



LOCAL REPORT CONCERNING THE MARKETABILITY AND SUSTAINABILITY OF ICH

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Dr.Dieter Heider

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1. Overview and description of the local activities (interviews and questionnaires)

The region of East Elbia is a sparsely populated region with relatively few actors. For this reason, selected actors from neighboring regions from the entire district of Northern Saxony were also included in the survey for the interview and interview campaign beyond East Elbia. In addition, actors from Saxony were also approached who could or would work with their activities in East Elbia or Northern Saxony.

For the surveys, a selected mix of different actors was selected in advance, which can cover both the public and private sectors.

A total of 16 actors were selected to whom questionnaires were sent.

In addition, the addressees of the questionnaires were contacted by telephone.

Actors were also contacted several times regarding the return of the questionnaires.

For the interviews, 13 cultural operators from different fields were selected, who are both resident in East Elbia and Northern Saxony, or are involved in activities for the region.

The contact for the interviews were made in advance by telephone. The interviews were conducted partly in Beilrode (East Elbia), in the offices of the interviewees as well as in their homes - depending on their individual wishes. Some institutions had to clarify the responsibilities internally in their home. For an actor, the final clarification is not yet complete.

The response rate of the questionnaires sent was until 15.12.2018 only 25%, despite partially repeated telephone inquiries. However, returns are still planned beyond the current date. By the end of February 2018, the return quota of the questionnaires improved to 56.25%.

Not all of the planned interviews could be completed due to responsibilities, leave, illness and short-term delays. So far 7 interviews have been realized until 15.12.2018. By the end of February 2018, the number of interviews had increased to 10. Throughout the interviews, there was a high level of commitment and a high degree of sensitivity in the topic.



2. Summary of the interviews with local cultural operators (at least 10)

Finally, 13 actors were selected and acquired by telephone. If required, further information was sent. Among other things, it turned out that a Saxony-wide operator in his opinion is not responsible for ICH activities, but only for contemporary culture. This is all the more surprising because this actor was also mentioned in a publication on the page of the German Unesco Commission.

Another cultural operator from the Leipzig region referred to a member of staff responsible for the region of East Elbia and Northern Saxony, who however, after addressing her, had to clarify with her management how far she could give such an interview. The clarification is still going on. However, there are currently internal problems in this institution, so it is to be expected that this clarification process will last even longer. Other actors e.g. people in the public sector did not feel too up to date for the ICH or did not feel able to make any statements about this topic. This is difficult to understand as they are responsible for cultural issues in the region.

It can be assumed that the topic ICH generally does not appear in the public perception in the region and therefore some of the mentioned cultural operators also do not want to comment on it.

In addition, there were short-term appointments for professional reasons. These dates can be made up in January.

In the end, 10 interviews with preselected actors could be conducted until by the end of February 2018. Some of these interviews were conducted with representatives of associations, municipalities and semi-public organizations.

The actors / institutions, who were ready for interviews in a timely manner, were in turn extremely open to the subject of I and expressed their wish for the future:

- to be informed about the further course of the project
- may be included in some future activities and
- sometimes also like to take part in exchanges.

The interviews were conducted in accordance with the time requirements of the interviewees and according to their location in Beilrode, in their offices or at their homes.

The interviews were conducted by 2 employees of the project partner.

When conducting the interviews, it was found that the distinction between cultural operators and associations is not always clear. Some of the interviewees could also have been assigned to the other group.

In general, it can be stated that the interviewees were older than 45 years with two exceptions. 40% of the interviewed were female and 60% male.. There were both full-time actors and volunteers among the interviewees.

While the majority of actors have been active for some time and are working on projects, there are individual actors who have recently started activities.

The interlocutors come from the most varied biographical and professional backgrounds. Obviously, most of them do not have a professional cultural education. The activity in



the cultural and culture close field results above all from the commitment to the development of the region.

Regional cultural participation and commitment are mainly focused on:

- the organization and realization of cultural events (Openair, mills cabaret)
- the organization and execution of markets (Advent market, craft market, farmers market)
- specific events (maypole setting, family ascension, mill tours, project days, Easter riding)
- Care of language and culture
- Networking (Garden culture path, German Mills Day, Luther Trail, Geopark) and
- Public relations for the ICH.

They work together with a wide variety of cultural operators, for example:

- Protestant church
- Volunteer firefighter
- rural women
- Sports clubs
- Garden culture path on both sides of the Neisse
- Tina-Thal association
- municipalities
- mill owner
- Promotional and home associations
- Saxon Mill Association
- Luther Trail in Saxony.

