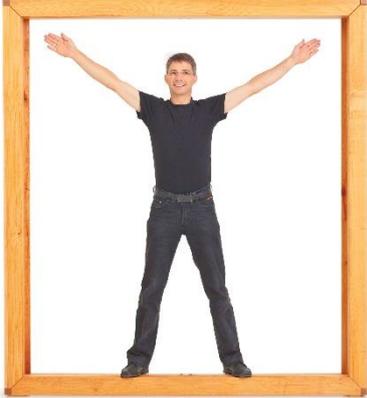


T 1 Defining the strategy for the valorization and the sustainability of Intangible Cultural Resources

EXAMPLE OF ICH MAPPING

Project partner	PP 3 Verein zur Förderung des Steirischen Vulkanlandes
Country	Austria
Area/Region	Steirisches Vulkanland
Category*	Traditional craftsmanship
Titel of ICH	Crafts
Short description	The craftsmen of the region Vulkanland create quality of life – the master-craftsmen of Steirisches Vulkanland have honed their skills over generations.
Text (English)	<p>The crafts skills and talent of Vulkanland are unmatched. In every community you will find jacks of all trades, masters of doing it yourself, cobbling together and “tinkering”. This talent has been passed down over generations – a feel for the materials, technical functions and practical solutions. Houses are built, devices manufactured, energy supplies devised and built, machinery repaired, costumes sewn for the ballet, the bathroom renovated, toys repaired, a framework for the roses welded together, a green house designed or the car maintained, work tools manufactured, gadgets devised and cunningly put to use. We are renowned well beyond our borders for these practical skills. They are part of our common sense. And they are central in their application in farm and house work, as well as the guiding lights in the realisation of our individual energy vision.</p> <p>Doing it yourself has a long history in the Region. One had to make do with what you had. So a lot of things were invented, repaired and improvised. As the children would often help out, these skills are completely “incidentally” passed on to the next generation. This included working with tools and materials – again, the trick was to make skilful use of what was available. This requires a detailed knowledge of the materials and their characteristics. Designing our own living environment is not only fun, but it also increases our self-worth. By doing, we expand our capabilities and learn as we go. This crafts skill has a lasting effect – less waste, shorter travel distances; natural materials, repair and retaining value through maintenance. Repairing and maintaining an item has a special value. Not its price, but our relationship to a thing determines its true value. As we help our children by building something together with them, showing them how to work responsibly with tools and materials, we also give them the opportunity to experience the pleasure of having made something yourself, and to develop a valuing relationship with their belongings.</p>

<p>Picture 1</p>		
<p>Picture 2</p>		
<p>Picture 3</p>		
<p>Does any project idea/business already exist?</p>	<p>Bett Tueri</p>	
<p>Short description (max 500 characters incl blank characters)</p>	<p>Tradition of craftsmanship meets modernity</p>	
<p>Text (English) (max 5000 characters incl blank characters)</p>	<p>Old knowledge and regional wood are combined to form an outstanding design – the TURI bed</p>	
<p>Contact data</p>	<p>Gross Einrichtungswerkstätte Gross Weinberg 108 8350 Fehring www.gross-design.at www.tueri.at</p>	

<p>Picture 1</p>	
<p>Type of investment</p>	<p> <input type="checkbox"/> public financing <input type="checkbox"/> municipality <input type="checkbox"/> national funds <input type="checkbox"/> EU funds <input checked="" type="checkbox"/> private financing <input type="checkbox"/> equity <input type="checkbox"/> bank loans <input type="checkbox"/> self-employability <input type="checkbox"/> cooperatives (among citizens, associations) <input type="checkbox"/> Sponsoring <input type="checkbox"/> Crowdfunding <input type="checkbox"/> others _____ </p>
<p>Interest of financing ICH</p>	<p><input type="checkbox"/> YES <input type="checkbox"/> NO</p>
<p>Name of financial investor</p>	<p>Private by the company Tischlerei Gross</p>
<p>Adress</p>	
<p>Phone</p>	
<p>E-Mail</p>	

*oral traditions, performing arts, social practices, practices concerning nature, traditional craftsmanship

T 1 Defining the strategy for the valorization and the sustainability of Intangible Cultural Resources

