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Danube Cultural Promenade & DANUrB brand

1. THEORETICAL INTRODUCTION TO THE DANUrB BRAND BOOK¹

In the DANUrB project one of our main goals was to find common tracks, living and forgotten/or hidden remnants of cultural heritage in the DANUrB countries, which can be re-discovered and activated for regional identity and brand building, as well as local and community development. Regional branding is an umbrella term, strongly related to social capital, regional networking and development. This is a connection between the individual and collective reputation, a collaborative interaction of local stakeholders in quality based, value adding, regional identity strengthening institutionalized activities. Brand is a multidimensional, complex physical and metaphysical phenomenon, special mixture of physical characteristic, features and symbolic values, differentiating a “product” from the others. Branding plays a key role in the sustainability of heritage. The brand conveys the value of heritage to people and the necessity to sustain it for the benefit of future generations. It triggers positive emotions and behaviours in the visitor, as an essential aspect of sustainable heritage management and for the benefit of the local population.

When we speak about place (a very special “product”), city and regional brand, this phenomenon is strongly related to place identity, image, belonging, loyalty, reputation and most importantly quality in local production and services. Regional branding is a connection between the individual and collective reputation, a collaborative interaction of local stakeholders in quality based, value adding, regional identity strengthening institutionalized activities – such as regional product and service branding and labelling – an important tool for local/regional development and community building. It is very important that all the interested stakeholders, - be it public and private, governmental and non- governmental - participate in the regional branding process, even with their many folded, and many times colliding interests. The most important participants are the local residents, being producers and consumers at the same time of the brand, representing the values, norms, ethics, behaviour, the very specificity of their cultural identity to the “outsiders”, providing the “spirit of the place”. Those place/city and regional brands are successful in long run, which represent a consensual and strategic view of all the interested parties and stakeholders, which represent both the millennia old cultural heritage and the everyday life of the local community. One of the most important elements of the process is the internal acceptance of the brand, the ability and capacity of the regional stakeholders to cooperate with each other, that is creating trust based social capital and networks.

External, artificial, top-down place and regional branding will not be successful. As the “outsiders”, visitors can easily feel the “spirit of the place”, the strong loyalty, belonging, identification with the place, local culture and community, thus realizing the authenticity of branding and able to

¹ Written by Annamaria Orban, PhD, associate professor at the BME Department of Sociology and Communication, and researcher at the BME Department of Urban Planning, founder, chief researcher and motivator of the DANUrB project. Published as „Duna menti kulturális örökség, identitás, branding” (Danube cultural heritage, identity, branding), In METSZET, 2019/3, pp.64-65.

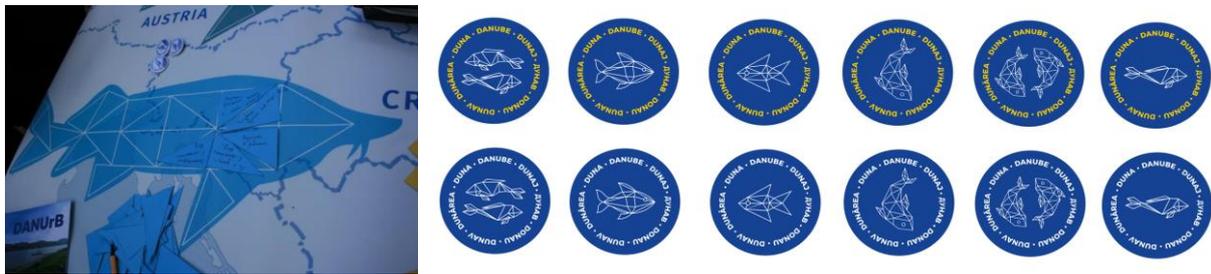
distinguish between the “fake” and real one. Brand and branding are much more, than logos and slogans! Finally, cooperative, institutionalized regional brand governance and policy are as much important elements for long run success and durability as building and creating regional brands. This needs time and energy consuming careful preparation, a democratic representation of all interested and actively participating stakeholders (e.g. avoiding hegemonic participants), at the same time setting up – or selecting from the members – a consensually accepted coordinating and institutionalized organization for operational regional brand governance and management.

