

Activating cultural heritage in Interreg



5 December 2018
Vienna, Austria



European Regional Development Fund



Activating cultural heritage in Interreg

5 December 2018

Vienna, Austria

Outlines

‘Culture makes people understand each other better. And if they understand each other better in their soul, it is easier to overcome the economic and political barriers. But first they have to understand that their neighbour is, in the end, just like them, with the same problems, the same questions.’

(Paulo Coelho)

In 2018, we are celebrating the European Year of Cultural Heritage, with the aim to encourage people to discover and engage with Europe's cultural heritage, and to reinforce a sense of belonging to a common European space. These cultural heritage activities took place across whole Europe - at EU, national, regional and local level. The final event will be '[Closing conference of European Year of Cultural Heritage 2018](#)', 6 -7 December 2018 in Vienna.

Within this closing event Interact wants to organise a networking event for Interreg programmes and projects. The event, 'Activating cultural heritage in Interreg', aims to enable you to exchange insights with other programmes on cultural heritage in Interreg, as well as to facilitate links to additional funding opportunities and additional cooperation alternatives with other European and international organisations.

During the whole event, and also during the networking cocktail exhibition, we will showcase how cultural heritage is activated and explored in Interreg.

Objectives

The main aims of the conference are:

1. To raise awareness of the potential of culture in Europe and how smarter transnational, interregional and cross border investments can contribute to better promote European culture and creativity to the long-haul markets in the post 2020.
2. To present the variety of Interreg cultural heritage projects.
3. To create a platform for Interreg programmes and projects to exchange their experience and knowledge in the field of cultural heritage.
4. The presentation of the Interact e-book promoting the Interreg best practice projects that have been labelled under EYCH 2018.
5. To promote Interact's capitalisation efforts.



Activating cultural heritage in Interreg

5 December 2018

Vienna, Austria

Wednesday 5 December 2018

09.30 – 10.00

Registration and Welcome Coffee / Tea

10.00 – 10.30

Welcome remarks

- Anna Steiner, Federal Chancellery Austria, European and International Cultural Policy
- Commissioner Crețu, DG REGIO, video remark
- Erminia Sciacitano, DG EAC
- Interact: Interact capitalisation work and the e-book 'Connecting Cultures, Connected Citizens'

10.30 – 12.30

Potential of culture in Europe and how cross border, transnational and interregional programmes can contribute to it:

Cultural heritage as an important asset for the economy

Panel discussion

- Joanne Hughes, MMIAH project (Interreg Atlantic Area programme)
- Elena Peverada, DUNC project (Interreg South Baltic programme)
- Erminia Sciacitano, DG EAC tbc
- Simona Ene, Interreg Danube Transnational programme

Using cultural heritage to facilitate additional improvements in other sectors

Panel discussion

- Alessandra Bonazza, ProteCHt2save project, Interreg Central Europe Programme
- Christophe Ebermann, Interreg Central Europe programme
- Gumersindo Bueno Benito, Smart Heritage City (SHCITY), Interreg South West Europe
- Andréa Rodríguez, Interreg South West Europe
- Tatjana Čonić, Youth-together, Interreg-IPA CBC Hungary-Serbia
- Ágnes Dobrotka, Interreg-IPA CBC Hungary-Serbia

12.30 – 13.30

Lunch



Activating cultural heritage in Interreg

5 December 2018

Vienna, Austria

13.30 – 15.30

Cultural heritage in Interreg and possible links to other initiatives

- **What does Interreg Europe do in cultural heritage:** *Venelina Varbova, Interreg Europe, presentation and Q&A*
- **What does ESPON do in cultural heritage:** *Zintis Hermansons, ESPON programme, presentation and Q&A*
- **Macro regional cooperation and cultural heritage**
Marco Onida, DG REGIO, presentation and Q&A

Panel discussion

- *Zsolt Szokolai, DG EAC*
- *Emanuela DE MENNA, DG Research and Innovation tbc.*
- *Denise de Roux, Routes4U (project)*
- *Cinzia de Marzo, thematic expert*
- *Danube Coordinator tbc*
- *Sebastian Bonis, Danube Transnational Programme, Thematic Pole 5a Culture*

Wrap up and next steps

15.30 – 17.30

Networking cocktail and exhibition

‘Connecting Cultures, Connected Citizens’