EXAMPLE OF ICH MAPPING

Project partner	PP 3 Verein zur Förderung des Steirischen Vulkanlandes
Country	Austria
Area/Region	Steirisches Vulkanland
Category*	Festive events
Titel of ICH	Festive Culture
Short description	The festive culture of a region is an essential expression of the lifestyle of its citizens. How the people of a region celebrate, host guests and integrate into the community, essentially shapes the image of a region. The region Steirisches Vulkanland is on a good way. The further development of the festive culture makes the region unique, not only in the eyes of the citizens, but also for the guests. Every municipality, every club, every business, every organizer and every citizen is invited to participate in the festive culture in the region Steirisches Vulkanland.
Text (English)	<p>The special festive culture makes us unique: Celebrations are signs of our individuality, the product variety created in the region, our creativity and at the same time our down-to-earthiness. Festivals not only strengthen the community experience with each other, they also lead to a lived culture of togetherness. A variety of helpers designed in the run-up and during a festival the frame. Everyone who joins in knows that community and cohesion come to life in the pre-festive and preparatory phase. Delicious pastries and other homemade delicacies are lovingly prepared and donated. That a good service is important to us, we show through tips, praise and respectful treatment. The serving people are the visiting card of the festival and important contact persons. It pays off to introduce the helping spirits into the philosophy behind the products and to teach them in the peculiarities of the same and in the festive culture. Festival visitors and organizers look after a conscious dining, table and beverage culture, where regionality and the seasons come first.</p> <p>Step by step, a new festival culture has developed in the region Steirisches Vulkanland, which is not only a question of style and level, but in particular a question of sustainability and mutual appreciation. The new festival culture makes us something special! How we celebrate, how we entertain our guests and give them the feeling of being part of a living community is very much in line with our personal values within the region Steirisches Vulkanland.</p>
Picture 1	

Picture 2



Picture 3



Does any project idea/business already exist?

Festive culture charter

Short description (max 500 characters incl blanc characters)

The festive culture charter of the region Steirisches Vulkanland describes the main principles of a sustainable festive culture within the region.

	It is a vision paper that will enable a new, promising future in the long term. The constant awareness of the new festive culture guarantees its realization. In addition, the district authority Feldbach has defined a festival culture guide, which is partly presented in this brochure, but is also available on the Internet for downloading. This brochure can be used as a personal inspiration in the family, in associations in the community, in the company or for people themselves. The desire to celebrate in a cultivated environment is the goal of the region Steirisches Vulkanland.
Text (English) (max 5000characters incl blank characters)	
Contact data	Verein zur Förderung des Steirischen Vulkanlandes Gniebing 148 8330 Feldbach Austria info@vulkanland.at
Picture 1	
Type of investment	<input checked="" type="checkbox"/> public financing <input type="checkbox"/> municipality <input type="checkbox"/> national funds <input checked="" type="checkbox"/> EU funds <input checked="" type="checkbox"/> private financing <input checked="" type="checkbox"/> equity <input type="checkbox"/> bank loans <input type="checkbox"/> self-employability <input type="checkbox"/> cooperatives (among citizens, associations) <input type="checkbox"/> Sponsoring <input type="checkbox"/> Crowdfunding <input type="checkbox"/> others _____
Interest of financing ICH	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO
Name of financial investor	Public financing via EU funds (LEADER) and equity from Verein zur Förderung des Steirischen Vulkanlandes.
Adress	Gniebing 148, 8330 Feldbach
Phone	+43 3152 8380-16
E-Mail	info@vulkanland.at

T 1 Defining the strategy for the valorization and the sustainability of Intangible Cultural Resources

EXAMPLE OF ICH MAPPING

Project partner	PP 3 Verein zur Förderung des Steirischen Vulkanlandes
Country	Austria
Area/Region	Steirisches Vulkanland
Category*	Knowledge and practises
Titel of ICH	Life Culture
Short description	<p>Human sustainability – life culture.</p> <p>Our culture of life is characterized by individual responsibility and a culture of togetherness. It also enables us to have a high quality of life in the future.</p> <p>The culture of life represents the human basis for a good coexistence and a high quality of life in the region Steirisches Vulkanland. This is reflected in a conscious, careful and respectful treatment of ourselves, with our family and the people we meet, in all our life situations. The culture of life is measured by the degree of self-responsibility and the political participation of the community. Everyone plays an important role and contributes with his actions to a human future in the region of Steirisches Vulkanland.</p>
Text (English)	<p>The living culture of the region Steirisches Vulkanland is at a very high level: there are numerous active cultural creators in the fields of theater and music, a distinct festive culture and a high degree of volunteer involvement. Many intact village communities with close social networks and relatively many multi-generational families ensure a high degree of social self-sufficiency.</p> <p>The great potential is seen in the wealth of application knowledge - in the craft sector as well as in the context of culinary self-sufficiency (home-made goods) - and immaterial heritage as well as the practical predisposition of the people. Closely related to social self-sufficiency is the high health literacy of the region with many actors and institutions.</p> <p>However, it is clear that self-responsibility and the willingness to actively participate tend to decrease or be endangered and that the richness of the existing culture of life and the existing social potential are often not recognized. Against the background of generally rising social costs, care must therefore be taken to ensure that the social foundations for a high level of individual responsibility in social care are sustainably secured and that social structures remain intact.</p>

