



SUSTCULT

Achieving SUSTainability through an integrated approach to the management of CULTural heritage

WORKSHOP

Concrete steps towards job creation and income generation: how the local economy can be integrated in cultural resource management?

Veszprem, HU - 28th/29th/30th of October 2013

The Workshop focuses on the potential of cultural heritage as a driver for job creation and income generation. The workshop will provide opportunities to expose approaches, methodologies and best practices in order to develop strategies to face the future challenges, particularly in analysing how local economy can be integrated in the management of cultural resources.

The workshop structure includes presentations of methodologies to approach the territorial marketing and best practices by partners and invited experts in territory promotion as a model development to make the whole territory an economically active subject.

The opportunities for tourism, with the cultural heritage as a topic in order to promote a better economic development (particularly at local level), have to be investigated in order to exploit and to enhance the local resources. As for cultural heritage, the challenge is how to use it as a driver for job creation and income generation. Mostly, the increase in value of a particular territory can boost local development, setting a new balance between social and economic sectors.

The workshop will provide a framework and motivations in order to endow cultural resources a leading role towards job creation and income generation.

The workshop will be organized in two parts:

- *Part I* will deal with best practices, presented by partners and other EU projects in which cultural heritage is the main topic of the development processes;
- *Part II* will be organized through the well-known "focus group" approach, in which every participant will be invited to discuss the workshop topics in small groups; the aim will be to produce answers to the following questions: how to achieve the expected results? What have we learned through best practices? Each "focus group" will have to define some actions in order to achieve the expected results, outlining a few useful keywords and key-points.

The final part of the workshop will be dedicated to present the "focus group" results, which eventually will be collected and given back to the participants as a report of the workshop activity.



30 October 2013	Venue: Veszprem Chamber of Commerce and Industry	
9.00	Welcome & Introduction	CCI Veszprem
9.30	<p style="text-align: center;">Workshop Part 1</p> <p>Workshop introduction: "The potential of cultural heritage for job creation and income generation": where 'cultural' includes not only historical sites or tourist landmarks, but also agriculture, territory and other land resources"</p> <p>Aim of the workshop: to provide opportunities to expose approaches, methodologies and best practices in order to develop strategies to face the future challenges, particularly in analysing how local economy can be integrated into the management of cultural resources</p>	Federico Della Pupa
10.00	- SUSTCULT sites of Venice, Vipava, Ohrid, Corfu and Hurezi	
11.00	Coffee break	
11.30	<p>Best practices and other EU projects (10-15 minute presentations):</p> <ul style="list-style-type: none"> - Zsuzsanna Károlyi, Forster Center: HERMAN project, CENTRAL EUROPE Programme - Zsuzsanna Kravalik: presentation of the HERMAN project Benchmark study - Bujdosó Zoltán, Károly Róbert College: presentation of Danubelimes Project and SAGGITARIUS Project results, SEE Programme 	
12.00	Questions, discussion and closure of the 1 st part	Federico Della Pupa and Stefano Perale
13.00	Lunch	
14.00	<p style="text-align: center;">Workshop Part 2</p> <p>Focus group: small group discussion about how to achieve the expected results and the outlining of useful keywords and key-points in agreement with the best practices shown</p>	All
15.00	What have we learned?	Federico Della Pupa and Stefano Perale
16.00	End of the Meeting	

