



THE RURAL CULTURE EXPERIENCE (RC-XP)

By Stefan Moritz

With the counselling of Prof. Romano Toppan

2009

MAIN DATA ON THE PROJECT

Title of the project	Sustainable development in rural areas through innovative policies and strategies for the enhancement of material and immaterial cultural heritage		
Acronym	RC-XP		
Leader partner	ROD Local Development Agency, Ajdovscina (SLO)		
Contact person	Stefan Moritz (Project design responsible) – David Bratoz, Tea Fabcic (ROD)		
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Keywords	sustainable development, cultural heritage, rural development		
European Programme	Obj.3 European Territorial Cooperation “INTERREG IVC” Priority 2: Environment and risk prevention – Cultural Heritage and landscape		
Co-financing rate	75% Austria, France, Germany, Italy 85% Slovenia, Hungary, Portugal 0% Croatia (only national funds) Italy: +25% from State Slovenia & Hungary: +10% from State		
Deadline	January 30th 2009 !		
Project duration	36 months: Nov 1 st 2009 – Oct 31 st 2012		
Partners (&potential partners)	<ul style="list-style-type: none"> ▪ Regional Development Association Lower Pinka valley and Strem valley Burgenland (A) ▪ Foundation for Regional Enterprise Promotion in Vas County and the City of Szombathely Nyugat-Dunántul (H) ▪ Province administration of Oristano, Sardinia (I) ▪ Municipality of Bullas, Murcia (E) ▪ District Administration Burgenlandkreis, Sachsen Anhalt (D) ▪ Tourism consortium of Gran Canaria (E) ▪ International cooperation office TNTL, Ilok/Vukovar, East-Croatia (C) ▪ Haute Languedoc-Vignobles–LAG Couleurs d’Orb, Languedoc Roussillon (F) ▪ Municipality of Palmela, Lisboa – Tejo Valley (P) 		

PROJECT DESCRIPTION

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The RC-XP project has been discussed and elaborated by the VINEST network of Small European Wine Areas (www.vinest.net), during its last annual meeting in Ajdovscina (SLO) in June 2008 together with new partners from Croatia, Portugal and France. It is meant to collect, analyse and prepare all good practices of the partners that can help a sustainable rural area development – through innovation and diversification – enhancing the material and immaterial cultural heritage of an area and integrating this enhanced cultural heritage into local/regional economic cycles. The cultural heritage of the partner areas is perceived as an undisclosed treasure which is often not used up to its full potential for the rural economy and which risks to disappear, if not safeguarded and enhanced.

That means to find innovative approaches through good practice exchange, to **enhance as much as possible ALL values and assets that the local cultures** can offer, because these assets are often strongly endangered by progressive "urbanisation" of rural life, deficient management of cultural resources, by economic & urban pressure or environmental problems, or by depopulation and a low level of know-how, skills and economic performance, who bear the threat of identity decay and cultural "exhaustion" of these rural areas.

RC-XP shall be the answer to these problems: it is aimed at collecting good practices from all areas that help to safeguard and enhance all valuable cultural assets of the partner areas,.

The central idea that gives the name RURAL CULTURE EXPERIENCE (RC-XP) to the project is the "Economy of Experiences", a concept formulated by the economists Pine & Gilmore in 2000, which shows how creating a "**memorable experience**" while visiting a place can bear great economic opportunities. In the same moment this attention given to cultural heritage itself This will be done by elaborating in each area a Policy paper, based on the good practices of all partner areas, with implementation indications **to "produce" the cultural assets like a "territorial film"**, working together with all relevant stakeholders and actors of an area.

To elaborate the main outputs the project will strongly use exchange of experiences between the partners, with good practice presentation & analysis, common assessment through a "peer review" and in particular the evaluation of the "memorability" of each ones cultural heritage. Hence the partners will elaborate together a new approach for cultural heritage enhancement, basically providing for a greater "memorability" and identity content of the areas' cultural assets, and elaborate policy papers for each area with practical implementation indications. Finally the partners will prepare the implementation through "feasibility verification initiatives" in each area, that can regard the discussion of the policy papers proposals with the local stakeholders, data analysis and first provisions for the implementation. All this work will be assisted by 1 cultural heritage expert in each area.

Finally also a **documentary film "RC-XP"** (working title) about the project's results and findings will be produced and distributed, and that will be possible to be used also as a manual for other rural areas, keen to enhance their cultural heritage.

OBJECTIVES

Objectives

The logical framework of the RC-XP Project is therefore:

OVERALL OBJECTIVE: ***Sustainable rural development in European rural areas***

The project RC-XP will contribute to the achievement of this overall objective through the following SPECIFIC OBJECTIVE or PURPOSE:

Improvement and innovation of territorial public policies for cultural heritage enhancement in European rural areas.

Expected results

In order that the specific objective can be achieved the following EXPECTED RESULTS are necessary to be produced by RC-XP:

(a) *Good policy practices for an innovative enhancement of the material and immaterial cultural heritage of European rural areas collected, analysed and prepared for successful transfer to the partner areas*

(b) *Good policy practices for an innovative enhancement of the material and immaterial cultural heritage of European rural areas locally/regionally and interregionally disseminated to local and regional policy and decision makers, as well as to stakeholders and final beneficiaries (citizens, SME, visitors)*

Planned Outputs

The PLANNED OUTPUTS necessary to provide for the achievement of the expected results above shall be:

For (a):

