



# PUNCH

*Participation of Underrepresented Citizens in the  
Valorization of Cultural Heritage*

## Collection of Good Practices



Gmina  
**Dąbrowa**



Co-funded by the  
Europe for Citizens Programme  
of the European Union





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# PUNCH

Participation of Underrepresented Citizens in the  
Valorization of Cultural Heritage

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# Content

5 Europe for Citizens Programmes

6 Introduction

7 About PUNCH

8 The Network

9 Cultural Heritage

10 EU Cultural Heritage

11 Tangible Heritage

12 Social Inclusion Opportunities through the Valorization  
of Tangible Heritage - collection of ideas

27 Intangible Heritage

28 Social Inclusion Opportunities through the Valorization  
of Intangible Heritage - collection of ideas

53 Natural Heritage

54 Social Inclusion Opportunities through the Valorization  
of Natural Heritage - collection of ideas

74 Digital Heritage

75 Social Inclusion Opportunities through the Valorization  
of Digital Heritage - collection of ideas





## ABOUT

# EUROPE FOR CITIZENS

Europe for Citizens is the EU's programme for funding projects that: help the public understand the EU's history, values and diversity. encourage citizens to participate and engage in democracy at the EU level.

For the 2014-2020 programming period, Europe for Citizens had a total budget of €187,718,000.

Europe for Citizens is the EU's programme for funding projects that:

- help the public understand the EU's history, values and diversity
- encourage citizens to participate and engage in democracy at the EU level.

### Funding Streams

#### *European remembrance*

The programme supports initiatives that:

- discuss why and how the totalitarian regimes that blighted Europe's modern history came into power
- look at the EU's other defining moments and reference points
- consider different historical perspectives

#### *Democratic engagement & civic participation*

##### ***Town twinning***

Projects bring together citizens from twinned towns to debate issues on the European political agenda. They develop opportunities for people to engage with each other and to volunteer at EU level.

##### ***Networks of towns***

Towns are encouraged to cooperate with each other in the long term to explore particular topics or themes, share resources and/or interests, increase their influence and/or face common challenges.

##### ***Civil society projects***

These projects give citizens an opportunity to participate concretely in the EU policy-making process. They stimulate debates to propose practical solutions to issues through cooperation at European level.

The Europe for Citizens programmes existed from 2014-2020. The new programmes is called ***"The Citizens, Equality, Rights and Values (CERV)"***.

**New!**



<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/programmes/cerv>



# INTRODUCTION

According to Eurostat, in 2015, there were 118.8 million people in the EU-28, equivalent to 23.7 % of the entire population, who lived in households facing poverty or SOCIAL EXCLUSION. The results for the EU-28 conceal considerable variations between the EU Member States: in Bulgaria, 41.3 % of the population was considered to be at-risk-of-poverty or social exclusion, while in Romania was 37.4 %, Greece 35.7 %, while Lithuania, Italy, Spain, and Portugal are around the 25%. Among the non-member countries, FYROM (41.6 %) and Serbia (41.3 %) show as the highest proportion in any of the EU Member States.

At the same time, the last Euro-Barometer (466) on CULTURAL HERITAGE shows that a large majority of the Europeans take pride in cultural heritage, and agree it can improve quality of life and a sense of belonging to Europe. More than 75% of respondents in each EU Member State agree that culture and cultural exchanges should have a very important place in the EU so that citizens from different Member States can learn more from each other and feel more European.

The project PUNCH, starting from this analysis, will be implemented in order to give underrepresented groups (women, migrants, and youth mainly) and disadvantaged young citizens the opportunity to give their contribution to the debate about the FUTURE OF EUROPE in general, and the FUTURE OF SOCIAL INCLUSION POLICIES (EU Pillar of Social Inclusion) AND CULTURAL HERITAGE, in particular.

The aim of the “2018: European Year of Cultural Heritage” is to encourage more people to discover and engage with Europe's cultural heritage and to reinforce a sense of belonging to a common European space. The slogan for the year is "Our heritage: where the past meets the future", which means EU Heritage has a big role to play in building the Future of Europe. That's the reason why the Punch project is targeted to underrepresented groups and disadvantaged youth, in order to give them the tools to have their say at the EU and local level. But how to valorize the EU Cultural Heritage for the social inclusion of disadvantaged citizens and the active participation of the underrepresented ones?

It will be possible thanks to the implementation of activities intended to:

- citizens' understanding of the Union, its values and priorities, its policymaking process
- giving the underrepresented citizens the tools to actively take part in the decision making process at the EU level (how to intervene in a Citizens' Dialogue, how to apply for a Citizens' Initiative, how to elect the representant to the EU Parliament, how to use Petitions to defense rights, and so on...)
- the promotion of best practices, for the valorization of the EU Cultural Heritage (the International events will be held during important Cultural festivals and celebrations and in European Capitals of Culture, UNESCO sites, etc...).
- giving the disadvantaged youth the opportunity to develop ideas concerning the valorization of their community's Cultural Heritage for social inclusion and social entrepreneurship purposes, sharing and comparing their proposals with their peers, during the International Meetings, and discussing the opportunity to put them into practice with their local policymakers.

European Cultural Heritage is, then, not only an opportunity for the social inclusion of disadvantaged youth and for boosting the European Cohesion, but it can become also a chance for underrepresented citizens to actively participate in the decision-making process.





# About PUNCH

"PUnCH: Participation of UNderrepresented citizens for the valorization of the Cultural Heritage" is a *Network of 16 partners* (4 Association of Municipalities, 5 Municipalities, and 7 Civil Society Organizations) from 11 EU Countries + FYROM and Serbia. Its main aim is to give disadvantaged young citizens and underrepresented groups the opportunity to intervene in the debate on the Future of Europe in general and the EU policies about the valorization of Cultural Heritage in particular.



This will be possible thanks to the exchange of best practices among the project partners on how a proper valorization of the Cultural heritage could be helpful in fighting against social exclusion and the training of 16 youth workers/policymakers and local administrators on how to organize the 5 Local Activities (in each country) concerning participation in the EU decision-making process, in order to have a say in EU.

The 6 International Meetings, with a total of 450 direct participants, will be held in Unesco sites, European Capitals of Culture, physical historical buildings renovated and re-used for social inclusion of disadvantaged youth. Moreover, some of the meetings are planned in occasion of important cultural local events (such as the Cerveira Art Biennial and the UNESCO Intangible cultural heritage of the “Mare de Deu festivity” in Algemesi). This choice, together with the communication strategy adopted (Social Media Strategy, E-Learning platform and materials produced) and the Local Activities comes from the need to assure to PUnCH the widest impact possible and it will permit to involve more than 40.000 indirect participants.

The expected outcomes can be measured also in terms of: Recommendations addressed to the relevant EU Institution concerning EU Pillar of Social Rights and proposals for the valorization of the Cultural Heritage for social inclusion, coming from disadvantaged youth and underrepresented groups from 13 countries.



<https://www.punchtwinning.eu>



# The Network



## ***Gmina Dabrowa (POLAND)- APPLICANT***

<http://ug-dabrowa.pl/>

## ***National Association of Municipalities in the Republic of Bulgaria (BULGARIA)***

<https://www.namrb.org/namrb-bodies>

## ***D'Antilles et D'Ailleurs (FRANCE)***

<https://www.dantillesetdailleurs.org/en/home-ngo-english/>

## ***E-Juniors (FRANCE)***

<https://web.facebook.com/EJUFR/>

## ***Opstina Raska (SERBIA)***

<https://www.raska.gov.rs>

## ***Razvojna agencija Sotla (SLOVENIA)***

[https://web.facebook.com/rasotla?\\_rdc=1&\\_rdr](https://web.facebook.com/rasotla?_rdc=1&_rdr)

## ***Mancounidad de la Ribera Alta (SPAIN)***

<https://manra.org/es/>

## ***Fattoria Pugliese Diffusa Associazione Culturale APS (ITALY)***

<https://www.fattoriapugliesediffusa.it>

## ***Asociatia Nameless Art (ROMANIA)***

<https://www.asociatianamelessart.org>

## ***Município de Vila Nova de Cerveira (PORTUGAL)***

<https://www.cm-vncerveira.pt>

## ***Citizens of Europe (GERMANY)***

<https://citizens-of-europe.eu/>

## ***Dimos Lariseon (GREECE)***

<https://www.larissa.gov.gr/>

## ***Municipality of Sveti Nikole (FYROM)***

<https://www.punchtwinning.eu/wp-content/uploads/2019/06/Municipality-of-Sveti-Nikole-pdf.pdf>

## ***Novi Sad – European Capital of Culture (SERBIA)***

<https://www.novisad2021.rs/en/>

## ***Association CHECK-IN (PORTUGAL)***

<https://checkin.org.pt>



# CULTURAL HERITAGE



***Cultural Heritage*** is an expression of the ways of living developed by a community and passed on from generation to generation, including customs, practices, places, objects, artistic expressions, and values. Cultural Heritage is often expressed as either Intangible or Tangible Cultural Heritage (ICOMOS, 2002).

As part of human activity, Cultural Heritage produces tangible representations of the value systems, beliefs, traditions, and lifestyles. As an essential part of the culture as a whole, Cultural Heritage contains these visible and tangible traces from antiquity to the recent past.



# European Cultural Heritage

Europe's cultural heritage is a rich and diverse mosaic of cultural and creative expressions, an inheritance from previous generations of Europeans, and a legacy for those to come.

It includes natural, built, and archaeological sites, museums, monuments, artworks, historic cities, literary, musical, and audiovisual works, and the knowledge, practices, and traditions of European citizens.

Cultural heritage enriches the individual lives of citizens, is a driving force for the cultural and creative sectors, and plays a role in creating and enhancing Europe's social capital. It is also an important resource for economic growth, employment, and social cohesion, offering the potential to revitalize urban and rural areas and promote sustainable tourism.



Tangible  
Heritage



Intangible  
Heritage



Natural  
Heritage



Digital  
Heritage



# TANGIBLE HERITAGE





# TANGIBLE HERITAGE

## *collection of ideas*

Tangible Cultural Heritage refers to physical artifacts produced, maintained, and transmitted intergenerationally in a society. It includes artistic creations, built heritage such as buildings and monuments, and other physical or tangible products of human creativity that are invested with cultural significance in society.

### ARCHEOLOGICAL RESERVE - MUSEUM OF BISKUPIN -



The archeological reserve operating at the Museum in Biskupin is one of the oldest and largest objects of this type in Europe. In its territory, there are full-size reconstructions of buildings from different periods, traces of which were found during archeological research. The object is adapted to be visited by a large group of tourists.

Special effort has been made to the adapted touristic path for people with disabilities and give them the best possible access to information and activity whatever their disability is.

A special volunteering programme aimed mainly at young and adult people from the local region, but also, in a wider sense, at students of archeology, tourism, cultural studies, and related disciplines. Under this programme, volunteers are recruited and work during the most intense tourist season. They receive comprehensive support and mentoring from museum workers who share their experience and knowledge. Those interested in history and passionate people can participate in animating activities for tourists, learn to talk about the past, and have the opportunity to participate in the development of effective historical education methods, especially about unique tangible heritage, represented by well-preserved relics of wooden constructions of the defensive settlement from Late Bronze Age (about 2700 years ago).

What  
offers?





# LE MOULIN DE VAL D'OR

The Mill is located in an ancient sugar house dating from the XVIII century and restored in an identical way. Its particularly is to be story mill with carved stones on buttresses and pillars.



## Why?

Maintain the legacy with the past and the Slavery System and colonization.

## What Offers?

- ACTIVITIES LINKED TO THE ANCIENT
- PRACTICAL AND TECHNICAL WORKSHOPS
- (BASKETRY, COCOA AND COCONUT TRANSFORMATION, MANIOC WHEAT TRANSFORMATION



[https://www.accueil-martinique.fr/FR/visite-le-moulin-de-val-d-or-\\_741721.html](https://www.accueil-martinique.fr/FR/visite-le-moulin-de-val-d-or-_741721.html)



# REMPART ASSOCIATION

REMPART is a French national NGO that welcomes everyone in A collective action, in a dynamic of development and social link. The association is present in all French regions to give everyone the chance to have a training and/or discovering experience linked to French cultural heritage. REMPART places the citizen as the person responsible for French common heritage and as its passageway to future generations.

## What offers?

Special attention is given to young people with fewer opportunities in need of strengthening their skills in order to find their way into the job world. Every young person wishing to acquire technical and theoretical skills in the field of archeology, restoration, or building is able to do it without fees by following one of the activities proposed by REMPART aiming to save and preserve cultural heritage.



*provide access for all to participation, commitment, and responsibility through the French cultural heritage.*

## Objective

For young people with economic obstacles, thanks to its donors REMPART has instituted for several years "training grants" for volunteers participating in a training course for facilitators. The main donor, Les Amis de REMPART, offers to reimburse transportation costs for trainees to reach training course sites. REMPART also supports young people to find scholarships offered by regional and local public institutions.

 <https://www.rempart.com/>



# DAYS OF QUEEN JELENA

The event cherishes the memory of the ruler and saint, Queen Helen of Anjou, the wife of King Uros I. In three days of holding, in an original way it represents the culture, tradition, and history of our region through cultural programs, old games, and crafts. The event is being held since 2006th at the end of May and the beginning of June. A series of several-day cultural and artistic events, such as art exhibitions, film projections, lectures, book promotions, workshops, concerts, and children's programs, which take place in Raška and the ports of the Gradac Monastery, become part of the cultural tradition of the city of Raška. Famous artists, writers, priests, actors, musicians, cultural and artistic associations participate in the event.

*Sensitized the society to accept people with disabilities as they are.*

## How?



## Objective

The way in which persons with disabilities have been involved in organizing the event so far are: making souvenirs and art objects that were presented by the representatives of the mentioned association within the events and acting in the play. The association "Reflection", in cooperation with the association of persons with disabilities "Srna", played the play "St. George kills the dragon". The play is dedicated to the centenary of the end of the First World War. The play was attended by high school students, members of the association "Reflection" and people with disabilities.



# ROGATEC OPEN AIR MUSEUM

The open air museum Rogatec is working on different projects that are taking place at the Rogatec Craft Center and the eco- herb garden. The main task of projects is the establishment of a craft centre, interaction of different generations including disadvantaged citizens (long term unemployed, young people, women) sharing of knowledge, diversification of tourism offer.

## Objective

*SOCIAL RESPONSIBILITY AND SUSTAINABILITY - by bringing together people who make a living through local materials and know-how, as well as new opportunities and insights.*



What  
Offers?



The Center also offers employment to disabled and other vulnerable groups from the Obsotelje and Kozjansko region.

## Mission

The mission of the Handicraft Centre is to discover and develop people's potential as well as to co-create space and opportunities for the development of entrepreneurship and tourism, and to preserve the natural and cultural heritage.



# ESCUELA TALLER (ET) PROGRAM

This program makes possible to hire vulnerable people, with difficulties to access the labour market, to reform and to put in value cultural and historical heritage.

In this way, on the one hand, the workers who are hired learn a profession, obtain an academic qualification and receive a salary for 1 year, and on the other hand, public heritage is repaired, restored and conserved for social use.

## Objective

*This project focuses on heritage, which is used to train and hire people who have difficulties to find a job and to improve their heritage, thus providing them with a social/corporate use: educational workshops for children, guided tours, etc*

 <http://www.labora.gva.es/es/entitats-col-laboradores-de-formacio>

Unemployed people with difficulties to find a job

## Target Group

## Example

Monastery of La Murta de Alzira, while it is being restored through this program there is economic activity (material is bought from companies, salaries are paid) and social activity (vulnerable groups are used for guided tours (an association of friends of La Murta is created), educational workshops are held for schoolchildren trained and inserted), once the program ends and the heritage is restored it is put to use by adults.





# OLTRE L'ARTE

The cooperative was founded in July 2008. It started with a group of young adults who wanted to create a job opportunity for themselves and for others in their hometown by investing in their own creativity and skills. The name means “beyond art” in Italian, underscores the principle and fundamental vocation of the cooperative: To advance Matera’s religious historical-artistic heritage, reopening to the public its ancient cave churches and monasteries which had remained abandoned for centuries, to give back to Matera its intrinsic spiritual significance (Matera’s prehistoric caves had been inhabited by monks on spiritual retreats) and lastly, to help visitors appreciate the city’s rich intangible heritage of spirituality, emotions, beliefs, and traditions. Going “Beyond Art” means to go beyond the material and focus on people and relations.



