RUR|TAGE

Heritage for Rural Regeneration

Replicators' Baseline

Assessment Report

D1.4

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Author: Francisco Barrientos, David Olmedo, Pedro Martín-Lerones, Ana López
Participant: 4 - CARTIF

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2.   Background Information

Table 1: Technical information.

Project Full title		Rural regeneration through systemic heritage-led strategies	
Project Acronym		RURITAGE	
Grant Agreement No.		776465	
Coordinator		University of Bologna (UNIBO)	
Project start date and duration		June 2018 – May 2021 (48months)	
Project website		www.ruritage.eu	
Deliverable Nr.	1.4	31/05/2019	May 2019 (month 12)
		31/05/2019	May 2019 (month 12)
Work Package No		1	
Work Package Title		Conceptual and Operational Framework for Heritage-led Rural Regeneration	
Responsible		CARTIF	
Author(s)		F. Barrientos; D. Olmedo; A. Egusquiza; D. Komar; C. Johannessen; N. Gruenewald-Heller; P. T. Dobrila; K. Bajec; A. D'Angelo; O. Tabanoglu CARTIF, TECNALIA, UNIBO, All Replicators	
Contributor(s)		CE, UNESCO, UoP, ICLEI, SAVONIA UAS, POLITO, NMBU, BITN, WestBIC	
Reviewer(s) (if applicable)		Elisa Conticelli; Simona Tondelli; Claudia de Luca UNIBO	
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		Revised draft (RV)	
Dissemination level:		Public (PU)	●
		Confidential, only for members of the consortium (CO)	

Table 2: List of abbreviations.

CNH	Cultural and natural heritage
D	Deliverable
M	Month
RHH	Rural Heritage Hub
RM/RMs	Role Model/Role Models
R/Rs	Replicator/Replicators
SIA	Systemic Innovation Area
WP	Work Package

3. Summary / Abstract

The baseline of the Replicators (Rs) establishes the starting point for monitoring and allows the diagnosis of their current situation. It is the first measurement of all the key performance indicators (KPIs) taken into account in the RURITAGE project, both letting to know these indicators value before the execution of the actions to be performed and also easing the comparison between the same indicators after the execution of the actions. A state of the art of Replicators at different dimensions and a deep analysis and validation of Rs' needs have been done.

The KPIs and monitoring system defined within WP4 are the basis to study the baseline for comparative assessment. Qualitative baseline of Rs has been analysed from technological, economic, environmental and societal challenges points of view. Available information on local/regional development plans or reports were used for evaluating the Rs current situation, focusing on problems and criticalities that could be solved through the implementation of heritage-led regeneration solutions and lessons-learnt from Role Models (RMs). Replicator's quantitative baseline considers the KPIs designed in Task 4.1, allowing a coherent comparison and a valuable impact and performance assessment after the implementation phase. The collated data have been categorized to make them readily usable for the subsequent activities: capacity building activities (Task 2.3, 2.4 and 2.5); action plan development (Task 3.3); large-scale demonstration projects (Tasks 3.5); impact assessment (Task 4.5); RURITAGE Branding (Task 6.3); and stakeholder engagement (Task 3.1).

4. Introduction

In the context of project management, a 'baseline' is an established state by which something is measured or compared. Therefore, in any project in which it is necessary to evaluate the impact of some actions or interventions that will be carried out, it is necessary to know the starting situation (baseline) against which to evaluate/monitor the obtained results.

This report reflects the work done in applying the KPIs previously defined for RURITAGE project, and some more context indicators that have been used to obtain the baseline of the Rs (each one representing a SIA). Both the accurate definition of the indicators and their use to describe the current state of the rural areas where the actions will be deployed, have been completed in the initial months of the project.

This baseline document also contains a deep analysis and validation of Replicators' needs and state of the art, for a preliminary diagnosis at different dimensions. Replicators' qualitative and quantitative baseline have been analysed from different points of view. The procedure allows not only getting a baseline, but also enriching the diagnosis of the current situation and detecting the most suitable regeneration actions to be replicated, mitigating the identified problems.

4.1 Data Collection

Baseline includes KPI values together with contextual information from Replicators. These data come from Baseline online survey (see Figure 1 and Annex II – Replicators' Online Baseline Survey), official statistics, Google Trends, etc. Answers provided by Rs and other information are stored in a spreadsheet file. The definition of selected KPIs was done in Task 4.1 (see Deliverable 4.1: KPIs Definition and evaluation procedures). Once data are validated, they are included in the database (see D4.2: Monitoring Programme and Procedures).

Figure 1: Replicators Baseline online survey.

Figure 2: Google Trends for Cultural and Natural Heritage.

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The **Figure 2** shows search trends for the terms "cultural and natural heritage", "cultural heritage" and "natural heritage", with 2, 73 and 19 average values, respectively. The two peaks appear just after Kick-off Meeting of RURITAGE project and after the Training Workshop in Valladolid. The lowest values coincide with Christmas time. **Figure 3** shows geographical distribution of the web searches. The term "cultural heritage" is more settled and widespread, and clearly surpasses the others.

Figure 3: Trend analysis by search term and country.
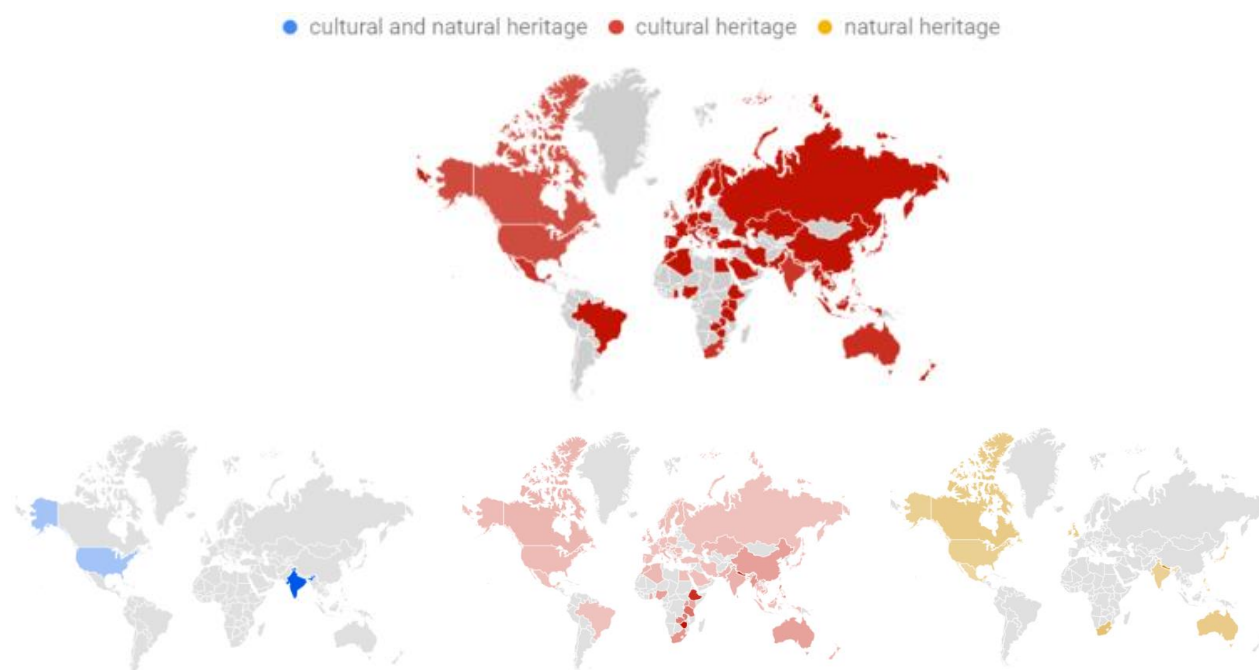
© Google Trends (2019).

5. Replicators Baseline

5.1 Pilgrimage (R1): Old traditions and modern world along the pilgrimage route to Hemmaberg

Secrets written in stones
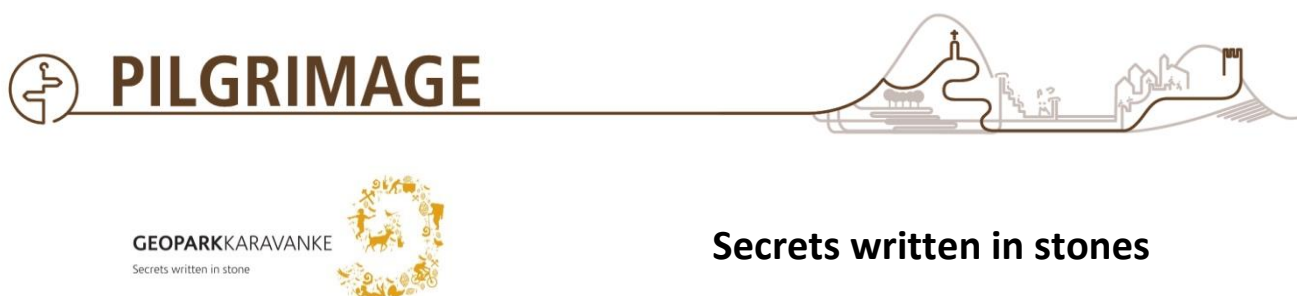
5.1.1 Overall Description

The Geopark Karavanke is a crossborder Geopark connected and divided by the mountain range with the same name. A total of 14 municipalities from Austria (9) and Slovenia (5) form the area of the Geopark Karavanke. The Geopark Karavanke extends between two 2,000-metre-high Alpine peaks: the Petzen/Mt. Peca and the Koschuta Massif. It is characterized by rich geological diversity between the Alps and the Dinarides. The Geopark area is marked by centuries-old mining tradition; ore bodies outcrops on the Peca, Uršlja gora and Obir mountains slopes, as well as their remains in old mines still attract the attention of many visitors and scientist, as some of them are exceptional, global scientific importance. The geopark area is crossed by the Periadriatic fault system, where the different rocks of Euroasian and African lithospheric plates come into contact. A variety of rocks and other remains of volcanic activity can be found on Smrekovec and in Ebriach. In geopark a numerous deposits of ore minerals, rare minerals and fossils can be seen. As a consequence of active tectonics and erosion processes during the Karavanke and Savinja Alps formation, the unique and interesting relief was developed. Beautiful forests, mountain meadows, and cliffs are habitats of some rare, endangered plant and animal species. Until now, 48 geosites and 14 Geopark localities have been registered in the Geopark area. Many Geopark sights are equipped with information boards or interpretation boards.

CNH is varied and includes immovable, movable, immaterial and animated heritage. Immovable heritage includes archaeological, settlement and art heritage, chapels, crosses and wayside shrines, castles, historic heritage, technical heritage in the area of mining and ethnologic heritage. Movable cultural heritage is maintained and exhibited by the Koroška regional museum, the museum of Podzemlje Pece, the Črna ethnologic collection, the Polhov mill, the Dvornik museum, the Globasnitz museum, on the St. Hema mountain, some local museums, historic buildings and mining structures in the municipalities of Bleiburg/Pliberk, Bad Eisenkappel/Železna Kapla, Feistritz ob Bleiburg/Bistrica pri Pliberku and Prevalje as well as by other private collections.

The everyday customs and practices of locals in the Geopark area are only a part of the immaterial heritage, which also includes an oral tradition of fairy tales, folktales and legends about King Matjaž, lakes, fairies called Žal žene, the St. Rosalia cave etc., as well as songs and literature. Animate heritage is conserved in the framework of numerous ethnologic and tourism events like the Gradovi Kralja Matjaţa (Castles of King Matjaž; foreseen registration for the UNESCO list), Turistični teden v Črni (The Črna Touristic Week), the Kotlje carnival procession, the meeting under the Najevnik linden tree, the Pliberški jormak fair, Farant fair, the Šmihel autumn fair, the Od Pliberka do Traberka singing event etc.

Figure 4: Hemmaberg.

© Geopark Karavanke.

Due to depopulation (outward migration, high death rate), this area is among the most scarcely populated areas. The population of the Geopark is approximately 53,000 – with a population density of 61.1/km^2. In valley villages and towns, the concentration of the population is higher; the mountainous areas, however, are scarcely populated (e.g. population density of the Črna na Koroškem municipality is as low as 23/km^2). The population of the area has primarily been influenced by the iron, mining and coal-mining industries that have transformed the former villages in the valleys and foothills into towns. The most common settlement types in Koroška are dispersed settlements and secluded farms in high altitudes. In fact, the area has some of the highest situated farms in Slovenia (e.g. Jekl at 1,322 m).

An important presence in the Geopark is the Hemmaberg / St. Hema Mountain. During the Migration Period around 400 AD, the Roman and Celtic population around Globasnitz settled on the Hemmaberg / St. Hema Mountain because of the safety the mountain provided. The mountain settlement was surrounded by a fortification wall, and the first church of the Christian community was built on the edge of the summit plateau around 400 AD. Around 510 AD, a double church of the Catholic Romans was built, and later, another double church was built by the Ostrogoths who were Arian Christians. The Hemmaberg gradually developed into an important place of pilgrimage.

The area is a touristic attraction. The most common summer activities are hiking, cycling and climbing, as well as visiting health resorts and lakes. The main winter sport centre is the Petzen Bergbahnen, with more than 20 km of skiing slopes. There are numerous cultural, historic and natural tourism attractions in the area, the most important being the Geopark project's two key partners: the Podzemlje Pece tourist mine and the museum in Meţica, with more than 230,000 visitors since 1997 and the Obir dripstone caves natural monument in Bad Eisenkappel/Železna Kapla, which has been visited by more than a million people since the animation and interpretation programme in the cave has been improved in 1991.

Figure 5: Pilgrimage church at Hemmaberg.

© Geopark Karavanke.

5.1.2 Main Figures

Extension of the Replicator area: 1067 Km^2
Number of inhabitants in the area of the Replicator: 53,000
Municipalities affected by the actions: 14 municipalities from Austria (9) and Slovenia (5) (Zell/Sele, Gallizien, Eisenkappel/Ţelezna Kapla, Sittersdorf, **Globasnitz/Globasnica**, Feistritz ob Bleiburg/Bistrica nad Pliberkom, Bleiburg/Pliberk, Neuhaus, Lavamünd, Črna na Koroškem, Meţica, Prevalje, Ravne na Koroškem and Dravograd)
Population density: 61.1/km^2

For the development of the baseline, only 1 municipality (Globasnitz/Globasnica) has been considered, because is where the main Pilgrimage place is located. That is the reason why some figures are slightly different from this overall description and the baseline section.

Tourism sector: Tourism is the second most important service sector industry in the area of the Geopark Karavanke/Karawanken. In total, accommodations offer is 3,901 beds. In 2010, providers of tourism services in the area registered 179,142 overnight stays, of which more than half of the total (51.6%) was provided in the Bad Eisenkappel/Železna Kapla municipality. On the other hand, only 8.8% were provided on the Slovenian side of the border. The area is mostly visited by domestic tourists (Slovenia – 58.6%, Austria – 73.9%), followed by tourists from Germany, the Netherlands, Hungary, Italy and Sweden. The average stay is five days. In summer and winter peak seasons, there is a higher concentration of visits, however, in the off-season, it is predominantly one-day visitors (Figure 6).

Figure 6: R1, tourist arrivals distribution (%).
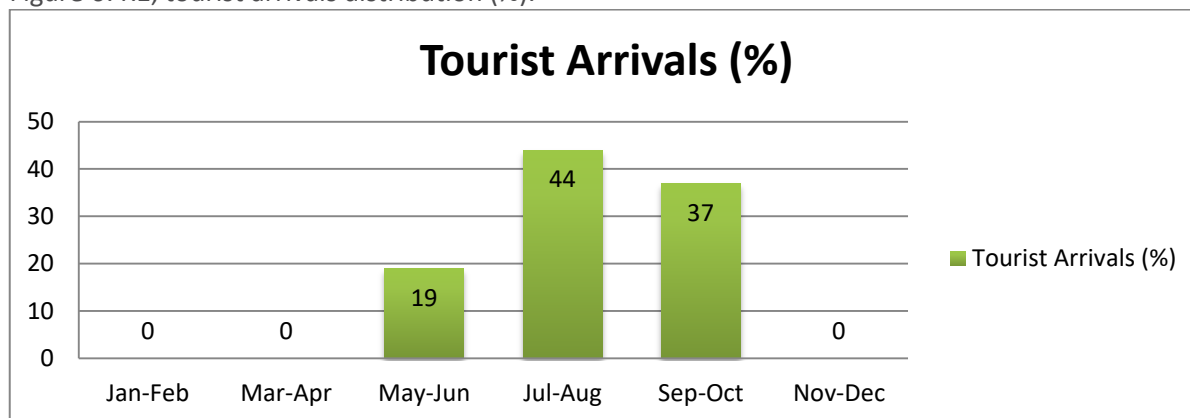
© RURITAGE.

Typologies of tourists: The most common summer activities are hiking, cycling and climbing, as well as visiting health resorts and lakes. The main winter sport centre is the Petzen Bergbahnen, with more than 20 km of skiing slopes. There are numerous cultural, historic and natural tourism attractions in the area, the most important being the Geopark project's two key partners: the Podzemlje Pece tourist mine and the museum in Meţica, with more than 230,000 visitors since 1997 and the Obir dripstone caves natural monument in Bad Eisenkappel/Ţelezna Kapla, which has been visited by more than a million people since the animation and interpretation programme in the cave has been improved in 1991.

Unemployment rate %: The unemployment rate in Geopark regions is 12.18%, much higher than the European average (EU27 – 9.6%), almost twice as high as the Austrian average (6.9%) and somewhat higher than the Slovenian average (11.6%). The economic analysis of the Geopark area is based on a comparison of statistics for the Koroška region (SI) and the Völkermarkt/Velikovec county (AUT) in 2006 and 2010 (subject to availability of data). Both regional units had approximately the same number of active population in 2010: 11,697 in Koroška and 11,192 in Völkermarkt/Velikovec.

GDP per person: the GDP of the two regions is quite different: in 2010, GDP was only EUR 1,280 in Koroška, and EUR 2,054 in Völkermarkt/Velikovec. The two regions also have a similar number of businesses. In 2010, 1,116 businesses were registered in Völkermarkt/Velikovec and 1,059 in Koroška.

