

KEEP ON „Public policies supporting self-sustaining of cultural heritage projects and institutions”

Project applying under the 3rd call for proposals under INTERREG EUROPE programme 2014-2020 (www.interregeurope.eu).

Objective 4.1: Improving natural and cultural heritage policies (Environment and resource efficiency)

About the project

European cultural heritage benefits from a range of EU policies, programmes and funding. In 2007-13, €3.2 billion was invested in heritage from the European Regional Development Fund; a further €1.2 billion on rural heritage from the European Agricultural Fund for Rural Development, and around €100 million worth of heritage research was funded from the 7th Framework Programme. Further millions were spent on cultural and tourist institutions/projects from public sources at national, regional and local level.

However, what happens when the EU/public funding ends? Concerns about durability and sustainability are important, because unsustainable projects can result in a loss of investment. Surprisingly, few cultural institutions are yet thinking explicitly about sustainability. This planning for sustainability needs to begin long before the project implementation and should be carefully tackled by the funding authorities in their policy documents.

- ***When applying for EU funds, do applicants have a model of sustaining their work in the future?***
- ***How do cultural projects and institutions get money for their future functioning?***
- ***How can public policies support applicants and beneficiaries of EU/public funding in the sustainability of their projects?***

These are the questions that the KEEP ON project will address from an interregional perspective.

[INTERREG EUROPE](#) programme will enable exchange of experience between European public authorities and equivalent institutions interested in this topic and improve their policy documents related to planning for sustainability of both cultural and tourist institutions/projects. Examples of topics addressed:

- Business planning for cultural heritage institutions;
- Generating revenue vs. public mission of cultural/tourist institutions;
- Long-term role of cultural/tourist institutions in public policy instruments and documents.

As a result, project partners will identify and transfer valuable experiences into their territories. The ultimate goal of the project is to improve policies and programmes for cultural heritage and tourism, principally of programmes of Structural Funds, but also other public policies and tools can be targeted (e.g. strategies dealing with cultural heritage at local/regional level).

Activities

Following INTERREG EUROPE rationale, the project will be designed in 2 phases:

- Phase 1 is dedicated to interregional learning and to preparing the exploitation of the lessons learnt from the cooperation through the development of action plans. Activities:

1.1. Analysis of partner situation and identification of valuable experience.

1.2. Analysis of experiences (workshops, study visits, etc.)

1.3. Preparation for transfer (action plans).

Duration: 1.1.2018 – 31.12.2020 (3 years)

- Phase 2 is dedicated to monitoring the implementation of each action plan. When relevant, pilot actions may also be tested during this phase. Activities: monitoring of the progress made, 2 partner meetings, final dissemination conference.

Duration: 1.1.2021 – 31.12.2021 (2 years)

Budget

The total project budget is expected to be between 1 and 2 million euros. The partnership will consist of 6-8 institutions.

Total budget per partner: approx.. 150.000 EUR – 200.000 EUR (5 years)

Co-financing rate: 85% for public bodies (75% for private non-profit bodies)

Types of partners invited to join the partnership

Public institutions – preferably managing structural funds or other public funding, from all EU countries interested in the topic of durability and (economic) sustainability of cultural heritage. Institutions who are not already involved in running Interreg Europe projects are particularly welcomed!

Project idea owner details

Małgorzata Steckiewicz

Organisation: Instytut Projektów Europejskich Sp. z o.o. (Institute for European Projects Ltd.)

E-mail: msteckiewicz@ipe2020.pl - Telephone: 0048691930716 - Skype: malgorzata.polonia