

COMMHERITOUR

D.2.1.1 Complex research of Danube Region heritage market

Partner name: METU

Authors: Gabor Bodis, Phd., Beatrix Weszely

Partner number: PP2

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Table of Contents

Table of Contents.....	2
1. Heritage valorisation in the Danube Region - short literature review.....	3
Abstract	3
1.1. Introduction.....	3
1.2. Legislative Frameworks Supporting Craft Heritage	4
1.3. Craft Heritage and Tourism Management	5
1.4. Good Practices in Craft Valorisation	5
1.5. Digital Transformation in Craft Marketing	6
1.6. Challenges in Craft Heritage Valorisation	6
1.7. Opportunities for Sustainable Development.....	6
1.8. Conclusion	7
Resources	7
2. Modelling heritage valorisation In Commheritour	10
3. Good Practices.....	11
3.1 Product Development (from old to modern)	12
3.2 Product Marketing (sales and accessibility)	12
3.3 Place Development (creative centres).....	12
3.4 Crafts in Tourism (events and camps).....	12
3.5 Crafts People (entrepreneurship)	12
3.6 Professional Networking (building cooperations)	12
3.7 Branding and Image Building (local and country image).....	12
3.8 Social Sustainability (locals involved)	12

1. Heritage valorisation in the Danube Region - short literature review

Abstract

This literature review explores the valorisation, value repositioning and marketing strategies applied to craft heritage in the Danube Region over the past two decades. The Danube Region refers to the geographical area encompassing the Danube River Basin, which includes parts of Central and Eastern Europe. This region is characterized by the Danube River's influence on the social, cultural, and economic aspects of the countries it traverses. (Gál–Lux–Illés, 2013) The European Union's Danube Region Strategy (EDRS, 2011) further defines this area, focusing on sustainable development and the protection of its cultural and natural resources.

It focuses on Germany, Austria, Slovenia, Croatia, Hungary, the Czech Republic, Slovakia, Romania, Serbia, Montenegro, Bosnia and Herzegovina, and Bulgaria. The study examines legislative frameworks, tourism management strategies, good practices and case studies that highlight specific handmade products. The paper concludes with an analysis of challenges and opportunities in the sustainable development of craft heritage practices. The Danube Region holds a rich cultural heritage of traditional crafts that contribute to economic, social, and cultural development. However, these crafts face significant challenges, including market competition, declining numbers of artisans, and insufficient policy support. This literature review explores the concept of craft heritage valorisation in the Danube Region, integrating insights from academic sources and policy frameworks. Key areas of focus include community-based initiatives (DANURB+, 2014), digital transformation (Djukic–Jokovic–Antonić–Zdravković–Ilić, 2021), sustainable tourism (Ye–Qin–Wu, 2024), and regional policy mechanisms (Mishkova–Angelov–Parvanov–Mincheva, 2022). The review synthesises findings from recent studies, particularly those emphasising the role of heritage-based tourism and public–private partnership, and discusses strategies to enhance the sustainability and visibility of traditional crafts in this diverse region.

1.1. Introduction

The Danube Region boasts a rich and diverse craft heritage deeply embedded in its cultural identity and economic traditions. Over the past two decades, numerous efforts have been made to preserve, promote, and commercialize traditional craftsmanship. Globalization and digitalization present both challenges and opportunities for these industries. This review evaluates academic and industry sources on how heritage crafts have been repositioned in value and marketed to contemporary audiences, paying special attention to shifts in policies, tourism integration, and digital transformation.

Cultural tourism encompasses a broad spectrum of interconnected activities that are closely linked to various economic sectors, making it a key driver in the expansion of the tourism sector. The growing availability of leisure time, shifts in tourist preferences, and rising life expectancy have contributed to the rapid growth of cultural tourism, surpassing other segments of the industry. Moreover, cultural tourism plays a crucial role in revitalizing certain areas, regions, towns, and local communities, fostering economic and social development (Valeriu, 2007).

Craft heritage plays a fundamental role in preserving cultural identity and promoting sustainable economic development in the Danube Region. Traditional crafts are not only a source of artistic expression but also contribute to local economies, particularly through heritage tourism (Szabó–Józsa,

2021). The concept of heritage valorisation refers to the process of enhancing the visibility, economic potential, and long-term sustainability of cultural traditions, including crafts (Girard–Nijkamp, 2009).

Despite the cultural significance of traditional crafts, several challenges hinder their sustainability, including a decline in skilled artisans, increased competition from mass-produced goods, and limited financial and policy support. Tourism is an important driver of economic growth, globally and locally. The sector directly contributes 4.4% of GDP, 6.9% of employment and 21.5% of service exports in OECD countries, on average, and continued growth provides real prospects for sustainable and inclusive development. However, integrated and forward-looking policies are needed to ensure this growth better delivers benefits for people, places and businesses (OECD, 2020).

This literature review explores strategies for craft heritage valorisation in the Danube Region by examining successful initiatives, policy frameworks, and opportunities for integrating heritage crafts into sustainable tourism. It further expands on the role of digitalization, cross-sector collaboration, and best practices from other European regions.

1.2. Legislative Frameworks Supporting Craft Heritage

Government policies and legal protections play a crucial role in safeguarding craft traditions. Since the early 2000s, many countries in the Danube Region have gradually strengthened legislative measures to protect artisans and their products.

In Hungary, the "Hungarikum Act" (Hungarikum, 2012)" passed in 2012 and expanded upon in subsequent years, has provided financial and marketing support to traditional crafts such as Kalocsa embroidery and blue-dyeing textiles. Austria, aligning with UNESCO's intangible cultural heritage framework (AFC, 2019) has preserved traditional crafts through regional funding initiatives since the mid-2000s. The Austrian Federal Economic Chamber has played an essential role in supporting craft education and funding apprenticeship programmes that have seen a resurgence over the past two decades. In Romania, a series of legislative efforts beginning in the early 2010s have been directed at integrating traditional folk crafts into national economic strategies (Croitoru, 2021), including financial incentives for artisans specializing in ceramics, traditional weaving, and wooden icon painting. Similarly, Germany enforces the German Handicraft Code (ZDH, 1953), which has been modernized in recent years to provide targeted support for endangered craft trades. The Bavarian Craft Association (BCA, 1851) has remained an active force in promoting regional crafts such as glassblowing in the Bavarian Forest and wooden cuckoo clocks from the Black Forest region, with significant marketing expansions occurring since 2010. Bulgaria's Cultural Heritage Act (CHAB, 2009), reinforced by EU-backed initiatives, has allowed for increased funding to craft industries such as wood carving and rose oil production, ensuring their competitive presence in European markets.

The valorisation of craft heritage requires strong policy support and cross-border cooperation. The European Union's Creative Europe Programme provides funding for cultural heritage projects, fostering regional collaboration (European Commission, 2023). Since 2014, Creative Europe has been supporting projects to foster cultural diversity, promote artistic expression, and boost the economic potential of the creative industries.

Pushing boundaries is about finding new ways of artistic expression, how we redefine creating a work of art. Challenging boundaries is to challenge ourselves every day. Additionally, the KRAFT Methodology advocates for integrated regional development that aligns cultural and economic sustainability (Miszlivetz–Márkus, 2013).

1.3. Craft Heritage and Tourism Management

Cultural tourism is a significant driver of craft heritage valorisation, as many visitors seek authentic, locally produced goods (Valeriu, 2007). The Local Flavours Project (LFP, 2023) for example, demonstrated how heritage-based tourism can enhance the visibility of craft traditions while promoting economic sustainability (Szabó–Józsa, 2021).

Tourism has played an increasing role in the promotion and sustainability of craft heritage, particularly since the mid-2000s, when cultural tourism programmes became central to economic revitalization efforts. The "Green and Mystical Danube Storytelling Route" (GMDSR, 2025) an initiative that gained traction in the early 2010s, has successfully integrated local crafts into tourism narratives, highlighting products like wooden sculptures in Slovakia and handmade wool carpets in Serbia. The "Culinary Trail of the Ethnic and Local Cuisine in the Danube Region" (CT, 2025) has been instrumental in promoting food-related crafts such as traditional ceramic plates in Hungary and carved wooden serving boards in Slovenia, with a marked increase in international visitor engagement since 2015. The "Danube Cultural Cluster" (DCC, 2012) established in Vienna in the late 2000s, has significantly expanded its support for cross-border collaborations between artisans and tourism agencies, featuring folk costume embroidery from Croatia and artisanal glassworks from the Czech Republic. Handicraft festivals, including the Romanian Traditional Crafts Fair (ASTRA, 2025) and the Serbian Ethno Fest (EAFF, 2025), have grown in prominence over the past two decades, providing essential platforms for artisans to showcase and sell their work while engaging with tourists.

Slow Tourism and Craft Experiences, where visitors participate in workshops led by local artisans, preserving knowledge while generating revenue for craftspeople (Yeoman–Brass– McMahan–Beattie, 2007).

1.4. Good Practices in Craft Valorisation

Several successful case studies demonstrate how traditional craftsmanship has been repositioned and marketed effectively. Slovenian Idrija Lace, which received UNESCO recognition in 2012, exemplifies how a regional craft can gain international visibility through heritage branding. Croatian Licitar Hearts, officially recognized as part of cultural heritage since the early 2010s, have seen increasing sales in the tourism sector and have been featured at cultural exhibitions worldwide. Hungarian Kalocsa Embroidery has adapted to contemporary fashion trends, with major expansions into digital retailing since 2015. Romanian Horezu Pottery has benefited from governmental branding initiatives and European market expansion since 2010, elevating its status to that of a luxury handmade product. Bulgarian Rose Oil Production, a longstanding industry, has successfully merged traditional techniques with modern branding efforts, increasing its market share in global perfume and skincare industries since the early 2000s. Czech glass and crystal making, particularly in Bohemia, have remained resilient to market changes by adapting traditional craftsmanship to modern consumer preferences over the past two decades. Slovakian Modrotlač, a blue-dyeing textile printing technique, saw a major revival through European heritage programmes initiated in 2018, further strengthening its visibility. Serbian Pirot Kilims, handmade wool carpets that have long been recognized for their cultural value, have gained increasing recognition in international markets due to cultural diplomacy efforts since the 2010s.

