

OUTPUT FACT SHEET

Strategies and action plans

Version 2

Project index number and acronym	CE1565 SACHE
Output number and title	O. T1.1 - SACHE Project strategy
Responsible partner (PP name and number)	Chamber of Commerce and Industry of Pécs-Baranya - PP7
Project website	https://www.interreg-central.eu/Content.Node/SACHE.html
Delivery date	30-09-2020

Summary description of the strategy/action plan (developed and/or implemented), explaining its main objectives and transnational added value

Theoretically culture and heritage would automatically inspire innovation and new creative entrepreneurship, while researches have shown that this is rarely the case. The main challenge of the SACHE strategy is to strengthen the role of cultural heritage on a regional level by cultural sites, items will not only be conceived as venues of contemplation, education or entertainment but also as accelerators, i.e. cultural engines that enthuse, mobilize and nurture the energies of small creative business. Of course, this would expand the access to cultural heritage but also the production of value enhancing services, the development of innovative clustering of CCIs around and the fostering of cross-sectorial cooperation with other industrial and service sectors, especially in the area of digital technologies.

The main objective of SACHE is to develop and deliver integrated local development strategies based on tools and approaches that would accelerate creative entrepreneurship within and around cultural heritage.

The project intends to expand and strengthen the role of cultural heritage sites, symbols and values by transforming them into “Smart Accelerators of Creative Heritage Entrepreneurship through the development of a central European model. Museum, Galleries, Theatres and Festivals will be conceived not only as sites of education or entertainment but also as Accelerators, i.e. cultural engines that mobilize and nurture the energies of small creative business.

The partnership assessed the situation of the target groups in 6 countries (Italy, Croatia, Germany, Slovenia, Poland, Hungary) gathered similarities and differences and based on these developed a strategy that could be adapted in each country.

This strategy will be the base of the following activities in the SACHE project.

NUTS region(s) concerned by the strategy/action plan (relevant NUTS level)

ITH3, Veneto
ITH4, Frulli-Venezia Giulia
HRO4, Kontinentalna Hrvatska
DED5, Leipzig
DED25, Mittelfranken
HU23, Dél-dunántúl
SL01, Vzhodna Slovenija
HU23, Dél-Alföld
PL32, Podkarpackie
HU32, Észak-Alföld

Expected impact and benefits of the strategy/action plan for the concerned territories and target groups

Using this strategy the stakeholders will have a clear view of cultural heritage sector, its social, economic and creative dimensions, and additionally about its special role to be an accelerator to local entrepreneurship.

The proposed cooperation model will help improving capacities of the public and private sector dealing with the protection and sustainable use of cultural heritage and resources by supporting integrated approaches. This will allow for coordinating the preservation and the management of cultural heritage and resources with sustainable growth. Implementing these steps for valorizing cultural heritage and exploiting potentials of cultural and creative industries will trigger economic opportunities and employment at regional level.

Sustainability of the developed and/or implemented strategy/action plan and its transferability to other territories and stakeholders

This strategy presented a solution for every region in Europe, which has a local cultural heritage sites, institutions etc., but this sector haven't got strong linkages to the local, smart enterprises. Together with other outputs elaborating in the SACHE project the strategy will give guidelines for local decision/policy makers to link the cultural institutions with the enterprises generating cooperation, which will indicate local economic growth and sustainable management of the cultural institutions. The concept of the strategy could be used by collaboration with other sectors, especially with tourism.

References to relevant deliverables and web-links If applicable, pictures or images to be provided as annex

- D.T1.1.1 - Benchmarking activities to prepare the methodology
- D.T1.1.2 - Workshop for the capitalization and drafting methodology
- D.T1.1.3 - Elaboration of the methodology to strengthen the involvement of all actors within SACHE project
- D.T1.2.1 - Mapping the cultural assets, actors and cultural events
- D.T1.2.2 - Analysis of the valorization actions undertaken
- D.T1.2.3 - Cultural Institutions needs and expectations analysis
- D.T1.2.4 - CE Map of Cultural Assets and related valorization actions
- D.T1.3.1 - Mapping the Creatives professionals and Creative SMEs dealing with Cultural Assets
- D.T1.3.2 - Word café with creative professionals and high-tech SMEs
- D.T1.3.3 Report for the valorization of relationships between Cultural Heritage assets, Creatives and SMEs
- D.T1.4.1 - Cultural asset promotional trends analysis
- D.T1.4.2 - One transnational workshop on CE trends for the valorization of Cultural Assets
- D.T1.4.3 - Summary report: Emerging trends and success cases of Cultural “engines” valorization
- D.T1.5.1 - Local events to present results and collect inputs
- D.T1.5.2 - SACHE Strategy elaborated

Availability: <https://www.interreg-central.eu/Content.Node/SACHE.html>