

**WP T2.1 - IMPLEMENTATION OF THE TOOLS**  
**DELIVERABLE D.T2.1.2**  
(WP 2, ACTIVITY A.T2.1)



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PROJECT PARTNER: PP02 VENETO REGION,  
CONTACT PERSON: ELISA BERTONI AND GIULIO CAVINATO





## INDEX

1. Introduction and explanatory note.....	3
2. Tool and Service concept no. 2.1.2: Tool for the identification of local ICH initiatives.....	3
2.1 Overall description and aim of the service to be developed.....	3
2.2 Goals and aims.....	4
2.3 Rationale and basic logic of the service.....	4
2.4 Basic operation.....	7
3. Operational elements and challenges for the implementation of the tools guidelines.....	8
3.1 Main operational elements are key for functioning.....	8
3.2 The challenge for implementation.....	8
4. Trainings needs and trainings module structure.....	8
5. Possible evaluation and monitoring variables.....	9
6. Future evolution of the service.....	9

## ANNEXES

ANNEX 1 “Survey model to recognize Intangible Cultural Heritage”

(Annexes available in the full version of the document.)

ANNEX 2 “Monitoring Form for detection of ICH business initiatives”



## 1. Introduction and explanatory note

The Interreg Central Europe ARTISTIC Project, within activities foreseen in the WPT2 “To increase the sustainability of ICH’s actions with services and quality assistance” intends to create a set of ready-to-use tools for ICH project generation and development. On the basis of this toolset materials will also be developed to be used during the training modules in the local training activities organized in all regions of the Project.

This tool, supports the identification phase of ICH initiatives and is preliminary to the accompanying phase, that will be conducted with the use of the other specific tools developed by the ARTISTIC partnership, and aimed at transferring knowledge to potential entrepreneurs on IPR protection, financing methods and communication skills, in order to enhance their business success opportunities.

## 2. Tool and Service concept no. 2.1.2: Tool for the identification of local ICH initiatives

### 2.1 Overall description and aim of the service to be developed

Identification, is the first step towards valorization: identifying and showing means promoting and therefore helping the private individual to protect Intangible Cultural Heritage by making it profitable and economically sustainable. However the identification of new initiatives in ICH is complex.

First of all non-material culture is fragile and elusive. It becomes manifest in works of human mind and on the one hand, the Intangible Heritage of a region or local community can be so obvious and commonplace that the inhabitants would not recognize it as something special or its potential for development and contribution to the local economy (except tourism). On the other hand, it is also possible that the regional intangible heritage is still only practiced by single groups of society like elderly people.

Moreover, very often those who aspire to build and implement a new initiatives in ICH, do not know risks and opportunities of their development. In particular they are not familiar with the issues of legal form establishment and financing opportunities. The majority do not intend ICH as a potential for business and economic development, so it’s crucial in order to preserve and promote the local ICH, to spread better awareness and consciousness, guiding ICH operators in realizing their ideas at best.



## ARTISTIC

For this reason the tool is made of Questionnaire and Evaluation Sheets to facilitate ICH trainers and mediators in the identification and support of new initiatives ICH related, highlighting strengths, weaknesses, criticalities and development potential, of entrepreneurial ideas in their embryonic phase. This process is therefore necessary to find new solutions and allow the creation of new companies and business in the ICH sectors.

## 2.2 Goals and aims

As anticipated above the main goal of the tool is to facilitate the start-up of new entrepreneurial /cooperation initiatives to support local ICH promotion by a common methodology to identify new initiatives and projects.

The main aims of the tool are:

- catch up ideas and early bird actions of individuals, groups or other cultural players be fore preparatory phase and in preparatory phase;
- identify new local ICH initiatives in startup stage of development;
- guide new and existing ICH initiatives identifying strengths and weaknesses on which in tervene subsequently

## 2.3 Rationale and basic logic of the service

The task of the ICH Mediator is to identify the initiatives and carriers of traditional knowledge with entrepreneurial potential. The tool has been developed to provide adequate assistance to ICH Mediator to cope with gaps and weak points in the project identification, and also build support especially in terms of knowledge of the critical issues that could come up during the process of business settlement.

Two steps of the process of identification of local ICH initiatives have been highlighted, and for a Questionnaire and a Monitoring evaluation sheets has been developed:

1. the initial phase in which mediators recognize ICH resources;
2. the second step in which mediators identifies new ICH business opportunities, collecting ideas a and verifying their level of development in order to guide them processes of creating a new business.

