



About the project

Actors in rural areas often lack innovation competences and the methods to initiate cooperation with innovative enterprises. Thus, companies from the creative industries have only occasionally been seen as a potential cooperation partner for villages to develop their manifold local cultural resources and to find innovative ideas to preserve the attractiveness of the region.

The MaC Village project develops an easy-to-apply methodology in an iterative process for the local and regional level to initiate innovations in cooperation with CCI enterprises. At project implementation level a range of innovation methods will be tested in three villages per partner region and further developed. The methods are easy to use and promote a rapid and joint development of competence and innovative networking.

The project brings together people from different fields (local authorities and stakeholders, regions, business development agencies and organisations with specific competence in CCI and social entrepreneurship) and gathers them in a multi-level dialogue.

The project partnership will implement 48 innovation workshops in six regions in Germany, Austria, Italy, Slovenia and Hungary. They will promote cooperation among local actors and CCI. More than 200 stakeholders will be trained to implement innovation methods developed in the project. By doing so local actors in the villages will be able to create favourable local conditions for CCI and innovative networks for new products and services exploiting their cultural resources and develop new businesses.

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Development of regional CCI potential

Project partners will conduct the regional analysis of CCI potential and cultural resources. The SRH Hochschule Berlin has developed the common concept of analysis to make a comparable results.

In next months, in each partner's region the regional workshops will be carried out presenting the results of regional analysis. The stakeholders will give us needed feedback and partnership will profit from new knowledge and raise awareness between potential target groups about project.

Workshop dates by partner

The proposed dates of workshops in pilote village are:

Country	Parnter name	Workshop dates		
		1 st	2 nd	3 rd
Germany	 TGZPM TUM - TECHNISCHE UNIVERSITÄT MÜNCHEN	30 Januar 2020	23 April 2020	20 August 2020
Austria	 RMB Regional Marketing Board	12 Austria 2020	14 May 2020	24 September 2020
Slovenia	 BSC Regionalni poslovni svet za Krasno Regijsko razvojno agencijo Istria	5 March 2020	28 May 2020	26 September 2020
Slovenia	 institute	6 March 2020	29 May 2020	25 September 2020
Hungary	 DDTG Dunántúli Development and Tourism Group	21 February 2020	19 June 2020	18 September 2020
Italy	 ASSOCIOPORT BORGHETTI AUTENTICI DOLCI	13 February 2020	28 May 2020	27 August 2020

Joint development of the methodology

Join development of the methodology to initiative cooperation and innovations between CCI and locals will be prepared within second technical work package.

The frugal innovation methodology will be used to prepare a handbook that provides a tool to initiate the cooperation with CCI enterprises and to develop innovations based on the cultural resources. The method will be tested on pilot villages and adapt accordingly.



The partners will conduct three sets of workshops in each village. The workshops will start at pilot village to initiate cooperation and development of new innovative methods.



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