

Saxony-Anhalt region celebrates MOMAr kick-off meeting

- The regional stakeholder group in Saxony-Anhalt met in Magdeburg for the very first time.
- The Ministry of Regional Development and Transport Saxony-Anhalt hosted the meeting and brought together 13 participants of the natural and cultural heritage community.

Magdeburg, 29 of January 2020 – On the occasion of the first MOMAr stakeholder meeting, 13 participants discussed important aspects of natural and cultural heritage management in Saxony-Anhalt.

The MOMAr stakeholder group includes representatives from foundations, museums, touristic and heritage associations, the Investment and Marketing Corporation Saxony-Anhalt, the Ministry of Economic Affairs, Science and Digitalisation Saxony-Anhalt, the Ministry for Environment, Agriculture and Energy of Saxony-Anhalt as well as the State Chancellery and Ministry of Culture Saxony-Anhalt.

The stakeholder group members informed about their ongoing activities and which challenges they currently face. They specifically exchanged opinions about how to improve management structures and marketing processes for natural and cultural heritage in rural areas, and how to strengthen cooperative relationships between regional and local actors.

Furthermore, participants discussed ways to increase the visibility of less known rural regions as tourist destinations, and balancing touristic exploitation and preserving regional natural heritage at the same time.

It became obvious that there is a broad stakeholder variety and a complex policy and funding framework in Saxony-Anhalt. Hence, participants agreed to interlink more closely other ongoing projects and actions to gain mutual benefits.

The stakeholder group also addressed actual topics for European exchange of experiences, such as digitalisation (data collection and licensing), mobility (e.g. biking along touristic routes), public transport in rural heritage areas, barrier-free accessibility, conditions imposed by the protection of historic buildings and monuments, and “Grünes Band” (green belt), a cooperation with Czech republic along the border – nature experience combined with culture of remembrance.

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About MOMAr

Models of Management for Singular Rural Heritage (MOMAr) is an Interreg Europe programme funded by European Union. MOMAr means providing strategic thinking to the use of cultural and natural resources. The project highlights the existence of territories with



problems - depopulation, ageing, no use of resources- whose identity is however marked by a rich heritage, exceptional in some cases - UNESCO heritage - and whose management entities have either not finished defining their models of action in terms of cultural and natural resources or directly borrowed models that do not correspond to the territorial reality.

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