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## **Project YouInHerit, Interreg Central Europe 2014–2020\***

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Project YouInHerit is financed through the INTERREG Central Europe 2014-2020 Programme. Revival of old trades and crafts which can keep together communities and make them sustainable by contributing to their economic wellbeing is the main focus of the project: old wine cellars in Hungary, salt pans or traditional pottery in Slovenia, breweries in Poland, old boats of Italy or olive groves in Croatia are essential for local attractiveness and could be better exploited as a source of living for people. Activities of YouInHerit project are divided among regions, with common goal of promoting cultural diversity and strengthening communities while enhancing local potentials of cultural heritage and human creativity.

Involvement of local communities, especially youth, which represents hidden potential of economic development, and providing help regarding adaptation towards new demands and market expectation based on local tradition and culture are the main focus of YouInHerit project. Partners participating in the project are regions, municipalities, agencies and public institutions from 5 European countries (12 institutions participating in the project in total). Overall budget of the project is 2.505.903,35 euros.

On 12<sup>th</sup> October 2018 a newly designed “Public Scale House”, restored as the pilot activity of this project, was opened in Vodnjan-Dignano, Croatia. With the restoration of the “Public Scale House” and the opening of the Training Center for Young Olive oil Producers, a training and educational space for young olive growers was created, who now have the possibility to become part of the community of motivated and successful entrepreneurs and promoters of the local cultural heritage products. The “Public Scale House” will at the same time have the role of an info point, from which tourists will be directed towards local tasters, olive groves and olive oil producers.

Pilot actions are one of the core activities of the project YouInHerit. All pilots were grounded through the regional analyses made by partners, coordinated by Mazovia. Pilot activities are responding to gaps revealed during the analysis phase. Pilots were running for 1 year including both preparation and implementation phase.

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\* The text has been prepared by City of Vodnjan-Dignano as an official press release about the inauguration of the Olive House in Vodnjan-Dignano on the 12th October 2018; adopted for the purpose of the publication in MSR by Ewa Balanicka, Vice-Project Manager, MBPR;

The full name of YouInHerit project is: „Youth involvement in the innovative valorisation and revival of traditional trades and crafts as cultural heritage to make urban regions more attractive and competitive in a dynamic age.“

### 3 PILOT ACTIONS

Within project YouInHerit, 3 types of Pilot action are being implemented:

- Pilot action 1 in Mazovia (Poland) and Pomurje region (Slovenia): Enhanced cultural heritage management capacity of authorities and stakeholders
- Pilot action 2 in Piran (Slovenia) and Vodnjan-Dignano (Croatia): Revival of old crafts in integrated manner; combining infrastructure and soft elements
- Pilot action 3 Budafok (Hungary) and Veneto (Italy): Skill development for pursuing old crafts as economic potential for the youth

#### MAZOVIA REGION, POLAND

The activities implemented within Mazovia pilot action included trainings on capacity building, participation in the I Festival of Home-Brewers and a thematic exhibition about the history of brewing in Sierpc. Trainings on capacity building for local stakeholders and youth were consisting of both theoretical and practical sessions. Lectures were focusing on the history of brewery in Sierpc, on the future of traditional regional brewery and soft skills development. They were accompanied by practical sessions of traditional beer brewing and exercises on communication, public presentation and cooperation. The final stage of the pilot action is thematic exhibition “The history of brewery in Mazovia – Sierpc and surroundings” remoting to the medieval times. It proves that this important part of our regional heritage – the traditional brewery – has a long history (Photos 2 and 3).

#### POMURJE REGION, SLOVENIA

Important part of the pilot action in Pomurje (Slovenia) was development and implementation of workshops and trainings for local authorities, stakeholders from the field of cultural heritage and youth. Main aim of these trainings was to provide relevant knowledge and skillset for local authorities and other relevant stakeholders to activate youth in the field of cultural heritage management. In addition to the trainings, some other activities were implemented: Pottery workshops for youth, Concept development of Milling-Pottery route in Pomurje and YouInHerit Info point at International Folklore Festival in Beltinci

#### PIRAN, SLOVENIA

The pilot action of the Maritime museum “Sergej Mašera” Piran consisted in setting up of an exhibition about salt transportation and its storage in salt-warehouses in cooperation with young designers, architects and historians who worked under the guidance of the museum curator dr. Flavio Bonin. The exhibition was split into two phases. Within the first phase, outside panels were installed. Youth were active in the preparation of the content by doing interviews with former salt-makers and workers in the salt warehouses and creating new videos and 3D presentations. As part of exhibition, multi touch screens were used to present better the topic and to grab the attention of youngsters. The opening is planned to be held in November 2018.

### **VODNJAN-DIGNANO, CROATIA**

The pilot action in Vodnjan-Dignano created a training center for young olive farmers. The pilot action was conceptualized in a way that young olive farmers form integral part of implementation process of building renovation, in order to make a place which is suitable to their needs, along with novel technical solutions interesting to young visitor and necessary for workshops for local farmers. Second type of action comprehended trainings and workshops for young olive oil farmers, making olive oil tradition interesting for the youth, and involving young people in revival of olive oil making in the area of the city of Vodnjan-Dignano (Photo 1).

### **BUDAFOK (Budafok-Tétény, Hungary)**

In the Hungarian pilot action, a wine tourism assistant training was realized with the lead of the local Winery School. Training moduls were focusing on winemaking, wine tourism, marketing, urban development, event organization and many more. The second part of the pilot consisted of wine branding and city marketing. Municipality Budafok-Tétény announced the idea contest with the aim to gain creative ideas from the youth on how to revive local wineries and increase the visibility of Budafok as the wine district of Budapest. It is interesting to know that 8 young people found job thanks to the participation in the trainings.

### **VENETO REGION, ITALY**

Pilot action in Veneto region consisted of two modules: Module A and Module B. In Module A, Veneto region aimed to train the youth to create a number of digital itineraries on nautical craftsmanship in Venice and its Lagoon. All five digital tours developed within the pilot action in Veneto region are downloadable for free on Izi.Travel. In Module B, Veneto Region Tourism Department trained 10 unemployed youngsters under 35. They were trained in tourism/navigation/crafts/accommodation/culture/enterprise to implement a competitive but sustainable tourism offer.

The results if the Pilot Actions in the regions will be integrated in final Regional Action Plans to be prepared in the beginning of 2019. The final conference of YouInHerit project is planned to be held in May 2019 in Budapest.

More information about YouInHerit project can be found at [www.interreg-central.eu/youinherit](http://www.interreg-central.eu/youinherit)





Photo 1. Opening of Olive House in Vodnjan-Dignano, Croatia on 12<sup>th</sup> October 2018

Source: Vodnjan-Dignano



Photo 2. Opening of the thematic exhibition on the history of brewery in Sierpc on 24<sup>th</sup> October 2018

Source: the municipality of Sierpc



Photo 3. The thematic exhibition on the history of brewery in Sierpc  
in the Centre of Culture and Art in Sierpc  
Source: the municipality of Sierpc