

# Long-term Benefits from the Culture – Audience Relationship in the revaluation of heritage.

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# About Intercultura Consult



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A research and consultancy company established in 2004. Working with experts from the wider European Context

Our expertise connects us with over 50 organisations, institutions and companies in the arts sector and the creative industries in Bulgaria, and over 30 in Europe including network associations.

ICC has engaged in many innovative interdisciplinary projects of which 20 international and 6 national.



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# Content

- Cultural organizations' new role in building resilience
- Time Perspectives
- Improving the communication strategy for Rangers' Days
- Intangible Heritage, Slow Tourism & Design
- Volunteering: value-added connection for Gabrovo youth to the cultural offer
- Renewing Interest in Traditional Textile Processing
- Critical Evaluation

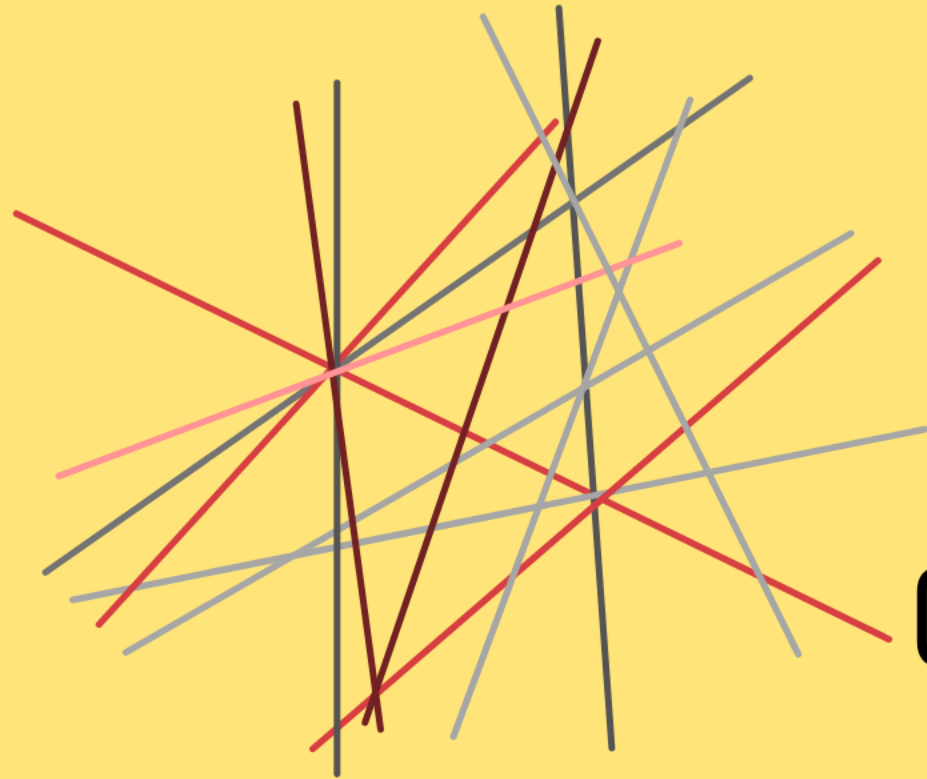
# Cultural organizations' new role in building resilience

## From Guardians of Tradition

- Preserve cultural and natural heritage
- Educate the public
- One-way communication of cultural content
- Lack of accountability for effective use of resources

## To Communicators of Values

- Empower creativity: allow the audience to focus on the creative experience rather than on 'absorbing' information or 'knowledge'
- Build awareness of traditions, natural and cultural resources
- Embed the values intrinsic to traditions and heritage in new practices
- Set tangible (SMART) goals allowing to measure success.



