

»PROMOTION OF CULTURAL HERITAGE« PROJECT PROPOSAL

Project sponsor:

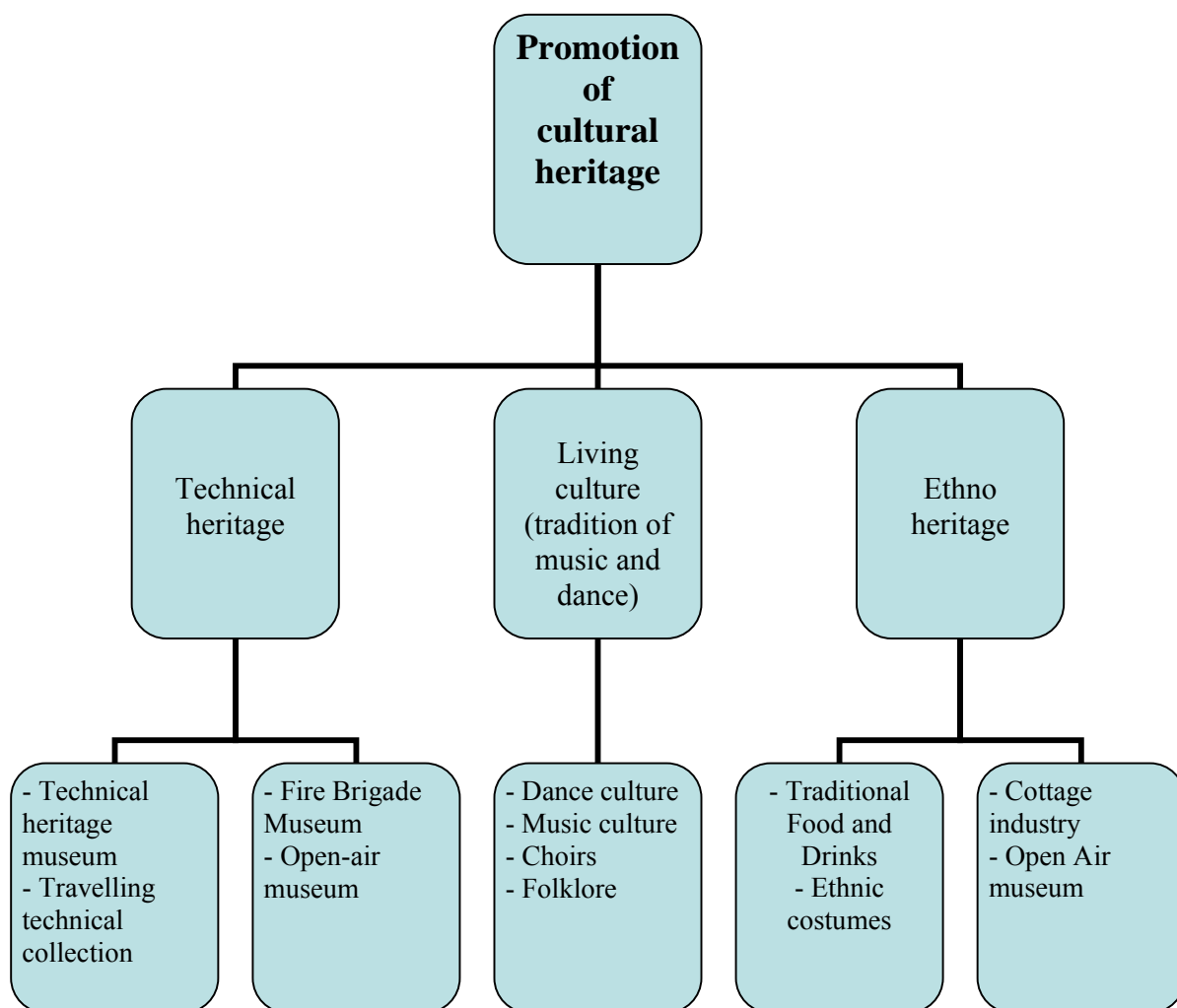
Mestna občina Maribor
Ulica heroja Staneta 1
SI – 2000 Maribor

Project execution:

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

Contact person: Dr. Matej POŽARNIK, director
matej.pozarnik@profuturus.si
040/357457

