

PART A - Project overview

A.1 Project identification

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|---|--|------------|
| Programme priority | Priority 3 - Liveable Alpine Space | |
| Programme priority specific objective | Sustainably valorise Alpine Space cultural and natural heritage | |
| Project acronym | ALP4EU | |
| Project title | The cultural heritage of folk music and linguistic traditions as new economic opportunities of Alpine regions. | |
| Project number | 216 | |
| Name of the lead partner organisation/original language | Agenzia Regionale per la Lingua Friulana / Agjenzie Regionâl pe Lenghe Furlane | |
| Name of the lead partner organisation/English | Regional Agency for Friulian Language | |
| Project duration 36 months 0 days | Start date | 2016-02-01 |
| | End date | 2019-01-31 |

A.2 Project summary

Please give a short overview of the project (in the style of a press release) and describe: - the common challenge of the programme area you are jointly tackling in your project; - the main objective of the project and the expected change your project will make to the current situation; - the main outputs you will produce and who will benefit from them, also after the end of the project; - the approach you plan to take to tackle the identified challenges; - the added value of the transnational approach: why do you plan to work at transnational level; - what makes your project innovative; - the total project budget.

Alpine Space is rich of music folk traditions, a cultural heritage composed by many elements: literature and oral traditions, musical styles and dances, musical instruments and craft skills. The ASP offers the opportunity to preserve this huge cultural heritage and build on it new developments, making the sector more responsive to the musical tastes of young generations and a profitable economic activity.

The main objective of the project is the establishment of a cooperative network of festivals, associations, music institutes, public institutions and culture operators sharing common goals of developing regional economies and job opportunities in the field of musical and linguistic heritage of Alpine tradition. This network of actors, with complementary skills, will ensure technical and operational support for working at transnational level, promoting the circulation of products, artists and workers, providing training paths, capturing new audience.

Main project outputs will be: a better definition and comprehension of the overall Alpine folk music sector (major players, stakeholders, audience, products, potential); the development of specific training offers and mobility programmes to empower artists; one "travelling" event as a result of a pilot action. The network established within the project will provide the necessary transnational governance, give continuity to the action and ensure lasting outcomes.

Total budget foreseen is 1.640.000 €

PART B - Project partners

B.1 Project partner

Project partner 1

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| Partner Role In The Project | LP |
| Name of the organisation in original language | Agenzia Regionale per la Lingua Friulana / Agjenzie Regionâl pe Lenghe Furlane |
| Name of the organisation in English | Regional Agency for Friulian Language |
| Abbreviation of organisation | ARLeF |
| Department/unit/division | |
| Country (Nuts 0) | IT, ITALIA |
| Region (Nuts 2) | ITH4, Friuli-Venezia Giulia |
| Sub-region (Nuts 3) | ITH42, Udine |
| Postalcode City | 33100 Udine |
| Street Streetnumber | via della Prefettura 13 |
| Home Page | www.arlef.it |
| Type of Partner | regional public authority |
| Legal Representative Firstname | Lorenzo |
| Legal Representative Lastname | Fabbro |
| Legal Representative Email | arlef@certgov.fvg.it |
| Legal Representative Telephone | 0432 555812 |
| Contact person Firstname | William |
| Contact person Lastname | Cisilino |
| Contact person Email | william.cisilino@regione.fvg.it |
| Contact person Telephone | 0432 555812 |
| Legal Status | public |
| Partner's experience and thematic competences (global header) Which are the organisation's thematic competences and experiences relevant for the project? What are the institutional role and policy addressing capacity of the partners? | ARLeF defines policies for the Friulian language. In the music sector, it organizes since 2009 the festival SUNS, promoting contemporary artistic productions in minority languages from Alpine area. In 6 editions SUNS has grown steadily. |

B.2 Project partner

Project partner 2

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| Partner Role In The Project | PP |
| Name of the organisation in original language | Scuola di Alto Perfezionamento Musicale |
| Name of the organisation in English | School for Advanced Musical Studies |
| Abbreviation of organisation | APM |
| Department/unit/division | |
| Country (Nuts 0) | IT, ITALIA |
| Region (Nuts 2) | ITC1, Piemonte |
| Sub-region (Nuts 3) | ITC16, Cuneo |
| Postalcode City | 12037 Saluzzo (CN) |
| Street Streetnumber | Via dell'Annunziata 1b |
| Home Page | www.fondazione scuolaapm.it |
| Type Of Partner | education/training centre and school |
| Please Explain Other | Training centre |
| Legal Representative Firstname | Luca |
| Legal Representative Lastname | Ellena |
| Legal Representative Email | apm@scuolaapm.it |
| Legal Representative Telephone | 0175 47031 |
| Contact person Firstname | Gianfranco |
| Contact person Lastname | Mattalia |
| Contact person Email | gianfranco.mattalia@scuolaapm.it |
| Contact person Telephone | 0175 47031 |
| Legal Status | private |
| Partner's experience and thematic competences (global header) Which are the organisation's thematic competences and experiences relevant for the project? What are the institutional role and policy addressing capacity of the partners? | AMP provides training for young people striving to embark an artistic profession within the constantly changing work scenario. It promotes identity, cultural models and professional growth, focusing on professional employment. |

