



SUSTCULT

Achieving SUSTainability through an integrated approach to the management of CULTural heritage

WORKSHOP

Concrete steps towards job creation and income generation: how the local economy can be integrated into cultural resource management?

Veszprem, HU - 28th/29th/30th of October 2013

The Workshop focuses on the potential of cultural heritage as a driver for job creation and income generation. The workshop aims to share approaches, methodologies and best practices in order to develop strategies to face the future challenges and analyse how local economy can be integrated into the management of cultural resources.

The workshop is structured in order to allow project partners and invited experts in territory promotion to present effective territorial marketing strategies and best practices that valorise the whole territory as an economically active actor.

Particular attention is given to the potential of cultural tourism to promote a better economic development (particularly at local level) in order to enhance the local resources. The main challenge lies in enhancing cultural heritage as a catalyst for job creation and competitiveness. Mostly, the increase in value of a particular territory can boost local development, setting a new balance between social and economic sectors.

The workshop provides therefore a framework to assign a leading role to cultural resources in creating jobs and boosting local economy.

The workshop will be organized in two parts:

- *Part I* deals with best practices presented by partners and other EU projects in which cultural heritage is a key aspect of the development processes;
- *Part II* is organized through the well-known "focus group" approach, in which every participant is invited to discuss the workshop topics in small groups; the aim is to answer to the following questions: How to achieve the expected results? What have we learned through best practices? Each "focus group" will have to define some actions in order to reach the expected results, outlining a few useful keywords and key-points.

The final part of the workshop is dedicated to present the "focus group" results, which eventually will be collected and given back to the participants as a report of the workshop activity.



30 October 2013	Venue: Veszprem Chamber of Commerce and Industry (TBC)	
9.00	Welcome & Introduction	CCI Veszprem
9.15	<p style="text-align: center;">Workshop Part 1</p> <p>Workshop introduction: "The potential of cultural heritage for job creation and income generation: where 'cultural' includes not only historical sites or tourist landmarks, but also agriculture, territory and other land resources"</p>	LP external expert for WP7
10.00	<p>Aim of the workshop: to provide opportunities to expose approaches, methodologies and best practices in order to develop strategies to face the future challenges, particularly in analysing how local economy can be integrated into the management of cultural resources</p> <p>Best practices and other EU projects</p>	Moderated by LP external expert for WP7
11.00	Coffee break	
11.15	Sites presentation (see the attached template)	SUSTCULT PPs and Other EU Projects
12.30	Question time and follow up discussion	All
13.00	Lunch	
14.00	<p style="text-align: center;">Workshop Part 2</p> <p>Focus group: small group discussion about how to achieve the expected results and the outlining of useful keywords and key-points in agreement with the best practices shown</p>	All
15.00	What have we learned?	Moderated by LP external expert for WP7
16.00	End of the Meeting	



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