Employment rate per economic sector: In the Geopark Karavanke/Karawanken regions, the employment share in the service (tertiary) sector was around 47% in 2006, much lower than in the Bundesland Kärnten (66.4%), Austria (68%) or Slovenia (58.6%). The major employment centres in the Geopark area are Völkermarkt/Velikovec, Eberndorf/Dobrla vas, Beliburg/Pliberk, Feistritz ob Bleiburg/Bistrica nad Pliberkom (St. Michael ob Bleiburg/Šmihel nad Pliberkom), Ravne na Koroškem, Dravograd and Prevalje, accounting for 70% of all jobs. Statistics from 2006 show that the Geopark regions have a higher share of jobs in the primary sector in comparison with the Slovenian (6%) and Austrian (5.5%) national average. This obviously reveals the highly rural character of the area; another rural characteristic is its population density. Agriculture and forestry are most important in the municipalities Zell/Sele, Neuhaus/Suha, Gallizien/Galicija, Globasnitz/Globasnica, Bad Eisenkappel/Ţelezna Kapla, Črna na Koroškem, Meţica and Prevalje. The secondary sector in Geopark regions still employs an important share of the population, especially the car and metal industry. The enterprise Mahle, based in St. Michael ob Bleiburg/Šmihel nad Pliberkom, has 2,500 employees and is one of the most important businesses in the Austrian Bundesland Kärnten; the enterprise Metal Ravne, d. o. o., based in Ravne, has 1,000 employees and is one of the most important businesses in the Slovenian Koroška region. Importantly, both enterprises contribute to a high employment share (41%) in the secondary sector.

5.1.3 Baseline

Administrative context: Karavanke/Karawanken UNESCO Global Geopark is cross border geopark and it covers an area of 14 municipalities - 9 on Austrian side and 5 on Slovenian. The entire geopark area is 1067 km^2 large with a population of cca. 53,000. This baseline is focused only on the Municipality of **Globasnitz/Globasnica**, since the main pilgrimage place - St. Hema mountain is located there. Municipality of Globasnitz/ Globasnica is bilingual village in the district of Völkermarkt in the Austrian state of Carinthia. A considerable percentage (42.1%) of the population is Carinthian Slovenes, and Slovene is a second official language of the municipality.

NUT/s: NUT 1: Südösterreich (AT2); NUT 2: Kärnten (AT21); NUT 3: Unterkärnten (AT213); see **Figure 7**.

Figure 7: Map of Austria: NUTS regions on level NUTS1, NUTS2 and NUTS3.
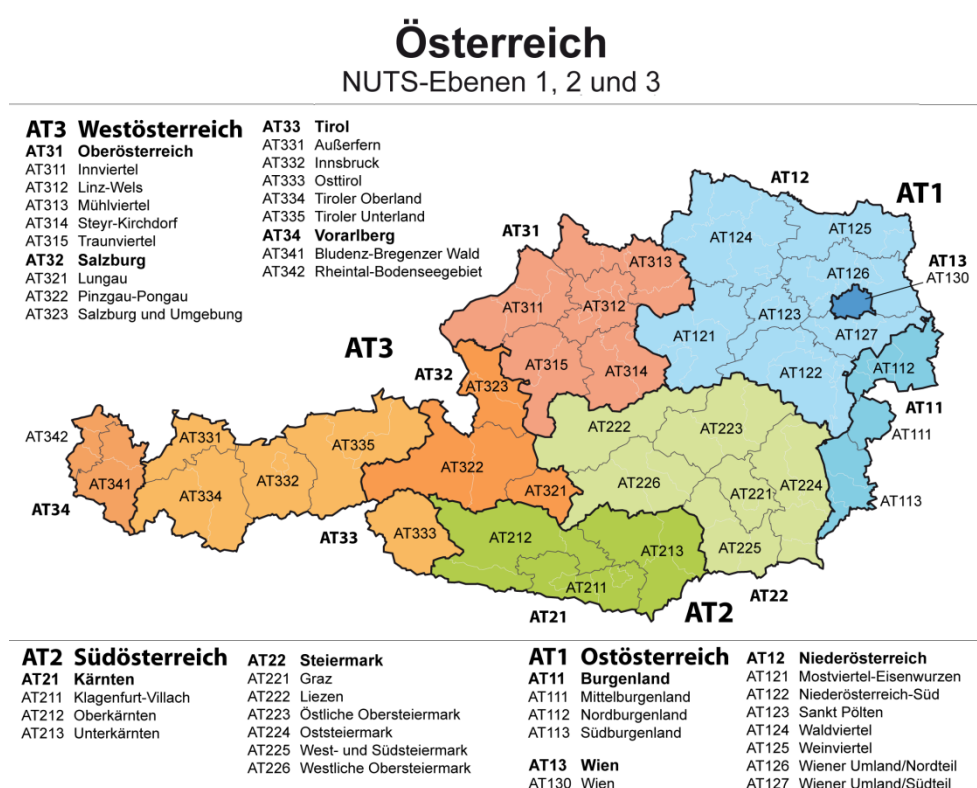
Source: Wikimedia Commons, CC by Maximilian Dörrbecker (Chumwa).

Geographical context: Location: Coordinates - 46°33' N 14°42' E. Globasnitz/Globasnica is a bilingual village in the district of Völkermarkt in the Austrian state of Carinthia. It is located between the southern edge of the Jaunfeld and the Karavanke/Karawanken, with an area of 38.43 km^2 and elevation of 541 m. Climate: Generally, it is cold and temperate in Globasnitz/Globasnica. The Köppen-Geiger climate classification is Dfb. The average annual temperature is 7.6 °C in Globasnitz/Globasnica. The average annual rainfall is 1073 mm. The Eastern Karavanke (Peca/Petzen, Olševa/Ouschewa, Koprivna) have a continental precipitation regime, which means that most rain falls in the summer. The quantity of rain diminishes towards the east, where the continental regime is replaced by a moderate continental climate. This area has two characteristic weather phenomena: temperature inversion in winter and a gusty regional wind named a northerly or Karavanke foehn.

Relief: The highest mountain nearby is so-called Petzen/Peca with 2126 m of sea level. The Peca is a karst massif of the Slovenian-Austrian border in the east of the Karawanken and is mainly composed of Triassic carbonate rocks. The main part of Peca consists of Wetterstein-limestone, which builds up the

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summits and high plateaus. The Wetterstein-limestone is karstified and has no surface drainage. The precipitation percolates deep into the mountain and discharges on the foot of Peca in big karstic springs. The biggest karstic springs on the Austrian side lie in the area of the overthrustplane of the Triassic carbonates on Tertiary sediments between Globasnitz/Globasnica and Bleiburg/Pliberk.

Vegetation: the Peca mountain range is geologically exceptional due to its mountain karst landscape, with its typical surface and underground karst phenomena and processes, as well as floristically. This is the easternmost border for high-mountain plants, habitats, and animal species. The Peca is an important site for alpine species on the eastern border of the habitat with typical alpine species. Another important mountain for the Municipality of Globasnitz/Globasnica is St. Hemma mountain (St. Hemmaberg) with 841 m. Hemmaberg is well known pilgrimage place with early christian excavations. The vegetation here consists mainly of spruce forest. In the area of Rosalia Grotto and the excavations on the plateau are meadows. There are no larger rivers in the Municipality of Globasnitz/Globasnica but two brooks are important: Globasnitbach and Feuersbergbach.

Key places/infrastructures: Hemmaberg with early Christian excavations, Archaeological Museum Hemmaberg/Juenna, Elberstein castle - main touristic points in the Municipality of Globasnitz/ Globasnica.

Table 3: R1 - Pilgrimage, Challenges.

CHALLENGES	
Ageing of the population	In the whole of the Geopark area, a considerable ageing of the population has been noted that is comparable to the Slovenian average but is still substantially below the Austrian average.
Immigrants	No
Depopulation	Due to depopulation (outward migration, high death rate), the entire Geopark area is among the most scarcely populated areas.
Unemployment	The unemployment rate in Geopark regions is 12.18%, much higher than the European average (EU27 – 9.6%), almost twice as high as the Austrian average (6.9%) and somewhat higher than the Slovenian average (11.6%).
Poverty	No

Table 4: R1 - Pilgrimage, Other Challenges.

OTHER CHALLENGES TO BE FACED	
Technological	-
Economic	Renovation of Rosalien cave (in the frame of RURITAGE project) will have positive effect on tourism in the geopark and in the Municipality of Globasnitz/Globasnica. It is a powerful tool for economic and sustainable development.
Environmental	-
Societal	Renovation of Rosalien cave (in the frame of RURITAGE project) will have positive effect on society - local inhabitants and "Geopark inhabitants". It will improve people's well-being and living environment.

Local or regional development plans/strategies: Currently beside H2020 Ruritage project, 4 INTERREG projects are implemented in the Geopark area:

- EufutuR (INTERREG SI-AT), is a three years long project, started in 2016. The main objectives involve strengthening the bilateral cooperation between inhabitants and their active involvement in the Karavanke/Karawanken Geopark activities (IDENTITY) and improving the visibility and international significance of the Karavanke/Karawanken Geopark through European and Global Geopark Network activities (INTERNATIONALIZATION). It also involves modifying the management structure of the Karavanke/Karawanken Geopark to achieve more effective cross-border regional development using the format of the European Grouping of Territorial Cooperation (INSTITUTIONALIZATION).

- NaKult and NatureGame are new INTERREG SI-AT projects, started last year, both co-financed by the European Union, through the European Regional Development Fund, and Land Kärnten (Austrian State Carinthia).

- The NaKult project - Geological hiking experiences in Geopark Karavanke involves developing and equipping a long-distance geotrail which aims to valorize and enhance awareness of the Geopark's rich geodiversity.

- The NatureGame project - The natural-geological playground Petzen/Peca mountain, aims to strengthen the awareness of nature (regionally and globally) through a combination of attractive outdoor activities and nature- and geo-experiences. The provision of adventurous activities to encourage the experience of geodiversity and the environment in a playful way will emphasize the importance of the cross border Geopark Karavanke/Karawanken.

The main result of the INTERREG Danube Geotour project will be joint Danube GeoTour designed to strengthen cooperation between the regions' Geoparks and act as an innovative tourism product to accelerate visibility and tourist visits in the geoparks. Common strategy for sustainable management of tourism pressures will form the basis for creating innovative geoproducts. Sharing experiences, testing pilot geotourism products and new interpretative approaches should increase local inhabitants' engagement, Geopark management capacities and lower the quality gap between Danube and other European Geoparks.

Development plan for the Municipality of Globasnitz/Globasnica: Since 2011 the Municipality is a member of e-5 program. This includes the communal development with following goals: energy plan, traffic plan, activities plan, innovative development of the village, sustainable development. Since 1998 they are member of the climate alliance – one of the main goals is the reduction of CO_2. The municipality of Globasnitz/Globasnica is also a member of the Alliance of the Alps since 1997. They belong to the energy model region in Carinthia forcing renewable energy.

Year revenues per sector/municipality (in specific SIA): For the year 2016: Income (total) = 3,740,811 €, Outcome (total) = 3,596,350 €.

Protected geographical indications: Brand "Jauntal salami" is typical for the Jauntal region (Jauntaler valley). According to traditional recipes and traditions, Jauntaler Salami is produced by using special seasoning and curing with subsequent smoking over beech wood in the geographical area Jauntal. Knowledge of the method of production and the use of spices has been passed down from generation to generation in the rural region of Jauntal. The pigs for the production of Jauntaler salami are born, reared and slaughtered in Jauntal.

Another brand, typical for Jauntal region is "Jauntal Had'n/Buckwheat". Jauntaler Hadn is the raw material of various specialities like "Hadnsterz" and "Hadn Nudeln" (buckwheat noodles), etc.

5.1.4 KPIs

Figure 8: R1 - Pilgrimage, Cultural Capital KPIs.
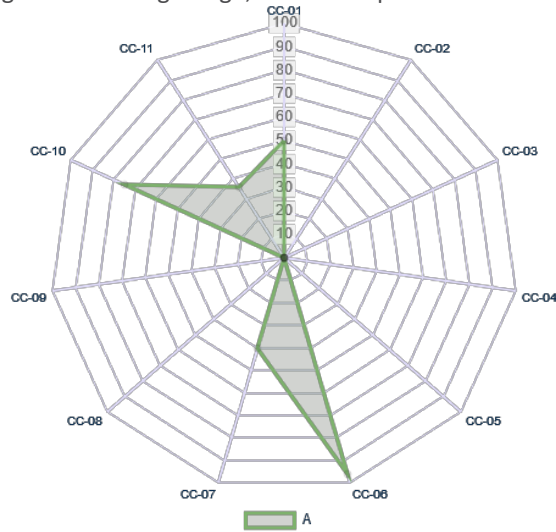
Figure 9: R1 - Pilgrimage, Natural Capital KPIs.

Figure 10: R1 - Pilgrimage, Built Capital KPIs.
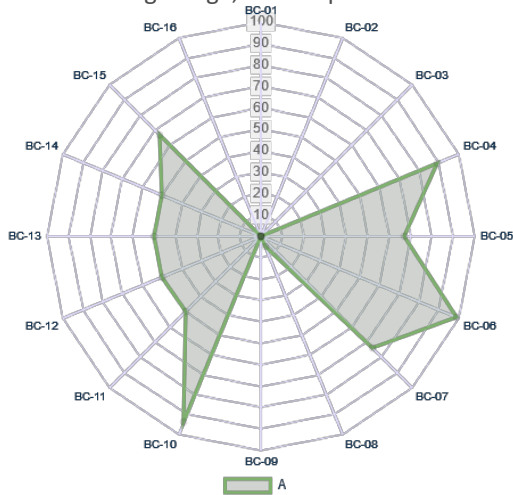
Figure 11: R1 - Pilgrimage, Social Capital KPIs.
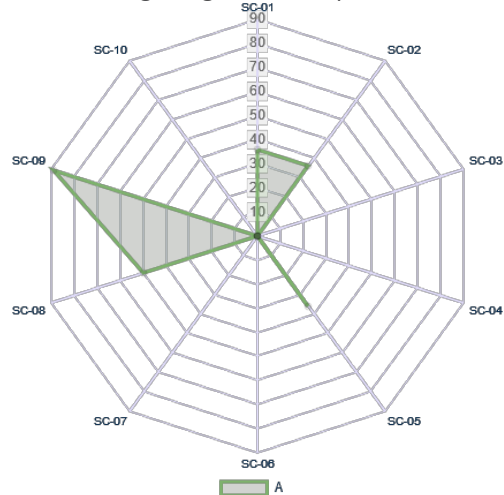
Figure 12: R1 - Pilgrimage, Human Capital KPIs.
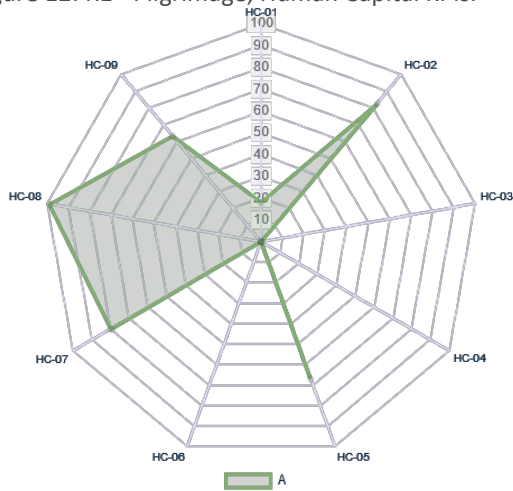
Figure 13: R1 - Pilgrimage, Financial Capital KPIs.
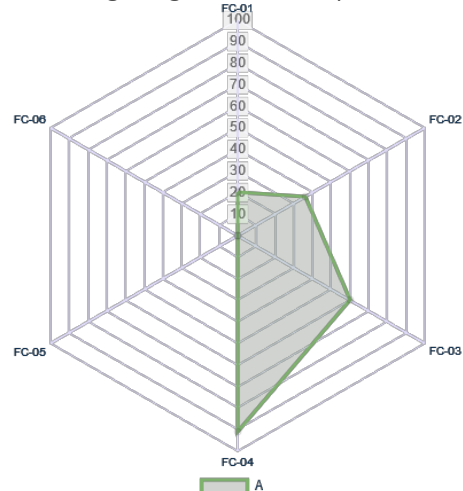
Figure 14: R1 - Pilgrimage Replicator performance (baseline).
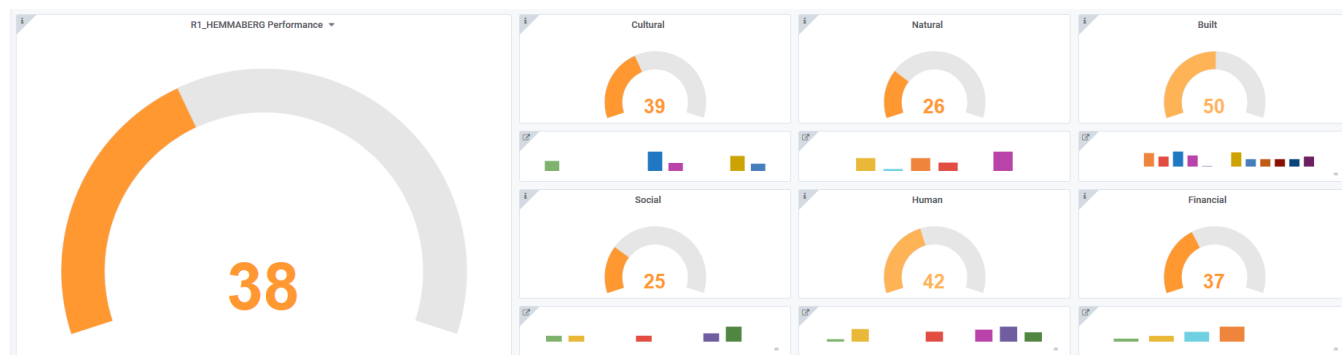
© RURITAGE using Grafana.

5.1.5 State of the Art

Table 5: R1 – State of the art.

