul style="list-style-type: none"> • Specific objective 3.2: To improve capacities for the sustainable use of cultural heritage and resources
What is the aim of the project idea? (What are the issues, problems, opportunities you want to address?)	<p><i>The aim of this project is to develop innovative strategies for creative reuse of historic buildings based on active community participation and contemporary creative practices. Local build heritage including historic houses, palaces, castles and manors are assets whose revitalization has emerged as a main feature in the social and economic development strategies of many European regions. However, because these projects are often directed by external actors without regard to realities and needs of local communities, many times they do not achieve expected results. While conservation of existing assets is fundamental, creation of new, additional values and elements, in order to fulfil current expectations of communities, has to be equally legitimate goal. Heritage management strategies, in order to be sustainable over long periods of time, require a bottom-up approach based on three principles: preservation of the heritage asset itself, benefits for the people of local communities and financial sustainability. Local residents are generally highly interested in their heritage and motivated to engage with it, but currently in Central Europe such involvement still fails to be established, mostly due to a lack of knowledge and skills of heritage managers and deficiencies in local capacities. The objective of this project is, through transnational cooperation, develop innovative and efficient strategies for creating meaningful and active historic places, designed taking into consideration local needs and potential.</i></p>
What are the planned activities and expected results?	<p><i>Planned activities are: Situation analysis and identification of the conditions under which successful heritage management can be a catalyst for economic and social development; Identification of active and participatory methods to engage citizen in the valorisation of cultural heritage; Building organizational capacity at the local level; Development and on-site testing of various models of combining heritage content, local knowledge and contemporary creativity (new uses of sites, for example, for education areas, creative and cultural incubators); Development of local action plans for creative cooperation of heritage site managers, local cultural organisations, educators and creative industries that would encourage experimentation, development of ideas and local talents while making the building accessible to local visitors and tourists; Various local pilot actions supporting the general project objectives.</i></p> <p><i>The expected result is a strategy for sustainable approach to heritage buildings revitalisation by methods of creating historically valued places which are at the same time culturally active.</i></p>

Partners involved at this stage	The City of Zapresic
Type of partner I am looking for (country, governance level, activity sector, expertise etc.)	<p>We are looking for competent partners and lead partner for both setting up and implementing transnational cooperation project.</p> <p><i>We are the University of Applied Sciences Baltazar Zapresic, founded in 2001, with close to 3,000 students enrolled at present. This makes us the biggest business school in Croatia which is funded exclusively from student's tuition fees. The University is located in Zapresic, 20 km from capital of Croatia, Zagreb, and offers a professional undergraduate study of business and management with three majors (Business Economics and Finance, Cultural Management, Office Management) and three professional specialist graduate studies: Project Management, Communication Management and Financial Management. It is important mentioning that due to our expertise in cultural management we are supporting our owner, the City of Zapresic, in revitalization of local cultural and historical heritage „Jelacic Manor“ and its reuse towards economically sustainable purposes : education-culture-tourism. The main objective is creation of sustainable and creative management model according to modern demands and local and regional unique advantages. „Jelacic Manor“ is a unique example of preservation of a comprehensive economic feudal complex owned by one of the most important figures in Croatian history, Croatian Governor and General in Habsburg Austrian Empire.</i></p>
Is your project a follow-up project? If so, of which and describe the link between the projects.	No

Please send the completed form to info@interreg-central.eu.

You can also post your project idea directly on the www.interreg-central.eu website, from the user profile. To register as a user please follow this link <http://www.central2013.eu/index.php?id=885>