



FINCH

Interreg Europe



European Union
European Regional
Development Fund

FINCH Final Event

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Development Bank Sxony-Anhalt



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Summer Music Academy - Importance of a cultural utilisation concept in a public-private cooperation for the financing of cultural heritage



creative fundraising for cultural heritage preservation and renovation by intensifying the use in harmony with the character of the castle



besides the financial result:

- upgrading of historical buildings in public awareness
- attracting supra-regional attention to a jewel that is initially only regionally known



Combination of donation-based crowd funding and a grant

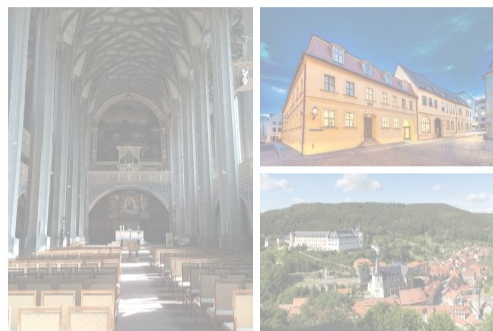


innovative fundraising for cultural heritage preservation and renovation



besides the financial result:

- positive impacts on community engagement
- powerful marketing and communication tool



Regional Action Plan

for Saxony-Anhalt

Financing impact on regional development
of cultural heritage valorization



Development Bank Saxony-Anhalt
approved on April 8th 2021

Policy Instrument addressed:

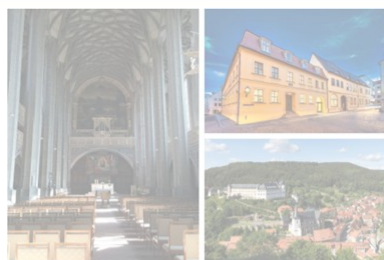
Directive on the granting of subsidies to promote investments to improve the presentation and sustainable use of cultural heritage in the state of Saxony-Anhalt

(Cultural Heritage ERDF Directive)



Action 1:

Integrated approach to encourage the use of "light" financial instruments among cultural bodies in Saxony-Anhalt



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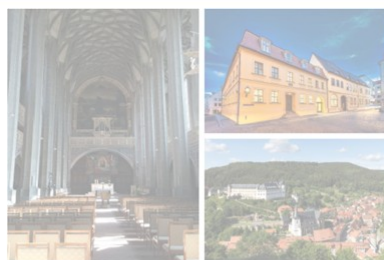
Action 1: Integrated approach to encourage the use of "light" financial instruments among cultural bodies in Saxony- Anhalt

This action is primarily aimed increasing the capacities of cultural bodies in regards to "light" financial instruments like crowdfunding while, at the same time, decreasing fears and inhibitions in regards to those types of "light" financial instruments.

Activities that the Action consists of:

1. Database of "light" financial instruments
(Development Bank)
2. Preparation and support of two crowdfunding campaigns
(Development Bank and EU Managing Authority ERDF/ESF)
3. Two crowdfunding workshops
(State Chancellery and Ministry of Culture)

FINCH REGIONAL ACTION PLANs IMPLEMENTATION



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Crowdfunding Campaigns:
Preparation with the first project
Campaign is planned to run in Q2/3



Crowdfunding Workshop 1:
Planned for 21.06.22
Addressed to LEADER managers



Crowdfunding Workshop 2:
Planned for August/September 2022
Builds on experience from WS1
Addresses cultural bodies and wider interest

