



NATURAL AND  
CULTURAL  
RESOURCES



SMART ACCELERATORS  
OF CULTURAL HERITAGE  
ENTREPRENEURSHIP

[www.interreg-central.eu/SACHE](http://www.interreg-central.eu/SACHE)

## We invite you to join us!

The SACHE project aims to develop and deliver integrated local development strategies based on tools and approaches that would accelerate creative entrepreneurship within and around cultural heritage.

[More about SACHE](#)

# NEWSLETTER 05

SACHE project partners have developed [an online-platform of SACHE project which collects important project outputs and results, which are relevant for various target groups inside and outside the partnership.](#)

**You can find documents on the following topics on our platform:**

**SERVICE PORTFOLIOS:** a collections of tools and methodologies that can support the practical implementation of business relationships between creative practitioners and cultural institutions for various target groups (creative practitioners and SMEs, high-tech and digital SMEs, public institutions);

**TRAININGS:** material covering a broad range of topics for various target groups (cultural and creative operators, public authorities, SMEs);

**TOOLS:** assessment tools that support the collection and elaboration of data from pilot actions;

**GUIDELINE:** document that collected lessons learnt, success cases and suggestions from the project that can support practical paths to establish Smart Accelerators.

**You are invited to visit the platform [HERE!](#)**



SMART ACCELERATORS OF CULTURALHERITAGE ENTREPRENEURSHIP

We aim to develop and deliver integrated local development strategies based on tools and approaches that would accelerate creative entrepreneurship within and around cultural heritage.

## SACHE project local training activities in Germany

The local training activities in Germany, Bavaria took place over a period, starting in December 2020 and being finalized in March 2021. During that time frame an overall participation of 70 actors was reached and the mix of backgrounds varied in every course but that was intentionally supported by the organization. It is because Bayern Innovativ supports a beneficial reciprocity of different actors, groups, and mindsets. Bayern Innovativ views the training course as a structured occasion to meet people and network but even more importantly, form a mutual understanding. But it also is very important to give a professional lecture on subjects given by someone from this specific background and lay out the impact as well as the specifics which this topic addresses. That way the audience will become able to dive into the (un)known fields and become sensitized for the importance and relevance of the topic to specific target groups.

One chosen field focused on coaching about organizational structures and entrepreneurship. Having a coach from the field of CCI aids in relatability, experiences can be easier transferred into suitable content and adapted even better by the main target group, which was the cultural operators. It is necessary to address topics by choosing the right language and forming a bridge of understanding so that some economical approaches might not seem to be so unfamiliar. But another conclusion is that the topic itself needs to be fitting towards the characteristics of the target groups, fitting their needs and needs to be assimilable.



Another training aimed to raise awareness of the regional authorities for issues concerning legal topics specifically targeting the business fields of the CCI. The classical approach of educating and lecturing on protectional rights of creative content, contracts and exploitation rights and their usage helps to understand that those aspects are the foundation of working professionally in the creative fields with clients and collaborators. If different target groups understand how things need to be handled legally and how creative content is protected, how some actions can be limited, they can collaborate even more effective in the future.

The last course was supposed to complement the bouquet of activities and therefore changed into another dynamic even in the application of the methods itself. The focus was set on more interaction, reflection, and different tasks, which needed to be compiled by the participants themselves. The course aimed to elaborate on how the CCI and creative actors are connecting with their audience in terms of communication through authenticity. The value of authenticity itself plays an important role in the creative work and everyone's own identity - even as a business. We can use authenticity through outreaching, building a bridge and closing gaps. Creation of authenticity is a very delicate matter but also a way of reaching people, forming bonds, and creating a message.

Bayern Innovativ summarises that elaborating on topics, giving content and educating, even taking measures to qualify more target groups can widen the range of understanding and benefit more inter-sectional collaborations.

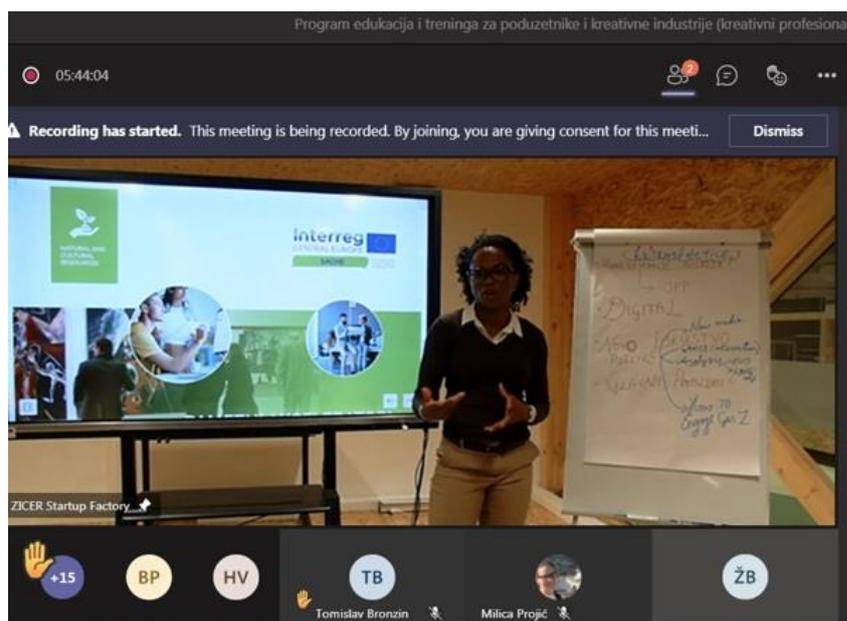
## Sharing impressions from Zagreb about Training Courses. Proud to be part of SACHE project!