<p>Picture 1</p>	
<p>Picture 2</p>	
<p>Picture 3</p>	
<p>Does any project idea/business already exist?</p>	<p>Life culture calendar</p>
<p>Short description (max 500 characters incl blanc characters)</p>	<p>The life culture calendar gives an overview of the events of all relevant life culture groups in the region Steirisches Vulkanland. These groups of life groups include, among others, choirs, singing groups, traditional music groups, theater groups, etc. Only through these communities, the culture of life can be expressed. The culture of customs, traditions and abilities of the human way of life is filled with life and can be consumed and passed on from generation to generation. The main goal of the calendar is to make visible how</p>

	much events based on life culture are organized by voluntary groups per year.
Text (English) (max 5000characters incl blank characters)	
Contact data	Verein zur Förderung des Steirischen Vulkanlandes Gniebing 148 8330 Feldbach Austria info@vulkanland.at
Picture 1	
Type of investment	<input checked="" type="checkbox"/> public financing <input type="checkbox"/> municipality <input type="checkbox"/> national funds <input checked="" type="checkbox"/> EU funds <input checked="" type="checkbox"/> private financing <input checked="" type="checkbox"/> equity <input type="checkbox"/> bank loans <input type="checkbox"/> self-employability <input type="checkbox"/> cooperatives (among citizens, associations) <input type="checkbox"/> Sponsoring <input type="checkbox"/> Crowdfunding <input type="checkbox"/> others _____
Interest of financing ICH	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO
Name of financial investor	Public financing via EU funds (LEADER) and equity from Verein zur Förderung des Steirischen Vulkanlandes.
Adress	Gniebing 148, 8330 Feldbach
Phone	+43 3152 8380-16
E-Mail	info@vulkanland.at

T 1 Defining the strategy for the valorization and the sustainability of Intangible Cultural Resources

EXAMPLE OF ICH MAPPING

Project partner	PP 3 Verein zur Förderung des Steirischen Vulkanlandes
Country	Austria
Area/Region	Steirisches Vulkanland
Category*	Traditional craftsmanship, knowledge and practises
Titel of ICH	Life gardens and house factory
Short description	In the region Steirisches Vulkanland, there is still an enormous number of home gardens and fertile, healthy land. The valorization of this living basis is essential for regional sustainability. A good foundation for the house factories and life gardens within the region. The cultivation of own fruits and gardens, the refining of the harvest in the own kitchen and the presentation and storage in attractive cellars and at special presentation places enhances the own. Appreciation for products refined with their own creativity and ability increases.
Text (English)	<p>House factory</p> <p>The own becomes more important. There is too little reliance on the global. The own has potential. The stranger is exhausted. The region Steirisches Vulkanland has bundled its forces and deepens the appreciation for the existing, the own. The own work, the refinement of regional products in the own house factory, but also the appreciation of the family kitchen and meal, the housework, the gratuitous and therefore enormously valuable family work at home gets new attention. Attention and value are steadily increasing.</p> <p>The house factories of the region are also an expression of the appreciation of regional diversity. They are a homage to the fertile base of the region in which we live. Not exploiting the natural resources, but exploiting them to their natural extent, strengthens the base of the Vulkanland Culinary Region. Subsequent generations thus create a strong economic basis for living more of one's own. The relationship between people and landscape deepens. This creates a new mindfulness of nature. An appreciation cycle.</p> <p>Life gardens</p> <p>Sow a new future. The own garden - place of luck.</p> <p>The basis is the fertile soil, the result of many millions of years of soil formation and the forces of the seas and volcanoes. Humus-rich soil is "still" abundant in the region Steirisches Vulkanland. Sowing is the beginning. Put into the ground with your own hands, the first appearance of the seed is a tremendous enrichment. Watching and accompanying the plant as it grows also increases the anticipation of a rich harvest. Much can be</p>

