



**11th PA Culture Strategic Project Development Workshop on preserving cultural heritage in the Baltic Sea Region**  
**Focus on wooden architecture and sustainable cultural tourism**  
**Cracow, 19 November 2020**

***CONCEPT NOTE***

**Venue: International Cultural Centre in Cracow**  
**Adress: Rynek Główny 25, 31-008 Kraków**  
**Time: 19 November 2020. 11:00-17:00.**

The forthcoming 11th edition of the Workshop is devoted to preservation of cultural heritage in Baltic Sea Region. The Workshop with special emphasis put on **wooden architecture and sustainable cultural tourism**. Wooden architecture is common for all the countries of BSR. We cherish it more and more especially as we are facing the decreasing number of wooden houses and churches each year. The workshop is aiming to provide good practices and experiences from different perspectives, brainstorming of stakeholders concerned, taking into account key needs, problems and value needed.

The aim of the Workshop is to **find common ways of preserving and protection of wooden architecture, common values and architectural schemes, intangible heritage and disappearing professions in this regard as well in the Baltic Sea Region**. The desirable outcome could be mapping the activities of different Baltic countries to preserve this kind of cultural heritage and increasing their visibility. Presentation of potential cultural routes could bring added value to the workshop.

There is a chance to take advantage of reachable and already implemented means, mechanisms and communication strategies for the whole region.

### **IMPORTANT!**

To facilitate the Workshop **we kindly ask all the focal points in the PA Culture of EUSBSR to analyse the situation in each country regarding preservation of cultural heritage in the context of wooden architecture.** It could include well-known projects, monuments, best practices which are worth to share (e.g. open-air museums, wooden architecture cultural/touristic routes, “wooden towns” etc.). At least one example from each country could be presented during the workshop, so the participants could find common ways of preservation.

**Please send your proposals/best examples from your country not later than 30<sup>th</sup> September 2020.**

Besides that, this workshop aims to build regional cultural identity, increase the visibility of regional culture and increase knowledge on traditional wooden architecture and cultural tourism as factors that lead to the implementation of Sustainable Development Goals through cultural co-operation, promoting of sustainable territorial development, European values, social inclusion, cross-generational exchange.

**The results of the workshop** will be analysis of the cultural heritage of the region regarding:

1. Restoration activities,
2. Sustainable tourism,
3. endangered handicraft and “dying” profession in the context of cross-generational exchange.

Possible cooperation partners: PA Tourism.

Travel and accommodations costs are covered by participants.

Participants:

- representatives of ministries of culture of BSR
- NGOs dealing with handicraft and restoration
- experts on preservation of tangible and intangible cultural heritage
- representatives of organisations engaged in BSR

## **Programme**

**11:00-12:30**

**// Presentations of best practices (different perspectives)**

**12:30-14:00**

**// Finding common points and common Baltic approach**

**14:00-15:00**

**// Brainstorming (potential changes or new concepts)**

**15:00-16:00**

**// Cultural routes (local and regional ones)**

**16:00-17:00**

**// Conclusions and next steps**