



 CULTURE
TWINNING 



PARTNERS

- ↳ **Municipality of Novo Mesto (Slovenia)**
- ↳ **Development Centre Novo mesto (Slovenia)**
- ↳ **Municipality of Herceg Novi (Montenegro),**
- ↳ **City of Torun (Poland),**
- ↳ **Ajuntament Vilafranca del Penedès (Spain),**
- ↳ **City of Trnava (Slovakia)**
- ↳ **Langenhagen (Germany)**
- ↳ **Stadt Bühl (Germany)**
- ↳ **City of Bihać (Bosnia and Herzegovina)**
- ↳ **European Association for Local Democracy (ALDA)**





ABOUT THE PROJECT

Cultural heritage consists of cultural and creative resources with a value for society that has been publicly recognised in order to preserve it for future generations. Cultural heritage is more than historical monuments left behind from the past. It is all the things, places and practices that define who we are as individuals, as communities, as regions. The rich and diverse cultural heritage of central Europe is one of the key attractions for tourists visiting the area. That is why local heritage has become an important economic factor. It is hard to put a price tag on our cultural heritage, but that does not mean that it has no economic and social value. Efforts to preserve and utilise cultural heritage can help generate tourism income in particular for remote regions, far from economic centres, rely on tourism-related services for employment. The sustainable use of cultural heritage is essential to ensure that central Europe will remain a popular destination to visit and to live in.

Through the exchange of good practice, experience and expertise of involved partners, we have increased involvement of citizens and raised awareness of the importance of Europe's cultural heritage through education and promotion. Through the activities of the project, we have strengthened the tolerance and mutual understanding between European citizens respecting and promoting cultural and linguistic diversity, while contributing to intercultural dialogue.

The project has built a network of towns for promoting cultural heritage in a long-term perspective, develop opportunities for mutual understanding, intercultural learning, solidarity and social engagement.



Municipality of Novo mesto

Municipality of Novo mesto is a municipality in south-eastern part of Slovenia, close to the border with Croatia. There are approximately 37.300 people living in the municipality, with over 22.300 living in the town of Novo mesto. Novo mesto is the cultural, economic, educational, administrative, school, ecclesiastical, health and sports centre of the Dolenjska Region.

The rich archaeological sites in Novo mesto have also made it known as the town of situlae. Situlae art is the highest and most important artistic expression of prehistoric Europe. The rich archaeological site Kapiteljska njiva (the Kapitelj field) in Novo mesto is one of the most important ones in Europe, when it comes to researching the period from the 7th to the 5th century BC, when Hallstatt nobles were buried there.

In addition to the Krka River and its famous meander, the town is characterised by the Cathedral of St. Nicholas, the Main Square with the Town Hall and the Kette Fountain, Church

of St. Lenart, the Franciscan Monastery with its rich library dating back to the 15th century and the picturesque Breg riverbank with condensed set of residential buildings set on the demolished medieval town walls. Above the town, in the close vicinity one should not miss the vineyard hill Trška gora which is protected as a cultural monument because of its wine-growing heritage.

There are many traditional festivals and cultural events happening in Novo mesto throughout the year. Some of them are: Festival of Situlae – Festival of Iron Age Living and Cooking, the Night on the Krka River, Jumps in the Krka River from the Kandija bridge and the traditional hike on the Slak Trail along the vine-clad Trška gora hill.





Development centre Novo mesto

Development centre Novo mesto Ltd is a regional development agency for the region SE Slovenia which includes 21 municipalities. Development centre represents an important link in developing a supportive environment for the growth of regional entrepreneurship, creation of jobs and enables the local community's sustainable development for quality of life for all. It plays an important role in the relationship among EU, state and municipality.

Main focuses of Development centre Novo mesto are: Regional development – our purpose is to identify and prepare regional development programs, develop regional development projects, strategies, and documentation. We also work in the field of tourism and rural development; we have also established a Regional Scholarship Scheme and a Europe Direct Point Novo mesto.

