Hungary-Croatia
Cross-border Co-operation Programme

Interreg
European Regional Development Fund
EUROPEAN UNION

CULTURAL TOOLKIT

ENGLISH SUMMARY

CROSS CULTURAL TOOL KIT

Jointly development of new, innovate joined structures and shared processes to ensure the continuity of co-operation in the field of Culture and Tourism in the cross-regions

(Cross-Cultural Tool-Kit, HUHR/1901/3.1.2/0159)

Interreg V-A Hungary-Croatia Co-operation Programme

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The Cultural Toolkit aims to **support an effective and sustainable longterm partnership** between the cultural communities of Lenti (Hungary) and Mursko Središće (Croatia). It defines guidelines, describes processes, and provides methods as well as tools, which can serve as a flexible framework for the relevant actors to participate in the joint cultural development and promotion of the region.

The document **relies heavily on the results of the two workshops** held within the framework of the project (on the importance of cultural strategies and on the desirable approaches, methodologies and uses of the cultural toolkit), as well as on the content of the relevant **written outputs of the project** (Market Research Report and Strategy of Cultural Communication).

The Toolkit offers a brief overview on the current situation in the fields of culture and cultural tourism, and defines **two dozen relevant guidelines** in five specific domains (mapping and documentation of attractions, linking of attractions, image and messages, addressing different target groups, online communication).

The Cultural Toolkit offers **guidelines on the organizational aspects of the cooperation**. It embraces the idea of an official committee consisting of leading professionals from Mursko Središce and Lenti to maintain and enhance cooperation in the field of culture (and cultural tourism), and makes suggestions regarding its scope of work and operation.

The document provides **tools to support the work of those working in the field of culture and tourism**. The presented methods mostly cover teamwork (e.g. brainstorming, nominal group technique, World Café, 4 Cs approach) and planning (e.g. SWOT, PESTEL, risk matrix, ESEC).

Brainstorming is one of the most well-known group creativity and idea generation methods, where participants can freely (without any form of criticism) come up with any idea to explore and solve a specific situation or issue. In the course of the session, some proposals can - associatively - generate other proposals. The aim of the method is the emergence of previously unknown, novel possibilities and alternatives. **Nominal group technique (NGT)** is a useful tool for common problem identification, solution generation, and decision making. Options are generated by group members, discussed together, and voted by the participants in a clear-cut manner. A **mind map** is a specific diagram that organizes items related to a specific topic into a hierarchy, showing relationships among pieces of the whole. In the process of mind mapping, associated ideas, pieces of information, statements are generated based on a previously defined topic. Major ideas are connected directly to the initial concept, and other ideas branch out from those significant ideas. The end result is a thorough, visually perceptible overview of the topic in question. Mind mapping can also be used individually – as a tool for synthesizing and organizing thoughts and ideas. The **World Café** is a method that takes place within a well-defined scheme, yet strives to create an informal atmosphere. It provides a proper framework for the joint discussion of important issues, and can be used in many areas. Its application is facilitated by the fact that many descriptions and supporting materials regarding the method can be found on its website. The essence of the approach is that a cafe-like, friendly space provides a suitable opportunity for relaxed but meaningful conversations. The approach is based on the understanding that conversation is the core process that drives personal, business, and organizational life – even if this fact is often neglected. The **Four Cs** approach helps assessing the Coherence, Completeness, Concerns and Continuation of a project outline or an action plan – based on a previously defined set of aspects

and questions – in order to make sure that it does not omit any crucial information. Its goal is to enhance the quality of plans, making them implementable, and enhancing their feasibility.

SWOT analysis is a strategic planning technique, which is used as a scheme to identify Strengths, Weaknesses, Opportunities, and Threats regarding a certain entity. **Risk matrix** is a simple framework that can be used during the process of risk assessment to define and visualize the level of risk by considering both the probability and the severity of risks. The **risk management plan** is a document that identifies foreseen risks, estimate impacts, and define responses to risks (in terms of prevention measures and mitigation strategies). **PEST analysis** is a framework to assess major external factors that influence operation and affect outcomes in four major areas (political, economic, social and technological). The **PESTEL analysis** includes two additional aspects: Environmental and Legal. The **ESEC analysis** identifies factors (Economic, Social and welfare, Environmental, Communal) based on a system of criteria that ensures consistency with the strategic planning practice of European Union.

The document emphasizes the importance of the elaboration of **indicators** as an essential form of performance measurement. It gives guidelines on how to plan them, and presents the SMART framework to help the creation of quality (Specific, Measurable, Achievable/Attainable, Relevant, Timely/Trackable) indicators.

The toolkit also introduces the **PM^2 project management methodology**, which is a freely available, easy-to-implement set of proven methods.