



# *Rozmberk Society*

**Society for heritage preservation and regional development**

## **Policy Plan 2021-2023**

### **Foreword**

Since early 2020, the COVID pandemic has kept the world in its grip. It is not clear how long the pandemic will continue, but it is clear already now that this will continue well into 2021 and probably beyond as well. We cannot make an estimate yet how this will influence our activities in 2021, but we felt the need to update our Policy Plan 2020-2022 already now, taking this new situation into consideration. For example, the ABANA blacksmith Conference (USA) and the FORCE Hereditary Breast Cancer Conference (USA) in 2020, in which the Society was supposed to participate and for which funding was secured, were cancelled due to the pandemic.

### **Introduction**

The Rozmberk Society p.b.c. (hereafter the Society) is a tax-exempt registered charity working mainly in rural eastern part of South Bohemia, Czech Republic. The Society was established in March 1998, and has its seat in the old school building in the village of Kojakovice, part of the Jilovice municipality.

As part of our non-profit activities, the Society operates two visitor – education centres; the Czech Emigration Museum in Kojakovice (the Kojakovice Museum) and the Historic Blacksmith Workshop (the Smithy) in Nove Hradky.

### **Mission**

Our mission is the preservation of natural and cultural heritage in the South Bohemia combined with a sustainable regional development of the region. Education, public involvement, and sustainable development of rural areas are considered essential objectives in all our activities.

### **Long-term strategy and tools to achieve our mission**

#### **Our Kojakovice Museum and Nove Hradky Historic Blacksmith Workshop; more than just another museum**

- Community projects
- Documentation and presentation of local history and traditional crafts
- Education, research, and information centres

#### **Traditional Crafts; keeping them alive**

- Permanent exhibition in our museums
- Opening traditional craft workshops to the public
- Motivation courses for unemployed and other persons interested in working in crafts
- Professional workshops: bringing professional artisans together
- Creating a network of cooperating artisans

#### **Hosting Local Traditions; topics for activities and exhibitions**

- Easter
- Mikulas
- Christmas
- Preparing local food



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## **Education; learning as a life-long process**

- Motivation courses for unemployed people
- Presentations and exhibitions linked to local context
- Learning people to work with traditional crafts and cookery
- International EU activities and projects on education for all ages
- Local genealogy and family history workshops

## **Work with children; learning about heritage at an early age**

- EU Youth exchanges
- Thematic Summer Camps for children from the municipality
- Ecological and environmental education
- Excursions for handicapped children
- After-school activities like learning pottery, lace making

## **Community Activities**

- Improving conditions in the village
- Community decisions on village improvement (Museum, restoring playground and chapel)
- Joint community work on realizing village improvements
- Events, for example traditional cooking days, harvest fair, charcoaling, etc.

## **Policy Plan 2021 – 2023**

As result of the pandemic, all public annual events of the Society had to be cancelled in 2020. It is unclear how it will be in 2021, but we expect that at least in the first half year of 2021 our public activities will be severely limited.

While the Society was one of few non-profits to do annual community events like Easter in the early 2000s, now many organizations and villages in the region organize similar events. As such, apart from restrictions due to the pandemic, we will also limit the number of such events in the coming period.

For the last 17 years, the Society has facilitated Thematic Children Summer Camps and other events for children of the Jilovice municipality and later also from many other regions. In 2020, the summer camp was cancelled. Initially, the initiators of the summer camp wanted to establish their own organization for this in 2020, but this ran into problems and they have asked us to continue providing a logistic and financial basis for the summer camp in 2021 and beyond.

The Interreg-Danube project Network on WWI heritage ended in 2019, but we will continue with several of the activities, in particular actively involving locals and schools in extending the heritage activities and developing heritage tourism with our foreign partners. In addition, in the period 2021-2023 the Society will focus on restarting our Ecomuseum activities and education-focussed activities. In addition, the Society also plans to shift a part of our focus to helping cancer patients in our region through an online information and discussion platform based upon existing platforms in the USA, UK, and the Netherlands.

## **Planned projects – activities – events in 2021-2023**

### **1. Kojakovice Museum 20 year.**

Our Kojakovice Museum will exist 20 years in 2021. We plan to celebrate this with several activities and events around the museum and in the village. We also plan to publish a book about the history of the people and the farms in the village. Funding will be sought in 2020 and 2021 from the Region of South Bohemia, the Municipality of Jilovice, and foreign and Czech visitors of the museum.



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## 2. WWI Heritage conservation and heritage tourism.