Additionally, cross-border cooperation initiatives, such as the Danube Limes Project (DLP, 2012), foster community engagement by uniting different regional actors to preserve and promote cultural heritage crafts through collaborative events and knowledge-sharing platforms (European Commission, 2023).

1.5. Digital Transformation in Craft Marketing

The adoption of digital tools has revolutionised the craft sector by increasing accessibility and market reach. Online platforms, virtual museums, and social media campaigns enable artisans to connect with broader audiences (Richards, 2009).

The rise of e-commerce and social media has transformed craft heritage marketing over the past two decades. Since the early 2010s, platforms such as Etsy (Etsy, 2025) and Amazon Handmade (Amazon, 2025) have provided artisans with access to international markets, marking a significant shift from local craft fairs to digital storefronts. Digital campaigns led by heritage institutions, such as the Danube Cultural Foundation, have increased craft visibility through online storytelling, particularly through video content and interactive digital platforms launched in the late 2010s. Augmented reality and virtual craft fairs have gained traction (IARH, 2022) in recent years, offering artisans alternative marketing channels. Social media influencers and bloggers, especially in Germany and Austria, have contributed to the promotion of artisan crafts, leading to increased consumer interest in handmade products. QR code storytelling (QRLAB, 2025), first introduced in Slovenia and Hungary in the mid-2010s, has provided consumers with detailed historical and crafting process information through mobile devices, fostering deeper engagement with traditional crafts. Despite these advancements, digital transformation presents challenges, including the need for technical training and access to digital infrastructure (OECD, 2020). Increased policy support and financial incentives for digital literacy training programmes can further assist artisans in adapting to new technologies.

1.6. Challenges in Craft Heritage Valorisation

Despite many successes, craft industries in the Danube Region face numerous challenges. The growing competition from mass-produced alternatives continues to threaten traditional craft markets, particularly in textiles and ceramics. The transmission of skills remains a pressing issue, as the aging artisan population and declining interest among younger generations put the continuity of craft traditions at risk. Limited funding has historically constrained many artisans from expanding their businesses, although EU cultural funding initiatives since the early 2010s have alleviated some of these barriers. Sustainability concerns, particularly regarding ethical sourcing and environmentally friendly production processes, have become increasingly relevant over the past two decades. Geopolitical instability in certain parts of the Balkans has also impacted small craft businesses and disrupted supply chains.

1.7. Opportunities for Sustainable Development

Ensuring the longevity of craft heritage industries requires innovative approaches. Expanding education and training programmes that integrate craft heritage into school curricula, as seen in Slovakia and Hungary since the mid-2010s, can help sustain traditional skills. Public–private partnerships can enhance market reach, while cultural branding remains essential for distinguishing handmade products based on regional identity. Eco-friendly production methods have become a critical area of focus, as artisans look to appeal to environmentally conscious consumers. The luxury market has proven to be a valuable avenue, with collaborations between high-end fashion brands and traditional artisans becoming more common since the early 2010s. Cross-border cooperation within EU-funded programmes has played a significant role in supporting transnational craft initiatives, strengthening networks among artisans across Serbia, Montenegro, and Bosnia and Herzegovina.

1.8. Conclusion

In summary, creative tourism boosted by craft heritage valorisation presents numerous benefits for destinations seeking to diversify their tourism offerings with innovative experiences. Compared to more traditional tourism models, including cultural tourism, it offers several distinct advantages. Firstly, creativity not only serves as an attraction for visitors but also enhances the overall tourism experience by providing a unique and engaging environment. Secondly, fostering creativity within tourism helps preserve the distinctive character and ambiance of a destination, ensuring its long-term appeal. Additionally, craft heritage valorisation can act as a catalyst for economic growth by supporting local artisans, craft producers, and small creative businesses, offering them new opportunities for exposure and income. Furthermore, it empowers local communities by allowing residents to showcase their own creative talents, granting them greater agency in shaping tourism initiatives. Lastly, creative tourism is a sustainable and continuously renewable resource, ensuring its viability for long-term development.

The valorisation of craft heritage in the Danube Region has evolved significantly over the past two decades. Legislative support, tourism integration, digital transformation, and strategic marketing have all contributed to the preservation and promotion of traditional crafts. However, continuous adaptation is required to address market challenges and ensure sustainable growth. Future research should explore emerging trends such as blockchain authentication for crafts, AI-driven marketing strategies, and the role of AI-generated designs in traditional craftsmanship.

Resources

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<https://www.amazon.com/b?ie=UTF8&node=120955898011>

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EAFF (2025): International Folklore Festival "Ethno Fest" Belgrade.
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EDRS (2010): The European Union's Danube Region Strategy
<https://danube-region.eu/>

Etsy (2025): Aa global online marketplace, where people come together to make, sell, buy, and collect unique items.
<https://www.etsy.com/>

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<https://ec.europa.eu/programmes/creative-europe>

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<https://net.jogtar.hu/jogszabaly?docid=a1200030.tv>

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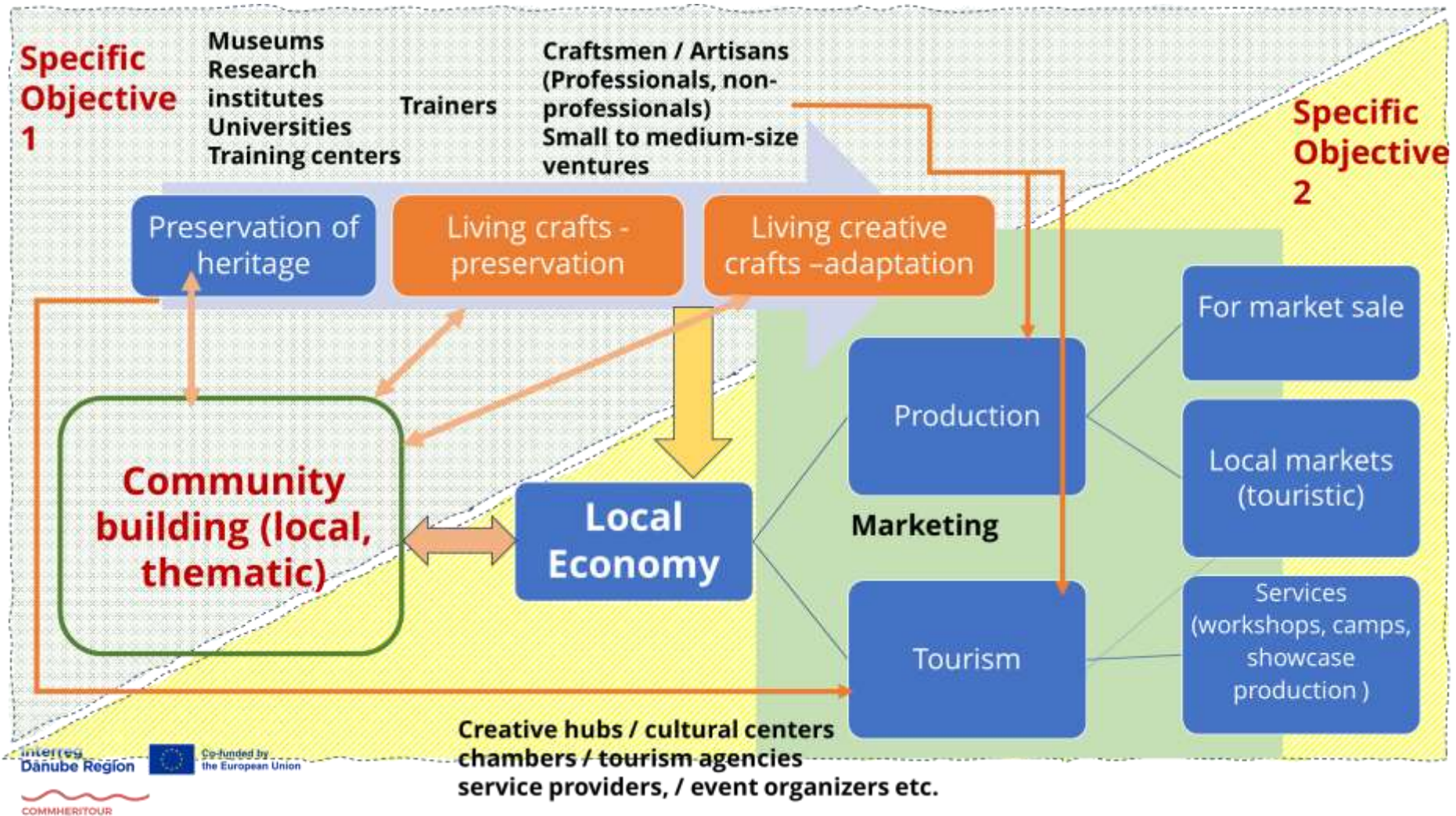
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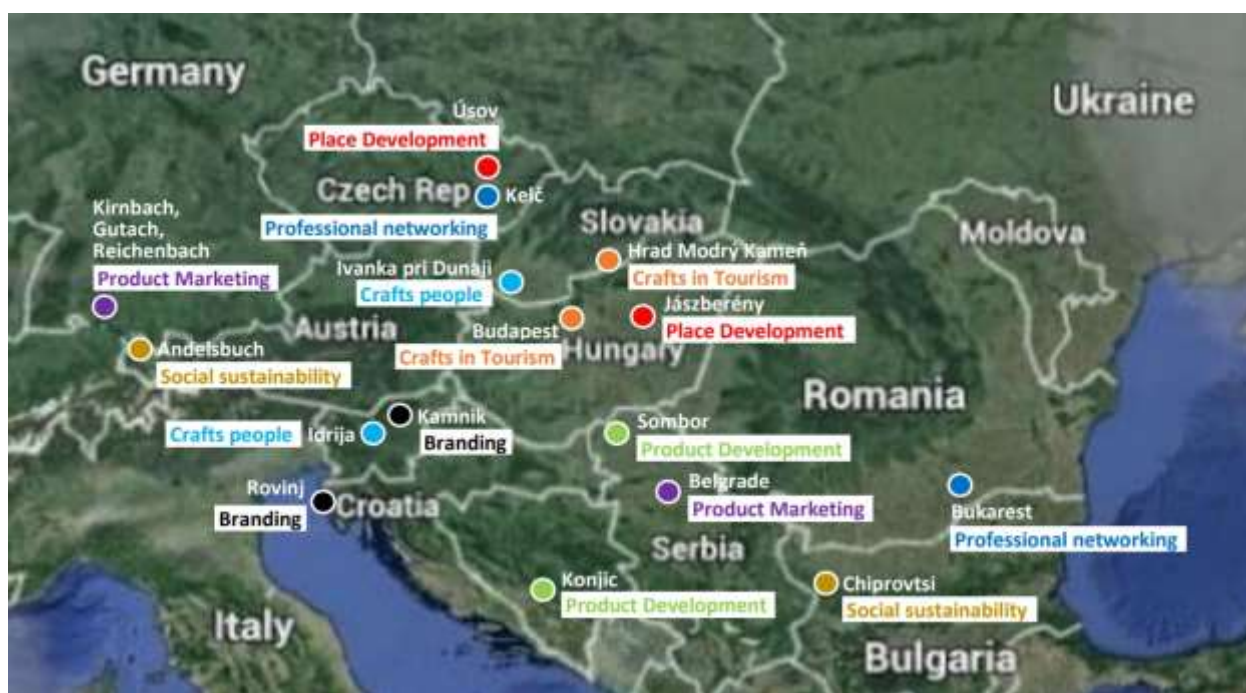
2. Modelling heritage valorisation In Commheritour



