ETNOCARPATHIA

ABOUT THE PROJECT

ETNOCARPATIA

■ PARTNERS
- LP - ASSOCIATION OF THE CARPATHIAN EUROREGION POLAND
- PP1- CITY CULTURAL CENTRE, VRANOV NAD TOPLOU
- 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
ABOUT THE PROJECT

ETNOCARPATHIA

AIM

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

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.

EnoCarpathia is going to be a sub-brand of the Carpathian Brand CARPATHIA created and developed by the ACP.
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)
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)
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!

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