



## »PROMOTION OF CULTURAL HERITAGE« PROJECT PROPOSAL

### **Project sponsor:**

Mestna občina Maribor  
Ulica heroja Staneta 1  
SI – 2000 Maribor

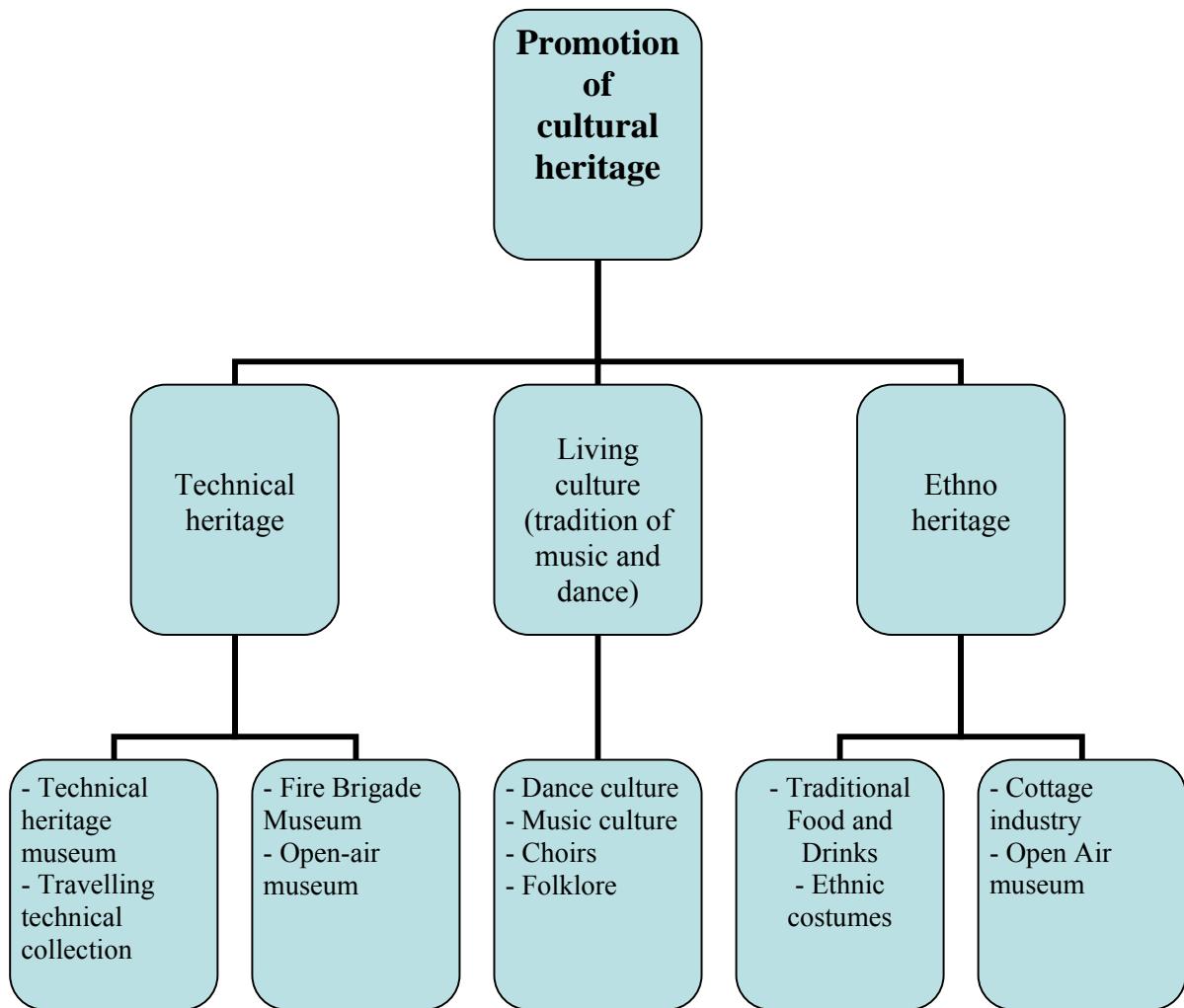
### **Project execution:**

ProFUTURUS d.o.o.  
Črtomirova ulica 11  
SI – 2000 Maribor

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040/357457

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**Purpose of the Project:**

- Joint promotion of historic sights, communication strategy,
- Coordinated approach toward conservation of cultural heritage in combination with educational activities
- Promotion of cultural tourism
- Improving cultural heritage by using new media tools – target group: especially the young population

**Possible contents:**

- Studies and plans
- Promotion activities/events,
- Setting up new services,
- Networking and information exchange – setting up learning centers (technical heritage, events – music, dance,...)
- Promotion of music, dance, singing (concerts, other events,...)
- Open Air Museums – different topics
- Traveling collections – different topics
- Promotion of traditional cuisine
- Exhibitions