Business incubator Podbreznik offers a stimulating business environment with modern infrastructure and a set of administrative and intellectual services for the creation and development of enterprises – with purpose to help

innovative entrepreneurs easier to start a business.

Center for Development, Research and Innovation with aim to get robotics and other Industries 4.0 closer to SME and youth and for building a strong collaboration in research and innovation EU funded projects.

Development centre Novo mesto is a development institution that provides entrepreneurs with all the necessary assistance in developing their ideas; municipalities and other institutions in the area expert support in the implementation of development project with which they apply for the EU financial funds.





Municipality of Herceg Novi, Montenegro

Herceg Novi is administrative, economic and cultural center of the municipality that borders with Croatia Republic, Serbia Republic and with Italy across the sea. It covers an area of 235 km², there are approximately 32.000 people living in the municipality, with over 16.000 living in the town.

It's located on the slopes of Orjen mountain (1895 m) which is covered with snow during the winter and offers the possibility of practicing sports, being at the same time climate and hunting oasis. Bay of Kotor has a Mediterranean climate whose main characteristics are dry and hot summers, mild winters and rainy autumns and springs. Herceg Novi has a specific microclimate, which is conditional on the southern location, near the sea, limestone substratum and mountainous hinterland that prevents the penetration of cold air currents. On average, per year, our town has 200 sunny days.

Such conditions affect the diversity and richness of the entire horticulture

of Herceg Novi Riviera. It's called sun city because of vegetation, sun and artists. Unlike other Mediterranean cities, which live only in summer, Herceg Novi lives all year round and there is always something going on. That's why it has another name - city of festivals and cultural events. Herceg Novi is awarded with the prestigious golden heart for hospitality and cultural tourism in South-East Europe.

The oldest, Mimosa festival is also winner of the golden heart as the best tourist event. It's been organized over 40 years and it's always at the first Saturday in February.

Of particular importance to the culture of the city and the state there is Montenegro film festival held in early August. Not less important are: Book Square on the famous Belavista, in the old town, Days of classical music, that bring together artists from all continent, ...





Stadt Buehl, Germany

Between the Rhine river valley, ascending through luscious vineyards, up to the fir tree heights of the Black Forest: The City of Bühl is embedded into a beautiful landscape. The city offers the contrast between high tech industry on one side and rural but charming cultural styles on the other. Not to forget - Bühl is part of the Black Forest National Park. Both residents and visitors have the luxury of enjoying lots of things in close vicinity and in concentrated form. And enjoyment is a big deal in Bühl. Nature, culture and culinary quality are ingredients of everyone's daily life-style.

Bühl hosts people from all around the world, which makes the city a special place to live. Regular cultural highlights like the Bluegrass Festival, the Jazztival, the Cultural Summer open air, the very popular sundowner After-Work parties or the Jazzlight concert series round off the high-class program that cultural city facilities like the Bürgerhaus Neuer Markt or the cabaret and arts stage Schütte-Keller frequently offer. The top-class quality of Bühl's musical performances and events is being recognized even beyond the German borders.

The low traffic inner city with its modern pedestrian zone between historical buildings, attractive

shops and stores, charming pubs and restaurants provide great quality of life. Likewise, numerous sports and leisure facilities, excellent educational infrastructure and a very lively and diverse club and society culture all over town make the city a wanted place to live.

The history of Bühl can be traced back to the 13th century. In the year 1283 the name of the city was documented first time, but discoveries from the stone and bronze age which can be still found in some buildings prove that the region has a much older history





City of Torun, Poland

The Pearl of the North – that is how Toruń, one of the most beautiful historical Polish towns is often referred to. Cosy, full of greenery and historical art masterpieces, Toruń has been famous since medieval ages as the Hanseatic hub of crafts and trade and the birthplace of Nicolaus Copernicus. The University of Toruń is named after this renowned astronomer.