It is important to specify that the identification phase supported by the tool here presented is preliminary to the accompanying phase of the ICH initiatives, which the Mediators will conduct through the use of the other specific tools developed by the ARTISTIC partnership, and aimed at transferring knowledge to potential entrepreneurs on IPR protection, financing methods and communication skills, in order to enhance their success opportunities.



## STEP ONE - recognition of ICH local resources (ANNEX 1 “Survey model to recognize Intangible Cultural Heritage)

First of all is fundamental to clarify what is ICH in order to allow mediators to operate in a targeted manner. As defined by UNESCO, ICH is not the cultural manifestation itself but rather the wealth of knowledge and skills that is transmitted through it from one generation to the next. Is the transmission of knowledge that has a relevant social and economic value for the local communities. It is characterized by being:

- Traditional, contemporary and living at the same time: it does not only represent inherited traditions from the past but also contemporary rural and urban practices in which diverse cultural groups take part;
- Inclusive: we may share expressions of ICH that are similar to those practiced by others. It does not give rise to questions of whether or not certain practices are specific to a culture. It contributes to social cohesion, encouraging a sense of identity and responsibility which helps individuals to feel part of one or different communities and to feel part of society at large;
- Representative: it thrives on its basis in communities and depends on those whose knowledge of traditions, skills and customs are passed on to the rest of the community, from generation to generation, or to other communities;
- Community-based: it can only be heritage when it is recognized as such by the communities, groups or individuals that create, maintain and transmit it - without their recognition, nobody else can decide for them that a given expression or practice is their heritage.

The UNESCO Convention for the Safeguarding of Intangible Cultural Heritage from 2003, sets out a framework for identifying forms of ICH categorized in:

- oral traditions and expressions, including language as a vehicle of intangible cultural heritage;
- performing arts;
- social practices, rituals and festive events;
- knowledge and practices concerning nature and the universe;
- knowledge and skills to produce traditional crafts.

Different approaches and research tools can help ICH Mediators in recognition of cultural resources and expressions, as explained in the “Manual on Identifying Intangible Cultural Resources”, published by the project Cultural Capital Counts. They can help in gaining an overview of the ICH of a region, and inform about what the inhabitants perceive as their heritage, which elements of heritage do exist and which characteristics are attributed to it:



## ARTISTIC

- Personal interview (essentially, a conversation between two people where questions are asked by the interviewer to obtain data and opinions of the interviewed person);
- Focus group interview (short FGI. In this case, a trained moderator talks to a group in order to discover their ideas, emotions and attitudes towards a certain issue);
- Participant observation (a method of data collection used in field studies by a “researcher” that can be also a member of the observed community or group. In this case the researcher participates directly in community life and observes things from the perspective of the group, learning their customs, habits and language);
- Archives and other source texts (there are certain texts or different types of register in which traces of intangible cultural heritage can be found. Some examples are hand-written songbooks of ancestors, old drawings, painting, photographs, films or hand crafts, depicting ceremonies, diaries, letters, and accounts of various events).

### STEP TWO - detection of ICH business initiatives (ANNEX 2 “Monitoring Form for detection of ICH business initiatives”)

ICH can be protected and preserved, handed down, promoted, enhanced and valorized by potentially becoming a profitable activity or an entrepreneurial/cooperation initiative.

For example the experiences born in the artistic handicraft and cultural industry connected with the ICH can be easily observed in the territory of the Veneto region, where are connected in the first case to the continuation of traditional craft sectors such as classical furniture, goldsmith, ceramic, artistic glass and widespread in the cultural sector such as the reopening of territorial museums, also part of the ICH, which make known particular work, historical events, archaeological discoveries or life in specific contexts (alpine traditions, minorities ethnic, etc.).

So once the ICH resource is spotted out the ICH Mediator needs to verify if there are business opportunity related to it, through a sort of an “Ex Ante Assessment”. During consultation with the local ICH actor (e.g. older craftsmen, traditional knowledge holder), the Mediator will collect important information by checking the following elements, in order to understand if the entrepreneurial ideas are sustainable:

- the compliance with the characteristics defined by the UNESCO Convention
- the relation with the categories defined by the UNESCO Convention
- the enhancement and involvement of the local territorial context
- the state of development of the idea, the degree of definition
- the innovative elements of the initiative
- the skills involved
- the competitive advantage and added value of the initiative
- the sustainability
- the marketability



## ARTISTIC

The birth or the realization of a new entrepreneurial project also passes through the modalities of construction of the organizational model. For this reason is also important an evaluation on the legal form and structure the new potential business should take in order to pursue successfully its affirmation.

