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The research reports

INTANGIBLE CULTURAL HERITAGE

A SCREENING OF FUNDING OPPORTUNITIES IN THE EU

Collana

[CULTURE AT WORK]

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Intangible Cultural Heritage

A screening of funding opportunities in the EU

The "Fondazione Santagata for the Economics of Culture" was founded on April 13 2018, on initiative of the Silvia Santagata Research Centre (CSS-EBLA).
The Foundation gathers all the know how and experiences of CSS-EBLA and of the studies activities carried out by Walter Santagata.
The Foundation's working themes are the following: a first one linked to the models for the management of cultural heritage, with a specific reference to the economic dimension of development and to UNESCO related programs, and a second one linked to the production of culture and cultural innovation. Furthermore, the Foundation's mission is to support the internationalization of Piedmontese and Italian economic and cultural operators.

Research Centre Silvia Santagata (CSS-Ebla) has been established in 2008 by Walter Santagata, Cultural Economics professor, very popular both in Italy and in the International community, died prematurely in 2013. CSS-Ebla is made of specialists, professors, researchers but also all those people who are interested in modern history of politcs and economics, in cultural economics, in institutions and in creative atmosphere. In details CSS-Ebla is made of all those specialists who work in the area of Piedmont but that also co-operate with both italian and International territories.

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ISBN 9788899745073
Anno 2018
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Introduction

Intangible Cultural Heritage is a significant force for 21st century Europe. The benefit of Intangible Cultural Heritage have most commonly been seen in terms of social cohesion and engagement as a way of bringing together communities.

In this report, focus is dedicated to European Funding Programmes that could include Intangible Cultural Heritage as topic. The aim is to analyse how the European Union, as an organization expanding in the culture field and developing its cultural policy, reacted to the protection and preservation of Intangible Cultural Heritage. In addition, it gives some concrete examples of how European projects could involve the intangible sphere. It is evident, that EU policy in the field of Intangible Cultural Heritage has been, until now, insignificant and not specific in comparison to other areas of its activities.

The report suggest that Intangible Cultural Heritage has been a positive economic, social and environmental driver. Innovative financing, public private partnerships, crowd-sourced funding, philanthropy and many other innovative and creative approaches have been taken to releasing the locked-up potential of Europe's intangible heritage.

The UNESCO Intangible Cultural Heritage Convention

The term "cultural heritage" has changed content considerably in recent decades, partially owing to the instruments developed by UNESCO. Cultural heritage does not end at monuments and collections of objects. It also includes traditions or living expressions inherited from our ancestors and passed on to our descendants.

The Intangible Cultural Heritage means "*the practices, representations, expressions, knowledge, skills – as well as the instruments, objects, artefacts and cultural spaces associated therewith – that communities, groups and, in some cases, individuals, recognize as part of their cultural heritage. This intangible cultural heritage, transmitted from generation to generation, is constantly recreated by communities and groups in response to their environment, their interaction with nature and their history, and provides them with a sense of identity and continuity, thus promoting respect for cultural diversity and human creativity*". (Article 2, 2003 Convention for the Safeguarding of the Intangible Cultural Heritage).

The Intangible Cultural Heritage is manifested in the following domains:

1. Oral traditions and expressions, including language as a vehicle of the intangible cultural heritage;
2. Performing arts
3. Social practices, rituals and festive events;
4. Knowledge and practices concerning nature and the universe;
5. Traditional craftsmanship

The Convention gives measures aimed at ensuring the viability of the intangible cultural heritage, including the identification, documentation, research, preservation, protection, promotion, enhancement, transmission, particularly through formal and non – formal education, as well as the revitalization of the various aspects of such heritage.

Safeguarding Intangible Cultural Heritage is about the transferring of knowledge, skills and meaning. Transmission – or communicating heritage from generation to generation – is emphasized in the Convention rather than the production of concrete manifestations such as dances, songs, musical instruments or crafts. Safeguarding measures must always be developed and applied with the consent and involvement of the community itself.

For safeguarding of the Intangible Cultural Heritage at **national level**, each State Party shall take the necessary measures to ensure

the safeguarding of the heritage present in its territory. Each State Party shall endeavour to:

- adopt a general policy aimed at promoting the function of the Intangible Cultural Heritage in society, and at integrating the safeguarding of such heritage into planning programmes;
- designate or establish one or more competent bodies for the safeguarding of the Intangible Cultural Heritage present in its territory;
- foster scientific, technical and artistic studies, as well as research methodologies in particular the Intangible Cultural Heritage in danger;
- adopt appropriate legal, technical, administrative and financial measures aimed at: fostering the creation or strengthening of institutions for training in the management and the transmission; ensuring access to the Intangible Cultural Heritage; establishing documentation institutions for the Intangible Cultural Heritage and facilitating access to them.

At the **international level** it was established a Representative List of the Intangible Cultural Heritage of Humanity.

The safeguarding of the Intangible Cultural Heritage involves cooperation at the bilateral, sub regional, regional and international levels. UNESCO granted International assistance with supporting programmes, projects and activities. A "Fund for the Safeguarding of the Intangible Cultural Heritage" is hereby established. The resources of the Fund shall consist of: contributions made by States Parties; fund appropriated for this purpose by the General Conference of UNESCO; contributions, gifts or bequests. The States Parties shall lend their support to international fund-raising campaigns organized for the benefit of the Fund under the auspices of UNESCO.

List of Intangible Cultural Heritage in Europe

In Europe there are cultural practices and expression of Intangible Cultural Heritage that are inscribed in on the Convention's List. Below there are listed European countries with their Intangible Cultural Heritage on the List or register of good safeguarding practices[1].

Albania (Candidate countries) - *South East Europe*[2] -

- Albania folk iso-polyphony: 2008, Representative List of the ICH

Austria - *South East Europe* -

- Schemenlaufen, the carnival of Imst: 2012, Representative List of the ICH
- Classical horsemanship and the High School of the Spanish Riding School Vienna: 2015, Representative List of the ICH
- Regional Centres for Craftsmanship: a strategy for safeguarding the cultural heritage of traditional handicraft: 2016, Representative List of the ICH + selected in 2016 on the Register of Good Safeguarding Practices

Belgium

- Carnival of Binche, 2008, Representative List of the ICH
- Procession of the Holy Blood in Bruges, 2009, Representative List of the ICH
- Aalst carnival, 2010, Representative List of the ICH
- Houtem Jaarmarkt, annual winter fair and livestock market at Sint. Lievens-Houtem, 2010, Representative List of the ICH
- Krakelingen and Tonnekensbrand, end-of-winter bread and fire feast at Geraardsbergen, 2010, Representative List of the ICH
- Leuven age set ritual repertoire, 2011, Representative List of the ICH

[1] Source: https://ich.unesco.org/en/lists?multinational=3&display1=inscriptionID#tabs
[2] Country included in the "South East Europe Programme Area", http://www.southeast-europe.net/en/about_see/participating_countries/

- Programme of cultivating ludodiversity: safeguarding traditional games in Flanders, 2011, Register of Good Safeguarding Practices
- Marches of Entre-Sambre-et Meuse, 2012, Representative List of the ICH
- Shrimp fishing on horseback in Oostduinkerke, 2013, Representative List of the ICH
- Safeguarding the carillon culture: preservation, transmission, exchange and awareness-raising, 2014, Register of Good Safeguarding Practices
- Beer culture in Belgium, 2016, Representative List of the ICH

Bosnia and Herzegovina (Potential candidates) - *South East Europe* -

- Zmijanje embroidery: 2014, Representative List of the ICH

Bulgaria - *South East Europe-*

- Bistritsa Babi, archaic polyphony, dances and rituals from the Shoplouk region: 2008, Representative List of the ICH
- Nestinarstvo, messages from the past: the Panagyr of Saints Constantine and Helena in the village of Bulgari: 2009, Representative List of the ICH
- The tradition of carpet-making in Chiprovtsi: 2014, Representative List of the ICH
- Surova folk feast in Pernik region: 2015 Representative List of the ICH
- Festival of folklore in Koprivshtitsa: a system of practices for heritage presentation and transmission: 2016, Representative List of the ICH + selected in 2016 on the Register of Good Safeguarding Practices

Croatia - *South East Europe-*

- Annual carnival bell ringers' pageant from the Kastav area: 2009, Representative List of the ICH
- Festivity of Saint Blaise, the patron of Dubrovnik: 2009, Representative List of the ICH
- Lacemaking in Croatia: 2009, Representative List of the ICH

- Procession Za Krizen ("following the cross") on the island of Hvar: 2009, Representative List of the ICH
- Spring procession of Ljelje/Kraljice (queens) from Gorjani: 2009, Representative List of the ICH
- Traditional manufacturing of children's wooden toys in Hrvatsko Zagorje: 2009, Representative List of the ICH
- Two – part singing and playing in the Istrian scale: 2009, Representative List of the ICH
- Ojkanje singing: 2010, List of intangible Cultural Heritage in Need of Urgent Safeguarding
- Gingerbread craft from Northern Croatia: 2010, Representative List of the ICH
- Sinjska Alka, a knights'tournament in Sinj: 2010, Representative List of the ICH
- Bećarac singing and playing from Eastern Croatia: 2011, Representative List of the ICH
- Nijemo Kolo, silent circle dance of the Dalmatian hinterland: 2011, Representative List of the ICH
- Klapa multipart singing of Dalmatia, southern Croatia: 2012, Representative List of the ICH
- Community project of safeguarding the living culture of Rovinj/Rovigno: the Batana Ecomuseum: 2016, Representative List of the ICH + selected in 2016 on the Register of Good Safeguarding Practices

Cyprus

- Lefkara laces or Lefkaritika, 2009, Representative List of the ICH
- Tsiattista poetic duelling, 2011, Representative List of the ICH

Estonia

- Kihnu cultural space, 2008, Representative List of the ICH
- Seto Leelo, Seto polyphonic singing tradition, 2009, Representative List of the ICH
- Smoke sauna tradition in Võromaa, 2014, Representative List of the ICH