Project partner 3

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| Partner Role In The Project | PP |
| Name of the organisation in original language | Kaya Association culturelle |
| Name of the organisation in English | Kaya cultural association |
| Abbreviation of organisation | Kaya |
| Department/unit/division | |
| Country (Nuts 0) | FR, FRANCE |
| Region (Nuts 2) | FR82, Provence-Alpes-Côte d'Azur |
| Sub-region (Nuts 3) | FR822, Hautes-Alpes |
| Postalcode City | 05200 Embrun |
| Street Streetnumber | Route de saint André |
| Home Page | www.kaya-web.info |
| Type Of Partner | interest groups including NGOs |
| Legal Representative Firstname | Michel |
| Legal Representative Lastname | Didier |
| Legal Representative Email | contact@kaya-web.info |
| Legal Representative Telephone | 06 72063076 |
| Contact person Firstname | Emmanuel |
| Contact person Lastname | Lamic |
| Contact person Email | assokaya.manu@gmail.com |
| Contact person Telephone | 06 72063076 |
| Legal Status | private |
| Partner's experience and thematic competences (global header) Which are the organisation's thematic competences and experiences relevant for the project? What are the institutional role and policy addressing capacity of the partners? | Kaya works for the preservation of cultural diversity. Keywords of its action: network of actors, artistic creation, transmission, pedagogical activities, sharing and development of traditions. It organizes since 2009 the Trad'In Festival. |

Project partner 4

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|--|--|
| Partner Role In The Project | PP |
| Name of the organisation in original language | Associazione degli appartenenti alla Comunità Nazionale Italiana – Unione Italiana / Društvo pripadnikov italijanske narodne skupnosti - Italijanska unija |
| Name of the organisation in English | Association of the members of the Italian National Community - Italian Union |
| Abbreviation of organisation | Unione Italiana - Slovenia |
| Department/unit/division | |
| Country (Nuts 0) | SI, SLOVENIJA |
| Region (Nuts 2) | SI02, Zahodna Slovenija |
| Sub-region (Nuts 3) | SI024, Obalno-kraška |
| Postalcode City | 6000 Koper-Capodistria |
| Street Streetnumber | Župančičeva 39 |
| Home Page | http://unione-italiana.eu/Backup/ |
| Type Of Partner | interest groups including NGOs |
| Legal Representative Firstname | Maurizio |
| Legal Representative Lastname | Tremul |
| Legal Representative Email | unione.it.cap@siol.net |
| Legal Representative Telephone | +386 (0)5 63 11 220 (1) |
| Contact person Firstname | Lea |
| Contact person Lastname | Skok |
| Contact person Email | unione.it.cap@siol.net |
| Contact person Telephone | +386 (0)5 63 11 220 |
| Legal Status | private |
| Partner's experience and thematic competences (global header) Which are the organisation's thematic competences and experiences relevant for the project? What are the institutional role and policy addressing capacity of the partners? | The Italian Union protects and promotes the identity of the Italian National Community in Croatia and Slovenia. It organizes public events, conferences, workshops, festival etc., and is involved in the preparation and implementation of EU projects. |

Project partner 5

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| Partner Role In The Project | PP |
| Name of the organisation in original language | Associazione LocarnoFolk |
| Name of the organisation in English | Association LocarnoFolk |
| Abbreviation of organisation | LocarnoFolk |
| Department/unit/division | |
| Country (Nuts 0) | CH, SCHWEIZ/SUISSE/SVIZZERA |
| Region (Nuts 2) | CH07, Ticino |
| Sub-region (Nuts 3) | CH070, Ticino |
| Postalcode City | 6600 Locarno |
| Street Streetnumber | 6600 Locarno |
| Home Page | www.locarnofolk.ch |
| Type Of Partner | interest groups including NGOs |
| Legal Representative Firstname | Marco |
| Legal Representative Lastname | Pisasale |
| Legal Representative Email | info@locarnofolk.ch |
| Legal Representative Telephone | +41 (0)78 876 89 97 |
| Contact person Firstname | Barbara |
| Contact person Lastname | Knopf |
| Contact person Email | info@locarnofolk.ch |
| Contact person Telephone | +41 (0)78 876 89 97 |
| Legal Status | private |
| Partner's experience and thematic competences (global header) Which are the organisation's thematic competences and experiences relevant for the project? What are the institutional role and policy addressing capacity of the partners? | Since 2011 LocarnoFolk promotes the musical traditions (also in their new forms) and the musical diversity in the Alps. LocarnoFolk Festival takes place every summer, offering a rich program including workshops and video sessions. |

