

- x
- x x Mestský dom kultúry,
- x x x príspevková organizácia
- x x x Vranov nad Topľou



ETNOCARPATHIA

15.04.2021



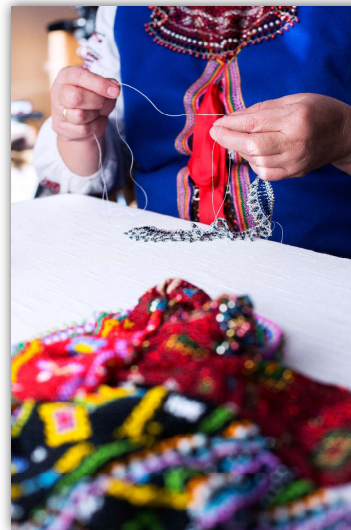
ETNOCARPATHIA

IMPLEMENTATION PERIOD: 11.2019 – 10.2021



ABOUT THE PROJECT

ETNOCARPATHIA



■ PARTNERS

- LP - ASSOCIATION OF THE CARPATHIAN EUROREGION POLAND
- PP1- CITY CULTURAL CENTRE, VRANOV NAD TOPĽOU
- PP2 – REGIONAL MUSEUM IN RZESZÓW

■ PROJECT VALUE

844 701,74 EUR (100%), INCLUDING ACEP: 515 730 EUR

■ SOURCE OF FINANCING

- 2014-2020 INTERREG POLAND-SLOVAKIA
- NATIONAL FREEDOM INSTITUTE – CENTRE FOR CIVIL SOCIETY DEVELOPMENT WITHIN CIVIL SOCIETY ORGANISATIONS DEVELOPMENT PROGRAMME



Narodowy Instytut Wolności
Centrum Rozwoju Społeczeństwa Obywatelskiego



Program Rozwoju
Organizacji
Obywatelskich
na lata 2018-2030



ABOUT THE PROJECT

ETNOCARPATHIA

■ IDEA

Development and promotion of the cultural heritage of the Polish-Slovak border region by **developing the EtnoCarpathia tourism product** based on the resources of Carpathian culture.

EtnoCarpathia is going to be a **sub-brand** of the **Carpathian Brand CARPATHIA** created and developed by the ACEP.

■ AIM

Increasing the attractiveness of the Polish-Slovak border region by creating **ready to sell tourism products** based on the resources of folk culture.



ACTIVITIES

ETNOCARPATHIA



I. POTENTIAL DIAGNOSIS

OF THE ETNOCARPATHIA

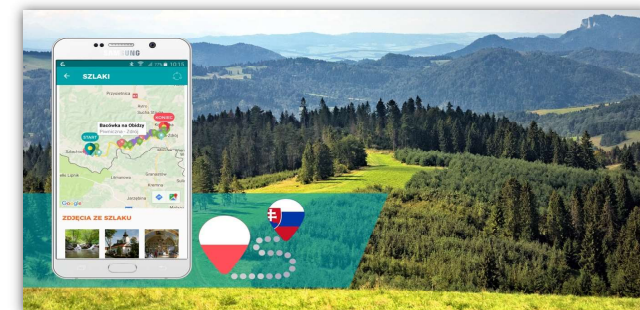
1.11.2019 – 31.03.2021

- **RESOURCE STOCKTAKING (PP1, PP2)**
- **PUBLICATIONS: SCIENTIFIC AND PROMOTIONAL (LP, PP2)**
- **STRATEGY OF 7 CULTURAL SUB-BRANDS (LP)**

II. DEVELOPING MODERN TOOLS

TO PROMOTE CULTURAL HERITAGE

1.11.2019 – 31.10.2021



- **DIGITALIZATION OF THE MUSEUM'S ETHNOGRAPHIC RESOURCES (PP2)**
- **ETNOCARPATHIA WEBSITE (LP)**
- **7 E-GUIDES / MOBILE APP (LP)**



ACTIVITIES

ETNOCARPATHIA



III. CARPATHIA ETNODESIGN

1.01.2021 – 31.08.2021

- **COMPETITION FOR THE USE OF TRADITIONAL PATTERNS IN A MODERN EDITION**
- **WINNING GRAPHICS WILL BE USED IN THE CARPATHIAN „CASKETS”**

(LP)

IV. WORKSHOPS

INFORMATION MEETINGS

1.11.2019 – 30.06.2021



- **2 MEETINGS ON DEVELOPING TERRITORIAL BRANDS**
- **7 HANDMADE WORKSHOPS**
- **4 WORKSHOPS ON USE OF MODERN MARKETING TOOLS**
- **4 PHOTOGRAPHY WORKSHOPS**

(LP, PP1)



ACTIVITIES

ETNOCARPATHIA



V. PROMOTING EVENTS

THE CULTURAL HERITAGE OF THE BORDER REGION

1.08.2020 – 31.10.2021

- **CARPATHIA ETNOWEEKEND (LP,PP1)**
- **FESTIVAL OF TRADITIONAL FOLK DANCE (PP1)**
- **STUDY VISIT OF EUROPEAN BLOGGERS (LP)**



- **ETHNOGRAPHIC EXHIBITION (PP2)**
- **INTERNATIONAL GALA CLOSING THE PROJECT (LP)**







Thank you for your attention!

Anna Buk

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