See the testimonial from Stephanie E. Trpkov external expert of the SACHE project [HERE](#).

The SACHE training activities in Zagreb started with online training with representatives of creative industries and SMEs and ended with training courses for Croatian policy makers and intermediaries:

### Training courses for SMEs and creative industries

On 17th and 18th March 2021, ZICER organized online training (D.T2.3.4) with representatives of creative industries and SMEs. The first module was talking about developing an audience in the cultural industry. In the second module participants were discussing about digital transformation and maturity assessment and design thinking and strategy adaptation models related to transformation of museums. The participants were very interested in all topics. This brainstorming session came up with great new different solutions about innovation and digitalization of cultural institutions.



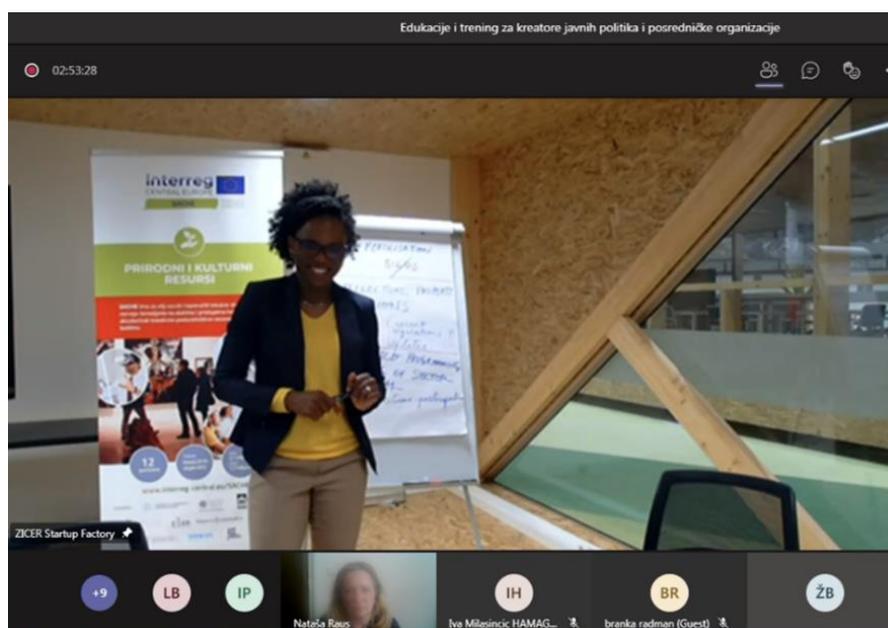
### Training courses for museums and cultural operators

On 24th March ZICER organized online training (D.T2.3.2) for cultural operators and museums about heritage rich cities and industry 4.0 . On the second day, 25th March, the training module was about gamification and the cultural industry. Cultural operators were discussing the new role of museums and cultural institutions in a Smart City as well as sources of competitive advantage and value-added growth models. Speaking about gamification, the participants were introduced to mixed reality technologies and were able to see examples of how new technologies can be used to create new niches in the cultural industry.



### Training courses for Croatian policy makers and intermediaries

Creating an enabling environment for cross-industrial spill-overs and localising the EU 2030 agenda for culture were the main topics of training sessions for Croatian policy makers and intermediaries organized by ZICER on 26th March. Win-win opportunities for stakeholder groups and budgetary and resource pooling via new collaborative models were presented to a policy makers and intermediaries. All participants agreed that it is necessary to define planning methods and implementation strategies. Different ideas led to a very interesting discussion which resulted in great new solutions for culture and cultural institutions in Croatia.



# Local training experience in Maribor

## The methodology and experience from several events

The local training activities in Maribor, Slovenia attracted various participants from public sector, CCIs and museums who found the events as a good occasion for networking and mutual understanding. Separate training courses were organised for the target group of CCIs, museums and policy makers.

In order to stimulate the cooperation of participants a short training on the use of Design Thinking method was included at the beginning of first seminar for each target group. One of the main targets by using the methodology was to strengthen the understanding the intercultural differences of each target group in the process of their communication and negotiation. The values of these groups are different and therefore a role of a coach in supporting the development of common project ideas was estimated as a very useful tool..

The course on digital transformation followed by the DT based search for innovative solutions was of main interest at the events with different target groups and lead to many cooperation ideas and solutions. The trainings also resulted new project cooperation ideas and initiated their development process. All target groups pointed out the lack of strategic cooperation documents, followed by an multiannual operational plan.





This transnational cooperation project is funded by Interreg CENTRAL EUROPE and aims to improve capacities for the sustainable use of cultural heritage.

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We have obtained your contact information as part of our business activity and will use it responsibly

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