Project partner 6

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| Partner Role In The Project | PP |
| Name of the organisation in original language | Centro Regionale Etno Linguistico |
| Name of the organisation in English | Regional Centre for Ethnological and Language studies |
| Abbreviation of organisation | C.R.E.L. |
| Department/unit/division | |
| Country (Nuts 0) | IT, ITALIA |
| Region (Nuts 2) | ITC1, Piemonte |
| Sub-region (Nuts 3) | ITC11, Torino |
| Postalcode City | 10098 Rivoli (Torino) |
| Street Streetnumber | C/O MAISON MUSIQUE, Via Rosta 23 |
| Home Page | http://www.folkclub.it/flatpage/view/crel/ |
| Type Of Partner | interest groups including NGOs |
| Legal Representative Firstname | Paolo |
| Legal Representative Lastname | Lucà |
| Legal Representative Email | info@maisonmusique.it |
| Legal Representative Telephone | 011 9561782 |
| Contact person Firstname | Paolo |
| Contact person Lastname | Lucà |
| Contact person Email | info@maisonmusique.it |
| Contact person Telephone | 011 9561782 |
| Legal Status | private |
| Partner's experience and thematic competences (global header) Which are the organisation's thematic competences and experiences relevant for the project? What are the institutional role and policy addressing capacity of the partners? | CREL is one the main Italian archive of folk songs: it works for the collection, preservation, cataloging of documentation - recordings and paper - of ethnographic, linguistic, ethnomusicological, anthropological, historical and social interest. |

Project partner 7

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| Partner Role In The Project | PP |
| Name of the organisation in original language | Groupe d'Action Locale Pays Sud |
| Name of the organisation in English | Local Action Group of South Pays |
| Abbreviation of organisation | Le Pays S.U.D. |
| Department/unit/division | Planning and development unit |
| Country (Nuts 0) | FR, FRANCE |
| Region (Nuts 2) | FR82, Provence-Alpes-Côte d'Azur |
| Sub-region (Nuts 3) | FR822, Hautes-Alpes |
| Postalcode City | 05200 EMBRUN |
| Street Streetnumber | Forum des associations Espace Delaroché |
| Home Page | http://www.pays-sud.fr/ |
| Type Of Partner | other |
| Please Explain Other | Local Government – associations and enterprises |
| Legal Representative Firstname | Chantal |
| Legal Representative Lastname | Eymeoud |
| Legal Representative Email | m.schilling@pays-sud.fr |
| Legal Representative Telephone | 04 92 44 15 12 |
| Contact person Firstname | Michèle |
| Contact person Lastname | Schilling |
| Contact person Email | m.schilling@pays-sud.fr |
| Contact person Telephone | 06 50 39 91 33 |
| Legal Status | private |
| Partner's experience and thematic competences (global header) Which are the organisation's thematic competences and experiences relevant for the project? What are the institutional role and policy addressing capacity of the partners? | The GAL is an association of 31 towns for the planning and development of the territory. In close collaboration with the State, the Region and the departments, the association promotes many cross-cutting projects in multiple and diverse fields. |

PART C - Project description

C.1 Project relevance

C.1.1 What are the common territorial challenges that will be tackled by the project. Please describe the relevance of your project for the programme area in terms of common challenges and/or opportunities/strengths addressed.

The music sector identified with the terms Folk, Trad, World or Ethno has a great potential from a regional development point of view. First, in the last two decades, it has seen an increase of the quality of the production and of interested audience. In the Alpine area, some important cultural events, involving a pretty wide audience, take place in regions of strong musical and linguistic tradition. These events could be better exploited to enhance the profile and appeal of the host destinations, attract external tourism, generate local economic activity and development.

Second, folk music is characterised by four elements: music, dance, song and language, all retaining their original role even in the most contaminated interpretative modalities. The project will then contribute to foster a transnational Alpine identity strongly build on traditions.

