

Project title	<i>Local culture as a driver for sustainable intercultural, social and economic development in Central European peripheral areas.</i>
Theme	Cultural richness should be regarded as a potential engine of social and economic development: cultural heritage, cultural and creative industries, sustainable cultural tourism and cultural infrastructure can serve as strategic tools for revenue generation. Culture-lead development also includes a range of non-monetized benefits, such as greater social inclusiveness and rootedness, resilience, innovation, creativity and entrepreneurship for individuals and communities as well as the use of local resources, skills, and knowledge.
Call for proposal	Central Europe Programme. Cooperating on natural and cultural resources for sustainable growth (Priority 3)
Project objectives	The project main aims at launching an innovative strategy and at implementing pilot actions testing an original business model where local museums, improving their capacities of analysis of the local cultural context and of promotion of the heritage, turn out to be drivers for sustainable social and economic development for cultural peripheral and marginal rural areas; strategy and model engage local inhabitants in the process of cultural knowledge mediation and creation to promote and establish local culture and shows the social role of local museums as engines of cultural participation (linking up museums and territories) and economic and social development.
Information about lead partner	Musei Altovicentino is a network of peripheral cultural institutions in the North East of Italy (http://www.museialtovicentino.it/). It links up several museums, sites and monuments, all located in a culturally peripheral, mainly rural, areas close to the Alps. Its main activity is the promotion of culture and cultural interchanges in a territory where tangible and intangible cultural heritage, as well as landscape, witness the multicultural stratification, necessary to understand the present.
Searched partners	Similar cultural institutions, in public or private sector, located in Central European countries as well as tourism or handcraft operators
Financial aspects	The project total budget is to be define depending on the number of the partners: however, it should be around € 1,2 Ml.
Deadline	25 th of February 2015
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