

CULTURE PROGRAMME 2007-2013



Education and Culture DG

Culture Programme

PROJECT PROPOSAL

Thematic Area

Support for Cultural Projects

Strand 1.1 – Multi annual cooperation projects

Topic

Traditional Rural Architecture



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1. PREVIOUS INFORMATION

Deadline for Submission: 1st of October 2012

Number of partners: the coordinator and a minimum of five co-organisers. The six of them must be from six different countries.

Period duration: Not less than 36 months and not more than 60 months (between 3 and 5 years).

Budget: The requesting grant must be of no less than €200.000,00 and no more than €500.000,00 for each year.

Co-financing: 50% of the grant requested

2. OBJECTIVES OF THE PROGRAMME

The Programme has been established to enhance the cultural area shared by Europeans, which is based on a common cultural heritage, through the development of cooperation activities among cultural operators from countries taking part in the Programme,⁹ with a view to encouraging the emergence of European citizenship.

The Programme is aimed at three specific objectives:

- Promotion of the trans-national mobility of people working in the cultural sector.
- Support for the trans-national circulation of cultural and artistic works and products.
- Promotion of inter-cultural dialogue.

The Programme has a flexible, interdisciplinary approach and is focused on the needs expressed by cultural operators during the public consultations leading up to its design.

The activities supported within the Programme belong to three main typologies, which correspond to the strands of the Programme.

3. SUPPORT FOR CULTURAL PROJECTS (STRAND 1)

Cultural organisations are given support for projects to work together across borders and to create and implement cultural and artistic activities.

The thrust of this strand is to help organisations, such as theatres, museums, professional associations, research centres, universities, cultural institutes and public authorities from different countries participating in the Programme to cooperate so that different sectors can work together and extend their cultural and artistic reach across borders.



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3.1. Strand 1.1: Multi-annual cooperation projects (lasting from a minimum of 36 months to a maximum of 60 months)

This category seeks to foster multi-annual, trans-national cultural links by encouraging a minimum of six cultural operators from at least six countries taking part in the Programme to cooperate and work within and across sectors to develop joint cultural activities over a period of three to five years. Funds of between a minimum of EUR 200.000 and a maximum of EUR 500.000 per year are available, but EU support is limited to a maximum of 50% of the total eligible cost. The funding is intended to help set up or extend the geographical reach of a project and make it sustainable beyond the funding period.

4. DEFINITION OF THE PROJECT PROPOSAL

The topic is about the Rural Architecture in Europe.

There has been a growing interest in the search for identity in the emerging phenomenon of globalisation in recent years. The latest trends in philosophy have stressed the importance of identity, speaking out in favour of the right be different, respect for others and the eradication of any kind of discrimination at all levels. This attitude has also reached architectural rural production.

Environmental studies have demonstrated the importance of rural and architectural designs that will remain valid for a long time.

Traditional architecture is now being considered once again, although, surprisingly, not by architects but by other sectors of society. There is nothing superfluous in vernacular architecture. The solutions proposed are the result of centuries of empiricism. At the same time, its relationship with its setting is more appropriate, as it is the source of life for all those living in it.

All across Europe, the rural environment is treasured for its beautiful diversity. Many Europeans cherish the opportunity to spend time in a more natural and traditional setting in a particular region. Indeed, the rural world as a whole is a priceless part of our heritage, and the unique vernacular architecture of a region reflects and supports that region's own identity. Beyond its aesthetic value, it provides a unique and irreplaceable record of certain aspects of intangible heritage: local responses to the conditions of everyday life, such as techniques and skills, and ways of organising social life.

In spite of its immense worth, rural vernacular heritage is threatened on several fronts. Worldwide economic, cultural and architectural homogenisation of the agricultural sector is in large measure responsible for developments in the rural habitat. Rather than repair buildings or remain faithful to local tradition when building new ones, it is often more practical in the short-term to opt for modern, featureless buildings. Rural depopulation, itself in part a result of the homogenising industrialisation of agriculture, may leave buildings disused and perhaps abandoned to people who do not see or care about their inherent value.