France

- Scribing tradition in French timber framing, 2009, Representative List of the ICH
- Aubusson tapestry, 2009, Representative List of the ICH

- Craftsmanship of Alençon needle lace-making, 2010, Representative List of the ICH
- Compagnonnage, network for on-the-job transmission of knowledge and identities, 2010, Representative List of the ICH
- Equitation in the French tradition, 2011, Representative List of the ICH

Germany

- Idea and practice of organizing shared interests in cooperatives, 2016, Representative List of the ICH

Greece - *South East Europe* -

- Know-how of cultivating mastic on the island of Chios: 2014, Representative List of the ICH
- Tinian marble craftsmanship: 2015, Representative List of the ICH
- Momoeria, New Year's celebration in eight villages of Kozani area, West Macedonio, Greece: 2016, Representative List of the ICH

Hungary - *South East Europe-*

- Busó festivities at Mohács: masked end – of winter carnival custom: 2009, Representative List of the ICH
- Táncház method: a Hungarian model for the transmission of intangible cultural heritage: 2011, Representative List of the ICH + selected in 2016 on the Register of Good Safeguarding Practices
- Folk art of the Matyó, embroidery of a traditional community: 2012, Representative List of the ICH
- Safeguarding of the folk music heritage by the Kodály concept: 2016, Representative List of the ICH + selected in 2016 on the Register of Good Safeguarding Practices

Italy

- Opera dei Pupi, Sicilian puppet theatre, 2008, Representative List of the ICH
- Celebrations of big shoulder-borne processional structures, 2013, Representative List of the ICH

Latvia

- Cross-crafting and its symbolism, 2008, Representative List of the ICH
- Suiti cultural space, 2009, Representative List of the ICH

Lithuania

- Sutartinés, Lithuanian multipart songs, 2010, Representative List of the ICH

Luxembourg

- Hopping procession of Echternach, 2010 Representative List of the ICH

Portugal

- Samba de Roda of the Recôncavo of Bahia, 2008, Representative List of the ICH
- Fado, urban popular song of Portugal, 2011, Representative List of the ICH
- Cante Alentejano, polyphonic singing from Alentejo, southern Portugal, 2014, Representative List of the ICH
- Manufacture of cowbells, 2015, List of the ICH in Need of Urgent Safeguarding
- Bisalhães black pottery manufacturing process, 2016, List of the ICH in Need of Urgent Safeguarding

Romania - *South East Europe-*

- Călușș ritual: 2008, Representative List of the ICH
- Doina: 2009, Representative List of the ICH
- Craftsmanship of Horezu cermaics: 2012, Representative List of the ICH
- Lad's dances in Romania: 2015, Representative List of the ICH

Serbia (Candidate countries) - *South East Europe-*

- Slava, celebration of family saint patron's day: 2014, Representative List of the ICH

Slovakia - *South East Europe -*

- Fujara and its music: 2008, Representative List of the ICH
- Music of Terchová: 2013, Representative List of the ICH
- Bagpipe culture: 2015, Representative List of the ICH

Slovenia - *South East Europe-*

- Škpfja Loka passion play: 2016, Representative List of the ICH

Spain

- Centre for traditional culture – school museum of Pusol pedagogic project, 2009, Register of Good Safeguarding Practices
- Flamenco, 2010, Representative List of the ICH
- Huaconada, ritual dance of Mito, 2010, Representative List of the ICH
- Festivity of 'la Mare de Déu de la Salut of Algemesì, 2011 Representative List of the ICH

Ukraine - *South East Europe-*

- Petrykivka decorative painting as a phenomenon of the Ukrainian ornamental folk art: 2013, Representative List of the ICH
- Cossack's songs of Dnipropetrovsk Region: 2016, List of Intangible Cultural Heritage in Need of Urgent Safeguarding

Turkey (candidate countries)

- Arts of the Meddah, public sorytellers, 2008, Representative List of the ICH
- Karagöz, 2009, Representative List of the ICH
- Âşiklik (minstrelsy) tradition, 2009, Representative List of the ICH
- Kirkpinar oil wrestling festival, 2010, Representative List of the ICH
- Semah, Alevi-Bektaşi ritual, 2010, Representative List of the ICH
- Mesir Macunu festival, 2012, Representative List of the ICH
- Traditional craftsmanship of Çini-making, 2016, Representative List of the ICH

The former Yugoslav Republic of Macedonia (Candidate countries) - *South East Europe-*

- Feast of the Holy Forty Martyrs in Štip: 2013, Representative List of the ICH

- Kopachkata, a social dance from the village of Dramche, Pijanec: 2014, Representative List of the ICH
- Glasoechko, male two – part singing in Dolni Polog: 2015, Representative List of the ICH

List of Transboundary Intangible Cultural Heritage in Europe

United Arab Emirates, Austria, Belgium, Czechia, France, Germany, Hungary, Italy, Kazakhstan, Republic, of Korea, Mongolia, Morocco, Pakistan, Portugal, Qatar, Saudi Arabia, Spain, Syrian Arab Republic

Falconry, a living human heritage: 2016, Representative List of the ICH

Cyprus, Croatia, Spain, Greece, Italy, Morocco, Portugal

Mediterranean diet: 2013, Representative List of the ICH

Romania – Republic of Moldova

- Men's group Colindat, Christams-time ritual: 2013, Representative List of the ICH
- Traditional wall-carpet craftsmanship in Romania and Republic of Moldova: 2016, Representative List of the ICH

Slovakia – Czechia

Puppetry in Slovakia and Czechia: 2016, Representative List of the ICH

Belgium – France

Processional giants and dragons in Belgium and France, 2008, Representative List of the ICH

Estonia – Latvia – Lithuania

Baltic song and dance celebrations: 2008, Representative List of the ICH

Turkey – Turkmenistan – Uzbekistan – Afghanistan – Azerbaijan – India – Iran (Islamic Republic of) – Iraq – Kazakhstan – Kyrgyzstan – Pakistan – Tajikistan – Turkey – Turkmenistan – Uzbekistan

Nawrouz, Novruz, Nowrouz, Nowrouz, Nawrouz, Nauryz, Nooruz, Nowruz, Navruz, Nevruz, Nowruz, Navruz, 2016, Representative List of the ICH

Turkey – Azerbaijan – Iran (Islamic Republic of) – Kazakhstan – Kyrgyzstan – Turkey

Flatbread making and sharing culture: Lavash, Katyrma, Jupka, Yufka, 2016, Representative List of the ICH

Figure 1.1

Map of Intangible Cultural Heritage and the Register of good safeguarding practices

Source:
https://ich.unesco.org/en/lists?multinational=3&display1=inscriptionID&display=maps#tabs

Source: http://www.alpine-space.eu/projects/alpfoodway/en/home

PART 1
EU Funding programmes (2014-2020)

European funding programmes are listed according to their respective thematic areas:

1. Security and citizenship: includes justice and home affairs, border protection, immigration and asylum policy, public health, consumer protection, culture, youth, information and dialogue with citizens.
2. Smart and inclusive growth: competitiveness for growth and jobs; economic, social and territorial cohesion.
3. Sustainable Growth: Natural Resources: includes the common agricultural policy, common fisheries policy, rural development and environmental measures.
4. Global Europe: covers all external action by the EU such as development assistance r humanitarian aid with the exception of the European Development Fund which provides aid for development cooperation with African, Caribbean and Pacific countries, as well as overseas countries and territories.

For each thematic areas are listed programmes that have topics and objectives about Intangible Cultural Heritage. For each of these programmes it provides a description of basic features, such as objectives, policy areas, web references, budget-lune references.

Security and citizenship

CREATIVE EUROPE

Policy area: Culture
Main objectives: The Creative Europe programme supports European cinema and cultural and creative sector. It supports ten thousands of artists, cultural professionals and cultural organisations in the performing arts, fine arts, publishing, film, TV, music, interdisciplinary arts, heritage, and the video games industry, allowing them to operate across Europe, to reach new audiences and to develop the skills that are needed in the digital age. By helping European cultural works to reach new audiences in other countries, the programme contributes to safeguarding and promoting Europe's cultural and linguistic diversity.
Specific objective:

a) to support the capacity of the European cultural and creative sectors to operate transnationally and internationally;
b) to promote the transnational circulation of cultural and creative works and transnational mobility of cultural and creative players;
c)to strengthen the financial capacity of SMEs and micro, small and medium-sized organisations in the cultural and creative sectors in a sustainable way, while endeavouring to ensure a balanced geographical coverage and sector representation;
d) to foster policy development, innovation, creativity, audience development and new business and management models through support for transnational policy cooperation.

Eligibility[3]**:**

- Member States;
- acceding countries, candidate countries and potential candidate countries benefiting from a pre-accession strategy;
- EFTA countries that are party to the EEA agreement: Norway, Iceland and Liechtenstein;
- the Swiss Confederation;
- country covered by the European Neighbourhood Policy (ENP)

Budget: € 1.462,72 million (2014-2020)
Website: https://ec.europa.eu/programmes/creative-europe/
Note: direct management, programme managed by the agency EACEA (Education, Audiovisual and Culture Executive Agency)

Sub-programmes:

- Culture-Cooperation projects

Objective: Creative Europe supports the capacity of the European cultural and creative sectors to operate transnationally and internationally. It promotes the circulation of cultural and creative works and the mobility of cultural and creative players, in particular of artists, transnationally. It contributes to innovation and creativity in the field of culture. It supports projects that aim to: develop skills, competences and know – how, including how to adapt to digital technologies; to organise international cultural activities and to support the circulation of European literature.
Timetable: 2016-2020
Who can apply: Organisations active in the cultural and creative sectors. The project leader, or a partner, must have its legal seat in an EU Member State or an EFTA country.