## Objective

*Going “Beyond Art” means to go beyond the material and focus on people and relations. That's why the main aim is to welcome the guests and visitors in a warm, fraternal way and help them take back from Matera something that goes beyond art*

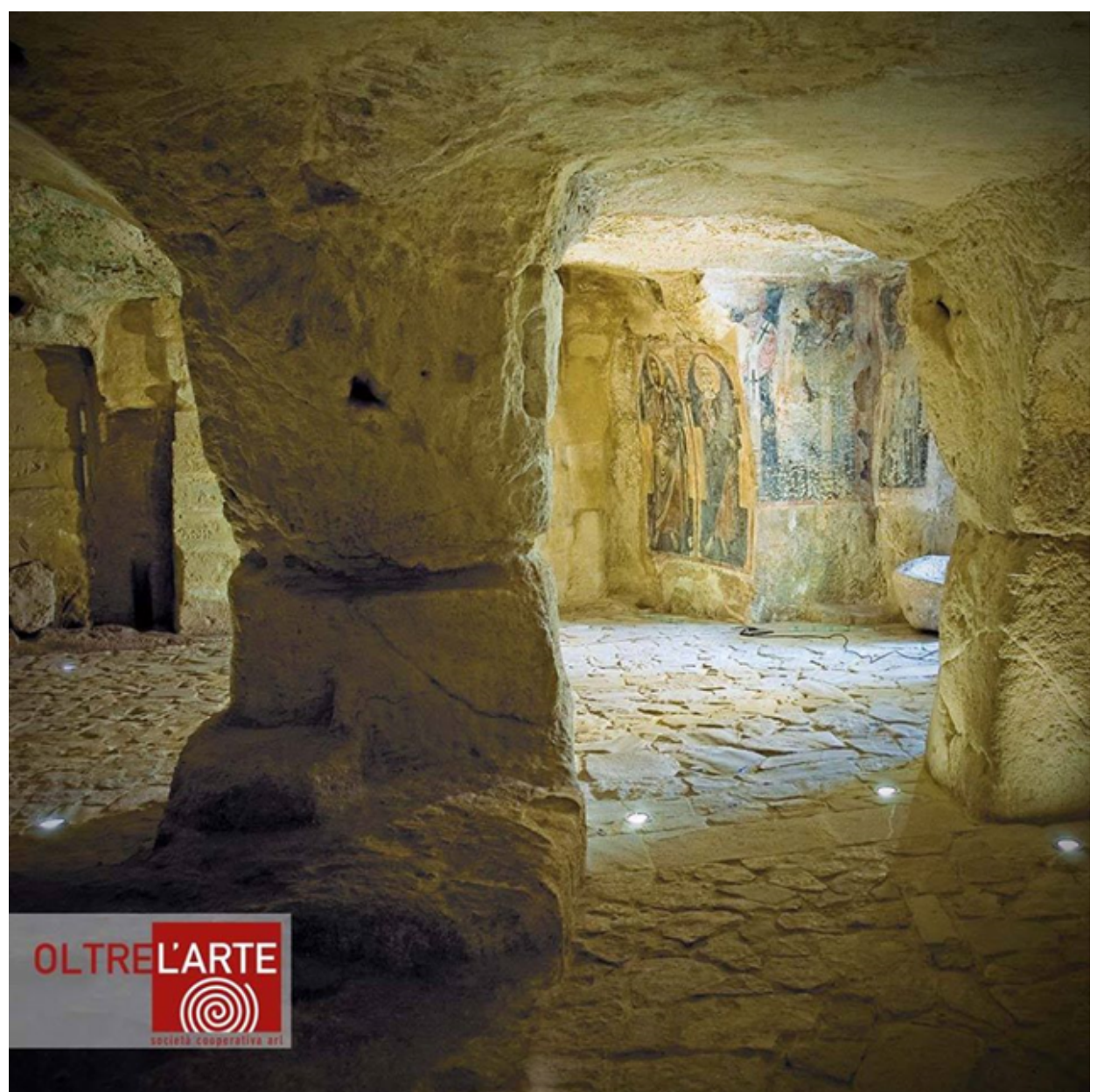
## Social commitment

Being a reference point for the advertising of activities of social and cultural interest.

## Religious and Community Tourism

Visiting the path of the Rupestri Churches of the Sassi di Matera, Unesco world heritage, means immersing yourself along a thousand-year journey of history, art, civilization, and faith.

Community tourism is based on different touristic activities that satisfy the common need of social relations, involving the underprivileged categories of a community.





# IZABELA MANDOIU BRAND

*The Traditional Romanian Symbolism*

The designer, Izabela Măndoiu, is a young woman who grew up in Arges County and decided to create traditional clothes inspired by the area where she grew up. She wanted to valorize the fabrics from her mother's dowry box where some clothes were in good conditions and some were slightly damaged. So, she mixed the old fabric with current materials. Another reason of why she creates everything based on traditional symbolism is from her grandmother's IA.



## Objective

*One of the main goal is to support women in the villages who continue to sew by hand. The main collaborators are women from villages who are aware that their work matters in persisting the traditions.*

 <https://izabelamandoiu.com/>



The products are sewed by hand, as in the past, and a typical blouse is done between four to six weeks, depending on its complexity.





# O CROCHET SAI à RUA... em CERVEIRA



In 2014, Vila Nova de Cerveira presented 'O Crochet Sai à Rua', one of the events that attracts thousands of people coming not only from various regions of Portugal, but also from other countries, with the purpose of ornamenting the streets and public buildings of Crochet with beer, surprising for the perfection of the works.

The event gained such prominence with the community that, in 2017, Vila Nova de Cerveira was the stage, for the first time, of a unique parade at national level, integrated in the successful project “O Crochet Sai à Rua”. Hundreds of brewers dedicated hundreds of hours to knit a collection of clothing exclusively in crochet, which was publicly presented in a parade called 'O Crochet Veste com Arte em Cerveira'. In addition to the 'passerelle', the event was marked by moments of dance, music, animation, and many surprises.

*To Whom?*

*'Crochet Sai à Rua' has the particularity of being a project of community involvement started in 2014, the result of a tireless dedication of the community with less access to Cultural Heritage, of the small merchants, parish councils and Private Social Solidarity Institutions.*

Hundreds of meters of crochet ornamented trees, public buildings, sculptures and shop windows, with pieces that harmonize tradition with modernity. In this way, Cerveira became the village of the art of crochet, managing to reactivate a secular art and put it back in fashion. A very successful first edition, with immediate responses and random work, gave rise to a necessary planning of the following editions (every two years) with the attribution of themes, in addition to highlighting the project with small notes during the events like the Day Valentine's Day or Holy Week.



# TAG DES OFFENEN DENKMALS

*Celebrating the variety of material heritage*

Every year in September, the German Foundation for Monument Protection coordinates the nationwide Open Monument Day. Whether a municipality, museum, church, association or company, everyone is invited to make their monument accessible on this special day. Whether castle, palace, church or garden. Whether industrial monument or disused ship. Whether bunker, windmill or archaeological site: Many people are unaware of the hidden treasures beyond well-known tourist attractions that can be found in their region. 4,000 organizers participated in 2021, and this despite the fact that Corona has made it more difficult to organize events and guided tours. In a normal year, even more than 7,000 places can be visited. 2021 the event was supplemented by digital monument formats: Virtual tours, interviews or drone flights. The Open Monument Day is aimed at the broadest possible target group: From technical and architectural experts to interested laypeople. From pensioners to young people and families. Everyone should feel addressed and invited. Since the Open Monument Day is realized primarily with the commitment of numerous volunteers, all offers are free of charge.



The history of the Open Monument Day goes back to since 1984 in France practiced "Journées Portes ouvertes dans les monuments historiques". After an initiative of the Council of Europe to establish European Heritage days in 1991, in 1993 the first "Tag des offenen Denkmals" took place in Germany.

Being the largest private initiative for the preservation of endangered architectural monuments in Germany, the German Foundation for Monument Protection provides advice and support to all partners. All events are bundled into a joint program. The organizers receive advertising material and a guide to the successful implementation of their event. A joint website, a central opening event, an annually changing motto and a nationwide PR campaign ensure maximum awareness of the day and a uniform appearance despite all the differences. A central opening event also ensures maximum visibility.

To give a regional example: In Berlin, the events 2021 were under the sign of the organ. In 2021, the organ was the instrument of the year in the Berlin area and the Open Monument Day was celebrated accordingly. With more than 800 known organs, Berlin is the largest organ city in Germany. Berlin organs can be heard in churches, synagogues, concert halls, museums, universities, schools, hospitals, cinemas, and even prisons. More than 80 different organ builders have left their mark in Berlin. On Open Monument Day, there were numerous guided tours, installations, and concerts celebrating this interface between material and immaterial heritage: The monumental instrument as a part of architectural history and the musical practice of organ music.



# THE MILL OF PAPPAS PROJECT

The “Mill of Pappas” is the most important monument of the modern period of the city. The building complex of the Pappa’s Mill is characterized as a historical listed monument by the Ministry of Culture. Mill of Pappas belongs to the Municipality of Larissa that has turned the complex into a cultural hub.



## Objective

- *To restore a significant monument of the industrial profile of Larissa. The purpose of the Municipality's intervention was to promote and re-use an abandoned shell to create a cultural space as a point of reference.*
- *To create the conditions for evolving into a focus point of the cultural sector, involving public, private and civil stakeholders that produce and offer cultural content.*

## Impacts

### ***Energizing the local government and its cultural entities***

As a focal point for culture and the “house” for many of the Municipal cultural organizations, the Mill played the role of a melting pot where closeness created interactions and interesting joint ventures. That resulted in other municipal cultural entities outside the Mill participating more actively in joint events and projects and offer more diverse content, not only for the general audience but also for special social groups (refugees, people with disabilities, elderly, youth etc. ).

### ***Perception of heritage and public space***

The Mill project was the first to incorporate modern uses in a historic monument, changing the perceptive of monuments from a “frozen” structure to a “living and breathing” public space. That experience led to more plans of “activating” monuments with new activities, as part of a “dialogue” between heritage and society

### ***Build social cohesion and recognizing diversity***

All the cultural entities now offer diverse programs (trainings, workshops, educational projects, etc) for more social groups, schools, children, adults and elders, people and artists with disabilities, various art disciplines and professionals. Also, all the festivals’ programs are designed after open calls, the main focus being to include as many diverse activities for all citizens and visitors.



### ***Culture as an equal contributor in city development***

Cultural industries and the creative sector have great possibilities of job creation, financial results and stabilization role in a time of crisis, while they can provide ample opportunities for more active citizens. Culture can also drive social entrepreneurship and awareness for the acceptance and promotion of cultural and social diversity in a global community.



### ***Showcasing the power of cooperation and synergies***

The experiment of the Hive presented in a public and open way the momentum that can be created and utilized when stakeholders work together and cooperate for a common goal. Involving a lot of different organizations in a common vision for lifelong learning, social inclusion and active citizenship, with culture playing an important role

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# HISTORIC AND ETHNOGRAPHICAL MUSEUM OF LARISSA

The Historic and Ethnographical Museum of Larissa (founded in 1973) is the second-largest of its kind in Greece (after the Benaki Museum) with a collection of more than 20.000 objects. The museum participates in social projects for cultural heritage and awareness.

## Objective

*Promoting and preserving the folk culture of Thessaly.*



## What offers



Offers children' theme workshops in both in the Museum and during events (Pinios River Festival, Christmas Theme Park of Wishes, Carnival, Easter, etc). Promotes the participation of underrepresented citizens in the valorization of cultural heritage through the organization of workshops for adults, for people with disabilities, and through the offer of educational programs for weaving, traditional outfits and jewelry, the unique stamped technique from Tirnavos, etc.



# MILAN PETROVIĆ PRIMARY AND SECONDARY SCHOOL

"Milan Petrović" Primary and Secondary School in Novi Sad (Serbia) is an educational institution for children and adults with disabilities.

## Objective

*It provides students with knowledge, adequate care and support through numerous programmes that have a holistic approach toward integration of persons with disabilities.*



## What offers

<http://www.suvenir.smp.edu.rs/index.php/prodavnica>

One of the programmes in "Milan Petrović" School is "Work Centre" where more than 200 people actively learn weaving, sewing, embroidery, pottery, candle-making and all sorts of combined techniques for making souvenirs and decorative objects.

Their works are later being sold in a local shop in the city centre and they can also be ordered online. This way, the students acquire new skills useful for the job market while preserving traditional crafts and souvenirs.



Thanks to the "Work Centre", "Milan Petrović" School has established partnerships with different companies who regularly order bags and souvenirs as gifts for their associates. In addition to that, the souvenir "Lala i Sosa" was promoted by the Provincial Secretariat for Labor and Employment and the City of Novi Sad as a support to the social economy.



# INSTITUTO MARQUES DE VALLE FLOR

Created in 1951 as a private institution of public utility, IMVF is a foundation for development and cooperation, that started its activity as an NGDO in 1988, in Sao Tome and Principe. From the 90s onward, expanded its action to other countries, mainly Portuguese Speaking Countries, and broaden the scope of intervention. In 2017 widened again the sphere of activities to new geographies in Africa and Latin America as well. The results achieved have turned IMVF into a key stakeholder in different areas of expertise and intervention such as Cooperation and Development.



## *Cultural Heritage Area*

IMVF has been working towards the enhancement of cultural identities, promoting them as dialogue, transformation, and innovation spaces. Our activity has focused upon cultural heritage recognition projects and on supporting participatory and solidarity processes, including local income-generating activities, such as sustainable tourism. In the past years, we have developed projects in three countries: Brazil, Guinea-Bissau, and Cape Verde, from which around 40 thousand people benefit on an annual basis.

 [www.imvf.org/en/home/](http://www.imvf.org/en/home/)





# INTANGIBLE HERITAGE



# INTANGIBLE HERITAGE

## *collection of ideas*

Cultural heritage does not end at monuments and collections of objects. It also includes traditions or living expressions inherited from our ancestors and passed on to our descendants, such as oral traditions, performing arts, social practices, rituals, festive events, knowledge, and practices concerning nature and the universe, or the knowledge and skills to produce traditional crafts. While fragile, intangible cultural heritage is an important factor in maintaining cultural diversity in the face of growing globalization. An understanding of the intangible cultural heritage of different communities helps with intercultural dialogue and encourages mutual respect for other ways of life.

The importance of intangible cultural heritage is not the cultural manifestation itself but rather the wealth of knowledge and skills that is transmitted through it from one generation to the next. The social and economic value of this transmission of knowledge is relevant for minority groups and for mainstream social groups within a State and is as important for developing States as for developed ones.

## *Intangible Heritage is*

***Traditional, contemporary, and living at the same time.***

***Representative*** - intangible cultural heritage is not merely valued as a cultural good, on a comparative basis, for its exclusivity or its exceptional value.

***Inclusive*** because we may share expressions of intangible cultural heritage that are similar to those practiced by others. Whether they are from the neighboring village, from a city on the opposite side of the world, or have been adopted by peoples who have migrated and settled in a different region, they all are intangible cultural heritage: they have been passed from one generation to another.

***Community-based:*** intangible cultural heritage can only be heritage when it is recognized as such by the communities, groups or individuals that create, maintain and transmit it – without their recognition, nobody else can decide for them that a given expression or practice is their heritage





# ARCHEOLOGICAL MUSEUM OF BISKUPIN

One of the missions of the Archaeological Museum in Biskupin is to educate about what actually heritage is, both tangible and intangible. In the second case, it tries to emphasize the importance of intangible heritage in creating local identity among people who are excluded from the process of the debate on its valorisation. What's more, the museum tries to emphasize the volatility and greater tendency to disregard or forget the contents of the intangible heritage in relation to material relics, which, if not properly cared for, may be irretrievably lost.

In order to initiate debate on intangible heritage, it organizes cyclical, traveling workshops, aimed mainly at children from small, local schools. Participants are educated about what the intangible heritage actually is, what examples they could have contact with, and what to do to keep this tradition alive.



In order to build the next generation of people cultivating certain traditions and being their transmitters, workshop participants take part in activities which allow them to learn about traditional crafts in various forms cultivated from prehistoric times to almost modern times. Thanks to direct participation in shows and workshops, children have the opportunity to get to know,



# THE BULGARIAN CHITALISHTA

As part of the UNESCO Representative List of Intangible Cultural Heritage of Humanity, the Bulgarian chitalishta are traditional cultural and educational organizations uniformly distributed across the whole territory of Bulgaria.

They are non-governmental self-regulatory organizations that perform cultural and educational activities aimed at safeguarding the customs and traditions of Bulgarian people, ensuring access to information, distributing knowledge, and familiarizing citizens with the values and achievements of science, arts, and culture.

The main objectives of the Chitalishta are related to:

- 1/development and enrichment of cultural life, social and educational activities in the town or village wherein they operate;
- 2/preserving the Bulgarian customs and traditions;
- 3/expanding the knowledge of citizens and their affiliation with the values and achievements of science, art and culture;
- 4/development and establishment of national self-consciousness;
- 5/providing access to information.



## *Social Inclusion Opportunities*

They are central to the process of transmitting intangible cultural heritage in the country, with elderly members playing a key role in encouraging young people to get involved. The efficiency of chitalishte is demonstrated by their increasing numbers over the years and the growing numbers of participants in their activities, representing all ages and population groups. With a view to popularizing and presenting intangible cultural heritage, the chitalishta organize festivals, celebrations, gatherings, exhibitions and establishment of local centres for documenting, archiving and handing over knowledge and skills.



# MAISON DU BÈLÈ

The Maison du Bèlè was born in the town of Sainte-Marie in Martinique, in February 2003. The town of Sainte-Marie, a rural town of 20,000 inhabitants is renowned for its strong roots in tradition. Today, there is a strong presence of elders who grew up in the bèlè. It was to bring them out of the shadows and give them the place they deserve that the Maison du Bèlè was created. Thus, it sets itself the following objectives: to honor the elders, custodians of an ancestral tradition to put these elders in touch with the rest of the Martinican and foreign population to immortalize this tradition for future generations to share. It presents a permanent exhibition set up in February 2003, which highlights the Samaritans who distinguished themselves in the bèlè, by animating the districts of the city since their childhood during bèlè evenings.



The Maison du Bèlè operates at several levels:

- Maintaining tradition through the transmission of knowledge (courses, workshops, conferences, debates, shows, etc.)
- The residences crossed with artists of traditional music from Africa, Latin America and Asia.
- The dissemination of bèlè through tours in the Caribbean and Europe, then in the rest of the world.
- The establishment of the Bèlè Mundo festival, during which the bèlè will be strongly represented.