Local-cultural – or it could be called territorial – identity is attachment, devotedness, self-awareness and ideally, a proudness of the local culture, in its many- folded and multidimensional meaning. As culture has both tangible and intangible elements: in the first group, we could mention the human made artifacts from the Roman fortresses and aqueducts to modern industrial built heritage, while in the second values, norms, traditions, religions, folk arts and crafts etc. of the community. Therefore, being aware of the cultural richness of the locality, to realize that there are similar communities inheriting the same cultural capital from their ancestors, moreover, to nurture solidarity with them on a network basis, empowers these communities both in socio-cultural and economic sense.

We think that in Central and Eastern Europe, sharing common historical background and legacy of the Roman, Ottoman and the Habsburg Empire, in the form of different kinds of tangible and intangible cultural capital along the Danube – e.g. built heritage and memories of the Roman, Ottoman or Habsburg Empire; ancient agro- industrial traditions, like viticulture, fishing, or shipping; tales, folk songs and traditions – kept and transferred through many generations can be a basis for local and, preferably regional identity, brand building and even development with the help of network-based cultural economy initiatives. Cultural economy is where cultural identity is used to localize economic control over resources in order re-valorize the place, strategies to transform the local knowledge into resources available for the locals.

During the three year DANUrB research project – based on various (quantitative and qualitative) research methods and project activities – we have learnt that many settlements in the transitory, post-socialist DANUrB countries are struggling with economic and social depression, decreasing population, dismantling societies, lost and abandoned productions facilities, infrastructure, all signalling the shrinking city (region) and peripheral position phenomenon. On the other hand, we have also realized that the Central and Lower Danube region is very rich both in natural – landscape, agricultural potential etc.– and (forgotten) cultural resources, be it tangible or intangible. Today in the era of rapid globalization, technological change, commodification and uniformization, we could say that identification with a locality, being aware of the past history, traditions, knowledge, moreover re-using the locally based knowledge and cultural heritage e.g. in cultural economy through regional networking can be an advantageous strategy for survival and even development. There are many “best or good practice” examples in the EU countries, France, Ireland, the Netherlands etc..., that local communities, with strong identity and attachment to their heritage, e.g. local food and gastronomy could turn their “peripheral backwardness” to advantageous, developmental asset, in the form of “slow economy” local traditional restaurants, farm inns, food festivals under a regional brand umbrella attractive to internal and external tourists and boosting their local economy. For instance, in the DANUrB project our Austrian partners presented another good practice of regional branding of the UNESCO World Heritage listed Wachau region – well known from her viticulture and apricot based local specialities production –, from whom the other

transitory partner countries can learn the local development, branding and quality assurance methods.



As one of the final results of the DANUrB project we have found many common features and traces in the Danube cultural heritage, both tangible and intangible elements, which could be strong pillars of a Danube regional identity and branding process, based on the earlier mentioned DANUrB stakeholder cultural networking. In this project we discovered the regional identity building cultural elements, moreover started some project activities, such as revitalizing the international Danube Days between 2017-2019 in many DANUrB settlements (Paks, Ráckeve, Komarno, Calafat etc...), twin cities (e.g. Esztergom-Párkány/Sturovo), with all the necessary communication and branding elements (logo, standardised placards etc..) which can be a basis for future DANUBE/DANUrB regional branding. Also, we have found common tracks in the Danube cultural heritage, important local and regional stakeholders who could be connected for regional networking and brand building e.g. with the help of the Platform. There are many non-used potentials in the explored DANUrB network already, therefore in the future, we would like to make really working cooperation projects inside the Platform, but open for any "newcomers".

