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# LOCAL REPORT CONCERNING THE MARKETABILITY AND SUSTAINABILITY OF ICH

## DELIVERABLE D.T1.2.1

(WP T1, ACTIVITY A.T1.2)

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**Project partner (SOPK - Slovakia, PP12)**

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**Version 1**

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### Annexes

- Transcription of the key passages of the interviews
- Reflection notes of the interviews
- Completed Questionnaires
- List of the interviewed and questioned actors



## 1. Overview and description of the local activities (interviews and questionnaires)

Max 500 words:

- General conditions of the interviews and questionnaires, including challenges and problems.

In the **preparation period** institutions identified as stakeholders in stakeholder analysis were contacted. Communication was kept with contact person by phone or mail to make pre arrangement of an interview and agree a term of meeting. For interviews we used a “Interview guide” adapted to table form in Slovak language and translated questionnaire. In the beginning of the interview we provided information about the project and our challenge for implementation. Through unformed introduction and talks we built very friendly atmosphere during the interview.

We discussed the activities which are provided by the interviewed person’s institution. After it, we started to give questions from the prepared questionnaires templates in Slovak language.

During the interviews we tried to find as much info as it possible regarding the personal view on marketability and sustainability of ICH as well as social perception of the ICH’s value. We dealt with time limits and capacity to effectively manage personal meeting in different levels of territory. In certain organisations did not accepted for offer for interview probably because of not understanding of our zeal at the moment. However we consider such a case as well as stakeholders which were and which were not yet interviewed as open do be in contact with.

- Summary description of interviews and questionnaires (what, who, when, where?)

Representative of project partner PP12 (Mr Jan Vaclav & Mrs. Lubica Zovincova) have had personally addressed cultural operators, public and private financial operators. Principle of territorial mix was taken into consideration as far as it reflex **trans-territorial** aspect of the topic (relevancy for local, regional and national level). We have taken into consideration also following aspect of dualism of respondent:

- We have to handle unique status of certain respondents represented opinion of their institution but in same time they presented their own attitudes, and free time activities.
- Certain institution act as marketing and sustainability oriented institution as well as financial institution.

In above special cases we interviewed them dual way.



We have made 10 interviews and 10 questionnaires regarding the Marketability and Sustainability of ICH. Some of them we taken in the office of our institution, for some interviews and questionnaires we visited the office of the interviewed institutions.

The tentative information on interviews and questionnaires we provide in annex - List of the interviewed and questioned actors\_PP12\_SOPK Slovakia\_ARTISTIC WP T1\_List of relevant actors.

### Questionaired:

KOCR - The Trencin Tourist Organisation

PhDr. Eva Fryvaldska - Director

Nadácia SPP - Foundation

RNDr. Beáta Majerníková, PhD.

Ministry of Culture of Slovak Republic

Mgr. Art. Barbora Morongova

Director oft he Department of ICH of Ministry of Culture

Higher Territorial Unit Trencin

Mgr. Anna Vrazdova - Director in charge - Cultural operator of Selfgoverning region

Národné osvetové centrum NOC Bratislava - part of Ministry of Culture of Slovak Republic

Fund for support od Culture - Fond na podporu umenia- part of Ministry of Culture of Slovak Republic

Municipality of Trencin city -Cultural information center Trencin

Hana Gallova

Municipality Dubnica nad Vahom

PhDr. Richard Benech - Head oft he Department of Culture and Library

CTK Myjava - Centrum tradicnej kultury Myjava

Mgr. Viera Feriancova - Director

Trencianske osvetove stredisko

Jarmila Kohutova - Methodist for folklore

### Interviewed:

KOCR - The Trencin Tourist Organisation

PhDr. Eva Fryvaldska - Director

The Museum of Trencin

Mgr. Peter Martinisko - Director

K -2000, Združenie na podporu kultúry Hornej Nitry

Amalia Lomnicka - chairmen

CTK Myjava - Centrum tradicnej kultury Myjava

Mgr. Viera Feriancova - Director

Wagus - A group of historical fencing

Michal Knažek

The Gallery of Milos Alexander Bazovsky Trencin

Mgr. art. Barbora Varga Petrikova - director

OOCR Region Horna Nitra- Bojnica,

Sylvia Maliarikova

OOCR Horné Považie, OOCR Trenčianske Teplice



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Agency of SCCI for development of Trenčín Region  
Lubica Zovincova - Director