SIA	Description
Pilgrimage	During the Migration Period around 400 AD, the Roman and Celtic population around Globasnitz settled on the Hemmaberg / St. Hema Mountain because of the safety the mountain provided. The mountain settlement was surrounded by a fortification wall, and the first church of the Christian community was built on the edge of the summit plateau around 400 AD. Around 510 AD, a double church of the Catholic Romans was built, and later, another double church was built by the Ostrogoths who were Arian Christians. The Hemmaberg gradually developed into an important place of pilgrimage. The Catholic church had a rich interior with mosaic floors, which are partially visible at the Museum of Pilgrims in Globasnitz. The Arian double church only had a mosaic floor in the chancel area. Under the former altar, archaeologists discovered remains of a martyr from the eastern Mediterranean. This was the first early Christian pilgrimage site discovered in Central Europe. With the settlement of pagan Slavs around 600 AD, the pilgrimage site was destroyed by fire. Geopark Karavanke/Karawanke aware how important is the pilgrimage heritage; that is why it established Geopark Karavanke/Karawanken Infopoint on St. Hemmaberg with the preservation building and several information panels in three different languages (in the frame of cross border SI-AT project "Establishment of a cross-border Geopark between Peca/Petzen and Koschuta/Koušta", implemented during 01. 09. 2010 and 31. 08. 2013). As the replicator of Role model actions Geopark Karavanke/Karawanken would use this pilgrimage heritage as a powerful tool for economic and sustainable development and would improve people's well-being and living environment.
Local Food	Rural food production in Geopark Karavanke area is based on cross-border cuisine and traditional mountain food - the products of the Jauntaler Had´n (buckwheat) region, the Jauntaler salami, Sittersdorfer wine, … The Genussregion Jauntaler Had'n Association has made the somewhat forgotten 'Had'n' (buckwheat) become an indispensable part of cooking, and that is how the municipality of Neuhaus became famous as the Had'n (buckwheat) community. The high-quality, gluten-free grain that is also considered as a medicinal plant contains a high level of nutrients and has

	a highly energetic, holistic, and balancing effect on the human organism. The association organizes lectures, relaxing walks and tastings of various specialties made out of buckwheat. As the replicator of Role model actions Geopark Karavanke/Karawanken will improve the economic and environmental sustainability of both tourism and agriculture.
Arts & Festivals	In Geopark Karavanke Geopark week/GEOfestival is annualy organized, aimed at promoting the importance of geologic heritage and its conservation as well as raising awareness about it, especially among locals. We focussed on education and targeted the promotion at children, students, and the young as well as their teachers and parents. We presented the geological heritage, the rich cultural heritage, as well as nature and the valuable natural features of the area. We sought to spread activities across the Geopark Karavanke area and offered them in Slovenian and German. As the replicator of Role model actions Geopark Karavanke/Karawanken will add a new content to the already existing festival/events (for example - discovering the Geopark Karavanke through art and as a consequence to increase the visibility of its area, networking with other festivals, etc.)

5.1.6 Supports for Replication

Additional funding opportunities and synergies:
According to 17th article of ARGE Geopark Karawanken statut (Funding), Geopark is mainly funded from:
- Annual membership fees
- Financial and in-kind contributions of associated members;
- Public National and European funds
- Profits from events and project work and Profit from property

Political commitment:
The Architecture of Geopark Strategy 2020 stated at the Article 3.2 that the main Geopark focus points must be: Natural sources, Culture (to preserve and support/promote natural and cultural resources), Education, Marketing, Sustainable tourism and Cross-border cooperation. Consequently, the main Geopark project should be focussed on:

- Geopark landscape – Geopark living space
- Geopark school programs
- Increasing the Geopark visibility
- Mountainbiking in Geopark Karavanke
- Advantures hiking and climbing
- Peca – the whole year destination

The activities foreseen in Ruritage project perfectly adhere to the Geopark focus points, written in the Geopark reference Strategy until 2020.

5.1.7 Potential Actions to be Taken

PILGRIMAGE

The Geopark has already a tourism body. In the framework of RURITAGE, this body will be more focused on "pilgrimage tourism". Moreover, it will be of great interest to deepen the knowledge about the pilgrimage site within the Geopark, which is 3500 years old pilgrimage site. There were some excavation processes till today, but there is a lot more to research and study.

Expected Impacts	• Better integration of different stakeholders • Increased awareness and ownership of cultural heritage, sense of identity • Improved quality of life of residents • Strengthening the tourism sector • Enlarged tourism offer • Increased the visibility of the area and related products • Digitalization of CNH
Stakeholders to Involve	• LANDESMUSEUM KÄRNTEN • RRA KOROŠKA - the Regional Development Agency for Koroška
Main Target Groups Addressed	• geo-tourists, • nature lovers, appreciators of cultural heritage, • families with children, • local visitors and tourists from abroad, • Kindergarten children, pupils and high school students with their teachers, • university students on specialised studies, • researchers and scientist

LOCAL FOOD

Creation of new products, especially with the involvement of younger generation.

Expected Impacts	• Better integration of different stakeholders • Increased awareness and ownership of cultural heritage, sense of identity • Improved quality of life of residents • Strengthening the tourism sector • Enlarged tourism offer • Increased the visibility of the area and related products • Promote local business for sustainable production • Improved IT skills of citizens and professionals (especially in tourism sector) • Creation of new products (food, art and crafts, bio-industry…)
Stakeholders to Involve	• The Genussregion Jauntaler Had´n Association • Dobrote izpod Pece/Genüsse rund um Petzen • Sittersdorfer wein • Association Jauntaler Salamibauern
Main Target Groups Addressed	• appreciators of cultural heritage and traditional cuisine • families with children • local visitors and tourists from abroad • kindergarten children, pupils and high school students with their teachers • university students of specialised studies • researchers and scientists

ART & FESTIVAL	
Promote festivals and art event to create awareness and job opportunities.	
Expected Impacts	• Better integration of different stakeholders • Increased awareness and ownership of cultural heritage, sense of identity • Improved quality of life of residents • Strengthening the tourism sector • Enlarged tourism offer Increased the visibility of the area and related products • Promote local business for sustainable production • Improve IT skills of citizens (different group) and professionals (especially in the tourism sector) • Creation of new products (food, art and crafts, bio-industry…)
Stakeholders to Involve	• Association Društvo Kulturni Dom Pliberk/Bleiburg
Main Target Groups Addressed	• appreciators of cultural heritage and traditional cuisine, • families with children, • local visitors and tourists from abroad, • kindergarten children, pupils and high school students with their teachers

The following table shows which are some of the suitable lessons learned from RMs that could be applied in Pilgrimage Replicator. For more information about the full description of the lessons learned, key elements, achievements and related cross-cutting issues, please see Deliverable *D1.2 List of Lessons Learned*.

Table 6: Lessons learned for Pilgrimage Replicator.

LESSONS LEARNED
National/State investment in CNH promotion to develop increased tourism and other economic activity at local/regional level
Regional investment in redevelopment/ upgrading of disused buildings in CNH areas for relevant uses
Integrated and collaborative approach to developing and promoting activities in CNH areas
Innovative financing solutions and access to funding
Public-private partnerships to effectively manage the CNH
Social benefits for local people (e.g. maintaining tradition, creating activities for locals and migrants)
A good agency helps develop a network and helps small business development
An easy-to-understand practical guidebook that helps local people understands laws and regulations
Ensure, at least, standard quality internet connection and mobile coverage
Training on digital technologies
Implementation of participatory approach
Mixture of bottom-up & top-down approaches, to ensure sense of belonging/ownership and efficiency/efficacy of the measures/action implemented
Involvement of private sector to answer to social needs (social enterprises)

LESSONS LEARNED
Strong and continuous communication with stakeholders to create long-lasting relationships
Local community both receives and provides services (win-win situation)
Identification of one "magic person" which has the strategic vision, enthusiasm and network of contacts and is the real promoter or driver of the measure
Integration of vulnerable groups in local value chain
Recover and put in value the traditional skills and agricultural and farming methods
Sustainable energy production and consumption
Foster and promote sustainable tourism
Identifying your natural heritage resources (formal and informal)
Foster a better understanding of the value of NH, Creating a recognized value
Set up a sustainable governance and management model for heritage resources
Safeguard, valorise, protect the value
Create a 'brand' or 'tourist pack and experiences' based on the natural resources and the added valued created – synergies with other local activities (i.e. festival, food, etc.)
Increased physical activity
Increased Health and Wellbeing services
Tourist fruition of a territory by different clusters (culture, food & wine, nature, religion, etc.)
Develop of public transportation to make the places available, also by tourists, to facilitate the launch of new touristic destinations
Make the typical characteristics (food & wine, handcraft, traditions) the first tourist attraction of the place
Integration with other attractors of the territory
Public-private collaboration for the creation of a national tourist circuit
Application of IT technologies
Creation of touristic companies (hotels, restaurants, museums, etc.)
Official protection of cultural/natural/intangible good by national/international authority
Increased competitiveness of agriculture
Promote productive, cultural and natural values through tourism, local products or activities
Territorial brand
Giving a historic monument a new place in the community
Promote access to disabled people
Provide information about accessibility to the sites through the website
Sell combined packages including transport
Ticket reductions
Dedicated transportation

5.2   Local Food (R2): Magma UNESCO Global Geopark

The key for tourism growth and for strengthening the cultural and geological values in Magma UNESCO Global Geopark

Magma UNESCO Global Geopark is a geographic area with a geology that has a major international importance, recognized by UNESCO, and where sustainable development plays an important role. Magma geopark is in a network of 140 UNESCO Global Geoparks in 40 different countries on 5 continents and their representatives meet regularly. Although the background for a geopark is geology, really it's all about the people – both locals and tourists, who are willing to explore, experience and share the vast possibilities of the natural and cultural attractions in the geopark!

5.2.1   Overall Description

Magma UG is located in southwest Norway, about one hour by car or train southeast of Stavanger. The Geopark is mostly situated in Rogaland County but the eastern sector is in Vest-Agder County (Fig. 1). The Rogaland Anorthosite Province (RAP) and its metamorphic envelope provide the geological basis for Magma UG, but it covers an area of five municipalities – Eigersund, Sokndal, Lund and Bjerkreim in Rogaland County and Flekkefjord in Vest-Agder County. The four municipalities in Rogaland County also comprise the Dalane district, comprising a total administrative area of 2.329 km^2.

There are some deep, steep-sided, large lakes in the north of the Geopark, but they do not extend into the Rogaland Anorthosite Province (RAP). There are hundreds of small valleys and more than 6.000 lakes inside the Geopark. The highest mountains are in the north where summits are above 900 meters (Vinjakula, 907 m and Store Skykula, 906 m); The landscape represents an ancient peneplain, a more or less flat surface that slopes gently down to the coast. In the west the slope gradually reaches sea level at the coast, whereas in the east there are steep coastal cliffs. This old peneplain has been deeply incised by rivers and glaciers, giving the hilly topography that we have today. There are only a few islands off the Geopark coast, most of which have no protection against the ravages of the North Sea. The landscape is dominated by bare, rounded, rocky hills where crystalline rocks form the surface. Vegetation has, however, taken hold in areas with glacial and river deposits. The natural vegetation consists mainly of heather, juniper, marshlands and small birch forests. Bjerkreim municipality has a birch sprig in its civic heraldry. There are spruce forests in some of the valleys. Other common trees include aspen, oak, beech and planted evergreens.

The Geopark territory has, however, large areas with very little or no plants since the anorthosites are very poor in essential nutrients. Many of the largely un-vegetated areas are only suitable for sheep grazing. Water plays a major role in the Geopark landscape. There are several important rivers in addition to the multitude of lakes. The Bjerkreim River is one of the best for salmon-fishing in Norway and is protected by law. A large part of the land areas within Magma UG are so-called LNF areas, i.e. land areas for "agriculture, nature and recreation". Agricultural areas cover 1,527 km^2 which is 6.1% of the total land area. Sheep and cattle farming predominate since most of the land is not suitable for growing corn and vegetables. Some farmers have started to cultivate fruit and different kinds of berries. The relatively warm autumns and winters mean that blackberries and plums, for example, have good

growing conditions here. Farmers in the region have traditionally also been fishermen, locally called "fish-farmers". The port of Egersund is an important harbour in southwest Norway and, measured in tons of fish caught, is one of the largest in the country.

Figure 15: Information about Magma Geopark.
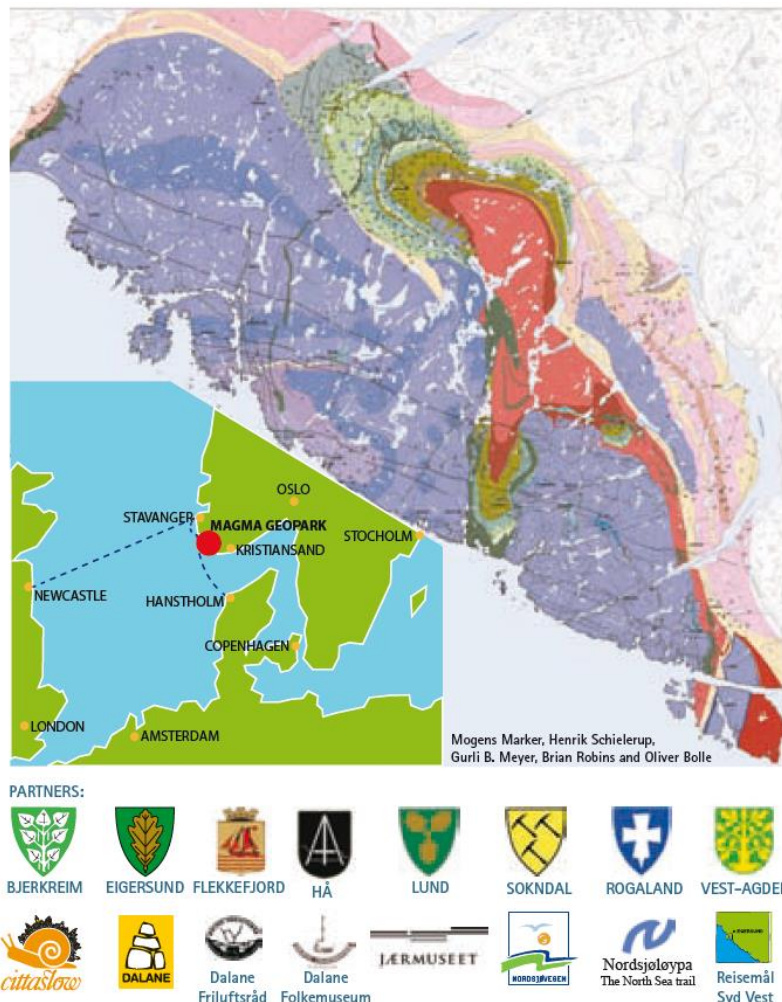
© Magma Geopark.

The area has several large companies within the wood and fishery industries. There is production of equipment for fisheries, maritime electronics, the mechanical industry and shipyards. Mining plays a very important role. Egersund and Flekkefjord are the most important trade centres in the region, and people from all over the region travel to these towns to do their shopping.

5.2.2 Main Figures

Extension of the Replicator area: 2,329 km2
Number of inhabitants in the area of the Replicator: 32,000
Municipalities affected by the actions: Egersund, Lund, Flekkefjord, Sokndal, Bjerkreim
Population density: 13.5/km2
Population growth rate: 1.5 % no. of tourists annually visiting the territory: 50,000 (2016) Tourists and visitors origins: 80% National, 20% International Rate of foreign people 11.7 %
GDP per person: 9,111 €
Unemployment rate: 3.8%
Internet connection coverage: 99%. Magma UG is totally covered by 4G WIFI

Figure 16: R2, tourist arrivals distribution (%).
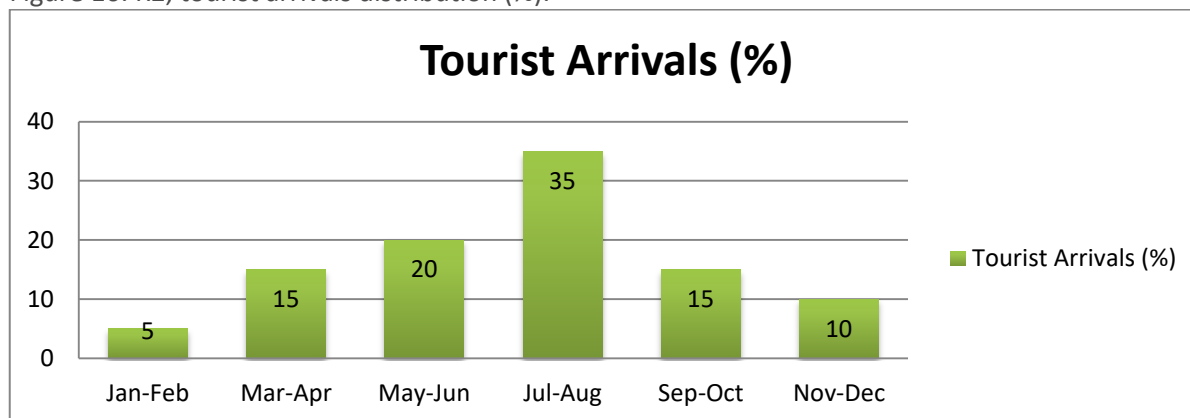
© RURITAGE.

Figure 17: Area of Magma Geopark.
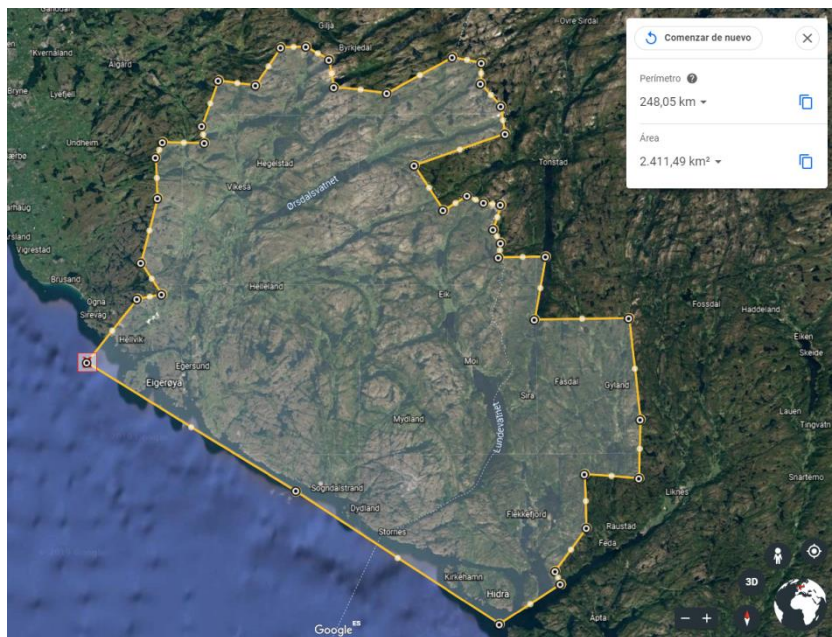
© RURITAGE using Google Earth.