3. Good Practices

Through the following table and map, the user can easily review the good practices. The map illustration also shows that during the research, special attention was paid to the balanced processing and presentation of partner countries in the benchmarking compilation identified in the research and presented in this study.

Product development (from old to modern)	Rustikanna Crafts & Shop	Serbia	Sombor
	Konjic Woodcarwing	Bosnia	Konjic
Product marketing (sales & accessibility)	Opancereva Website	Serbia	Belgrade
	Der Original Bollenhut	Germany	Schwarzwald
Place development (creative centre)	Roomli	Hungary	Jászberény
	Lavender Farm	Czechia	Úsov
Crafts in tourism (events & camps)	Traditional Wooden Toys	Slovakia	Hrad Modrý Kameň
	Festival of Folk Arts	Hungary	Budapest
Crafts people (entrepreneurship)	Peter Trnka Modrotlac	Slovakia	Ivanca pri Dunaji
	Tina Koder Family Idrija Lace	Slovenia	Idrija
Professional networking (building cooperations)	Semne Cusute	Romania	Bukarest
	Hliněný dům	Czechia	Kelč
Branding, image building (local and country image)	Doroteja Brand	Slovenia	Kamnik
	Batana Boats	Croatia	Rovinj
Social sustainability (locals involved)	Werkraum Bergerzswald	Austria	Andelsbuch
	Kilimi Carpets	Bulgaria	Chiprovtsi



3.1 Product Development (from old to modern)

No. 1. Rustikanna Crafts & Shop

No. 2. Konjic Woodcarving

3.2 Product Marketing (sales and accessibility)

No. 3. Opancareva kći Website

No. 4. Der Original Bollenhut

3.3 Place Development (creative centres)

No. 5. Roomli

No. 6. Lavender Farm

3.4 Crafts in Tourism (events and camps)

No. 7. Traditional Wooden Toys

No. 8. Festival of Folk Arts

3.5 Crafts People (entrepreneurship)

No. 9. Peter Trnka Modrotlač

No. 10. Tina Koder Idrija Lace

3.6 Professional Networking (building cooperations)

No. 11. Semne Cusute

No. 12. Hlinený Dům

3.7 Branding and Image Building (local and country image)

No. 13. Doroteja Brand

No. 14. Batana Boats

3.8 Social Sustainability (locals involved)

No. 15. Werkraum Bregenzerwald

No. 16. Kilimi Carpets

No.1	Rustikanna Crafts & Shop	Serbia	Vojvodina	Sombor
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Categories of cultural heritage

Professional craftspeople	Knowledge transfer	Presentation of crafts	Network for preservation of crafts	Local community building	Crafts within tourism
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Description

Rustikanna Studio is a creative space dedicated to crafting unique, handmade items that blend traditional craftsmanship with modern design. They offer a variety of products, including home decor, accessories, and personalized gifts, all made with high-quality materials and attention to detail. The studio emphasizes sustainability and ethical production practices, ensuring that each piece is not only beautiful but also environmentally friendly. Rustikanna Studio aims to bring a touch of rustic charm and elegance into everyday life, making their creations perfect for those who appreciate artisanal craftsmanship.

<https://rustikanna.studio/>

Types of handicrafts

Embroidery Embroidery schemes making	Customs making Clay sculpting	Folk customs making Painting (on silk, mural)	Linen printing Weaving
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Craft touchpoints - where to find?

Workshop of an artisan (directly from the craftsman) Webshop selling its own, locally produced products	Social media accounts Events (workshops, exhibitions, courses)
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What can we learn?

Heritage preservation / valorisation practice	What do they expose with their practice?	<ul style="list-style-type: none"> • Rustikanna's practice exposes the fusion of traditional craftsmanship with sustainable, modern (re)design – products and education
Success factors	Achievements and strengths that make this case inspiring for other attempts in the DR	<ul style="list-style-type: none"> • Promotion of the product "RUSTIKANNA" baby-rocking chair, University of Economics, London, 2009 • Presentation of the product and work – with the support of the Embassy of Serbia in Budapest • Large number of projects implemented and trained • Won awards - participation in weaving colonies, international exhibitions and international projects
Local community involvement	Fundamental values that help to connect the target groups for the social prosperity of the area	<ul style="list-style-type: none"> • Collaborate with local artisans, provide workshops, and support community events to foster a deeper appreciation for handmade, eco-friendly products • Focus on – transferring knowledge, unemployed women, young people, children in inclusion, work with refugees and children with disabilities • Cooperation with associations, schools, organizing workshops, sensitizing the public through exhibitions at events and painting murals
Link to professional network	Reflecting on its strategic position in the region; making the most of networks	<ul style="list-style-type: none"> • Cooperation with cultural and art societies, cultural centers, museums, schools, art colonies, tourist organizations, etc.
Communication	The use of social networks to disseminate and promote their mission	<ul style="list-style-type: none"> • Facebook, Instagram, Pinterest, LinkedIn • Connect with people with similar interests - get information, raise awareness on old artistic crafts and handicrafts
Sustainability factor	Operations and maintenance that drive the practice forward; opportunities for financial sustainability	<ul style="list-style-type: none"> • Competitions – Project "OLD CRAFTS ARE THE THREAD THAT CONNECTS DIFFERENCES IN 2024" - "VUK KARADŽIĆ" Primary and secondary school with dormitory – Redesign your city

What makes it a best practice?

PRODUCT DEVELOPMENT:

Rustikanna excels in product development by transforming old materials into modern, stylish products. Their approach combines sustainability with innovation, ensuring each item is unique and eco-friendly. By upcycling, they reduce waste and create high-quality, contemporary designs that appeal to environmentally conscious consumers. This blend of tradition and modernity sets Rustikanna apart as a best practice in sustainable product development.

Contact information

Contact person: Ana Ilić Panjković
 Address: Podgorička 3/18 25000 Sombor, Srbija
 Phone: +381 63 8716137
 Mail: rustikanna@yahoo.com
 Website: <https://rustikanna.com/>
 Social network: [Facebook](#); [Instagram](#)

No.2	Konjic Woodcarving	Bosnia and Herzegovina	Herzegovina-Neretva	Konjic
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ZANAT



Categories of cultural heritage

Professional craftspeople	Knowledge transfer	Presentation of crafts	Network for preservation of crafts	Local community building	Crafts within tourism
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Description

Konjic woodcarving is a traditional craft from Konjic, Bosnia and Herzegovina, known for its intricate hand-carved motifs. This art form includes furniture, sophisticated interiors, and small decorative objects, all featuring unique designs that reflect the local culture. Recognized by UNESCO as an Intangible Cultural Heritage, Konjic woodcarving is a symbol of community identity and craftsmanship, passed down through generation. Two prominent families represent the Konjic woodcarving craft: the Nikšić and Mulić families. These families have passed down their skills through generations, making the tradition world-famous.

<https://zanat.org/>

Types of handicrafts

Woodworking			
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Craft touchpoints - where to find?

Workshop of an artisan (directly from the craftsman) Shop selling local artisans' products eShop selling local artisans' products	Social media accounts Events (workshops, exhibitions, courses) Local festival
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What can we learn?

Heritage preservation / valorisation practice	What do they expose with their practice?	<ul style="list-style-type: none"> • Konjic woodcarving preserves cultural heritage by transmitting traditional skills and fostering community identity and continuity.
Success factors	Achievements and strengths that make this case inspiring for other attempts in the DR	<ul style="list-style-type: none"> • Unique aesthetic - sets it apart from other woodcarvings worldwide, exported to all continents • Fundamental inclusivity of Konjic woodcarving - people of all ethnicities, ages, genders and religions practice the craft • Limited editions, no two products can ever be the same
Local community involvement	Fundamental values that help to connect the target groups for the social prosperity of the area	<ul style="list-style-type: none"> • Woodcarving – widely distributed among citizens • Owners of family workshops for woodcarving is responsible: preserving elements, educating students, making this craft more popular
Link to professional network	Reflecting on its strategic position in the region; making the most of networks	<ul style="list-style-type: none"> • Regional artisanal center • Most talented professional designers in the Balkans region • Collaborate with French and Scandinavian designers
Communication	The use of social networks to disseminate and promote their mission	<ul style="list-style-type: none"> • Online catalog – regularly updated
Sustainability factor	Operations and maintenance that drive the practice forward; opportunities for financial sustainability	<ul style="list-style-type: none"> • Inscribed in 2017 (12.COM) on the Representative List of the Intangible Cultural Heritage of Humanity • Economically viable, socially inclusive, and ecologically sustainable practice • All wood comes from sustainable farms; leftover wood chips are used for heating

What makes it a best practice?

