



Project factsheet - Assessment grid

| PROJECT OVERVIEW | |
|---------------------------|----------------------------------|
| Project Ref. No. | DRP0200630 |
| Project title | Danube Region Programme |
| Acronym | CultHeRit |
| Priority axis | 3. - A more social Danube Region |
| SO | 3.1 - SocialInfrastructure |
| Lead partner | Museum of Applied Arts |
| Lead partner country | Magyarország (HU) |
| Lead partner legal status | Public |
| Project duration | 30 |
| Total Interreg Funds | 1634872.00 |
| Total Eligible Budget | 2043590.00 |

Project Summary

CultHeRit is an initiative of 13 cultural heritage institutions and their associations from ten countries of Danube region who gathered to identify and test solutions for the brain drain of young talents and professionals from the cultural heritage (CH) sector. This phenomenon manifests on both sectorial (from the cultural heritage to more lucrative sectors), and territorial (from East to West) level. To reverse this the multidisciplinary partnership from the region aims to induce positive changes of the current employment practices in the cultural heritage institutes and museums (CHIM) in the region. By increasing the accessibility of the sector for the young professionals, the project will contribute to slowing down and reversing migration of the highly educated young people and to retaining the skilled labor in the CHIM, while increasing diversity of the sectoral workforce. Ultimately, CultHeRit strives to ensure that the sector becomes and remains attractive workplace which offers a rewarding career and professional development to its young employees. It will do so elaborating and testing possible solutions and promoting them through advocacy campaign and events. But first, it will understand the current situation by collecting needed information and identify the extent of the problems through comprehensive analysis. After a period of relative economic stability conducive for blossoming of cultural sector which saw stable employment situation, in the recent decades the situation has deteriorated rapidly. As a result, the attractiveness of a career in cultural heritage sector decreased, since in most cases, the employers have not been able to introduce innovative employment practices to compensate for the modest financial reward. As there is no defined sectoral career path and employment model for hiring and integrating young professionals, the universities may prepare young candidates whose expectations are not in line with the offer of the prospective employers. Available models or HR practices from other sectors can be informative, but are not applicable due to the special legal status of the employees and type of work in the sector. This has led to discrepancies in the sectoral labor market. Recent research shows that post-Covid narrowing of opportunities, exposed pre-existing vulnerabilities leaving a whole generation of young cultural workers struggle to find stable employment. Prevalence of project-based employment has become endemic in CHIM sector. Coupled with modest remuneration and lack of formalized career path or advancement opportunities for young professionals it causes job instability and uncertainty. CultHeRit's partnership of thirteen highly-motivated institutions has embarked on developing common solutions to reverse these processes, improve the accessibility and offer stable and fulfilling careers in this sector. The first step will be to obtain relevant, reliable and comparable data, which, as review of emerging literature and policy documents show, is a challenge in itself. The partners will analyze dynamics and current conditions in the

sectoral labor market: employment practices, educational offer and expectations of potential candidates. After diagnosing extent of the problems and identifying areas for improvement, the partners will jointly devise aspirational transnational employment model. Through a series of pilot actions, ten organizations will test applicability of this ideal model under real-life conditions, after adapting it to the national regulations and local environments. As a result, the partners will propose viable and widely-applicable solution for recruitment, employment, and retention of employees: data-based transnational model for employment of young professionals. The model is unique and represents the highest standard in this sector in the Danube region. In parallel, the partnership will conduct research to understand general employment situation and accessibility of jobs to vulnerable groups in CHIM in participating countries. The Study will identify obstacles to accessibility of employment in the field faced by young people, people with disabilities, people living in rural areas and women. Based on the findings, opportunities and viable solutions will be explored, such as possibilities offered by remote work. They will inform the recommendations on removing the obstacles in the Strategy to Improve Accessibility of Jobs and Employment Situation in CHIM sector in DR. The findings of both the Transnational Study and Strategy and will be used to address policy and decision-makers through advocacy measures. Through analysis of the labor market imbalances as well as strategic recommendations for achieving more diverse and inclusive workplaces and improving youth employment and access of vulnerable groups to the jobs in the sector, the project joins initiatives which safeguard participation and access for all in the labour market and foster upward social mobility.

LIST OF PROJECT PARTNERS

| No. | Institution name | Country | Total Interreg funds | Total eligible budget |
|-------------|--|-----------------------------|----------------------|-----------------------|
| IMM | Museum of Applied Arts | Magyarország (HU) | 232000.00 | 290000.00 |
| MAK | MAK – Museum of Applied Arts | Österreich (AT) | 232000.00 | 290000.00 |
| KUPF | KUPF OÖ - Cultural Platform Upper Austria | Österreich (AT) | 120000.00 | 150000.00 |
| INP | National Institute of Heritage | România (RO) | 124000.00 | 155000.00 |
| MNIT | National Museum for the History of Transylvania | România (RO) | 160000.00 | 200000.00 |
| AJOFM | Bihar County Employment Agency | România (RO) | 108000.00 | 135000.00 |
| RIPCM | Republic Institute for Protection of Cultural Monuments | Serbia (RS) | 79280.00 | 99100.00 |
| IPCMS | Intermunicipal Institute for Protection of Cultural Monuments - Subotica | Serbia (RS) | 47280.00 | 59100.00 |
| SKS | Serbia Trade Union of Employees in Cultural Institutions | Serbia (RS) | 43840.00 | 54800.00 |
| UPM | Museum of Decorative Arts in Prague | #esko (CZ) | 168000.00 | 210000.00 |
| IPC | Institute for Protection of Cultural-Historical and Natural Heritage of Republic of Srpska | Bosnia and Herzegovina (BA) | 56800.00 | 71000.00 |
| MUO | Museum of Arts and Crafts | Hrvatska (HR) | 127672.00 | 159590.00 |
| RIS | Research and Education Centre Mansion Raki#an | Slovenija (SI) | 136000.00 | 170000.00 |
| TOTAL (EUR) | | | 1634872.00 | 2043590.00 |

LIST OF ASSOCIATED PARTNERS

| No. | Institution name | Country |
|-----|------------------|---------|
| | | |

| | | |
|-------|--|-------------------|
| IMM | Ministry of Culture and Innovation State Secretariat for public collection and cultural developments | Magyarország (HU) |
| MNIT | Ministry of Development, Public Works and Administration | România (RO) |
| RIPCM | Ministry of Culture and Media of the Republic of Serbia | Serbia (RS) |
| MAK | Institute for Cultural Concepts | Österreich (AT) |
| MUO | Ministry of Culture and Media Croatia | Hrvatska (HR) |