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Society under-valuates this form of heritage. It has long been the “poor relation” of the heritage sector, perhaps overlooked in favour of more splendid monuments or areas of outstanding beauty. For their part, local communities, while appreciative of their built heritage, may not recognise its full value because to them it is so familiar. This is an area in which the Council of Europe’s European Landscape Convention leads the field in terms of heritage protection: it underlines the importance of appreciating and protecting the value of all types of landscape.

Redundant buildings can be readapted and re-used, in particular to exploit the economic potential, which can be derived from rural tourism. Vernacular architecture, seldom involves isolated sites – it is therefore desirable to form networks of related sites, which are then more able to mobilise support. This brings further benefits in that it provides opportunities to share expertise.

Traditionally, rural settlements represent the best synthesis of people’s ability to modify the environment to their own advantage with the least impact; the farming structure provides the elements that characterise the landscape.

The way buildings are shaped depends on: the limits imposed by local resources; the productivity of the farm and the buildings related to the crop system. The lay-out depends on environmental and social factors, including safety.

While in the past, the use of materials and labour was strictly local and bound to tradition, nowadays, the use of new technologies and building techniques has introduced elements and styles that are totally foreign to the local environment. The new imposes itself on the old and on the surrounding landscape and, while ignoring any reference to typologies, layout, building techniques, it has a strong visual impact on the landscape. As a consequence the scenario becomes monotonous and huge pre-cast storage buildings stand out against historical farmsteads in ruin. New buildings are the result of international border-free architecture, introduced by industrialisation, which tends to ignore any local value.

The traditional rural building, is the cause and the effect of a certain landscape. Farming and natural landscape are not to be confused: the one is the result of people’s work and the result of agricultural policies. In order to cut down on production costs, fields are reshaped drastically with consequent dramatic changes to the landscape that becomes more and more simplified.

For that reasons and much more we are interested in promoting a high cooperation project finances by the Culture programme.

We are looking for partners from all the European Regions, from the North to South and from East to West; the partner regions or countries will represent the Architectural Rural Heritage in Europe.



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5. BUDGET AND CO-FUNDING FROM EACH PARTNER COUNTRIES – MAXIMUM AMOUNTS FOR A MAXIMUM YEARS. EQUALLY DISTRIBUTED TO EACH PARTNER.

Name - description	Total budget	EU funding – 50%	Co-funding 50%
Coordinator: ILC – Instituto Leonés de Cultura -León - Spain	300.000,00€	150.000,00€	150.000,00€
Co-organiser 1:	200.000,00€	100.000,00€	100.000,00€
Co-organiser 2:	200.000,00€	100.000,00€	100.000,00€
Co-organiser 3:	200.000,00€	100.000,00€	100.000,00€
Co-organiser 4:	200.000,00€	100.000,00€	100.000,00€
Co-organiser 5:	200.000,00€	100.000,00€	100.000,00€
Co-organiser 6:	200.000,00€	100.000,00€	100.000,00€
Co-organiser 7:	200.000,00€	100.000,00€	100.000,00€
Co-organiser 7:	200.000,00€	100.000,00€	100.000,00€
Co-organiser 8:	200.000,00€	100.000,00€	100.000,00€
Co-organiser 9:	200.000,00€	100.000,00€	100.000,00€
Co-organiser 10:	200.000,00€	100.000,00€	100.000,00€
Total amounts	2.500.000,00€	1.250.000,00€	1.250.000,00€

This budget is approximate, I am only described the maximum amounts with a number of ten partners; depending on the number of co-organisers the total budget shall be modified.

The following activities



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6. TYPOLOGY OF ACTIVITIES PROPOSED.

The project aims to study and interpret the architectural heritage of the rural areas, with emphasis on the social and economical activities of the society that create this traditional architecture; also from ecological and artistic perspective.

- Workshops of museum professionals and other related cultural operators
- International conferences and round tables with professionals.
- Transnational exhibitions on characteristic themes of rural architecture.
- Multilingual publications presenting the exhibitions and specialist aspects of rural architecture.
- Electronic research publications and conference proceedings.
- The project also undertakes innovative initiatives: the first is an educational initiative, based on a Game-application to school students, a virtual museum initiative about rural architecture in Europe to promote rural tourism (interactive web page) and software to download in smart phones and tablets (maps, description, thematic routes in each country partner...).

OTHER IDEAS AND PROPOSALS WILL BE TAKEN INTO ACCOUNT.