PRODUCT DEVELOPMENT:

Konjic woodcarving is a best practice in product development due to its emphasis on sustainability, cultural heritage, and community involvement. Artisans use locally sourced wood and traditional techniques, ensuring environmentally friendly production. The craft fosters social inclusion by involving diverse ethnic groups, promoting dialogue and cooperation. Additionally, the unique hand-carved designs and high-quality craftsmanship enhance the product's market appeal, making it economically viable and culturally significant. This holistic approach not only preserves a valuable tradition but also creates sustainable and marketable products.

Contact information

Contact person:

Address: Varda 6, 88400 Konjic, Bosnia and Herzegovina

Phone: +387 36 727 299

Mail: info@zanat.org

Website: <https://zanat.org/>

Social network: [Facebook](#)

No.3	Opancareva kći Website	Serbia	Belgrade	Belgrade
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Categories of cultural heritage

Professional craftspeople	Knowledge transfer	Presentation of crafts	Network for preservation of crafts	Local community building	Crafts within tourism
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Description

Opancareva kći is a renowned fashion brand that seamlessly blends traditional Serbian craftsmanship with contemporary design. Founded by Marina Aleksić, the brand specializes in traditional Serbian attire and opanci (shoes), aiming to preserve cultural heritage. They participate in various cultural festivals and fashion shows, showcasing their timeless pieces that appeal to all generations. Marina's vision is to create garments that are not only stylish but also deeply rooted in tradition, ensuring that every piece tells a story of Serbian heritage. Their designs are celebrated for their vibrant colors and cultural authenticity. Their opanci are handcrafted by skilled artisans using traditional techniques. Each piece reflects a unique blend of history and modern fashion.

<https://www.opancarevakci.com/>

Types of handicrafts

Leatherworking	Embroidering	Dress Making – tailoring, sewing National costume making	Serbian folk shoes (Opanci) Making
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Craft touchpoints - where to find?

Workshop of an artisan (directly from the craftsman) Webshop selling its own, locally produced products Shop selling its own, locally produced products	Social media accounts Events
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What can we learn?

Heritage preservation / valorisation practice	What do they expose with their practice?	<ul style="list-style-type: none"> • Opančareva kći exposes the beauty and significance of Serbian cultural heritage by blending traditional craftsmanship with modern fashion design.
Success factors	Achievements and strengths that make this case inspiring for other attempts in the DR	<ul style="list-style-type: none"> • 4 generation of experience • Timeless pieces • To all generations • One detail at a time – more interesting
Local community involvement	Fundamental values that help to connect the target groups for the social prosperity of the area	<ul style="list-style-type: none"> • Local artisans • Locally sourced natural ingredients
Link to professional network	Reflecting on its strategic position in the region; making the most of networks	<ul style="list-style-type: none"> • Festivals – West Ethnology Fest, Fashion Selection
Communication	The use of social networks to disseminate and promote their mission	<ul style="list-style-type: none"> • Facebook, Instagram, Youtube, Pinterest, X, LinkedIn, Telegram • Blog Opančareva kći – transferred the work of her father into virtual world • Available Contact Center, 12:00-18:00 on weekdays
Sustainability factor	Operations and maintenance that drive the practice forward; opportunities for financial sustainability	<ul style="list-style-type: none"> • Carry on the tradition – production: in step with modern technologies • Worldwide shipping

What makes it a best practice?

PRODUCT MARKETING:

Opančareva Kći is considered a best practice in product marketing due to its focus on customer-centric innovation. This approach involves deeply understanding customer needs and preferences, and then tailoring products to meet those specific demands. By continuously gathering and analyzing customer feedback, Opančareva Kći ensures that products remain relevant and competitive in the market. This strategy not only enhances customer satisfaction but also drives sustainable growth and brand loyalty. Despite the fact that the website is only available in Serbian, it has a large reach on many social media platforms (Facebook 32,000 followers, Instagram 23,000 followers). Opancareva Kci's posts have an average engagement rate of 0.66%, with 131 likes and 7 comments per post. Most of the engagement comes from followers in Serbia (29.79%), Italy (8.51%), and Kenya (8.51%), with Australia and Montenegro also in the top five.

Contact information

Contact person: Opančareva kći
 Address: Svetozara Miletića 3 Dorćol, Beograd, Srbija
 Phone: +381604042324
 Mail: opancarevakci@gmail.com
 Website: <https://www.opancarevakci.com/>
 Social network: [YouTube](#); [Facebook](#); [Instagram](#)

No.4	Der Original Bollenhut	Germany	Baden-Württemberg	Schwarzwald (Gutach, Kirnbach, Hornberg-Reichenbach)
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Categories of cultural heritage

Professional craftspeople	Knowledge transfer	Presentation of crafts	Network for preservation of crafts	Local community building	Crafts within tourism
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Description

The Bollenhut is a traditional headdress from the Black Forest region of Germany, dating back to around 1750. It features a broad-brimmed straw hat adorned with 14 woolen pompoms arranged in a cross. Unmarried women wear red pompoms, while married women wear black. Originating in the villages of Gutach, Kirnbach, and Hornberg-Reichenbach, the Bollenhut has become an iconic symbol of the Black Forest. It is still worn today during traditional events and celebrations. The website design is very lovable, easy to navigate, and truly builds the brand by allowing people to wear it in a visible and striking way.

<https://www.schwarzwald-tourismus.info/schwarzwald/klassiker/bollenhut>

Types of handicrafts

Hat making	Embroidery	Wool processing	
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Craft touchpoints - where to find?

Workshop of an artisan (directly from the craftsman) Handicraft Centre of more than one local artisan Local festival	Shop selling local artisans' products eShop selling artisans' products Social media accounts
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What can we learn?

Heritage preservation / valorisation practice	What do they expose with their practice?	<ul style="list-style-type: none"> • Bollenhut exemplifies how cultural artifacts can be preserved and valorised through thoughtful marketing and storytelling, ensuring they remain an integral part of the region's identity and economy.
Success factors	Achievements and strengths that make this case inspiring for other attempts in the DR	<ul style="list-style-type: none"> • Almost 300 years of experience • Iconic symbol of the Black Forest region.
Local community involvement	Fundamental values that help to connect the target groups for the social prosperity of the area	<ul style="list-style-type: none"> • Foster a sense of belonging and shared heritage; • Workshops to encourage participation and belonging
Link to professional network	Reflecting on its strategic position in the region; making the most of networks	<ul style="list-style-type: none"> • 3 villages within the network • Strengthening businesses
Communication	The use of social networks to disseminate and promote their mission	<ul style="list-style-type: none"> • From Youth to Active Aging; • Downloadable publications - FR, EN, NL • Transfer of knowledge to younger generations; • Facebook, Instagram, Youtube; Pinterest; TikTok; LinkedIn; XING; Spotify • In English language, too.
Sustainability factor	Operations and maintenance that drive the practice forward; opportunities for financial sustainability	<ul style="list-style-type: none"> • Local support organisation; support for rural areas in Baden-Württemberg; tourism grants • Tourism products and services • Living tradition - preserving folk costumes • Traditional costume associations

What makes it a best practice?

PRODUCT MARKETING:

The Bollenhut is crafted by rare artisans, taking a week to produce. It is expensive and time-consuming to make, though cheaper versions are available for tourists. Seeing an original Bollenhut is highly valued. The hat is prominently featured in regional brochures, posters, and online ads, worn with local folk costumes during holidays and traditional events. It can be viewed in museums like the Black Forest Costume Museum in Haslach. Original Bollenhüte are handmade in Glotttertal, with the technique for making the red wool balls being a closely guarded secret. The Bollenhut is a key marketing tool for Black Forest products, highlighting their authenticity and uniqueness. It is also used in films, theater, and art, remaining a symbol of the Black Forest.

Contact information

Contact person: Schwarzwald Tourismus GmbH Kompetenzzentrum Tourismus

Address: Wiesentalstraße 5 79115 Freiburg

Phone: +49 761 896460

Mail: mail@schwarzwald-tourismus.info

Website: <https://www.schwarzwald-tourismus.info/schwarzwald/klassiker/bollenhut>

Social network: [YouTube](#); [Facebook](#); [Instagram](#)

No.5	Roomli	Hungary	Northern Great Plain	Jászberény
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Categories of cultural heritage

Professional craftspeople	Knowledge transfer	Presentation of crafts	Network for preservation of crafts	Local community building	Crafts within tourism
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Description

Roomli in Jászberény is a creative hub established through the STIMULART project. It serves as a vibrant community space where people can engage in various artistic and cultural activities. The initiative aims to foster creativity and collaboration within the local community. Roomli was created to support local creative industries by providing a platform for market access and product sales. It also aims to enrich the economic and cultural life of Jászberény and the surrounding region. Roomli also hosts workshops, exhibitions, and networking events regularly.

<https://roomli.hu>

Types of handicrafts

Pottery Woodworking Jewelry making Leatherworking	Basket weaving Blacksmithing Soap making Felting	Bulrush weaving Corn husk weaving Paper weaving Macrame	Machine embroidery
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Craft touchpoints - where to find?

Workshop of an artisan (directly from the craftsman) Handicraft Centre of more than one local artisan Local festival Shop selling local artisans' products	Social media accounts Exhibition Specialties, Courses Camps
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What can we learn?

Heritage preservation / valorisation practice	What do they expose with their practice?	<ul style="list-style-type: none"> Roomli in Jászberény preserves heritage by engaging the community, supporting local artists, enriching cultural life, offering educational programs, and innovatively using space for cultural activities.
Success factors	Achievements and strengths that make this case inspiring for other attempts in the DR	<ul style="list-style-type: none"> Reimagining cultural spaces Innovative business model
Local community involvement	Fundamental values that help to connect the target groups for the social prosperity of the area	<ul style="list-style-type: none"> Organizing and supporting community events. Collaborating with local businesses Initiating cultural and educational programs.
Link to professional network	Reflecting on its strategic position in the region; making the most of networks	<ul style="list-style-type: none"> Hub for local creators - providing a platform for their work Exhibitions, professional workshops, guided tours, professional mini-conferences
Communication	The use of social networks to disseminate and promote their mission	<ul style="list-style-type: none"> Projects range from Youth to Active Aging; Transfer of knowledge to younger generations; Community engagement; Facebook, Instagram, Youtube; App In English language, too.
Sustainability factor	Operations and maintenance that drive the practice forward; opportunities for financial sustainability	<ul style="list-style-type: none"> The store is maintained by the municipally owned Jászkerület Nonprofit Kft., which provides the human resource needs and ensures the financial sustainability of the facility. The online availability of services is a guarantee of the sustainability of operations.

