



**SOUTH EAST
EUROPE**
Transnational Cooperation Programme



SEE TCP
SAGITTARIUS
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Programme co-funded by the
EUROPEAN UNION

NEWSLETTER NO. 1

**LAUNCHING (G)LOCAL LEVEL HERITAGE ENTREPRENEURSHIP:
STRATEGIES AND TOOLS TO UNITE FORCES, SAFEGUARD THE
PLACE, MOBILIZE CULTURAL VALUES, DELIVER THE EXPERIENCE**



Statue of St. George



Ptuj Mithraeum

SUMMARY OF THE PROJECT

In March 2011 we have started with the project SAGITTARIUS that runs in the frame of South - East Europe Program of transnational cooperation. In the project there are 20 partners involved that come from 8 countries, as follows: Greece, Slovenia, Italy, Bulgaria, Romania, Hungary, Croatia and Moldavia. Project SAGITTARIUS is intended to develop and promote cultural heritage entrepreneurship in the South - East Europa territory. It will be carried out for 36 month and will end in February 2014. Lead partner of the project is University of the AEGEAN – Research unit / U AEGEAN from Greece.

Cultural heritage products are successful when they have the recognized value. Sagittarius wants to develop cultural consumption and recognize cultural values: from natural monuments and ecosystems to sites and collections, from the arts to traditions and handicrafts. Given the diversity and complexity of heritage, the use of cultural values for development is feasible, only if multilateral interactions are understood and reflected in policy and delivery.

By activating public-private-third sector alliances, heritage entrepreneurship is established at transnational level, exemplifying, how heritage is valued, protected, communicated and used with ecologic, economic and social profit.

PROJECT BACKGROUND

The project's aim is to promote the natural and cultural heritage of small, mostly rural areas. These areas are beyond the well-known and crowded tourist attractions. Despite the rich and well-preserved heritage, remain on the periphery and unrecognizable. Many areas are underdeveloped, especially young people move because they cannot find employment opportunities. At the same time they don't identify common values and entrepreneurial opportunities in the local natural and cultural heritage.

The Project Area is affected by a series of common shortcomings, faced by all project partners with very different cultures and contexts each. While major fame heritage assets are facing overuse and decay, peripheral ones remain unrecognized, led to territorial depopulation, brain drain and underdevelopment.

Globalizing economies are detaching younger generations from community roots and values. They thus suffer a cultural discontinuity, especially obvious in the attitude of younger and repatriated populations.

OBJECTIVES OF THE PROJECT

The main project objectives are:

- Identify the socio - economic potential of natural and cultural heritage
- Investing in human potential and innovation in order to improve the living standards of the SEE

- Introduce cultural heritage entrepreneurship in recognition of its social importance of international cooperation and networking
- Certification of knowledge in the natural and cultural heritage by involving as many individuals and communities in the project, especially young people
- Increase the participation of long-term unemployed persons (women, disabled, etc..) in the project aimed to create new jobs

MAIN ACTIVITIES

The three-year operation and activities of the project will lead to:

- Establishing of international links to promote entrepreneurship of natural and cultural heritage
- Use of existing knowledge in the field of cultural heritage as a set of business ideas
- Develop strategies and tools for the creation of added value of cultural products and services
- Use of practical experience in planning and managing natural and cultural heritage
- Presentation of cultural values and dissemination of experiences through thematic paths and stakeholders involvement
- Protect, setting quality standards and labeling of cultural heritage

TARGET GROUPS

Sagittarius is designed to integrate multi-level actors, to strengthen their capacity to effectively utilize the potential of culture as driver for socioeconomic development. Tangible impacts are ensured for:

- **PROJECT PARTNERS** Through domain specific knowledge experience exchange, experience exchange and know-how transfer; they create among staff and experts a significant number of individuals with increased capacity.
- **PUBLIC SECTOR** national, regional and local authorities, including smaller local communities, along with policy/decision makers and public sector representatives are co-involved at all 3 administration levels.
- **PRIVATE SECTOR** the Private Sector (Chambers of Commerce, Economic Organizations, SMEs, Local Action Groups, businesses)
- **THE COLLABORATIVE NETWORK:** To facilitate heritage entrepreneurship and other innovative investments these actors from the 3 spheres state, society acquire access to project results and to praxis validated planning and management tools.
- **LOCAL COMMUNITIES:** Economic valorization of cultural heritage potential, creative employment opportunities, a locally led heritage strategy, accessible cultural products and services, contribute to collective civic pride and economic prosperity
- **YOUNG AUDIENCES:** Young people are being involved in a way that gives them a voice and a platform for their skills.
- **CONSUMER GROUPS:** interested target groups are offered an enriched cultural heritage consumption mix.

