

**Interreg
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Regional and local municipalities as
enablers in heritage valorisation eco-system
development

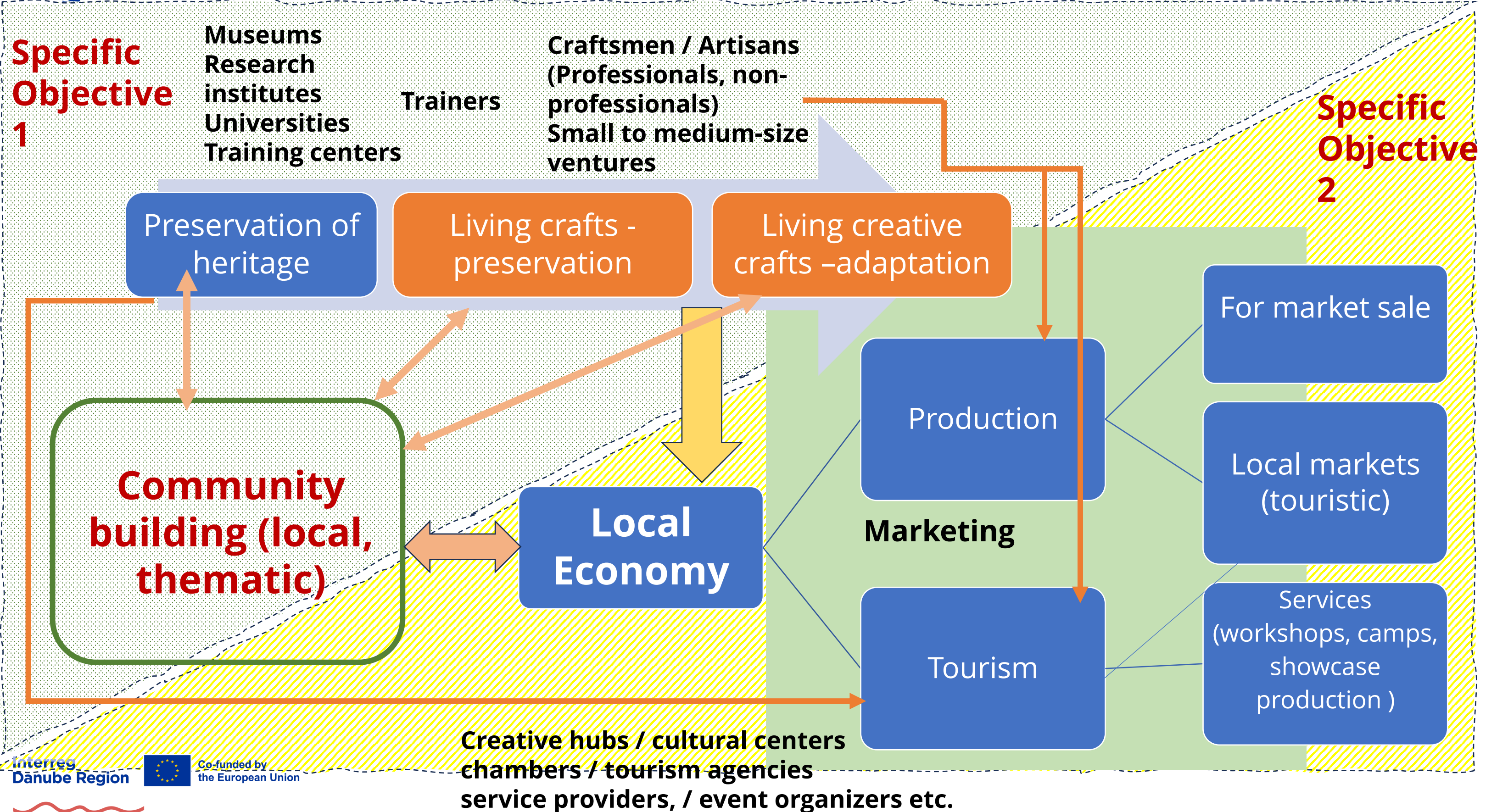
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Zsuzsanna Földi, LP

Contents

1. Changing role of authorities in culture - traditional vs new roles in cultural eco-systems
2. Field of action for authorities as enablers in the crafts heritage valorisation ecosystems

Conceptual framework: adaptation of the eco-system model



In essence:

Local and regional municipalities / authorities provide the **framework, resources, and legitimacy** needed for crafts valorisation

Without them, efforts are / may be more fragmented, underfunded, and unsustainable – **coordination, planning (LAP), implementation / involvement of measures**

Their involvement guarantees that heritage valorisation is not only the concern of the cultural sector but also a **driver of rural development, tourism, and social well-being.**

Traditional vs. novel roles of local authorities

Traditionally, local authorities primarily acted as

- regulators,
- funders, and
- custodians of heritage institutions such as museums, libraries, or galleries.

Their role focused on **maintaining infrastructure** and **safeguarding tangible and intangible cultural assets**.

NOVEL roles:

The paradigm shift repositioned municipalities as

- facilitators of innovation and
- collaboration.

They now support

- local artisans,
- creative entrepreneurs, and
- community-based initiatives,

fostering environments where cultural activities generate both economic and social value.



Policy Support:

Municipal strategic planning ensures continuity,

Municipalities

- provide financial incentives, (micro-grants and subsidies),
- foster public-private partnerships to encourage investment in crafts.
- play a critical role in policy and governance,
- ensures that craft initiatives align with local development, tourism, and cultural strategies.



Community Engagement:

Municipalities:

- engage local communities in decision-making processes
- ensures that valorisation efforts align with their values and needs, thereby fostering a sense of ownership and pride in their cultural heritage

Thus they

- support community cohesion and cultural pride,
- reinforce connections to a particular place



Coordination and networking:

Municipalities:

- act as a *bridge* between artisans, tourism operators, cultural institutions, and educational bodies,
 - foster *collaborative networks* of craft villages, museums, and markets
 - promote clustering which strengthens the sector,
 - help to avoid isolated efforts and maximizing economic impact.
 - can *enhance visibility* by integrating crafts into regional tourism circuits, festivals, and local branding initiatives,
- thereby they
- promote both cultural identity and economic growth



Capacity Building and Innovation:

Municipalities:

can support artisans by

- providing training in areas such as product design, entrepreneurship, and digital marketing,
- integrating crafts into local education and apprenticeship programs

foster innovation through

- collaborations between artisans and contemporary designers can lead to the creation of market-relevant products,
- expanding the reach of local crafts.



Infrastructure:

Municipalities:

can develop infrastructure essential for

- integrating crafts into the tourism sector and
- enhancing community activity.

establish / develop

- craft villages,
- cultural centers, or
- workshop hubs provides artisans with spaces to produce, exhibit, and sell their work)

provide venue for co-design, co-working in communities.



Jászberény – Roomli the creative hub

Tourism and Marketing Integration:

Municipalities:

- can promote experiential tourism through workshops, festivals, and local markets that allow tourists to engage hands-on with traditions,
- create comprehensive tourist circuits - linking crafts with other local attractions, such as gastronomy and heritage trails, that encourage longer stays,
- can assist artisans in reaching global audiences through e-commerce platforms, digital storytelling, and virtual reality experiences.



Documentation and Recognition:

The initial step in valorisation is the systematic documentation of local crafts, artisans, and associated traditions. This includes recording techniques, histories, and narratives that form the cultural fabric of the community.

Municipalities:

can facilitate this process by

- supporting efforts to achieve national or international recognition, such as UNESCO Intangible Cultural Heritage listings, which enhance the visibility and credibility of local crafts and open avenues for broader market access



**Thanks for
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