Only part of the actors cooperate with national and international regions, for example:

- Society of Friends of Dessau Wörlitz Garden Kingdom
- German Mills and Mill Conservation Society
- German Mill Day
- Working Group Via Molina
- millers guild
- Geopark porphyry.

International cooperation consists of individual actors among others with partners from:

- Poland, Denmark, Holland, Austria, Czech Republic and Finland.

The purpose for the marketing of cultural projects is seen above all in the following objectives:

- in attracting participants for events (also from outside)
- Sensitization and information of the regional population and
- create identity.

Marketing should also contribute to the stabilization of projects.

With the exception of one exception, no cultural operator has a professionalized marketing.



The use of marketing tools and especially social media is very differentiated. While some actors are still deliberately classic flyers and deliberately not use facebook, others use facebook in particular. A website is already standard.

There is a need for support in particular with regard to a usable cross-stakeholder database for cultural offers in the district, but also in financial support for the revision of Internet offers, as this is professionally very cost-intensive.

The interviewees know a variety of financing options, such as

- Entrance fee
- own funds (for example through sales)
- Cultural Space Promotion
- Sponsoring
- subsidies, in particular Leader and
- crowdfunding.

A major role in funding is played by public funds and voluntary work. Sponsors can be partially won.

All actors are actively involved with the subject of financing options and try in particular by their own research / information to stay up to date.

Mostly can be planned only short term to maximum medium term. The planning horizon is often no longer than one year.

None of the actors has used crowdfunding for financing yet.

Occasionally, the need for support is seen in aid for obtaining subsidies (for example Leader), as there is a great deal of bureaucracy and the application times are often very long.

Some problems also exist in the pre-financing of subsidies.

However, it was also estimated that there is a lack of greater willingness in the region to pay good money for good culture.

In the personal view of the understanding of ICH the following is mentioned:

- tradition
- Culture
- Ideational characterization of a region
- Awareness raising
- create identity
- Consciousness for old craft and
- great now also organ and organ music.

The term tradition is called predominantly.

While awareness of ICH in the region is considered to be growing, it is also more pronounced in other countries.

Consciousness is especially high of those who are (volunteer) involved.



It is sometimes considered good, but needs more understanding and knowledge.

The importance of ICH for the region is especially seen in:

- a stronger demand for regional products
- significant binding forces
- the creation of community
- to realize what is there and the possibility of improving people
- the upgrading of the region
- Attracting visitors and
- the spread of home pride.

However, the ICH is also seen as a big niche and as an often underexposed cultural asset, which should be more strongly focused. But more activities are needed for that.

It is planned to catch up on open-ended or postponed interviews for January due to scheduling reasons.

After evaluating the conducted interviews, however, it can be assumed that the basic statements will probably not change.



3. Summary of the questionnaires to local public and private financial operators (at least 10)

For the surveys, a selected mix of different actors was selected in advance, which can cover both the public and private sectors. The originally selected actors were supplemented before shipping, so that

A total of 16 actors were selected to whom questionnaires were sent.

The questionnaires were translated from English into German and sent in German. In addition to the questionnaire, a cover letter with further explanations of the ICH was sent.

In addition, the addressees of the questionnaires were contacted by telephone. As a result of these contacts, the questionnaires were sent again to some stakeholders asking for answers.

Actors were also contacted several times regarding the return of the questionnaires. In particular, in the case of nationwide crowdfunding players, accessibility was very difficult due to their processes.

Some of the contacted persons stated that they had forwarded the questionnaire to other persons in their organization for answering.

At the end of the February 2018, 9 questionnaires have been answered, that is 56,25% of the questionnaires sent.

However, not all promised questionnaires have been returned. It is still to be expected with individual late returns. In addition, some actors were unavailable because of stays abroad, illness and holidays.

Due to the small scale of the region, shipping to other players was and is not sensible or possible.

However, the questionnaires sent back so far present to a good extent the entire breadth of the actors involved:

- municipal level
- Economic Development
- rural development agencies (in particular Leader) and
- Crowdfunding platform.

It is also significant that the actors who responded:

- are located directly in the district of northern Saxony and / or
- already have a closer connection to the topic of intangible cultural heritage.

Unfortunately, there are very few of these institutions that are located in the region of Eastelbia or Northern Saxony.



The survey period was certainly relatively short and it would be worthwhile to check a repetition. However, the core problem remains that there are only a few regional actors who can deal with the issue of intangible cultural heritage.

However, this is a prerequisite for the willingness to answer the questionnaires.

The immediate request for personal data at the beginning of the questionnaire does not necessarily seem to have encouraged willingness to respond to some actors.

Statements on the most important results can be presented as follows.

The average age of respondents is approximately 48 years. 5 men and 4 women answered. They all work in a responsible position.