[3] See "Focus on Country Eligibility", p. 52

Funding: an estimated € 35 million is available for the co-financing of projects under this action in 2016
Website: https://eacea.ec.europa.eu/creative-europe/actions/culture/cooperation-projects_en

PUBCOOP: Strategies to a European written culture preservation through publishers cooperation from lesser used languages

PUBCOOP partnership is a cooperation between the Valencian Publisher Association (AEPV) from Spain, the Lithuanian Publishers Association (LLA) and the Romanian Publishers Association (AER) in the Creative Europe Programme. These three associations are working with small and independent publishers which work with Lesser Used Languages as Valencian, Lithuanian and Romanian. PUBCOOP project has the objective of supporting the capacity of the independent publishers in Europe to compete internationally, working in cooperation with publishers from other European countries and reinforcing their capabilities through cooperation from publisher companies and publishers associations.
Funding: 177.169,53 €
Duration: start date: 02/05/2016, end date: 28/12/2018
Website: http://ec.europa.eu/programmes/creative-europe/projects/ce-project-details-page/?nodeRef=workspace://SpacesStore/463a0d3b-f1fc-42d0-af50-b6748efb5a0c

- Culture-Literary translation

Objective: to promote the transnational circulation of literature and its diversity in Europe and beyond and to expand the readership of quality translated books.
Timetable: provisional deadline set for the call for proposals in May 2017
Who can apply: Publishers and publishing houses with least 2 years of existence established in the EU or in other countries participating in the Creative Europe programme.
Funding: For calls for proposals to be published every year until 2020, applicants can apply for two-year projects for which the maximum grant per project is 100.000 € for the 2 years.
Website: http://eacea.ec.europa.eu/creative-europe/actions/culture/literary-translation_en

- Media-Film Festivals

Objective: To stimulate interest in European audio-visual works through the promotion of events, films, literacy and festivals, including: initiatives promoting a diversity of European audio-visual works, such as festivals and other promotional events; activities promoting film literacy and increasing audience's knowledge and interest in European audio-visual works, including the audio-visual and cinematographic film heritage, in particular among young audiences.
Timetable: 2014-2020
Website: http://eacea.ec.europa.eu/creative-europe/actions/media/film-festivals_en

- Media-Co-production funds

Objective: to facilitate international co-productions and to strengthen the circulation and distribution of audio-visual works supported at the production stage.
Timetable: 2014-2020
Who can apply: International co-production fund based in a country participating in the MEDIA sub programme.
Funding: € 1,5 million is available for the co-financing of actions under this scheme. The maximum contribution cannot exceed 80% of the total eligible costs of the action, or 400.000 € per selected applicant.
Website: http://eacea.ec.europa.eu/creative-europe/actions/media/co-production-funds_en

- Media-Networks of cinemas

Objective: To encourage the networking of European first-run cinemas and the screening of non-national European films by these cinemas.
Timetable: 2014-2020
Who can apply: Networks of cinemas entrusted to take full legal responsibilities for the proper implementation of the action.
Website: http://eacea.ec.europa.eu/creative-europe/actions/media/networking-cinemas_en

- Media-Audience development

Objective: To stimulate interest and improve access to European audio-visual works, in particular through promotion, events, film literacy and festivals. It supports film literacy and audience development events.
Timetable: 2014-2020

Who can apply: All European entities established in a country participating in the Media sub programme and owned directly, or by majority participation, by nationals from such countries.
Funding: € 1,9 million is available for the co-financing of actions under this scheme. Financial contribution of the EU cannot exceed 60%of the total eligible costs of the actions.
Website: http://eacea.ec.europa.eu/creative-europe/actions/media/audience-development_en

- Cross-sector – Refugee integration projects

Objective: to support cultural, audio-visual and cross-sectorial projects that aim to facilitate the integration of refugees into European communities by fostering respect and understanding for diversity, democratic values and citizenship, intercultural dialogue, tolerance and respect for other cultures.
Timetable: 2016-2018
Who can apply: Only proposals involving legal entities established in the following countries are eligible to participate ad Project Leader: Member States; EFTA/EEA countries; EU candidate countries; potential candidate countries.
Funding: An estimated budget of € 1,6 million is available for cofinancing up to 80% of the total eligible budget.
Website: https://eacea.ec.europa.eu/creative-europe/actions/refugee-integration-projects_en

COMME.IN

COME.IN is a cultural, audio-visual and cross-sectorial project aiming at testing innovative practices for the integration of refugees in four countries: Italy, Malta, Greece and Romania). It capitalises on the experience of 5 cultural and creative sectors' organizations and of 2 non-profit associations, committed to facilitate the integration of refugees in their own countries. COME.IN adopts a comprehensive integration approach aimed at unlocking the full transformative power of culture.
Funding: 190.876 €
Duration: start date: 31/12/2016, end date: 30/12/2018
*Website:*http://ec.europa.eu/programmes/creative-europe/projects/ce-project-details-page/?nodeRef=workspace://SpacesStore/b76a321f-ef3d-4d1b-b284-2d8f04d2c371

LINK WORDS WITH ICH: performing arts, heritage, safeguarding and promoting Europe's cultural and linguistic diversity, promote the transnational circulation of

cultural and creative works, management models through support for transnational policy cooperation, the promotion of events, films, literacy and festivals.

Table 1.1

The table shows the connection between the sub programmes of *Creative Europe* and main themes of UNESCO Intangible Cultural Heritage Convention.

	Cooperation projects	Literary translation	Film Festivals	Co-production funds	Networks of cinemas	Audience development	Refugees integration projects
Oral tradition and expressions	Medium	Medium	High	High	Null	Null	High
Performing arts	Medium	Null	High	High	High	High	High
Social practices, rituals and festive events	Medium	Null	High	High	Low	High	High
Knowledge and practices concerning nature and the universe	Null	Low	Null	Null	Null	Null	High
Knowledge and skills to produce traditional crafts	Low	Low	Null	Null	Null	Null	High

Null connections | Low connections | Medium connections | High connection

CIVIL PROTECTION MECHANISM

European Civil Protection

Policy area: EU civil protection policy
Main objectives: The Union Civil Protection Mechanism aims to strengthen the cooperation between the Union and the Member States and to facilitate coordination in the field of civil protection in order to improve the effectiveness of systems for preventing, preparing for and responding to natural and man-made disasters. The coordination includes: prevention and preparedness actions inside the Union and outside the Union and actions to assist with the response to immediate adverse consequences of a disaster inside or outside the Union.
Specific objectives:
a) to achieve a high level of protection against disasters by preventing or reducing their potential effects, by fostering a culture of prevention and by improving cooperation between the civil protection and other relevant services;
b) to enhance preparedness at Member State and Union level to respond to disasters;
c) to facilitate rapid and efficient response in the event of disasters or imminent disasters;
d) to increase public awareness and preparedness for disasters.
Eligibility[4]:
- Member States;
- European Free Trade Association (EFTA) countries which are members of the EEA, and other European countries;
- acceding and candidate countries and potential candidates;
- candidate countries and potential candidates not participating in the Union Mechanism, and countries that are part of ENP;
- international or regional organisations where relevant bilateral or multilateral agreements so allow.

Budget: € 223,78 million
Website: http://ec.europa.eu/echo/what/civil-protection/mechanism_en

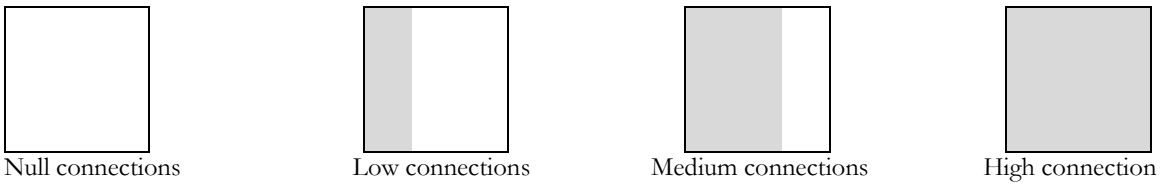
LINK WORDS WITH ICH: cooperation, civil protection

[4] See "Focus on Country Eligibility", p. 52

Table 1.2

The table shows the connection between the programme of *European Civil Protection* and main themes of UNESCO Intangible Cultural Heritage Convention.

	Oral tradition and expressions	Performing arts	Social practices, rituals and festive events	Knowledge and practices concerning nature and the universe	Knowledge and skills to produce traditional crafts
European Civil Protection					



EUROPE FOR CITIZENS

Europe for Citizens

Policy area: Citizenship
Main objectives: The Europe for Citizens programme supports activities to increase awareness and citizens' understanding of EU and of its values and history. The programme will also help people become more engaged in civic and democratic activities through debates and discussions on EU-related issues.
Specific objectives:
a) to raise awareness of remembrance, the common history and values of the Union and the Union's aim, namely to promote peace, the values of the Union and the well-being of its peoples, by stimulating debate, reflection and the development of networks;
b) to encourage the democratic and civic participation of citizens at Union level, by developing citizens' understanding of the Union policy making-process and promoting opportunities for societal and intercultural engagement and volunteering at Union level.
Eligibility[5]:
- Member states;
- acceding countries, candidate countries and potential candidates;
- the EFTA countries party to the EEA Agreement

Budget: 185,47 million
Website: http://ec.europa.eu/citizenship/about-the-europe-for-citizens-programme/future-programme-2014-2020/index_en.htm

Sub-programme:
- European Remembrance

Objective: it supports activities inviting reflection on European cultural diversity and on common values. It aims to finance projects reflecting on causes of totalitarian regimes in Europe's modern history (especially, but not exclusively, Nazism that led to the Holocaust, Fascism, Stalinism and totalitarian communist regimes) and to commemorate the victims of their crimes.
This strand also concerns other defining moments and reference points in recent European history. Preference will be given to

[5] See "Focus on Country Eligibility", p.52

projects encouraging tolerance, mutual understanding, intercultural dialogue and reconciliation.
Who can apply: public local/regional authorities or non-profit organisations, including civil society organisations, survivors' associations and cultural, youth, educational and research organisations, associations of twinned towns. A project must involve organisations from a least one member state.
Funding: The maximum eligible grant for a project is 100 000 €
Website: http://eacea.ec.europa.eu/europe-for-citizens/strands/european-remembrance_en

LINK WORDS WITH ICH: values and history of EU, to promote peace, democratic and civic participation, promoting opportunities for societal and intercultural engagement, projects encouraging tolerance, mutual understanding, intercultural dialogue and reconciliation.