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PROJECT PROPOSAL

Dear Sirs,

We are contacting you on behalf of ADESPER, the Association for Sustainable Development and Rural Employment Promotion. It is a Spanish non-profit organisation with a wide experience in the field of sustainable rural development from a double point of view: training and work creation. It fosters employment generation as a way to avoid rural depopulation and to improve social and economic conditions in the rural areas.

The work team of ADESPER is formed by qualified experts, with a wide experience in several fields. This experienced and multidisciplinary team makes it possible to actively participate in many initiatives in the scope of programmes as Biodiversity Foundation, Equal, Leader, Interreg, Leonardo da Vinci and the current Lifelong Learning Programme.

ADESPER training and awareness raising activities include the qualification for the sustainable exploitation of natural resources and its practical application in the scope of rural development, and through professions related to rural tourism and rural heritage conservation and valorisation. The association has also developed many Biodiversity projects related to the nature heritage field.

Now, we get in contact in order to show the main lines of a new project that we intend to submit to the Culture Programme 2007-2013, hoping this will be of interest for you to be a project partner.

The main aim of this project is the promotion and conservation of the European traditional trades and the ethnographic heritage associated, with the aim of avoid missing these trades and promote some of them as a source of rural development and employment.

Looking forward to hearing from you soon, we introduce now the main guidelines of the Culture Programme and the main information about our project proposal,

Best regards,
ADESPER



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Objectives and strands of the Culture Programme

Objectives of the Programme

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The Programme is aimed at three specific objectives:

- promotion of the trans-national mobility of people working in the cultural sector;
- support for the trans-national circulation of cultural and artistic works and products;
- promotion of inter-cultural dialogue.

The Programme has a flexible, interdisciplinary approach and is focused on the needs expressed by cultural operators during the public consultations leading up to its design.

The activities supported within the Programme belong to three main typologies, which correspond to the strands of the Programme. They are outlined in Part Two of this guide, which lists all criteria and application requirements. A short description of each strand is provided hereafter.

Strands of the Programme Support for cultural projects (Strand 1)

Cultural organisations are given support for projects to work together across borders and to create and implement cultural and artistic activities.

The thrust of this strand is to help organisations, such as theatres, museums, professional associations, research centres, universities, cultural institutes and public authorities from different countries participating in the Programme to cooperate so that different sectors can work together and extend their cultural and artistic reach across borders.

The current project proposal (see below) is included in the following strand:

Strand 1.2.1: Cooperation projects (lasting up to twenty-four months)

The second category concerns actions shared by at least three cultural operators, working within and across sectors, from at least three countries taking part in the Programme over a maximum period of two years. Actions that explore means of long-term cooperation are especially targeted. Funds ranging from a minimum of EUR 50 000 and a maximum of EUR 200 000 are available.

Eligibility criteria common to all strands managed by the Agency

Proposals are first assessed to ensure that they fully comply with the eligibility criteria that apply to all *strands* of the Programme as well as with the specific eligibility criteria applicable to each strand.

The following paragraphs describe the eligibility criteria that apply to all *strands* of the Programme. Please refer to the appropriate chapters for the list of criteria that apply to each strand.

Countries taking part in the Programme

To be eligible, applicants must have their head office in one of the countries taking part in the Programme.

The countries taking part in the Programme are:

- the Member States of the European Union
- the countries of the EEA22 (Iceland, Liechtenstein and Norway);
- the applicant countries for accession to the European Union (Croatia, Turkey, the Former Yugoslav Republic of Macedonia, Serbia and Montenegro).

In the Western Balkans Albania and Bosnia and Herzegovina may become eligible in future, provided they conclude a memorandum of understanding laying down details of their respective participation in the Programme.

Countries that do not feature in the above list of countries taking part in the Programme are categorised as 'Third Countries'.

Eligible applicants

The Programme is open to the participation of all categories of cultural operators, insofar as the organisations are acting in a non-profit-making capacity.

Audiovisual cultural industries and activities (including film festivals), already covered by the MEDIA Programme, are not eligible under the Culture Programme.

However, organisations having their main activity in the audiovisual sector and actions in a non-profit-making capacity are eligible under strand 2 of the Culture Programme, category "Networks", as no such support exists under the MEDIA Programme.

Co-financing: 50% of the grant requested.