All institutions invest in local projects / activities.

The motivation for everything lies in the development of the region. In addition, reasons for motivation were mentioned:

- Development of the home community
- Volunteer Support
- Customs, traditional care
- Awareness of the regional population
- Homeland love, development of the sense of community
- A bright future for children and grandchildren in the region and
- Increasing the attractiveness and liveliness of the region.

Two of the respondents are currently not investing in cultural projects / activities. The reason for the non-investment is mainly in budgetary reasons.

The activities / projects in which the other two actors finance are very diverse, for example:

- regional garden network
- Festivals and competitions and
- theater projects.

The support consists in providing:

- Time and money and
- subsidies.

One actor operates with www.regiocrowd.de its own regional crowdfunding platform.

The special feature of this platform is the regional relevance and use of this crowdfunding platform for rural development.

In general, it can be deduced from the returned questionnaires that among the respondent actors, all activities related to supporting projects / measures on intangible cultural heritage are always related to regional / rural development. The motivation is seen in the further development of the region as a livable region.

The following conclusions can be drawn:

- In the rural region of East Elbia / Northern Saxony, regionally anchored actors are the main partners for further activities
- There are also positive examples in rural areas that are transferable and expandable.



4. Conclusion

The key players in marketability and sustainability in the region are:

- Associations and
- Municipal structures.

Associations are involved in various forms and structures for the cultural heritage of the region. These associations may, on the one hand, serve as a umbrella organization for the inclusion of other players, e.g. the mill club.

Associations can also be carriers / organizers of their own activities / events, such as:

- the association parish barn Schenkenberg
- the Mill Association and
- the garden culture path.

In addition, associations also serve as network partners for networking with supraregional and transnational actors.

Examples of this are amongst other the mill association and the association Saxon Mesopotamia- Eastelbia.

Cooperations exist with all players, both regional and non-regional / transnational partners such as:

- Protestant church
- Volunteer firefighter
- rural women
- Sports clubs
- Garden culture path on both sides of the Neisse
- Tina-Thal Club
- municipalities
- mill owner
- Promotional and home associations
- Saxon Mill Association
- Luther Trail in Saxony
- Society of Friends of Dessau Wörlitz Garden Kingdom
- German Mills and Mill Conservation Society
- German Mill Day
- Working Group Via Molina
- Millers Guild
- Geopark porphyry.

The associations combine professionalism in management and organization with the resources of voluntary work.

Volunteering plays a very important role in all actors. Without this commitment many activities / projects would not be possible.



Association structures are at the same time carriers of regional management in rural development. These too contribute to the networking of actors in the region and beyond them.

An association can simultaneously perform several functions.

Municipal structures (such as municipalities, business development, district) also play an important role. However, their work is limited for capacity and budget reasons.

Except for exceptions, the associations do not have their own professional marketing structures.

The use of marketing tools and especially social media is very differentiated. Some associations use social media (for example facebook), others have consciously decided against it.

There is a need for support in particular in the case of a usable cross-stakeholder database for cultural offers in the district, but also in financial support for the revision of Internet offers.

The regional managements of the three associations for rural development (Leader) contribute to the networking within the district:

- heath of Düben
- land of Delitzsch
- Saxon Mesopotamia-Eastelbia.

For the financing of cultural activities different means are used, such as:

- Entrance fees
- own funds (for example through sales)
- Cultural Space Promotion
- Sponsoring
- subsidies, especially Leader and
- crowdfunding.

However, the most important resource is the voluntary commitment of the members and other dedicated citizens.

The second most important role for funding is provided by funding, in particular Leader, and cultural space promotion.

Sponsoring and crowdfunding play a lesser role.

The generation of own funds, e.g. Entrance fees and sales are very different depending on the activity and limited in reality.

An actor has its own crowdfunding platform www.regiocrowd.de, which is regionally anchored and used for projects.

Through this platform, not only financial resources but also time can be made available. This crowdfunding platform is deliberately used to fund and support rural development projects.

All cultural actors have a limited planning horizon. There is no largely financial latitude. In connection with grants, lengthy application procedures and the question of pre-financing pose problems.



In addition to stabilizing revenues by attracting additional participants / visitors, gaining additional funding also plays a role.

Due to the budget constraints of public financiers, there will be few other options.

Crowdfunding can become a more used model in the future, even in this rural region.

Positive experiences are available to an actor. These should be prepared and disseminated.

It would be feasible and useful to transfer these experiences to other cultural actors and make them usable.



Dr. Dieter Heider

b&s unternehmensberatung und schulung für den ländlichen raum GmbH
Leipziger Str. 81
D-04178 Leipzig



dieter.heider@bsleipzig.de



+49 341 4462 730