Toruń attracts tourists by the enchanting atmosphere of its genuine Gothic Old Town architecture listed on the UNESCO World Heritage List. Stylish cafes and restaurants surrounded by illuminated historical edifices are full of guests until early morning hours.

Tourists invariably leave this town with bags brimming with the most famous Polish cakes – the Toruń gingerbreads, whose tradition dates back to the 14th century. The abundance of artistic events – exhibitions, festivals, concerts of classical, historical and contemporary music make Toruń a cultural capital of the region.



Ajuntament del Vilafranca del Penedes, Catalonia

Vilafranca del Penedès is the capital of the Alt Penedès and is the wine capital. It is one of the most important medium-sized towns in Catalonia due to its strategic location, good communications and because it is capital of a region, the Alt Penedès, with a strong winemaking tradition. The production of wine has marked its character, culture and traditions. Vilafranca has ably combined mediaeval nobility with the new tendencies typical of a modern commercial, cultural and services centre.

Vilafranca del Penedès was born in the early 12th century, around an old tower named Dela, in an imprecise place, close to the Via Augusta. The town was already settled by the times of Ramon Berenguer and various factors influenced the growth of the town's original centre: its geographical location, the privileges granted to it, its calm approach to the Saracens and the impetus given to it by the Count of Barcelona.

In the period between 1950 and 1981, Vilafranca saw major growth. It became home to diverse industries and the wine and cava sector developed extensively. Vilafranca is today one of the main medium-sized towns in Catalonia, an economic and commercial centre with services and good communications that bring it close to the main cities in Catalonia and Spain. Vilafranca del Penedès, its heritage, its landscape, its tradition and its castells.



City of Trnava, Slovakia

Trnava is one of the most important Slovak towns. It was founded near the small Trnávka river, directly at the junction of business roads that have been used since primeval times.

In 1238, it became Slovakia's first free royal town. These privileges were given by the King Belo IV of Hungary. Trnava quickly became one of the most important Hungarian cities. This position was strengthened by other Hungarian kings who were coming there without fear for their safety. The importance of Trnava grew in the 16th century as the Archbishop with canonry from Esztergom moved here. It has thus become the cultural and religious center of the country. That is why there are many sacral and cultural monuments, strongly recommended for those who love history.

„One of the most striking symbols of Little Rome is renaissance Town Tower in which the Tourist Information Center is also located.“

The majestic sound of the bells of Trnava churches has been a part of the lives of citizens of Trnava for hundreds of years. Whether you are taking a walk in the historic centre in the morning, in the afternoon or in the evening the metal chiming of the bells can take you back to the time when the kings lived. Get to know the history and genius loci of Trnava town which is an important crossroad of all pilgrimage towns.





Stadt Langenhagen, Germany

Work. Life. Feel good.

Langenhagen is a young city with over 700 years of history. With more than 56,000 inhabitants, it is one of the 10 percent of the largest cities in Germany. It belongs to the Hannover region and borders the north of the capital of Lower Saxony. In the city center there are shopping centers, market place, shops of all kinds and the „Eichenpark“(oak park), the green lung of the city.

Langenhagen also has its village sides with an atmosphere of security. In addition, the city in the countryside convinced by a varied leisure activity from water world to racecourse. And also, the big world is getting closer in Langenhagen - with airport and connection to Highway A2 and A7 (A352). Hannover Central Station is also easily reached by metro (19 minutes) or S-Bahn (9 minutes).

Although Langenhagen is not a particularly large town, there are lots of things to explore: Every year, the city of Langenhagen in cooperation with the association “Klangbüchse” organize the biggest cabaret festival in northern Germany called “Mimuse”. A wide range of artists of all kinds come to Langenhagen and enter the stage for a unique experience. A music school and an

art association are further parts of the cultural offer in town.