DUNA NAPOK

JÚNIUS 29. ESZTERGOM JÚNIUS 30. PÁRKÁNY

ESZTERGOM, 2018. JÚNIUS 29.
PRIMÁS SZIGET SZICETCSÜCS

- 14:00 Önnepélyes megnyitó
- 15:00 Kóborzengő Zenekar és Vakán Zsuzsa
- 16:00 Műsorvet bemutató
- 17:00 Dini-Dongó Együttes zenés interaktív gyermekműsor
- 19:00 Kis Esti Muzsika

Folyamatos családi programok:

- Vitorlázás alapjai látványos vitorlás bemutatóval
- Szárnyashajó bemutató
- Hallgató és hallalengedés horgász módra
- Tutajégités cserkészekkel
- VISSZA A MÚLTBA! Műve - forrásalagút megtekintése (előzetes jelentkezéssel www.naputaligatvany.hu oldalon)
- SKUBI - a dobozba zárt pillanat
- HAL-LÁNC-TÁNC
- Lovagi játékok, kreatív foglalkozások több állomásos játékos vízkvíz, könyvbemutató, mazzorettak, mozgás és még sok minden más kicikinek és nagyoknak!

PÁRKÁNY, 2018. JÚNIUS 30.
HÍD MELLETTI CSÓNAKHÁZ

- 15:00-19:00 óráig
- Örökségünk: A dunai halászat
- A parkányi sült hal títka
- Motorcsónak kiállítás
- Interaktív gyermekprogram
- SKUBI - a dobozba zárt pillanat

Koncertek a Dunán, 19:00-23:00 óráig

- 19:00 Koncert Ser on Stone (Blues Rock)
- 21:00 Koncert Lajbó Félix (Klasszikus, Folk, Jazz)

DNI DUNA NAPOK 06.29-30.

ESZTERGOM - PÁRKÁNY

ESZTERGOM

- 1. Kőrösi Csoma Sándor
- 2. Székelyfi István
- 3. Esztergom
- 4. Esztergom
- 5. Esztergom
- 6. Esztergom
- 7. Esztergom
- 8. Esztergom
- 9. Esztergom
- 10. Esztergom

PÁRKÁNY

- 1. Párkány
- 2. Párkány
- 3. Párkány
- 4. Párkány
- 5. Párkány
- 6. Párkány
- 7. Párkány
- 8. Párkány
- 9. Párkány
- 10. Párkány

DANUrB | CULTURAL PROMENADE AND BRAND

5

2. DANUBE CULTURAL PROMENADE AND BRAND

The aim of DANUrB project is to create a comprehensive spatio-cultural network, the **DANUBE CULTURAL PROMENADE (DCP)**,

- connecting heritage sites along the river,
- unifying these into one TOURISM DESTINATION BRAND (Danube Urban Brand),
- by offering themed routes and
- developing opportunities that can increase the number of visitors and can prolong their stay in the region.

The result of this development process provides a better access to cultural heritage for locals and visitors. It will also provide a better economic output based on increased interest of visitors, additional employment and work better towards sustainability of the area as a whole.

This Strategic Document furnishes the stakeholders with tools to create heritage valorisation projects which as part of the Promenade will enforce the Brand as well.

- The **Danube Urban Brand** connects the efforts of every stakeholder willing to act for more attractive and liveable towns by the Danube. It also gives an umbrella to all of these efforts.
- The **Danube Cultural Promenade** essentially is a network of stakeholders and heritage assets being actively involved in the valorisation of the Danube valley as a living and attractive cultural space.

The following chapters introduce and discuss the core meaning of these concepts and the main steps of how to implement them. Finally it gives a precise categorization to follow for all heritage valorisation projects along the Danube.

3. DANUBE URBAN BRAND

The DANUrB project aims to find common themes, living and forgotten/or hidden remnants of cultural heritage in the towns of the Danube valley. These heritage items are to be re-discovered and activated for regional identity and brand building, as well as for local and community development.

Brand

is a multidimensional, complex physical and metaphysical phenomenon, special mixture of physical characteristic, features and symbolic values, differentiating a 'product' from the others.