[www.lamaisondubele.fr/presentation-de-la-maison-du-bele](http://www.lamaisondubele.fr/presentation-de-la-maison-du-bele)



# Maintaining tradition through the transmission of knowledge

All of the actions developed below are intended to ensure the transmission and maintenance of cultural values related to bèlè. From the most traditional pedagogy to the most informal meetings, the Maison du Bèlè is the place of meetings, information, and dissemination. This translates into 1/Internships and master classes; 2/conferences-debates; 3/shows and jam sessions; 4/meetings with other artistic disciplines; 5/the exhibitions of instruments, photos, videos, and sound; 6/creation of a media library; 7/CD production of bèlè artists; 8/the residencies crossed with artists of traditional music from Africa, Latin America, and Asia

Artists from the four corners of the planet live on average for one week at the Maison du Bèlè to share their artistic tradition and better understand that of Martinique. As with the bèlè, percussion and (or) dance are the meeting points for these artists. Workshops are offered during this week, as well as meetings with the masters of bèlè and an end of residency show. The Maison du Bèlè is keeping up with the time of the host country or continent by offering an exhibition, thus allowing the public to complete their knowledge of popular traditions.

## The dissemination of bèlè through tours in the Caribbean and Europe, then in the rest of the world



The Maîtres du bèlè tour outside Martinique on a regular basis, with the Metropolis as a starting point, a real hub of world music. French national stages and European institutional broadcasters should be associated with this broadcast. Identical work is being undertaken in the Caribbean. Secondly, the tours are extended to the rest of the world, with a preference for countries which have been the subject of a residency at the Maison du Bèlè.

## The dissemination of bèlè through tours in the Caribbean and Europe, then in the rest of the world

This event is essential for many reasons: It is a real showcase of the work accomplished at the Maison du Bèlè and the opportunity to produce on stage, in the company of other international groups, the Maîtres du bèlè and their young "students". The festival helps to communicate the Samaritan and Martinican artistic tradition nationally and internationally.



# FRENCH CENTER FOR INTANGIBLE CULTUREL HERITAGE

The FCICH is a place of information, documentation, training, reflection, recovery, education, and transmission, dedicated to the intangible cultural heritage (ICH) and cultural diversity. Located on the territory of the Marches of Brittany, it fulfills its task of organizing and cultural education, with local and regional partners. From the historical activity of the documentation center of the World Cultures Institute, it developed research, expertise, and network nationally, with an international dimension, around the implementation of the UNESCO Convention for the Safeguarding of intangible Cultural Heritage.



Today it is an association recognized in the French cultural landscape for its unique know-how in everything related to this singular heritage. There is no one culture, but cultures. Since its creation, the association has carried out an important work of promotion and diffusion of visual, popular, and contemporary arts, through monographic, collective, and/or heritage exhibitions.

## *Tasks*

In consultation with the Department of research management and science policy (DPRPS) Directorate General of Heritage (Ministry of Culture and Communication), which coordinates in France the implementation of the UNESCO Convention the FRCICH has set tasks:



- To publicize the Convention and educate audiences on the safeguarding of intangible cultural heritage in all its diversity;
- Document the ICH and encourage the dissemination of existing resources;
- Contribute to the production of knowledge on ICH, critical reflection on the ICH policies and their effects;
- Develop and facilitate networks of actors at different levels of ICH to encourage the sharing of experiences and dissemination of "best practice" backup;
- Inform and guide holders projects, including the inventory of ICH in France and nominations for the list of UNESCO, in close collaboration with the Committee for DPRPS and ethnological heritage and intangible;
- Participate in the monitoring of French elements included on these lists, in close collaboration with the DPRPS and the French association of elements inscribed on the lists of ICH UNESCO.





# KOLO

Raska inherits various forms of intangible cultural heritage that are passed on from older to younger and over time becomes more attractive, and younger generations, tourists, lovers of culture more and more likable. On the other hand, some forms of intangible heritage have a ritual form and are kept in the family circle and are also passed down from generation to generation. The most characteristic example that is increasingly practiced by young people and which is nurtured among young people is KOLO. There are several cultural and artistic societies in Raska: Raska, Frula, Brvenica, Cerenjski, where the members are mostly young, and we can say that these societies are a type of youth organization that nurtures and preserves intangible heritage.

## *What Represents*



The kolo, three-step kolo, and six-step kolo is a very popular folk dance in the current dance practice of Serbia and a vital form of traditional culture. It is performed by interlinked dancers, where the first and last ones have a distinct role in determining the progression of the dance, which usually unfolds along a semi-circular line, and only rarely along a spiral or a serpentine line. The kolo is always performed to the accompaniment of music; the dancers follow the music by performing various types of steps.

The kolo is always performed to the accompaniment of music; the dancers follow the music by performing various types of steps. The basic pattern of the steps involves moving to the right, hopping at the same spot, and then, moving to the left and hopping at the same spot, with continuous hopping.





Kolo dancing is an indispensable part of all gatherings, private and public celebrations, and it is performed by members of all social, professional and age groups, both in rural and urban environments. Along with the Serbian Orthodox population, which considers it as a national identity trait, it is also performed by other ethnic and confessional communities.

In addition to KOLO, TOASTS (POČAŠNICE, NAZDRAVICE) - ZDRAVICE, PIPE-PLAYING PRACTICE - FRULAŠKA PRAKSA and CLAMOR SINGING – PEVANJE IZ VIKI are also nurtured within youth societies.

*When?*

The kolo, as a traditional folk dance, has been inscribed on the Representative List of the Intangible Cultural Heritage of Humanity in 2017.

 <https://ich.unesco.org/en/RL/kolo-traditional-folk-dance-01270>



# KD LEGENDE - THE WALKS WITH THE LEGENDS



NGO Legends (KD Legende) is a small creative organization, which is engaging with interpretation, promotion, and education of cultural and also natural heritage. With our projects and educational activities, we want to raise awareness of the importance of maintaining heritage.

Last year they started with The walks with Legends in Obsotelje and Kozjansko region. On these walks, they tell local folk tales and myths, which they connect with general information of the place (history, geography, ethnology, archaeology...). They are guides and also storytellers. So far, they have had three one-hour long walks, which are taking place in two small towns: Šmarje pri Jelšah and Kozje. Some of the walks are intended for children and families (as walk Pravljичno Šmarje / Fairytale Šmarje), some of them for adults and children older than 10 years (walk Kdo straši v Šmarju? / Who is frightening people of Šmarje?). In this sense, they are promoting and keeping alive local folk tales, which otherwise could be forgotten.



Their walks can be interesting to include different disadvantaged groups because in one walk more people can be storytellers. It is interesting for the guests, that they have more storytellers and different interpretations of the stories.

Children and youth, which have problems during growing up, and also unemployed and other adults from social minorities can with storytelling and performing improve their communication skills, creative thinking, public appearance, also self-confidence, gain (working) experiences, and are thus more integrated into the local society.



As is already known, storytelling positively affects the person telling the story, because in the tale he is emphasizing what is important to him (of course the core of the story remains as it supposed to be!).



They are pleased that the walks are well accepted among the people. Therefore, they develop walks further. You can follow them on the official webpage and on Facebook Legende.



# FESTA DE LA MARE DE DÉU DE LA SALUT



The Festivity of “Mare de Déu de la Salut” in Algemés participates with a lot of inhabitants of this town. It has been celebrated since the XVIII century. During the two days (7th and 8th of September), different dances and groups take part in the street, in a festivity that was declared as UNESCO heritage "Masterpieces of the Oral and Intangible Heritage of Humanity" in 2011. It is one of the most popular street activities in the Valencian regions, Almost 1,400 people participate in street performances (theatre, music, dance) in two processions. “The involvement of the town’s inhabitants is the foundation for the continuity of this celebration” (UNESCO).

## *Target Group*

Women, young and elderly people, long-term  
unemployed people



# Social Opportunities

Thousands of people visit the village of Algemesi during this festivity, so during these days a lot of people are hired in restaurants, coffees, hotels, rental apartments, photographers, video makers,... The rest of the year, there is also an economic activity linked to the festivity as “all costumes, ornaments and accessories are handcrafted, and the dances and musical scores are passed from generation to generation”. It is a festivity organized and preserved thanks to the associations and the participants.



<https://bit.ly/2XqTvdS>

<https://bit.ly/3otYvtP>



This social fabric was of great help during Covid-19 pandemic. as it was shown by the campaigns. “Stay at Home” (Queda’t a casa) held by the Dancing Group “bolero Vell” of Algemesi, Algadins, Els Tornejants d'Algemesí, l'Escola de "tabal i dolçaina" Emtid Algemesí, la Societat Musical d'Algemesí, els bastonets, els volants, and other ritual dancers and local photographers.

A social media campaign was launched with the purpose to raise awareness about the importance of following the obligation of staying at home. The use of masks and social distance, held by "Nanos i Gegants" de BERCA Grup de danses d'Algemesí, la Muixeranga d'Algemesí i la Nova Muixeranga d'Algemesí



# CENTRO DI CULTURA POPOLARE



The "Centro di Cultura Popolare" ("Center of Popular Culture") from Melpignano is a cultural center that works in the field of training, In the "Other Training" sector, for the promotion of the Intangible Heritage, for Education for Sustainable Development and the valorization of rural culture. CCP was founded in 2014, with the headquarters In Melpignano (LE) thanks to the grants of Puglia Region-Project NIDI, New Business Initiatives.

The activities are taking place in their place or in the public spaces, in collaboration with schools, community administrations, other socio-cultural and artistic associations, the offices of the Juvenile Court, Multifunctional Day Centers, Therapeutic Communities, thus Increasing the number of participants.

Their activity ranges from Theater to Music, Dance, Canto, Arts in all its forms (graphic, pictorial, plastic, visual, etc.), to rural culture and to gastronomy and wine, without neglecting the discovering and the valorization, especially among young generations with a geographical and social obstacle, of techniques and ancient crafts, of agriculture, manual art and crafts. The main object of their studies is the knowledge of the community's Intangible Heritage. With a network of farms and tour operators, CCP develops proposals, actions, and activities in the field of experiential, responsible, and eco-sustainable tourism. It has an agreement with the Association BAI-Authentic Villages of Italy within the programme "Hospitable Villages".

In particular, they are organizing meetings, conferences, internships, courses, study plans, studies, and "memory archives", but also guided tours, animated trips, and study holidays.

## Methodology

The didactic, training, searching and in-depth methodologies follow the new experimental forms of "Integrated and personalized methodology" where the "theoretical lesson" is merging with the "practical and experiential" one, and the traditional one where the "transmission of knowledge" arrives from a "teacher" who has been able to preserve the knowledge of itself, "bear-witness" of a particular teaching, that is the results of a research or investigation.



From this perspective, 'popular culture' is seen as the 'architect' of the current changes, being marked as a 'source of inspiration' for creative, artistic, and expressive purposes. The 'communities' rich in this 'culture' are the protagonists of the cultural and pedagogical project where the eco-sustainability, respect for nature and earth, conservation of biodiversity, the enhancement of cultural heritage, is present, from the artistic to the landscape, the archaeological, the environmental, to the 'intangible' one.

The CCP should become a "school" (popular university) for the dissemination and promotion of culture, for the professional training, caring out as a first objective the conduction of permanent training activities. Their 'students' are participating in activities in order to learn, to deepen a passion, to socialize, to get back into the game, to create a new job opportunity, to have more opportunities or simply to get out of the 'disadvantaged' area. The role of the CCP is to bring anyone who has the curiosity and willingness to learn closer to culture, to qualify professionally, or develop an interest.



## *Developed Activities (2019-2020)*

**-GROWING IN THE NATURE-** Training project for minors and "young adults" from the Center of Juvenile Justice of the Court of Lecce.

**-MEDIOEVALIA NEL BORGO I and II Edition -** Artistic and cultural animation programme for the valorization of monumental evidence and the historical and cultural heritage of the area of Leverano (LE)

**-FESTIVAL MAGNA GREECE "Music and Ancient Flavors" Pieve Emanuele (MI) XX Edition -** Workshops for Schools "Tamburello Tarantella"

**-WOLVES AND WIRES -** Training courses on artisan weaving and days of animation "Harvest Canvas" with the involvement of the Migrant Communities and with the SPRAR of Lecce, Galatina, and Termoli.

**-EDUCATIONAL TOUR of GREECE SALENTINA "Stin Kardia - Lab At the Heart of Food" March 2019 -** "Grecia Salentina: traùdia u kristù, strine intorno al focolare Dicembre 2019"

**-CAMPUS Creative Holidays- Summer Creative Field- The Oasis of Conviviality**

**-THE MARKET OF THE RIGHT-** Organization of a market of KO Products with cultural animation and interventions of valorization the local agricultural and artisan productions

**-CAMPAGNE 2019 "The Nature that Cures -** Preparation of oleolites, ointments and creams" - Excursions: - "The Narrative Forest" -"Soleto Sulitea, the Crypt of Saints Stephen and Sofia"- "The megalithic Salento, specchie, dolmen and menhir"

**-LAB "At the Heart of Food" -** Internships and training meetings on traditional cuisine and the valorization KO of Sal products





CCP counts 11 staff members and a variable number of learners counting minors, adults and seniors reaching more than 200/year.

## *Social Programmes*

The educational center is collaborating for two years with RE-VOLUTION, a Juvenile Service of the Juvenile Justice Center for Puglia and Basilicata of the Department of Juvenile and Community Justice, which is offering an alternative educational system to the detention of young adults (16-21 y.o.)



CCP contributes to the reintegration into society of the young guests of the structure, coordinating and managing the Art and Nature lab "Growing in nature", which includes the "Orto Raccolto, Giardino Colto" initiative, designed to cultivate the body, mind and soul. It is an educational path (ecological citizenship) and training at the same time.

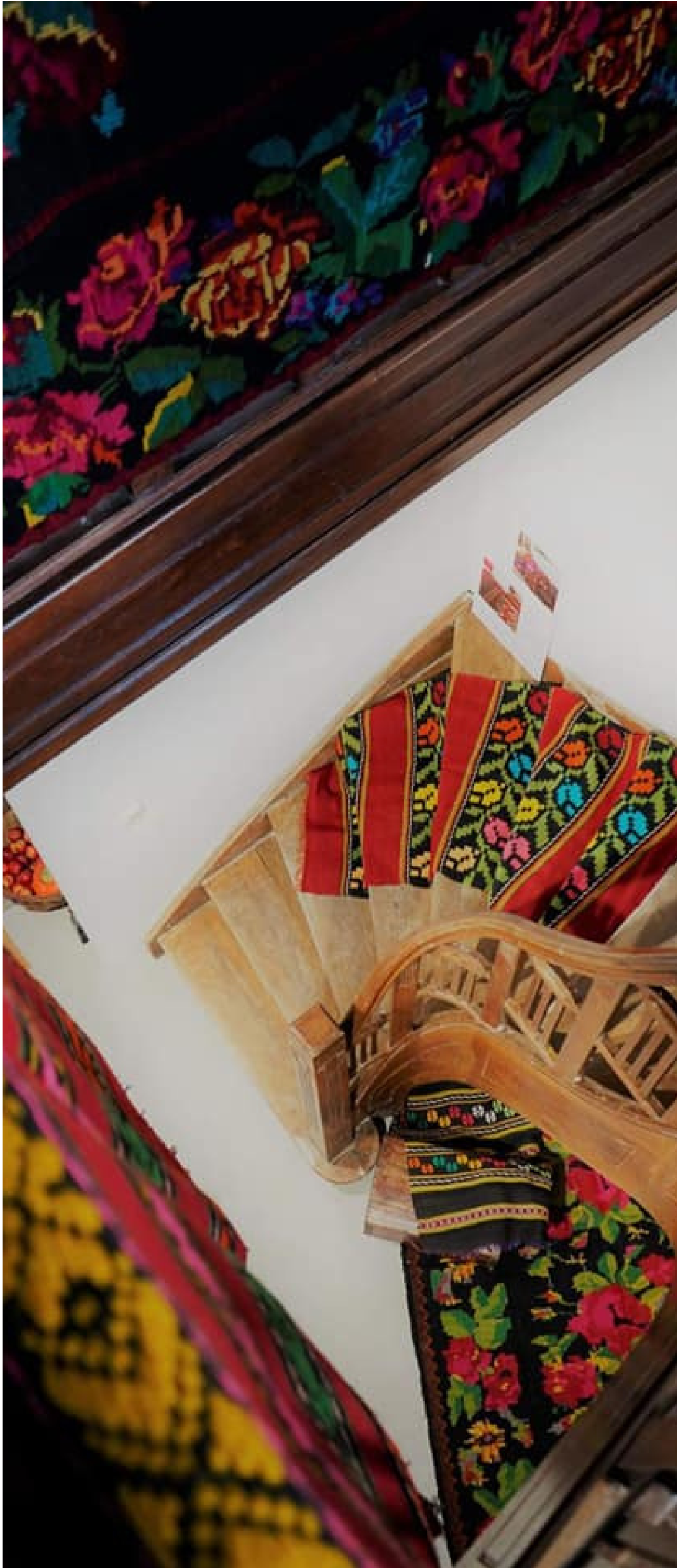
Through the joint learning of traditional agricultural and artistic techniques, learners are offered not only the opportunity to learn how to design and manage a VEGETABLE GARDEN and a GARDEN through all the necessary interventions for their construction and maintenance, but also to participate in installations and artistic performances, designed to trigger the identity processes linked to places (place identity).

 [www.facebook.com/ccpmelpignano/](https://www.facebook.com/ccpmelpignano/)



# MADE WITH LOVE ROMANIA

*The traditional wall-carpet craftsmanship*



## *The history*

In the past, the wall carpets were produced by weavers in communities of Romania and used not only as decorative features and sources of insulation but also as part of a bride's dowry.

## *The Craftsmanship*

A variety of techniques were needed to produce the pieces with impressive motifs. Certain patterns also indicated where the weaver was from. Techniques have changed from vertical or horizontal looms practised in some parts, to tight picking (thread by thread) and other forms with weavers now able to work from home. Their models include all the traditional elements of Oltenia- flowers, birds, animals, people, in various combinations of colors and themes.

These days, wall carpets are mainly appreciated as works of art for public and private spaces and exhibited at city festivals and ceremonies.