**TIME PERSPECTIVES:  
LONG-TERM BENEFITS FROM THE  
CULTURE – AUDIENCE RELATIONSHIP**

# Time Perspectives

A micro-incubation project:

1 year, targeted support for 4 cultural organizations in smaller settlements in Bulgaria

Goal

Improve connection of the organization to its **community** through local to local **audience interaction**

Reason

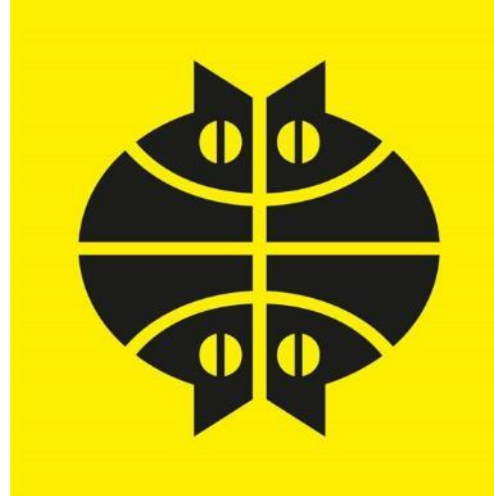
To **empower** organizations as **drivers of local development** in their communities

How

Explore **creative collaborations** beyond current practices for a lasting connection with their audience - **on site and online.**

# Time Perspectives

2 community centers



*Народно читалище  
„Елин Пелин 1896“*

2 museums

Through group work and individual projects, each organization innovated **one aspect of its value chain – audience relations.**

Each organization was offered:

Capacity building



Small financial support



Networking opportunities



# Time Perspectives

The incubation experiments resulted in

1 New  
communication  
strategy

Multiple new  
partnerships

1 New program  
for volunteers

1 New event

Strategic approach to  
online and off line  
communication of  
events and activities

Between the 4  
organizations in the  
project and with  
external actors:  
designers, touristic  
services, and youth  
organizations.

New value-added  
experience for youth  
who is otherwise  
among the most  
difficult to reach  
audience groups.

New approach to  
presenting  
organizational  
resources.



# Improving the communication strategy for Rangers' Days



A series of events aiming to build children's interest in nature and reestablish the connection to the museum as a cultural institution.

Through games and activities children develop skills for surviving in the mountain and recognizing local flora and fauna.

Develop communication strategy for the event through:

- Capacity building with experts, networking, and self-analysis
- Hiring a communications professional

# Intangible Heritage, Slow Tourism & Design

The tradition of decorating Easter eggs of the village of Kostenets is on the National list of intangible CH.

1. Contemporary interpretation of traditional design
2. New collaboration with a touristic offer – sharing the tradition through an experience with a new audience.
3. Combined tourism + local community offer



село Костенец

ЧИТЯЛИЩЕ "ПРОСВЕТА 1881"

# Volunteering: value-added connection for Gabrovo youth to the cultural offer



The Museum of Humor and Satire in Gabrovo piloted a **volunteering program** for young people.

The volunteers have a **value-added** experience with the museum through:

1. Training – the volunteers participated in 2 workshops related to digital media and aesthetics.
2. Hands-on experience - assisting the museum in public relations, logistics, meet and greet and other activities.
3. Career insights - special behind the scene perspective of the museum as an institution of cultural + IC heritage

# Renewing Interest in Traditional Textile Processing



The community center “Elin Pelin 1896” in Elin Pelin developed a workshop for children showcasing traditional ways of processing textile.

New activity involving the museum exhibition and providing interactive experience for young audiences.

# Critical Evaluation

## Self Assessment by Organizations

- Reached wider audiences – predominantly youth, who demonstrated interest and enjoyed the offers.
- Motivation to further develop the new activities
- Becoming aware of a need for additional staff (i.e. volunteer coordinator)

## Assessment by Incubation Team

- Need for closer monitoring of progress to ensure success
- Additional expertise & consultations needed for organizations outside the capital
- Networking boosts the collaboration and organizational development, especially physical encounters
- Balancing (2x2) institutional similarities and differences from cultural management perspective

# THANK YOU!

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