City and regional brand

The place is a very special "product". City and regional brand, this phenomenon is strongly related to place identity, image, belonging, loyalty, reputation and most importantly quality in local production and services

Branding plays a key role in the sustainability of heritage. The brand conveys the value of heritage to the people or 'consumers' and it is necessary to sustain this value for the benefit of future generations. The brand triggers positive emotions and behaviours in the visitors, which are essential components of sustainable heritage management. The use of the brand can also have a positive contributions to the local population. The brand suggests that there are certain quality standards applied for every component of the brand.

Regional branding is an umbrella term, strongly related to social capital, regional networking and development. It is a collaborative interaction of local stakeholders. They join forces in quality based, value adding, regional identity strengthening institutionalized activities such as regional product and service branding. Regional branding, therefore is an important tool for local/regional development and community building.

Local cultural identity is represented in the attachment, devotedness, self-awareness and ideally, in being proud of local culture. Local cultural identity has therefore a many-folded and multidimensional meaning. Culture has both tangible and intangible elements.

Sharing the common historical background and legacy of the Roman, Ottoman and the Habsburg Empire, or of the turbulent periods of the 20th century formed different kinds of tangible and intangible cultural capital along the Danube. Most of this heritage has been preserved and passed on over many generations. This can be a basis for local and, preferably regional identity and brand building. As a next phase this common shared legacy can be further utilized with the help of network-based cultural economy initiatives. In our understanding cultural economy means that cultural identity is being used to keep economic control over heritage resources at local level. This approach can re-valorize the place, can result in strategies aiming at the transformation of local knowledge into local resources.

Many settlements in the transitory, post-socialist DANUrB countries are struggling with economic and social depression, decreasing population, dismantling societies, lost and abandoned productions facilities, infrastructure. These characteristics are signalling the shrinking city (region) and peripheral position phenomenon. On the other hand, the Central and Lower Danube regions are very rich both in natural – landscape, agricultural potential, etc.– and (forgotten) cultural resources, either tangible or intangible.

We are living in the era of rapid globalization, technological change, commodification and uniformisation. Rediscovering local identity, being aware of the past and traditions, moreover re-using the local knowledge and cultural heritage can be an advantageous strategy for survival and even development. This can result e.g. in cultural economy development through regional networking. There are many relevant ‘best or good practices’ in the EU countries such as France, Ireland, the Netherlands. Local communities with strong identity and attachment to their heritage, e.g. to local food and gastronomy could turn their “peripheral backwardness” to an advantageous asset. One relevant example is the concept of ‘slow food’. It capitalizes on local traditional restaurants, farm inns, food festivals under a regional umbrella brand attractive to domestic as well as to international visitors. Slow food schemes developed and delivered consistently with the concept can boost the local economy. One of the best practices introduced by the DANUrB project’s Austrian partners discusses the regional branding approach of the UNESCO World Heritage listed Wachau region. The area is well known for its viniculture and apricot based local specialties production. Other areas can all learn from how to plan and implement local economic development, branding and quality assurance.

The DANUrB project revealed many common features and traces of the Danube’s common cultural heritage. These tangible and intangible items could become strong pillars of a Danube regional identity and branding process, based on DANUrB stakeholder network. In DANUrB regional identity building cultural elements were discovered. Some project activities were also launched. The revitalization of the international Danube Days between 2017-2019 took place in many DANUrB partner settlements (Ráckeve, Komarno, Calafat etc....), in twin cities (e.g. Esztergom-

Párkány/Sturovo). The project provided all the necessary communication and branding elements (logo, standardised placards etc.). These experiences and tools can be utilised in the future DANUBE/DANUrB regional branding process.

The project identified important local and regional stakeholders that with the help of the Platform could be connected for regional networking and for brand building, constituting the Danube Cultural Promenade. The DANUrB tours and routes are integrated into the PocketGuide app. Other possible cultural routes are to be initiated based on the heritage the project mapped. These routes can be core products under the DANUrB Brand.

Proposal for the visual image of the DANUrB badges



Only if the Danube Cultural Promenade was started to be implemented the real work of defining the Danube Urban Brand can start. This Brand would add significantly to the identity and attractiveness of the Danube valley as a tourism destination.

4. PROMENADE (& REGIONAL IDENTITY)

The Danube Cultural Promenade (DCP) is an existing network held together by DANUrB. It also is a future vision to be implemented on the basis of the recommendations this strategic document. Today, the DCP has two main components. First, it is a catalogued network of cultural heritage items related to the Danube towns. Second it enlists the stakeholders from these towns that aim to use this heritage to increase their local possibilities under the global umbrella what the Danube is.

By applying the recommendations of this Strategic Document, the stakeholders bring the vision of the DCP alive. The integrated experiences from the Good Practices show the potentials of this vision, inspiring and testing many of the valorization tools used by this document.

There are stakeholders that already have made great projects supporting tourism development. Still, these developments and initiatives aimed primarily at increasing the wellbeing of local communities. The goal is to have a rich network of such projects, initiated by many of DANUrB stakeholders. This way the vision of the Danube Cultural Promenade will come to live and will live to its real potentials. As a result local communities will have livelier heritage assets, better utilised Danube shores and improved local identities. Besides, the network of such projects will make many of the now peripheral Danube regions integrated into a global Danube destination. This will result in a cultural community of world-class initiatives held together by the distinguished Danube Urban Brand.

4.1. THE MAIN BENEFITS

Valorising cultural resources has a direct impact to every aspect of wellbeing, its effect appears at local and interregional scale, local communities and visitors also benefit from it. *The main benefits are as follows:*



*local communities
and stakeholders*

Danube Urban Brand

- A better international and national visibility and awareness, especially in cultural and tourism related circles
- The possibility of attracting more day visitors as well as more overnight tourists
- To be part of themed tours and routes along the Danube
- To be acknowledged as partners of the developing Danube tourism destination

Danube Cultural Promenade

- An ever-extending knowledgebase helping to avoid failures and difficulties in the development of culture related projects, and helping to implement projects more effectively
- Access to an up-to-date, self-expanding database on the heritage assets available for unique projects
- An easy way to find related international partners in larger-scale projects
- Stronger local identity related to the Danube, stronger self-consciousness



visitors and tourists

Danube Urban Brand

- They can find 'real' experiences and 'sense of place' when travelling – which are defined by cultural and heritage sights, stories, traditions and services built on local resources.
- Regional identities connected to the Danube help guests mapping and understanding local heritage.
- It fosters economic activity by creating the critical mass for services and products.

Danube Cultural Promenade

- Tourists appreciate local environments, cultural sites and activities.
- Creating linear attractions built on heritage sites and atmosphere for visitors.
- The Danube promenade with well-defined stations and spots can be visited and appreciated by different kind of visitors encouraging getting more active physically

To achieve the goal of this vision and to implement the Danube Cultural Promenade, every initiative dealing with the valorisation of the Danube and its heritage should stay in close contact with each

other. These initiatives should continuously learn from each other. They should take every possibility to cooperate in interregional cooperation projects such as EU projects, tourism related alliances, common branding activities and personal communications through mutual visits. Such cooperation will lead to better networking resulting in a more tangible DCP. The cooperation aims at connecting heritage projects and sites in themed routes (e.g. the likes of presented in the PocketGuide App), or applying similar design principles in riverside spaces. In order to achieve this, stakeholders interested in the development of their cultural assets and Danube related possibilities should follow the main principles of this strategic document, and use the tools developed by DANUrB, e.g. the on-line Platform.

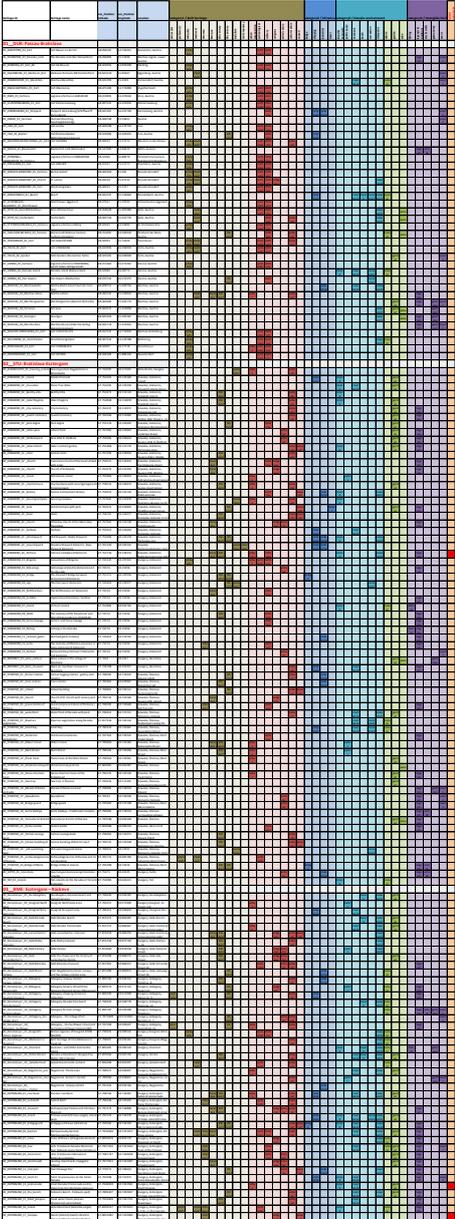
4.2. CATEGORIZATION - GENERATING IDENTITY ON REGIONAL SCALE

The main concept connecting projects willing to participate in the regional and interregional cooperation initiated by DANUrB is that cultural heritage of the Danube constitutes common, well understandable, unique and authentic cultural categories. These appear all along the Danube producing similar, but still unique heritage products. These shared values connect the heritage, making the Danube valley an integrated cultural and tourism destination. They create the foundations of a common Brand, and most importantly connect people along the Danube as a cultural community. The evaluation process for selecting and evaluating the heritage applied the following 3 approaches: space (collection and systematization of data based on space), local importance (systematization of data based on the local importance of heritage asset) and categorization (Categories for heritage items are based on the DANUrB Matrix).

The **DANUrB Matrix** has an additional objective: to find new synergies and similarities of heritage that:

- has relevance in different scales and contributes to the Cultural Promenade as well as to the possible local interventions
- has relevance in more than one participating country
- can contribute to local tourist products (e.g. audiotours) or to the local valorisation activities of the municipalities.

The objective of defining the Matrix was to have a **common system** of data categorization that is dissimilar to the traditional heritage categories and looks at the heritage items based on their relation to the Danube. With this approach altogether four main categories of the MATRIX were defined. Inside these clusters a number of



In the matrix, the entire collected heritage and all regions are processed, this is a smaller detail presentation

categories can be defined, within these all possible heritage values of all heritage assets along the Danube can be described.



→ **HERITAGE LANDSCAPES SHAPED BY THE DANUBE**

- **directly on the river and on the riverbank** / Islands & peninsula, riverbanks (promenades, riverbanks, flood protection system, water tours), beaches, recreational facilities (sport, campsites, spas),
- **environment along the river** / public space (routes, tours, path, nature trail, streets, connected but not only along the Danube), viewpoints, natural wilderness in urban areas, urban gardens (like parks), and wine related landscapes (vineyards, cellar systems)



→ **HERITAGE OF ART & ARCHITECTURE**

- **defined by the era of its creation** / vernacular, prehistoric, antique (Roman, Byzantine, Thracian), medieval, ottoman, baroque and classicist, from the XIX century, from the XX century, from socialism or contemporary
- **defined by its main cultural character** / an urban composition, an archaeological site, a military function (like fortresses), a religious function (like churches), of artistic value or other cultural value



→ **HERITAGE DEFINED BY THE ECONOMY AT THE DANUBE**

- bridges, shipping facilities (ports, shipyards, ferries), industrial sites (mills, industries, industrial buildings and infrastructure), towers (lighthouses, water towers)



→ **HERITAGE DEFINED BY THE SOCIO-CULTURAL LIFE ALONG THE DANUBE** - Danube related intangible cultural capital (intangible heritage connected to the river: traditions, folk art, gastronomy, crafts and knowledge, etc.)