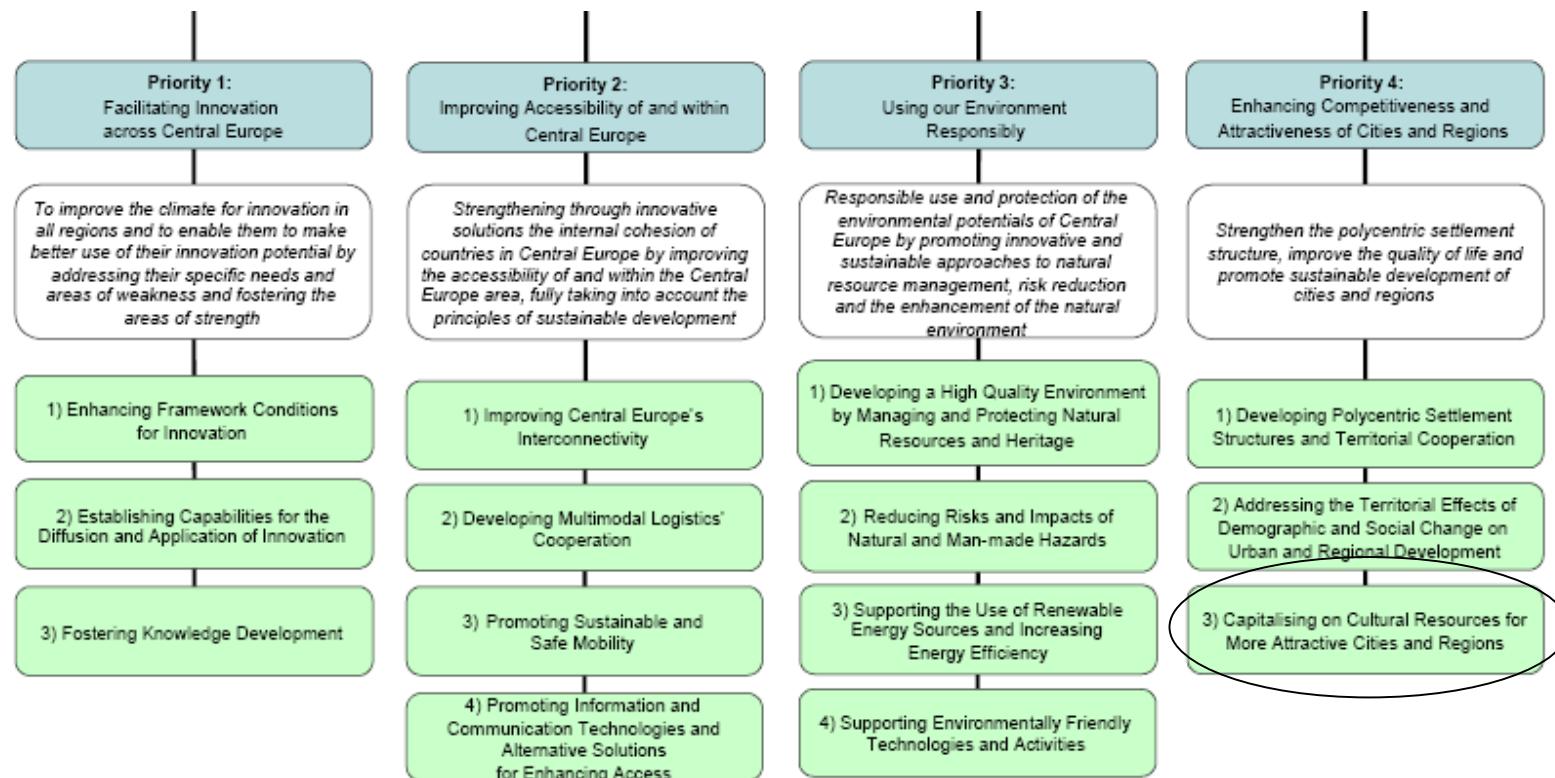
OP Alpine Space



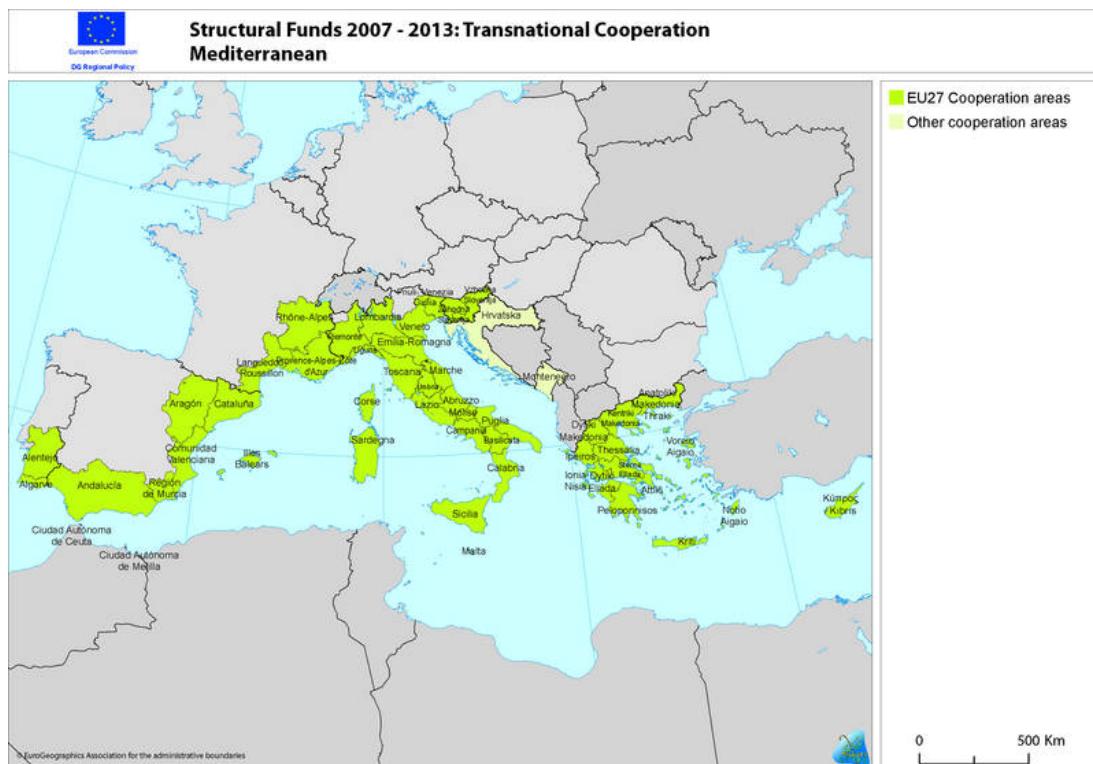
Prioritete		
Konkurenčnost in privlačnost alpske regije	Dostopnost in komunikacija	Okoje in zaščita pred okoljskim tveganjem
<ul style="list-style-type: none"> <li>Strengthening innovation capabilities of SMEs, creating appropriate environments for their development and fostering stable cooperation between R&amp;DT centres and SMEs</li> <li>Increasing the human potentials for innovation and sustainable economic growth</li> <li>Enhancing development options based on traditional sectors and cultural heritage</li> <li>Strengthening the role of urban areas as engines for sustainable development</li> <li>Strengthening rural-urban relations and the development of peripheral areas</li> <li>Facilitating the participation of all social groups in economic, cultural and social activities</li> </ul>	<ul style="list-style-type: none"> <li>Securing a fair access to public services, transport, information, communication and knowledge infrastructure within the programme area;</li> <li>Promoting and improving access and use of existing infrastructures in order to optimise the economical and social benefits, and to reduce environmental consequences;</li> <li>Enhancing connectivity for the reinforcement of polycentric territorial patterns and for laying the basis for a knowledge -driven and information society;</li> <li>Promoting sustainable and innovative mobility models with specific regard to environmental, human health and equality related issues;</li> <li>Mitigating the negative consequences of traffic flows crossing the Alps</li> </ul>	<ul style="list-style-type: none"> <li>Enhancing cooperation in environmental protection issues</li> <li>Stimulating integrated approaches to planning and management of