- **8 documented meetings** of local/regional decision makers, internal experts and technicians for cultural heritage and regional development for a good practice transfer on successful cultural heritage safeguarding and enhancement in rural areas. Possible topics are:
 - analysis of the existing policies, strategies, approaches, management conceptions and plans for cultural heritage safeguarding and enhancement in rural areas
 - economic importance of cultural heritage and the link to local/regional economic cycles
 - local/regional identity safeguarding through vital cultural heritage
 - assessment and enhancement methods for cultural heritage "vitality" and "memorability"
 - historical architecture and archeological heritage
 - Immaterial cultural heritage: music, traditions, dialects, popular arts and tales
 - gastronomy and typical cuisine
 - typical productive activities (handcrafts, agriculture, commerce, etc.)
 - "tell the cultural heritage tale of your area": presentation and representation of cultural heritage by artistic means
- **1 database forum** about good practices in successful cultural heritage enhancement in rural areas.
- **1 Common strategy paper of all partners** about a new approach ("Rural Culture Experience") for cultural heritage enhancement in European rural areas, summarising good practices and methodological options.
- **9 policy papers for a concrete cultural heritage enhancement in each partner area**
- **9 feasibility verification studies or initiatives / provisions for the implementation** of the policy papers in the partner areas.

For (b):

- **3 local dissemination events in each partner area** targeted to a local/regional public (decision makers, stakeholders, final beneficiaries) in partner areas
- **12 newsletters published and disseminated** about project work and good cultural heritage enhancement practices, through www.vinest.net and partner websites
- **Production of the "RC-XP" Documentary film (working title)**, for dissemination purposes and as a practical manual for other rural areas.
- **Participation to SLOW FOOD ON FILM** (Bologna/I 2012) with the **"RC-XP" DOCUMENTARY FILM**
- **Common strategy paper** of all partners about a new approach ("Rural Culture Experience") for cultural heritage enhancement in European rural areas **translated into ALL partner languages and disseminated through www.vinest.net and partner websites**
- **1 final conference about cultural heritage enhancement in European rural areas** (in SLO, Sept. 2012)

WORKPLAN HYPOTHESIS

COMPONENTS	INTERREGIONAL (IR) ACTIONS PROPOSED	COMMON COSTS FOR INTERREGIONAL ACTIONS (in €)	POSSIBLE LOCAL ACTIONS	PROVISIONAL COSTS OF LOCAL ACTIONS
1. Management and Coordination <i>(345.000€ of total 1.760.000€ = 19,44%)</i>	<ul style="list-style-type: none"> Technical assistance for Interregional Project & Financial management (incl. VAT & travel costs) 1 kick-off meeting in Sardinia (Nov. 09) 	120.000 35.000	<ul style="list-style-type: none"> local Project coordination: each p. 20.000 (ex. P8/HR: 5.000) Administration costs: lump sum for <u>all partners</u> 9.000 € (1.000 each) Financial auditing is incl. under local project coordination, .i.e. if it is <u>external service it must be subtracted from staff costs</u> 	195.000 (each p. approx.: 21.000 €)
2. Communication and Dissemination	<ul style="list-style-type: none"> Coordination of dissemination & Production/dissemination of 12 newsletters on project proceedings and actions, webhosting costs, translations and web-editing 1 database forum for good practices Translation and dissemination of 1 Strategy paper for a new common approach and 1 Policy papers/feasibility verification report collection Production of 1 documentary film "RC-XP" (working title) about methods and project results 1 Dissemination event at SLOW FOOD ON FILM in Bologna (May 2012) 1 International Conference in Slovenia (September 2012): project results 	25.000 20.000 15.000 80.000 25.000 40.000	<ul style="list-style-type: none"> local involvement of stakeholders and dissemination of results (Staff) (ex. P8/HR: 5.000) 3 Local dissemination events in 9 p. areas (1 per year) 	185.000 (each p. approx.: 20.000 €) 135.000
3. Exchange of experience	<ul style="list-style-type: none"> 7 meetings of partners in A, H, E (2), P, F and D (each partner 1 meeting) 1 study tour to Ilok/Vukovar (Croatia) Common elaboration of strategy paper for innovative cultural heritage enhancement in rural areas (interregional coordination) 	280.000 30.000 20.000	<ul style="list-style-type: none"> Local technical supervision of exchange of experience activities (ex. P8/HR: 5.000) 	90.000 (each p. approx.: 10.000 €)
4. Pilot projects cultural heritage enhancement	<ul style="list-style-type: none"> Interregional thematic supervision of local actions 	30.000	<ul style="list-style-type: none"> 9 policy papers for local cultural heritage enhancement (each partner, ex. P8/HR) 9 feasibility studies or feasibility verification initiatives for policy paper implementation (each partner 20.000, ex. P8/HR) Local technical coordination of feasibility studies/verification initiatives 	180.000 (local cultural heritage experts) 180.000 90.000
TOTAL		720.000		1.055.000

BUDGET HYPOTHESIS:

Partner	Use of funds - expenditures per partner			Sources: ERDF, local, national		
	1. Quota participation to common interregional costs	2. Staff costs, ext. experts & feasibility studies	3. Total budget per partner	4. ERDF	5. Local co-financing (staff/finances)	6. National co-financing
P1 (SLO)	80.000	100.000	180.000	153.000	9.000	18.000
P2 (A)	80.000	120.000	200.000	150.000	50.000	0
P3 (H)	80.000	100.000	180.000	153.000	9.000	18.000
P4 (I)	80.000	120.000	200.000	150.000	0	50.000
P5 (E/Bullas)	80.000	120.000	200.000	150.000	50.000	0
P6 (D)	80.000	120.000	200.000	150.000	50.000	0
P7 (E/Gran Canaria)	80.000	120.000	200.000	150.000	50.000	0
P8 (HR)	0	15.000	15.000	0	15.000	0
P9 (F)	80.000	120.000	200.000	150.000	50.000	0
P10 (P)	80.000	120.000	200.000	170.000	30.000	0
TOTAL	720.000	1.055.000	1.775.000	1.376.000	313.000	86.000



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