From an examination of various experiences on the territory, it has been seen that generally the activities connected to the artistic craft sector are in the main form of partnerships (individual company and company in the collective name), with regard to joint-stock companies. The only social form turns out to be that of the limited liability company, in some cases the same is also in a unipersonal form.

As regards the social form of entrepreneurial activities in the cultural field, in Italy, for example, the preponderance of the latter appears to be in the form of the cooperative society. Two fundamental acts in addition to the legal form of the company are the deed of incorporation and the statute for which it is necessary to make a selection of those that are closer to the social purpose, whose preponderant point is mutuality among the members of cooperative.

### 2.4 Basic operation

The tool will be provided to ICH Mediators and trainers part of the Local ICH Desks settled in each project region or involved in their activities and network. They will use it, in the form of individual consultations, individual and/or group advisory and workshops addressed to ICH local actors with ambition to become an entrepreneur or with entrepreneurial potential.

#### TARGET GROUPS

The ICH trainers/mediators are:

- Local ICH mediators;
- Mediators of different sectors;
- Business support organizations;
- Labor consultants;
- The local educational system;
- Organizations related to ICH.

The ICH operators assisted by ICH trainers/mediators are:

- Local ICH actors;
- older craftsmen;
- traditional knowledge holders;
- ICH start-ups;
- Interested groups.



## 3. Operational elements and challenges for the implementation of the tools guidelines

### 3.1 Main operational elements are key for functioning

- **Objective ability:** ability to identify ICH initiatives and actor who own the idea / initiative.
- **Subjective ability:** ability to analyze the potential of an idea, identifying the critical issues on which to intervene and support entrepreneurs and work team providing useful guidance and adequate indications

### 3.2 The challenge for implementation

The difficulty is to develop a generalized transnational tools, in particular challenges for implementation are:

- lack of sufficient awareness and knowledge about the importance of ICH and the maturity of local and regional actors to implement activities in the area for the development of ICH
- lack of consistency of local ICH actors in elaborating entrepreneurial initiatives;
- validity of the evaluation tool for all possible typology of ICH companies;
- adaptability of the evaluation tool to different regional situations;
- differences in legal systems, company form, tax requirement and technical terminologies across the partnership - possible difficulties of adaptation to unified structure;
- translation risks - time and quality are the two most important risk factors here;
- sustainability and maintenance of the tool - keeping information up-to date

## 4. Trainings needs and trainings module structure

The following requirements are to be met by the service-operating staff, mostly ICH Mediators:

- awareness about the importance of ICH for local development
- knowledge of local/regional ICH potential
- knowledge of entrepreneurial environment of cultural operators
- practical knowledge on legal issues with special knowledge on business consulting
- efficient knowledge on Artistic online tool (manual)
- good computer literacy
- interpersonal skills enabling professional support using the proposed tool, skills of sharing knowledge and experience, skills of motivating others to action
- empathic ability



## ARTISTIC

The training for service providers should cover the following main topics:

- a) General training on communication skills and negotiation specifics (treating with people);
- b) Training and knowledge on ICH and need to safeguard and valorize it (strategy to valorize ICH in CE area);
- c) Advisory training with regard to risk and potential assessment (startup projects);
- d) Training on Legal forms and status and sectorial Regulations (individuation of the national most effective structure to adopt for ICH potential business);
- e) Other ARTISTIC tools knowledge (IPR protection, Financing Methods, Communication skills);
- f) Financial and non-financial network awareness

## 5. Possible evaluation and monitoring variables

The evaluation of the tool application and its implementation can be carried out through: questionnaires, surveys, interviews, observations conducted by the Mediators from the ICH desk point, analysis of local actors' documents in the form of reports made by the Mediators.

Evaluation will also enable collecting opinions from local ICH actors on the effectiveness of the proposed tool.

## 6. Future evolution of the service

The service will evolve with the updating of information and fine tuning of the identification of ICH initiatives process, adding elements that will result important and strategic for the evaluation of a good and sustainable ICH entrepreneurial initiative.

Much will depend also on socio-economic and cultural changes taking place in society, such as the behavior patterns of ICH depositaries, ICH recipients and public and financial investors, and changes in social perception.

The necessity to update the service will result from the Mediator's reports as well as will be consulted with the local advisory group.



## CONTACT

PP02 VENETO REGION,

Elisa Bertoni  
[elisa.bertoni@regione.veneto.it](mailto:elisa.bertoni@regione.veneto.it);

Giulio Cavinato  
[giulio.cavinato@regione.veneto.it](mailto:giulio.cavinato@regione.veneto.it)

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