What makes it a best practice?

PLACE DEVELOPMENT: The project emphasizes community engagement, ensuring that local stakeholders are involved in the creative process. It promotes sustainability by focusing on long-term cultural and economic benefits. The initiative supports innovation in the cultural and creative industries, fostering new ideas and approaches. Additionally, Roomli provides accessibility to creative resources, making them available to a broader audience. The project also highlights collaboration across different sectors and regions, enhancing the exchange of knowledge and skills. Furthermore, it prioritizes education and training, equipping individuals with the necessary skills to thrive in creative fields. The use of digital tools and platforms to reach a wider audience is another notable practice. Lastly, the project ensures transparency in its operations, building trust within the community.

Contact information

Contact person: Gál-Dobos Beáta
 Address: 5100 Jászberény, Lehel vezér tér 33.
 Phone: +36 70 620 40 63
 Mail: hello@roomli.hu
 Website: <https://roomli.hu/>
 Social network: [YouTube](#); [Facebook](#); [Instagram](#)

No.6	Lavender Farm	Czechia	Olomouc	Bezděkov (Úsov)
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Categories of cultural heritage

Professional craftspeople	Knowledge transfer	Presentation of crafts	Network for preservation of crafts	Local community building	Crafts within tourism
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Description

Levandulový Statek is a charming lavender farm located in Bezděkov, Czech Republic. Established in 2014, the farm spans several hectares and is dedicated to growing and processing lavender. Visitors can enjoy a variety of activities, including guided tours, lavender picking, and yoga sessions amidst the lavender fields. The farm also features a café where guests can savor lavender-infused treats and beverages. Additionally, Levandulový Statek hosts an annual lavender festival, celebrating the beauty and versatility of this fragrant herb. Levandulový Statek also offers workshops on lavender cultivation and crafting, providing a hands-on experience for enthusiasts.

<https://www.levandulovystatek.cz/>

Types of handicrafts

Culinary craft Candle making	Soap making	Herbalism	Traditional agriculture practices
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Craft touchpoints - where to find?

Workshop of an artisan (directly from the craftsman) Webshop selling its own, locally produced products	Social media accounts Events
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What can we learn?

Heritage preservation / valorisation practice	What do they expose with their practice?	<ul style="list-style-type: none"> • Lavender Farm Bezděkov showcases sustainable lavender farming, preserving agricultural heritage, promoting eco-tourism, and fostering community engagement through educational workshops and cultural events.
Success factors	Achievements and strengths that make this case inspiring for other attempts in the DR	<ul style="list-style-type: none"> • 10 years of experience
Local community involvement	Fundamental values that help to connect the target groups for the social prosperity of the area	<ul style="list-style-type: none"> • Active volunteer programs • Educational workshops and events for locals to encourage participation and belonging; • Regular community events; • Family-run business values.
Link to professional network	Reflecting on its strategic position in the region; making the most of networks	<ul style="list-style-type: none"> • Strong local partnerships: network of cafés/bistros in 3 settlements; • Enhances regional tourism appeal; • Attracts eco-conscious visitors; • Promotes local cultural heritage; • Efficient, sustainable farming practices.
Communication	The use of social networks to disseminate and promote their mission	<ul style="list-style-type: none"> • Informative website and brochures; • Emphasis on sustainable farming; • Facebook, Youtube, Instagram; • In English language, too.
Sustainability factor	Operations and maintenance that drive the practice forward; opportunities for financial sustainability	<ul style="list-style-type: none"> • Eco-friendly farming practices; • Promotes biodiversity; • Unique (lavender-based) products • Diverse revenue streams

What makes it a best practice?

PLACE DEVELOPMENT: Over the past decade, Lavender Farm Bezděkov has seen significant development. Initially, they expanded their herb cultivation areas and introduced advanced irrigation systems, which improved crop quality and yield. The farm also built new visitor facilities, including a café and a gift shop, enhancing the overall visitor experience. These improvements were driven by a growing interest in sustainable tourism and community support, which helped the farm become a renowned destination. In addition to these developments, Lavender Farm Bezděkov's commitment to organic farming and community engagement through events like the Lavender Festival has further solidified its reputation as a model for rural development.

Contact information

Contact person: Lavender Farm Bezděkov
 Address: Bezděkov 6, Úsov, Czechia
 Phone: +420 604 744 534
 Mail: info@levandulovystatek.cz
 Website: <https://www.levandulovystatek.cz/>
 Social network: [YouTube](#); [Facebook](#); [Instagram](#)

No.7	Traditional Wooden Toys	Slovakia	Bratislava and its surroundings	Modrý Kameň
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Categories of cultural heritage

Professional craftspeople	Knowledge transfer	Presentation of crafts	Network for preservation of crafts	Local community building	Crafts within tourism
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Description

The Modrý Kameň Castle, home to the Museum of Puppet Cultures and Toys, showcases the history and evolution of puppetry and toys in Slovakia and beyond. Located in a 12th-century Gothic castle and a 1730 Baroque manor house, the museum features traditional marionettes, family puppet theatres, and children's toys. It also hosts interactive workshops, educational tours, and cultural events, enriching the local community and visitors alike. The museum's unique setting enhances the charm of its exhibits, making it a must-visit for history and toy enthusiasts. Visitors can immerse themselves in the rich cultural heritage through hands-on activities and engaging displays.

<https://hradmodrykamen.sk>

Types of handicrafts

Puppet making	Woodworking	Pottery	Crafting toys
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Craft touchpoints - where to find?

Workshops (puppet workshop, pottery workshop) Regular local market (during festivals) Exhibitions	Local festival Camps (summer holiday camp) Social media accounts
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What can we learn?

Heritage preservation / valorisation practice	What do they expose with their practice?	<ul style="list-style-type: none"> How to showcase the rich heritage of puppet cultures and traditional crafts, highlighted through workshops, festivals, interactive exhibitions and camps both to locals and tourists also.
Success factors	Achievements and strengths that make this case inspiring for other attempts in the DR	<ul style="list-style-type: none"> The success of the museum (and theatre) is due to its unique location, rich collection, interactive elements and educational programs, besides professional recognition and effective marketing.
Local community involvement	Fundamental values that help to connect the target groups for the social prosperity of the area	<ul style="list-style-type: none"> Actively involves the local community in various cultural and educational programs that strengthen community cohesion. Fundamental values include the preservation of cultural heritage, the promotion of education, and community participation.
Link to professional network	Reflecting on its strategic position in the region; making the most of networks	<ul style="list-style-type: none"> Numbered 1062/2002-1, dated July 1, 2002 decision of the Slovak Ministry of Culture: established the museum as a specialized institution within the Slovak National Museum, enabling it to intensively develop its professional and cultural-educational activities, making it a pivotal cultural institution in Slovakia. ÚĽUV (Centre for Folk Art Production) and regional craft centers, Slovak National Museum, Museum of Folk Art Production
Communication	The use of social networks to disseminate and promote their mission	<ul style="list-style-type: none"> Transfer of knowledge to younger generations; Community engagement; Facebook, Instagram, Youtube; In English language, too.
Sustainability factor	Operations and maintenance that drive the practice forward; opportunities for financial sustainability	<ul style="list-style-type: none"> co-financed: total 1 423 687 Euro 5 % own resources, 14 % state budget, 81 % EEA grants and contribution from Norwegian Financial Mechanism

What makes it a best practice?

CRAFTS IN TOURISM:

Their success is rooted in the Slovak National Museum Act, which supports the preservation and promotion of cultural heritage. The museum's interactive exhibitions, workshops, and festivals have been instrumental in engaging the community and attracting visitors. Collaborations with local and international artists have enriched their programs, making them more diverse and appealing. The strategic focus on educational initiatives has proven to be the best option, ensuring the sustainability and growth of their cultural offerings.

Contact information

Contact person: Lucia Kotianová, cultural and promotional manager, Hrad Modry Kamen
 Address: Zámocká 1, P.O. BOX 4 992 01 Modrý Kameň
 Phone: +421 47 2454 100 (during weekends: +421 908 291 404, +421 47 2454 105)
 Mail: hradmodrykamen@snm.sk
 Website: [Hrad Modry Kamen](#); [Slovak National Museum](#) [Museum of Puppetry and Toys](#)
 Social network: [YouTube](#); [Facebook](#); [Instagram](#)

No.8	Festival of Folk Arts	Hungary	Budapest	Budapest
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Categories of cultural heritage

Professional craftspeople	Knowledge transfer	Presentation of crafts	Network for preservation of crafts	Local community building	Crafts within tourism
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Description

The Festival of Folk Arts (Mesterségek Ünnepe) is the largest traditional craft festival in Hungary, held annually in Budapest, in the Buda Castle. In 2024, it took place in August 17-20. The event features more than 800 craftsmen from the Carpathian Basin demonstrating their skills through craft demonstrations and workshops, furthermore dance and music performances, fashion shows, a folk playhouse and many other programmes related to the folk art are waiting the visitors. This vibrant celebration offers a unique opportunity to experience and appreciate the rich cultural heritage and craftsmanship of the region.

<https://mestersegekunnep.hu>

Types of handicrafts

Basket weaving Blacksmithing Blue-dyeing Braided cord making Broom knitting Candle making Chair knitting	Corn husk weaving Egg painting Embroidery Felt making Costume making Toy making Jewellery making	Furniture painting Gingerbread making Glassblowing Lace making Leatherworking Papermaking Pottery	Rope spinning Soap making Spinning "Szúrrátét" making Weaving Woodworking Wool processing
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Craft touchpoints - where to find?

Workshop of an artisan (directly from the craftsman) Handicraft Centre of more than one local artisan Local festival	Shop selling local artisans' products Social media accounts
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What can we learn?