Maribor, November 2008



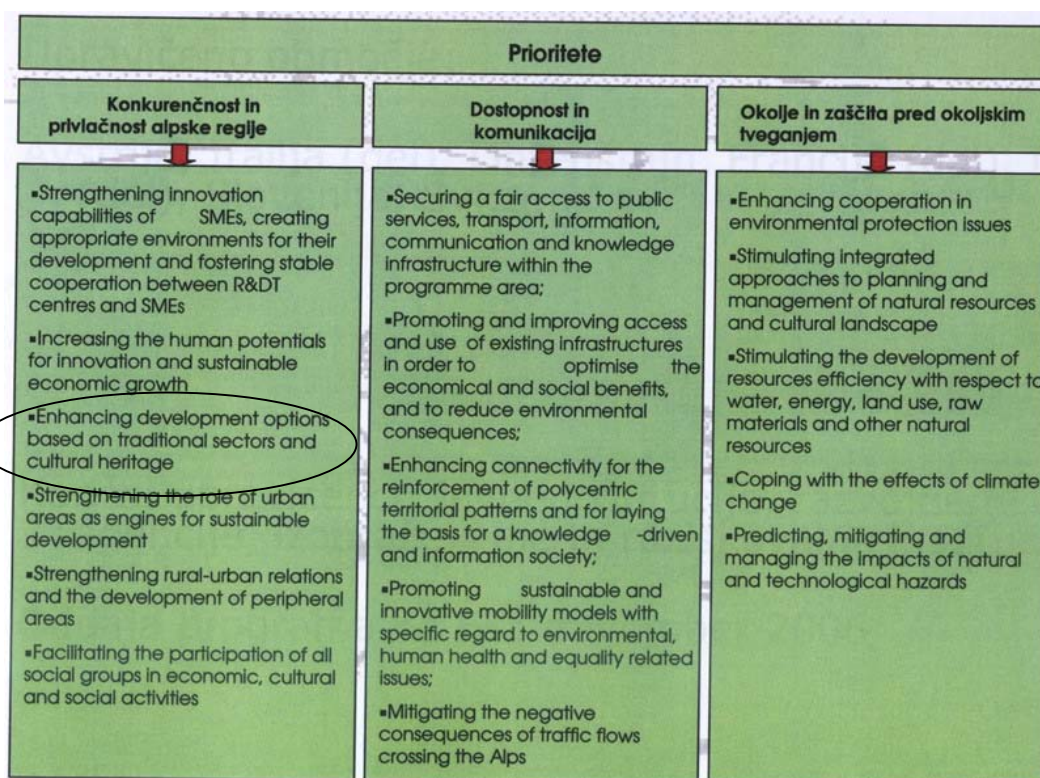
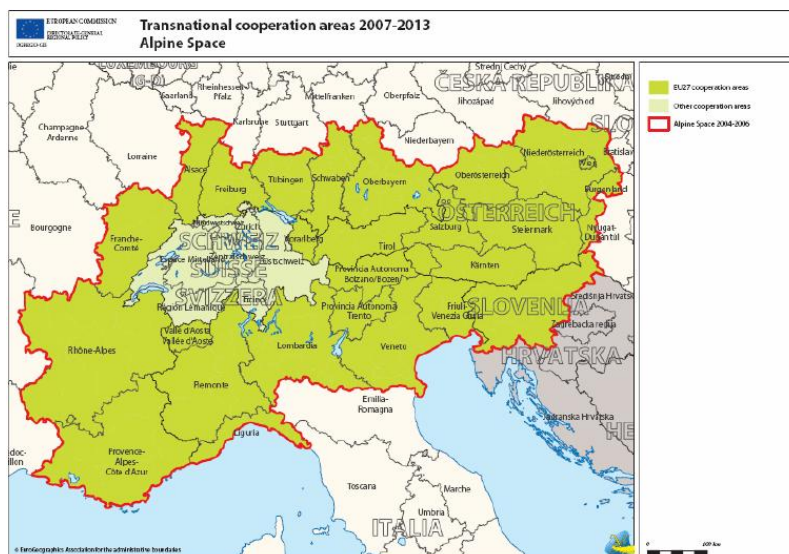
Purpose of the Project:

- 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

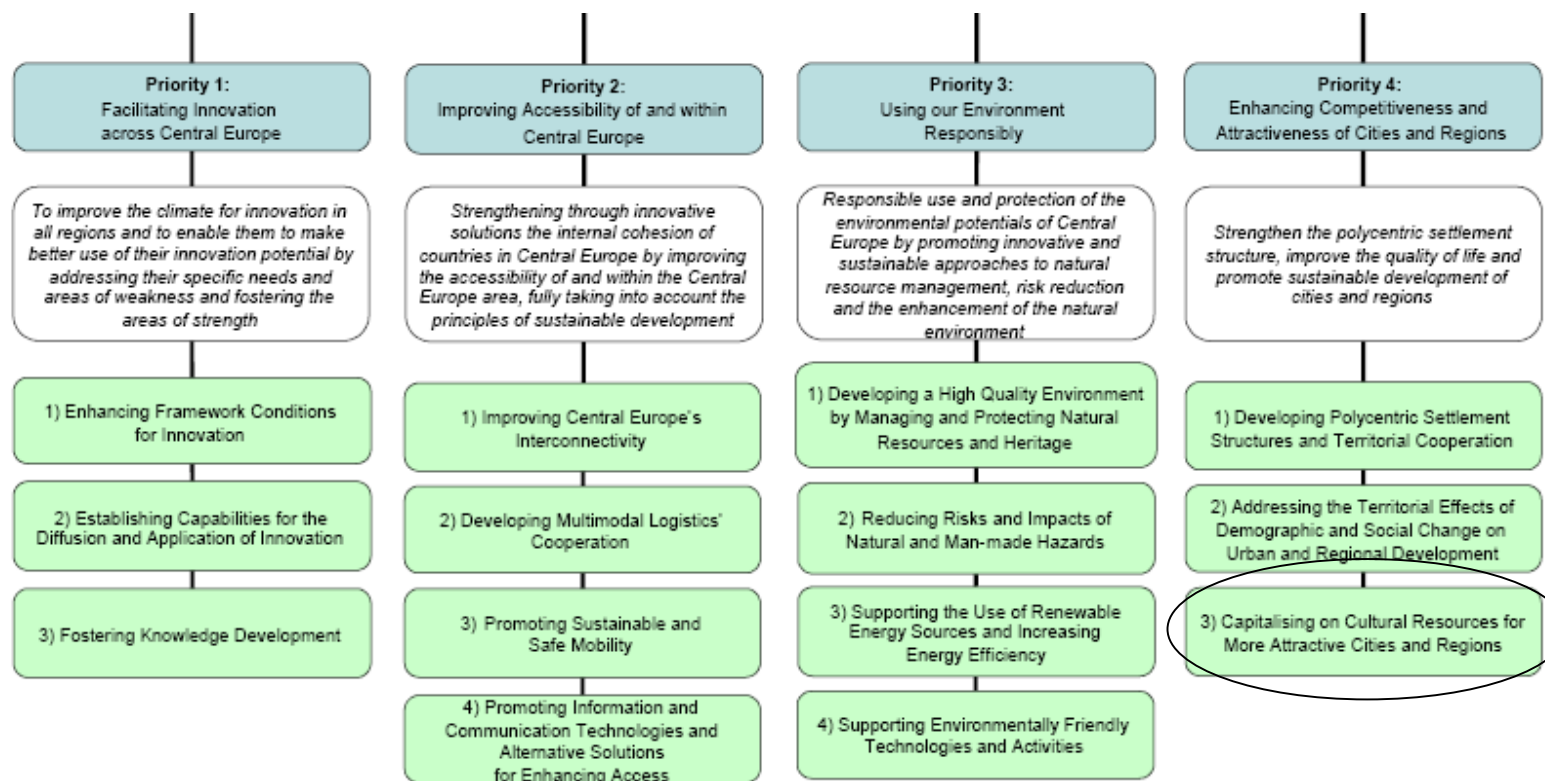


Central Europe

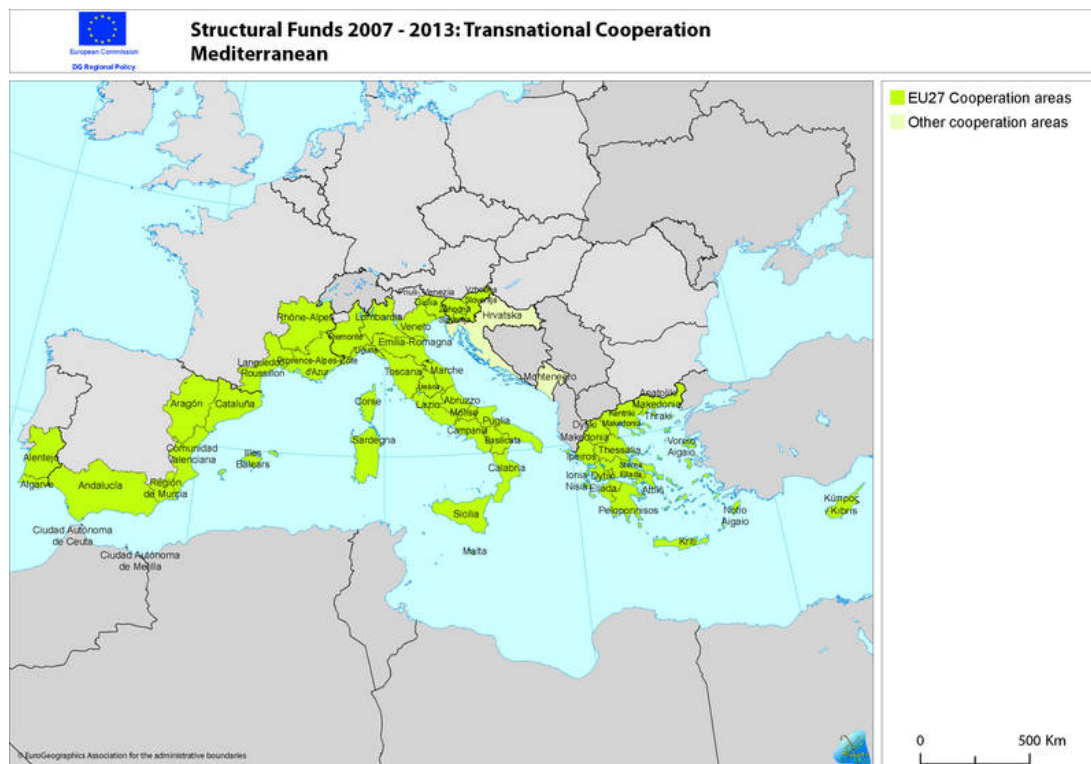
Programme area (NUTS 2)

50 km

© 2007 by the administrative authorities



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	