Table 1.3

The table shows the connection between the sub programme of *Europe for Citizens* and main themes of UNESCO Intangible Cultural Heritage Convention.

	Oral tradition and expressions	Performing arts	Social practices, rituals and festive events	Knowledge and practices concerning nature and the universe	Knowledge and skills to produce traditional crafts
Europe for citizens					

RIGHTS, EQUALITY AND CITIZENSHIP

Policy area: Citizen's rights
Main objectives: The programme helps to make people's rights and freedoms effective in practice by making them better know and more consistently applied across the EU. It will also promote the rights of the child, the principles of non-discrimination (racial or ethnic origin, religion or belief, disability, age or sexual orientation) and gender equality (including projects to combat violence against women and children).
Specific objective: to promote non-discrimination; to combat racism, xenophobia, homophobia and other forms of intolerance; to promote equality between women and men and gender mainstreaming; to prevent violence against children, young people, women and other groups at risk; to promote and enhance the exercise of rights deriving from citizenship of the Union; to enforce consumer rights.
Eligibility:
- Member states;
- European Free Trade Association (EFTA); counties which are parties to the Agreement on the European Economic Area, in accordance with that Agreement;
- candidate countries, potential candidates and countries acceding to the Union;
- International organisations.

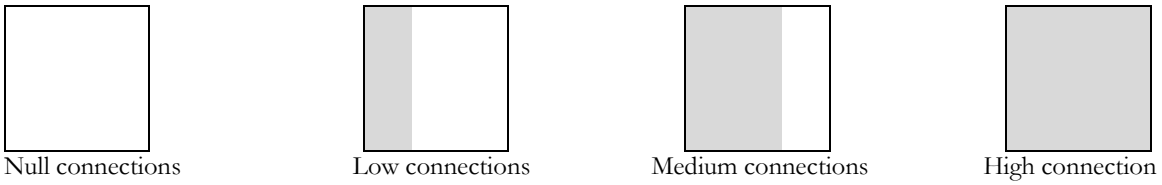
Budget: € 439,47 million
Website: http://ec.europa.eu/justice/grants1/programmes-2014-2020/rec/index_en.htm

LINK WORDS WITH ICH: people's right, freedom, to promote non-discrimination

Table 1.4

The table shows the connection between the programme of *Rights, Equality and Citizenship* and main themes of UNESCO Intangible Cultural Heritage Convention.

	Oral tradition and expressions	Performing arts	Social practices, rituals and festive events	Knowledge and practices concerning nature and the universe	Knowledge and skills to produce traditional crafts
European Civil Protection					



Smart and inclusive growth

HORIZON 2020

Horizon 2020

Policy area: Research and innovation
Main objectives: The Horizon 2020programme aims to secure Europe's global competitiveness, strengthen its position in science and its industrial leadership in innovation by providing major investment in key technologies, greater access to capital and support for SMEs. The programme aims to tackle societal challenges by helping to bridge the gap between research and the market.
Specific objectives (priority societal challenges): this part responds directly to the policy priorities and societal challenges that are identified in the Europe strategy and that aim to stimulate the critical mass of research and innovation efforts needed to achieve the Union's policy goals.
a) Health, demographic change and well-being;
b)food security, sustainable agriculture and forestry, marine, maritime and inland water research, and the bio economy;
c) secure, clean and efficient energy;
d) smart, green and interned transport;
e) climate action, environment, resource efficiency and raw materials;
f) Europe in a changing world – inclusive, innovative and reflective societies;
g) secure societies – protecting freedom and security of Europe and its citizens.
Eligibility[6]:

- Acceding countries, candidate countries and potential candidates;
- European free trade Association (EFTA) members or counties or territories covered by the European Neighbourhood Policy;

[6] See "Focus on Country Eligibility", p.52

- countries or territories associated to the Seventh Framework Programme[7].

Budget: 79 401,83 million
Website: https://ec.europa.eu/programmes/horizon2020/

Sub-programmes:

- Culturalbase

Objective: the project aims to address the proposed topic from a double standpoint, namely, an analytical as well as a public policy perspective. In the context of cultural digitization and globalization the entire cultural ecosystem has changed, which has radically altered - and at the same time, intensified - the relationship between cultural identity, cultural heritage and cultural expression. This transformation has occurred both at the level of the professional cultural sector as well as in society as a whole. The new challenges and the new potential of culture, where these three pillars - cultural identity, cultural heritage and cultural expression - intertwine, will be considered in the work of the platform along three axes: cultural memory, cultural inclusion, and cultural creativity. These are designed to research debates relating to heritage in the institutions and practices of cultural memory; how the focus on diversity and inclusion impacts on the practices of memory institutions, including on stakeholders and networks; what this reconfiguration contributes to new or post-national oriented narratives about identity and European values; and how heritage, cultural diversity and creativity relate in the context of huge cultural transformations such as the ones represented by digitization and cultural globalization.
Timetable: from 2012 to 2017
Eligible countries: United Kingdom, Hungary, Italy, France and Spain (coordinated in Spain)
Funding: EUR 998 646
Website: http://cordis.europa.eu/project/rcn/194583_en.html

- Traces

Objective: Transmitting Contentious Cultural Heritages with the Arts: From Intervention to Co-Production (TRACES) aims to provide new directions for cultural heritage institutions to contribute productively to evolving European identity and reflexive Europeanization. To do so, it deploys an innovative

[7] FP/ was the European Union's Research and Innovation funding programme fo 2007-2013. The current programme is Horizon 2020 but there are many projects funded under FP7 which are sill running

ethnographic/artistic approach, focused on a wide range of types of 'contentious heritage.' Attention to contentious heritage is crucial as it is especially likely to raise barriers to inclusivity and convivial relations, as well as to be difficult to transmit to the public. Transmitted effectively, however, it is potentially especially productive in raising critical reflection and contributing to reflexive Europeanization, in which European identity is shaped by self-awareness and on-going critical reflection.
Through rigorous and creative in-depth artistic/ethnographic research, TRACES will provide a systematic analysis of the challenges and opportunities raised by transmitting contentious, awkward and difficult pasts. It will do so by setting up Creative Co-Productions (CCPs) in which artists, researchers, heritage agencies and stakeholders work together in longer term engagements to collaboratively research selected cases of contentious heritage and develop new participatory public interfaces.
TRACES is a multi-disciplinary team, bringing together established and emerging scholars, and providing high-level expertise, relevant experience and creative energy, to provide a rigorous and innovative approach to the transmission of European cultural heritage.
Timetable: from 2016 to 2019
Eligible countries: Italy, Germany, Norway, Switzerland, Romania, Austria United Kingdom, Poland Slovenica (coordinated in Austria)
Funding: EUR 2.303.357,75
Website: http://cordis.europa.eu/project/rcn/200849_en.html

LINK WORDS WITH ICH: food security, sustainable agriculture and forestry, secure societies – protecting freedom and security of Europe and its citizens.

Table 1.5

The table shows the connection between the sub programmes of *Horizon 2020* and main themes of UNESCO Intangible Cultural Heritage Convention.

	Oral tradition and expressions	Performing arts	Social practices, rituals and festive events	Knowledge and practices concerning nature and the universe	Knowledge and skills to produce traditional crafts
Culturalbase					
Traces					

Null connections | Low connections | Medium connections | High connection

EUROPEAN REGIONAL DEVELOPMENT FUND (ERDF)

Policy area: Cohesion policy
Main objectives: The ERDF contributes to the financing of support, which aims to reinforce economy, social and territorial cohesion by redressing the main regional imbalances in the Union through the sustainable development an structural adjustment of regional economies, including the conversion of declining industrial regions and regions whose development is lagging behind.
Supported activities: investment in social, health, research, innovation, business and educational infrastructure. Investment in the development of endogenous potential through fixed investment in equipment and small-scale infrastructure, including small-scale cultural and sustainable tourism infrastructure, services to enterprises. Networking, cooperation and exchange of experience between competent regional, local, urban and other public authorities, economic and social partners and relevant bodies representing civil society.
Eligibility: all Member states
Budget: 283,082 million

Sub-programme:

- Interreg Europe Cooperation programme

Objective: Interreg Europe helps regional and local governments across Europe to develop and deliver better policy. By creating an environment and opportunities for sharing solutions, it aim to ensure that government investment, innovation and implementation efforts all lead to integrated and sustainable impact for people and place. Interreg Europe supports actions that must fall into one of the following four categories: research and innovation; SME competitiveness; low – carbon economy; Environment and resource efficiency.
*Timetable:*2014-2020
Eligible countries:
Funding: EUR 359 million financed by the ERDF
Website: http://www.interregeurope.eu/about-us/what-is-interreg-europe/
Projects:

Cultural routes of the council of Europe
Objective: to promote and preserve EY's shared and diverse cultural identities, as provide a better understanding of the history of Europe through inter-regional exchanges of people, ideas and cultures.
Timetable: 2017-2020
Eligible countries: Sweden, Belgium, Poland, Portugal, Italy, Cyprus and Greece
Funding: EU 1.345.249
Website: http://www.interregeurope.eu/cult-ring/

Green pilgrimage
Objective: to protect natural and cultural heritage whilst developing jobs and growth along pilgrim routes through developing low impact tourism, digitalization, pilgrim accommodation and strengthening local traditions. Policy influence will increase pilgrimage across Europe through creating a greater awareness of its benefits. GP will hold exchanges and workshops on sustainable pilgrimage promotion, pilgrimage tourism impact, environmental protection and European best practice. The main beneficiaries will be government, local communities and businesses on Europe's main pilgrim routes and management groups safeguarding our natural and cultural assets. The project's advisory partner, The European Green Pilgrimage Network, will ensure that the indirect beneficiaries of the project are the major pilgrimage routes and destinations of Europe and, working with the support of the European Institute of Cultural Routes, the project's findings will also benefit the diverse 33 certified Cultural Routes of Europe.
*Timetable:*2017-2021
Eligible countries: Italy, Romania, Sweden, Norway and United Kingdom
Funding: EU 1.183.337
Website: http://www.interregeurope.eu/greenpilgrimage/

Alpine space
Objective: The Alpine Space programme provides a framework to facilitate the cooperation between economic, social and environmental key players in seven Alpine countries, as well as between various institutional levels such ad: academia, administration, business and innovation sector, and policy making. The thematic fields of cooperation are predefined for each programming period of seven years, during which several calls for project proposals are launched.

