

OUTPUT FACT SHEET

Pilot actions (including investment, if applicable)

Version 2

Project index number and acronym	CE331 YouInHerit
Lead partner	22nd Budafok Teteny, Budapest XXII district
Output number and title	<i>O.T2.1 Pilot action 1: enhanced CH management capacity of authorities and stakeholders</i>
Investment number and title (if applicable)	<i>n.a.</i>
Responsible partner (PP name and number)	<i>PP2 Razvojna agencija Sinergija d.o.o. / Development Agency Sinergija Ltd.</i>
Project website	<i>https://www.interreg-central.eu/Content.Node/YouInHerit.html</i>
Delivery date	<i>October 2017 - October 2018</i>

Summary description of the pilot action (including investment, if applicable) explaining its experimental nature and demonstration character

Pilot action in Pomurje (Slovenia) was executed through several connected activities. Training materials for capacity building in Pomurje region aimed to provide relevant knowledge and skillset for local authorities and other relevant stakeholders to activate youth in the field of CH management. 2 theoretical and 2 practical trainings were conceptually developed with the main aim of encouraging youth inclusion into CH preservation. The training served at providing practical, applicable and innovative guidelines with practices for stimulating active participation of youth, thus enhancing sustainable CH management. In addition, our main aim was also to raise knowledge and awareness of all participants with a sustainable and cooperative approaches through innovative practices, encouraging creativity and reinterpretation of CH.

In addition to the trainings, the following activities were integral part of the pilot action:

- Pottery workshops for youth aiming to equip young people with the skills of old crafts
- Concept development of Milling-Pottery route application with the collection of existing mills and potters in Pomurje region. „Route Navigator“ mobile application development workshop was centred around developing an outline of a mobile application through participatory intergenerational approaches (stakeholders, municipality representatives and other interested parties working with young people). Topics addressed: technical aspects of the application, best example assessment, content modification, visual elements, audio content and guide, geomapping, design solutions. The created Milling-Pottery route of Pomurje was also presented and distributed regionally in a form a leaflet.
- Pilot Action was concluded with a press conference where we presented the results of our work to the public.

Participants of our activities were mainly representatives of local authorities (municipalities), stakeholders from the field of CH related crafts and youth.

4 trainings were implemented altogether, participated by 49 representatives of local authorities (from 2 municipalities), 8 stakeholders (from 8 different organizations) and 9 youth.

At the Info point at the International Folklore Festival in Beltinci, we reached 50 youth and 16 youth participated in our 2 pottery workshops dedicated to youngsters.

The unique approach of our Pilot Action was to connect 3 different groups of actors/target groups that are important for the preservation of CH, resulting great cooperation measures. Also, involvement of local authorities in specific trainings was a new element in our region. Decision makers who are developing and supporting programs for youth related to CH, now are equipped with the necessary knowledge and approaches that they can use in their future work in collaboration with youth.

NUTS region(s) concerned by the pilot action (relevant NUTS level)

Country (NUTS 0) SI

Region (NUTS 2) SI01, Vzhodna Slovenija / East Slovenia

Sub-region (NUTS 3) SI011, Pomurska

Investment costs (EUR), if applicable

n.a.

Expected impact and benefits of the pilot action for the concerned territory and target groups and leverage of additional funds (if applicable)

During the pilot action, we achieved our main goal: to establish two-sided communication among interested stakeholders, decision makers and youth. Our expectation is that through these newly established communication channels, active cooperation of all parties will be further strengthened. We expect that with the further inclusion of youth will contribute to the local identity, shift in perception of CH, jointly shaping a vision for the sustainable use of CH through bottom-up approaches and participatory methods.

During the trainings, we realized that youth became actually engaged in our traditional craft which helps us to collaborate with them also in the future. Raising awareness of local authorities might also facilitate this process by providing further opportunities to the youth related to the revival of CH in Pomurje region. Based on the feedback we received from representatives of local authorities, they confirmed that bigger emphasis should be put on CH valorisation with a systematic, well-planned approach. The first steps were made during the implementation of our pilot action and we expect to continue this collaboration with related activities also in the future. Local, relevant stakeholders also got in contact with them which we expect to boost joint future activities and contribute also to better use the economic potential of our traditional trades & crafts.

This kind of collaboration was absolutely new in our region but proved to be essential when talking about CH revitalization linked to our traditional crafts. This new experience inspired all the actors, incl. us, thus our final Action Plan in YouInHerit will definitely reflect on all the lessons learnt and on the new and/or more concrete demands arisen during the pilot action.

Sustainability of the pilot action results and transferability to other territories and stakeholders.

Sustainability:

Representatives of local authorities, stakeholders and youth who took part in trainings gained new knowledge which they can use any time in future for -their craft and CH related jobs and activities.

Training material was developed and distributed to relevant target groups, so it can be used any time in the future. The training is replicable only with slight changes in other regions and even in other European countries.

Knowledge that young participants gained within different activities (trainings and pottery workshops) can be also used any time in future. They have basic knowledge about pottery, they are connected with local pottery makers, millers, mentors. In addition, they also have information about all existing pottery makers and millers in the region. Stakeholders (especially pottery makers and millers) got to know youth participating in the pilot action, so they can collaborate with them in future to transfer their knowledge, preserving their craft from extinction.