natural resources and cultural landscape</li> <li>Stimulating the development of resources efficiency with respect to water, energy, land use, raw materials and other natural resources</li> <li>Coping with the effects of climate change</li> <li>Predicting, mitigating and managing the impacts of natural and technological hazards</li> </ul>

OP Central Europe





## OP Mediterranean



### Priority 4: Promotion of a polycentric and integrated MED space [approximately 10.0% of total funding]

The Programme will also promote initiatives that aim to enhance Mediterranean identity and culture in the face of challenges from economic globalisation and international competition.

OP SE Europe



Priority axes	Areas of intervention			
P1:Facilitation of innovation and entrepreneurship	1.1 Develop technology & innovation networks in specific fields	1.2 Develop the enabling environment for innovative entrepreneurship	1.3 Enhance the framework conditions and pave the way for innovation	
P2:Protection and improvement of the environment	2.1 Improve integrated water management and flood risk prevention	2.2 Improve prevention of environmental risks	2.3 Promote co-operation in management of natural assets and protected areas	2.4 Promote energy & resource efficiency
P3:Improvement of the accessibility	3.1 Improve co-ordination in promoting, planning and operation for primary & secondary transportation networks	3.2 Develop strategies to tackle the "digital divide"	3.3 Improve framework conditions for multi modal platforms	
P4:Development of transnational synergies for sustainable growth areas	4.1 Tackle crucial problems affecting metropolitan areas and regional systems of settlements	4.2 Promote a balanced pattern of attractive and accessible growth areas	4.3 Promote the use of cultural values for development	