To sum up, it is a dynamic sector, but still without a solid structure that could allow further development.

C.1.2 What is the project's approach in addressing these common challenges and/or joint assets? What is innovative about the approach the project takes? Please precise how the project will tackle the challenges and/or opportunities; indicate the logical steps. Please describe new solutions that will be developed during the project and/or existing solutions that will be adopted and implemented during the project lifetime. In what way the approach goes beyond existing practices in the sector/programme area/participating countries.

The idea is to link artistic creativity to local cultural heritage and regional development potential. Young musicians and artists will have the opportunity to meet the "tradition bearers" of different Alpine areas, taking up the practice of oral transmission. The schools of music will then provide training, defining didactic programs and empowerment paths for artists and culture professionals.

Moreover, organisations involved in the network, some of which with more than thirty years of experience in the organisation of festivals and events, will focus on cultural events as a lever to foster regional incoming tourism, economic development and opportunities for local actors - especially for SMEs. This implies the definition of forms of collaboration with regional development and tourism agencies from the very beginning of the project implementation and, ideally, their direct involvement in the network. Contacts are on-going to involve regional development agencies (SL, AT, DE).

C.1.3 Why is transnational cooperation needed to achieve the project's objectives and result(s)? Please explain why the project objectives cannot be efficiently reached acting only on a national/regional/local level. Describe what benefits the project partners/target groups/programme area gain in taking a transnational approach. Transnational cooperation should exceed the mere exchange of experiences and should enable joint development of solutions and implementation.

Artists and folk music fans are very dynamic: they meet each other, travel across regions and borders, exchange knowledge, organize events even in small towns; they keep the tradition alive and pass it to the young people thanks to initiatives mostly supported by local communities. Some important festivals stand out, attracting artists and public from different countries.

Transnational governance is needed for the overall folk music sector in the Alps, able to share skills, promote cultural events in large scale, circulate artists and productions, attract new audience, in the perspective of reinforcing regional attractiveness for residents, newcomers and tourists.

C.2 Project focus

C.2.1 Project objectives, expected result and main outputs

Programme priority specific objective

Project overall objective

What is the overall objective of the project? How does it contribute to the programme's objective?

The overall objective is the establishment of a stable cooperative network of associations, cultural operators, training organizations able to valorise music traditions of the Alpine area and develop sector related regional economies as well as job opportunities. The project contributes to the Programme priority specific objective, pursuing the sustainable valorisation of AS cultural heritage, in a field that is strongly rooted in the Alpine identity and focus on tradition as a catalyst.

Programme result

Select one programme result indicator your project will contribute to.

Level of sustainable valorisation of cultural and natural heritage of the Alpine Space

Project results

What are the project main result(s) and how do they contribute to the programme result indicator?

Project's main results: - Establishment of the cooperative network - Implementation of artists' mobility actions - Design of professionalizing paths for musical groups, artists and cultural operators also willing to internationalise their career - Actions to promote commercial visibility and regional development - Co-productions The project contributes to the Programme result indicators by increasing the sustainability of the music tradition sector, cultural heritage of the Alpine space.

Project specific objectives

Which are the specific objectives the project will be working towards? Define max. 3 project specific objectives.

| Title of specific objective | Please provide a short explanation on the link with the project main outputs |
|--|--|
| Overall Alpine folk music sector organisation and valorisation | The project will lead to an overall comprehension of Alpine folk music sector, with the identification of main actors and stakeholders, the definition of the audience and the assessment of its potential notably for tourism regional development. |
| Artists' empowerment | The project will give answers to training needs of the artists, notably taking into account personal and professional skills required from the sector labour context. Schemes for artists' mobility will be defined and tested. |
| Audience development | Starting from available data on average folk music audience, the project will define a strategy and test some specific actions to attract new public. The travelling event will be accompanied with a communication plan and some special tourist offer. |

C.2.3 Project main outputs and results

- *Transferability*: how will the project ensure that project outputs and results are applicable and replicable by other organisations/regions/countries outside of the current partnership? - *Durability*: how will the project ensure that project outputs and result/s have a lasting effect beyond project duration?