	<p>harvested without growing it - such as wild herbs or berries. Increasing awareness is increasingly motivating volcanic people towards near-natural and organic farming and production.</p>
<p>Picture 1</p>	
<p>Picture 2</p>	
<p>Picture 3</p>	
<p>Does any project idea/business already exist?</p>	<p>Network life gardens ("Lebensgärten")</p>
<p>Short description (max 500 characters incl blanc characters)</p>	<p>As different as the gardeners are, their gardens are just as individual: Whether it's the herb garden or far eastern bonsai, the rose garden or the pond, the Mediterranean style or the natural slope garden - there is something for every taste. The network of more than 20 gardeners offers the "open garden day" on different dates through the whole year. The goal is to show which little paradises are maintained here and to create awareness of gardens and landscape and make the value of the gardens visible.</p>

Text (English) (max 5000characters incl blank characters)	
Contact data	Ernestine Wagist Unterzirknitz 25 a 8091 Jagerberg http://www.lebengsaerten.at
Picture 1	
Type of investment	<input checked="" type="checkbox"/> public financing <input type="checkbox"/> municipality <input type="checkbox"/> national funds <input checked="" type="checkbox"/> EU funds <input checked="" type="checkbox"/> private financing <input checked="" type="checkbox"/> equity <input type="checkbox"/> bank loans <input type="checkbox"/> self-employability <input type="checkbox"/> cooperatives (among citizens, associations) <input type="checkbox"/> Sponsoring <input type="checkbox"/> Crowdfunding <input type="checkbox"/> others _____
Interest of financing ICH	<input type="checkbox"/> YES <input type="checkbox"/> NO
Name of financial investor	Public financing via EU funds (LEADER) and Verein zur Förderung des Steirischen Vulkanlandes. Private financing via gardeners
Adress	
Phone	
E-Mail	

T 1 Defining the strategy for the valorization and the sustainability of Intangible Cultural Resources

EXAMPLE OF ICH MAPPING

Project partner	PP 3 Verein zur Förderung des Steirischen Vulkanlandes
Country	Austria
Area/Region	Steirisches Vulkanland
Category*	Traditional craftsmanship
Titel of ICH	Master Culture
Short description	<p>Innovation, creativity and cooperation characterize the regional economy. Regional economic cycles create added value and local jobs.</p> <p>The regional economy in the region Steirisches Vulkanland is characterized by appreciative and value-adding relationships between the people in the region. The strengthening of regional businesses, the visualization of local crafts, the support of creativity and innovation in the region, the refinement of the own, that and much more create added value and thus safeguards the economic viability of the region Steirisches Vulkanland.</p>
Text (English)	<p>"Master Culture" (Meisterkultur) in the region Steirisches Vulkanland describes an attitude of people who are related to their craft. They know that they are not just masters of their trade, but stand as individuals for the business and the industry. They radiate trust, handshake quality, esteem and reliability - to their customers as well as to their employees. Masters in the region Steirisches Vulkanland are the pioneers and role models of the regional economy, where employees as well as young people orient themselves.</p> <p>Master culture refers to the personal component, it describes the human future ability of the master. The "hand at work" is the noticeable difference to industrial production: made-to-measure, special solutions for special customers. Craftsmen in the region Steirisches Vulkanland see and smell their material, they hear it during processing and feel it - with their own "hand at work". The "hand at work" is the creative force. With the hand at work, the master puts a piece of soul into his masterpiece. The "hand at work" refers to the workpiece, it is as it were the economic sustainability of the master.</p>

<p>Picture 1</p>	
<p>Picture 2</p>	
<p>Picture 3</p>	
<p>Does any project idea/business already exist?</p>	<p>Publication of the book “Master Culture in the Vulkanland” and film production “Master Culture in the Vulkanland”</p>
<p>Short description (max 500 characters incl blanc characters)</p>	<p>Within the book “Master Culture” people can find all companies within the region of Steirisches Vulkanland who live the spirit of “MasterCulture in the Vulkanland”. The companies are categorized via the three main branches within the region:</p> <ul style="list-style-type: none"> • regional craft businesses • regional culinary businesses • regional life force businesses <p>The film “Master Culture in the Vulkanland” is an image film that describes in 3 minutes what the master craftsmen in the region stand for. https://youtu.be/5nCYAv6G_M</p>

