

Example/ Case study of intangible heritage valorization in Landkreis Kassel

Type of intangible heritage (illustrious character, festival, music, dance...)	Nature of action (preservation work, promotion, information...)	Details on activity	Target audience (youth, senior, all...)?	Initiator of the action	Stakeholders involved (association, public structure...)	Anteriority (since when the valorization has been taking place?)
29 plus one – FrauenLebensOrte (http://www.landkreiskassel.de/cms09/landkreiskassel/29plus1/)	regional and local social memories, postcards	A set of 29+1 Postcards. Each municipality choosed one local personality whose life story stands for the diverse achievements of women in our society.	All audiences	Landkreis Kassel	each municipality within the Landkreis	2018
Eco Paths in Landkreis Kassel (https://eco-pfade.de/alle-auf-einen-blick/)	regional and local social memories, paths+flyer+homepage	The 32 Eco Paths im Landkreis Kassel – Hiking trails to regional history	All audiences, locals and visitors	Landkreis Kassel	Landkreis Kassel, municipalities and associations	2010-2014
Example: Eco Path Peace Education Bad Emstal (http://www.eco-pfade.de/PDF/Flyer%20Eco%20Fad%20Friedenspaedagogik%20Bad%20Emstal.pdf)	memorial work, regional and local social memories, path + flyer	The Eco Path Peace Education Bad Emstal leads through a diverse landscape and guides to places whose history asks to think about. It exists the path, a flyer and a hompage, there are activities around the military cimity aiming at education for peace and non-violent cooperation.	All audiences, including tourists and visitors. Especially for students.	Kultur- und Geschichtsverein Bad Emstal e.V., Landkreis Kassel	Kultur- und Geschichtsverein Bad Emstal e.V., citizens, schools	2013
Deutsche Märchenstrasse (https://www.deutsche-maerchenstrasse.com)	promotion of tourism and information	The beginning was 1975 with an initiative of Landkreis Kassel. Today, the German Fairy Tale Route extends over 600 km from the Main to the North Sea.	All audiences, especially tourists.	Landkreis Kassel	Other districts, cities and associations	1975
GRIMMS MÄRCHEN (https://www.grimmstories.com)			International audience - European languages			

Example/ Case study of intangible heritage valorization in the city of Linköping

Type of intangible heritage (illustrious character, festival, music, dance...)	Nature of action (preservation work, promotion, information...)	Details on activity	Target audience (youth, senior, all...)?	Initiator of the action	Stakeholders involved (association, public structure...)	Anteriority (since when the valorization has been taking place?)
Food and culture in Östergötland	Many different actors were involved in various events, exhibitions, lectures and much more.	Kök & Käk - food and culture in Östergötland 2016. Targets to visualize food and culture. The initiative comes from Östergötland Museum, which raises the theme of regional and global food history throughout the year. Many different actors were involved in various events, exhibitions lectures and much more. The food year is for everyone and should be fun, entertaining, reflective, provocative and so on.	The food year is for everyone and should be fun, entertaining, reflective, provocative and so on.	Östergötland Museum	Many different actors where be involved in various events,	2016
Historical flavors	Many different actors were involved in various events	Started with a guided tour in relevant environment and time. Then a meal with historical dishes where served. The entire program reached from 1600 - 1980.	All. Many families with adult children participated and many of them wanted to share their memories.	Open air museum		2017
Christmas traditions	Digital guided tour	A digital guided tour with QR-codes in the open air museum. With the help of videos, several of Swedish Christmas traditions are presented, where they come from and why we do what we do.	For everyone. Futher developement is to translate to English	Open air museum		2019
Living history in the Open-Air museum	Information and show. Interpretation	Demonstration of handicraft and work from the 19:th century. Story-telling, live action	All visitors	Open-Air museum		Every summer/tourist season

Part-her project - Transnational meeting in Tours - February 3 to 6 2020

Roundtable 2: Valorization of intangible heritage (Feb, 4th - 16:00 - 17:30)

Example/ Case study of intangible heritage valorization in the Municipality of Konavle

Type of intangible heritage (illustrious character, festival, music, dance...)	Nature of action (preservation work, promotion, information...)	Details on activity	Target audience (youth, senior, all...)?	Initiator of the action	Stakeholders involved (association, public structure...)	Anteriority (since when the valorization has been taking place?)
The Art of Dry Stone Walling, protected by UNESCO	Preservation, information and promotion	Rebuild and reallocation of a traditional rural abode using dry stone wall technique in 2018; restoration of the dry stone wall surrounding the St Barbara church and organization of accompanying educational workshops for children and citizens in 2019; an international congress on the art of dry stone walling will be held in Konavle in 2020	All citizens (workshops focused on youth and children)	Rebuild -Local association Restoration and workshops - Ministry of Culture	Local associations and public institutions, Museums & Galleries of Konavle, local builders, local elementary school, all citizens (especially youth)	2018/2019
Traditional Konavle Embroidery, protected by UNESCO	Education and preservation	Many exhibitions and workshops have been organized with aim to educate about the traditional silk production and the art of making Konavle embroidery; Konavle County Museum hosts yearly workshops for children where they learn this technique	All citizens (workshops focused on youth and children)	Matrix Croatica Konavle; Museums & Galleries of Konavle	Local associations, local craftspeople, all citizens	yearly
Some other examples	Information, promotion and education	- digitalization: creation of audioguide with the historical stories about the life by the River Ljuta, nature and the old mills; - mobile app - promotion of the carnival traditions in Konavle (QR codes in multiple locations) - exhibition and lectures: Traditional wedding in Konavle (traditional garments and jewelry, music, etc.); <i>Konavoske pomice</i> (braided shapes specific to Konavle); <i>Konavosko placarenje</i> (traditional markets) - workshops: <i>Penganje jaja</i> (the art of traditional Easter egg decoration); workshops for children on forgotten traditional children's games	- audioguide + mobile app - all citizens + tourists - exhibitions - all citizens - workshops - youth and children	- audioguide (Museums & Galleries of Konavle) - mobile app (Tourist Board of Konavle) - exhibitions and workshops (Konavle County Museum)	Associations, local businesses, citizens and youth which took part in the creation and promotion	audioguide -2018 mobile app -2019 exhibitions -2018/2019 workshops -yearly

Part-her project - Transnational meeting in Tours - February 3 to 6 2020

Roundtable 2: Valorization of intangible heritage (Feb, 4th - 16:00 - 17:30)

Example/ Case study of intangible heritage valorization in the city of PARMA

Type of intangible heritage (illustrious character, festival, music, dance...)	Nature of action (preservation work, promotion, information...)	Details on activity	Target audience (youth, senior, all...)?	Initiator of the action	Stakeholders involved (association, public structure...)	Anteriority (since when the valorization has been taking place?)
Trip to the golden city	Promotion, identity memory of the citizen, cultural information	Ten monuments of the city hosted special narratives: voluntary actors played historical characters linked to that place.	All audiences, including tourists and visitors	Municipality of Parma (Culture department)	Theater Associations, volunteers, 40 university students, from all over Italy and foreigners, acted, 70 citizens collaborated welcoming visitors.	2020
Small District Archives	Promotion, identity memory of the citizen	The project involves the research, digitization and enhancement of audiovisual memories (mostly amateur films) recovered among the inhabitants of the three neighborhoods symbol of the urban development of the city of Parma, namely Oltretorrente, Montanara and San Leonardo.	All audiences, including tourists and visitors	Officina delle Arti Audiovisive and partner (Municipality of Parma, School Group, Csm, La Bula, On/Off, Home Movie)	secondary school Albertina Sanvitale and Ulivi high school.	2020