# Made With Love Romania

Today, the barks are often used only as carpets. And the small number of workshops that produce them makes them be seen as real objects of art, sought after by lovers of beauty and crafts in Romania and abroad. In this context, a series of businesses appeared on the market that continue to weave the story of Romanian carpets and a beautiful example is “Made With Love Romania”.

They are searching in the villages those rugs very special as design, some of them very rare and old, some of them in danger to be destroyed or they are buying from people who still have in their dowry chests and also from the small artisans who are not able to sell their products directly and to encourage them to continue.

## Social Opportunities

All the authentic rugs are made in the little villages of Romania, using traditional techniques transmitted from generation to generation, pieces of history and beauty, back into the contemporan decor. In Romania, years ago, in almost every countryside house, women were making beautiful wool carpets, blankets and kilims. This tradition is almost estinguished and now there are only few places where theRomanian rugs are still realized. Later on, the business it began to identify small workshops or women who are still making such fabrics, both in Oltenia region and in other regions of the country. Unfortunately there aren't many artisans anymore and this initiative wishes and wants to help pass on the craftsmanship to future generations.



In villages, girls learn the art form from their mother or grandmother, while in cities craft centers, associations, and colleges, as well as museums provide classes. Viewed as an expression of creativity and identity marker, wall carpet craftsmanship is also considered a tool to unite groups in society of different ages and socioeconomic backgrounds.

*The Romanian carpet is the key element, the work of art, that sanctifies the place.*



# QUEIMA DE JUDAS “BURNING OF JUDAS”



The Burning of Judas, one of the deepest traditions of satire and popular criticism that takes place on Holy Saturday in Vila Nova de Cerveira. It is a community theatre performance in which the pagan ritual of the death of the old year and the arrival of spring is recovered, in which Judas the traitor is condemned, and the resurrection of Jesus Christ is celebrated.

Judas is condemned to the fire, purging the bad events of the past year by fire. Before the symbolic moment of Judas' death, his testament is read, in which a set of councils, determinations and criticisms are left to the Vila, which, in a jesting way, help us to reflect on some of the current social and political problems. The testament assumes an aggregating element of the community and a moment of social and political satire.

All the involvement of this show is based on artistic creation, research, training and scenic experimentation, in order to present the public with a set of activities that go through urban intervention. To complement this show, Judinhas (little Judas made of cloth raised on a stick) construction workshops are also organized where the children participate for a week before the event. Simultaneously, owners of street shops are invited to decorate their spaces so that the night before Easter is full of joy.

## *Opportunities*

It is intended with this representation and party to actively involve the various associations in the municipality, recreational groups, the community and young people in the municipality of Vila Nova de Cerveira:



- Involvement of local and regional associations (atelier of little Judas)
- Collaboration of children from vulnerable families and people with disabilities
- Amateur theatre with the participation of local citizens



# The Berlin Commission

*Cooperative Idea as Intangible Cultural Heritage*

Between festivals, music and dance, cooperatives seem like a foreign body. But they are part of the Intangible Cultural Heritage of Humanity since 2016 and were Germany's first UNESCO nomination in this category.



The cultural form of the cooperative is not an exclusively German invention. Preliminary forms existed in Great Britain, France and Eastern Europe. But the foundations laid in the 19th century in the German-speaking world in the formulation of cooperatives are still having an impact around the world today.

In the center is the idea to organize economic, social or cultural concerns from the bottom up. *People with common interests come together in order to achieve common goals. Members become co-owners by purchasing shares in the cooperative.* Their vote ensures them co-determination and the possibility of active participation. As their vote is independent of the number of shares they purchased. *Cooperatives as a model for social participation are also opened up to less privileged sections of the population. Everyone can be a member with a limited investment.*

Self-administration, self-responsibility and solidarity are the values behind.  
800 million people worldwide are already organized in cooperatives. In  
Germany, 20 million people run around 8,000 cooperatives.



Examples are cooperative banks like Raiffeisen, agricultural cooperatives, housing cooperatives as a form of social housing or energy cooperatives as a contribution to the energy transition.

*Central is always the idea: common good before profit.* In this way, people work together to solve problems that the state or the private sector cannot or will not solve.

 <https://www.berlin-music-commission.de>  
<https://mwm-berlin.de/>



An example from Berlin shows the great diversity of possible cooperatives and also that this can be an organizational form for hip and modern initiatives.

The Berlin Music Commission has been since 2007 an association of now 155 small and medium sized players from the music industry. The goal is exchange and networking within and outside the industry. The focus is on consulting and coaching small and medium-sized companies and promoting Berlin as a music location.



One of their projects: ***MOST WANTED: MUSIC***-the Second largest conference for music and creative industry professionals in Germany. The goal is to enable practical know-how transfer, networking and exchange. Various keynotes, workshops and events shall inspire new perspectives and business models.





# CHRISTOPSOMO - THE SWEET BREAD OF CHRISTMAS

A holiday tradition that has its roots in ancient times, 'Christopsomo' is generally called the loaf of bread baked in Greek homes 2-3 days before Christmas. The difference from other breads is that this one has a lot of (dough) decorations, called 'plumidia'.



Christopsomo is by definition round and has a decorative cross in the middle. In Thessaly, the bread is made from thin screened flour, anise, and sugar and decorates with walnuts, almonds, sesame seeds, and pine nuts, that symbolize rich harvest, fertility, abundance, good luck, and family union. There are also decorations with symbolic meanings depending on the occupation of the household; these can include animals, harvests, fruits, haystacks, houses, vines, trees, a plow, etc. The Christmas bread of the Sarakatsani, which are nomadic shepherds depicts an entire flock and sheepfold.

The Christmas bread is blessed and cut by the eldest male, usually the grandfather, and only by hand; you can't use iron (that represents the power of evil) to cut into the bread since it represents the power of good and the body of Christ.

Also, in many parts of Greece they make buns, called "Christokouloura" that look like Christmas bread, but are smaller, which hang next to the icons for the whole year, strengthening the wishes of the family.

Although nowadays the Christmas bread is traditionally connected with a Christian holiday, the roots of preparing such a sweet bread can be traced to ancient times. At the end of the year (as we now measure it) the daytime starts to increase. For the ancient people, this meant that the circle of life, sowing fields, harvest time, birthing for flocks was starting again. So it was only fitting to offer thanks to the gods for the gift of light and the sun after the period of darkness. Many ancient celebrations took place during this time of the year: Saturnalia of the Romans, the feasts for the Egyptian sun god Ra or the Mesopotamian god Marduk, the celebrations of ancient Greeks of Adonis and Dionysus.



Food production and good harvests are also related to sunlight; for ancient people, grain was the most important harvest of all. The bread was one of the most important elements of the everyday diet, so an enriched bread, from the finest grain, with honey or petimezi, nuts and spices, and elaborate decoration was a most appropriate offer to the gods.



## Workshops

During the Christmas Theme Park “Park of Wishes” that is organized by the Municipality of Larissa - among other activities - children and elder visitors participate in baking Christopsomo and learn about this tradition through organized visits for schools, special needs schools and refugees.



# UDRUŽENJE DISTROFIČARA JUŽNOBAČKOG OKRUGA



‘Udruženje distrofičara Južnobačkog okruga’ is a humanitarian association gathering people living with muscular and neuromuscular diseases and their families. The main mission of the association is to raise awareness about the challenges their members face and advocate for infrastructural and social changes that will improve their life standard. In addition to that, the association empowers their members, helps them gain useful skills and enter the job market.

For more than a decade, the association has been providing their members and other people with disabilities with a space where they can express themselves through art and take part in decoupage, pottery, painting, weaving and sewing workshops - ‘Osi Art Gallery’ in Novi Sad. There, not only do they get a chance to learn a new skill and preserve a traditional craft but also exhibit their art and sell it.

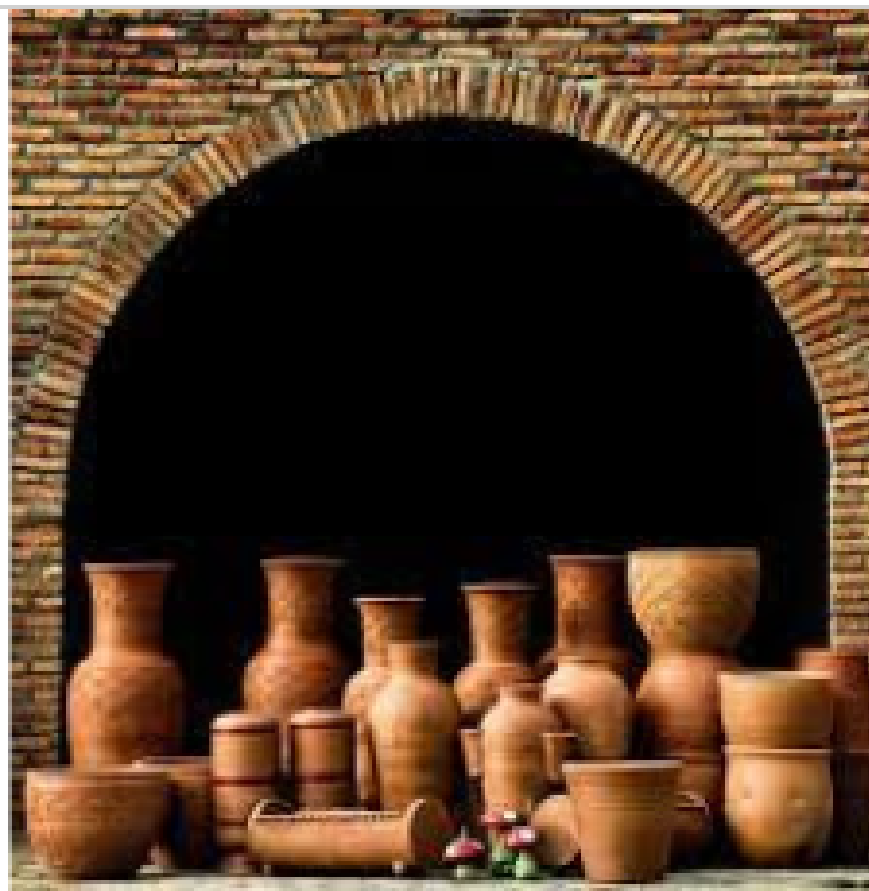
The members of the association ‘Udruženje distrofičara Južnobačkog okruga’ have also been able to promote their art on various local manifestations and festivals like ‘Night of Museums’, ‘NS Market’, ‘Novi Sad spring, autumn and winter’, ‘3 December – International Day of People with Disabilities’, etc.





# OLARIA

People start to do Olaria because of the need to replace ceramic vases for household utensils. Olaria has offices in Alto Alentejo and Baixo Alentejo.



## *What is?*

- Olaria is Regional pottery of Alentejo handmade and hand-painted. It is an art that requires a minimum experience of 8 years.
- Is a fundamental aspect in the past of life throughout Alentejano communities;
- Due to shortage of manpower specialized, today exist very few potteries, which make the pieces produced very precious;
- Nowadays these typical dishes are used for decoration in traditional restaurants from Alentejo.







# NATURAL HERITAGE



# NATURAL HERITAGE

## *collection of ideas*

Natural heritage refers to natural features, geological and physiographical formations and delineated areas that constitute the habitat of threatened species of animals and plants and natural sites of value from the point of view of science, conservation or natural beauty. It includes private and publically protected natural areas, zoos, aquaria and botanical gardens, natural habitat, marine ecosystems, sanctuaries, reservoirs etc. (UNESCO Institute for Statistics, 2009 UNESCO Framework for Cultural Statistics and UNESCO, Convention Concerning the Protection of the World Cultural and Natural Heritage, 1972.)

 <https://whc.unesco.org/en/list/?type=natural>





# EDUCATIONAL FACILITIES

## GOŁĄBKIE FOREST DISTRICT



The dominant type of the forest is riparian alder forest, which on scarps transforms into clusters of oak-hornbeam forest features.

In the reserve, there is a natural forest walking path called “Dolina rzeki Gąsawki” (The Gąsawka River Valley). It goes through picturesque forest areas that have been shaped for thousands of years by the meandering river. Its attractiveness is increased by numerous water pools. Issues relating to environmental protection and selected aspects of forest management are presented along the path. Along the 1.8-kilometer track, there are 11 stops that are marked with information boards.

The Gołębki Forest District is located in the southwest part of the Kuyavian-Pomeranian Voivodeship. The Forest District includes 14,871 ha of forests. There is the nature reserve of the Gąsawka River Source. The peat nature reserve (12.88 ha) is situated on the south of the village of Drewno (Nadleśnictwo Gołębki – the Gołębki Forest District). It was created in order to preserve the sources of the Gąsawka River for natural, scientific, and educational reasons. In the reserve, there are many protected or rare species, e.g. marsh helleborine, spurge laurel, martagon lily, cowslip, baneberry, wild garlic, and lesser bladderwort.





## What Offers

- educational activities with a forester on the Gąsawka River Source educational path and the most interesting natural objects of the Forest District,
- field classes with a forester in the Szczepanowo and Jeziora Forest District with the use of the educational chamber in Szczepanowo and forest fragments adapted to the topics of the classes,
- educational activities with a forester in the Niedźwiedź Forest District on the premises of Annowo area, including presentation of the values of the Forest District, fire protection principles, protection of forests against pests, access for tourist and educational purposes,
- field classes and meetings with the forester in other forestry areas including natural local attractions (having agreed with the local forester),
- meetings with the forester in educational institutions, other institutions and outside of school,
- actions, special events, festivals, competitions, meetings on environmental issues,
- nature exhibitions during festivals in the region. As a part of the classes, we implement topics agreed with educators.



 [www.facebook.com/MA.Biskupin/](https://www.facebook.com/MA.Biskupin/)



# PRODUCTS BASED ON ESSENTIAL OIL CROPS WORKSHOP



The cultural and historical destination of the town of Kazanlak unites two of the riches of Bulgaria - its fragrant lyceum - the rose and the rich Thracian heritage. A visit to the Rose Valley reveals the endless gardens of oil-bearing roses, from which the famous rose oil is produced, combined with the exploration of the cultural, historical, and archaeological Thracian heritage of our lands.

A workshop in which the souvenirs based on essential oil crops are created entirely by hand and by their own design is located in the Shipkov house in this town. The house is one of the most attractive and remarkable points in today's Kazanlak.

The most unique of all experiences is the opportunity for each guest of Kazanlak and Shipkova House to participate in the preparation of jam and rose syrups.

Based on the lowest level of the house, it is the creative center of the building. There, all-biological materials and raw materials are transformed into beautiful, fragrant and unique items suitable for gifts and home decorations. The workshop is open to all visitors who are welcome to participate in the creative process and to anyone who wants to invent and make a product for themselves.





# ASSOCIATION FIBRES INSERTION ET BAMBOU POUR LE DEVELOPPEMENT



## *A philanthropic mission*

Founded in 2008, Association Fibres Insertion et Bambou pour le Développement (AFIBAD) has given itself the mission of promoting local plant resources in sectors of employment-generating activities and boosting their exploitation in various fields. The main species are bamboo, network, mahault, lianas, dry wood, vetiver, etc. The targeted applications are diverse: construction, agriculture, sanitation, energy, planning, layout, art-deco, etc

AFIBAD has been running Insertion Workshops since 2010, in order to offer new professional paths.

AFIBAD organizes raising awareness actions to the public, within a general framework of behavioral change and endogenous development.

## *Goals*

Study and promote the plant fibers present at the local level;  
Capitalize and transmit the know-how of the elders;  
Create jobs and training courses;  
Promote social and professional integration;  
Train, qualify and offer professional courses;  
Promote the Martinican artisanal style,  
Incubate business projects.

 <http://www.afibad.fr/fr/nous-contacter>



# INTERNATIONAL COUNCIL ON MONUMENTS AND SITES

International Council on Monuments and Sites (ICOMOS) is a global non-governmental organization associated with UNESCO. ICOMOS works for the conservation and protection of cultural heritage places. It is the only global non-government organization of this kind, which is dedicated to promoting the application of theory, methodology, and scientific techniques to the conservation of the architectural and archaeological heritage.

## Members

ICOMOS is a network of experts that benefits from the interdisciplinary exchange of its members, among which are architects, historians, archaeologists, art historians, geographers, anthropologists, engineers, and town planners. The members of ICOMOS contribute to improving the preservation of heritage, the standards, and the techniques for each type of cultural heritage property: buildings, historic cities, cultural landscapes, and archaeological sites.

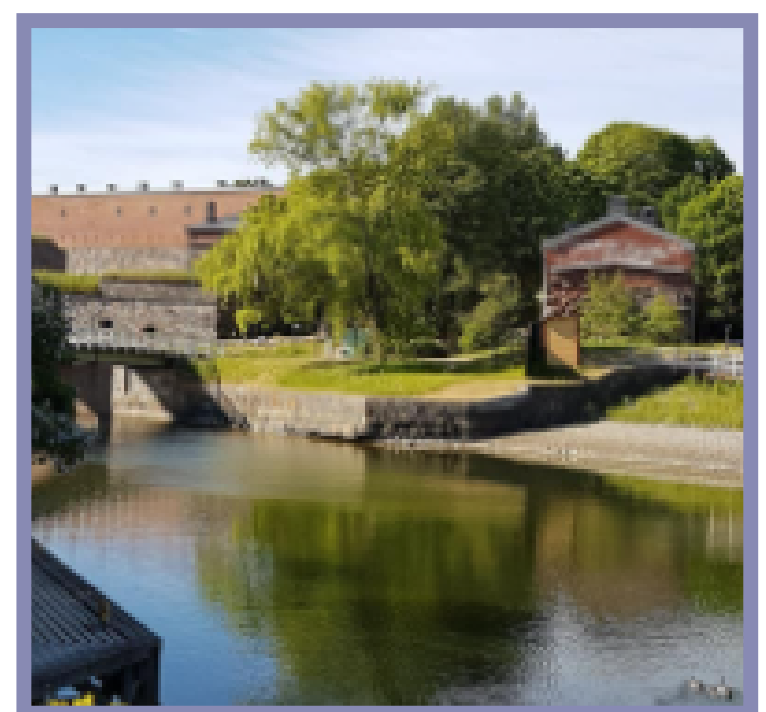


Its mission is to promote the conservation, protection, use and enhancement of monuments, building complexes and sites. It participates in the development of doctrine and the evolution and distribution of ideas, and conducts advocacy. ICOMOS is an Advisory Body of the World Heritage Committee for the implementation of the World Heritage Convention of UNESCO. As such, it reviews the nominations of cultural world heritage and ensures the conservation status of properties.