5.2.3 Baseline

Administrative context: The area consists of 5 municipalities (Eigersund, Sokndal, Bjerkreim, Lund and Flekkefjord) spread over two counties (Rogaland and Vest-Agder). The Magma HUB is located in the largest city of the geopark; Egersund. There are about 11,000 people living in the city. The second biggest city is Flekkefjord with 9,000 inhabitants.

NUT/s: NO04 – Agder og Rogaland (**Figure 17** and **Figure 18**)

Figure 18: A geopolitical map of Norway.
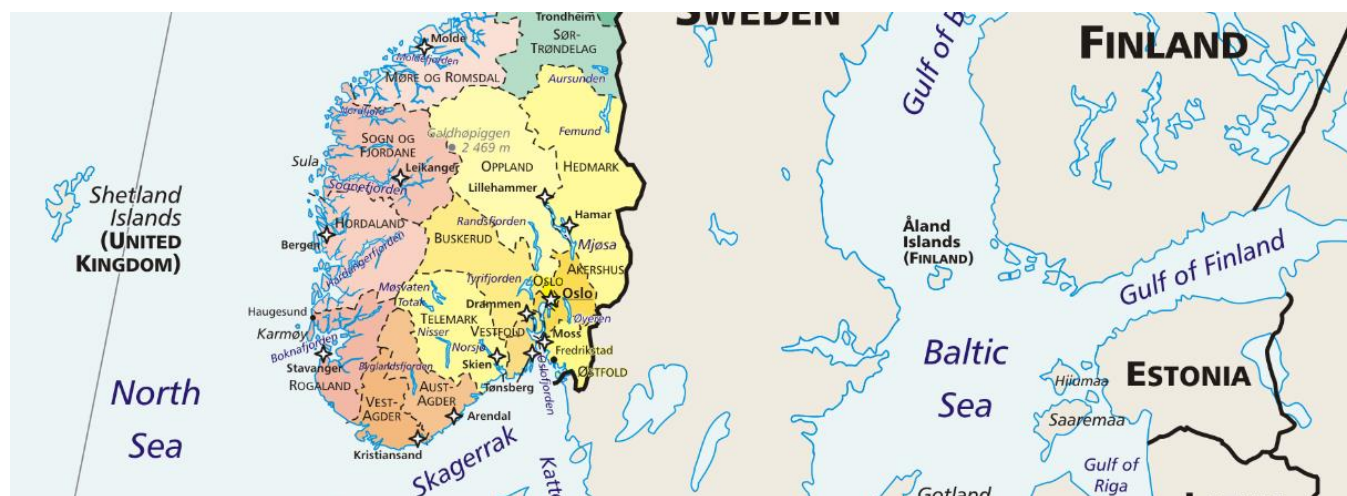
Source: Wikimedia.

Geographical context: If you are standing on a hillside overlooking the landscape of Magma Geopark you may easily get the impression of being on another planet. The landscape in the Geopark is distinguished by its rolling, bare rocks. The dominant rock, Anorthosite, is hard and compact. This causes the soil to be low in nutrients and as a result the vegetation is sparse. In the North and East we find wider valleys with loose deposits from the last ice age. This provides a lusher landscape which is important for agriculture. Many lakes, streams, rivers and waterfalls carve through the landscape creating a varied and appealing natural area.

In addition to the soil, the climate in the Geopark also has a significant impact on the selection of plant species. The coastal climate is suitable for plants that cannot tolerate low winter temperatures and also want a long, hot summer to allow buds to develop and seeds to mature before the winter frost comes. This means that we find many plant species here that have very limited national distribution.

The coastal landscape was more wooded before modern man started farming and keeping livestock. The need for grazing habitats for livestock contributed to the disappearance of forest which was replaced between 2 and 4 thousand years ago by the extensive areas of bog known as myr in Norwegian. Another effect of deforestation was the increasing amount of marshland. As the forest has a significantly greater consumption of water than open fields the removal of woodland resulted in large areas of marsh forming along the coast."

Key places/infrastructures: Geopark is located 1-hour South of one of the main airports in Norway; Sola lufthavn. In the same area you will also find a university; Universitetet i Stavanger. In Egersund and Flekkefjord you will find Upper Secondary schools for the region. Railway connection to Egersund is available from the main cities in Norway (Oslo, Stavanger, Kristiansand).

Table 7: R2 – Local Food, Challenges.

CHALLENGES	
Ageing of the population	Yes. Population ageing represent a challenge.
Immigrants	There are an increasing number of immigrants in the area, but not to the extent that it represents a challenge.
Depopulation	All municipalities are experiencing depopulation.

Unemployment	There are several corner stone businesses in our area, so when they are struggling it affects the employment rate and also business elsewhere (like restaurants, cinema, stores…). Per now the unemployment rate in our area is about 3%.
Poverty	Poverty is not a big issue, but like in all other places you will have people with higher income than others. In Norway in general our welfare system provides help to those who needs it; both financially, medical and employment.

Table 8: R2 – Local Food, Other Challenges.

OTHER CHALLENGES TO BE FACED	
Technological	We have good technological infrastructure in most of our area.
Economic	Since the 70s' the main employment facilitator in our area has been the oil. Now that things are changing in this business there is at need to provide new businesses for the inhabitants. A lot of people see the potential in tourism and also in local food.
Environmental	Having a long coastline, we are vulnerable to pollution in the sea. Change in the Golf Stream will have a serious impact on a lot of biotic factors. We have more extreme weather; storms, floods, dry, then we had just a few years ago.
Societal	Like in all other societies some people "shout out loud" and others are quit. This often results in the same people being heard over and over again when changes are to be made. We need to get all layers of our society more involved in local decisions.

5.2.4 KPIs

Figure 19: R2 – Local Food, Cultural Capital KPIs.
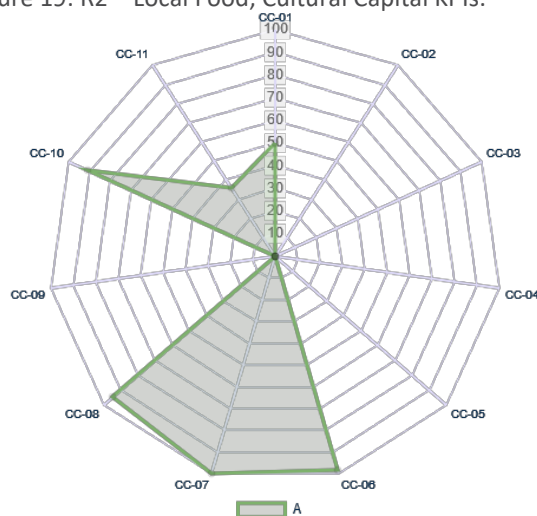
Figure 20: R2 - Local Food, Natural Capital KPIs.
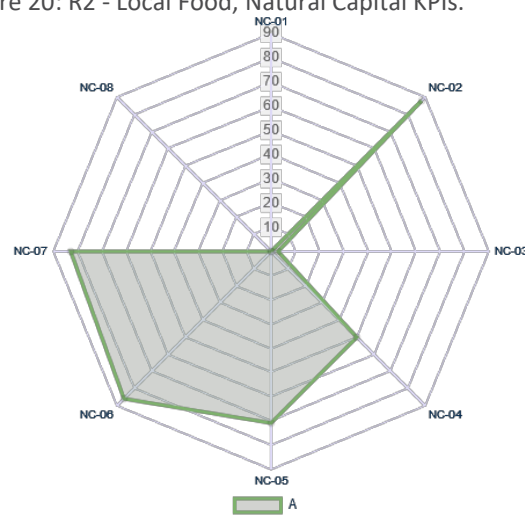
Figure 21: R2 - Local Food, Built Capital KPIs.
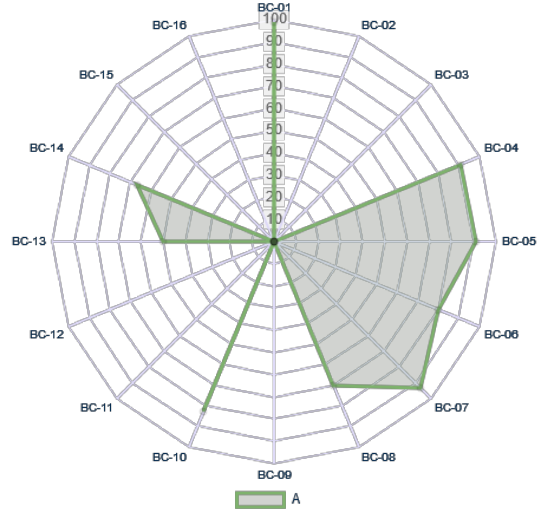
Figure 22: R2 - Local Food, Social Capital KPIs.
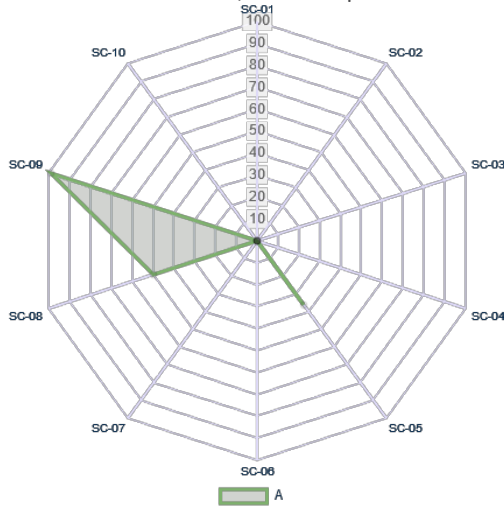
Figure 23: R2 - Local Food, Human Capital KPIs.
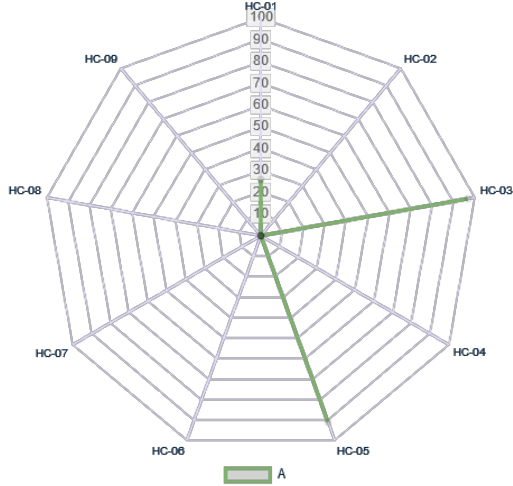
Figure 24: R2 - Local Food, Financial Capital KPIs.
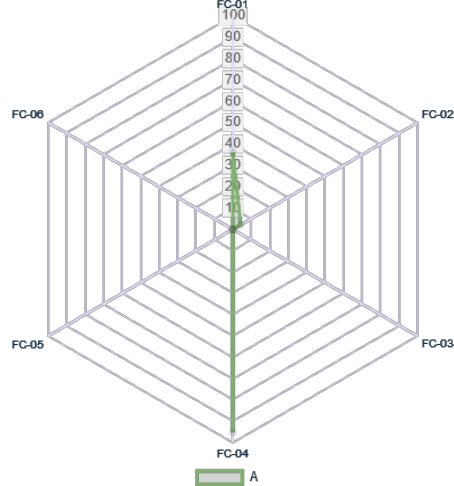
Figure 25: R2 - Local Food Replicator performance (baseline).
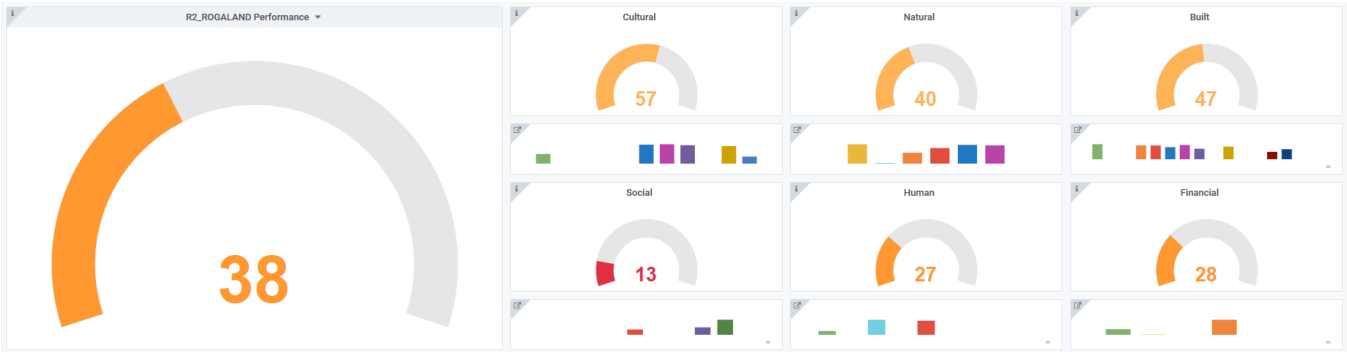
© RURITAGE using Grafana.

5.2.5 State of the Art

Table 9: R2 – State of the art.

SIA	Description
Pilgrimage	The pilgrim paths to Trondheim, the St. Olav Ways, are becoming an increasingly popular choice for an active holiday. Many people are familiar with the pilgrimage routes to Santiago de Compostela in Spain, and the town has become a tourist destination, welcoming over 200,000 pilgrims every year. The Fjord Pilgrim Route "Kystpilgrimsleia" is one of the St.Olav Ways, it runs along the Norwegian coast and it was one of the most important and perhaps the most widely used pilgrim routes of the Middle ages going to Nidaros, now called Trondheim. The Fjord Pilgrim route, or "Kystpilegrimsleia" is the Norwegian tongue twisting name for the most exciting tourism development project in Norway in recent years. Based on cultural heritage and coastal culture along the 2000 kilometres long coastline it sets the stage for a modern fairy tale.
	The project is an official collaboration between the 5 counties along the coast, the church and the Directorate of Cultural Heritage, making this a unique pilgrim-project in a world-scale.
	The route starts in Magma Geopark territory http://pilegrimsleden.no/en/.
	The responsible for the Route is NCE Tourism Fjord Norway. At present the National Norwegian Pilgrim Centre established the road's main route in cooperation agreement with the local Institutions. The management of the future Pilgrimage Road has been settled and the sign post infrastructure is under development. http://kystpilegrimsleia.no
Local Food	Since 2012 Magma Geopark has focused on the local rural food production in connection with the sustainable development and geo-tourism practices. In 2012 Magma started a food research project supported by the Research Council of Vestlandet in cooperation with the County Council and the Stavanger University. The project aimed to improve the knowledge and understanding about various aspects of local food, local actors, both private and public, get a better overview of what exists, what should be done to increase the local food business. 37 persons from different age have been part of the Fast Focus Group interviews. All the participants agreed in considering the local food as a potential resource for the community economy and suggested solutions to improve the situation. Discovering this common interest makes Magma Geopark carrying on a food project that likes to give answers to the community needs by developing common branded menus integrated in existing common tourist offers to valorise local SMEs in the Geopark areas. Some of the most important chiefs in the Countries and local artist and designer have been involved to support the project team in developing exclusive menus and labels linked to the unique geological, cultural and natural heritage, recognised by UNESCO as having European international value.
	The creative industries involved are mainly food industries, local artists for food plates compositions, creative dishware designs involving local designers working in GEOfood branding actions and marketing (logo, web page, graphic layout, promotional videos). Nordic and global competitiveness of the SMEs in the tourist sector (accommodation, restaurants and event companies) have been supported through several actions aimed to create new activities and offers that increase the

attraction of the Geoparks.

Magma UG participated in the Gladmat food festival in Stavanger together with local food providers, promoting Magma Geopark as food destination. In 2014 Magma Geopark applied to the KreaNord Fund for the GEOfood project, got financed for two years and a half project. Other UNESCO Global Geoparks have been involved: Rokua Geopark in Finland, Rejkyanes Geopark in Iceland, Odsherred Geopark in Denmark. The project strengthens the awareness of cultural food tradition; old recipes will be combined with new food trend and knowledge. GEOfood gives the possibility to the local SMEs in food and tourism sectors and Geoparks to strictly work together. The cooperation has opened new markets for local food producers in the Geopark rural area. The branded menus are promoted and sold through the Geoparks tourist offer. The main marketing possibilities for the SMEs involved are: 1) Magma Geopark selling point. 2) GEO2NOR APP: GEOfood restaurant and producers will have a common App for the promotion of their products in connection with tourism itineraries, 3) concrete selling channels providing the restaurants selected to serve the GEOmenus with the menus ingredients. The GEOfood participants are promoted through the European and Global Geoparks Network under the auspices of UNESCO by means of at least 100 areas in 50 Countries worldwide and through other important tourism and food events in Europe with possibility to expand the market chance for the creative industries involved.

At present the following European and Gobal UNESCO Geoparks actively adhere to the GEOfood criteria a part of the initial partners: North West Highland Geopark (Scotland), Stonehhamer Geopark (Canada), Sierra Subbetica Geopark (Spain), Arouca Geopark (Portugal), Sardinia Geopark (Italy), Natur- und Geopark Steirische Eisenwurzen (Austria). Magma Geopark is applying to other sources of fund to develop the brand further locally and internationally.

