

# Inter-Municipality Initiative: Cross-border eCollaboration in the Danube eRegion

<http://eLivingLab.org/CrossBordereRegion/InterMunicipality>

## Cross-border eSolution/eService Prototype Development Proposal

**Presentation event:** *3<sup>rd</sup> Danube eRegion Conference – DeRC 2013 in Ljubljana on September 23-24*

**Prototype title:** **From the Source of Sava River, along the Danube, all the Way to the Sea - the Network of Handicraft Centres**

### Short description of the prototype:

(problem to be solved, expected benefits, main stakeholders, expansion opportunities, related EU projects, references):

The cottage industry and the artisanal handicrafts are of essential importance for the preservation of traditional craftsman's skills and for the passing down of these to all of the generations of the Danube Region. The facts that all of the handicrafts were in the past very well developed in the entire DANUBE REGION and that they are nowadays in the times of globalisation and a rapidly changing way of life dying out makes the endeavours for the encouragement of handicrafts among all of the generations and the passing down of traditional skills all the more significant. The craftsmanship heritage is an exceptional tourist opportunity and contributes to the preservation of artisanal cultural heritage, cross-border intergenerational integration and quality leisure time; it provides the DANUBE REGION with an EXCELLENT opportunity for the development of tourism-related integration, as well as preservation of local traditions and intercultural collaboration. The handicraft enables greater self-sufficiency, a healthy lifestyle, greater social security of the people, new jobs and therewith the preservation of rural population. Since local natural materials are used for the making of handicrafts for the most part, handicraft does not overburden the environment, while characteristics of individual regions are preserved at the same time.

According to the UNESCO Universal Declaration on Cultural Diversity cultural heritage is a wellspring of cultural diversity and the key to sustainable development.

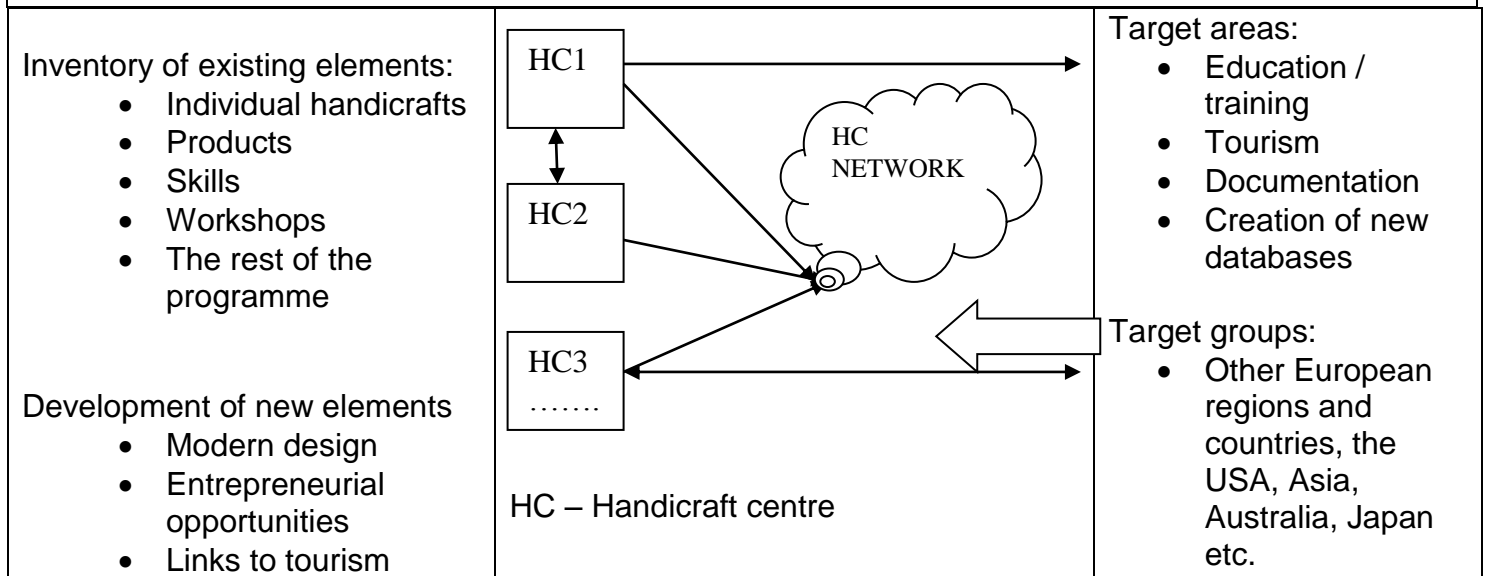
By means of a continual joint cross-border integration of the Danube region we will ensure the preservation and development of craftsman's skills through cross-border activities that will be conducted on several levels and will be intended for all generations (children in schools and nurseries, adolescents, craftsmen, people with special needs, handicraft aficionados, experts, tourists, etc.). By means of the cross-border integration of handicraft centres we will see to active preservation, documentation, education, provision of information and sustainable development, as well as promotion of the heritage as a tourist product, growth of entrepreneurial ideas, based on traditional knowledge and skills, and invigoration of village and town centres. The establishment of this kind of collaboration presents the driving force of a comprehensive development of handicrafts and intergenerational cross-border integration by means of handicraft camps, exhibitions, festivals, gatherings, fairs, audio-visual documentation, as well as foundation of handicraft centres and tourist trails associated with handicraft-related contents.