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Higher Territorial Unit Trenčín  
Mgr. Anna Vrazdova - Director in charge - Cultural operator of Selfgoverning region  
Ministry of Culture of Slovak Republic  
Mgr. Art. Barbora Morongova  
Director of the Department of ICH of Ministry of Culture

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## 2. Summary of the interviews with local cultural operators (at least 10)

1000-2000 words:

- Acquisition process of the interviewees

In preparation period we contacted targeted institution and persons by **phone calls** or mail to pre arrange an interview and agree a term of meeting. We were using **stakeholder analysis** and guide adapted to table form in Slovak language.

In a process of interview we tried **flexibility** adopt the list of stakeholders according to references and recommendation of respondent. This way we got inspiration and contact to new perspective stakeholder.

- Experiences made during the interviews: summary of the reflection notes.

Marketability of ICH in Slovakia is very weak in general.

Big problem of marketability were specified:

- Lack of finances
- Discouraging bureaucracy in the sense of legal obligations arising from the legislation. There is a big disinterest of craftsmen to present themselves to the public, to the fairs.

- Description of the main objectives of the interview: summary of the content of the interviews and the key passages.

**General information - regional cultural involvement and engagement:**

- Presentation of historical and cultural life of the area
- Organisation of events, festivals, vernissages, return to traditional crafts - presenting them at folklore festivals



- Traditional craft -most developing crafts and hand made products - crafts workshops - basketry, lacemaking, needlework, puppetry, wire craft, jewellery, paint art, wood carving, pottery, corn husk decorations
- social practices and rituals and festive events
- knowledge and practices related to nature and the universe, interaction with nature and its history
- oral traditions and expressions, including language as a bearer of intangible cultural heritage

Existing networks and cooperation with other cultural operators:

there are networks:

- e.g. OOCR - regional tourism organisations which include also entrepreneurs
- Foundations networks
- Collaboration in projects - national and international
- Partners organisations

**Marketability** - purpose of the marketing:

- to attract visitors, to inform about the product line, to increase the visitation of the region - importance for tourism, to give people an experience, to reach financial benefit, to increase the awareness for domestic people and also for the people out of the region, new jobs, economic impact and benefits for the region

Experiences of the marketing processes, tools, methods:

Facebook, Twitter, Instagram, Banner advertising, PPC advertising, regional and national campaigns. Also using media, TV, printed materials, newsletters, PR activities.

Promotion through a marketing agency.

Some of the institutions have an extra employee for marketing, some doesn't have.

Difficulties or problems:

financing of the marketing activities, VO, education in the field of marketing, awareness is big problem - we do not realize what ICH is even if it is part of our lives

**Financing** - financing possibilities:

Using of European Structural Funds, Funds of Ministry of Culture, Grant systems, Foundations, Sponsorings, Collections, Barter contracts.

**ICH - personal view on ICH, understanding, awareness and importance of ICH for the region:**

ICH is connected to historical facts and also regional customs and habits and they are connected with present time. They are our traditions and we do not want them to disappear.



Intangible cultural heritage is understood as practices, representations, expressions, knowledge, skills connected to cultural spaces that communities, groups and, in some cases, individuals consider as part of their cultural heritage. This intangible cultural heritage is transmitting from generation to generation.

ICH - is our national pride.

Many of people can not define what the ICH. However ICH is a part of our lives, we live it but we do not realise it. ICH has a big importance for all the categories of the population. ICH is very various from region to region in Slovakia. Each region has its own ICH.



### 3. Summary of the questionnaires to local public and private financial operators (at least 10)

500-1500 words:

- Acquisition process of the surveyed operators

(as above in point 2)

In preparation period we contacted targeted institution and persons by **phone calls** or mail to pre arrange an interview and agree a term of meeting. Surveyed institutions - local public and private financial operators were contacted by direct and indirect survey campaign. Directs campaign addressed operators **from stakeholder analysis** by **direct mailing**. We were using **stakeholder analysis** and guide adapted to table form in Slovak language.