Our concrete plans for future actions:

- Upgrading pottery workshops which were implemented within the Pilot action into the certified training for potters (involving stakeholders and youth who already participated in our workshops and others interested). Trainings would include theoretical and practical sessions on pottery linked to entrepreneurial & marketing skills.
- Organizing continuous meetings with representatives of local authorities and stakeholders from the field of CH in order to promote developed training material and planed activities for preservation of CH
- Implementing campaigns for local authorities/decision makers in order to ask support (financial and in form of trainings) for (young) entrepreneurs who want to develop their businesses related to CH
- Fostering campaigns/support of important decision makers/local authorities preparing programmes for preservation of CH:
 - o Including CH in different local activities (with support of local authorities, stakeholders and youth)
 - o Helping youth and other target groups in the preparation/implementation of different projects & programmes related to CH
- Within the Pilot action the concept for Application on CH in Pomurje region (Route Navigator) was developed together with youth, stakeholders and local authorities. Our future activities (involving all listed target groups) will focus on implementation/realization of Mobile App.
- Municipality of Beltinci (PP12) will continuously support and fund already existing institutions and organizations active in the field of CH through annual financing of activities.

Transferability:

Most of the methods that we used in our Pilot action are easily transferable to other regions and/or other countries. During our partner meetings, we found that also other regions agree with our main concepts and approaches. Especially in case of Mazovia (PP6), who implemented the same pilot type in YouInHerit, we learnt that despite of having a different craft, the best practices are quite the same.

In addition, the concept of our training material was also translated in English summing up the main points of our pilot action. In this way, we can spread out our methods and approaches also to other countries.

Lessons learned and added value of transnational cooperation of the pilot action implementation (including investment, if applicable)

We learned that it is very important to have local authorities/decision makers on your side. They are the magnets & role models for others (target audience) and they can contribute a lot to the success of your activities.

Finding the right approach to motivate young people is the clue. However, first, youth should be found and convinced with interesting, attractive activities or with the help of the right person (important decision maker or role model).

In our Pilot action, we were focusing on 2 different crafts: milling & pottery. During the implementation, we realized that we will gain more from our pilot if we focus only on one craft: pottery, which we learned to be more popular among youth.

We have learned a lot from YouInHerit partners. They inspired us with their ideas on how to reach youth and how to make CH more attractive for them. During the cross-visits, we exchanged useful ideas focusing on capacity building & specific activities.

Contribution to/ compliance with:

- relevant regulatory requirements
- sustainable development - environmental effects. In case of risk of negative effects, mitigation measures introduced
- horizontal principles such as equal opportunities and non-discrimination

Regulatory requirements: Activities in our Pilot Action were implemented in accordance with the existing regulatory requirements.

Sustainable development: No negative environmental effects were caused within our Pilot Action. Our training material was elaborated and forwarded online.

Horizontal principles: in our Pilot action, we implemented some activities that were dedicated to youth (workshops for youth in order to transfer traditional knowledge to younger generations).. In our pilot activities, we included everybody regardless to his/her gender, cultural and ethnical background. Our activities were open to everybody among local authorities, stakeholders and youth. Through our activities (especially pottery workshops), we equipped participants with skills and creativity which can be considered a great advantage on the labour market and can contribute to their future career.

References to relevant deliverables (e.g. pilot action report, studies), investment factsheet and web-links

If applicable, additional documentation, pictures or images to be provided as annex

In the attachment:

- training material concept
- pilot implementation report
- Route Navigator Application concept design jointly by stakeholders and youth
- leaflet about the planned route for the application

Several local and regional media were reporting about our Pilot action:

News about implemented cross visit in Beltinci:

Online newspaper Pomurec.com:

https://www.pomurec.com/vsebina/48502/Pomurci_Poljakom_prikazali_kako_ohranjamo_kulturno_dediscino_v_nasi_regiji

Newspaper of Municipality Beltinci - Mali rijtar; August 2018:



Projekt YouInHerit – Navzkrižni obisk partnerjev s Poljske

Interreg 
CENTRAL EUROPE European Union
European Regional
Development Fund

YouInHerit

V sklopu projekta YouInHerit, ki spodbuja vključevanje mladih v inovativno vrednotenje in oživljanje tradicionalnih obrti kot kulturne dediščine z namenom povečanja privlačnosti in konkurenčnosti urbanih območij v dinamični dobi, sta Občina Beltinci in Razvojna agencija Sinergija organizirali navzkrižni obisk, ki so se ga udeležili partnerji iz Mazovije. V petek, 20. julija 2018, smo organizirali izlet po Pomurju, kjer smo si ogledali

Muzej zgodovine zdravstva, muzej na prostem v Lončarski vasi Filovci, cerkev Gospodovega vnebohoda v Bogojni,

tropski vrt Ocean Orchids v Dobrovniku, Otok ljubezni s plavajočim mlinom na Muri v Ižakovcih, Eko – vrt Beltinci

14 Mali rijtar - avgust 2018

Press conference - sharing results of Pilot Action in Pomurje, Slovenia:

Online newspaper Pomurec.com:

https://www.pomurec.com/vsebina/49109/FOTO_Mlade_spodbujajo_k_ohranjanju_tradicionalnih_obrti

Online newspaper Sobotainfo:

<https://sobotainfo.com/novica/politika-gospodarstvo/s-pomocjo-mladih-povezati-tradicionalno-inovativno/444147>

Local newspaper Vestnik:

<https://www.vestnik.si/s-pomocjo-ozivljanja-dediscine-najti-zaposlitev-6565088>

National newspaper Večer:

<https://www.vecer.com/s-pomocjo-ozivljanja-dediscine-najti-zaposlitev-6565088>

TV news on TV Idea and radio news Murski val

Press conference in Vodnjan:

Local newspaper Pomurec.com

https://www.pomurec.com/vsebina/49589/Pomurski_partnerji_projekta_YouInHerit_predstavili_svoje_aktivnosti_na_Hrvaskem

Photos of our Pilot Action:

Training session in Beltinci:



Training session in Beltinci:



Pottery workshop for youth:



Info point at International Folklore Festival in Beltinci:



Cross visit of Mazovia in Beltinci:



Pottery workshop for youth:

