



European Union
European Regional
Development Fund

Water-related heritage valorisation through storytelling in the Ister Granum region

THEMATIC VISION

By 2030 the water-related heritage sites of the Ister-Granum Euroregion will become tools for recuperating people's (including local people and visitors') relationship with water.

RSQ analysis

heritage sites grouped into:

Face of water

Force of water

Spirit of water

POLICY RELATED VISION

Integrated projects funded by SK-HU CBC 2021-27 having real cross-border character and territorial impact

Policy change No.1: Territorial analysis

of the programme area of the Interreg Programme 2021-2027 in Hungary and Slovak Republic. It suggests to have cultural heritage the 1st thematic objective of the Programme



PILOT - ACTION 1.

On the bases of the RSQ, additional water-related heritage sites, stories, legends, professions identified and promoted

Reserach conducted: online materilas overview, sites visited, interviews with local people

Contest organized: video promotes the contest, residnets of the region submit stories, legends, professions

Heritage inventory publication

Videos about heritage related stories and professions

Thematic routes created along the sites identified in the inventory in a **guide book**

Pilot evaluation with stakehodlers



Policy change No.2: Implementation of existing project: videos produced in the pilot regularly published on the new website fo IG

Policy change No.3: Improve the management of the policy instrument: integrated project development method tested



Pilot evaluation with stakeholders

Policy change No.3: Improve the management of the policy instrument: integrated project development method tested

SCALED UP PILOT - ACTION 2.

Policy change No.3: New integrated water-related heritage valorisation project developed

Heritage inventory for the whole region

Thematic routes created along the sites identified in the inventory, completed **guide book for the whole region**

Drone mapping, **virtual tour**

Regularly promoting routes in IG social media+ **articles** on the website

Mobile application about the routes including the stories, professions, legends or poets

development of sites of the routes

Revitalization of **Nagybörzsöny és Zalaba mills**

exhibiting heritage

Expanding the exhibition of the **Water Museum** covering the whole euroregion, including inventory of shipping, fishing, reed cutting and **spiritual tradition/heritage.**