In addition, you can discover Langenhagen in a special way: By walking all stations of “GLIEM”: a particular sort of museum, distributed throughout the city. More than 70 locations in town are marked as memorable and remarkable places, which have a declaration-sign installed which educate visitors about times gone by.

Away from the big stages, Langenhagen has a lot of nature to offer – a large part of the almost 7.2 hectares of the urban area is green! Natural forests, landscaped parks, lakes and even a “mountain” are among the destinations you can “experience nature”.

Those looking for some action and sports are being served as well: Visiting a horse race at the “Neue Bult” or having a fun day at the water world Langenhagen can fill your day with sportive activities.





City of Bihać, Bosnia and Herzegovina

Bihać, a city on the river Una, is located in the north western part of Bosnia and Herzegovina. The city lies in the vast Bihać valley that slopes up to the Plješivica mountain. Bihać has an altitude of 231 meters. Thanks to favourable geographic and climatic conditions, this area is still inhabited in prehistoric times. This is confirmed by archaeological research. The results of these researches are the discovery of the Jezerina necropolis in Pritoci, the village of Ripač, the necropolis in Ribić and the sanctuary of the Japod tribe at the source of Privilica. The most significant monuments left by Japodi in Bihać area were stone urns, made in the form of crates. Japodi put on them the ashes of their burnt-down deceased.

As the most important medieval fort of Pounje, Bihać was first mentioned in 1260 as a property of the Cistercians Topuska Abbey.

Geometric position of the City of Bihać is extremely favorable, given that the city is located in the direction of the core corridors Western Europe-Mediterranean-Middle East.

Natural beauties and the National Parc "Una" represent quality bases for the development of tourism and tourist industry.

In the area of Bihać there are plenty of cultural and historical monuments, most notably Captain's Tower, Fethija Mosque, St. Anthony's Church, Turbe, The Building of Krajina Roads, AVNOJ Museum, Rmanj Monastery and others. There are several medieval towns in the area of Bihać, such as: Sokolac Tower, Orašac, Havalica and Ostrovica in Kulen Vakuf.





ALDA – The European Association for Local Democracy

Association des Agences de la démocratie locale

ALDA – The European Association for Local Democracy - is a non-governmental membership-based association, established in 1999 at the initiative of the Council of Europe. Within its network, ALDA gathers over 300 members coming from more than 40 countries of the Enlarged Europe. ALDA's actions and activities focus on various themes, such as European integration, civic initiatives and engagement, youth involvement, human rights, immigration, equal opportunities, sustainable economic development and volunteering.

Thanks to its network, ALDA strongly believe in and promotes the CUT project, gathering participants from all around Europe. As a European international network of local authorities and civil society organisations that aims to promote good governance at the local level, ALDA recognises the importance of culture as a means to foster social change and development, through an active citizens' engagement at the local level.

The CUT-project fostered awareness amongst projects' partners about the richness in architectural heritage of the city of Vicenza, a town located in the north-eastern Italian region of Veneto, where one of ALDA's office is located. a town

less known as touristic spot, but full of artistic significance. During the event, ALDA organised 2 different and parallel tours. One for adults in English which also involved the CUT's partners as participants, and one in Italian for children aged 6 to 11.

The guides highlighted the importance of Vicenza in the architectural historical scene as hometown of the architect Palladio. His designed 23 buildings in Vicenza and his 24 villas are listed by UNESCO as part of World Heritage Site named City of Vicenza and the Palladian Villas of the Veneto.

The tour dedicated to children, open to everyone, started from Piazza Castello, towards Corso Palladio, Corso Fogazzaro and via Riale up to Piazza dei Signori. The guide/educator narrated in an anecdotal way the biography of the famous architect showing his masterworks all around the city, describing their genesis and funny facts. In Piazza Garibaldi the tour ended with a quiz for the kids with rewards for each participant. The event was an occasion to involve children and make them acquire more knowledge about the history and art of their hometown in a playful way.