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Its creation in 1965 is the logical outcome of initial conversations between architects, historians, and international experts that began in the early twentieth century and that materialized in the adoption of the Venice Charter in 1964.

In light of numerous studies, conferences, symposia and discussions led by its National Committees and International Scientific Committees, ICOMOS has gradually built the philosophical and doctrinal framework of heritage on an international level.



 <http://www.afibad.fr/fr/nous-contacter>



# NATIONAL PARK KOPAONIK & LAKE SEMETEŠ

The municipality of Raska belongs to local governments rich in natural values. National Park Kopaonik and Golija Nature Park are partly part of the territory of our municipality. According to the Law on Environmental Protection of the Republic of Serbia, in the area of National park Kopaonik, a number of objects of nature, natural and created values have been singled out, which are classified according to different degrees of protection. Under special protection, the National Park is 1375.2 hectares, separated into 13 nature reserves (Kozije stene, Jankove bare, Duboka, Suvo Rudiste, Samokovska river...) and 26 natural monuments, 12 geomorphological, 6 geological, 8 hydrological, and 15 objects classified as immovable cultural property.

## Actions



Public company “Kopaonik National Park”, public company “Srbijašume” and the Municipal Administration of Raška (Youth Office) have been organizing the Summer School of Nature Keepers on Kopaonik since 2014. NGO Eco-club “Green signposts” also participate in this action providing professional support. Young people and people with disabilities from Raska have the opportunity to participate. The students of the school attend theoretical and practical classes and then take a final test. Each of the successful participants have the right to write a sentence to any person who disturbs the order and pollutes nature on the territory of the National Park.



<http://npkopaonik.com/lokaliteti/#>



# LAKE SEMETEŠ



There are several Urvina lakes in the area of Kopaonik. The largest is Lake Semeteš, which is located 900 m above sea level in the area of the village Semeteš below the Orlovac hill. Semeteško Lake is circular in shape, 60 m in diameter. They got their water from underwater springs, and to a lesser extent from two springs above the lake. Underwater springs are responsible for the fact that it is practically impossible to measure the depth of the lake because they are so deep and wide that they practically represent a part of the lake.

It is known for its floating islands moved by wind or human power. One local entrepreneur opened a restaurant by Lake, with domestic food and drinks. He has included local citizens, his neighbors, buying domestic products from them and cooperating with them in the context of developing agriculture and rural tourism in general.



 <https://bit.ly/3nhmxHk>



# YOUNG GUARDIANS OF NATURE

For twenty years, the Kozjansko Regional Park has been running natural science camps in the Obsotelje and Kozjansko region for primary school children and since 2013 camp participants have been gaining valuable recognition in the form of "Young Guardian of Nature" Acknowledgments. All the camp activities take place within the protected area of the Kozjansko Regional Park and the Kozjansko and Obsotelje Biosphere Reserve.

The town Podsreda with the Podsreda Castle and its surroundings is considered to be a place of exceptional cultural heritage, which further contributes to the well-being of the participants and a better understanding that nature protection and preservation of cultural heritage are key in planning sustainable development of protected areas and biosphere reserves.

The education of "Young Guardians of Nature" is crucial for the future of the Obsotelje and Kozjansko region, as the survival and success of the protected area system depend primarily on future generations who will understand that they must work and live in harmony with nature and culture.

## *Objective*

At the camps, young participants with the help of professional mentors in the field of nature and cultural heritage protection:

- become acquainted with nature conservation in the most important habitats, such as tall meadow orchards, dry meadows, forest, streams and rivers,
- get to know protected plant and animal species,
- observe daytime and nocturnal butterflies,
- learn about the importance of birds and how to take care of them,
- perform experiments in nature and make objects from natural materials,
- explore inanimate nature with a focus on fossils,
- discover the cultural heritage of the protected area, and get to know local providers who grow and process food in a nature-friendly way and local craftsmen.







They are organizing three five-day camps a year, held during the summer holidays. The camps are intended for children from all over Slovenia. They do, however, strive to include as many children as possible from the Kozjansko and Obsotelje Unesco Biosphere Reserve. Each camp accommodates up to 25 young participants aged between 6 and 14 years.



<https://kozjanski-park.si/?lang=en>



# CYCLE ROUTE ANCIENT TRAIN “LA RIBERA” MAINTENANCE

The ancient railway line that was abandoned in the 1970s and recently readapted as a natural cycling route. In the path of The “Antic Trenet Greenway”, can be seen several natural landscapes, such as the Corbera mountains, the Murta Natural Park and “Bernat Horse” summit, and several orange trees and persimmon fields. It has been developed by the Ministry of Agriculture with the help of the Mancomunitat de la Ribera Alta and the Diputacio of Valencia. This natural path needs some maintenance tasks such as gardening and small labor, which will be developed thanks to an integration plan. The beneficiaries are some young people, under 30 years old, with difficulties to access the labor market due to their lack of experience. They will have a 1-year contract for their first job and income.



The tasks will be mainly the following: 1/Mowing and pruning the edges of the natural path; 2/Maintenance of herbs; 3/Emptying bins from the route; 4/Replacement of signs, railings, and fallen posts.

This activity will also have different benefits for the rest of the society, as potential users of this space as a natural walking and cycling path with several examples of the ancient railway infrastructure linked to the orange exportation overseas.

## Target Group

- Unemployed young people (18 – 25)
- One person full time and one person part-time
- Profile: certificate in forest and natural environment management



# CARTA DI LEUCA

*Peace as a path to embrace the peoples of the Mediterranean*



Carta di Leuca is promoted by the “De Finibus Terrae Foundation” which was created to promote the Salento area (Southern Puglia), located in the center of the Mediterranean Sea.

Carta di Leuca is a permanent, intercultural and interreligious laboratory of young people who live on the different shores of the Mediterranean and who mutually commit themselves to build a better future, having at heart the care of the planet, the centrality of the person, and the construction of paths of conviviality, respecting differences.

In August, Carta di Leuca become an international meeting proposed as a great opportunity to ask for a greater commitment of all towards Peace.

Since the first edition, in 2016, young people from the different shores of the Mediterranean have come to Leuca (Puglia region) to participate in the Meeting, in the drafting and proclamation of the “Charter”, but also in the various moments of celebration, conviviality and culture.



Days of encounter, reflection and journey, which are articulated through interventions, testimonies and common work. The final document become an appeal to political decision-makers and governments, to build a future of peace in the Mediterranean.





# NATURE PROTECTION AND TOURISM CLUB

CPNT is an NGO that acts in support of environmental protection and ecotourism. Given that nature is so close to them, the association takes advantage and carries out activities in mountains like Postavaru, Piatra Mare, Piatra Craiului, Bucegi, Făgăraș, and more.



 <https://www.cpnt.ro/>

Most of the projects carried out by the CPNT focus on promoting public participation in the associated activities and free access to the environment, as well as on encouragement and promotion of sustainable local development plans.

All the activities include eco-civic education campaigns for the population, but also sports and adventure activities, such as in the Brașov Marathon, Marathon 7500 or Propark Adventure Race. In parallel, CPNT takes care of arranging the tourist routes in Brașov County and organizing the mountain-specific courses.

Days of encounter, reflection and journey, which are articulated through interventions, testimonies and common work. The final document become an appeal to political decision-makers and governments, to build a future of peace in the Mediterranean.

*Any local, national or international citizen  
over 16 y.o. can attend to their activities.  
You just need to be curious and passionate  
to discover the mountains and nature.*

*Target Group*



# MINHO RIVER INSIDE AND OUTSIDE DOORS

The Rio Minho Aquamuseum is a singularly important structure promoted by the Municipality of Vila Nova de Cerveira. Its mission is to preserve and promote, at the same time, the natural and cultural heritage of the river. The aquariums provide visitors a trip along the Minho River, from its source located in Spain, in the Cantabrian Mountains, in the hills of Meira, near to Lugo, to its mouth on Caminha.



The nine aquariums, each representing an area of the river, are exposed the most emblematic biotopes - in aquariums representing the high zone, can be seen, among other fish, trout and bogue; in representing the middle zone, where there is a barrage and a tributary, migratory fish such as salmon and lamprey; already in the downtown area, there are carp and black bass; in aquariums that portray the estuary of the Minho River, gray mullet, plaice and pejerrey fish; Finally, on the last tank, can be seen a representation of a tide pool after the mouth of the Minho river, with bass, bream, mussels, and anemones. The lontrário also highlighted can be observed otters, mammals that inhabit this river and are very important to preserve.

The Aquamuseum is a guardian of the collective memory of the people of the Minho River. Here it's known the history of the relationship of the population with the waters. On permanent display, tools and utensils of artisanal fisheries are found, since needles for nets, fishing rods, fishing traps, and candles to various types of boats, from different years. In the collection, a series of documents related to artisanal fishing is observed, as ballots maritime inscription, and records of ownership of boats, some of the 19th century.



## Opportunities

The Aquamuseum of Minho River organizes educational activities for schools and groups of citizens, and even has a research component. In collaboration with various institutions, national and international, has been conducting studies in several areas, over the Minho River. More than a simple international watercourse, Minho river presents itself as a vast secular heritage common to two sister peoples - Portugal and Spain - and an unparalleled potential for identity, history, economics, culture, environment and tourism.

Over the years, the Aquamuseum has developed several activities that directly or indirectly promote opportunities for social inclusion.



Among the various initiatives, the Aquamuseu is a partner entity within a project that aims to classify the *pesqueiras* (artisanal fishing) of Minho River, maintaining the emphasis on preserving knowledge, in order to guarantee its passage to the future generations. This is a living heritage, in danger of extinction, so in addition to the dynamics from an economic point of view, making fishing a reference for the tourism sector, this application presents itself as an opportunity to value this practice and simultaneously promote intergenerational inclusion among fishermen and young people, making it a unique moment for different generations to look back and enjoy the river.



# GRÜNHAUS NATURE PARADISE



The natural conservation project Naturparadies Grünhaus is a former open-cast mining area in Lower Lusatia. During the years it has become a green and flourishing natural paradise. The protected area is now known among nature lovers nationwide for its unique biodiversity. NABU Foundation is the legal body behind preserves here around 1,930 hectares in for nature.

## *A former open-cast mining area*

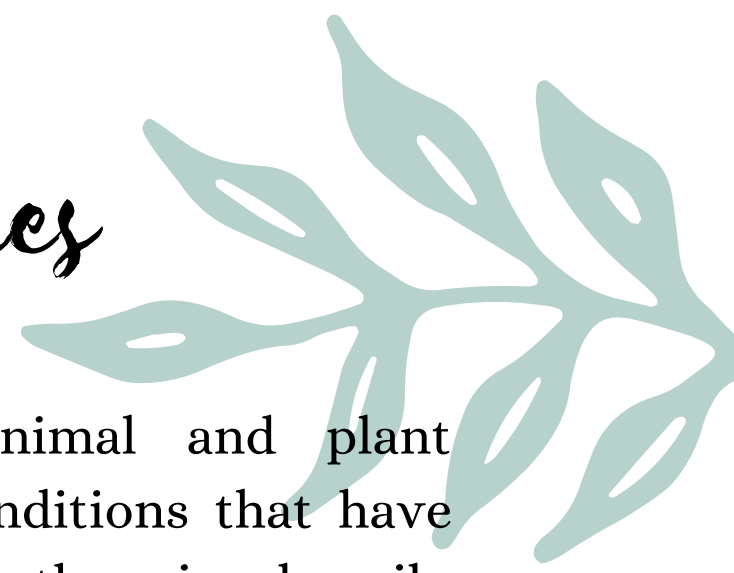
Brown coal became the catalyst for a fundamental transformation of Lusatia: coal excavators ate through traditional Lusatian cultural landscapes, passing over villages and creating deep holes where there were once hills and forests. 110 square kilometers of the cultural landscape have been dredged and relocated in the Lauchhammer - Finsterwalde area since 1840.

After the excavators left, the Lusatia region began to think about the possibilities for future use of the mining site. Large areas were earmarked for new commercial forests and agricultural land. But: Due to NABU's commitment, 15 percent of the land was reserved for subsequent use by nature conservation during the planning of the redevelopment. Between 2003 and 2006, the NABU Foundation purchased part of this valuable post-mining landscape in the Brandenburg part of Lower Lusatia, covering a total area of around 1,930 hectares.

What at first glance looks like the creation of a lunar landscape hostile to life turns out at second glance to be a unique opportunity for nature.



# Rare living conditions for many species



Many endangered animal and plant species find living conditions that have become rare in the otherwise heavily populated cultural landscape. Soils are low in nutrients and pollutants, which is rare in Germany. A high variety of different sites, which often change in a very small area is not interrupted by any streets or settlement. Natural forces such as wind, rain and rising groundwater still dynamically shape a landscape in a way that can no longer be experienced in the strictly regulated cultivated landscape.

Many highly endangered species will find ideal habitats in the landscape being created here for decades to come. Natural forests with a high structural diversity can develop in the areas nearby. Over the years, more than 3,000 different plant and animal species have become native, including wolf, white-tailed eagle, hoopoe, rare insect, amphibian, and also orchid species.

It is difficult not to lose track of all the parallel developments. Every year, volunteer nature observers follow the recolonization of Grünhaus within the framework of biomonitoring, Supported by animal photographers. In the case of particularly camera-shy wildlife, photo traps are used. Today over 3.000 species live now in that area, many of them classified as endangered on Red Lists. compared to 1.300 species in 2001.





# THE BOTANICAL GARDEN IN ALKAZAR PARK

The Municipality of Larissa has organized an area of 0.1 acres within one of the largest parks in the city, Alkazar Park (total area 13 acres), as a botanical garden with 190 endemic and foreign species that can be found within the green areas of Larissa. The aim of the creation of this compact green area was two-fold: firstly, to provide a space where every plant used in the green areas of the city is represented, so everyone has the chance to learn to recognize and care for urban green. Secondly, to connect with the botanical legacy of Hippocrates and the importance of nature and herbs in health and well-being, since the ‘father of medicine’ lived for many years and died in Larissa.



The garden is organized into seven thematic units: grass, deciduous trees, and shrubs, evergreen trees and shrubs, roses, flowers, ground cover plants, aromatic plants & herbs. Short information is provided for every plant so that the visitors can also make their own route in the garden.



The botanical garden is used as an educational area and an awareness spot for urban green, public spaces and nature. It's a popular visit for schools, special needs schools, environmental NGOs and refugees hosted in Larissa, and provides the perfect place for environmental education programs as well as promoting the importance of nature and plant life in an urban environment.

 <https://bit.ly/2X3E230>



# EXPLORING THE PAST WITH THE TOUCH

'Exploring the past with touch' is a tactile exhibition organized by the Institute of Nature Conservation of Vojvodina Province that enabled blind and visually impaired visitors to come in direct contact with carefully selected artifacts in order to experience the geological past and diversity of the rich natural heritage of the region in a new way – by touching.

The exhibition was followed by the description of the exhibits and the catalogue written in Braille by the Association of the Blind of Novi Sad and the Association of the Blind of Vojvodina Province, who were very important partners on the project, together with the Centre for Inclusion of the People with Disabilities of Serbia. At the opening of the exhibition the audience had a chance to hear the performance of 'Ison' inclusive choir and the students of 'Milan Petrović' School and to take part in public simulations and experience the exhibition blindfolded.



 <http://www.pzzp.rs/rs/en/>



This project inspired the Institute of Nature Conservation of Vojvodina Province to adapt their permanent exhibition and make it accessible to the blind, deaf, hearing, and visually impaired, as well as the people using wheelchairs.