exhibiting heritage

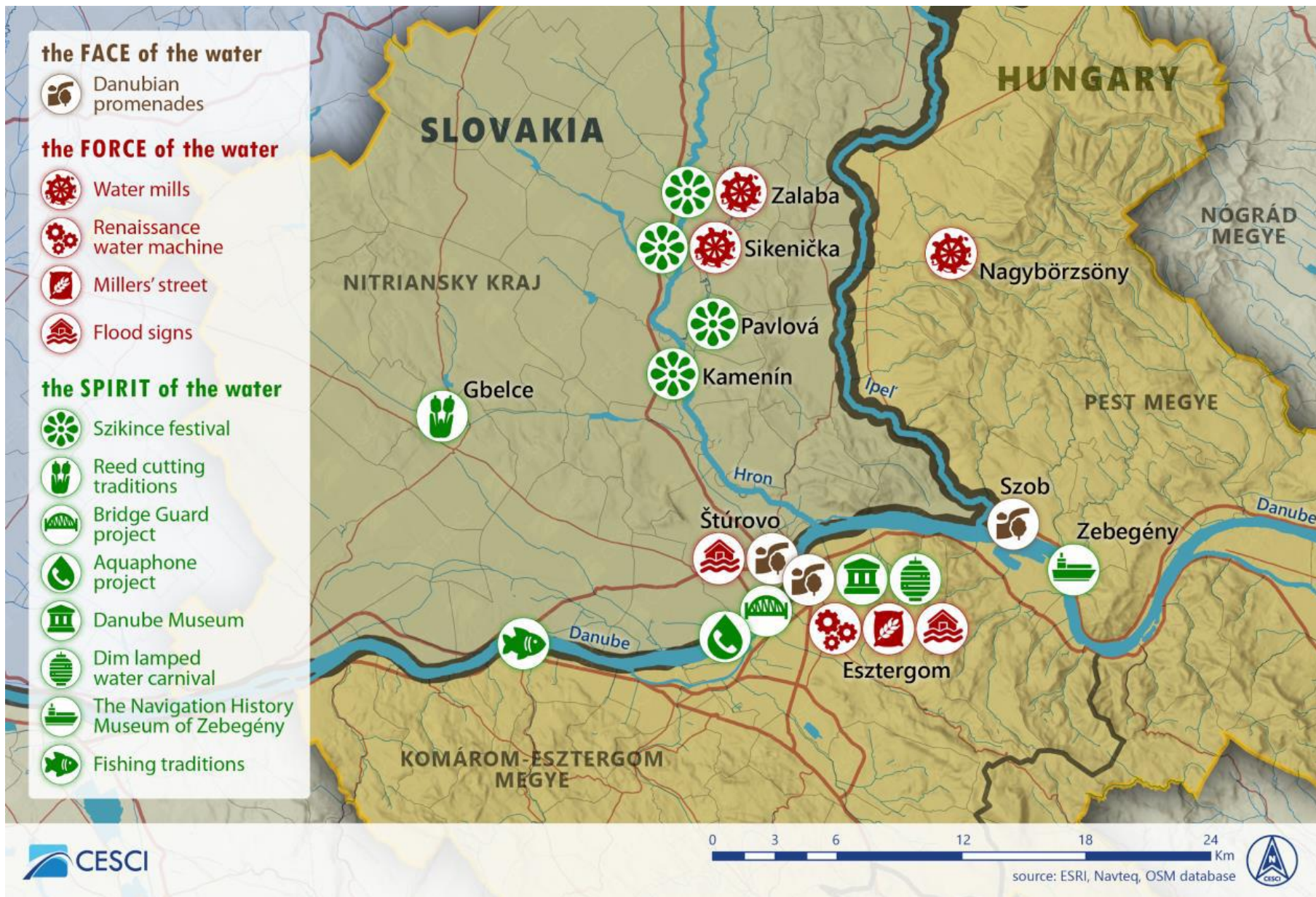
Finding a bigger place for the **Navigation Museum** of Zebegény.

exhibiting heritage

Ipoly Museum to be established

communication tools

Map of the water-related heritage sites of the region by RSQ



Result 1: Heritage inventory

- Inventory of all built heritage and water related legends, stories, occupations, traditions, events of 15 selected settlements
- Published in an online publication (study)
- Evaluation of these heritages providing bases for future project, actions, tourism developments
- Evaluation based on the presentation/availability of heritage sites/values:

Used tool: **Personal interview, Online Contest**

Result: Older people know occupations/legends better and they are more difficult to be reached by Facebook where the video was published – instead personal interviews

Result 2: Videos

Traditional water-related occupations and water-related legend

+ heritage sites, and other interesting touristic or sacral sites

+ old and new developments

+ gastronomy

+ water related leisure and sport activities

- 1 video per settlement, ideas for grouping them: along River Ipoly or Szikince

- 10-15 min per video about 4-5 topics

- To be compact and not boring!



Result 3: Blue Routes (KékUtak) guide

- online publication (like the Blureroutes): sites of the 5 routes, maps, pictures, other visual elements
- route maps from the online guide - leaflet format (also for bicycle)
- information boards sharing information from the guide (QR code)



Policy change

The pilot activities will be extended to all the 82 settlements of the region developing a new integrated water-related heritage valorisation project completed with investment-type of activities to renovate the heritage sites. The project will be submitted to the SK-HU CBC Programme 21-27 with the leadership of Ister-Granum EGTC and in partnership with the involved settlements.

According to the latest communication of the Managing Authority, the programme drafting including TAPE type measures will be finalised by September 2022 and the 1st calls will be launched in the January-February 2023. The approval of the submitted project proposals are expected until June 2023 the latest.

Thank you!

Questions welcome!

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