Main project outputs: - clear definition of actors, stakeholders and average audience of the Alpine folk music sector; - specific training offer designed for artists and culture professionals; - schemes for artists' mobility settled; - "travelling" event organised as pilot action; - awareness campaign implemented (namely via radio and web); - specific tourist offers designed around the "travelling" event. Project partners intend to create a stable network that can take the form of an association or foundation (or the legal form that will be judged more appropriate). This organization, starting from the very early phases of the project, aims to recruit members outside the partnership project and: - share the results and outputs of the project and the actions that will follow; - propose and / or support the transferability of the actions undertaken under the project in other contexts; - give continuity to the activities of the network beyond the project end. To ensure durability, in WP1, it is foreseen not only the establishment of the network (founding charter, recruiting members), but also the definition of a "business plan" for the first three years of activity that already includes the evaluation of possible ordinary funding sources (eg. membership fee, training, master classes, workshops, contests...). The lead partner will be responsible to build institutional support to the network; the network itself will be the owner of project results and outputs.

C.2.4 Target groups

For which target groups is the project designed? Which benefits will each target group gain from the project and its results?

Local/regional authorities, development/tourism agencies: to develop or upgrade existing policies for the exploitation of music events as opportunities for local development. Festivals and cultural organisations: the project will run advocacy actions to involve festivals and cultural organisations in the network or in specific project actions as artists' mobility, training, communication. Artists/music groups – with a special attention to the youngest and to women – will be involved in project activities: each project partner, or cultural organisation involved, will be asked to present to the network their artistic "portfolio". Tradition bearers: identification of local communities and of the keepers of traditions for the recovery of the oral transmission of knowledge. Audience: a) the existing audience, already reached by the ordinary communication of festivals and cultural organisations; b) new audience, starting from specific target groups identified by the partners; c) tourists.

C.3 Project context

C.3.1 How does the project contribute wider strategies and policies? Please describe the project's contribution to relevant strategies and policies; in particular, those concerning the project or programme area.

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| Description |
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C.3.2 Synergies

What are the synergies with other past or current EU and other -projects or EU-initiatives the project makes use of?

Project "Acteurs Transculturels/Creativita' Giovanile: Linguaggi a Confronto" (ERDF-ALCOTRA)
 Festival SUNS, born as the semi-finals of Liet International, the European music festival for contemporary music in minority languages
 Trad'In, Trad'Italie (ERDF)
 T.R.I.P. (Trad'in Progress), activities of music interchange (ALCOTRA)
 French-Italian pilot project foreseen in summer 2015 (LEADER)

C.3.3 Knowledge

How does the project build on available knowledge? Please describe the experiences/lessons learned the project draws on, and other available knowledge the project capitalises on.

ARLeF action for minority languages promotion.
 Kaya works for the rediscinfo@maisonmusique.very and reinterpretation of local musical traditions, to bring the new generations to their cultural roots.
 APM section dedicated to traditional music and dance of the Piedmont Occitan valleys.
 C.R.E.L.: 23 years of activity for the collection, preservation, cataloguing and study of documents and records.

PART D - Workplan

D.1. Workpackage list

Implementation

| WP Nr | WP details | WP start date | WP end date |
|-------|--|---------------|-------------|
| 2 | Establishment of the transnational collaborative network | 2016-02 | 2019-01 |

Partners Involvement

WP responsible partner

Description

Please indicate main objectives of the work package, as well as its linkage to the other work packages and provide a short description of the main activities.

Definition of the network founding charter: objectives, main activities, type of participants, tools and resources.
 Identification of a legal form and definition of a business plan for the first three years of activity.
 Identification of potential members, outside the project partnership; invitations to participate in the network.
 Development of the network visual identity and communication plan (logo, website + social networks, online archive, ...).

| WP Nr | WP details | WP start date | WP end date |
|-------|---------------------|---------------|-------------|
| 3 | Artists empowerment | 2016-02 | 2019-01 |

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| Partners Involvement | |
| WP responsible partner | |
| <i>Description</i> Please indicate main objectives of the work package, as well as its linkage to the other work packages and provide a short description of the main activities. | |
| Development of professionalization paths for groups, artists and cultural operators: <ul style="list-style-type: none"> • definition of the curricula of artists and of an empowerment program; • implementation of training and empowerment actions; • definition of schemes for mobility actions; • implementation of artistic interchange as residency or exchange programmes. | |

| WP Nr | WP details | WP start date | WP end date |
|---|--|---------------|-------------|
| 4 | Regional economy and tourism development | 2016-02 | 2019-01 |
| Partners Involvement | | | |
| WP responsible partner | | | |
| <i>Description</i> Please indicate main objectives of the work package, as well as its linkage to the other work packages and provide a short description of the main activities. | | | |
| In the field of cultural tourism, music is a strong attractor, has great power of promotion and is a niche market with great growth potential in the coming years. The project aims to observe, at the transnational level, the recent development of this type of tourism, study the success stories in the field of folk music and define a first tourist offer structured around the existing festivals and main events in the Alps. | | | |