- THE GENERAL PUBLIC across the SEE and at international level is being addressed and informed via a series of organized events and outreach tools.
- THE ACADEMIC COMMUNITY is invited at international level to actively participate in development and contribute via publications, opinion forum, experience exchange, innovation proposals.
- THE PRESS informed through a series of events has the task to diffuse results to experts and the general public

PROJECT INNOVATION

SAGITTARIUS introduces a novel concept to utilize different types of cultural values of natural and cultural heritage resources as a lever for development, paving the way for entrepreneurial innovation. Integration of academic and research institutions, public-private sector, local communities and individuals in preserving and promoting the natural and cultural heritage. The project is preparing a portable platform of knowledge and experience in human capital that will be useful in areas of SEE.

Project partners will act primarily on promoting the natural and cultural heritage of small, mostly rural areas that are beyond the known and populated tourist attractions.

The innovative concept includes:

HERINEXUS: academic & research institutions, public-private-third sector jointly generate, share and transfer domain specific knowledge across the SEE building trust and creativity. Networking multilevel actors at different spatial levels and operation domains paves the way for innovation.

HERIDUCATOR: highly transferable knowledge platform invests in human capital certifying professional skills in the heritage sector across the SEE. This is the first attempt to institutionalize the interpretation of heritage as the most powerful tool to unlock cultural values inherent in the natural and man-made environment for a wide range of different audiences.

HERICARE: attractive, well-kept heritage increases self-respect and community cohesion particularly in structural weak areas. A novel mix of inclusion practices empowers communities and the young, acknowledging their status as cultural operators.

HERIBUILDER: An innovative heritage planning and management system guarantees the physical, cognitive and emotional accessibility to heritage assets.

HERITAINMENT: the usability of heritage assets is appreciated by local businesses and final products become industry related via the convergence of supply and demand.

HERISTAR: a Transnational Qualisign with market value for final products leverages the economic usability of cultural assets in participating regions. Project launch cultural heritage entrepreneurship as a place-driven development agent, demonstrating how heritage is valued, protected, communicated and used with ecologic, economic and social profit.

PROJECT PARTNERS

GREECE

- UNIVERSITY OF THE AEGEAN – VODILNI PARTNER (www.aegean.gr)
- EFXINI POLI- LOCAL AUTHORITIES NETWORK (www.efxini.gr)
- SYNOTA, ANONYMOUS TRANSMUNICIPAL DEVELOPMENT AGENCY (www.synota.gr)
- PATRAS MUNICIPAL ENTERPRISE FOR PLANNING & DEVELOPMENT S.A. DEPARTMENT OF LOCAL DEVELOPMENT AND ECONOMY (www.adep.gr)
- INSTITUTE OF ENTREPRENEURSHIP DEVELOPMENT (www.entre.gr)

ITALY

- MUNICIPALITIES UNION OF SINELLO (www.unionesinello.it)
- ALTO BASENTO- MOUNTAIN COMMUNITY ALTO BASENTO (www.altobasento.web.it)
- DEPARTMENT OF TECHNOLOGY FOR BUILT ENVIRONMENTAL, FACULTY OF ARCHITECTURE OF UNIVERSITY OF CHIETI PESCARA (<http://www.ditac.unich.it>)
- COMMISSION VI (COMMUNITY POLICIES) OF THE REGIONAL COUNCIL OF ABRUZZO
- EUROPEAN ATHNEAUM OF FLORAL ART (www.athe.it)

BOLGARIA

- BCCI- BULGARIAN CHAMBER OF COMMERCE & INDUSTRY (www.bcci.bg)
- DEVIN- MUNICIPALITY OF DEVIN (www.devin.bg)
- BULGARIAN-ROMANIAN CHAMBER OF COMMERCE AND INDUSTRY (www.brcci.bg)

ROMANIA

- NIRD- NATIONAL INSTITUTE FOR RESEARCH & DEVELOPMENT IN TOURISM (www.incdt.ro)
- INE- INSTITUTION OF NATIONAL ECONOMY (www.ien.ro)
- MINISTRY OF REGIONAL DEVELOPMENT AND TOURISM FORMER MINISTRY OF TOURISM (www.mdrt.ro)

HUNGARY

- KRF- KAROLY ROBERT COLLEGE (www.karolyrobert.hu)

CROATIA

- FILOZOFSKI FAKULTET- UNIVERSITY OF ZAGREB (www.ffzg.hr)

SLOVENIA

- E – ZAVOD PTUJ (www.ezavod.si)

MOLDOVA

- DISTRICT COUNCIL OF SOROCA (www.soroca.org.md)



Sagittarius Project Partners

The project is co-financed by the European Commission. The total project value is € 2.116.483,00, ERDF co-financing of € 2.012.783,00, IPA co-financing of € 103.700,00.

Our activities in the Sagittarius project will succeed only with your participation, information, suggestions, and ideas. We use this opportunity to invite you to participate.

Contact details of the project are on web page of Leap Partner UNIVERSITY OF THE AEGEAN (www.aegean.gr) and on web pages of other project partners.