Work on the new permanent WWI exhibition will continue in the coming years. Source research and interviews with people from the region will help us extend the database with information of soldiers from the region that fell during WWI, both on the Austro-Hungarian side and in the independent Czech Legion fighting on the Allied side. Time and funding allowing, we also plan to publish a booklet about the WWI memories and events affecting the village. Funding: see ad 1)

## 3. Craft Network: combining craft education with heritage conservation in an international network.

As part of the NETWORK activities, we involved apprentice blacksmiths in making a WWI monument and our new WWI exhibition. We also organized a Youth Exchange, visiting Slovenia and Italy. During this exchange, we visited the European Centre for Training Craftsmen in the Conservation of the Architectural Heritage (Thiene, Italy), the Faculty of Design (Ljubljana, Slovenia), and later the Danube University Krems (Krems, Austria). All agreed in principle trying to establish a European network project for crafts and heritage conservation. Preparatory activities were put on hold in 2020, in 2021 and 2022 we will prepare EU applications under the new rounds of EU projects for the period 2021-2028. One problem here is that with the still outstanding loan, committing to a new project needing pre- and co-funding is difficult.

As part of our Craft activities, the Society had obtained funding to take a blacksmith team to the ABANA blacksmith conference in June 2020. That conference has been cancelled, but we are already in discussion with ABANA to send a team to the 2022 Conference.

## 4. Ecomuseum restart

In the early 2000s, the Society was involved in pilot projects and international cooperation to help develop the Ecomuseum concept in especially the Visegrad Four countries (Poland, Czech Republic, Slovakia, Hungary). An Ecomuseum is a museum without walls, involving the local people in preserving and presenting their heritage. This concept failed to gain traction in our region. It was too short after the fall of the Iron Curtain; locals were not much interested in becoming involved in another volunteer community activity. Now the concept is getting renewed attention and the Society is looking for new local and international partners to develop this properly.

## 5. Education – EU Erasmus+ programme

Part of raising awareness for craft networks, heritage conservation, cultural tourism, and ecomuseums is in participating in or organizing EU Erasmus+ projects on student, staff, and stakeholder mobility. The program funding is 100%, no pre-financing and leaves some small profit for the Society as well. We will apply for such funding in 2022 and later.

## 6. Online Cancer Support Platform

Experiences with cancer patients in our direct surroundings show that patient information, doctor-patient relations, and support organizations are far less good in our region compared with, for example, the Netherlands and the USA. We are investigating the need for and feasibility of establishing an information platform and discussion forum for cancer patients based upon the Dutch, UK, and US experience. Direct contacts with US partners, especially with FORCE (Hereditary Breast Cancer Organization) had to be put on hold during the pandemic. We hope that in 2022 we can restart this effort combined with visiting the 2022 ABANA Conference.

## 7. Marketing

Visitors to our centres mention that they have problems finding us, and also that our websites are not easily accessible on smart phones. In the coming period, updating our websites to mobile-friendly and more attractive for tourists will have a high priority. We will announce our activities more pronounced on social media and platforms like Trip Advisor and Booking.com, and also update more regularly. We will try to find funding for a media campaign, but if no funds are forthcoming, the work will be done with volunteers.



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## **Organisation**

Legal name: Společnost Rožmberk o.p.s.

Seat: Kojákovice 80, Jílovice, 379 01, Czech Republic

Identification/registration nr. : 251 74 541

The organisation structure of the Society is conform the Czech Law. The Board of Directors of the Rozmberk Society exists of three members (currently Mgr. Jakub Cerny, Dr. Katerina Bisova, and Mrs. Zdena Kralkova). In addition, the Society has a Board of Trustees to supervise the annual financial reporting. By law, the Director Drs. Robert Dulfer is also the Statutory Representative of the organization.

Additional information on the organization and its annual reports can be found on our website [rozmberk.org](http://rozmberk.org)

## **Finances**

The income of the Society mainly consists of project funding and donations from local organizations, authorities, or other sponsors. The Society also renders paid services, mainly in our non-profit field. However, income from services does not form a significant portion of our income.

Regular individual regular donations in the Czech Republic are not common (as they are in Western Europe and the USA) and do not form a substantial part of our income.

The Society does not have significant assets or financial reserve.

## **Staff and payments**

The Rozmberk Society has no permanent employees. The function of director/legal representative and if vice-director of the Society are unpaid appointments. However, these individuals can be hired for additional work, for example in the framework of projects or as project experts on entrepreneur licenses. In such cases, the limits of the project or accepted service prices are used.

Other employees are hired within the framework of grants and projects; volunteers work on the basis of needs and availability.

The Society is an equal opportunity employee. When possible, the Society hires temporary employees from socially disadvantaged groups in coordination with and with support of the local and regional Labour Offices.

## **Payments and bonuses**

The director and vice-director can submit travel costs and other expenses as specified under the Czech law. The Board of Directors and of Trustees do not get payment for their activities. The Society does not pay bonuses to staff or board.

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