- fishing related (fishsoup, fishing traditions), legends & traditions (tales, customs), arts & crafts (artefacts, traditional craft knowledge), gastronomy (typical agricultural products and gastronomy products), events (festivals, celebrations)

4.3. CONNECTIVITY

Heritage items in these 4 groups can already form themed routes (like wine routes), or can be combined to a more complex route (like the Roman Emperors and Danube Wine Route which includes 20 archaeological sites and 12 wine regions). Elements of these groups furnish tourism and leisure with more content, which can enable tourism and leisure offers and business even in smaller towns along the river.

There is a wide range of tourism and leisure forms that can benefit from DANUrB heritage such as cultural and heritage tourism, religious and event tourism, gastronomy or health tourism. The related leisure activities can include biking, hiking, rowing, or fishing. These can benefit from heritage since heritage items are valorised and connected

Therefore it is essential for every project to follow the strategic recommendations of this document. This is especially critical for heritage valorisation activities and steps and the group to which a heritage asset may belong. A heritage asset, but even more importantly a project using and valorising Danube's heritage can fit into several categories, allowing several points of view in the interpretation and in the marketing possibilities.

The recommended 4 categories describe well the cultural heritage of the Danube communities. They show a clear way how to valorise this heritage for the improvement of local's wellbeing and for tourism development. The Danube towns offer **a slower form of life and consequently**, too. This represents a healthier and authentic experience, since it is always based on the **local life related to the Danube**. It capitalises on the Danube valley's impressive nature and local characteristics, and keeps being connected to the stories and history of the Danube valley through smaller and somehow **secret ties that are all still to be explored**.

DANUrB defines and differentiates four approaches of developing the network (Danube Cultural Promenade) between the existing cultural and stakeholder assets:



a network of stakeholders and heritage assets

- it can connect at local and at interregional scale
- local communities and visitors also benefit from it



01 discovering and using hidden heritage is the source of local identity



02 the main tourist attractions are complemented by local elements



03 the special elements form a network with each other



04 the main tourist thematic network is complemented by local elements

Developing the promenade #1

SZIGETZUG / local cultural heritage network



-  • local connection
-  • a network is established within a settlement or microregion
-  • for the local community / by the local stakeholders
-  • the source of local identity

The source of local identity is based on discovering and using hidden heritage. Projects are initiated and ameliorated actively by local stakeholders and the network is established within a settlement or microregion.

The main goal is to strengthen local identity through the local community with the help of local stakeholders. (local cultural heritage network, e.g: Szigetzug)

Developing the promenade #2

ESZTERGOM / besides the main tourist magnet sites, there are smaller complementary attractions



-  • local connection
-  • a network is established within a settlement or microregion
-  • for extending the tourist economy and solution
-  • tourists can also find local specialties beyond the "obligatory" attractions


KISKOSÁR
 BEVÁSÁRLÓ KÖZÖSSÉG

The main tourist attractions are complemented by local elements. The projects deal with Danube related heritage assets, they valorising them, building on their values and making these accessible to the public. The network is established at a settlement or in a microregion with the goal to extend the tourism economy. Tourists can also find local specialties beyond the "obligatory" attractions. (besides the main tourist magnet sites, there are smaller complementary attractions, e.g: Esztergom)

Developing the promenade #3

THEMATIC NETWORK OF BOAT MILLS: Kolarovo, Ráckeve, Dunaradvány, Baja
BOAT MARKET: Ráckeve, Paks (fishmarket)

- network connection
- interregional networks with other projects sharing the same Danube related heritage values
- for the local communities
- cooperation between stakeholders