Touristic tours are also an occasion to involve local citizens and make them aware of the artistic importance of the city, but also to give to tourists

an insight into handcrafts products which Vicenza is well known for, such as goldsmithing and golden jewellery, textile production and agricultural products, specifically wine. Vicenza centre town has plenty of artistic handcraft's shops and during specific periods of the year visitors can walk around market's stands displaying different local products.

Amongst the best practices shared with other participants we highlighted the possibility of creating touristic packages involving neighbouring municipalities. The promotion of the touristic offer of Vicenza can in fact be implemented further by connecting the central historical part of the town to the Palladian villas scattered all over the surrounding area which would allow tourists to take advantage of the great countryside landscape and immerse themselves in a very peculiar atmosphere. These itineraries could also be combined with local food or wine tasting tours.





TOURIST OFFER

Vilafranca del Penedès

Vilafranca del Penedès is a city that has oenology, wine tourism, as the main element in its promotion. But it also has other attractions that make it interesting beyond this type of tourism; it is a town where the updated tradition is a feature of its personality and among these traditions are the Castellers (human towers), declared as Intangible Cultural Heritage of Humanity by UNESCO.

The castellers are incorporated into the tourist offer of Vilafranca el Penedès in two aspects, one more abstract, for the values it represents: unity, strength, preparation, solidarity, effort, interculturality, ... which are values that illustrate this city. And on the other hand, and already talking about tourism as one of the highlights of the visit.

These elements are divided into three. The first one being the “diadas” or performance days that, once the pandemic is over are expected to return, for their spectacular experience makes them an element of attraction in the calendar of events, highlighting above all of them, the day of Sant Fèlix, since if we look for a parallelism, it could be considered as the Final Four of the castellers.

The second element is to visit the headquarters

of one of the Vilafranca groups and precisely, the best well known of all of the groups, the one which is the most important in Catalonia, is the Castellers de Vilafranca, the “Verds” (“the greens” so called because that is the color of their shirt). This group has turned their headquarter into an interpretation center, so that people can get to know the history of the “verds”, and the castellers world.

The third element is to attend to the rehearsals, usually from March to November, the groups prepare their performances in their perfectly adapted and prepared headquarters. It is an excellent and different way of seeing how they work with the components to get to the constructions that will be presented in the square during the performance day. In addition, there may be the possibility of participating in their training, which becomes an unforgettable experience.

As a matter of fact, the castellers, rather than having been integrated into the Vilafranca tourist offer, we could say that they are part of Vilafranca DNA and that they could hardly be dissociated. Tradition, spectacularism, values, culture, folklore... within reach of all people who visit Vilafranca del Penedès, the Wine Capital.

Torun

Torun is on the UNESCO list for over twenty years. That's gives us a great opportunity to promote around the world and cooperate with our partners.

We are pleased to be one of the members of the "CUT Project: Culture Twinning - Twinning Tourism Promoting Culture Heritage" which gives us, all together to show our heritage and better know each other.

We could be an example of good cooperation private business and municipal government, all together understood that only when we will cooperate and obey the rules, we could be better known on the market. For example, during last years, a million of Euros were spend for revitalization of the old town, because we realized that it's a first step. To make our old town look very attractive, which opens opportunity to invite private business to spend and earn money.

Our biggest treasure, the heritage of Nicolas Copernicus, is used as a brand to show our town as a place where "the sun is born" and gives us opportunity to create our message, as a place of creating a new idea, open to the world.

Also, we can be an example how, our heritage which is a tradition of the gingerbread making, became again our local treasure. Today we have a lot of places where our guest can try to make by their own, creating a hundred jobs for the citizens of our town.



Bühl's cultural heritage and tourist offer

Between hilly vineyards and the Black Forest National Park, the region of Bühl offers a variety of activities, whether hiking, horseback riding, biking or skiing. The regional cuisine is well known for its traditional dishes and a delicious wine. Bühl places its touristic activities mainly around this exciting mix of wild nature, culinary delights and the Baden way of life.

