

Interreg



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**Promoting Sustainable Regional Development
through Intangible Cultural Heritage**



Prof Dr Gertraud Koch

PROMOTING SUSTAINABLE REGIONAL DEVELOPMENT THROUGH ICH

1 Introduction:
ICH and
Sustainable
Development

2 Social
perception of ICH

3 Re- /sourcing:
ICH contributing
to regional
development

4 Towards
sustainable
regions



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1 Introduction: ICH and Sustainable Development

4 Pillars of sustainable development: ecology, economy, society and culture

- Relational sectors
- Sustainable regional development -> balance between all four categories
- Culture - ICH - most relevant, most fragile element of sustainable development



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2 Social Perception of ICH

- UNESCO: oral traditions, performing arts, social practices, rituals, festive events, knowledge and practices concerning nature and the universe or the knowledge and skills to produce traditional crafts
 - Traditional, contemporary and living at the same time
 - Inclusive
 - Representative
 - Community-based

Source: <https://ich.unesco.org/en/what-is-intangible-heritage-00003>



2 Social Perception of ICH

- Social Perception of ICH in the ARTISTIC regions
 - General Perception of ICH and its understanding: strong involvement and commitment
 - Voluntary work
 - Including Younger People
 - Expectations of ICH related groups, cultural operators, associations and citizens dealing with ICH: mostly intangible outcomes, make a living
 - Expectation of financial operator: visibility; positive impact on employees and customers



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3 Re-/sourcing: ICH contributing to regional development

- Regional development depends on resources
 - Ecological, economic, social and cultural capital
- Most relevant resource for ICH is volunteer work and non-monetary resources
- ICH demands a particular mode of „economy“, considerate about all sorts of capital;



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4 Towards sustainable regions

- Interweaving ecological, economical, social and cultural dimensions of regional development
- Symmetric approach
- Strengthening of local people and groups to drive change and development in all 4 sectors
- Acknowledging the relevance of ICH for society at large

ARTISTIC's manifesto for ICH valorization - Outcome of the collaboration of all partners in the ARTISTIC project



4 Towards sustainable regions ARTISTIC's manifesto for ICH valorization

- ICH as a source of good life
- Valorizing ICH and its bearers suitably
- ICH as a collective source and capacity for action and exchange between people of all groups of society
- Responsibility of politics and public authorities for supporting ICH
- ICH valorization as a complex and manifold process with ethical implications
- Regional and local ICH particularities and specificities
- ICH as a driving force for sustainable development and peace



4 Towards sustainable regions ARTISTIC's manifesto for ICH valorization

- ICH, sustainable development goals, value systems and moral orders
- ICH valorization **envisioning future sustainable development** of communities across social boundaries
- Sustaining and highlighting ICH as a **source of local development** and potential for **trans-local cooperation**
- Valorization of ICH as a bottom-up approach for the benefit of people supported by local and regional institutions
- Initiating legislation for safeguarding and valorizing ICH
- ICH as an opportunity to investigate, rediscover and revive



THANK YOU!





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