Heritage preservation / valorisation practice	What do they expose with their practice?	<ul style="list-style-type: none"> • The Mesterségek Ünnepe in Budapest showcases and preserves traditional crafts and folk arts, highlighting their cultural significance and ensuring their transmission to future generations through effective knowledge transfer.
Success factors	Achievements and strengths that make this case inspiring for other attempts in the DR	<ul style="list-style-type: none"> • 38 years of experience – listed on the UNESCO National Inventory of Good Practices • Outstanding location, educational programs.
Local community involvement	Fundamental values that help to connect the target groups for the social prosperity of the area	<ul style="list-style-type: none"> • Foster a sense of unity and shared heritage; • Development of business models and social entrepreneurship
Link to professional network	Reflecting on its strategic position in the region; making the most of networks	<ul style="list-style-type: none"> • Unites more than 800 Hungarian and 150 foreign artisans; helping craftsmen to market • 69 member organizations within Association of Hungarian Folk Artists (NESZ); • Strengthening businesses
Communication	The use of social networks to disseminate and promote their mission	<ul style="list-style-type: none"> • Projects range from Youth to Active Aging; • Transfer of knowledge to younger generations; • Community engagement; • Facebook, Instagram, Youtube; • In English language, too.
Sustainability factor	Operations and maintenance that drive the practice forward; opportunities for financial sustainability	<ul style="list-style-type: none"> • Sources: national calls / applications • No entrance fee, Income: catering, community cooperation • The Transylvanian Festival of Arts was established by the method of the Festival of Arts • It is not just a fair and not just a festival, a meeting point where craftsmen can share their experiences • Promoting environmental awareness through artworks

What makes it a best practice?

CRAFTS IN TOURISM: The Festival of Folk Arts (Mesterségek Ünnepe) in Budapest excels in cultural preservation. It effectively promotes traditional Hungarian crafts, ensuring these skills are passed down through generations. The festival's success is rooted in its accessibility, central location, and extensive publicity, which attract a diverse audience. Interactive elements like live demonstrations and workshops engage visitors, providing hands-on learning experiences. Collaborations with local businesses and cultural institutions further enhance its visibility and impact, making it a model for similar events.

Contact information

Contact person: Gabriella Igyártó, managing director, Népművészeti Egyesületek Szövetsége
 Address: 1011 Budapest, Szilágyi Dezső tér 6., 1. em.
 Phone: +36 30 070 52 05
 Mail: neszfolk@nesz.hu
 Website: <https://www.mestersegekunnepe.hu/>
 Social network: [YouTube](#); [Facebook](#); [Instagram](#)

No.9	Peter Trnka Modrotlač	Slovakia	Bratislava	Ivanka pri Dunaji
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Categories of cultural heritage

Professional craftspeople	Knowledge transfer	Presentation of crafts	Network for preservation of crafts	Local community building	Crafts within tourism
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Description

Modrotlač Peter Trnka is a family-run business – founded in 1825 – specializing in traditional indigo dyeing, a craft passed down through five generations. Their workshop preserves historical techniques and folk patterns, creating unique indigo-dyed cotton fabrics with intricate designs using a resist-dyeing method. The business also offers workshops where participants can learn the art of indigo dyeing firsthand. Located in Slovakia, Modrotlač Peter Trnka continues to uphold the rich heritage of this craft, blending tradition with innovation to create beautiful, handcrafted textiles. Modrotlač Peter Trnka's indigo-dyed fabrics beautifully blend historical techniques with contemporary designs, preserving Slovak heritage. Their commitment to quality and authenticity ensures each piece is a unique representation of Slovak cultural artistry.

<https://www.modrotlac.sk/>

Types of handicrafts

Indigo dyeing	Mould making	Resist block printing	
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Craft touchpoints - where to find?

Workshop of an artisan (directly from the craftsman) Webshop selling its own, locally produced products	Social media accounts Events
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What can we learn?

Heritage preservation / valorisation practice	What do they expose with their practice?	<ul style="list-style-type: none"> • Peter Trnka's practice of Modrotlač preserves and valorizes traditional resist block printing and indigo dyeing techniques, showcasing historical craftsmanship and folk patterns.
Success factors	Achievements and strengths that make this case inspiring for other attempts in the DR	<ul style="list-style-type: none"> • 200 years of experience • Peter Trnka's Modrotlač maintains traditional techniques, promotes cultural appreciation, educates artisans, uses sustainable methods, and engages the community.
Local community involvement	Fundamental values that help to connect the target groups for the social prosperity of the area	<ul style="list-style-type: none"> • Preserving heritage, sustainability, community engagement; • Economic empowerment through Modrotlac.
Link to professional network	Reflecting on its strategic position in the region; making the most of networks	<ul style="list-style-type: none"> • Strong local partnerships; • Educational workshops and events for locals to encourage participation and belonging; • Family-run business values.
Communication	The use of social networks to disseminate and promote their mission	<ul style="list-style-type: none"> • Projects range from Youth to Active Aging; • Transfer of knowledge to younger generations; • Facebook, Instagram.
Sustainability factor	Operations and maintenance that drive the practice forward; opportunities for financial sustainability	<ul style="list-style-type: none"> • Eco-friendly processes; • Resource efficiency • Inscribed in 2018 (13.COM) on the Representative List of the Intangible Cultural Heritage of Humanity

What makes it a best practice?

CRAFTS PEOPLE:

Peter Trnka Modrotlač is a best practice due to its dedication to preserving traditional Slovak blue-dyeing techniques. Peter Trnka's workshop maintains the authenticity of Modrotlač by using historical methods and folk designs passed down through five generations. This commitment ensures the cultural heritage is kept alive. Additionally, Trnka innovates by blending traditional craftsmanship with modern creativity, producing unique and high-quality products. His educational outreach, including workshops, helps spread knowledge and inspire new artisans. The personalized approach to customer needs further enhances the value and appeal of his handmade items. Peter Trnka's dedication to sustainability is evident in his use of eco-friendly materials and processes. His efforts have garnered widespread recognition, making his workshop a celebrated model for preserving and innovating traditional crafts.

Contact information

Contact person: Peter Trnka Modrotlač
 Address: Ivanka pri Dunaji 900 28, Slovakia
 Phone: +421 908 647 604
 Mail: peter.trnka7@gmail.com
 Website: <https://www.modrotlac.sk/>
 Social network: [Facebook](#); [Instagram](#)

No.10	Tina Koder Idrija Lace	Slovenia	Osrednjeslovenska	Ljubljana
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Categories of cultural heritage

Professional craftspeople	Knowledge transfer	Presentation of crafts	Network for preservation of crafts	Local community building	Crafts within tourism
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Description

Tina Koder Grajzar is a renowned designer specializing in Idrija lace, a traditional Slovenian bobbin lace. Born in Ljubljana and raised in Idrija, she combines modern design with traditional techniques. Her creations include fashion accessories, jewelry, and home decor, showcasing the delicate beauty of lace. Tina's innovative approach has earned her recognition both locally and internationally, making her a prominent figure in the world of lace design.

<http://www.idrijalace.org/>

Types of handicrafts

Bobbin lace making	Pattern drafting	Restoration of lace textiles	Designing patterns
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Craft touchpoints - where to find?

Workshop of an artisan (directly from the craftsman) Webshop selling its own, locally produced products Shop selling its own, locally produced products eShop selling artisans' products	Social media accounts Events (festivals, exhibitions, craft fairs, workshops, courses)
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What can we learn?

Heritage preservation / valorisation practice	What do they expose with their practice?	<ul style="list-style-type: none"> • Tina Koder Grajzar revitalizes Idrija lace by merging traditional techniques with contemporary designs, showcasing its versatility in modern fashion and decor.
Success factors	Achievements and strengths that make this case inspiring for other attempts in the DR	<ul style="list-style-type: none"> • 30 years of experience • Her own modern copyrighted patterns
Local community involvement	Fundamental values that help to connect the target groups for the social prosperity of the area	<ul style="list-style-type: none"> • eCommunity - design online course
Link to professional network	Reflecting on its strategic position in the region; making the most of networks	<ul style="list-style-type: none"> • Strong local and international partnerships; • Educational courses, online • 42nd Idrija Lace Festival • Lace Society of Lacemakers of Idrija Lace, Association of Lace Weavers of Idrija Lace • Slovenian Chamber of Crafts • Her designs are also a part of regular lace collection of the City Museum of Idrija.
Communication	The use of social networks to disseminate and promote their mission	<ul style="list-style-type: none"> • Informative websites • Facebook, Instagram, LinkedIn, Etsy • In English language, too.
Sustainability factor	Operations and maintenance that drive the practice forward; opportunities for financial sustainability	<ul style="list-style-type: none"> • Products made of Idrija lace have a Certificate of the Chamber of Crafts of Slovenia - Art&Craft Slovenia • 2003, the Society of Lacemakers of Idrija Lace was founded • Origin of the material used is partly Slovenian sheep's wool • Designing and creating business, protocol and personal gifts.

What makes it a best practice?

CRAFTS PEOPLE:

Tina Koder Grajzar exemplifies best practices in craftsmanship through her dedication to preserving and innovating traditional Idrija lace techniques. She combines intricate patterns like “hearts” and “peonies” with modern designs, creating unique and contemporary pieces that remain relevant and appealing. Tina also shares her expertise through workshops and online courses, fostering a community of lace makers and preserving this traditional art form for future generations. This blend of tradition, education, and innovation makes her work a benchmark in the craft community.

Contact information

Contact person: Tina Koder Idrija Lace
 Address: Krakovska 22, 1000 Ljubljana, Slovenija
 Phone: +386 31 285 386
 Mail: info@idrijalace.org
 Website: <http://www.idrijalace.org/>
 Social network: [Facebook](#); [Instagram](#)

No.11	Semne Cusute	Romania	Bukarest-Ilfov	Bucharest
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Categories of cultural heritage

Professional craftspeople	Knowledge transfer	Presentation of crafts	Network for preservation of crafts	Local community building	Crafts within tourism
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Description

Semne Cusute (Sewn Signs) is a project dedicated to preserving and promoting the cultural heritage of traditional Romanian embroidery, particularly the “ie” shirt. Founded by Ioana Corduneanu, it highlights the intricate patterns and wisdom encoded in these designs. The project offers materials, tutorials, and a community for enthusiasts to learn and share their passion for this timeless craft. Through workshops and online resources, Semne Cusute fosters a deeper appreciation for this unique art form. Semne Cusute also collaborates with artisans and cultural institutions to ensure the preservation and continuation of this beautiful tradition.