*Timetable:*2014-2020
Eligible countries: Austria; France (Rhone-Alpes, Provence-Alpes-cote d'Azur, Franche – Comté, Alsace) Germany (district of Oberbayern and Schwaben, Tubingen and Freiburg); Italy (lombardia, Friuli Venezia Giulia, Veneto, Trentino – Alto Adige, Valle d'Aosta, Piemonte and Liguria); Liechtenstein; Slovenia; Switzerland
Funding: EU 139 million
Website: http://www.alpine-space.eu

AlpFoodway

Foodways are socioeconomic and cultural practices related to food production and consumption. Depopulation, ageing population and globalization put **Alpine food heritage** at risk of disappearing. The project will create a sustainable development model for peripheral mountain areas based on the preservation/valorisation of Alpine Space cultural food heritage and on the adoption of innovative marketing and governance tools. Project outputs include vision paper, value charta, mapping of traditional food heritage, creation of a cutting edge online inventory, courses and educational units, and a cultural exchange platform based on events and tourist tours. The project will benefit heritage communities; local development professionals and organizations; cultural institutions; local, regional and national authorities.
Funding: total eligible costs: 2.540.566 €; ERDF grant: 1.923.130 €
Duration: start date: 01/11/2016, end date: 31/10/2019
Website: http://www.alpine-space.eu/projects/alpfoodway/en/home

- Euromed Heritage

Objective: to facilitate the appropriation by people of their own national and regional cultural legacy through easier access to education and knowledge on cultural heritage. Euromed Heritage 4 (2008-2012) to meet this goal, a number of projects are funded for a three-year period. Each project brings together a leading organization and various partners from both the European Union and Mediterranean Partner Countries: Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, Palestinian Authority, Syria and Tunisia. Euromed Heritage 4 offers to selected projects a framework for exchanges of experience, channels for disseminating best practices as well as new perspectives for the

development of the cultural institutional environment at national and regional levels.
Website:
http://www.euromedheritage.net/intern.cfm?menuID=7

Mare Nostrum

Objective: to contribute to the promotion and awareness-raising of the heritage value historic port cities of the Mediterranean Sea, scattered along the Phoenician maritime routes. MARE NOSTRUM aims at providing a sustainable mechanism for the protection and management of cultural heritage resources in the targeted countries, leading to an awareness of cultural heritage in the public conscience. In order to enhance cultural heritage as part of the sustainable development of Mediterranean cultural heritage, the action will adopt a holistic approach which satisfies economic and social objectives as well as high quality cultural tourism needs.
Timetable: 2009-2013
Eligible countries: Greece, Italy, Lebanon, Malta, Syria, Tunisia
Funding: EUR 1.365.272
Website:
http://www.euromedheritage.net/intern.cfm?menuID=12&submenuID=13&idproject=46

MedMem

Objective: The audiovisual heritage of the Mediterranean is a resource of exceptional value and has the potential to initiate and promote understanding and intercultural dialogue throughout the region. This resource is mostly inaccessible and is at risk to deteriorate rapidly and therefore be lost forever. The safeguarding of most of available documents is still possible but needs urgent action. Towards this end, Med-Mem proposes a selection of more than 4000 videos from all around the Mediterranean, which will be showcased within their historical and cultural contexts and with a commentary in three languages.
Search possibilities for these files will be based on cross- referencing their thematic content. The sharing of technical and documentary tools, policies for safeguarding the audiovisual heritage, and good legal practices, constitute core activities of the project.
Timetable: 2009-2013
Eligible countries: Algeria, France, Italy, Jordan, Morocco

Funding: EUR 2.187.938
Website:
http://www.euromedheritage.net/intern.cfm?menuID=12&submenuID=13&idproject=42

Siwa & Tangier

Objective: to preserve and enhance the local cultural heritage in Morocco and Egypt within a sustainable development framework: the challenge of the action is to leverage on the basic principles of sustainability - such as participation, local ownership and knowledge dissemination. The action aims at promoting better knowledge and understanding of the local cultural asset, thus creating effective management tools for sustainable safeguard of the tangible and intangible heritage of the specific culture in Tangier and Siwa.
Timetable: 2009-2013
Eligible countries: Egypt Italy, Morocco
Funding: EUR 951.708
Website:
http://www.euromedheritage.net/intern.cfm?menuID=12&submenuID=13&idproject=47

LINK WORDS WITH ICH: to reinforce economy, social and territorial cohesion, sustainable, development of endogenous potential, including small-scale cultural infrastructure, networking, cooperation.

Table 1.6

The table shows the connection between the sub programmes of *European regional development fund* and main themes of UNESCO Intangible Cultural Heritage Convention.

	Oral tradition and expressions	Performing arts	Social practices, rituals and festive events	Knowledge and practices concerning nature and the universe	Knowledge and skills to produce traditional crafts
Interreg Europe Cooperation programme					
Euromed Heritage					

Null connections | Low connections | Medium connections | High connection

EMPLOYMENT AND SOCIAL INNOVATION PROGRAMME

Policy area: Employment, social affairs and equal opportunities
Main objectives: The Employment and Social innovation Programme supports employment and social policies across the EU.
Specific objectives:
a) to develop and disseminate high-quality comparative analytical knowledge;
b) to provide financial support to test social and labour market policy innovations, and, where necessary, to build up the main actors' capacity to design and implement social policy experimentation, and to make the relevant knowledge and expertise accessible;
c) to provide Union ad national organisations with financial support.
Eligibility[8]: All public and/or private bodies, actors and institutions from:
a)member states;
b) EEA countries;
c) member EFTA member states; the candidate countries and potential candidates
Budget: 7 057,69 million
Website: http://ec.europa.eu/social/main.jsp?catId=1081

[8] See "Focus on Country Eligibility", p.52

LINK WORDS WITH ICH: social policy experimentation, to support social and labour market policy innovation.

Table 1.7

The table shows the connection between the programme of *Employment and social innovation programme* and main themes of UNESCO Intangible Cultural Heritage Convention.

	Oral tradition and expressions	Performing arts	Social practices, rituals and festive events	Knowledge and practices concerning nature and the universe	Knowledge and skills to produce traditional crafts
Employment and social innovation programme					

YOUTH EMPLOYMENT INITIATIVE (YEI)

Policy area: Employment, Social Affairs and equal opportunities
Main objectives: The YEI is included in the missions of the European Social Fund (ESF). The initiative focuses on integrating young people into the labour market.
Thematic objective "promoting social inclusion, combating poverty and any discrimination":
a) active inclusion, including with a view to promoting equal opportunities and active participation, and improving employability;
b) socio-economic integration of marginalised communities such as the Roma;
c) combating all forms of discrimination and promoting equal opportunities;
d) enhancing access to affordable, sustainable and high-quality services, including health care and social services;
e) promoting social entrepreneurship and vocational integration;
f) community-led local development strategies.
Thematic objective "investing in education, training and vocational training for skills and life-long learning":
a) reducing and preventing early school-leaving and promoting equal access to good quality early-childhood;
b) improving the quality and efficiency of, and access to tertiary and equivalent education with a view to increasing participation and attainment levels;
c) enhancing equal access to lifelong learning for all age groups;
d) improving the labour market relevance of education and training systems, facilitating the transition from education to work, and strengthening vocational education and training systems and their quality.
Eligibility: All young persons under the age of 25 not in employment, education or training, residing in eligible regions, from:

- NUTS level 2 regions that have youth unemployment rates for young persons aged 15 to 24 of more 25% in 2012;
- NUTS level 2 regions that have youth unemployment rates of more 20% in 2012 for Member States where the youth unemployment rate has increased by more than 30% in 2012

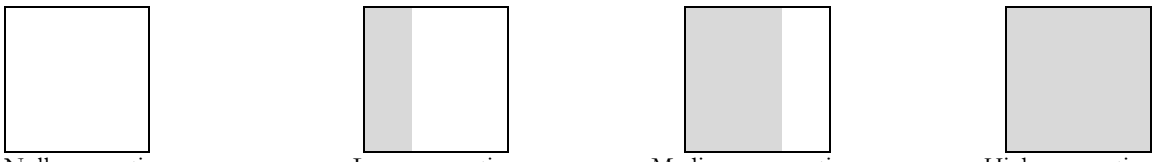
Budget: 3 211,22 million
Website: http://ec.europa.eu/social/home.jsp?langId=en

LINK WORDS WITH ICH: active inclusion, view to promoting equal opportunities and active participation, socio-economic integration of marginalised communities, combating all forms of discrimination, integration, education.

Table 1.8

The table shows the connection between the programme of *Youth Employment Initiative* and main themes of UNESCO Intangible Cultural Heritage Convention.

