



Università  
Ca'Foscari  
Venezia

**PROJECT ACRONYM AND TITLE:** SUSTCULT - Achieving SUSTainability through an integrated approach to the management of CULTural heritage

**FUNDING PROGRAMME:** Interreg

**CALL:** SEE – South East Europea transnational cooperation programme

**SCIENTIFIC FIELDS:** Cultural heritage, promote the use of cultural values for development

**HOST DEPARTMENT:** DFBC – Department of Philosophy and Cultural Heritage

**SCIENTIFIC RESPONSIBLE:** Margiotta Umberto

**FINANCIAL DATA:**

<b>Project total costs</b>	<b>Overall funding assigned to UNIVE</b>
<b>€ 1.675.452,68</b>	<b>€ 177.898,80</b>

**ABSTRACT:**

Many valuable heritage sites in the SEE region are under pressure. Cultural heritage is often used to respond to economic concerns (tourism), rarely to valorise culturally a territory, its people, its traditions, its roots. The innovative approach of SUSTCULT is that cultural heritage has a social and ecological intrinsic significance which shall be safeguarded as a source of sustainable development (SD). Improving the effectiveness of cultural sites management is a priority and the common cultural and political challenge to be addressed by SEE partners is the integration of cultural heritage management into planning and development of urban settlements and territories. SUSTCULT's main objective is to improve the effectiveness of heritage sites management through the development, testing and dissemination of an holistic approach capable of valorizing the complexity of SEE cultural heritage. The SUSTCULT partnership includes Italy, Slovenia, Albania, Greece, FYROM, Romania and Hungary; it involves 12 institutions with diverse competencies and experience: diversity in cultural management capacity, cultural resources and contexts are valorised and subsidiarity and multilevel cooperation is ensured. Expected results are: Increased awareness among wider public and stakeholders of the SEE heritage value and its potential for attracting financial resources and sustainable growth; Shared knowledge and geo-referenced information on cultural heritage; Transferable framework for the sustainable management of heritage through the development of a common methodology; Greater institutional capacity in managing and promoting heritage; Greater use of ICT for mapping and promoting cultural resources; Improved management and integration of cultural heritage sites in planning instruments; Better understanding and knowledge of market opportunities and strategies for increasing tourist attractiveness of targeted sites and income generation.

<b>Planned Start date</b>	<b>Planned End date</b>
<b>1<sup>st</sup> Januray 2011</b>	<b>31<sup>st</sup> December 2013</b>

**PARTNERSHIP:**

<b>1</b>	<b>City of Venice</b>	<b>Venice (IT)</b>	<b>Coordinator</b>
<b>2</b>	<b>Ca' Foscari University</b>	<b>Italia</b>	<b>Partner</b>
<b>3</b>	<b>University of Nova Gorica</b>	<b>Slovenia</b>	<b>Partner</b>
<b>4</b>	<b>Regional Development of Agency of Northern Primorska</b>	<b>Slovenia</b>	<b>Partner</b>
<b>5</b>	<b>Europe of Cultures forum</b>	<b>Greece</b>	<b>Partner</b>
<b>6</b>	<b>National Institute of Heritage</b>	<b>Romania</b>	<b>Partner</b>
<b>7</b>	<b>Local Development agency of Bacau</b>	<b>Romania</b>	<b>Partner</b>
<b>8</b>	<b>Ister-Granum European Grouping for Territorial</b>	<b>Hungary</b>	<b>Partner</b>
<b>9</b>	<b>Municipality of Ohrid</b>	<b>Macedonia</b>	<b>Partner</b>
<b>10</b>	<b>Municipality of Berat</b>	<b>Albania</b>	<b>Partner</b>
<b>11</b>	<b>Regional Directorate National Culture</b>	<b>Albania</b>	<b>Partner</b>
<b>12</b>	<b>UNESCO Venice Office</b>	<b>Italia</b>	<b>Partner</b>