<https://semnecusute.com/>

Types of handicrafts

Embroidery		
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Craft touchpoints - where to find?

Workshop of an artisan (directly from the craftsman) Webshop selling its own, locally produced products	Social media accounts Events (workshops, exhibitions, courses)
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What can we learn?

Heritage preservation / valorisation practice	What do they expose with their practice?	<ul style="list-style-type: none"> • Semne Cusute preserves and promotes Romanian cultural heritage through traditional embroidery and community engagement.
Success factors	Achievements and strengths that make this case inspiring for other attempts in the DR	<ul style="list-style-type: none"> • Winner of the EUROPA NOSTRA 2022 Award for Education, Training and Skills, Europe's most prestigious honour in the heritage field • Movement that convinced more than 50.000 persons to get actively involved • 10 years of experience
Local community involvement	Fundamental values that help to connect the target groups for the social prosperity of the area	<ul style="list-style-type: none"> • eCommunity • Call for create an embroidery society in city of residence
Link to professional network	Reflecting on its strategic position in the region; making the most of networks	<ul style="list-style-type: none"> • TRACKS4CRAFTS – share their expertise in an innovative manner • Europa Nostra, UNESCO
Communication	The use of social networks to disseminate and promote their mission	<ul style="list-style-type: none"> • Facebook, Instagram • Strong online community – locally and internationally • Online educational content • Visual Storytelling – visually appealing posts • Campaigns and Initiatives – raise awareness about the importance of heritage preservation and sustainable fashion • Website – In English language
Sustainability factor	Operations and maintenance that drive the practice forward; opportunities for financial sustainability	<ul style="list-style-type: none"> • Inscribed in 2022 (17.COM) on the Representative List of the Intangible Cultural Heritage of Humanity • Donation, volunteership • Online platform – webshop and online courses

What makes it a best practice?

PROFESSIONAL NETWORKING:

Semne Cusute in Bucharest is a best practice due to its innovative approach to preserving cultural heritage through community engagement. It empowers individuals to learn and share traditional embroidery techniques, fostering a strong network of over 50,000 members. This initiative not only safeguards Romanian textile traditions but also promotes sustainable fashion and ethical craftsmanship. By integrating modern technology with traditional skills, Semne Cusute creates a dynamic platform for cultural exchange and professional development. It provides valuable networking opportunities, fostering collaborations and career growth.

Contact information

Contact person: ASOCIATIA Semne Cusute
 Address: București 014830, România
 Phone: +40 31 421 2356
 Mail: asociatiasemnecusute@gmail.com
 Website: <https://semnecusute.com/>
 Social network: [Facebook](#); [Instagram](#)

No.12	Hlinený Dům	Czechia	Zlín	Kelč
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Categories of cultural heritage

Professional craftspeople	Knowledge transfer	Presentation of crafts	Network for preservation of crafts	Local community building	Crafts within tourism
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Description

Hlinený Dům is a family-run business in Lysovice, Czech Republic, specializing in natural building materials and techniques. Founded 24 years ago, they focus on traditional clay construction, offering products like clay plasters, natural insulation, and unbaked bricks. Their mission is to promote healthy living, aesthetic appeal, and quality of life through sustainable building practices. They also provide educational resources and workshops to share their expertise in eco-friendly construction methods. They collaborate also with European organizations to promote sustainable building practices and cultural heritage preservation. Their commitment to traditional craftsmanship and innovation has earned them recognition in the industry.

<https://hlinenydum.cz/>

Types of handicrafts

Clay plaster making	Straw Bale Constructing	Restoring	
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Craft touchpoints - where to find?

Workshop of an artisan (directly from the craftsman) Webshop selling its own, locally produced products	Social media accounts Events (workshops, exhibitions, trainings, consultancy)
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What can we learn?

Heritage preservation / valorisation practice	What do they expose with their practice?	<ul style="list-style-type: none"> Exposes sustainable building techniques and cultural heritage preservation methods.
Success factors	Achievements and strengths that make this case inspiring for other attempts in the DR	<ul style="list-style-type: none"> Model for eco-friendly construction in the DR Excels in using natural materials and preserving traditional building techniques Integrating modern technology to enhance sustainability and functionality Aesthetically pleasing designs
Local community involvement	Fundamental values that help to connect the target groups for the social prosperity of the area	<ul style="list-style-type: none"> Promote clay as a quality building material – through their work, individual training and workshops
Link to professional network	Reflecting on its strategic position in the region; making the most of networks	<ul style="list-style-type: none"> Professional Events and Inspiration - where individuals can meet like-minded professionals Opportunities for networking Importance of maintaining good relationships with clients and adhering to mutual agreements Maintain close relationship – artist Johana Vlčková
Communication	The use of social networks to disseminate and promote their mission	<ul style="list-style-type: none"> Informative website Facebook, Instagram, YouTube
Sustainability factor	Operations and maintenance that drive the practice forward; opportunities for financial sustainability	<ul style="list-style-type: none"> Company builds on its own experiences and the professionalism of its staff Combine traditional knowledge and organic production – healthy and aesthetically pleasing building materials Educational programs on various natural building techniques and sustainable living practices Products meet the criteria of the subsidy program of the State Environmental Fund "GREEN SAVINGS"

What makes it a best practice?

PROFESSIONAL NETWORKING:

Hlinený Dům collaborates with European organizations like Europa Nostra and UNESCO to promote sustainable building practices and cultural heritage preservation. They engage in community projects, offer workshops on traditional clay building techniques, and participate in international conferences. These activities foster knowledge exchange, enhance their professional network, and contribute to sustainable tourism and the local economy by promoting traditional craftsmanship, while also helping them stay updated on industry trends and innovations.

Contact information

Contact person: Markéta Zimová
 Address: Kelč 265, 756 43 Kelč, Czechia
 Phone: +420 775 388 452
 Mail: marketa.vlckova@hlinenydum.cz
 Website: <https://hlinenydum.cz/>
 Social network: [Facebook](#); [Instagram](#); [YouTube](#)

No.13	Doroteja Brand	Slovenia	Upper Carniola	Kamnik
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Categories of cultural heritage					
Professional craftspeople	Knowledge transfer	Presentation of crafts	Network for preservation of crafts	Local community building	Crafts within tourism

Description
<p>Doroteja is a brand from Mekinje Monastery in Kamnik, Slovenia, named after 17th-century abbess Doroteja Sidonija Gallenberg. It offers a range of herbal products, including teas, beverages, syrups, and honey. The brand focuses on traditional, locally sourced ingredients and aims to revive the historical healing and educational heritage of the monastery, making it increasingly recognizable as a cultural center. Doroteja also emphasizes sustainability and environmental responsibility in its production processes. The brand's commitment to quality and authenticity is reflected in its careful selection of herbs and natural ingredients. By blending tradition with modern practices, Doroteja not only preserves the monastery's rich heritage but also promotes wellness and a connection to nature.</p> <p>https://doroteja.si/</p>

Types of handicrafts			
Herbalism	Herbal drying and processing	Soap making	

Craft touchpoints - where to find?	
Workshop of an artisan (directly from the craftsman) Webshop selling its own, locally produced products Shop selling local artisans' products	Social media accounts Events (workshops, guided tours, festivals, exhibitions)

What can we learn?

Heritage preservation / valorisation practice	What do they expose with their practice?	<ul style="list-style-type: none"> The Doroteja brand highlights the Mekinje Monastery's cultural heritage and historical significance.
Success factors	Achievements and strengths that make this case inspiring for other attempts in the DR	<ul style="list-style-type: none"> Traditional products infused with ancient wisdom, harmoniously combined with modern trends largest herbal garden - more than 150 species of various herbs, cared for by renowned herb connoisseur Sabina Grošelj unique gift program
Local community involvement	Fundamental values that help to connect the target groups for the social prosperity of the area	<ul style="list-style-type: none"> renaming of the Public Institute Mekinjski Monastery to the Public Institute for Culture Kamnik (Official Gazette of the Republic of Slovenia, No. 94/21) at the 13th session on 4.05.2021
Link to professional network	Reflecting on its strategic position in the region; making the most of networks	<ul style="list-style-type: none"> 4 selling points in Kamnik Launch herbal breakfasts for various visitor groups; collaborate and network with tour operators, hotels, and travel agencies.
Communication	The use of social networks to disseminate and promote their mission	<ul style="list-style-type: none"> Informative website Facebook, Instagram, YouTube
Sustainability factor	Operations and maintenance that drive the practice forward; opportunities for financial sustainability	<ul style="list-style-type: none"> products combine traditional knowledge, organic production and limited quantities quality mark of the Heart of Slovenia received Co-financed by the EU and Republic of Slovenia - Rural Development Programme, and European Agricultural Fund for Rural Development, 2014–2020. Aims – 30% of costs with own income, ensure regular fund financing, and seek additional national and European cultural project funding through tenders.

What makes it a best practice?

BRANDING, IMAGE BUILDING:

The Dorothea brand is deeply integrated into the Mekinje Monastery's offerings, including breakfast products and a comprehensive gift program. It excels in branding and image building through its unique visual identity and consistent messaging across platforms. By continuously innovating and staying attuned to market trends and consumer needs, Dorothea maintains a strong, positive brand image. This makes it a best practice example in the field. The brand is associated with services for both tourists and locals, enhancing the monastery's appeal and connection with its visitors.

Contact information

Contact person: Mekinjski Samostan
 Address: Polčeva pot 10, Mekinje, 1241 Kamnik, Slovenija
 Phone: +386 1 8938 898
 Mail: info@samostanmekinje.si
 Website: <https://doroteja.si/>
 Social network: [Facebook](#); [Instagram](#); [YouTube](#)

No.14	Batana Boats	Croatia	Istria	Rovinj
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Categories of cultural heritage

Professional craftspeople	Knowledge transfer	Presentation of crafts	Network for preservation of crafts	Local community building	Crafts within tourism
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Description

Batana boats are traditional wooden fishing vessels from Rovinj, typically 4 to 8.5 meters long. They feature a flat bottom, ideal for navigating and fishing in shallow waters. Made from oak and softwoods like fir or pine, batanas were originally rowed or sailed before small motors were introduced in the 1960s. The tradition of vessel building in Rovinj, especially the batana, has been very actively kept and has been carefully continued in the construction of models. Each batana is unique, identifiable by the hand of its builder, and traditionally constructed by ship's carpenters and caulkers. The batana boats are celebrated annually during the Rovinj Regatta, highlighting their cultural significance. These boats are a cultural symbol of Rovinj, embodying the town's maritime heritage and craftsmanship.