	Oral tradition and expressions	Performing arts	Social practices, rituals and festive events	Knowledge and practices concerning nature and the universe	Knowledge and skills to produce traditional crafts
Youth Employment Initiative					



Sustainable growth natural resources

COMMON AGRICULTURAL POLICY (pillar I and II)

Policy area: Common Agricultural Policy
Main objectives: The I pillar of the Common Agricultural Policy aims at ensuring a decent standard of living for farmers and providing consumers with a stable and safe food supply at affordable prices: It corresponds to support to farmers' incomes provided in the form of direct payments and market-support measures.
The II pillar aims at helping to improve competitiveness for farming and forestry, protect the environment and the countryside, improve the quality of life and diversification of the rural economy and support locally based approaches to rural development (fostering the competitiveness of agriculture; ensuring the sustainable management of natural resources, and climate action; achieving a balanced territorial development.
Eligibility: Member States
Budget: 312 735 million (I pillar); 95 577,05 million (II pillar)

LINK WORDS WITH ICH: to protect the environment and the countryside, diversification of rural economy, rural development

Table 1.9

The table shows the connection between the programme of *Youth Employment Initiative* and main themes of UNESCO Intangible Cultural Heritage Convention.

	Oral tradition and expressions	Performing arts	Social practices, rituals and festive events	Knowledge and practices concerning nature and the universe	Knowledge and skills to produce traditional crafts
Common Agricultural Policy					

Null connections | Low connections | Medium connections | High connection

LIFE

Policy area: Environment
Main objectives: the Life Programme aims at improving the implementation of EU environment and climate policy and legislation
Specific objectives:
a) to contribute to the shift towards a resource-efficient, low-carbon and climate-resilient economy, to the protection and improvement of the quality of the environment and to halting and reversing biodiversity loss;
b) to improve the development, implementation and enforcement of Union environmental and climate policy and legislation, and to act as a catalyst for the integration and mainstreaming of environmental and climate objectives into other Union policies and public and private sector practice, including by increasing the public and private sector's capacity;
c) to support better environmental and climate governance at all levels.
Eligibility[9]: Member States; European free trade association (EFTA) countries which are parties to the Agreement on the European Economic Area; Candidate countries, potential candidates and acceding countries to the Union; Countries within the European Neighbourhood Policy; Countries which have become members of the European Environmental Agency in accordance with Council Regulation (EC) No 933/1999
Budget: 3 456,66 million
Website: *http://ec.europa.eu/environment/life/about/index.htm*

[9] See "Focus on Country Eligibility", p. 52

LINK WORDS WITH ICH: to protect the environment

Table 1.10

The table shows the connection between the programme of *Life* and main themes of UNESCO Intangible Cultural Heritage Convention.

	Oral tradition and expressions	Performing arts	Social practices, rituals and festive events	Knowledge and practices concerning nature and the universe	Knowledge and skills to produce traditional crafts
Life					

Agro Life

Objective: To promote and enable the long term conservation of high nature value farmlands in Cyprus. The objectives of the project are: support and promote sustainable agricultural practices that increase ecosystem services and conserve biodiversity in high nature value (HNV) farmlands; Identify strengths and weaknesses of current agricultural management practices with respect to biodiversity conservation in HNV farmlands
*Timetable:*2014-2017
Eligible countries: Cyprus
Funding: EUR 275.635 (EU contribution)
Website:
http://ec.europa.eu/environment/life/project/Projects/index.cfm?fuseaction=search.dspPage&n_proj_id=4879

Life Mil'Ouv

*Objective:*The LIFE MIL'OUV project aims to contribute to enhancing the conservation status of open pastoral habitats in the Mediterranean region, by improving existing support tools for stockbreeders in order to change practices and better anticipate coming evolutions. To reach this goal, the project intends to implement eco-pastoral management to assure production, as well as good conservation of the habitats
*Timetable:*2013-2017
Eligible countries: France
Funding: EUR 848.923 (eu contribution)
Website:
http://ec.europa.eu/environment/life/project/Projects/index.cfm?fuseaction=search.dspPage&n_proj_id=4700

Global Europe

EU AID VOLUNTEERS

Policy area: Development cooperation
Main objectives: The EU Aid Volunteers project provides a practical training for humanitarian volunteers and ensures their deployment in EU funded humanitarian aid operations worldwide. The objective of the EU Aid Volunteers initiative is to contribute to strengthening the Union's capacity to provide needs-based humanitarian aid aimed at preserving life, preventing and alleviating human suffering and maintaining human dignity and to strengthening the capacity and resilience of vulnerable or disaster- affected communities in this countries, particularly y means of disaster preparedness, disaster risk reduction and by enhancing the link between relief, rehabilitation and development.
Three components: a) geographic programmes; b) thematic programmes; c) Pan-African programme
Specific objectives: a) reducing and, in the long term eradicating poverty; b) fostering sustainable economic, social and environmental development; c) consolidating and supporting democracy, the rule of law, good governance, human rights and the relevant principles of international law
Eligibility[10]: citizens and sending organisations from; acceding countries, candidate countries, potential candidates ad partner countries of the European Neighbourhood Policy; European Free Trade Association countries which are members of the European Economic Area (EEA); other European countries.
Budget: 147,94 million
Website: http://ec.europa.eu/echo/what/humanitarian-aid/eu-aid-volunteers_en

[10] See "Focus on Country Eligibility", p.52

LINK WORDS WITH ICH: consolidating and supporting democracy, human rights

Table 1.11

The table shows the connection between the programme of *EU Aid Volunteers* and main themes of UNESCO Intangible Cultural Heritage Convention.

	Oral tradition and expressions	Performing arts	Social practices, rituals and festive events	Knowledge and practices concerning nature and the universe	Knowledge and skills to produce traditional crafts
EU Aid Volunteers					

Null connections | Low connections | Medium connections | High connection

PARTNERSHIP INSTRUMENT (PI)

Policy area: Development cooperation
Main objectives: the partnership instrument replaces the financing Instrument for Cooperation with Industrialised and other high-income countries and territories. The instrument aims to promote, develop and consolidate the principles of democracy, equality, respect for human rights and fundamental freedoms; to enhance the impact of the Union's assistance; to promote a coherent multilateral approach to global challenges and shall foster cooperation with international or regional organisations and bodies, including international financial institutions, United Nations agencies, funds and programmes, and other bilateral donors.
Eligibility[11]**:** member states; Albania, Bosnia and Herzegovina, the former Yugoslav Republic of Macedonia, Iceland, Kosovo, Montenegro, Serbia and Turkey; contracting parties to the agreement on the European Economic Area; developing countries and territories; member countries of the OECD
Budget: 954,76 million

Sub-programme:

- EU Eastern Partnership Programme

Objective: The EaP is a joint initiative involving the EU, its member states and 6 eastern European partners: Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine. It is based on a commitment to the principles of international law and fundamental values, democracy, the rule of law, human rights and fundamental freedoms.
*Timetable:*2014-2020
Website: https://eeas.europa.eu/topics/eastern-partnership_en

LINK WORDS WITH ICH: consolidating the principle of democracy, equality, respect for human rights and fundamental freedoms.

[11] See "Focus on Country Eligibility", p.52

Culture & Creativity

Objective: to support the cultural and creative sectors' contribution to sustainable humanitarian, social and economic development in Armenia Azerbaijan, Belarus Georgia, Moldova and Ukraine. Activities to achieve this include: mapping, training, online learning, study visits, partnership fairs, cultural leadership initiatives, working groups, use of local and international expert, toolkits, an award scheme, networking and sharing good practice.
Eligible countries: Armenia Azerbaijan, Belarus Georgia, Moldova and Ukraine.
Source: https://www.culturepartnership.eu/en/page/about

Table 1.12

The table shows the connection between the sub - programme of *Partnership Instrument* and main themes of UNESCO Intangible Cultural Heritage Convention.

	Oral tradition and expressions	Performing arts	Social practices, rituals and festive events	Knowledge and practices concerning nature and the universe	Knowledge and skills to produce traditional crafts
Partnership Instrument					

Null connections | Low connections | Medium connections | High connection

INSTRUMENT FOR PRE-ACCESSION ASSISTANCE (IPAII)

Policy area: Enlargement policy
Main objectives: The Instrument for Pew-accession Assistance for the period from 2014 to 2020 ('IP II') supports Albania, Bosnia and Herzegovina, Iceland, Kosovo, Montenegro, Serbia, Turkey and The former Yugoslav Republic of Macedonia in adopting and implementing the political, institutional, legal, administrative, social and economic reforms required by those beneficiaries in order to comply with the Union's values and to progressively align to the Union's rules, standards, policies and practices, with a view to Union membership.
Specific objectives:
a) support for political reforms;
b) support for economic social and territorial development;
d) to fulfil the obligations stemming from Union membership by supporting progressive alignment with, implementation and adoption of, the Union acquis;
e) strengthening regional integration and territorial cooperation.
Eligibility[12]: tenders, applicants and candidates from:

- Member States;
- Albania, Bosnia and Herzegovina, Iceland, Kosovo, The former Yugoslav Republic of Macedonia, Montenegro, Serbia, Turkey;
- contracting parties to the Agreement on the EEA;
- partner countries covered by the ENI;
- countries for which reciprocal access to external assistance is established by the Commission

Budget: 11 698,67 million
Website: https://ec.europa.eu/neighbourhood-enlargement/instruments/overview_en

[12] See "Focus on Country Eligibility", p.52

LINK WORDS WITH ICH: support for economic social and territorial development, regional integration and territorial cooperation.

Table 1.13

The table shows the connection between the sub - programme of *Instrument for pre-accession assistance* and main themes of UNESCO Intangible Cultural Heritage Convention.