In a process of interview and questionnaires we tried **flexibility** adopt the list of stakeholders according to references and recommendation of respondent. This way we got inspiration and contact to new perspective stakeholder.

- Summary of the main results and conclusions received from the submitted questionnaires

Slovakia has very strong and rich potential and really huge resources of ICH. However marketability and awareness is very weak in general.

Convention of the protection of ICH.

There are big Foundations /such as Foundation of SPP, Foundation of the Bank Postova Banka/ in Slovakia which supports the activities of ICH.

They contribute to the preservation of our cultural heritage and supports projects aims at the protection and recovery cultural heritage customs and traditions.

Creating conditions for the development of local culture, preserving the region's cultural symbols.

Supporting of cultural and educational activities, support of regional development.

The intention is to create a platform for the cultural heritage of our ancestors and to develop a positive relationship to the traditions and folk art of our region.





## 4. Conclusion

500-1000 words:

- Summary:
  - Description of the most relevant actors for marketability and sustainability in your region

**Ministry of Culture** is a central body of state administration of Slovak Republic for national language, preservation of national heritage and library science, art, copyright, extension service and folk artistic production, support of cultural innovation for ethnic minorities, presentation of Slovak culture and arts abroad, relation with churches and religious societies, media and audiovisual. Ministry of Culture is the biggest public financial operator. It coordinates several programs for grants and subsidies.

**NOC - The National Education Center** is an important cultural and social organization working with other cultural institutions, public administration institutions, local authorities, third sector and the general public.

**Fund for Support of Culture** connects experts from professional associations from the field of art, culture and creative industry regarding the musical production, theatre, literature, visual art, cultural heritage.

**CTK Myjava - Center of Traditional Culture** seeks, prevents, protects, makes available, documents, inventories and creatively uses traditional folk culture and intangible cultural heritage. It acts as an expert-advisory, educational, methodological and information center in the field of traditional folk culture and intangible cultural heritage and provides consultancy services to cultural-educational activities.

**Higher Territorial Units** - They organize creative activities in individual areas of cultural and educational activity and participate in preserving the protection and accessibility of values of folk culture, professionally and organisationally cooperates in the preparation and implementation of cultural, social and educational events of regional, supra-regional and international character, provide and organize cultural activities of local and regional character for specific population groups, perform promotional activities related to the securing of shares for which it is the organizer or co-organizer.

**Municipalities** - They organize and provide services for citizens regarding all cultural events, cultural heritage, services for tourists.



**Foundations** - Some pool resources to support cultural heritage. In special cases create networks of entrepreneurs for the purpose of fundraising.

### **Local operators**

- Description of these actors in respect to networks, joint projects, cooperation, including your own connections

The actors which we interviewed and questionnaired - some of them are our collaborating institutions and partners and some of them have been approached as a new partners.

Some actors were selected on the basis of a personal relationship and a common interest of ICH.

- Description of the financial instruments and models being used for financing ICH

### **Financing** - financing possibilities:

Using of European Structural Funds, funds of Ministry of Culture, Grant systems, Foundations of banks, Foundation of Slovak Gas Industry, Sponsorings, Collections, Barter contracts.

- Outlook

Traditions for the future is a project of initiatives, programs and activities related to safeguarding of intangible cultural heritage and promoting it to children and youth. The realization of it will contribute to fulfilling Article 14 of the Convention for the Safeguarding of the Intangible Cultural Heritage (2003), which refers to education, awareness - raising and capacity / building to ensure recognition and respect for, ad enhancement of intangible cultural heritage in society, in particular through education, awareness- raising, and information programmes, aimed at the general public, in particular of young people.

- Suggestions and recommendations in the light of the results

Guiding school youth to actively perceive the values and references of the past, to develop understanding of the protection of cultural heritage, is one of the basic educational phenomena of any pedagogical process.

ICH should be more widely spread and captured by teenagers in the youth, capturing children from an early age.

Engaging young people in cultural projects.

Inclusion of the concept of ICH into compulsory subjects at schools.





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