<https://www.batana.org/>

Types of handicrafts

Boat building	Painting Decoration	Sail making Rope making	Model making
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Craft touchpoints - where to find?

Workshop of an artisan (directly from the craftsman) Webshop selling its own, locally produced products eShop selling artisans' products	Social media accounts Events (festival, exhibition, craft fair, workshop, courses)
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What can we learn?

Heritage preservation / valorisation practice	What do they expose with their practice?	<ul style="list-style-type: none"> • Renovation of little boats that will be live examples and exhibits in little ports and regattas, the increase in the number of educated children and visitors about the maritime crafts and skills.
Success factors	Achievements and strengths that make this case inspiring for other attempts in the DR	<ul style="list-style-type: none"> • Greater visibility of the included destinations • Increased maritime heritage access through virtual and outdoor museums, more cross-border visitors, and more protected maritime heritage artefacts for society • All batanas are in the hands of Rovinj's fishermen - lives when it serves
Local community involvement	Fundamental values that help to connect the target groups for the social prosperity of the area	<ul style="list-style-type: none"> • Organized workshops on maritime terminology on local dialect • Festival of Mali Škver - all sections of Rovinj's society, in addition to numerous visitors
Link to professional network	Reflecting on its strategic position in the region; making the most of networks	<ul style="list-style-type: none"> • Crossborder projects - partners from Italy • Planned workshop on the construction of batana in cooperation with the Technical School of Pula, training program for Shipbuilding Technician
Communication	The use of social networks to disseminate and promote their mission	<ul style="list-style-type: none"> • News of the museums website - cultural events, ongoing projects • Availability by phone and email
Sustainability factor	Operations and maintenance that drive the practice forward; opportunities for financial sustainability	<ul style="list-style-type: none"> • Solve tourism seasonality through crossborder cooperation and development • Culinary specialities sales - used for the development and innovation of the activities • Projects for cultural heritage and cultural promotion and cooperation

What makes it a best practice?

BRANDING, IMAGE BUILDING:

Batana boats, navigated by sail, oars, or motor, symbolize Rovinj's rich maritime heritage and attract tourists, promoting cultural tourism. The Batana Eco-Museum showcases these boats, fostering local pride and preserving traditions, enhancing Rovinj's cultural and tourism appeal, paying attention to the smallest details - so that the logos of sub-brands are in harmony with the general image of the brand. Batana boats strengthen the local economy by attracting visitors and supporting related businesses. Batana boats also inspire artistic expressions and community events.

Contact information

Contact person: Batana Eco-museum
 Address: Croatia Obala P. Budicina 2, 52210 Rovinj
 Phone: +385 (0) 52 812 593
 Mail: info@batana.org
 Website: <https://www.batana.org/>
 Social network: [Facebook](#); [Instagram](#)

No.15	Werkraum Bregenzerwald	Austria	Vorarlberg	Andelsbuch
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werkraum
bregenzerwald



Categories of cultural heritage

Professional craftspeople	Knowledge transfer	Presentation of crafts	Network for preservation of crafts	Local community building	Crafts within tourism
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Description

Werkraum Bregenzerwald is a unique cultural and economic initiative in Austria, showcasing the craftsmanship of the Bregenzerwald region. Designed by renowned architect Peter Zumthor, the Werkraumhaus serves as a meeting place and exhibition space, blending seamlessly with the surrounding landscape through its glass façade and wooden roof. It supports local artisans by promoting their work, fostering innovation, and preserving traditional skills. The space hosts exhibitions, events, and a shop, celebrating the rich heritage of craftsmanship, local community spirit, innovative design practices, and sustainable development initiatives.

<https://www.werkraum.at/>

Types of handicrafts

Woodworking Metalworking Stonemasonry Boatbuilding Furnace construction	Plumbing Electrical Work Painting Tinsmithing	Upholstery Tailoring Shoemaking Toboggan construction	Coopering Feltworking Goldsmithing Jewelry Design
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Craft touchpoints - where to find?

Workshop of an artisan (directly from the craftsman) eShop selling local artisans' products Shop selling its own, locally produced products	Social media accounts Events (workshops, guided tours, exhibitions, lectures)
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What can we learn?

Heritage preservation / valorisation practice	What do they expose with their practice?	<ul style="list-style-type: none"> • Werkraum Bregenzerwald promotes traditional craftsmanship through community collaboration and educational initiatives.
Success factors	Achievements and strengths that make this case inspiring for other attempts in the DR	<ul style="list-style-type: none"> • 25 years of experience • Bookstore – largest selection, unique offer of crafts, architecture, composition and design books • Preserve traditional craftsmanship – innovatively combining it with modern design and technology • Werkraum Lädeler - a show and learning mobile for apprenticeships in the skilled trades
Local community involvement	Fundamental values that help to connect the target groups for the social prosperity of the area	<ul style="list-style-type: none"> • HOFgarten 800 – pop-up guest garden • Cafeteria Werkraum - personal encounters are important • Knowledge transfer to children – come into contact with the craft and understand it
Link to professional network	Reflecting on its strategic position in the region; making the most of networks	<ul style="list-style-type: none"> • Cooperation with member companies, training centres – various projects, programmes for every age group; Apprenticeship exchange • Werkraum Schule Bregenzerwald – combines apprenticeship and a trade school into a 5-year educational program
Communication	The use of social networks to disseminate and promote their mission	<ul style="list-style-type: none"> • Informative website • Facebook, Instagram, YouTube • In English language, too.
Sustainability factor	Operations and maintenance that drive the practice forward; opportunities for financial sustainability	<ul style="list-style-type: none"> • Membership fees, donations, product sales, commissions, grants and sponsorships • Funded by the state of Vorarlberg, supported by 23 municipalities of the region with a community contribution • Major focus – activities of young talent

What makes it a best practice?

SOCIAL SUSTAINABILITY:

Werkraum Bregenzerwald exemplifies social sustainability by deeply involving local artisans and the community. It fosters traditional craftsmanship, ensuring skills are passed down through generations. The initiative supports local employment and education, with training programs and collaborations with schools. This engagement not only preserves cultural heritage but also strengthens the local economy and social fabric, making it a model of sustainable development.

Contact information

Contact person: Werkraum Bregenzerwald GmbH
 Address: Hof 800 6866 Andelsbuch, Österreich
 Phone: +43 5512 26386
 Mail: info@werkraum.at
 Website: <https://www.werkraum.at/>
 Social network: [Facebook](#); [Instagram](#); [YouTube](#)

No.16	Kilimi Carpets	Bulgaria	Montana	Chiprovtsi
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Categories of cultural heritage

Professional craftspeople	Knowledge transfer	Presentation of crafts	Network for preservation of crafts	Local community building	Crafts within tourism
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Description

Chiprovtsi carpets are handwoven with traditional patterns that date back centuries. This craft is crucial for the cultural identity of the region and supports the local economy through global sales. Kilimi carpets from Chiprovtsi are renowned for their intricate geometric designs and vibrant colors, often inspired by nature and local folklore. Each carpet is unique, reflecting the weaver's creativity and skill. The use of natural dyes and high-quality wool ensures durability and authenticity, making these carpets highly valued both locally and internationally. Chiprovtsi carpets, with their vibrant colors and intricate geometric designs, reflect centuries of cultural heritage and craftsmanship.

<https://www.facebook.com/Chiprovtsicarpets>

Types of handicrafts

Carpet-weaving	Wool production	Wool processing	Dyeing
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Craft touchpoints - where to find?

Workshop of an artisan (directly from the craftsman) Shop selling local artisans' products eShop selling local artisans' products online platforms	Social media accounts Events (workshops, exhibitions, courses) Local festival
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What can we learn?

Heritage preservation / valorisation practice	What do they expose with their practice?	<ul style="list-style-type: none"> • Werkraum Bregenzwald promotes traditional craftsmanship through community collaboration and educational initiatives.
Success factors	Achievements and strengths that make this case inspiring for other attempts in the DR	<ul style="list-style-type: none"> • almost 400 years of experience • traditional combined with modern motifs
Local community involvement	Fundamental values that help to connect the target groups for the social prosperity of the area	<ul style="list-style-type: none"> • Carpet weaving - deeply integrated into the social and cultural life of the population
Link to professional network	Reflecting on its strategic position in the region; making the most of networks	<ul style="list-style-type: none"> • Festival of Chiprovtsi Carpet
Communication	The use of social networks to disseminate and promote their mission	<ul style="list-style-type: none"> • Facebook, Instagram • deluxe edition of the book The Chiprovtsi Carpet: The Tapestryed Road to God with summaries in English, Italian, and Japanese (Chiprovtsi History Museum, 2020)
Sustainability factor	Operations and maintenance that drive the practice forward; opportunities for financial sustainability	<ul style="list-style-type: none"> • Inscribed in 2014 (9.COM) on the Representative List of the Intangible Cultural Heritage of Humanity • Chiprovtsi - one of the country's oldest cultural centers and keepers of Bulgarian traditions • Dr. Anita Komitska, ethnographer and director of the Chiprovtsi History Museum - has been the official custodian of the Chiprovtsi carpet — since 2017 • process of transmission - informally from mothers and grandmothers to daughters • dyed with natural dyes

What makes it a best practice?

SOCIAL SUSTAINABILITY:

Kilimi carpets from Chiprovtsi are a best practice in social sustainability due to their community-driven production. Local women weave these carpets, passing down skills through generations, fostering cultural continuity. The entire community, including men who handle wool processing and dyeing, is involved, ensuring economic benefits and preserving traditional knowledge. This collective effort strengthens social bonds and sustains local heritage.

Contact information

Contact person: Chiprovtsi Historical Museum
 Address: ул. Витоша 2, 3460 Chiprovtsi, Bulgaria
 Phone: +359 87 891 0598
 Mail: historicalmuseum_chiprovtsi@abv.bg
 Website: <https://www.facebook.com/Chiprovtsicarpets>
 Social network: [Facebook](#); [Instagram](#)