

Creative Europe's THRIVE Project Takes Off, Supporting EU rural areas' cultural heritage enhancement

The THRIVE Project, under Creative Europe Programme, aims to enhance cultural heritage in EU rural areas by promoting local crafts, regional products, and gastronomy through digitization. This initiative builds on the European Agenda for Culture, ensuring the legacy of the European Year of Cultural Heritage. By integrating cultural policies into rural development, THRIVE seeks to counter rural depopulation, boost creative industries, generate employment, and make rural areas more attractive places to live and work.

Empowering Talents to Preserve Intangible Cultural Heritage Across Europe

The THRIVE Project aims to make EU rural areas more attractive for talent by preserving intangible cultural heritage (ICH) through digitization and skill development. Led by the Province of Bergamo (Italy), it unites five partner organizations and three associated partners from Italy, Croatia, Portugal, Slovenia, and Spain.

Partners will co-produce, cooperate, experiment, innovate, be mobile and learn from each other in order to generate a model that will be replicable for implementation also in other EU countries, and specific capitalization actions will encourage the adoption of this strategy in further rural territories.

The project focuses on empowering young talents, fostering intergenerational ties, and bridging the urban-rural divide through cultural and creative sectors.

Peer Learning Study Visit in Fundão

The 3-year long THRIVE project has kicked off with the partners transnational meeting that took place in Fundão (Portugal) on 28th and 29th January 2025. The meeting aimed, on one hand, to establish the project working group between partners and related internal procedures to guarantee a sound project management and implementation.

On the other hand, the meeting has been the occasion for a peer learning study visit in the Fundão territory, to discover its many cultural heritages and strategies implemented in the last decade to attract young talents/workers in the ICT sector. By engaging in a collaborative exchange of ideas and experiences, partners and associated partners had the opportunity to learn valuable lessons from Fundão's innovative policies, drawing inspiration to shape a more inclusive and thriving landscape for talent development in rural areas.

Role of Arctur

Arctur is the technological partner in the project and will help to develop an online participatory tool to help the mapping of Intangible Cultural Heritage in the pilot area. It is also the lead to make the project platform, where the mapped ICH will be presented.