In the area of Slovenia within the Danube Region, there are to some extent already some centres focused on the preservation of craftsmanship heritage, which aim to employ their activities and cross-border integration to further improve their activities and contribute to the strengthening of cultural identity and utilization of the cultural potential of the cross-border area of both the Danube region and the wider area of Europe. Integration of this kind represents a comprehensive approach to the

preservation of craftsmanship heritage, development and also establishment of tourist opportunities and products within the entire Danube region. The disappearing craftsmanship heritage will be preserved and the skills passed down to younger generations, and all of it will also contribute to the recognition of local identities, as well as individual regions as tourist destinations.

On all of the partner websites, links to all handicraft centres within the network will be set up, with the joint title: The Network of Handicraft Centres in the Danube eRegion.

Databases (in relation to the craftsmanship heritage, handicrafts, craftsmen, workshops) will be created, with the aim for them to gradually be turned into an individual website.



**ICT requirements for the prototype deployment in another organization/country:**

Links to the websites of other handicraft centres need to be set up on the websites of all handicraft centres.

In time, when the handicraft centres have already integrated with one another successfully, it would be a good decision to set up a joint website of all handicraft centres, both Slovene ones as well as those of the cross-border partners. Joint audio-visual archives of craftsman’s skills would be available on the website, and an e-database of all current handicraft-related training opportunities, craftsmen, workshops and products within the Danube eRegion would likewise be set up.

It would also make sense to create joint mobile applications for handicraft centres in the Danube eRegion.

**Expected cross-border impacts:**

- Active preservation, documentation, education, provision of information and sustainable development of craftsman’s skills
- Promotion of the heritage as a tourist product
- Growth of entrepreneurial ideas based on traditional knowledge and skills
- New jobs
- Preservation of rural population (greater self-sufficiency and social security)
- Invigoration of village and town centres
- permanent cross-border cooperation and the exchange of best practices with specific activities

**Proposer - contact person**

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**Existing partners** (representative, position, organization, country):

Public Institute Ribnica Handicraft Centre (Javni zavod Rokodelski center Ribnica)  
Institute Marianum Veržej - Center DUO Veržej (Zavod Marianum Veržej - Center DUO Veržej),  
Entrepreneurial Centre Slovenj Gradec (Podjetniški center Slovenj Gradec),  
Public Institute for Culture, Tourism and Development of the Municipality of Rogatec (Javni zavod za kulturo, turizem in razvoj občine Rogatec),  
Development Agency Sora (Razvojna agencija Sora),  
Development Agency ICRA (Razvojna agencija ICRA).  
ARTBEAT Association for the Promotion of Culture, Arts and Crafts (ARTBEAT Verein zur Förderung von Kultur, Kunst und Kunsthandwerk - Gottfried Schmuck; Hilkering 1; A-4081 Hartkirchen; +43-(0)699-11961365)

**What type of partners are we looking for?**

Our aim is to connect with local, regional and national centres that are involved in recording, actively preserving and developing the traditional craftsman's skills within their own environments / regions / countries.

Remark: I, the proposer of the prototype, do agree that my personal data is published.