Arts & Festivals	Magma Geopark has already implemented several initiatives concerning art and festivals. In cooperation with the bank foundation Magma UG has contributed to the re-building of the "dancing platform" in Jossingfjord and two classical free concerts have been organized. For the first time Magma UG is working in close cooperation with Dalane KulturFestival: the most important cultural festival of the Magma UG area. The festival includes conference, music, dance, photo contest, school bands. Magma UG is planning to be part of it within free guided tour and direct involvement in the events. Museums are already cooperating with Magma UG for involving art schools and cultural associations; moreover Magma UG has involved local museums in the development of the geoVR virtual technology. Magma UG is already active in local food and craft productions involving at least 10 SMEs and runs seminars in order to involve local craft producers: Magma UG is cooperating with local wool workshop and the local wool craft producers are selling products at the Magma UG office; the honey producer is selling GEOfood honey at the office provided with information leaflet and recipes. Magma UG together with local Association for the development of the coastal route, supported by the Eigersund municipality has agreed to run the second Geopark Guide Course. The first course, part of International project with Estonia and Iceland, was a success and at least 10 specialized guides were obtained. With the second course at least 15 local people will become Geopark guides in Magma UG. One temporary contemporary exhibition took place in Magma UG. The artist placed one rock statue in the Jossingfjord and Magma UG organized tours for

	exploring the area looking for the hidden rock sculpture.
	At present Magma UG tourist offer includes:
	- GEOfood tour, aimed to discover the geological heritage within local producers and local food users. Experience the traditional Norwegian outdoor food
	- Memories of the Past tour, to discover the cultural heritage of the area.
	- Educational tours, for schools and kids.
	- Company tours, for company geology related.
	Magma UG is cooperating with local small family enterprises in promoting and selling their products. One of the Magma UG goals is to promote the territory through history deeply connected with the geological heritage. Magma UG is establish the Geopark storytelling which will be the base for the all the activities.
Resilience	In 2013 Magma Geopark got support from the Norwegian UNESCO Commission with the project: VirtualGEO: "Virtual exhibition for Magma Geopark and UNESCO sites" The goal of the project was to develop one virtual demo exhibition that supports the Commission to share the UNESCO message in Norway, increasing the visibility of the Agency. The project got supported for three years. The goal was to find solutions based on new and digital platforms, enabling the project to be spread and, if applicable, exported to other similar venues and locations across the globe and geological science communities. To facilitate the project, several partners were enlisted, including technology specialists and digital artists, regional museums and both state institutions and NGO players. A preliminary project was set up to explore the various (and suitable) technologies available, and in early 2014, a main prototype/ pilot program was launched to create a "proof of concept"/pilot installation to serve as the basis for future expansions and developments. The partner group decided to go for a virtual reality-based project aimed to capture the essence of Magma Geopark by head-mounted displays and intuitive user interfaces.
	At the same time Magma has applied to the RUP: Local business Fund with the same idea in order to add more funds to the virtual project. The Region supported the project in order to provide the Region and the Science Museum in Jaeren with virtual equipment and contents developed in Norway. The project starting from the Virtual GEO and being named: geoVR (www.geoVR.no). At the moment, the geoVR virtual exhibition is hosted at the Jaren Museum. From 2015 till now at least 250 kids from several schools have tested it out, Magma UG and Doublethink are using the test results to improve the exhibition for the official launch in November 2017.
Landscape	Magma UG within the geoVR project will create access to contents for intellectual disabled people which can find virtual reality station in the Geopark area. The project run as pilot since 2015, from 2016 entered in a new initialisation phase which includes the elaboration of new contents and the Content Management System set up. The software will include territories all around the World, from November the exhibition will be display in Egersund in the Magma UG headquarter.

5.2.6 Supports for Replication

Additional funding opportunities and synergies:
Magma UG is working on the EU project: "Drifting Apart" which is establishing one geological route across the partner´s area both in place and in the geoVR virtual reality platform. The route aims to cross the most representative geosites connected with the geological plate tectonics phenomena including Canada, Russia, England, Scotland, Northern Ireland, Norway, Iceland. The links with RURITAGE are: implementation of new tourist offer, sustainable tourism practices, the valorization of the cultural heritage as driver for local development.

Magma UG is working on the GEOmuseum and on geoVR financed by NORA (Nordic Atlantic Cooperation Fund) and the Nordik Kulturfond for the creation of GEOmuseum in 4 Nordic Countries and the implementation of content in the geoVR including Countries which are not included in the Drifting Apart. The connection with RURITAGE will be in the development of virtual reality valorisation of cultural heritage.

Magma UG is waiting for answer from the EU Commission- H2020 Nautical Routes Programme which aims to create, promote and systemize the Nautical Route for Geoparks in Northern Europe. Tourist providers, Destination companies and Geoparks with SMEs are involved. Answer will be published in September 2017.

Political commitment:
Magma Geopark is one of the three "tourism lighthouse" entities in the Rogaland Region. It has been identified as a strategic point for the development of the area and with the "Reiselivsstrategi for Rogaland 2013 – 2020" (Tourism strategy for Rogaland 2013-2020) the Region has decided to address to Magma UG structural resources that go in this direction. This strategy places particular emphasis on areas where it is natural that public and private actors cooperate on good solutions and where public funding will trigger activity from industry actors and other relevant actors. This is an acknowledgment achieved after several years of work and which allows the Region and Magma UG to work together on common goals such as: sustainable tourism; tourism related to outdoor practices; slow tourism; tourism for enhancing geological and cultural heritage.

5.2.7 Potential Actions to be Taken

PILGRIMAGE

The Coastal Pilgrim Route "Kystpilgrimsleia" along the Norwegian coast was one of the most important and perhaps the most widely used pilgrim routes of the Middle ages going to Nidaros, now called Trondheim. The route starts in Magma Geopark territory http://pilegrimsleden.no/en/ and will be one of the St.Olav ways. The route's infrastructure is not yet developed in the area. The project aims to develop the facilities connecting to the itinerary in the Magma UG territory in cooperation with Norwegian Centre of Expertise in Tourism and Region Stavanger, Rogaland County and Eigersund municipality.
The Pilgrimage route crossing Magma UG will be traced, both in place and virtually. Magma UG will be in charge of the register (with local authorities) of the unused building along the route. At the same time the economic activities along the route will be involved (accommodation, restaurants, food producers, craft producers), special offer will be address to pilgrims. Interested stakeholders and SME's will be registered for the managing of the buildings and the activities connected. 3 focus groups will be organized and one tailored scientific and administrative board will be constituted, in cooperation with Magma UG. Magma UG would like to cooperate with the National Pilgrim Centre in order to establish a Pilgrim Centre in Magma Geopark restoring a suitable building and create a tailored tourist offer.
Local farmers which already have selling activities and are along the route will be monitored and

registered in the itinerary. Magma UG staff, the board of the road will support the farmers in selling tailored products to the pilgrims.

Digitalization of the pilgrimage through websites, GIS maps, apps. The route will be digitalized within a GIS which will be included in the Magma Geopark web page and into the specific already existing Web pages related with the Pilgrimage itineraries. The Magma UG app will be implemented with the itinerary and the related SMEs.

The route will be an opportunity for the locals offering internship to students both within the route administration board but also within the main stakeholders along the route. At least 10 students and 5 unemployed will have the possibility to get internship in hotels, restaurants, other SMEs along the route, developing skills and competences.

Expected Impacts	• Attract tourism (increase number of arrivals, time of residence) enlarge the target (eco-tourism, thematic tourism...) • Increase the visibility of the area and the related products • Job creation in tourism and in other sectors • Increase the number of organic farms and local business for sustainable production
Stakeholders to Involve	• Norwegian Centre of Expertise- Fjord Norway • Region Stavanger • 5 Magma UG Municipalities Rogaland County • Vest Agder County • Rogaland County • County Governors • National Pilgrim Center • Dalane Kyststi • Outdoor Organizations • NGU • Doublethink • Schools • Educational Centre • Adult learning Centre
Main Target Groups Addressed	• SMEs • Tourist business • Pilgrims • Local farmers • Tourists • Students • Unemployed people

LOCAL FOOD

Magma UG will establish marketing and communication strategies for the tourist products linked with local food and craft production. The strategy will take into consideration the Rogaland Regional Tourist Strategy, the Destination company channels and marketing actions, the already existing selling channels form packages in Magma UG.

Criteria will be settled for the local producers which will take into consideration the packaging, the recycling and the selling market. Special indication will be dedicated to the CO2 food emission for each package produced, calculating the food emission, transport, etc.

Magma UG has a strategic development plan until 2020. The plan will be update with new tourist packages taking in consideration local food, music festival, etc.

Music cultural heritage of the site should be promoted by establishing music educational programs, events and favouring traditional music bands creation. Magma UG area is characterized by special kind of rocks which are defined "singing rocks" for the sounds they produced when they are hit by someone. It is indeed a tourist attraction that is not valorised yet. Magma UG will organize at least 2 music events on that geosite in order to get it popular and establish connection between geological heritage and music events.

Magma UG will update the inventory of the CNH features in order to update the localities and include new geosites of interest. The action will take into consideration not only the scientific value but also the cultural values of the sites connected with the local communities.

A work in collaboration with a biodiversity expert will set a proper plan for the communication of the biodiversity in the area.

Expected Impacts	- Strengthening of local businesses (digitalization, marketing strategies, clustering) - Reduce the production of CO2 - Attract tourism (increase number of arrivals, time of residence) enlarge the target (eco-tourism, thematic tourism, etc.) - Establish innovative governance system for the site (by means of PPPs, participatory process, networking, etc.) - Enhance the experience of living/visiting the area for citizens and tourists
Stakeholders to Involve	- Norwegian Centre of Expertise- Fjord Norway - Region Stavanger - Rogaland - Vest Agder - NCE - Eigersund Cultural School - Sokdnal Cultural School - Tourism providers - Regional and local authorities
Main Target Groups Addressed	- Tourist providers - Local authorities in tourism - Youth - Tourist - Musician - Cultural experts - Students

MIGRATION	
Magma UG will organize defined activities involving local artist, migrants in traditional music festival, enhance the skills of local restaurant in using ethnic cuisine to be served during the event. At least one event will be organized together with local associations in the art and food field. At least 3 migrants will be hosted as internship by local SMEs in food or tourism.	
Expected Impacts	- Attract tourism (increase number of arrivals, time of residence) enlarge the target (eco-tourism, thematic tourism...) - Job creation in tourism and in other sectors
Stakeholders to Involve	- Sokdnal Cultural School - Eigersund Cultural School - University of Stavanger - Adult Learning Vocational Centre (Voksenopplæringssenteret)

	• Local authorities • County Governor
Main Target Groups Addressed	• Local food producers • Artists • Migrants • SMEs in the area

ART & FESTIVAL

The existing partnership with museums, cultural institute will become stronger. Magma UG will organize local meeting and excursions for disseminate its activities within the cultural institutions and the music and art schools.

Magma UG will organize together with the culture schools in the area one theatre festival in Jossingfjord open air dancing platform and a Viking play at Stoplesteinane (rock cycle used by the Vikings).

Magma UG will be in charge for organizing events in connection with locals, artist and organisation, besides Magma ill organize at least one event concerning local artist and art event.

The actual situation in Magma UG regarding promotion of local business through branding and marketing includes several products and one main brand: the GEOfood brand. The criteria were settled within another project financed by Norden programme for Nordic Countries. In particular the pilot involved Reykjanes Geopark in Iceland, Odsherred Geopark in Danmark, Rokua Geopark in Finland. The project organized many local workshops with producers, accommodation, restaurant and tourist providers. At the end of the project the criteria for restaurants and producers were settled and approved by the European Geoparks Network as standard criteria to develop food products in UNESCO Global Geoparks. Starting from that pilot many other territories decided to implement the criteria in their own area and expand the use of GEOfood. Within RURITAGE Magma UG will define the criteria within quantitative and qualitative indicators, enlarge the local network of producers and users, supporting the criteria with case studies, include in a better systematic way the tourist activities with the brand, strengthen the brand underlining the weaknesses and the advantages for local SMEs and enhance their competitively.

Magma UG is also working on establish a local network for craft, working with local hand craft makers who are using local raw material, old Norwegian traditions, Magma UG wants to brand it and support the SME in developing competitive products connected with tourist.

Within RURITAGE Magma UG will create criteria, connecting the locals with the Geopark activities, enhance the visibility of their business, supporting in the selling and creating events.

Magma UG will develop a new Geopark guides course in order to create new professionalises and skills for youth and interested people in the tourism sector.

Magma UG is working together with local artist and association promoting art, for connecting the heritage and tourist packages. Within the project, Magma UG will clearly connect the interaction between art and landscape, creating new products and disseminate them within the niche of tourist and people interested.

At the moment, Magma UG has rich tourism offer focused on the geological and cultural heritage. The offer will be implemented with new sectors explored within the project.

Magma UG is supporting the local activities in food and craft. Within the project, Magma UG will support the creation of common brand in food and craft, supporting the internationalisation of the local SMEs through the Geopark Network.

Magma UG is promoting the discovery of the territory within guided tours, excursions and virtual reality. Within the project, Magma UG will create an efficient story telling based on Magma UG main facts. The story telling will be created by specific competences addressing the main challenges for the Geopark in order to disseminate the Geopark values and action within the public.

Expected Impacts	• Attract tourism (increase number of arrivals, time of residence) enlarge the target (eco-tourism, thematic tourism...) • Creation of new products (food, art and crafts, bio-industry...) • Job creation in tourism and in other sectors • Enhance the experience of living/visiting the area for citizens and tourists • Increase of knowledge, skills, capacity building • Strengthening of local businesses (digitalization, marketing strategies, clustering) • Creation of new products (food, art and crafts, bio-industry...) • Increase the use of km zero food • Establish new management and guidelines for local sustainable food production • Attract tourism (increase number of arrivals, time of residence) enlarge the target (eco-tourism, thematic tourism...) • Increase the number of organic farms and local business for sustainable production
Stakeholders to Involve	• Egersund and Sokndal culture schools • County Governor • Dalane Kyststi and Dalane Folkemuseum • Lund Culture Museum • Jossingfjord Centre • Cultural institute • Music and art school • Landowners • Local Authorities and local organizations • University in Stavanger • Outdoor Organization • Region Stavanger • NCE
Main Target Groups Addressed	• Local SMEs and local associations • Geoparks • Tourist • Students • Youth • Interested in art and culture • Unemployed

RESILIENCE

Magma UG is expanding the contents of GeoVR into the platform, from Russia to Canada within the European Project Drifting Apart, financed by EU Interreg Northern Periphery Programme. Each partner is developing 360 degrees pictures and "hotspot" which can be videos, augmented reality, pictures etc. The result will be a platform which enable tourist and disable people to travel in space and time within the oculus rift sitting in a museum or info centre.

Magma UG will open the virtual exhibition in November in Eigersund and Flekkefjord municipalities.In order to attract broader audience Magma UG will extend the use of geoVR technologies to new local stakeholders in connection with the RURITAGE actions. The stakeholders will develop new interactive contents, educational themes and tailored exhibition space for the dissemination of the geoVR. In particular several interactive points will be open within the Magma UG territory, along the Pilgrim route

and taking into consideration the tourist packages developed. Visitors, students, local people will be informed about the Geopark with the use of interactive exhibition.

One of the Magma UG goals is to implement actions in the communities for increasing the interest of local people towards the geo hazard (landslides, earthquake, flooding, etc) and the climate issues. The municipalities and some private companies are very exposed specially for flooding. Today several hundred million NOK are used to secure areas and companies facilities for flooding. The municipalities have special plans and restrictions for where to build regarding flooding and landslide risks. One cycle of Conferences will be organized with the support of the Norwegian Geological Survey.

Expected Impacts	• Active engaging of disadvantaged people (elderly, migrants, unemployed) • Improve the conditions of the natural environment and landscape • Engage the community in monitoring and protecting the environment
Stakeholders to Involve	• Doublethink • EGN and GGN- European Geoparks Network and Global Geoparks Network • Dalane Folkemuseum • Jossingfjord Centre • Lund Culture Museum • NGU- Norwegian Geological Survey • Norwegian Comitee for Geoparks and Geohazards • Municipalities
Main Target Groups Addressed	• Tourists • Local inhabitants • Students • Kids

LANDSCAPE

Magma UG within the European project Drifting Apart is establishing one geological route across the partner´s area both in place and in the virtual reality platform. The route aims to cross the most representative geosites connected with the geological phenomena which show the "drifting apart" processes. The route is marked in the main Magma UG localities, six new biking routes have been marked and commercialized, the virtual exhibition will display the main locations to the public inviting them to explore it. Within the RURITAGE, Magma UG aims to implement that route within Viking heritage, connecting geological and cultural features in the frame of the 450 km walking path system already in place ("Experience Dalane"). The "Experience Dalane" is marked and maintained by the Dalane Outdoor organization.

Expected Impacts	• Increase awareness and ownership of cultural heritage, sense of identity • Enhance the experience of living/visiting the area for citizens and tourists • Attract tourism (increase number of arrivals, time of residence) enlarge the target (eco-tourism, thematic tourism...)
Stakeholders to Involve	• Outdoor organizations • Dalane Kyststi • Municipalities, Counties • University of Stavanger • Jossingfjord Centre • Lund Cultural Museum • Dalane Folkemuseum
Main Target Groups Addressed	• Tourists • Local inhabitants

The following table shows which are the suitable lessons learned from RMs that could be applied in Local Food Replicator. For more information about the full description of the lessons learned, key elements, achievements and related cross-cutting issues, please see Deliverable *D1.2 List of Lessons Learned*.

Table 10: Lessons learned for Local Food Replicator.