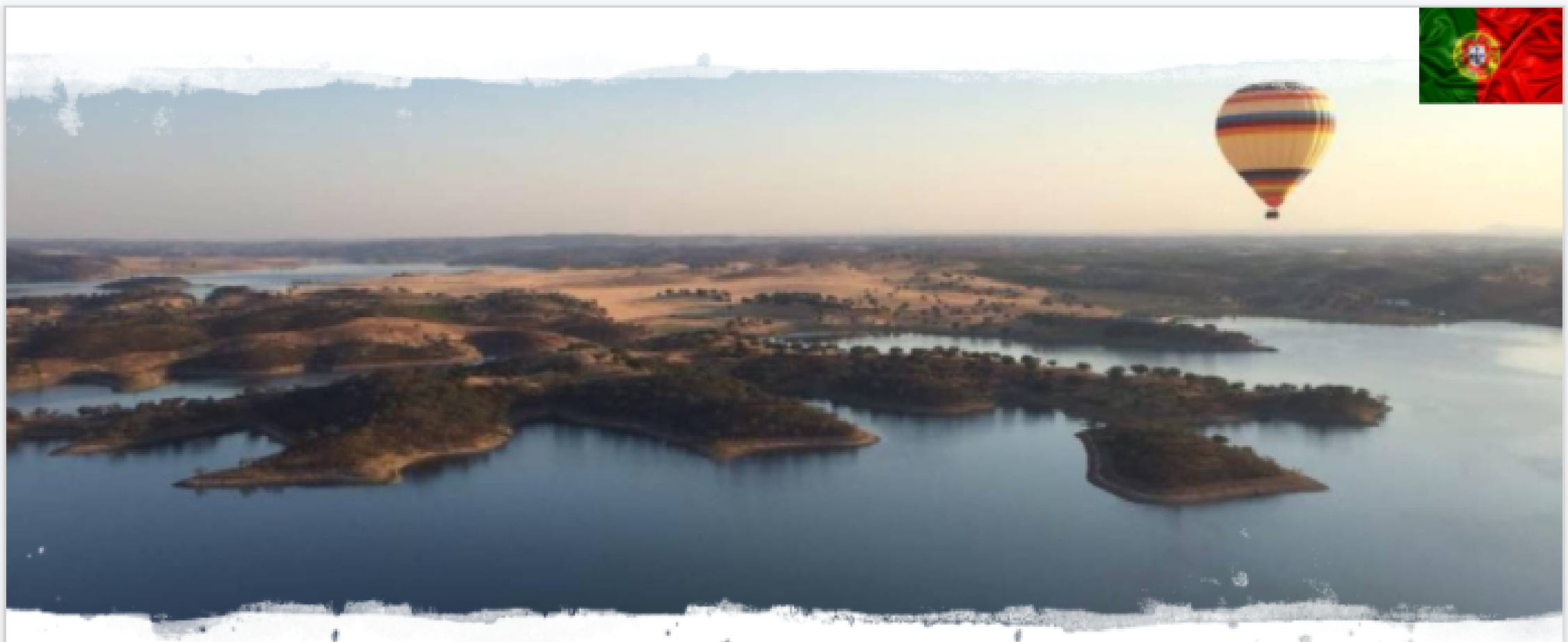


# ALQUEVA



Alqueva is located in Alto Alentejo, in Évora district and it is located on the Guadiana River, one of the longest in the Iberian Peninsula, close to the village whose name is... Alqueva. Alqueva is the largest artificial lake in Europe.

The goal of the construction of the Alqueva had to do with the production of electricity, but above all with something that was a source of water, for the creation of an irrigation system for the entire Alentejan area. The construction would be a way to develop agriculture;







# DIGITAL HERITAGE



# DIGITAL HERITAGE

## *collection of ideas*

Digital heritage is made up of computer-based materials of enduring value that should be kept for future generations. Digital heritage emanates from different communities, industries, sectors, and regions. Not all digital materials are of enduring value, but those that require active preservation approaches if continuity of digital heritage is to be maintained.

According to the UNESCO's Charter for the Preservation of Digital Heritage:

- Resources of human knowledge or expression, whether cultural, educational, scientific, and administrative, or embracing technical, legal, medical, and other kinds of information, are increasingly created digitally or converted into digital form from existing analog resources.

Where resources are "born digital", there is no other format but the digital original.

- Digital materials include texts, databases, still and moving images, audio, graphics, software, and web pages, among a wide and growing range of formats. They are frequently ephemeral, and require purposeful production, maintenance, and management to be retained.
- Many of these resources have lasting value and significance, and therefore constitute a heritage that should be protected and preserved for current and future generations. This heritage may exist in any language, in any part of the world, and in any area of human knowledge or expression.

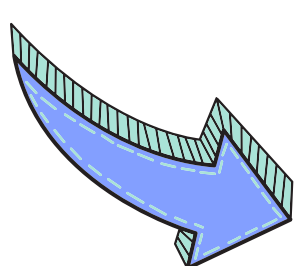
Using computers and related tools, humans are creating and sharing digital resources – information, creative expression, ideas, and knowledge encoded for computer processing – that they value and want to share with others over time as well as across space. This is evidence of digital heritage. It is a heritage made of many parts, sharing many common characteristics, and subject to many common threats.

This digital heritage is likely to become more important and more widespread over time. Increasingly, individuals, organizations, and communities are using digital technologies to document and express what they value and what they want to pass on to future generations. New forms of expression and communication have emerged that did not exist previously. The Internet is one vast example of this phenomenon.

It is also likely that the development of tools to support greater multi-lingual and multi-script use of the Internet will lead to further rapid growth in digital heritage in parts of the world that are currently disadvantaged by the predominant use of English on the Internet.

Making sure this burgeoning digital heritage remains available is thus a global issue relevant to all countries and communities.

Digital technologies provide new opportunities to preserve cultural content and to make cultural heritage more accessible to all audiences. Museums and cultural organizations that embrace technology are able to offer innovative visitor experiences, as well as let the public access exhibitions remotely and see material that is not on display.



<https://ec.europa.eu/culture/cultural-heritage/cultural-heritage-eu-policies/european-digital-heritage>  
<https://en.unesco.org/themes/information-preservation/digital-heritage/concept-digital-heritage>



# PAŁUKI

Pałuki – the small land on the border of Greater Poland, Kuyavia, and Krajna regions – is a cultural region boasting a long history which for centuries has had the power to attract visitors with its landscapes reflecting in the waters of 130 lakes.

The region lies on the border of the provinces of Greater Poland and of Kuyavia–Pomerania. Even though it covers a mere 2000 sq. km, it offers a lot of views. Numerous hillocks diversify the post-glacial upland as they form a particular undulating landscape that is cut through with a deep tunnel valley whose deepest parts are filled with water. The blue of the lakes is set against the green of the forests, meadows, and peatbogs that intermingle with farmland.

Modern Pałuki is a heaven for tourists – a place that is unique and full of picturesque spots with an unusual atmosphere. The local nature is marvellous too – its wonders are protected in the reserves and landscape parks. All these wonders of nature can be admired on the marked tourist trails while hiking, cycling, and canoeing. For those who wish to get back to nature, they are all a major attraction.



**“Pałuki” app**  
**Available on Google Play Store**

**In the application, you can find  
information about:  
Regions, Places, Trips, Events,  
News, Terrain Game, Planer**



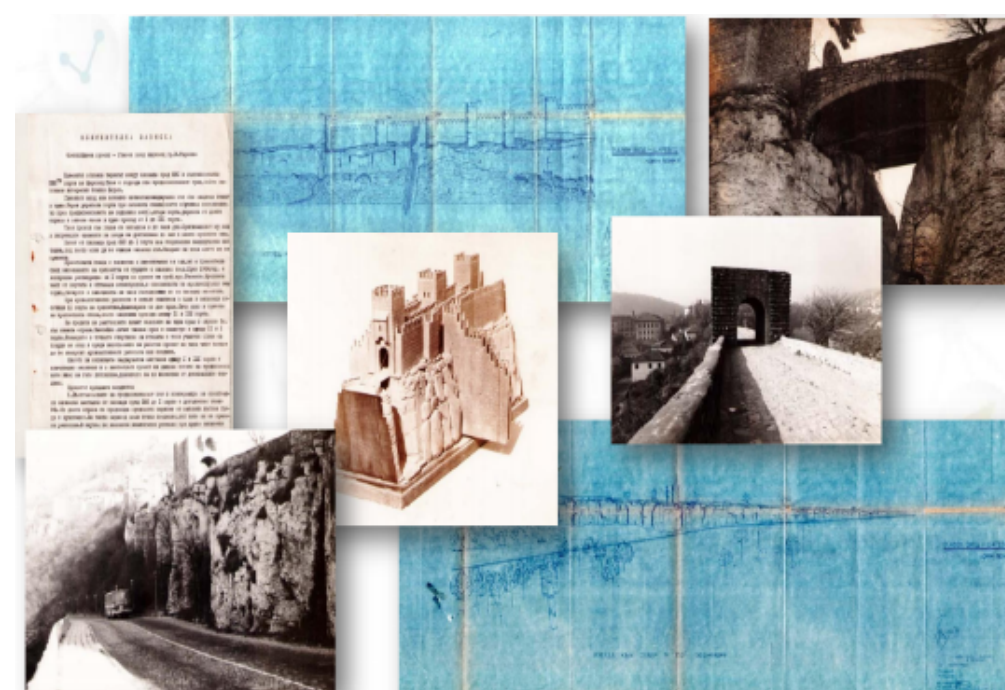
# DIGITAL CULTURAL TREASURY NORTH +

"Digital Cultural Treasury" North + " is a successful joint project of 11 partners involved in the cultural sphere among which libraries, museums, NGOs, chitalishta\* and Veliko Tarnovo municipality. It not only provides documentation and preservation of cultural heritage, but also two digital centers have been established and a network for providing intellectual access to it in cultural institutions and organizations (libraries, museums, galleries and local archival collections of partners from Northern and Central Bulgaria) was created.



The modern center for digitalization unites the efforts of related cultural institutions in the preservation and digitization of cultural and documentary heritage. It provides wide and easy access to the cultural heritage without damaging or endangering them in order to preserve the original sites in the long run for future generations.

A digital library was also created with available large collections of valuable periodicals with a unique local history character, old printed Bulgarian literature from the collections of the partners;



An interactive map "Cultural treasury" of the cultural sites and spaces of the municipality of Veliko Tarnovo and the region were prepared, noting the geographical location of the cultural sites, information about them and their resources, data and parameters for the digitized sites in every one of them.



# BANQUE NUMÉRIQUE DES PATRIMOINES MARTINICAIS

Initiated by the former General Council of Martinique, the Banque Numérique des Patrimoines Martiniquais is an access portal to documentary resources on the cultural and historical heritage of Martinique backed by the geographic information system of Martinique (SIGMA). Equipped with user-friendly navigation and search tools, based on the principle of interoperability between databases, it offers many possibilities.



It also makes it possible to cross-reference data of different origins and typology (file of historical monuments or excavations, archival or bibliographic metadata, documentary files, manuscripts, printed matter, periodicals, plans, maps, engravings, drawings, audiovisual works, etc.) around various places (Fond Saint-Jacques, Vivé, Fort-de-France...) or on various themes (slavery, sugar mills, rural architecture, artisanal know-how...). In addition to very free research, it will also offer thematic online publications (virtual exhibitions, educational file, cultural directories, etc.).

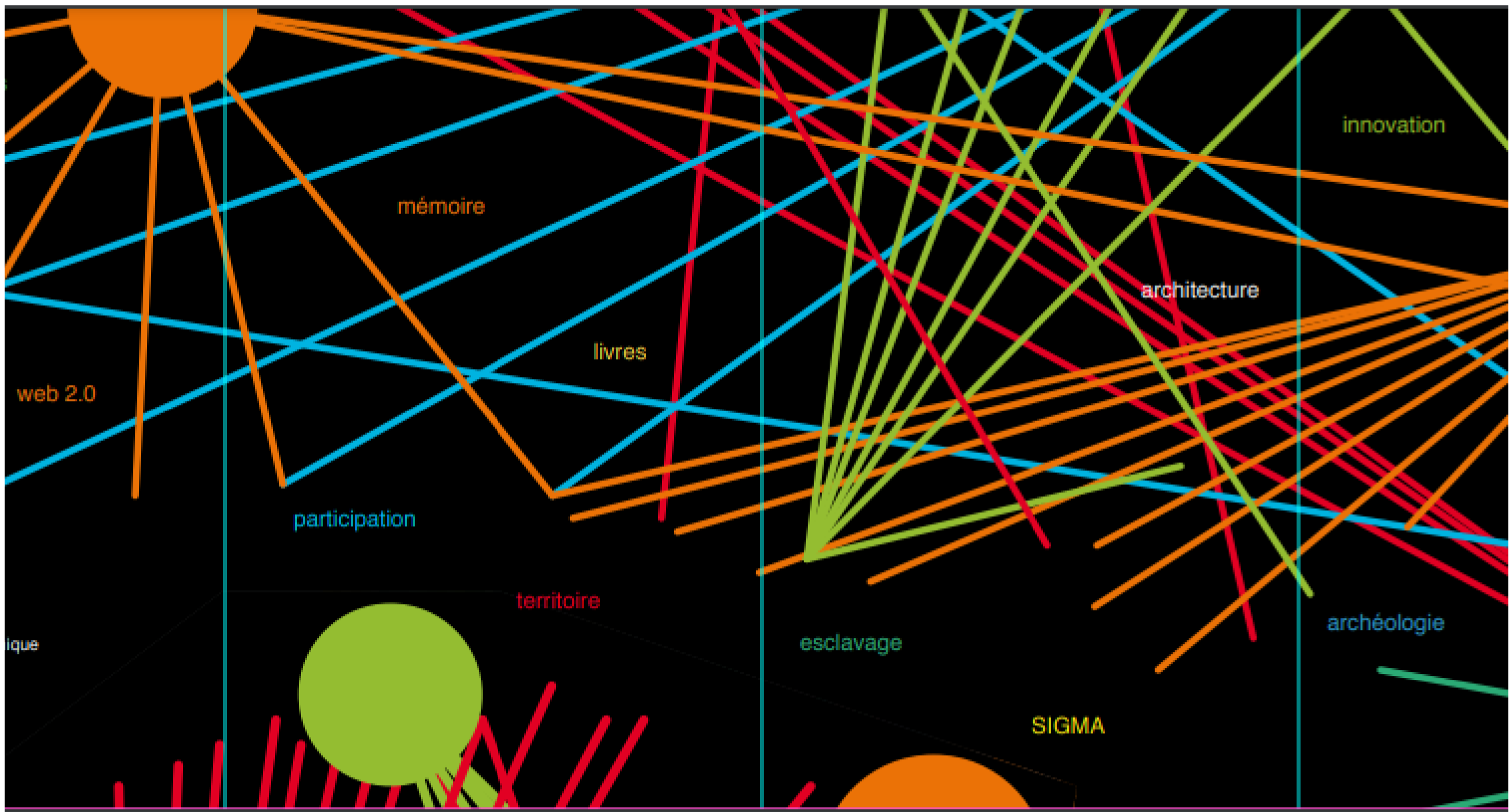
## *Opportunities*

Partnership project, steered by the General Council of Martinique, responds to major challenges:

- Facilitate access to knowledge of historical and cultural heritage: it interconnects data already acquired on heritage and territory (history, architecture, archeology, monuments, written heritage, intangible heritage, and artistic expressions, etc.). It offers a diverse audience (planners, researchers, historians, students, the general public, tourists, etc.) an easy way to access this data;
- Guarantee the sustainability of data by digitizing existing data, structuring and geolocating the related databases;
- Allow data exchanges on the one hand with operational partners for the management and planning of the territory, on the other hand in cooperation with the Caribbean islands by having recourse to European standards for the creation of cultural content digital;
- Contribute to the tourism development of Martinique.



# The objectives



- meet public requests for rapid access to documents (genealogy, civil status, land documents, etc.);
- allow the transmission of historical knowledge and the discovery of the riches of Martinican heritage both to scholarly researchers and to the curious;
- offer the school community educational materials (thematic files, virtual exhibitions, etc.);
- identify and perpetuate the heritage wealth of Martinique in all their facets (archaeological, historical, geographical, administrative, military, civil, religious, etc.);
- use current and old geographic supports as vectors of access to historical information about the territory;
- bring together, through a single portal, the resources on Martinican heritage dispersed on the web and in multiple collections;
- have a tool allowing comparative studies of developments in the development and occupation of the Martinique area;
- participate in maintaining the territorial continuity of the overseas departments with France by providing this remote access.



<https://www.patrimoines-martinique.org/?skip=flash>




# ICONEM



Our world's cultural heritage is threatened. Looting, urbanization, mass tourism, armed conflict, and climate change damage and destroy irreplaceable sites where

cultures emerged, languages developed, civilizations thrived. These imperiled heritage sites embody humanity's rich cultural diversity. It is crucial that we document and preserve them now. Iconem's mission is to further the conservation of these endangered places by digitizing them for exploration and study, today and tomorrow. ICOM's expert team travels the globe, combining the large-scale scanning capacity of drones and the photorealistic quality of 3D to create digital replicas of our most treasured places, record them for future generations, and champion them today.

Founded in 2013, ICONEM is an innovative start-up that specializes in the digitization of endangered cultural heritage sites in 3D. It works with international organizations, national governments, local authorities, and world-class museums such as UNESCO, the Aga Khan Trust for Culture, the Sultanate of Oman, the City of Paris, and the Louvre. It designs site-specific architectural 3D models; large-scale urban and rural 3D models; museum exhibitions; and training for local professionals.

 <https://iconem.com/en/>



## Actions

Now active in over 30 countries around the world, French start-up ICONEM is working to preserve global architectural and urban heritage one photograph at a time. Leveraging complex modelling algorithms, drone technology, cloud computing, and, increasingly, artificial intelligence (AI), the firm has documented major sites like Palmyra and Leptis Magna, producing digital versions of at-risk sites at resolutions never seen, and sharing their many-terabyte models with researchers and with the public in the form of exhibitions, augmented reality experiences, and 1:1 projection installation across the globe.



For a continent as culturally rich and diverse as Europe, making sure that valuable cultural assets are available for future generations to enjoy and be inspired by is a major public policy goal.

ICONEM's work focuses on using technology to increase social awareness and interest in cultural heritage and preservation. The practice and processes that contribute to the shaping and legitimation of digital heritage imply choices, reconfigurations, tests – a social work.



# MEMORIAL COMPLEX OF MILUNKA SAVIĆ



The memorial complex of Milunka Savić, the most decorated woman in the history of warfare, the heroine of the Balkan Wars and the First World War, is located in Josanicka Banja, her birthplace.

The museological exhibition formed within the complex represents the culture of memory for a time shown in a new - digital way.

Digitization in the modern age has been the trigger for the design of multimedia content within the complex. The setting is designed to be multimedia and interactive.

It consists of various materials from the period of the Great War.

- objects;
- photographs;
- videos;
- documents

Digitized archival and film material as a cultural good, which is kept in archives outside Raska, is presented on smart TVs and within an interactive mosaic.