Text (English) (max 5000characters incl blank characters)	
Contact data	Verein zur Förderung des Steirischen Vulkanlandes Gniebing 148 8330 Feldbach Austria info@vulkanland.at
Picture 1	
Type of investment	<input checked="" type="checkbox"/> public financing <input type="checkbox"/> municipality <input type="checkbox"/> national funds <input checked="" type="checkbox"/> EU funds <input checked="" type="checkbox"/> private financing <input checked="" type="checkbox"/> equity <input type="checkbox"/> bank loans <input type="checkbox"/> self-employability <input type="checkbox"/> cooperatives (among citizens, associations) <input type="checkbox"/> Sponsoring <input type="checkbox"/> Crowdfunding <input type="checkbox"/> others _____
Interest of financing ICH	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO
Name of financial investor	Public financing via EU funds (LEADER) and equity from Verein zur Förderung des Steirischen Vulkanlandes. In addition licence fees from Master Culture companies.
Adress	Gniebing 148, 8330 Feldbach
Phone	+43 3152 8380-16
E-Mail	info@vulkanland.at

T 1 Defining the strategy for the valorization and the sustainability of Intangible Cultural Resources

EXAMPLE OF ICH MAPPING

Project partner	PP 3 Verein zur Förderung des Steirischen Vulkanlandes
Country	Austria
Area/Region	Steirisches Vulkanland
Category*	Knowledge and practises
Titel of ICH	Valorization of the natural healing powers/network healthy Vulkanland
Short description	Health is extremely precious to all people. Today's expanded view of health (from nutrition to exercise to mental and spiritual nutrition) brings a variety of ways to discover a healthy lifestyle for yourself. With the network healthy Vulkanland we want to get to know different ways, to give an overview of different offers and above all to present providers, who pass on their experiences and energies in these areas. In this community we create visibility, findability and strength.
Text (English)	<p>The megatrend health has taken a central role in our society. The major fields of action in this context are: the relationship between people, the relationship between people and nature, an adapted culture and infrastructure in the economy and individual health literacy (prevention).</p> <p>In the region Steirisches Vulkanland, the awareness that only a healthy habitat and healthy people can make a healthy economic recovery is strongly anchored. Health is becoming increasingly important and contributes to regional prosperity on many levels:</p> <ul style="list-style-type: none"> • Healthy people are more efficient and joyful. • The market for (holistic) health grows with about 800 jobs in the next 20 years (that is a market volume of more than 45 million €). • Only good-humored / healthy people will boost the regional economy sustainably. • Most important for us: this increases the quality of life and satisfaction. <p>It is also particularly important for rural areas that the topics are very well suited for the self-employment to empower the people who live in the region Steirisches Vulkanland.</p> <p>In addition to the 800 jobs in the healthcare sector, there are still more opportunities in the region: Getting an image in the field of natural remedies and natural cosmetics and becoming a regional "exporter" (serving the urban market) can create more than 2,500 jobs in the segment of health. This estimate is based on the potential of exploitable natural resources, the number of people with relevant skills (talents) and the emerging market volume.</p>

Picture 1



Picture 2



Picture 3



Does any project idea/business already exist?

Publication of the book "Healthy Vulkanland"

Short description (max 500 characters incl blanc characters)

Within the book "Healthy Vulkanland" people can find all relevant stakeholders concerning health within the region Steirisches Vulkanland. The book is categorized in five big themes around health:

- Doctors, pharmacies, rehabilitation and care centers
- Spas, leisure and education
- Vitality and health

	<ul style="list-style-type: none"> • Organic and valuable cuisine • Healthy craft
<p>Text (English) (max 5000characters incl blank characters)</p>	
<p>Contact data</p>	<p>Verein zur Förderung des Steirischen Vulkanlandes Gniebing 148 8330 Feldbach Austria adler@vulkanland.at</p>
<p>Picture 1</p>	
<p>Type of investment</p>	<p><input checked="" type="checkbox"/> public financing <input type="checkbox"/> municipality <input type="checkbox"/> national funds <input checked="" type="checkbox"/> EU funds <input checked="" type="checkbox"/> private financing <input checked="" type="checkbox"/> equity <input type="checkbox"/> bank loans <input type="checkbox"/> self-employability <input type="checkbox"/> cooperatives (among citizens, associations) <input type="checkbox"/> Sponsoring <input type="checkbox"/> Crowdfunding <input type="checkbox"/> others _____</p>
<p>Interest of financing ICH</p>	<p><input checked="" type="checkbox"/> YES <input type="checkbox"/> NO</p>
<p>Name of financial investor</p>	<p>Public financing via EU funds (LEADER) and equity from Verein zur Förderung des Steirischen Vulkanlandes.</p>
<p>Adress</p>	<p>Gniebing 148, 8330 Feldbach</p>
<p>Phone</p>	<p>+43 3152 8380-16</p>
<p>E-Mail</p>	<p>adler@vulkanland.at</p>