LESSONS LEARNED
National/State (and regional) investment in CNH promotion to develop increased tourism and other economic activity at local/regional level
Involvement of private and third sector in cultural heritage, in order to optimize its use within the business model.
Public-private partnerships to effectively manage the CNH
A good agency (can be a consultancy, company, municipality, NGO...) helps develop a network, which connects various resources and governance, and helps small business development.
Implementation of participatory approach
Creating synergies with other organizations or similar programmes to increase impact of actions
Building up sense of belonging as a tool for CNH promotion
Recover and put in value the traditional skills and agricultural and farming methods
Foster and promote sustainable tourism
Identifying your natural heritage resources (formal and informal)
Foster a better understanding of the value of NH, Creating a recognized value
Set up a sustainable governance and management model for heritage resources
Create a 'brand' (postcards, branding) or 'tourist pack and experiences' based on the natural resources and the added valued created – synergies with other local activities (i.e festival, food, etc.)
Take advantage from traditional events as a tourist attraction
Tourist fruition of a territory by different clusters (culture, food & wine, nature, religion, etc. ..)
Develop of public transportation to make the places available, also by tourists, to facilitate the launch of new touristic destinations
Integration with other attractors of the territory
Public-private collaboration for the creation of a national tourist circuit
Application of IT technologies
Creation of touristic companies (hotels, restaurants, museums, etc..)
Increased competitiveness of agriculture
Promote productive, cultural and natural values through tourism, local products or activities
Territorial brand
Sell combined packages including transport
Ticket reductions

LESSONS LEARNED
Dedicated transportation
Regional investment in redevelopment/ upgrading of disused buildings in CNH areas for relevant uses (economic, tourism, social innovation etc.)
Bottom-up initiatives can be turn from informal and random experiences to well established ones
Care for the social benefits of local people (for example, through maintaining tradition, creating activities for locals and migrants, the latter improves social inclusion)
Mixture of bottom up and top down approaches, to ensure sense of belonging/ownership and efficiency/efficacy of the measures/action implemented
Involvement of private sector to answer to social needs (social enterprises)
Strong and continuous communication with stakeholders to create long-lasting relationships
Local community both receives and provides services (win-win situation)
Integration of vulnerable groups in local value chain
Sustainable energy production and consumption
Transform prevention against natural calamity and negative events into tourism development opportunities (creation of a geologic museum, integration of migrants employing them in the tourism sector)
Official protection of cultural/natural/intangible good by national/international authority
Giving a historic monument a new place in the community

5.3   Migration (R3): Geo-Naturpark Bergstraße Odenwald e.V.

MIGRATION

Working for CNH as a way for migrants' integration in the territory of Geo-Naturpark Bergstrasse-Odenwald (State of Hesse, Baden-Württemberg, Bavaria)

5.3.1   Overall Description

The Geopark territory represents four major geological units, which provide a record of 500 million years of Earth history. The western "Crystalline Odenwald" consists of plutonic rocks (e.g. granite, gabbro) and metamorphic schists (500 – 340 million years ago). The sandstones and mudstones of the eastern "Bunter Sandstone Odenwald" were deposited in temporary rivers and lakes (245 million years ago). The limestones of the "Muschelkalk" area were deposited in a shallow sea. The rifting of the "Upper Rhine Graben" started about 50 million years ago and is still active (consistently evidenced by earthquakes). Volcanic phases are documented in basalts, rhyolites and phonolites. Periods of weathering, erosion and deposition during the ice ages (2 million to 10.000 years ago) modified the landscape as we see it today. Geological heritage of international significance: UNESCO World Heritage Site "Messel Pit" (located in the municipality of Messel near Darmstadt functions as northern entrance gate and information centre of the Geo-Naturpark Bergstrasse-Odenwald) with unique fossils and climate archive (volcanic maar structure, 48 million years). Type locality (Locus classicus et typicus) for "Loess" in Heidelberg, Pleistocene soft rock, globally first mentioned by K. C. von Leonard (1823).

The Geopark territory is located in the Southwest of Germany, 50 km south of the city of Frankfurt. It covers an area of 3500 km² between the rivers Rhine (W), Main (N) and Neckar(S), and the Odenwald hills in the centre. Nine counties and 105 municipalities are members of the Geopark, including the University cities of Darmstadt and Heidelberg. The Geopark boundaries are represented by the territorial boundaries of the counties and municipalities, which includes regions in the states of Hesse, Bavaria and Baden-Württemberg. Three UNESCO World Heritage Sites (Messel Pit, Lorsch Abbey, Roman Limes), located in the area, are important cooperation partners of the Geopark. Besides that, one European Nature Reserve for birds is situated in the western part. Based on the geology, the landscape varies from agriculture (Rhine valley) and farming (Crystalline Odenwald) to forestry (Bunter Sandstone Odenwald). The river valleys have been settlement pathways in historical times (Celts, Romans…) and are nowadays routes for economy as well as for tourism. As the territory is situated between two metropolitan regions of Rhine-Main and Rhine-Neckar the region plays an important role as recreational area and can be reached by several million people within one- or two-hours driving time.

Education and Sustainable Development Under the motto "nature with professionals", the Geopark has educated and implemented a team of 45 Geopark Rangers and nearly 200 Geopark-on-site-guides, who offer geo-educational programmes, field trips and outdoor school activity packages. Additionally, Geopark schools, Geopark workshops and cooperation projects with several universities (Darmstadt, Frankfurt, Heidelberg) reflect a wide range of geo- and environmental education (e.g. geology, nature conservation, agriculture, forestry, history, local traditions). In cooperation with the regional municipalities, tourism organisations and the local economy, the Geopark acts as platform for the development of sustainable tourism offers, activities towards the preservation of the regional identity, the support and development of authentic local products (e.g. Geopark honey) and the implementation

of Geopark infrastructure (36 thematic trails, over 5000 km of marked hiking trails and 1000 km of Mountainbike trails, 20 information facilities, information panels etc.). Regular annual major events (e.g. European Geoparks week, Geo-Naturpark day, Geotope of the year) as well as about 800 guided tours each year invite guests and residents to discover Earth history, nature, culture and traditions of the territory.

5.3.2 Main Figures

Extension of the Replicator area: 3.500 km^2
Counties affected by the actions: Kreis Bergstraße; Kreis Darmstadt-Dieburg; Darmstadt; Freudenberg; Groß-Gerau; Großostheim; Heidelberg; Kreis Miltenberg; Neckar-Odenwald; Odenwaldkreis; Rhein-Neckar-Kreis
Population density: around 130/km^2
Population composition: 15% under 15, 66% 16-65; 19% over 65 (Baden-Württemberg, 2008)
No. of tourists annually visiting the territory: 14,000,000
Rate of foreign people: almost 28% of population had a migration background (Baden-Württemberg, 2013).

Figure 26: R3, tourist arrivals distribution (%).
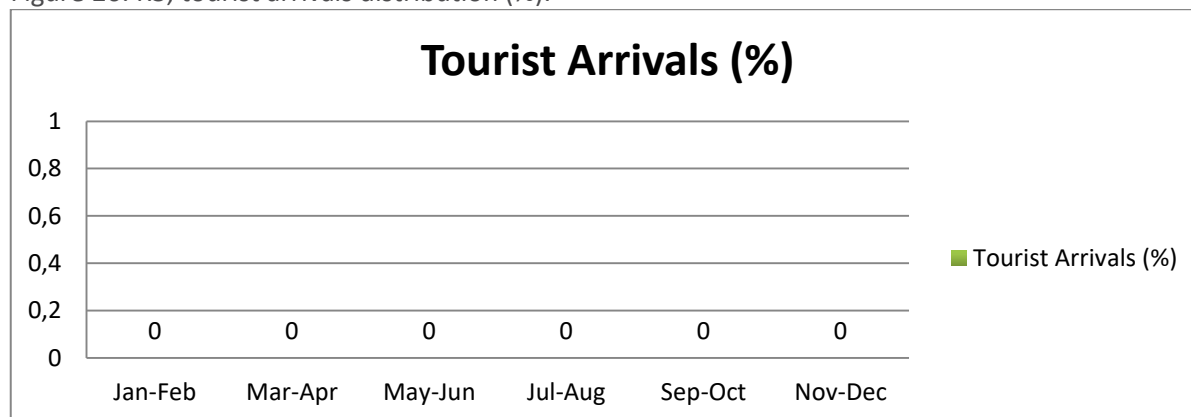
© RURITAGE.

5.3.3 Baseline

Administrative context: Lorsch is a small town situated between Heidelberg and Darmstadt on the edge of the Bergstrasse and Odenwald

NUT/s: (DE1 – Baden-Württemberg; DE2 – Bayern; DE7 – Hessen) (see **Figure 27**)

Figure 27: Geo-N regions in Germany.

Source: Eurostat.

Table 11: R3 - Migration, Challenges.

CHALLENGES	
Ageing of the population	Average 43.2 years
Immigrants	
Depopulation	
Unemployment	Average 2,300
Poverty	Average 12.1 %

Table 12: R3 - Migration, Other Challenges.

OTHER CHALLENGES TO BE FACED	
Technological	
Economic	
Environmental	
Societal	

5.3.4 KPIs

Figure 28: R3 - Migration, Cultural Capital KPIs.
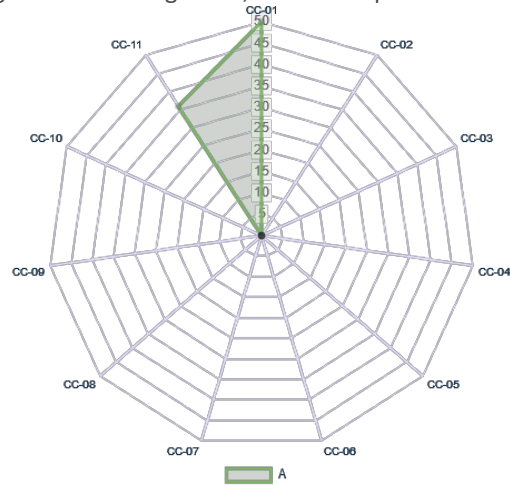
Figure 29: R3 - Migration, Natural Capital KPIs.
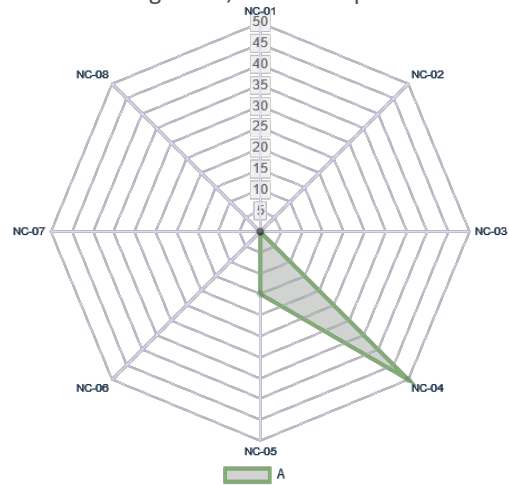
Figure 30: R3 - Migration, Built Capital KPIs.
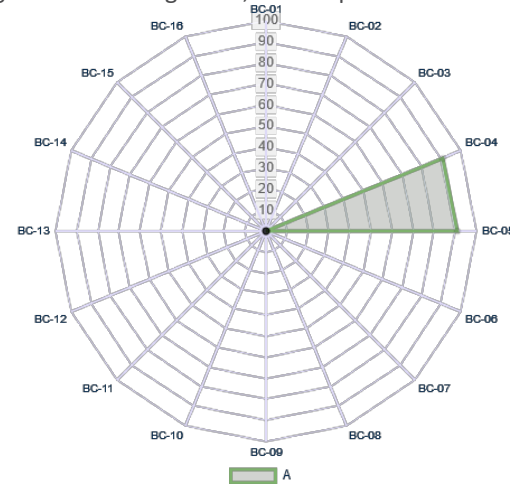
Figure 31: R3 - Migration, Social Capital KPIs.
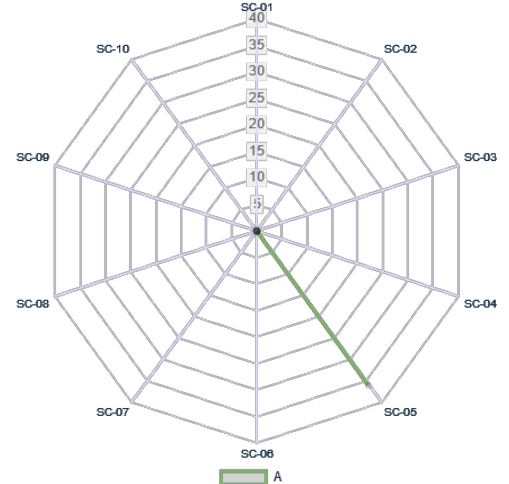
Figure 32: R3 - Migration, Human Capital KPIs.
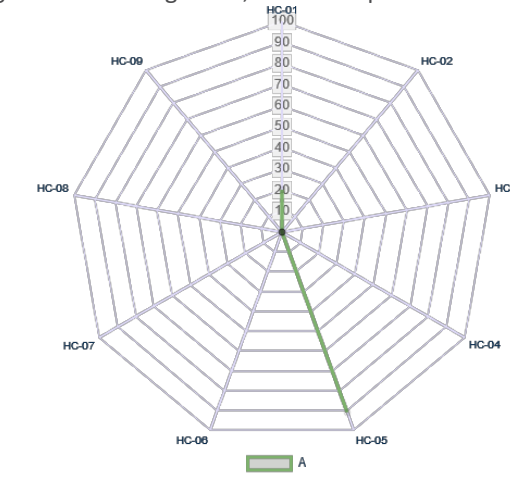
Figure 33: R3 - Migration, Financial Capital KPIs.
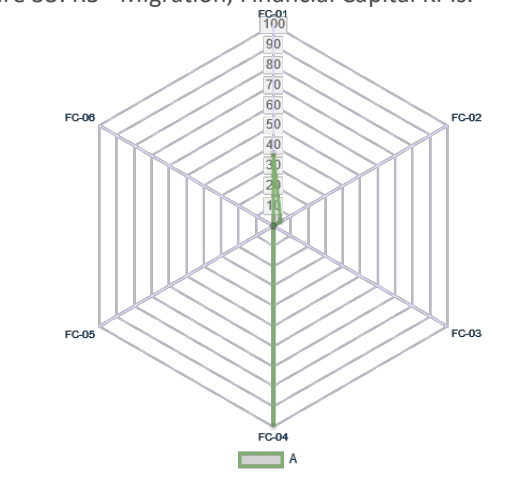
Figure 34: R3 - Migration Replicator performance (baseline).
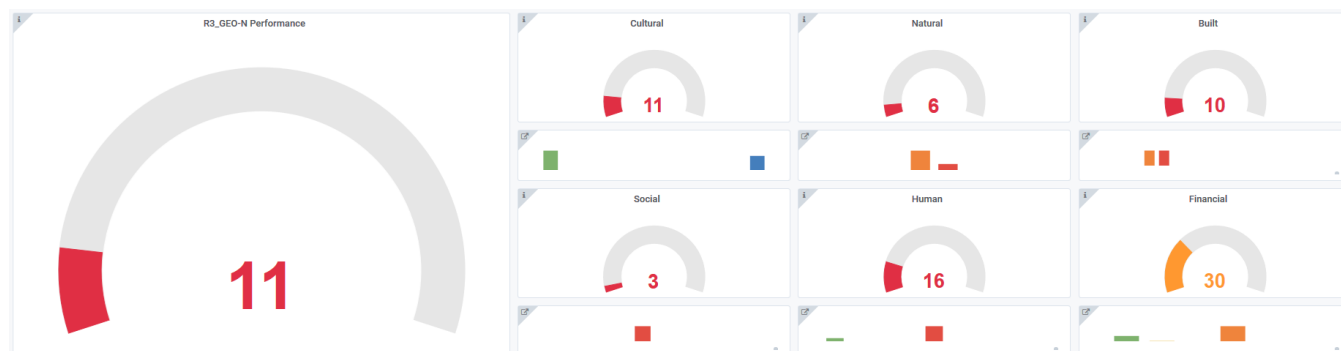
© RURITAGE using Grafana.

5.3.5 State of the Art

Table 13: R3 – State of the art.

SIA	Description
Local Food	Geo-N cooperates with winegrowers in Bergstrasse region (special wine series on "Wine & Rock" with thematic trail through vineyards) for providing special guided tours with wine tasting. It cooperates also with local distillery "Odenwälder Brände" (liqueur from local fruit varieties / apple + pear) and with a beekeeper (organic honey at 20 Geopark information centres and localities).
Migration	In the Geo-Naturpark Bergstrasse-Odenwald a refugee from Eritrea has been involved as internship working with our maintenance team on a test basis, in cooperation with Caritas Bergstrasse. Moreover Geo-N has started special environmental education projects for migrant/refugee children this year: one at our information centre "Umweltbildungszentrum Kühkopf": Kühkopf kids (children group for environmental education with regular meetings) guiding refugee kids in nature; one at our information centre Naturschutzzentrum Bergstrasse.Special guided tours/programmes for migrants/refugees were provided at World Heritage Site Grube Messel to get to know the information centre. 2 Guided tours/nature walks for migrants were offered by Geopark-on-Site-Guides in the municipality Fischbachtal. Finally, in 2017 the Forest Art Printing Workshop for refugees in the City of Darmstadt was held in the frame of German lectures.
Arts & Festivals	The Geopark has been already involved in several initiatives listed below. Cooperation partner "International Forest Art Association: Since 2002 - 8 International Forest Art trails in the Geopark (bi-annual festival), 5 International Forest Art Conferences and respectively 1 International Forest Art Trail in USA (Wisconsin) and PR China (partner Geopark Mt. Lushan). Each Forest Art trail includes 15 – 12 international artists, a 3 weeks symposium and a 2 months exhibition. Documentation: bi-and tri-lingual catalogue and video documentation, information: www.waldkunst.com Visitors at the Forest Art Trails: 20.000 – 30.000 during the exhibition, and > 125.000 all-over the year (popular outdoor exhibition, trail is part of a big recreation forest

	close to Darmstadt, one of the main cities of the Geopark territory) Since 2011: Forest Carbon Dioxide Compensation planting activities in spring: public event where the participants can donate a tree for the environment in cooperation with HessenForst (Forestry Department) August 2017: International Global Nomadic Art Project including 20 international artists, 2 week Landart Symposium in different localities of the Geopark and final photo exhibition. Part of the GNAP Yatoo (South Korea) and reference project for Germany in 2017. Since 2008: BenchArt project in the Geopark: artists create art pieces, which can be used at the same time as benches for the visitors (Waldkunstdorf, Solarbank, Beiboot, Vogelhaus, etc.).
Resilience	A meditative approach is proposed for what concerns resilience, which is based on the following activities: - Special panoramic benches for relaxation in nature along walking / hiking trails - Guided tours through nature by bike or walking tours - Guided tours with Geopark-on-site guides, including meditation, workout etc.
Landscape	Promoting cultural landscape through information panels on thematic trails and guided tours (sustainable tourism), e.g. special offers for disabled people Conservation / preservation of old mining pit "Grube Marie" in joint projects of the Geo-Naturpark and the voluntary group "Historical mining in the Odenwald region" Planting of old regional fruit varieties in cooperation with Geo-Naturpark's partner "Streuobstwiesenretter" (biodiversity, local products, nature conservation).