Kappler Enjoy Tour – Kappler Genuss Tour: The 9km-long panoramic trail leads through lush forests, vineyards and orchards passing four renowned restaurants, each of them proposing traditional dishes to the hikers. A more detailed description of the concept is given on <https://www.kappler-genusstour.de/>.

A large number of Bühl signposted round tours are available to hikers and cyclists. Information on round trips as well as on other activities and accommodations are provided on the website <https://www.buehl-buehlertal-ottersweier.de/>. The site was created in collaboration with Bühl's neighbour communities Bühlertal and Ottersweier.



Various winemakers are offering cellar tours and wine tasting. Under the slogan "Wine experience", the cooperative Affentaler Winzergenossenschaft proposes a large number of events: E.g. round trips by horse-drawn wagon through the vineyards and wine seminars, but also the opportunity to hold business meetings and weddings on the winemaker's premises.

The Bühlertal wine week is a wine festival, which is organised in cooperation with wine producers and hotels. The organizers are proposing different activities around the topic wine as cooking lessons, wine tasting as well as cabaret shows. The Bühl Plums Festival – Bühler Zwetschgenfest – is dedicated to the famous plum which is part of the cultural heritage of Bühl. The festival takes place every second weekend in September and attracts tens of thousands of people. There are numerous culinary stands, a cultural program ranging from brass bands to jazz musicians, as well as the traditional parade and last but not least the amusement park.

A digital sightseeing tour of Bühl city is currently being prepared. The digital format will replace the previous flyer.

On the occasion of the 150th anniversary of the Baden postcard, the municipality of Bühl designed a serial of postcards with the most beautiful motifs of the Bühl-Bühlertal-Ottersweier holiday region. The cards, show, among other things, Windeck Castle, Bühler plums, vines, and landscape motifs and will be available in hotels and lodgings and the Tourist Information Office.

Within the framework of the CUT project, the idea was born to offer a hotel arrangement combining German language lessons with the cultural visit tours. The hostel in the monastery Maria Hilf in Bühl became project partner. It would be desirable to advertise the offer abroad, especially in the twin towns.



Trnava

Why is it worth to visit Trnava?

Trnava belongs to interesting **travel treasures of Slovakia** not only thanks to its historical sights, the atmosphere of the ancient romantic nooks or the omnipresent genius loci of the famous Middle Ages. A modern and ecological town in which culture, art and gastronomy never sleep progresses every day. You can fall in love with it in any season.

Large concentration of creative people, artists and students is typical for this town. That is why in Trnava the creation of cultural spaces, creative communities, a number of music festivals, theatre and dance performances, workshops or other activities that develop the town and lead people to an active lifestyle is supported more and more. In addition, you can find **many parks, sports centres and green areas** in Trnava, which belong to favourite places for inspiration and relaxation.

Trnava – **the region of world wines** was an important wine-growing centre in the Middle Ages. Wine belonged to the most important commodities and it was needed to be stored somewhere. Thanks to this is Trnava proud of unique wineries, which receive awards not only at home, but also at prestigious world competitions. In addition to world wine, do not miss the **meadaries** in Dolná Krupá and Smolenice, producing the best mead in the world. So you can change your usual day into an experience.



Cultural heritage as an opportunity for developing tourism in Novo mesto

The Municipality of Novo mesto cherishes its cultural heritage and therefore our tourist strategists have devoted special attention to the promotion of cultural tourism. Namely, the rich archaeological heritage is one of the crucial elements of the town's identity, placing Novo mesto on the world map of central Iron Age archaeological sites. Aiming to upgrade the relations with its twinned towns, Novo mesto has developed a system for mutual promotion of natural and cultural treasures of the participant towns with the emphasis on efficiently developing cultural tourism.