The interactive mosaic, which is the central segment of the exhibition, is composed of photographs by Milunka Savić from different periods of her life. All photos are encoded and when they are read on tablets, a specially created application, authentic videos recorded in the wars in which Milunka fought are launched.

The original videos from the Yugoslav Cinematheque in Belgrade were transferred from nitrate tapes to digital format and thus "transferred" to Josanicka Banja. The exhibition is a kind of step forward in the museological practice itself, in the way of presenting documentary material, but also in the way of preserving cultural heritage.

*Thanks to digitalization, the archival material has become available outside the archives being available to all citizens.*



# TOURIST DESTINATION PODČETRTEK

Tourist destination Podčetrtek in the Obsotelje and Kozjansko region, with 3 municipalities is one of the most developed tourist destinations in Slovenia. Its offer is based on spa, wellness, and wellbeing and also on highly developed rural tourism. The destination has put a lot of effort into sustainable development and is a Slovenia green gold destination and is ranked among the top 100 sustainable destinations in the world.



## *Project of Cultural Innovation*

The aim of the project is to digitally innovate three elements /sits of cultural heritage. For this purpose, its been chosen: Monastery Olimje; Monastery gardens Olimje; Banovina wine centre

The procedure has 4 steps:

- Digital scan of all 3 objects.
- Digital reconstruction
- Technology meets history. Combining all of the data gained with the reconstruction with modern technology.
- Preparing a new tourism 5\* experience by connecting all three digitalized elements of cultural heritage.

## *New technologies*

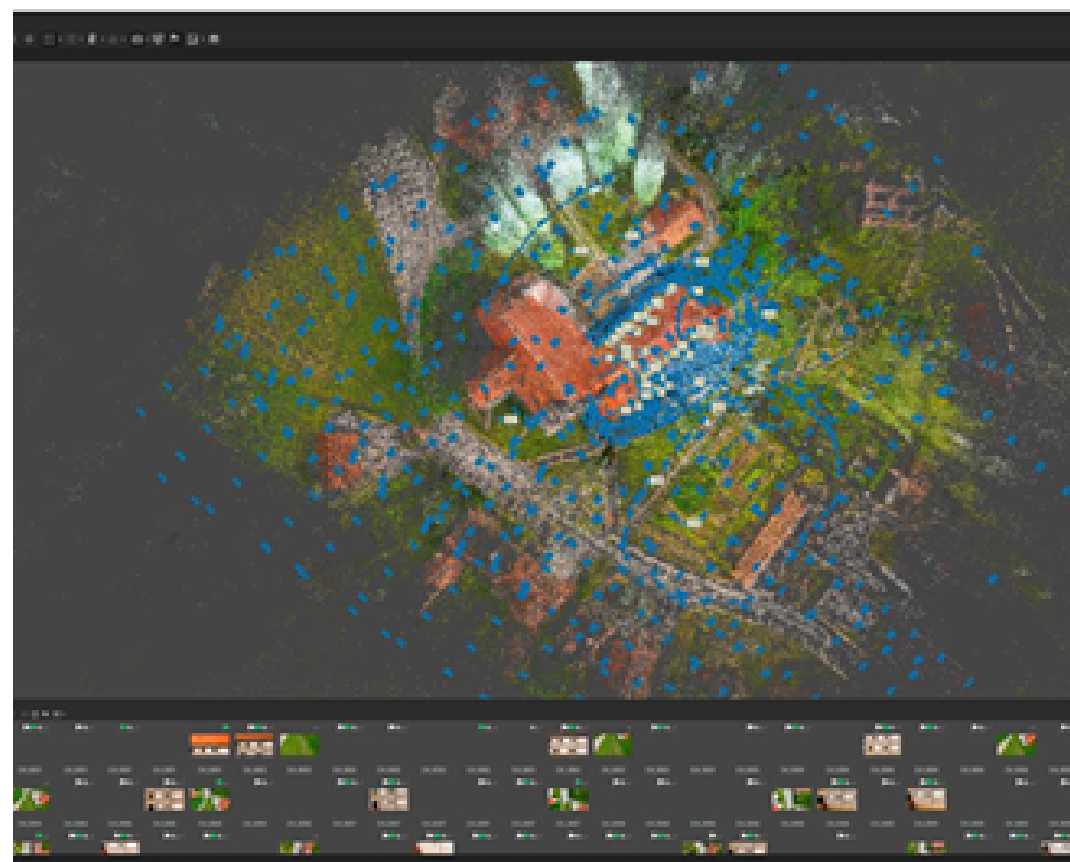
### MONASTERIES

In the monastery will be added a recognition table in the room next to the third oldest pharmacy. The table will be used for education / learning. The theme of the table will be herby and the preparation of medicine, also all of the history will be interpreted.





Not all of the elements of cultural heritage have to be equally digitalized. The project has been more emphasis on the Banovina wine center. The building of the Banovina wine center will be totally renovated the project of cultural innovation will give the building content. Digitalization will be carried out on the first floor of the building where the presentation of the wine area and the history of winemaking in the area will be carried out.



- a) The smart object recognition table offers a digitalized learning experience, which will start by activating it with the four stones of the area which was once called Vierstein (four rocks). It is also used to connect with the user's tablet, phone and enables the user to connect with the table.
- b) Printed panes with the presentation of the history of the building and area. Special room showing the development of wine - from the grapes to wine.
- c) The video of wine preparation will be shown on all of the walls of the room with special projectors. Essence and other effects will be added so you will be able to smell the wine and feel the elements (wind, rain, temperature...).



# RIBERANA DEPARTMENT OF HERITAGE DIGITALISATION

Digital heritage gives the chance to disseminate and preserve the cultural and natural heritage, without any space or temporary barriers. Digital heritage is an important part of the heritage and can help in the participation in social and work integration, a good example is the digital repository of Riberana (riberana.es) This repository of digital heritage objects was created thanks to the Department of Heritage Digitalisation in the Mancomunitat de la Ribera Alta, with the support of Labora (employment service in Valencian Administration), and the Tourism Department in Valencian Government. This is a good tool for education, tourism (private and public tourism agents can use its content for their promotion campaigns) and also the participation and knowledge of local heritage by the community.



## *social Opportunities*

Two young people (under 30 years old), that had just finished their studies, were hired with a 1-year contract term for both the tasks of data collecting and process and web development. Thanks to Riberana, they got their first job and some experience for their future careers.

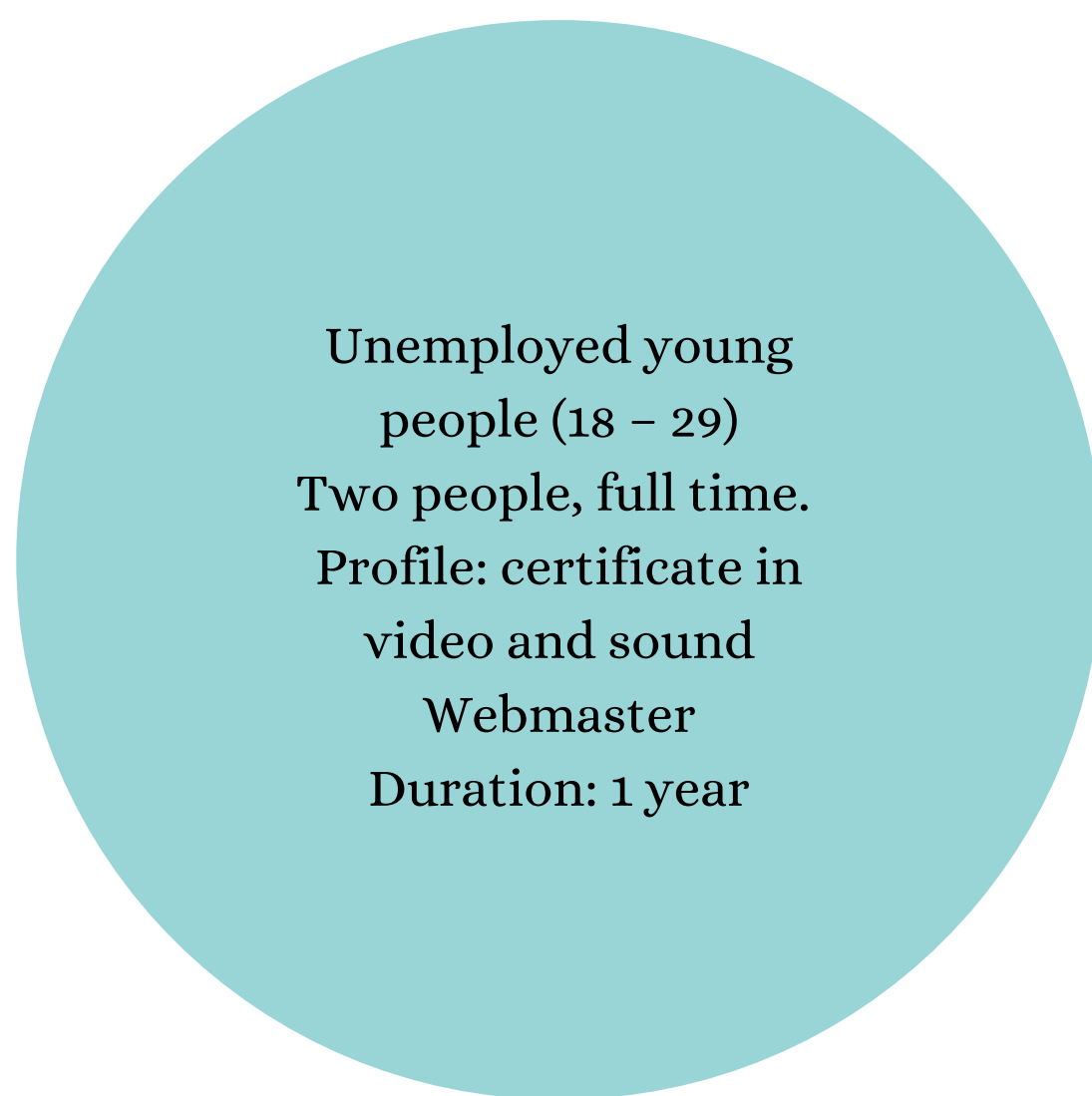


Their main tasks were:

- Image and video recording.
- Editing and ordering the information, for dissemination and preservation purposes.
- Creation of online 360 tours.
- Developing the website, integrating other repositories and updating its content.
- Integrating the results in the Social Media.

The main benefits for the integration and participation of this group were the social and labour integration, their first job and incomes. It also must be highlighted the benefits for the local community in the participation and relation with the local digital heritage.


The objects were under Creative Commons license so other people could use them for other projects and digital works. The Digital heritage Department was launched thanks to the Interreg Europe Cd Eta programme.



*Target Group*

*Main institution involved*

Labora – Employment  
Service in Valencian  
Region - MANRA

 <https://riberana.es/en/>



# SMART @POMPEI



In 2016 the Secretary General of MiBAC and the President of the CNR expressed their interest in collaborating for the creation of a technological solution aimed at improving the safety of National Cultural Heritage. It was decided to start the pilot project for the creation of the first Smart Archeological Park from Italy and in the world at the Archeological Park of Pompei.

For its cutting-edge technological equipment as well as for its diversified environmental characteristics, Pompei lends itself to be the site at which to start the construction of an integrated technological demonstrator for the management of the safety of people and monuments in normal and in case of emergencies.

Going towards the creation of the first Smart Archaeological Park from Italy and in the world means going towards the direction of an intelligent, sustainable and inclusive management of Pompei's Archaeological Park, a UNESCO World Heritage Site since 1997.

 [www.facebook.com/SmartPompei/](https://www.facebook.com/SmartPompei/)



# Smart @Pompei means

1. Adaptation of services according to the real needs of visitors and workers, that is, of all the people who work daily for the conservation of monuments;
2. Increase the performance of devices and systems in order to promote an efficient and effective use of resources;
3. Increase the accessibility of people with motor, sensory and cognitive disabilities and offering inclusion by giving them the opportunity to be citizens in all respects.

On the 2nd of December 2016, it was inaugurated “POMPEI FOR ALL”, the 3km passable streets for people in wheelchairs, mothers with children, elderly, people with sticks, but also by people with visual impairments.



Another asset of Smart@POMPEI is that is offering accessibility and usability of the site to everyone through the integrated security for visitors with disabilities. Therefore, the experimentation of the prototype - intelligent bracelet “CON-ME” - opens the doors to a complex design path that involves Research Bodies, Universities, Companies, Government Institutions. The bracelet creates safety measures for people during crises events. "CON-ME" has an integrated WiFi localization system.





# CRONICARI DIGITALI



Cronicari Digitali (Digital Chroniclers) is a project that offers information and promotion and brings Romania's values and traditions face to face with the generation Millennials. The project is developed by the Zaga Brand and supported by the National Heritage Institute.

In an era in which selfie, trolls or mainstream break down the language barriers, the digital generation is slowly losing its touch with the national identity and is striving to find its place in today's society.

Since 2018 (EYCH), the Zaga Brand and the National Heritage Institute have proposed to erase the communication gap between generations by retelling the cultural message in a language friendly to the digital age.

The experts, as part of generation X, are telling stories, and the generation Millennials (Y and Z) are transporting the cultural identity online, in a language that everyone can understand it, with viral broadcast on their feed.

[www.cronicaridigitali.ro](http://www.cronicaridigitali.ro)



# Actions

## HERITAGE TRIPS

Together with the generation X, Y and Z, "Cronicari Digitali" is inviting you to travel through old building from the urban environment, with reference architecture, mansions, castles, agro-pastoral landscapes, still functional old water mills, railroads in fairytales landscapes and people included in the alive heritage.

In Heritage Trips, teams of experts, journalists, opinion leaders of generation Y and Z (bloggers, instagrammers, vloggers) explore the national cultural heritage of Romania.

National Heritage Institute Experts are completing the images with unheard stories and information not well known to the general public. In the end, it is time of the young Digital Chroniclers to describe Romania in words, images or videos and to pass on the story of a millennial culture.

- Update the tradition
- Refresh the identity
- Move the history lessons online
- bring the portion of culture on the phone screen

## DIGITAL STORYTELLING

The digital storytelling platform promotes the cultural heritage through engagement. The generation X, Y and Z get involved in the story and in turn become ambassadors of the platform, through their own visions.

## PODCASTS



[www.cronicaridigitali.ro/captivate-podcast/](http://www.cronicaridigitali.ro/captivate-podcast/)



In a world of speed and trends that expire the next day, it depends on the new blog, vlog or instagram columnist to transport the culture in digital.

This is how the commitment of the National Heritage Institute and of the Zaga Brans. They simplify the language, bring Facebook Live's and Insta Stories to the rank of art, posts photos on walls and invite influencers to tell the past for the future.



# ACCESIBLE TOURISM APP

“The tourism of Cerveira (Portugal) -Tomiño (Spain) is an economic activity with great business and labor potential. Current tourism trends require new content and experiences that require the promotion of sustainable use of this riverside territory based on its endogenous resources. Thus, Eurocity Cerveira-Tomiño created an innovative tool - App “Accessible Tourism” to help discover places of interest in both municipalities, specially designed for people with reduced mobility or visual impairment. Additionally, a tourism guide was developed in Vila Nova de Cerveira and Tomiño, with the aim of promoting the main natural, cultural and heritage resources of both municipalities, with a view to the sustainable development of a common territory.



 <https://eurocidadecerveiratomino.eu/pt-pt/economia/>



This new App brings together “an interactive and bidirectional approach, which allows users to suggest changes or rectifications in the routes”, putting it in constant update. The technological application, available in Portuguese and Galician, presents a descriptive and visual list of the most relevant points of both counties (open spaces, monuments, art, architecture, museums and sports), duly accompanied by a description, an explanation of its surroundings and the degree of accessibility of both the car park and the associated route, as well as the existing sanitary facilities.