Project Topic and possible title

Tradition, culture and employment

PROJECT PROPOSAL DESCRIPTION

The traditional handicraft occupations have had a common base and development, nevertheless, there are specificities regarding the production ways, the targets of the elaborated products, the life styles associated to those occupations...

This project intends to contribute to the knowledge of the different traditional handicraft occupations (furniture and wood; metal; pottery and ceramics; glass; vegetal fibres; leather; textile materials; jewelry; musical instruments; graphic arts; personal cares; works on wall, stone, marble, alabaster, granite, slate, etc.) and the knowledge of the ethnographic heritage associated to them (tools, life styles, clothes, ...) in the different European territories.

The idea of this project is the promotion and conservation of these European heritages with two main objectives or aims: to avoid the forgetfulness of those occupations and to enhance some of them as rural development sources in the participating territories (development, modernisation and/or creation of new handicraft workshops).

Although there are similitudes regarding the use and production of handicraft elements, each of the territories has specific characteristics due to the geographical, social and cultural differences. The same happens with the different tools and elements used in the daily activities of the people in those territories: there are common basis but at the same time there are elements and peculiarities that differentiate them.

Main aim:

Promotion and conservation of the European handicraft occupations and the ethnographic heritage associated, with the aim of avoiding the forgetfulness of those occupations and to enhance some of them as rural development and employment sources.

Secondary aims:

- Promotion of the handicraft occupations and the ethnographic heritage associated as common elements of the traditional European culture.
- Transfer of the handicraft and heritage territorial specificities that exist within the common European culture.
- Fostering the cultural cooperation of the European territories.
- Fostering the joint promotion of the European heritage.

Foreseen activities:

1. To carry out a **Study** on traditional handicraft occupations and the ethnographic heritage associated to them.

This study should pay special attention to describe the traditional handicraft occupations of the partner territories, their associated life styles, the materials and tools used, the handicraft main works, etc.; being the main aim the knowledge of the similitudes and differences between the different European cultures and at the same time, the knowledge of the potential possibilities of that heritage for the development of the territories.

2. Creation of an **European Network** for the valorisation of the handicraft occupations and the ethnographic heritage associated. This will work as a bond element between the different countries.

Within the network, the project information will be shared, as well as the information about the different handicraft occupations, their heritage, the conservation and enhancement activities, etc.

It is intended that this network become a reference point for both the project participants and the people working in the culture field.

Besides, this network will become a tool able to give continuity to the project and the European partner cooperation.

3. Creation of a **Website** in which the information of the Culture Programme will be shown, as well as the information about the main traditional handicraft occupations and the associated ethnographic heritage in the different partner countries of the project.

4. Elaboration of an **Informative Brochure**, which will contain information about the project and the Culture Programme.

5. Elaboration of a joint **Catalogue** of traditional handicraft occupations and ethnographic heritage associated to them in all the partner territories. Besides, the catalogue will include information about the potentiality of those occupations and heritage for the rural development of the participating territories.

6. Organisation of an **Itinerant Exhibition** that will travel between the participating territories and which will show the different traditional handicraft occupations and ethnographic elements of the different territories (materials, pictures, posters, videos, electronic formats, representations...), highlighting both the similitudes and the differences between the different European cultures.

7. Organisation of **Informative Seminars** about the Culture Programme, the project, the traditional handicraft occupations and the associated ethnographic heritage. Some experts of each region will participate in those seminars.

8. Organisation of a project **Final Symposium**, in which the different activities carried out within the project, as well as the obtained results will be shown. Besides, during this event, the different strategies for the conservation and enhancement of the heritage will be discussed, as well as the potentiality of that heritage as a development resource in each of the participating territories and at European level.

9. **Project coordination and management.**

Target groups:

Craftsmen, culture experts, cultural agents and institutions, rural development agents and institutions, general population.

Foreseen results:

1. Study on traditional handicraft occupations and associated ethnographic heritage.
2. European Network for the valorisation of the handicraft occupations and associated ethnographic heritage.
3. Project Website.
4. Informative brochure.
5. Catalogue of handicraft occupations and associated ethnographic heritage.
6. Itinerant exhibition.
7. Informative Seminars.
8. Final Symposium.

Duration:

1/05/ 2013 → 30/ 04/ 2015 (24 months)