Activating cultural heritage in Interreg

5 December 2018

Vienna, Austria

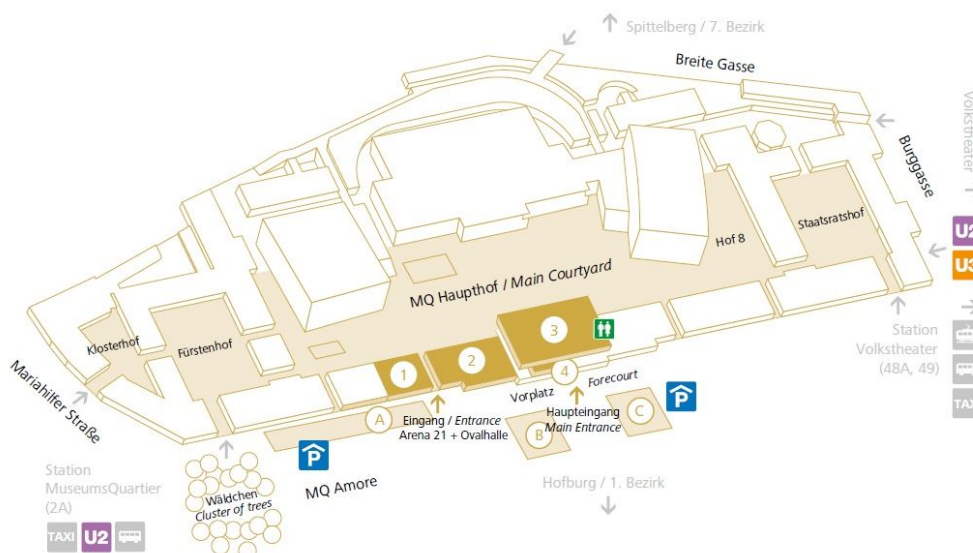
Practicalities

Venue

Museumsquartier (MQ), Meeting rooms Barock Suite A + B + C, Museumsplatz 1, 1070 Wien

How to reach the venue?

The meeting venue (Museumsquartier) is located 2 minutes walking distance from the metro station U2/U3 **Volkstheater**. The meeting room Barock Suite can be reached through the main entrance and is located in the first floor (number 3 in the map)



Travel

Travel to and from Vienna

The closest airport is **Vienna International Airport**. Vienna has direct flight connections with most of the European capitals. For more information please visit: www.viennaairport.at

Transfers to and from the airport to the city centre

- CAT – City Airport Train: Train between the Airport and Station **Landstrasse/Wien-Mitte** (16 minutes); Tickets can be purchased in the ticket machines at the station or online at www.cityairporttrain.com.



Activating cultural heritage in Interreg

5 December 2018

Vienna, Austria

- Airport Bus: Buses to **Westbahnhof** (45 minutes) or **Morzinplatz/Schwedenplatz** (30 minutes); Ticket can be purchased on the bus; www.postbus.at.
- S-Bahn (Suburban rail): Train between the Airport and Station **Landstrasse/Wien-Mitte** (24 minutes); Tickets can be purchased in ticket machines at stations.
- Taxi (about 35 EUR if pre-ordered): www.airportdriver.at; www.ck-airportservice.at; and others.

For more details please see: www.viennaairport.at and www.wienerlinien.at.

Accommodation

Please find below a list of hotels in the vicinity of the venue:

- K+K Hotel Maria Theresia (4*)
Kirchberggasse 6, A-1070 Vienna, T +43-1-521 23
<http://www.kkhotels.com/en/vienna/hotel-maria-theresia>
- 25hours hotel beim Museumsquartier (4*)
Lerchenfelder Straße 1-3, 1070 Vienna, T +43 1 521 51 0
<http://www.25hours-hotels.com/de/museumsquartier/home/home.html>
- Hotel Altstadt Vienna (4*)
Kirchengasse 41, 1070 Vienna, T +43 (1) 522 66 66
<http://www.altstadt.at/>

Contact

If you have any questions, please contact:

Daniela Minichberger m: +43 664 81 621 88

daniela.Minichberger@interact-eu.net

Ivano Magazzu : m +34 616 192 005

ivano.magazzu@interact-eu.net

We look forward to meeting you in Vienna!