5.3.6 Supports for Replication

Additional funding opportunities and synergies:
In Geo-N there are 5 different LAGs (LEADER Action Groups): Odenwald, Darmstadt-Dieburg, Neckartal-Odenwald, Main4Eck, Badisch-Franken. The development of and the cooperation with the Geo-Naturpark Bergstraße-Odenwald is an essential part in every regional development concept. Most of the topics within Horizon 2020 are also main subjects within the different regional development strategies. A financial support for further projects is hereby highly possible.

Political commitment:
The territory of Geo-N is affected by several strategies which are in line with the aim of Ruritage. They are:

- Development strategy of the LAG Odenwald (State of Hesse): http://www.regionodenwald.de/index.php?option=com_content&view=article&id=137&Itemid=24
- Development strategy of LAG Darmstadt-Dieburg (State of Hesse): http://www.region-darmstadtdieburg.de/regionalmanagement.html
- Development strategy of LAG Neckartal-Odenwald (State of Baden-Württemberg): http://leader-neckartalodenwald.de/index.php?id=8
- Development strategy of LAG Main4Eck (State of Bavaria): http://www.main4eck.de/pages/les-2014-2020.php

In all these strategies from 2014 – 2020 on rural development our territory is concerned. Main aims are the development of the Geo-Naturpark region in different fields: hiking and biking infrastructure, development and integration of regional cultural and natural heritage (e.g. castles etc.) in cooperation

with tourism and other regional organisations, cultural landscape projects like protection and conservation of our natural heritage (e.g. Streuobstwiesen / fruit orchards and meadows, other Geo-Naturepark related topics etc.), economic growth and support for start-ups and entrepreneurship and much more.

Additional strategies consistent with the aim of this project and related to tourism promotion and specific to Geo-N shall be mentioned:

- Tourism strategy of the State of Hesse Development and marketing of natural and cultural heritage in the Geo-Naturpark Bergstraße-Odenwald
- Tourism strategy of Counties Bergstraße, Odenwald and Neckar region
- Development and marketing of natural and cultural heritage in the Geo-Naturpark Bergstraße-Odenwald
- Development strategies of the German Association of Natureparks
- Regional development, nature conservation, touristic infrastructure, integration through nature experiences etc.
- Charta / aims of UNESCO Global Geoparks

Finally, Geo-Naturpark Bergstrasse-Odenwald as official partner institution of Caritas (county Bergstrasse) to employ refugees/migrants

5.3.7 Potential Actions to be Taken

MIGRATION

Internships for refugees in the International Forest Art Centre, guided tours and workshops for refugees (especially families and kids) at the International Forest Art Trail will be foreseen.

Additional actions to implement will be internships for refugees in Geo-Naturpark's maintenance team with option to integrate the worker into the team on a long-term basis (regular employee) (e.g. landscape conservation, installation of information panels etc.). This person can be a bridge towards migrants and other refugees for voluntary working actions/events. As the maintenance team is working in the whole Geopark territory (regions where not many people with migration background as employed by businesses) and they comes in contact with all our member municipalities, the refugee worker in our team functions as role model for the working teams / or companies in our member municipalities to employ more people with migration background. In a next step, special skills can be learned in an external training (chain saw training, First Aid, etc.).

Intercultural training for consisting new Geopark-Rangers and Geopark-on-site-Guides (as well for people with foreign/migrant background / different mother tongue to become Rangers). In special concepts new programmes and offers for people with migration background should be developed according to the topics of the Geo-Naturpark (e.g. "Experiencing the woods or water with a Ranger", "Rocks of the region" also in different languages) and RURITAGE experiences.

By training our Rangers the activities migrants can undertake are not only limited to work at the information centre but also to install them throughout the whole Geo-Naturepark territory (see member municipalities). According to the new thematic concepts / participant based offers regular events will be installed in different places (dependent on each special topic). One special topic for a concept can be World Heritage Site Messel Pit, where some of the events can also take place.

Landscape conservation projects with refugees and locals (together with cooperation partner "Streuobstwiesenretter") - e.g. planting and cutting of fruit trees/varieties.

In joint work events the local population and migrants will have the possibility to work together in cutting trees or clearing scrubs, which does not only help nature conservation and biodiversity, but as

well the integration of people into their new home region and population/society/milieu.
Accompanying to the practical aspect of Landscape conservation / Development of cultural landscape – e.g. regional fruit varieties education material for children/migrants (different languages) will be developed. It is aimed to develop follow-up/future projects with other partners involved (e.g. local industries), which can be co-financed through LEADER in our region.

Expected Impacts	• Capacity building activities: Training to migrants and residents related with arts • Internship for migrants in local businesses, farms, tourism related activities (Geo-Naturpark and Forest Art Association) • Awareness of natural processes in creative actions, capacity building for refugees, enable refugees to be open-minded regarding the natural environment and the potentials for their own lives, integration into their new environment/home-society, working for biodiversity and nature
Stakeholders to Involve	• International Forest Art Association, individual artists from all over the world, Soroptimist International (Service Club) • Das Ehrenamt Darmstadt (Volunteer Organisation) • City of Darmstadt, Culture Foundation Rhein-Main • UNESCO World Heritage Site Grube Messel, "Streuobstwiesenretter"
Main Target Groups Addressed	• General public, families and kids, adolescents, high potential for the integration of refugees, migrants

ART & FESTIVAL

International Forest Art Trail 2018 and following bi-annual order and International Forest Art Conference 2018 and following bi-annual order with 15 - 20 international artists, a 3 week symposium, a 2 months exhibition.
Included are a 2-days conference with international scientists and practitioners, artist performances, artist workshops (also for children), outdoor theatre, artist evening speeches and regular guided tours as well as regular artist residencies in the International Forest Art Centre (Darmstadt).
Environmental Diploma Darmstadt - 8 weeks activity of the City of Darmstadt, where the Geopark and the International Forest Art Association participate with activities.
Forest Carbon Dioxide Compensation planting activities in spring 2018 and following years : public event where the participants can donate a tree for the environment in cooperation with HessenForst (Forestry Department) Further Bench Art projects within the next years.
Photo exhibitions in participating information facilities following the Global Nomadic Arts Project.

Expected Impacts	• Promoting the discovering of the territory (natural landscape, outdoor activities, hiking and eco-tourism) through art. • Main impact on the connection between man and nature highlighting environmental topics as well as the overall connection to nature and our responsibility as human beings • Compensation of carbon dioxide regarding the travelling activities of the artists in the frame of the Forest Art Trails. Awareness building regarding our natural environment
Stakeholders to Involve	• International Forest Art Association • Individual artists from all over the world • Soroptimist International (Service Club)

	• Das Ehrenamt Darmstadt (Volunteer Organisation) • City of Darmstadt, Culture Foundation Rhein-Main
Main Target Groups Addressed	• General public, families and kids, adolescents, high potential for the integration of refugees

LANDSCAPE

Mapping cultural landscape elements (e.g. historical mining remains), integration into new GIS-system and integration into consisting Cultural landscape register of Hesse, development of publications, learning material for schools and university projects, different target groups etc. and training courses partly in cooperation with Hesse's state office for the preservation of historic monuments and buildings. Possible support from Hesse's state office for the preservation of historic monuments and buildings will be foreseen.

Development of training courses on cultural landscape elements and conservation for municipalities (and/or forestry), also for our guides (Rangers and Geopark-on-site-Guides) in cooperation with Hesse's state office for the preservation of historic monuments and buildings. Possible co-funding through Hesse's state office for the preservation of historic monuments and buildings.

Landscape conservation projects with refugees and locals (together with cooperation partner "Streuobstwiesenretter" or as well other nature conservation groups) planting and cutting of fruit trees, clearing scrubs within biotopes or geotopes, etc.

Expected Impacts	• Develop high level training programme for the management of the territory as "cultural landscape" (addressed mainly to professionals, researchers and public bodies staff) • Develop strategies to understand and manage changes and interactions between social and ecological systems, including conflict prevention and management of biodiversity
Stakeholders to Involve	• Voluntary working group "Historical Mining in the Odenwald region", Hesse's state office for the preservation of historic monuments and buildings • Initiative for the protection and conservation of nature, regional fruit varieties and orchards "Streuobstwiesenretter", "Naturschutzverein Einhausen"
Main Target Groups Addressed	• Schools (pupils and teachers), universities, public management of member communities and municipalities • Local/regional population (including refugees, migrants)

The following table shows which are the suitable lessons learned from RMs that could be applied in Migration Replicator. For more information about the full description of the lessons learned, key elements, achievements and related cross-cutting issues, please see Deliverable *D1.2 List of Lessons Learned*.

Table 14: Lessons learned for Migration Replicator.

LESSONS LEARNED
Ensure, at least, standard quality internet connection and mobile coverage
Integration of vulnerable groups in local value chain
Transform prevention against natural calamity and negative events into tourism development opportunities (creation of a geologic museum, integration of migrants employing them in the tourism sector)
Official protection of cultural/natural/intangible good by national/international authority
Promote productive, cultural and natural values through tourism, local products or activities
Sell combined packages including transport
Ticket reductions
Innovative revenue models for CNH facilities, to maximise income and minimise costs, including efficient use of technology for income generation
Public-private partnerships to effectively manage the CNH
Mixture of bottom up and top down approaches, to ensure sense of belonging/ownership and efficiency/efficacy of the measures/action implemented
Creating synergies with other organizations or similar programmes to increase impact of actions
Take advantage from traditional events as a tourist attraction
Tourist fruition of a territory by different clusters (culture, food & wine, nature, religion, etc. ..)
Make the typical characteristics (food & wine, handcraft, traditions) the first tourist attraction of the place
Integration with other attractors of the territory
Public-private collaboration for the creation of a national tourist circuit

5.4   Arts & Festivals (R4): Kulturno Izobrazevalno Drustvo KIBLA

Openness and Collaboration

5.4.1   Overall Description

Negova is a village in the hills in the west part of the municipality of Gornja Radgona, which is located at the north eastern part of Slovenia namely at the area of Ščavnica valley and at the wine-growing area of the Radgona hills. It borders neighbouring Austria along the Mura River and on the other borders with municipalities of Apače, Radenci, Sveti Jurij ob Ščavnici, Cerkvenjak, Benedikt, Sveta Ana in Sveta Trojica v Slovenskih goricah. It measures 75 km^2 and is part of the Pomurska statistical region. The municipality of Gornja Radgona covers 30 settlements, where, according to the available data for 2016, a total of 8,471 persons live. The mean age of people in Gornja Radgona is 44 years, which is higher than the national average (42.6). The municipality is known for fairs, viticulture and Gornja Radgona sparkling wine.

The Negova Castle, wehere meetings will be hosted, has supposedly developed from the wooden shooting manor which was set here as early as the 11th or 12th century. It was first mentioned in 1425 as Vest Egaw. Negova Castle consists of three parts. The old castle originates from the 2nd half of the 14th century. The new castle, built in 1615 is the second part, and Pristava, which was used as an outbuilding, the third part. The total net floor area of all buildings is 4839.35 m^2. The Negova Castle area has been declared a cultural monument of national importance. Since 2014, the Negova Castle has been the domicile of the Photographic Federation of Slovenia which organises exhibitions of well-established Slovene and foreign masters of photography within the project "Fotograd". The Negova Castle encompasses a complex of buildings representing an architectural, tourist and business whole suitable for business meetings, educational activities, events and organisation of celebrations and weddings. The complex of buildings also includes a rich herbal park. The Manor House hosts a Tourist Information Centre. The surrounding area of Negova is rich with mineral springs – natural mineral water and ponds. The Negova Regional Park and the Negova Lake are protected as a regional park, and its surroundings are well known for their natural and cultural values.

At its location, inside the Castle and its buildings as outside in its courtyard several events are taking place throughout whole year, e.g. festivals, exhibitions, concerts, performances, workshops, literature readings, projections presentations, meetings, gatherings. There is also an herbs and spices garden and many gardens are set around the Negova Castle walls, where ecological farming brings local community together in offering organic domestic food and genuine traditional products

Figure 35: Location of the Arts & Festivals Replicator.
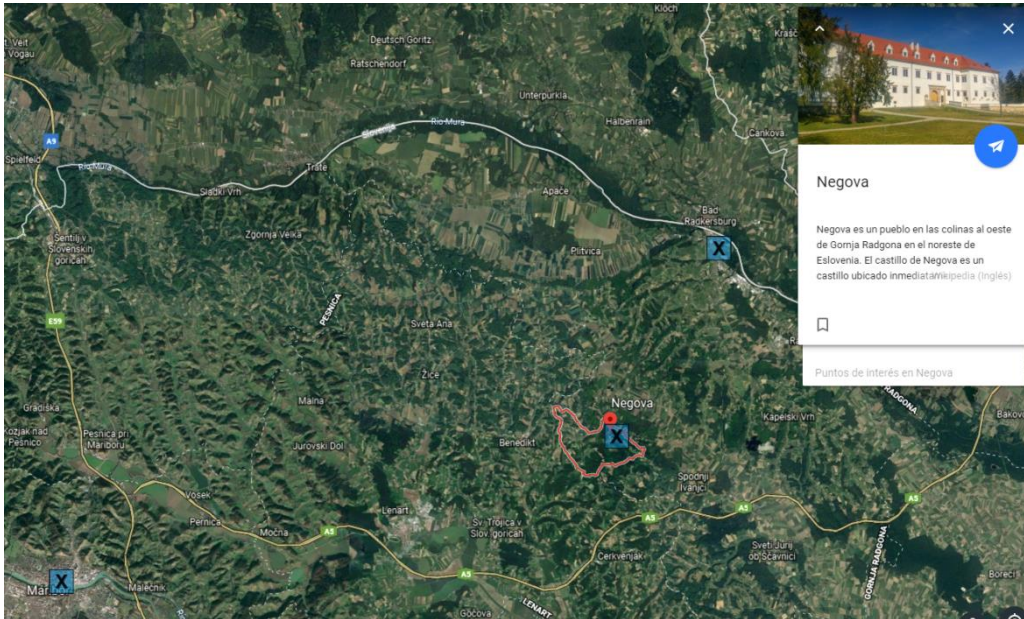
© RURITAGE using Google Maps.

5.4.2 Main Figures

Extension of the Replicator area: 75 km^2
Municipalities affected by the actions: Gornja Radgona
Population density: 113.6/km^2 (National average: 102/km^2)
Population growth rate: -4.4%
no. of tourists annually visiting the territory: 11,335 (in The Negova Castle in 2016)
Tourists and visitors' origins: 5 % Local, 88 % National, 7 % International
Typologies of tourists per age: 15% less than 18; 85% adults
Tourists that visit the Negova Castle usually plan their trip alone, stay briefly in one place, experiment with local food, go to famous places, take photos and explore privately. Only 15% of tourists visit the castle in groups.
Rate of foreign people: 1.3 %
GDP per person: 12,437
Unemployment rate 16% (National average 12.3%)

Figure 36: R4, tourist arrivals distribution (%).
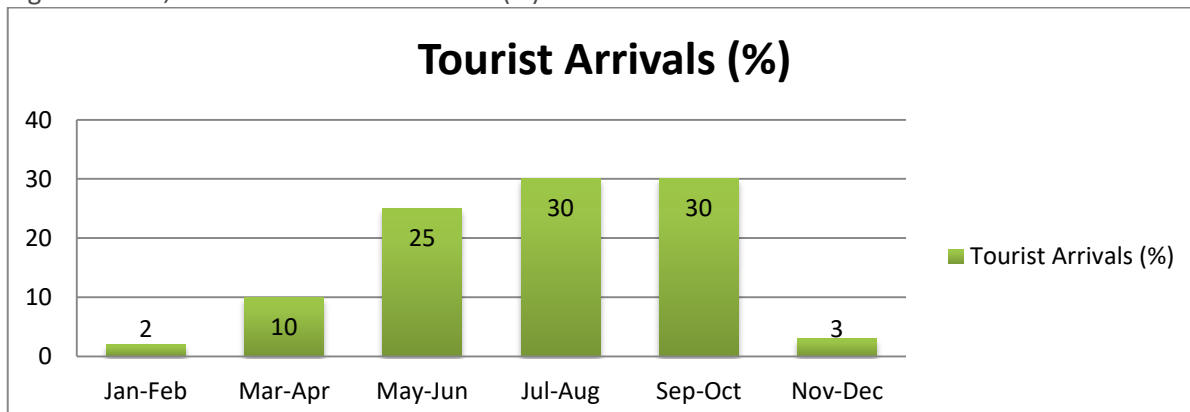
© RURITAGE.

5.4.3 Baseline

Administrative context: KIBLA is based in Maribor, second largest city of Slovenia, which was with its partner cities from the Eastern Slovenia Cohesion Region European Capital of Culture 2012. Negova Castle was one of our program goals and Festival of Love was one of the projects in the ongoing promotion of the East Slovenia's cultural (and industrial) heritage. It is rather coherent with interests and intentions by both involved institutions to continue this fruitful collaboration within the common project. Kultprotur is public institution established by Gornja Radgona City Council and it runs several buildings and institution in the town and its region. The Negova Castle is one of them. Ministry of Culture authorised them to manage it and KIBLA as NGO specially focused on art and culture, education and research, technology and nature is supporting their rural regeneration issues through cultural heritage.

NUT/s: Podravska statistical region (Eastern Slovenia (Vzhodna Slovenija – SI01); Drava (Podravska) - SI012) (see **Figure 37**).

Figure 37: Drava region in Slovenia.

Source: Wikipedia.

Geographical context: Podravska region is one the Slovenian treasures. Waters, forests, pastures and farms are making it the agricultural and wine growing environments for living or visiting. With many bioenergetic point and thermal springs it reveals its potential with numerous cultural and natural heritage sights.

Key places/infrastructures: Maribor has all infrastructures within the one of the most prosperous Slovenian and regional culture, art and heritage and university centres with international character. The Negova Castle is one of the landmarks in the region and attracts daily tourists, groups, special tours, private arrangements, small and big companies, art and culture and history interested societies on daily level through its whole opening period and more - when the interest is shown to visit a caste and enjoy its voluminous story and see the exhibitions always there is someone to open its doors for you.

Of course, there is more to be done on the castle program and its visibility and Replicator is gaining support from various levels, institutions and individuals, economy and cultural sectors, university and civil society, researchers, professors and teachers.

There is no public transport to Negova. It's situated approximately 35 min (30 km) from Maribor and 25 min (20 km) from Gornja Radgona as nearest cities.