The special (thematic) elements form a network with each other: projects make an effort to create interregional networks with other projects sharing the same Danube related heritage values. The network is based on connections and cooperation between stakeholders sometimes even physically distant from each other. (e. g. thematic network of boat mills: Kolarovo, Ráckeve, Dunaradvány, Baja)

Developing the promenade #4

WORLD HERITAGE HIKING TRAIL WACHAU

- network connection
- interregional networks with other projects sharing the same Danube related heritage values
- for extending the tourist economy and solution
- tourists can also find local specialties beyond the "obligatory" attractions

The main thematic tourist network is complemented by local elements. This presumes the proper visibility of the projects (they should be actively present in the DANUrB Platform) and the existence of interregional networks with other projects sharing the same Danube related heritage values. Tourists can also find local specialties beyond the "obligatory" attractions and extend the tourism economy with complementary elements. (e.g: World Heritage Hiking Trail Wachau, where the hidden heritage complements the existing route)

Experiences show that through the collected GOOD PRACTICES that small scale investments in cultural heritage can bring unexpectedly wide range of impacts.

The GOOD PRACTICE highlight the complexity of the strategic document. The whole DANUrB project seeks the tools how to integrate local heritage, local stakeholders and local activities into projects that generate attachments to locals, generate connections to local cultural life and at the same time triggers tourism on local and regional scale.

The main goal of the good practices collection of DANUrB project is to inspire stakeholders for action and improve their knowledge on the possibilities of heritage valorisation. The lessons learned from the good practices are expected to generate more projects. The shared ideas and activities are expected to motivate stakeholders to active take part in the implementation of the [Danube Cultural Promenade](#).

There are essential requirements for these new projects. These are also demonstrated in the Good practices of the Platform:

- projects must have a well-defined relationship to the Danube (spatial or holistic) and have to deal with Danube related heritage assets. The projects are expected to be able to valorise the heritage assets. At the same time they should build on their values and making these accessible to the public. For example any project needs to build on a Danube related heritage site or asset, making the heritage preserved and live, accessible to locals and tourists. A good example is the cultural use of a heritage site, or the integration of local produces and intangible heritage into the commercial offer of leisure/tourism services, preferably at a Danube related site.
- projects must be bottom-up projects and initiated or helped actively by local stakeholders, e.g. a project initiated by a multinational company in a Danube town can only be valuable if locals were active partners and direct beneficiaries. A good DANUrB project is initiated by the cooperation of local stakeholders.
- projects should integrate local or interregional tangible and/or intangible heritage assets that are relevant in relation to the river (in the case of the Good Practice examples they are directly related to already collected heritage items and stakeholders. See at relevant heritage and stakeholder datasheets on the Platform)
- projects can be connected to existing local events or festivals generating much stronger connections to already existing networks and stakeholder groups
- projects must have proper visibility (they should be actively present in the DANUrB Platform), have their methods of valorisation (business plan, implementation tools) accessible to other stakeholders of the DCP (e.g. a project should not only learn from the methods described in DANUrB, but it should provide information to the partnership and be visible, and it should connect actively to the efforts to create a Promenade and Brand.)
- projects should make an effort to create interregional networks with other projects sharing the same Danube related heritage values (e.g. a project valorising an old brick factory with a dock by the Danube should try to connect with other projects of brick factories, at industrial heritage sites and sites with industrial ports, and try to make an interregional story of their shared heritage.)

It is important to underline that both tourism and heritage oriented stakeholders need improved knowledge to get proper management of heritage. Public and private tourism stakeholders have to

be trained to improve their capacity to comply with new trends and successfully meet the high standards set by the continuously changing demand of travellers. This is one reason of the Good Practice collection, i.e. the examples expected to work as a set of tools for others.

In order to have a Danube Cultural Promenade with projects that can connect to an interregional network, the categorization of the heritage to be valorised is needed in well understandable categories. The heritage items together will form a strong identity and Brand for the urban heritage of the Danube. They also help to make networks between projects be effective resulting in that tourists will make multiple visits.

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