Being aware that Novo mesto has not yet reached its full tourist potential, the CULTure Twinning: Twinning tourism promoting cultural heritage (CUT) project has offered us a possibility to further explore the opportunities how to take advantage of the existing infrastructure, cultural and natural endowments. Our aim is to build comprehensive tourist packages around the main tourist attraction in order to accomplish the mutual promotion of the area's rich cultural heritage and its picturesque natural features. The best example of the latter is the Krka river which can be used as an important location for sports tourism and other water-related activities. As Novo mesto is home to several largest Slovenian companies and is therefore called "the export capital of Slovenia," another tourist niche of the municipality is industrial tourism. Pursuing an innovative connection between the town's cultural heritage and its dynamic economy, two main tourist objects are planned: the Archaeological Park with a new tourist, recreational and educative centre and the House of Technological Progress with a focus on the industry and green future. As an attractive link between the heritage of situlae and economic development, both facilities will offer the visitors and residents the possibility to enjoy a walk from the past to the future of Novo mesto.

Every year, Novo mesto celebrates its heritage and promotes cultural tourism with various cultural events, for example the Festival of Situlae – Festival of Iron Age Living and Cooking and the Night on the Krka River. A special focus is also given to thematic years that are intended to promote the most treasured features of the town's cultural heritage. With the help of the state's co-financing, Novo mesto has been enabled to revive part of its cultural heritage and bring it closer to the needs of tourists nowadays, applying modern approaches. In this regard, Novo mesto is going to upgrade the tourist experience by creating a virtual tour of the old town that will provide tourists with digital support through an augmented reality app that will be available for free at any time. This will present Novo mesto cultural heritage in an interesting, simple and unusual way while keeping the visitors entertained in the town centre for a longer time. Another step forward towards developing tourism through cultural heritage is also the membership of Novo mesto in The Association of Historic

Towns of Slovenia where we participate in both national and international projects. The Association's aim is to preserve and revitalise the old town centres, to develop marketing campaigns, and to promote the urban heritage together.

With the CUT Project, the Municipality of Novo mesto was able to encourage project partners to become closer to and more involved with the cultural heritage of their towns and to understand it as a valuable asset of education, identity, development and economy. Partner towns presented various tourist products, they prepared tourist packages and special offers that included their famous or less famous but still remarkable cultural heritage. Furthermore, exchanging good practice and experience through mutual visits of towns that participated in the project resulted in new types of cooperation in the fields that exceeded the framework of cultural tourism, such as outdoor tourism and foreign language learning. We believe that opening new horizons and the cooperation beyond the initial plan of the project are reliable indicators that the CUT Project will achieve a long-lasting impact.



How to preserve heritage by involving local population

With proper management, the link between cultural heritage and the local community is reciprocal - the local community helps to preserve heritage, while it can have a positive impact on the development of society. When involving the local community in various activities, it is necessary to take into account their ideas and needs. It is not enough just to inform them about the decisions planned in their space, but to encourage them to cooperate and establish a strong and trusting relationship with them from the very beginning. This is called "bottom-up" approach, where local actors are involved in decision-making and the process is not run only from above, without considering local needs. However, they do not always have to affect decisions, especially when the legislative framework needs to be taken into account in the management of cultural heritage – here a development institutions play an important role as a liaison.

The Interreg For Heritage project presented five general levels of public involvement¹:

- Informing stakeholders (basic information to improve awareness);
- Communication with stakeholders (to spread knowledge and raise interest);
- Joint decision-making with stakeholders (acceptance of ideas of others);
- Joint action with stakeholders (short / long-term cooperation);
- Support for local initiatives.

So how to preserve cultural heritage by involving the local community? It is first necessary to study the local community, their knowledge and experience and the environment in which they live. Once we recognize the potential of the area, it will be easier to invite them to cooperate, and the effects themselves will be more appropriate. Special attention should be paid to heritage holders - craftsmen, artisans, associations, individuals, etc. Cultural heritage is embedded in the local environment, it is only necessary to recognize its potential and properly involve the local community by taking into account their ideas and needs.

Culture Twinning



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