



**Invitation to the
final conference
of the Central Europe project
Cultural Capital Counts**

**Intangible heritage: a chance
for regional development**

20th – 21st March 2014

Steirisches Vulkanland

Straden, Austria



At this conference, we present and discuss a strategy that opens a new perspective for regional development: A methodology to valorise and capitalise the regions' most important and valuable resource – the people with their specific knowledge, skills & social networks, also referred to as the intangible cultural heritage.

We invite you to learn about this new methodology for regional development and share your expertise in our common discussion!



Program

Thursday, 20.3.2014

Intangible heritage as strategic resource for regional development

9:00 – 12:00
Local excursion in the region
Steirisches Vulkanland

13:30 – 16:30
Lectures

Opening & Introduction
L-Abg. Ing. Josef Ober,
Chairman of Steirisches Vulkanland

What is intangible heritage? And what's all that to me?
Mag. Maria Walcher,
Austrian Commission for UNESCO

The potentials of intangible heritage for sustainable development
Univ.-Prof. Dr. Marie-Theres Albert,
Brandenburg University of Technology Cottbus

The Cultural Resources Strategy: New perspectives through the valorisation of the intangible resources
Mag. Michael Fend/ Dipl.-Ing. Dr. Christian Krotscheck,
Steirisches Vulkanland

(Informal) added value in local economies: tacit knowledge at stake?
Mag. Gertraud Seiser, Department of Social and Cultural Anthropology, University of Vienna

The Cultural Resources Strategy as contribution to endogenous regional development?
Ambros Pree, consultant for enterprises, organisations and regions

17:00 – 18:30

Discussion with all lecturers

Bringing together various perspectives on the cultural resources strategy for sustainable regional development:

- What does this mean for intangible heritage and its safeguarding?
- Does it have the potential to make a substantial difference for regions?
- Where are the opportunities, threats and limits of the strategy?

Moderation: Univ.-Prof. Dipl.-Ing. Dr. Michael Narodoslawsky, Graz University of Technology

18:30
Book launch

"The cultural resources strategy for sustainable regional development"

Friday, 21.3.2014

The cultural resources strategy in practice

9:00 – 12:00

Presentation of transnational examples

Project partners from 6 Central European countries talk about their experience with concrete examples for the valorisation of intangible heritage.

13:30 – 17:00

Local excursion to selected success-stories in the region Steirisches Vulkanland



Language

The conference will be held in English.
Translation into German will be available.

Location

Kulturhaus Straden
Straden 60
8345 Straden
Austria

How to get there

By train

Next railway stations are:
Feldbach or Bad Gleichenberg or Gosdorf with
Bus connections to Straden
Check connections online at: fahrplan.oebb.at

By car

Via A9 from Slovenia – Exit Spielfeld
Via A2 from Graz – Exit Gleisdorf-Süd
Via A2 from Vienna – Exit Ilz/Fürstenfeld

By plane

Graz Airport
www.flughafen-graz.at
Shuttle can be organized by your
accommodation.

Or check at:

<http://www.karte.vulkanland.at/5461/>

Accommodation

You'll receive a list of accommodation around
Straden after your registration.

Registration

To enable planning, please register until
Thursday, 13/03/2014 by e-mail at:
spuren@vulkanland.at and include the following
information:

- Date of arrival
- Date of departure
- Arrival by ...
- Number of participants
- Do you participate in the
 - o Excursion on Thursday, 20/03
 - o Excursion on Friday, 21/03
- Do you need an accommodation?
- If yes:
 - o Number of double rooms
 - o Number of single rooms

The participation in the conference is free of
charge.

Contacts

For further information please contact:
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Organisation

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This conference is organized in the frame of the
Central Europe project Cultural Capital Counts,
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Find out more about the project at:
www.culturalcapitalcounts.eu