	Oral tradition and expressions	Performing arts	Social practices, rituals and festive events	Knowledge and practices concerning nature and the universe	Knowledge and skills to produce traditional crafts
Instrument for pre-accession assistance					

***Focus on*: COUNTRY ELYGIBILITY**

Definition from Official website of the European Union:

- EFTA (The European Free Trade Association) countries: Iceland, Liechtenstein, Norway and Switzerland
- The Agreement on the European Economic Area (EEA) Agreement brings together the EU Member States and the three EEA EFTA States: Iceland, Liechtenstein and Norway.
- ENP (The European Neighbourhood Policy): Armenia, Azerbaijan, Egypt, Georgia, Israel, Jordan, Lebanon, Moldova, Morocco, Palestine, Tunisia, Ukraine, Algeria (it's currently negotiating an ENP action plan).
- EU candidate countries: Turkey, Albania, Serbia, Montenegro and the former Yugoslav Republic of Macedonia.
- EU potential candidate: Bosnia and Herzegovina.

Intangible Cultural Heritage: Nawrouz, Novruz, Nowrouz, Nowrouz, Nawrouz, Nauryz, Nooruz, Nowruz, Navruz, Nevruz, Nowruz, Navruz, 2016
Source: https://ich.unesco.org/en/RL/nawrouz-novruz-nowrouz-nowrouz-nawrouz-nauryz-nooruz-nowruz-navruz-nevruz-nowruz-navruz-01161#diaporama

PART 2
Other sources of financial support for ICH

2.1 Foundations

Below are summarized some of international cultural foundations that have mission and topic on Intangible Cultural Heritage.

European Cultural Foundation
History: The European Cultural Foundation (ECF) was set up in Geneva in 1954, its founding figures included the Swiss philosopher Denis de Rougemont, the architect of the European Community Robert Schuman, and HRH Prince Bernhard of the Netherlands.
Mission: to support and connect cultural change – makers, focus on connecting culture, communities and democracy. ECF believes in the power of culture in building societies that are embracing these values. An example of their programmes and grants is STEP (Supporting Travel for Engaged Partnerships) that support creative and critical cultural workers traveling across Europe and its neighbours, to help foster a society with greater solidarity, equality and a stronger sense of social justice. In addition, ECF support an annual award, the ECF Princess Margriet Award for Culture, given to cultural change-makers whose highlights the importance of culture for an inclusive Europe
Countries of action: European countries
Website: www.eurocult.org

Anna Lindh Foundation
History: The Anna Lindh Foundation is an inter-governmental institution bringing together civil society and citizens across the Mediterranean to build trust and improve mutual understanding. It is co-financed by the 42 countries of the Union for the Mediterranean and the European Commission.
Mission: The Anna Lindh Grants Programme supports innovative projects involving jointly civil society organisations and networks from the South and North of the Mediterranean.
Countries of action: European countries and Mediterranean countries.
Website: www.annalindhfoundation.org

Asia – Europe Foundation
History: In 1996, the leaders of 25 European and Asian countries, with the European Commission, convened for the inaugural Asia-

Europe Meeting (ASEM). This historic summit paved the way for the establishment of the Asia – Europe Foundation (ASEF) in 1997, ASEM is funded by voluntary contributions from its member governments and shares the financing of its projects with its civil society partners across Asia and Europe.
Mission: ASEF promotes various forms of cultural cooperation between Asia and Europe, including policy dialogue, bi-regional networks and artistic collaborations.
Countries of action: European and Asian countries
Website: (http://www.asef.org/about/history)

Aga Khan Trust for Culture
History: The Aga Khan Trust for Culture, which was founded in 1988, is registered in Geneva, Switzerland, as a private, non-denomination, philanthropic foundation. It is an integral part of the Aga Khan Development Network (AKDN), a family of institutions created by His Highness the Aga Khan, with distinct yet complementary mandates to improve the welfare and prospects of people in countries in the developing world.
Mission: the trust focuses on the physical, social, cultural and economic revitalisation of communities in the developing world. It includes the Aga Khan Award for Architecture, the Aga Khan Historic Cities Programme, the Aga Khan Music Initiative, the on-line resource ArchNet.org and the Aga Khan Program for Islamic Architecture at Harvard University and the Massachusetts Institute of Technology.
Countries of action: North America (Canada, United States of America); Europe (France, Germany; Norway; Portugal; Switzerland; United Kingdom); Eastern Africa (Kenya, Madagascar, Mozambique, Rwanda, Tanzania, Uganda); West Africa (Burkina Faso, Côte d'Ivoire, Mali, Senegal); Middle East (Egypt, Syria, United Arab Emirates); Central Asia (Afghanistan, Kazakhstan, Kyrgyz Republic, Tajikistan); South Asia (Bangladesh, India, Pakistan); Far East (Malaysia, Singapore).
Website: www.akdn.org

The Rockefeller Foundation
History: The Foundation's work in the natural sciences begins with support to the National Research Council to establish fellowships in physics and chemistry. Over the last decade, their work advances across health, agriculture, cities, and their interdependencies with ecosystems and livelihoods.
Mission: Each initiatives is designed with a specific strategy and goal impact, they are connected by common topics: advance health; agriculture and food security; arts and culture; climate

change; energy; gender equity inclusive economies; innovation; resilience and revalue ecosystems.
Countries of action: countries of Asia, Africa and America.
Website: www.rockefellerfoundation.org

Ford Foundation
History: In 1936, Edsel Ford, son of Henry, the founder of the Ford Motor Company, established the Ford Foundation. Since the founding charter stated that resources should be used for "scientific, educational and charitable purposes, all for the public welfare.
Mission: to address and respond to inequality drivers, the Ford Foundation work on civic engagement and government; creativity and free expression; equitable development; gender, racial and ethnic justice; inclusive economies; internet freedom; youth opportunity and learning. An example of project is "Cultural entrepreneurship in Palestine", to develop a training In cultural entrepreneurship in the southern West Namk (Palestine), in cooperation with the Dutch partners.
Countries of action: Andean Region, Brazil, China, Eastern Africa, India, Nepal and Sri Lanka, Indonesia, Mexico and Central America, Middle East and North Africa, Southern Africa, United States, West Africa.
Website: www.fordfound.org

Foundation Roi Baudouin
History: The king Baudouin Foundation is a public benefit foundation, it was set up in 1976 on the occasion of the 25th anniversary of King Baudouin's reign.
*Mission:*The Foundation is an actor for change and innovation, serving the public interest and increasing social cohesion in Belgium and Europe. It stimulate philanthropy by individuals and corporation. The Foundation's current areas of activity are poverty and social justice, philanthropy, health, civic engagement, developing talents, democracy, European integration, heritage and development cooperation.
Countries of action: European countries, African countries and United States.
Website: www.kbs-frb.be

Ben & Jerry Foundation
History: Ben & Jerry Foundation was created in 1985 with a decision of the company Ben & Jerry's Homemade Inc. to

commit 7 ½ % of the company's annual pretax profits to philanthropy.
Mission: to engage employees in philanthropy and social change work, to give back to our Vermont communities and to support grassroots activism and community organizing for social and environmental justice around the country.
Countries of action: United States
Website: www.benandjerrysfoundation.org

Starbucks Foundation
History: The Starbucks Foundation started in 1997 by funding literacy programs in the United States and Canada.
Mission: to provide young people with pathways to opportunity by investing in programs that equip them with the skills required for the changing global economy; to support employees engagement in their local community; to invests in programs in the regions that supply our coffee, tea and cocoa; to provide people in developing countries with access to clean water.
Countries of action: United States and developing countries
Website:
www.starbucks.com/responsibility/community/starbucks-foundation

Bloomberg Philanthropies
History: Bloomberg Philanthropies started with the creation of the company Bloomberg LP.
Mission: Bloomberg Philanthropies focuses on five key areas for creating lasting change: public health, environment, education, government innovation, and art & culture. An example is a programme that create opportunities for women and their families.
Countries of action: United States and developing countries
Website: www.bloomberg.org

2.2 Crowd founding

Crowdfunding is a way of raising money to finance projects and businesses. It refers to an open call to the public to raise funds, the crowdfunding platforms are website that enable interaction between fundraisers and the crowd. The platform provides a single place that isn't limited by geography or its capacity to engage a limited amount of people at a time, where fundraisers can send people interested in funding their project.

Figure 2.1
Scheme of crowd founding platform.

The different business models that are used by crowdfunding platforms can be grouped under the following broad categories:

- Investment. Based crowdfunding: companies issue equity or debt instruments to crowd-investors through a platform;
- Lending-based crowdfunding: companies or individuals seek to obtain funds from the public through platforms in the form of a loan agreement;
- Invoice trading crowdfunding: a form of asset-based financing whereby businesses sell unpaid invoices or receivables, individually or in a bundle, to a pool of investors through an online platform;
- Reward-based crowdfunding: individuals donate to a project of business with expectations of receiving in return a non

financial reward, such as goods or services, at a later stage in exchange of their contribution
- Donation-based crowdfunding: individuals donate amounts to meet the larger funding aim of a specific charitable project while receiving no financial or material return
- Hybrid models of crowdfunding: those that combine elements of the other types of crowdfunding

There are many advantages to crowdfunding, but there are also potential risks, they may include:

- Investors losing part or all of their capital or not getting the returns they expect;
- Dilution in the case pf equity crowdfunding
- Inability to exit investments
- Insufficient information or inability to price correctly the securities invested in, or misinformation;
- Conflict and misalignment of interests between issuers, platforms and investors;
- Insolvency of the platform operators;
- Platforms may be used for illicit activities;
- Fraud and related reputational risk for platforms.

There are many similarities between crowd funding and other forms of online fundraising. Firstly both are performed through online platform, second, both types of fundraising utilise the "crowd". Despite these similarities, there are two main things that distinguish crowdfunding from more traditional forms of online fundraising. Crowdfunding focuses on projects and it campaigns have targets[13].

