

CULTURAL HERITAGE AS DEVELOPMENT STRATEGY

IN SOCIAL INNOVATION PROJECTS

"Who are we and what can we make out of the place we live in?" is one of the central questions in community led development that typically relates to the issues of local heritage interpretation and development.

GOALS

Building-up local capacities via information, knowledge and competencies transfer and development

Regional development via self-learning community and utilisation and development of the hidden potentials

Sustainable development via local community activation and networking

METHODS

Community coordination

Applied interdisciplinary research and cooperation

Designed further education according to identified needs

Public participation

Evaluation and outcome mapping

PROJECTS AND ORGANIZATIONS



2014-2016 "Work Habits" project
www.pracovninavyky.cz



2017-2020 "Places at Close" project
www.mistazblizka.cz



"Further Education Fund"
Funded organization of the Czech Ministry of Labour and Social Welfare
Bearer organization of the projects



Independent anthropological studio
Expert partner organization of the projects



European Social Fund
Donor

WHERE

In structurally damaged and peripheral rural regions and small towns in the Czech Republic

COMMENTS

Please, share your questions, comments and ideas to Linda Kovářová (both projects and organizations member) on:
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BEST PRACTICE EXAMPLES

Rehabilitation and revitalisation of the former "Sudetenland" cultural heritage in the Czech-German borderland

A former German dance hall built in Art Nouvea style at the beginning of the 20th century in a valley near a small town of Javorník in Jeseníky mountains, became a popular trip destination and socio-cultural meeting point for locals. After the WWII, in a borderland region hit by expulsion of German inhabitants, the dance hall went to bad for a long time. Its renovation took place not earlier than in 2014. It was re-opened to public in 2015. Thanks to appointing a suitable program director (active local community member with strong bonds to cultural, social and artistic environments in big cities and thus having a proper understading of both local community needs and the professionally run cultural institution) who managed to fill the place up with menaningful functions, it was possible to revive the place. With a very rich social, cultural and artistic program and unusually high visitor numbers it soon became a known phenomenon also outside the region and developed into a marketing brand. In 2016 it was the winner of "Seven Wonders of Olomouc region". The place succeeded also in re-establishing and developing cross-border collaboration via Czech-German artistic and cultural initiative In Zentrum / V centru (In the Centre). It was founded in 2016 by the program manager together with a German partner and has organized projects and events with joint gatherings of both Czech and German artistists, students, participants and visitors, re-opening the subject of the German history and heritage of the region .



1910



2010



2015



Czech-German cultural initiative dealing with local heritage issues



Rural heritage and spacemaking via public participation

In Podbořany region in West Bohemia the team of the Mista zblizka project (Places at Close) has been activating local community together with representatives of local governments on the basis of the outcomes of the interdisciplinary team mapping (architecture and urbanism, social and cultural anthropology, history and archeology, enviromental sciences and landscape ecology, applied economy and regional development) with a series of excursions targeting at encouraging the local community in understanding their local heritage and at opening a discussion on restoration and revitalisation of public spaces in several villages and small towns. Focus groups with local agents and public participatory meetings have been organized. The professional know-how is going to be communicated to the locals also via outdoor traveling exhibition, a handbook and through a series of workshops for community leaders and local governemnets representatives. So far, a series of interventations in the public space have been conducted by local community in the cooperation with the project team, e.g. foundation of a church garden in Vroutek, renovation of a former Jewish cemetary wall in Letov, designing Franz Kafka educational trail around Siřem, etc.



Plan for the foundation of the church garden in Vroutek

Supporting local economy and attracting international public at Castle Hartenberg

A castle from the turn of the 12th and 13th century in Sokolov region in West Bohemia. After its expropriation after the WWII it went to decay and after its burn out in 1985 it was left in ruins. In 1997 the castle was purchased by a local private owner who has sensitively and with the involvement of heritage body authorities, local community and also national and international public started its step by step renovation and revitalisation. In coordination with local labour office he established a social enterprise giving retraining and jobs to long-term unemployed and socially disadvantaged members of local commnity to restore the castle. In 2016 the castle was the winner of the National Heritage Insitute award Patrimonium pro Futuro. Via the International Volunteer Academy of Hartenberg (IVAH) more than 1,000 of volunteers from over 70 countries have been involved in restoration works and revitalisation activities.