It is emphasized that the specificity of visual impairment was taken into account in the construction of the App, seeking to adapt the consultation of public spaces available to all citizens

**Available on  
Google Play and  
App Store**

**[www.qrco.de/bb](http://www.qrco.de/bb)  
RSvL**

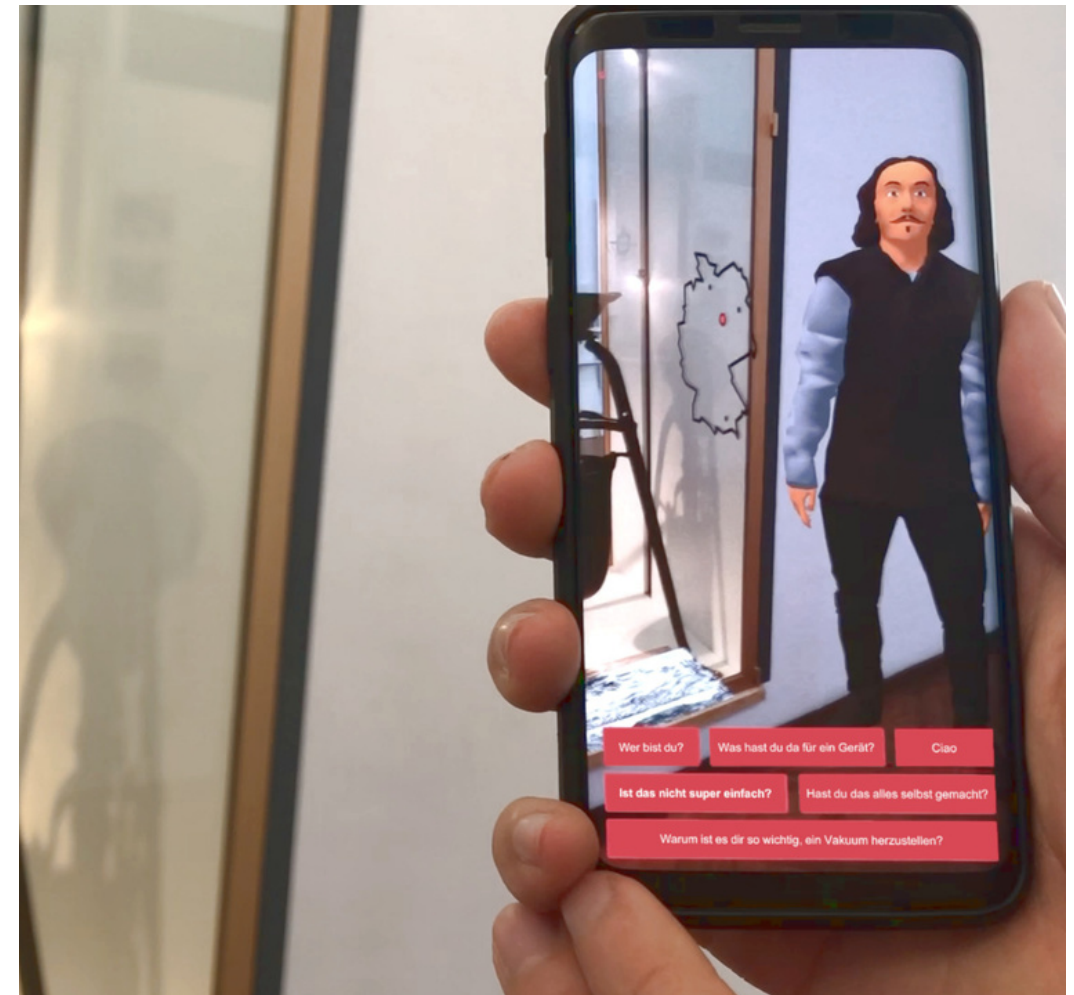




# MUSEUM4PUNKT0

Classical education in a digital age

The project museum4punkt0 connects seven cultural institutions from different regions in Germany. It is financed by the Federal Commissioner for Culture and Media as an innovation project. Across institutional borders, 19 partners joined together to test digital products for new types of learning, experiencing, and participation in museums. Cultural institutions with different profiles, sizes, organizational forms, and familiarity with digital processes collaborate intensively in the joint project. Their collections represent aspects of art, cultural and migration history, of natural history, intangible cultural heritage as well as the history of technology.



Source: Museum4punkt

Among them is the German Oceanographic Museum in Stralsund, the Museum of Emigration in Bremen, the German Museum of Technology in Munich, and the Museum of Swabian-Allemandian Carnival in Bad Dürkheim.

One of the ideas is to change the work for the people in museums and archives. But at the center of most of the initiatives is the visitor. **Like in the app Ping!** developed for Berlin's new Humboldt Forum. In principle the app works like the famous dating platform Tinder. Instead of potential partners, the customer rates artworks and exhibits with yes or no. A yes means a match and then it is possible to interact and chat with the exhibit and learn more about it and plan a personalized tour through the museum.



Source: Museum4punkt

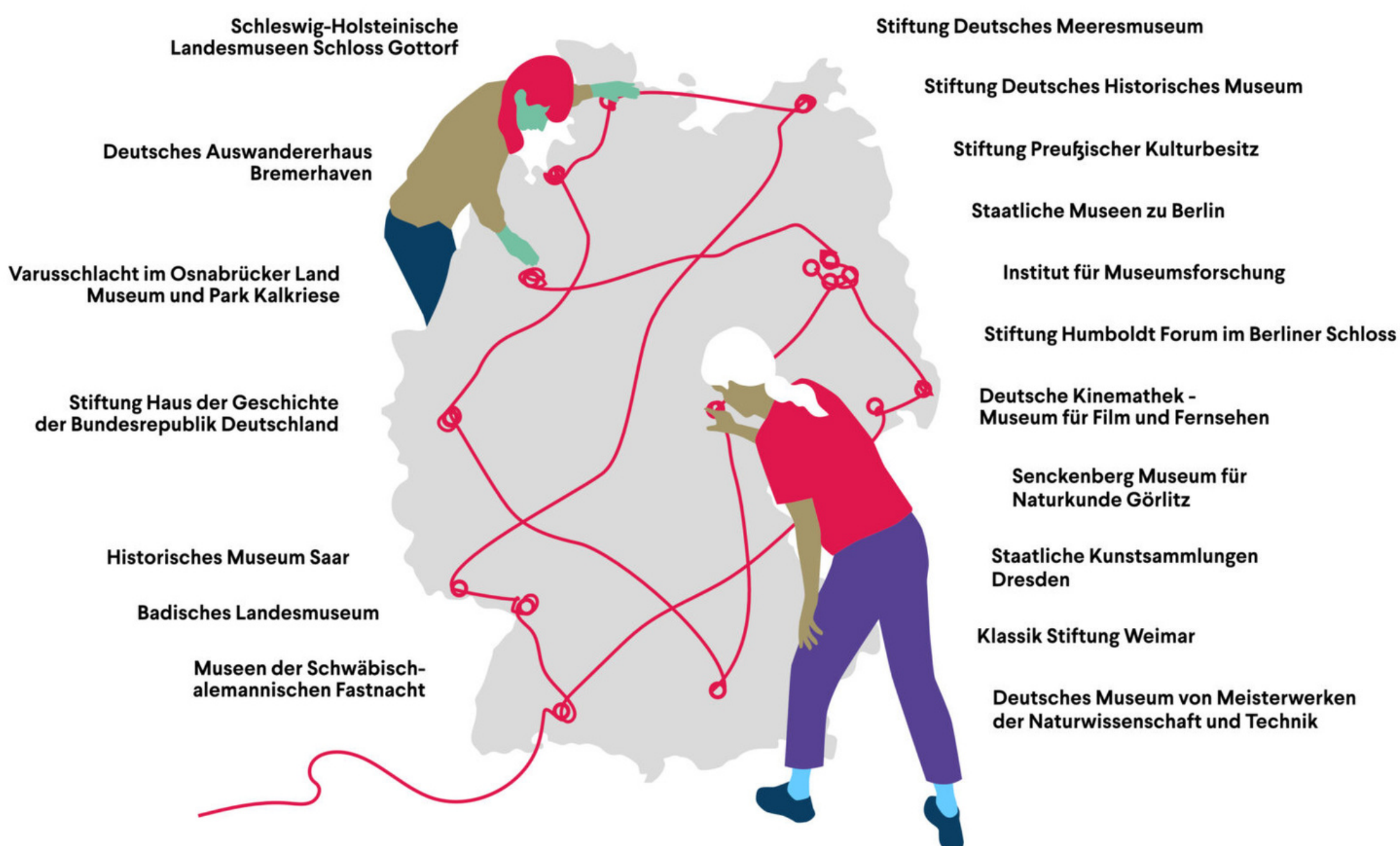
 <https://www.museum4punkt0.de/>



**EXAMPLE**  
*Virtual Reality Video  
 Game Ena wasawasa  
 levu. Auf dem weiten  
 Meer used in the  
 Museum of Ethnology in  
 Berlin*

**TARGET GROUPS** are children and young visitors. It's an immersive experience of how ancient people in the South Sea navigated their ships between very remote islands. They used the sun and flying birds and the stars to identify their position. Players can slip into the role of the navigator and lead the ship over the wide ocean to the targeted island.

But the insights and technologies gained are not only for the institutions participating in the network. The results are to be made available as open-source to smaller museums as well, thus making the museum landscape a whole fit for a digital future.



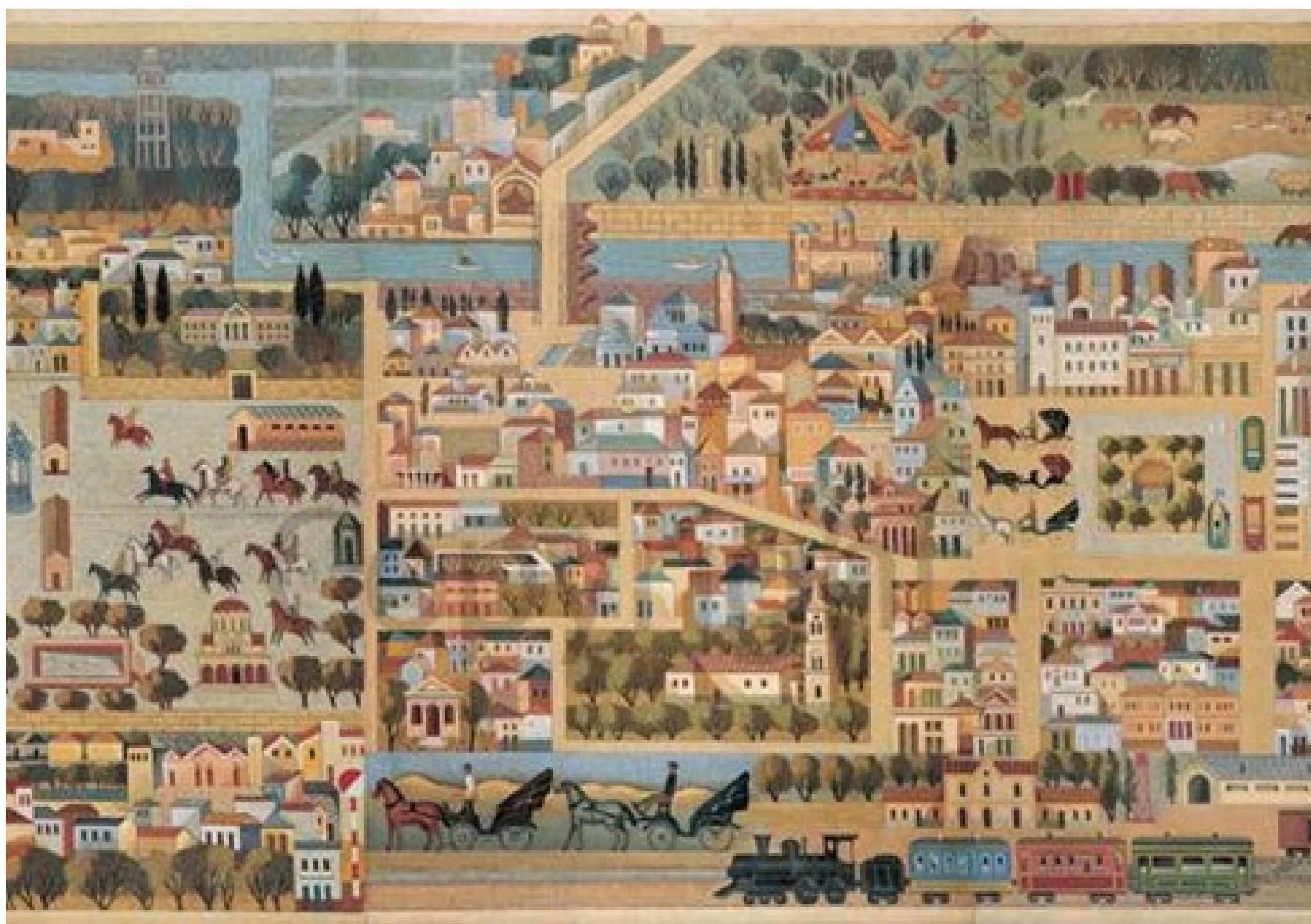
Source: Museum4punkt



# CULTURE IN THE DIGITAL PUBLIC SPACE

SearchCulture.gr & Europeana

SearchCulture.gr is the Greek Aggregator for Cultural Heritage Content and National Provider for Europeana. It was initially developed by the National Documentation Center of Greece (EKT) as part of an aggregation and preservation framework established and implemented in collaboration with the "Digital Convergence" OP (National Strategic Reference Framework).



Aginoras Asteriadis – Larissa (Municipal Art Gallery of Larissa – Museum of G.I. Katsigra)

The objective was to ensure the sustainability and reusability of content produced by publicly funded digitization projects, to provide central access to digital cultural resources and to integrate them to Europeana, a digital platform for cultural heritage funded by the European Commission.

A wide variety of digital resources is accessible via SearchCulture.gr: archaeological items, historical documents and manuscripts, items of material culture, works of art, cartographic material, books and intangible heritage resources. The digital files are primarily photographs and other images, pdfs, 3D models and audiovisual material. The Greek content that can be found today in Europeana corresponds to 1.4% of the total content. These are important digital collections of Greek cultural institutions, which are constantly growing.

 <https://bit.ly/33QEJRk>



One of the latest collections to be included in SearchCulture.gr and Europeana is the Katsigra Collection of the Municipal Art Gallery of Larissa – Museum G.I. Katsigra. With its inclusion, the Katsigra Collection enriches the content of the cultural accumulator with 830 items of modern Greek art, and is now available to everyone for study, reflection and enjoyment. The Collection of the Municipal Gallery of Larissa - GI Museum Katsigra includes, mainly, paintings and engravings from the middle of the 19th to the middle of the 20th century, representative of the trends and searches of modern Greek art. The multifaceted nature of the works of the Collection illuminates the gaze and the collectible reasoning of the donor of Georgios I. Katsigras. The Collection captures with particular sensitivity the daily life of the people, but also the human toil and the struggle in the difficult moments, such as the Occupation and the Resistance. The depiction of the Greek mountain and plain landscape and the seascapes make up a large part of the Collection, while the portraits, the female nude, the ethnographies and the still lifes stand out. At the following link you can see the relevant post on the Europeana website

Europeana, the digital library for European culture, brings together a significant portion of Europe's cultural heritage through a web portal, offering free access for all to an ever-increasing collection of digital evidence. Currently, more than 14 million digitized books, maps, manuscripts, newspapers, photographs, paintings, excerpts from movies, music and sound recordings from 1,500 cultural institutions across Europe are waiting for a wider audience to discover, rejoice and take advantage of them.

Europeana is a Foundation based on the Netherlands, run by a Board of Directors representing bodies and associations of GLAMs from all over Europe. Since 2008, Europeana developed its portal and now hosts over 50 million digital cultural resources.



Georgios Sikeliotis – Family (Municipal Art Gallery of Larissa – Museum of G.I. Katsigra)

More about  
SearchCulture.gr and its  
available collections

[www.searchculture.gr/aggr  
egator/portal/info](http://www.searchculture.gr/aggregator/portal/info)

Europeana has made a significant contribution to the development of a common European consciousness, not only for museums, libraries and archives, but also for citizens and innovation communities. It spearheaded the creation of networks of content collaboration and re-use. At the same time, it highlighted the value of coexistence of heterogeneous digital cultural content and the possibilities of multiple narratives for objects and testimonies of our shared heritage.



# THE MUSEUM OF VOJVODINA

The Museum of Vojvodina is an art and natural history museum in Novi Sad (Serbia) with a collection of over 400,000 artifacts and a library of over 50,000 volumes. It is the largest-size complex museum in Serbia, in which the development of human society in this region within a range of around eight thousand years is presented.



The Museum's permanent setting offers a panoramic picture of the past and the objects exhibited testify to the existence of human communities from the Palaeolithic and the Mesolithic to the first human traces near Irig around 70000 years old, via the cultures of Starčevo, Vinča and other Neolithic cultures, the multilayer Gomolava, Feudvar and Kalakač, to the mythical times of Ancient Greece and the magnificently beautiful monuments of Imperial Rome, from the migrations of nations to the rotation of ethnic communities – the Slavic, Hungarian, Serbian and other nations.

The Museum's most outstanding exhibits are three Roman ceremonial gold-plated helmets dating back to the 4th century. In the whole world, there are only 15 such specimens. The helmets are made of wrought iron, covered with a thin silver gold-plated sheet metal. One of the helmets is additionally decorated with the imitations of the emerald precious stone, and the onyx and chalcedony semi-precious stones, modelled in glass paste. They attracted great attention as the segments of the exhibitions in Germany and Italy, when they were seen by about 800,000 visitors, and were ensured for nine million euros.



# Programme

The Museum of Vojvodina creates special programmes and content to inspire people to discover cultural heritage as the heritage of the entire humankind and to raise awareness about the significance of its preservation for future generations. Besides different creative workshops, an escape room, a museum classroom, and a mobile application, an interactive comic book the 'Golden Helmet' was also created. In addition to being available in the souvenir shop, this interactive comic book is also used during the workshops with people with disabilities held at the museum once a week.



The 'Golden Helmet' is an interactive comic book with the augmented reality. The project has been implemented in cooperation between the Museum of Vojvodina and Zumoko, with the financial support of the Ministry of Culture and Information. The story is about the discovery and reconstruction of three Roman golden helmets.

It is a classic form of a comic book upgraded with augmented reality. The augmented reality gives us a chance to introduce computer-generated content into the user's perception of the world.

It is a classic form of a comic book upgraded with augmented reality. The augmented reality gives us a chance to introduce computer-generated content into the user's perception of the world. In this case, those are different audio-visual effects. The application is available in English and in Serbian. The name of the application is the 'Golden Helmet'. You can download it for free via mobile phones or tablets at GooglePlay and App Store. The application is suitable for different ages.

Download it





# TEMPLO ROMANO

Templo Romano is located in Évora/Alto Alentejo. Évora, is a city that is a book of Portuguese art history.



The Roman Temple, over 2000 years old, is the ex-libris monument of Évora and is one of the most important historic ruins in the country.

The Roman temple in Évora was built in the first century, during the time of Caesar Augustus. It has a long history, serving as testimony to many transformations and different uses over the centuries. It was practically destroyed when the Barbarians occupied the Iberian peninsular in the fifth century, and served as a bank vault and butcher's to Evora castle in the 14th century.

Its original Roman design was only recovered in the 19th century, in one of the first archaeological interventions in Portugal. It is a testimony to the Roman forum of the city of Évora, consecrated to the Imperial cult, thus clarifying a 17th-century tradition that claimed that the temple had been consecrated to the goddess Diana. For this reason, it was identified for many years as the Temple of Diana. Recent excavations have shown that it was surrounded by a portico and water mirror.