Case studies:

Keep Streets Live UK

A grassroots campaign to keep the streets and shared public spaces of the UK open to informal art and music performances, used reward-based crowdfunding to raise £3,285 from 133 backers to go towards paying legal and campaigning costs when they challenged anti-busking laws in the Court of Appeal. Rewards included badges, T shirts and private music performances.
Website: https://www.indiegogo.com/projects/keep-streets-live-uk#/

[13] http://www.nesta.org.uk/sites/default/files/working_the_crowd.pdf

Portpatrick Harbour Community Benefit Society

Portpatrick Harbour Community Benefit Society was formed to save the harbour. To secure full community ownership of the harbour, the campaign sold £103,395 worth of community shares to 363 investors. The minimum investment was £25 and the maximum investment £10,000 per person
Website: http://www.portpatrickharbour.org/

2.3 Corporate social responsibility

Corporate Social Responsibility is a management concept whereby companies integrate social and environmental concerns in their business operations and interactions with their stakeholders[14]. CSR is generally understood as being the way through which a company achieves a balance of economic, environmental and social imperatives, while at the same time addressing the expectations of shareholders and stakeholders. In this sense it is important to draw a distinction between CSR, which can be a stategic business management concept, and charity, sposorship or philantropy.

There are many definitions of CSR, the European Commission in its Green Paper "Promoting a European framework for corporate social responsibility" (18 july 2001) defined CSR as a concept through which the company voluntarily includes the social and environmental dimensions in their business operations and in their relationships with the stakeholders Social responsibility of business is essentially a concept under which companies decide voluntarily to contribute to a vetter society and a clear environment.

Generally, CSR is often a concept linked to large companies, but also be considered a strategic tool to enhance the competitiveness of SMEs. Refering to an european programme about CSR, the european project DESUR[15] (developing sustainable regions through responsible SMEs) want to improve regional policies, instruments and methodologies to promote responsible innovation in SMEs.

The growing interest in CSR has resulted in the establishment of a new awars and recognitions. The proposal of meaurement indicators, the study of the perceptions of stakeholders or the inclusion of social and environmental criteria in the awarding of public contracts, so that CSR is not a passing fad, but a nwe way of understanding the role of the company in the society.

[14] www.unido.org
[15] http://www.desur.eu/

A properly implemented CSR concept can bring along a variety of competitive advantages, such ad enhanced access to capital and markets, increased sales and profits, operational cost savings, improved productivity and quality, efficient human resource base, improved brand image and reputation, enhanced customer loyalty, better decision making and risk management processes.

The benefits can be organized into threee categories:

- Benefits that provide efficiency in the management.
- Benefits granted to the brand and company image.
- Benefits that accrue to company's balues and environment.

The European Union has opted for a model of sustainable development and for CSR as an ideal tool for achieving it, the last European initiative is the new strategy of the EU 2011-2014 on Corporate Social Responsibility[16].

Some of the most recognized organizations and private initiatives in Europe and other countries are:

- **European Coalition for Corporate Justice (ECCJ)**. It promotes corporate responsibility gathering together different national organizations of civil society.
  Website: http://corporatejustice.org/?lang=es
- **Business in the Community (BITC)**. It works in advising to strengthen the brand, sponsorship search and organization of award.
  Website: http://www.bitc.org.uk/
- **CSR Europe**. Non profit organization for promotion of CSR in Europe the renders assistance to its members. It is a reference point for European companies on CSR.
  Website: http://www.csreurope.org/
- **Eurosif** (European Social Investment Forum). European network whose mission is to develop sustainability through European financial markets.
  Website: http://www.eurosif.org/
- The World Business Council for Sustainable Development. It promotes efficient use of natural resources throught innovation and social responsibility.
  Website: http://www.wbcsd.org/

[16] http://ec.europa.eu/growth/tools-databases/newsroom/cf/itemdetail.cfm?item_id=7490

- **Business for Social Responsibility**. NGO from US provides services related to CSR, in order to integrate it into the strategic models of the companies and to promote the intersectoral cooperation.
  Website: https://www.bsr.org/
- European Business Ethics Network (EBEN). European network dedicated to the promotion of business ethics in private industry, public sector, NGOs and academic environment.
  Website: http://www.eben-net.org/

Case studies:

Ten Thousand Village (TTV) - Canada

Ten Thousand Villages is a non-profit corporation of the Mennontie Central Committee, an international relief and development agency based in Winnipeg, Canada. It provides vital income to Third World people by selling their handicrafts in stores across Noth America. The company works with artisans who would otherwise be unemployed or underemployed, providing them with both market and product development assistance. The income earned by the producers helps pay for food, education, healthcare and housing.

Interjero Erdvé – Lithuania

Interjero erdvé is an interior design exhibition centre. In 2011, it started the project "Didéja" with the aim to foster design and to develop Lithuanian design market. The sill on-going project seek to unleash the potential of the dialogue between young Lithuanian designers' creativity and Lithuanian manufacturers' capabilities in order to create innovative local products.
Website: http://interjeroerdve.lt/

2.4 Collective property rights

One of the mean of valorisation of traditional cultural production is the approval of a bill assigning collective property rights to the products of local tradition, as in the eno-gastronomic sector.

The content of the goods produced in these areas is strictly connected to the local civilization and *savoir vivre*. Furthermore, the economic advancement of these products is naturally correlated with the local culture: the more their image and symbolic icon is identified with local customs and cultural behaviors, the more they seduce consumers and the more their production is fostered. In this case, the importance of culture is all-inclusive, mobilizing the aesthetic, technological, anthropologic and historic content of the district.

The property rights assignment mainly concerns the right to "denomination of origin" and the right to "indication of provenance", which both provide legal protection to a brand or a particular design.

The *denomination of origin (DOC)* (in Italian *denominazione di origine controllata;* in French *AOC*, *appelation d'origine controllée*) is a distinctive sign, usually the name of a village or locality, assigned to a product whose characteristics are deeply rooted in the local social and cultural environment or territory. The entitlement to use the word "DOC" offers a means of protecting the traditional wine-making practices of a specific well-defined region. DOCG - the denomination of origin controlled and guaranteed, while similar to DOC, is a more stringent sign of quality. The *indication of provenance* (in Italian *indicazione di provenienza*; in French *Indication de provenance*) is a distinctive sign, also usually the name of a village or locality, assigned to a product whose characteristics are deeply rooted within a local technique or to a particular production process performed in an area. This second type of protection is less intense and strict. It is usually used in reference to the field of "unfair competition". The denomination of origin gives rise to an exclusive right, namely to a monopolistic power which is shared among the producers located in one protected area.

In contrast to the two monopolistic rights just mentioned is the trademark, a feature typical of the market for reputation (Landes and Posner, 1987). While the trademark or the brand-name

protects a single producer, the *denomination of origin* protects all the producers in a given place. The former is a form of individual protection, the latter is a form of collective protection. A third private way to enhance and disclose the reputation and quality of a product is to indicate the number and the value of prizes a product has been awarded. This policy was common among wine, producers before the introduction of property rights.

The assignment of property rights yields particularly interesting positive consequences:

- as they create a monopolistic privilege, they allow an increase of prices and of yields, which contributes to a substantial accumulation of capital;
- legal protection generates incentives so that producers find their incentives in the investment and valorization of products that have been selected through a long cultural tradition;
- legal protection and economic incentives lead to better control of the productive and distributive process, with a remarkable increase in the quality of the products.

In economic literature, this way of organizing and protecting local cultural products, is identified with the label of *Institutional Cultural District*, thanks to Santagata, because it finds its foundation in the fact that formal institutions allocate property rights and trademarks to a restricted area of production.

Using the Institutional Cultural District as a policy instrument for local economic development is complicated because of its non-facilitating rigidities. The crucial requirements and necessary conditions for building it are, in fact, difficult to be found anywhere and its foundation is conditioned by the local socio-economic context.

An example

The Italian experience is meaningful and emblematic. In regions such as Piedmont-Langhe and Tuscany-Chianti the economic growth of well-circumscribed areas shows one decisive start-up factor: the approval of a bill assigning collective property rights to the products of local tradition, as in the eno-gastronomic sector.

For example, in the cultural and productive system of the Langhe-Piedmont, the economic and cultural impact of the allocation of property rights on enological production, has been wide.

Figure 2.2
Bottles of Barolo DOC

Source: https://it.wikipedia.org/wiki/Barolo_(vino)

The basic economic effect of the assignment of property rights marked the very outset of a massive process of capital accumulation: after the assignment and enforcement of property rights on Barolo wine as of 1992 (DOC Act, February 10, 1992, n.164), it can be noted that the price lead of the Barolo DOC over the general national price index was three time greater in the years 1993-98 (125.54% greater) than in the years 1985-92 (41.0%), considering the GDP deflator.

As concerns the *industrial complex*, many features are worth noting:

a) High levels of technological innovation and dense dissemination of it among small-sized enterprises. The old traditional productive processes have been updated, incorporating scientific progress in chemistry and enology. Equipment and machinery for enological production have been developed.
b) A larger and qualified labor market may take advantage of professional and managerial training in the field of enology,

advertising, marketing, and communication. New training centers have been set up.

c) The construction of public infrastructures, such as commercial centers, wine cellars, and common commercial structures for export.
d) The development of export practices and the international circulation of local products.

As concerns the *cultural complex*, innovations which have recently come to prominence include:

a) The valorization of fairs and festivals linked to cultural local products and traditions. Local wines and other products, such as regional cuisine, foods, cheese and truffles, are presented to the general public in their cultural framework; these incorporate the pleasure of the table and the psychology of modern taste and the enrichment of the quality of life through local customs.
b) The recovery of the historical patrimony of castles, country manors and houses.
c) The use of the landscape as an economic resource.
d) The cultural dissemination of eco-museums, cultural centers and wine cellars.
e) The creation of cultural parks and tourist cultural itineraries through the literary and artistic local tradition.
f) The development of the tourist-hotel industry.
g) The institution of an International University of Taste in order to rediscover regional cooking and ancient crafts.
h) And, in recent years, the inscription of the territory into the list of UNESCO World Heritage Sites.

Analogous arguments may be made for the institutional cultural districts that are grounded on the economic exploitation of artistic and popular traditions, such as in the fields of music, the figurative and plastic arts, and designed goods.

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ISBN: 9788899745073