Table 15: R4 – Arts & Festivals, Challenges.

CHALLENGES	
Ageing of the population	No. I don't think it's important with the cultural heritage.
Immigrants	No. In our region migrations are natural.
Depopulation	Yes. Less potentially active population, less partners.
Unemployment	No. Although percentage of unemployment in Podravska region is above the state average of unemployment, cultural heritage is the treasure people are living with through centuries.
Poverty	No. The region is not among richest in Slovenia and it's mainly rural.

Table 16: R4 – Arts & Festivals, Other Challenges.

OTHER CHALLENGES TO BE FACED	
Technological	The Negova Castle has all basic infrastructure and mainly only good will of the state officials is needed to put it into function and to finish the renovation work on the 2nd half of the castle, which is historically most valuable as it's the oldest part.
Economic	To integrate wider region to recognise castle as one of the most precious cultural heritage sights with distinguished cultural and artistic program, event and festivals.
Environmental	Amazing, unique, unspoiled nature.
Societal	Rural society is involved with the programming of the Negova Castle and its initiatives and groups are invited to take part in the realisation and presentation of their activities.

Local or regional development plans/strategies: Local and regional and national strategies and development plans are being set by different groups and accepted by city councils and parliaments and so Maribor has the Local Program for Culture 2015-2020 confirming itself as a regional centre of the Eastern Cohesion Region of Slovenia. Regional Development Agencies are executing their plans involved in numerous international collaborative projects to foster regional development.

Protected geographical indications: Nature and culture, cultural heritage, bio-energetic points, traditional dishes, ethnographic traditions, tangible and intangible heritage, specific food and wine region, cradle of sparkling wine in Yugoslavia and region, centre of mineral water and thermal spas, domestic products, handicrafts and arts, myths and legends.

5.4.4 KPIs

Figure 38: R4 – Arts & Festivals, Cultural Capital KPIs.
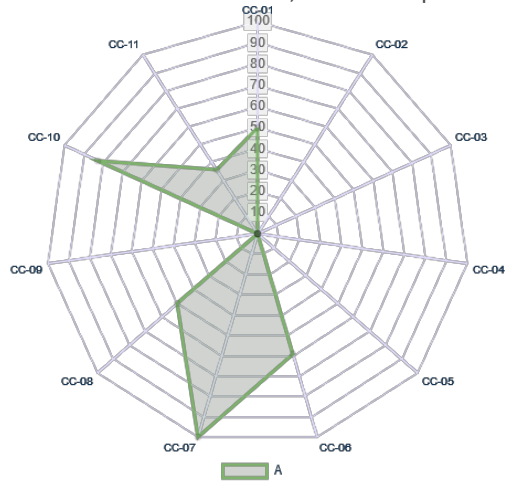
Figure 39: R4 – Arts & Festivals, Natural Capital KPIs.
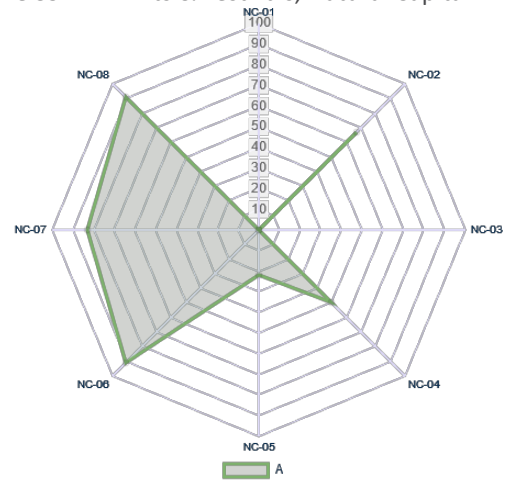
Figure 40: R4 – Arts & Festivals, Built Capital KPIs.
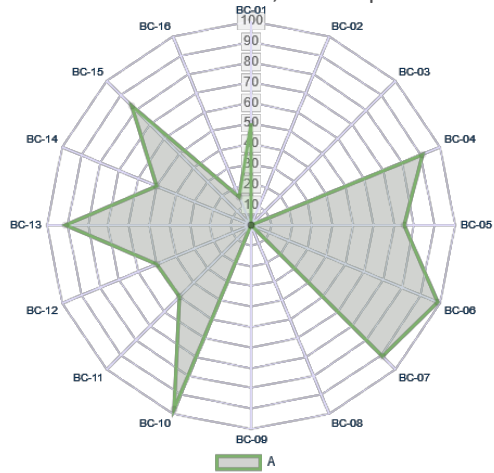
Figure 41: R4 – Arts & Festivals, Social Capital KPIs.
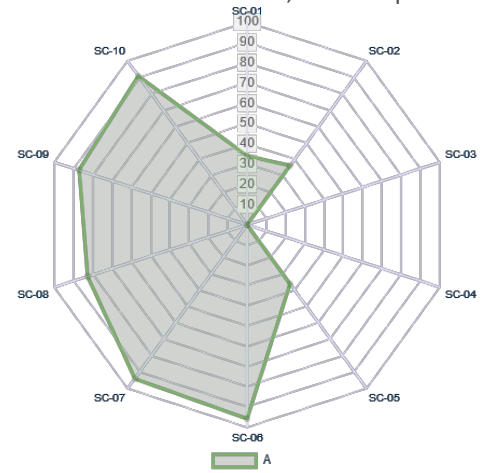
Figure 42: R4 – Arts & Festivals, Human Capital KPIs.
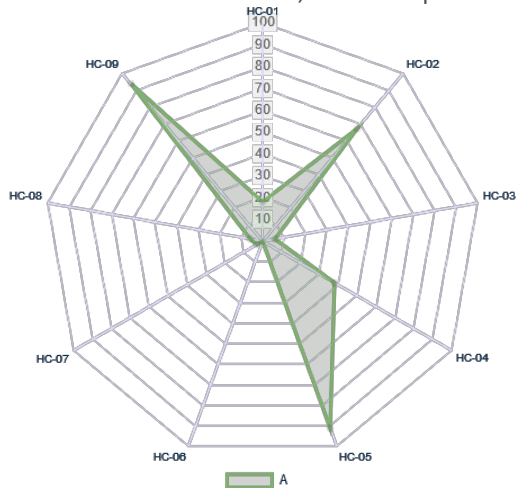
Figure 43: R4 – Arts & Festivals, Financial Capital KPIs.
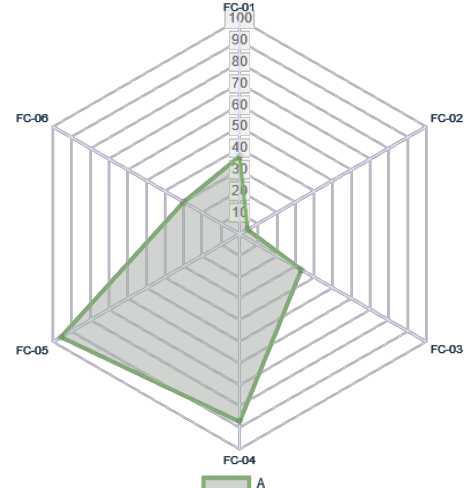
Figure 44: R4 - Arts & Festivals Replicator performance (baseline).
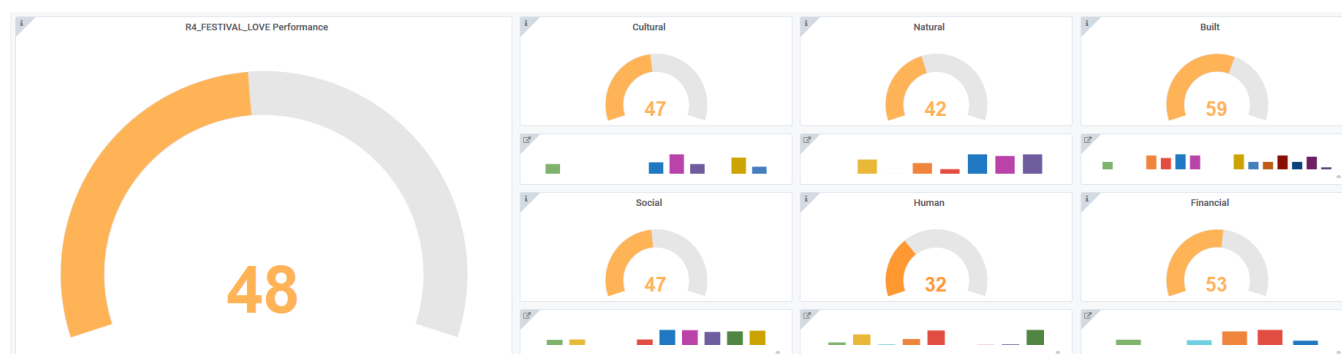
© RURITAGE using Grafana.

5.4.5 State of the Art

Table 17: R4 – State of the art.

SIA	Description
Local Food	The location and its area offer many most delicious characteristic specialities, from food to drinks. There is an herbs and spices garden just in front of the Negova Castle and many gardens are set around its walls, where ecological farming brings local community together in offering organic domestic food and genuine traditional products.
	Nearby hills are scattered with various fruit trees, e.g. apples, pears, peaches, apricots, cherries, and vineyards, on which some of most famous world class wines are produced. Gornja Radgona cellar is on the top with its production of sparkling wines through standard champagne and charmat procedures and also with its standard wines, where numerous winemakers compete on the European and world level getting most prestigious awards.
	Woods welcoming with richness of mushrooms and other fruits. There are many agro-tourism guesthouses around offering special lodging and delicious home food and drinks products and several activities, e.g. trekking, cycling, riding, rowing, swimming, forests discovering.
Arts & Festivals	Cultural organizations and museums are already cooperating with KULTprotur. Important partnership and cooperation and great expertise from past Festivals of Love has been established together with KIBLA.
	Festival of Love was held in 2012 for the last time, since it was connected to project activities and financed only for limited period of time. After 5 years the former festival will be re-established and upgraded. For the first time KULTprotur will work in close cooperation with KIBLIX festival: the most important intermedia and visual arts festival in Slovenia, held for 16 years in a row. The festival includes exhibitions, workshops, lectures, conferences, performances, music and VJ events. KULTprotur will be part of it in 2017 so to get experience in organization of large-scale events and direct involvement in the activities so we can implement Festival of Love more smoothly and based on experience.
	At present, Negova Castle tourist offer is limited (www.gradnegova.si) and refreshments and new additions are needed. The tourist offer currently foresees

	outdoor activities and thematic offers related to cultural heritage, history, natural landscape and local craft and arts. This is in line with the KULTprotur and Negova Castle's goal concerning the promotion of local territory through history deeply connected with the cultural heritage. KULTprotur is already active in local craft productions involving at least 15 SMEs and is cooperating with local SMEs for promoting and selling their products. KULTprotur and Negova Castle will strengthen the branding actions already in place supporting at least 3 local products/crafts to elevate the standard in order to raise the quality of local products and brand them as part of cultural heritage of local area.

5.4.6 Supports for Replication

Additional funding opportunities and synergies:
KIBLA has its programme funded by the Ministry of Culture and by the Municipality of Maribor. The total contribution is around 380.000€ made of EU funds (ca 160,000€), Ministry of Culture funds (ca 110,000€), Maribor City Council funds (ca 40,000), Governmental Institution for Employment funds (including EU Social Fund) (ca 40,000 €), Contributions from sales and donations (30,000 €).

Therefore, RURITAGE project will be planned as one of our regular, multiannual and substantial programs over the years needed to successfully collaborate and implement it with sustainable dimensions to stay one of the most important programs, which will attract local, regional, national and international audiences.

KULTprotur is established by the City Council of Gornja Radgona and hence it is publicly funded by the local government that covers most of its operating costs. Funds amount to 344,000€.

KIBLA is also involved in 4 projects in compliance with several Priority areas and objectives of the Slovenian Smart Specialisation Strategy S4 2014–2020, with a funding of about € 80,000:
- Healthy Working and Living Environment: especially Smart cities and communities as we'll extensively work on developing globally-competitive systemic solutions in the field of smart grids and IT platforms with user solutions;
- Natural And Traditional Resources For The Future: within Networks for the transition to circular economy through the Objective Connecting stakeholders – business entities, educational and research system, non-governmental organisations, the state and individuals – into value chains according to the principle "economy of closed material cycles" to development new business models for the transition to circular economy; and Sustainable tourism with the design of a competitive and sustainable tourism product which will place Slovenia on global markets as a green, active and healthy tourist destination. Emphasis will be placed on the development of integrated services providing a top-level experience by including and taking into account the preservation of nature and natural and cultural resources. They will be achieved through systematic development of targeted, specialised, customized and innovative tourism products and services tailored to individual needs.
- Industry 4.0: This priority area pertains to those areas of application which, as a rule, have a dominant actor or a group of strong actors with an already-established cooperation with the scientific sphere but where the opportunities are not fully taken advantage of in terms of:
  o stronger strategic links between strong private sector actors in order to offer integrated solutions and consequently to have a joint appearance on the market
  o stronger links with research organisations in developing products with respect to the upcoming needs in the medium and long term
  o stronger links with small and medium-sized enterprises in terms of strengthening supplier networks as well as creating development networks
  o promoting the creation of new product directions by promoting the establishment of new companies

o modernisation and digitalisation of production processes and production cycle management

Different actors will be connected into the cultural and creative industries cluster that will enhance and develop the whole sector.

All these actions are embraced also in the regional innovation strategies of Maribor and Gornja Radgonaa and relevant letters of support signed by companies and entities from this area, both cities and the state will be collected. It is maybe not easy to understand such letters are not very common and they are not only hard to issue buy local and national governments, but as well by other entities as in the field of culture most institutions and organisation take is as a competition, while local and national governments do not want to sign any obligatory or even supportive letter.

Political commitment:
The RURITAGE project corresponds to priorities of the Slovenian National Programme of Culture 2014 – 2017 and also to the proposal of the National Programme of Culture 2018 – 2025 and similar to the Local Program for Culture of the Municipality of Maribor 2015 – 2020; in both cultural and industrial heritage and their revitalisation through contemporary art, cultural and creativity and interlacing with tourism, education, science and research, economy and ICT involvement with new services, applications and digitalisation of the cultural and industrial heritage is on the top of the lists.

The main goals of the National Programme for Culture 2014-2017 (NPC) address three levels: 1) individual cultural areas, where adequate measures responding to key challenges in the area are being defined; 2) areas with a spill-over effect, which enrich and add value to individual areas; 3) distinct structural areas, concerning in particular reform of the labour market reform regarding the cultural industry.

The Negova Castle was one of the castles in Slovenia that got the national status and financial support in its renovation and openness to new contents. Same is cultural heritage an important issue in the Operational Programme for the Implementation of the EU Cohesion Policy in the period 2014 – 2020, which significantly contributes to the achievement of the national and Europe 2020 targets for smart, sustainable and inclusive growth, especially in funding priorities with a focus on:

- Increasing the international competitiveness of enterprises, particularly of SMEs, to accelerate economic development and the creation of jobs.
- Improving the infrastructure for research and innovation while strengthening its links with enterprises and the higher education sector.
- Increasing the share of employment, particularly of the long-term unemployed, the young and older people, as well as of the persons with low education levels.
- Reducing the number of socially excluded persons and persons at the risk of poverty while increasing the access and quality of community-based services and promoting social entrepreneurship.

And further it is also embedded in the Rural Development Programme for Slovenia 2014 – 2020 and in Local Development Strategies.

5.4.7 Potential Actions to be Taken

LOCAL FOOD

The actual situation in Negova Castle includes several touristic products, but so far they were not strategically branded under one main brand name. This is why we would launch activities for setting the criteria for an effective future branding strategy.

One main showcase to support branding strategy will be the context of Festival of Love 2018, in which KULTprotur will define criteria for promotion of local products and crafts. Within RURITAGE, KULTprotur will be able to define the criteria within quantitative and qualitative indicators, enlarging the local network of producers and users, supporting the criteria with case studies, included in a better systematic way to connect touristic activities with the brand, strengthening the brand underlining the weaknesses and the advantages for local SME´s and enhancing its competitively.

Expected Impacts	• Increase of knowledge, skills, capacity building • Job creation • Strengthening of local businesses • Creation of new products • Establish new management and guidelines for branding strategy • Attract tourism
Stakeholders to Involve	• Gornja Radgona Municipality, Ministry of Culture of the Republic of Slovenia • University of Maribor • ALMA MATER EUROPAEA • Local and regional SMEs • Craftsmen and artists
Main Target Groups Addressed	• Local SME´S • Tourists • Wide public interested in art and culture

ART & FESTIVAL

The already existing partnership with museums, cultural organizations, NGO's, public institutions for cultural heritage etc. will become stronger and new members of internal networks will be obtained for current and future cooperation. KULTprotur will organize local meetings and excursions for dissemination of its activities within the cultural institutions and the regional primary and secondary schools.

KULTprotur together with Negova Castle and KIBLA have organised one visual and intermedia festival entitled Festival of Love 2018 in Negova (open air events in front of the castle). Events have been video and photo documented and presented on a web page.

After the two-day festival activities, temporary exhibition were set up in the Negova Castle so to exploit the results of the Festival of Love 2018 and promote local activities for the upcoming Festival of Love 2019, connecting cultural heritage and visual arts in innovative and expressive ways.

National Consortium of stakeholders will be established (consisting of museums, NGO's, cultural organizations, public representatives and interested professional public) for boosting the promotional activities and disseminate the Festival on national and international level.

KULTprotur will connect artists and local craftsmen involved in the Festival with primary and secondary schools and touristic organizations so to boost local products and cultural events.

KULTprotur is also working on establishing the local network for crafts, working with local handcrafts

specialists who are using local raw materials and old Slovenian traditions. KULTprotur would brand those activities under the Negova Castle brand name and support SMEs in developing competitive products connected with art and tourism. Within RURITAGE KULTprotur will enhance the strategy to enlarge visibility of local businesses, supporting their activities and involving them into local cultural and other events.

KULTprotur is working together with local artists, craftsmen and associations promoting art, for connecting the heritage and tourist packages. Within the project, KULTprotur will connect the interaction between art and cultural heritage (Negova Castle, its surroundings and history), creating new products and disseminate them within the niche of tourist and interested public. RURITAGE and Festival of Love, with its related activities and events, will boost the recognition both of Negova Castle and local landscape thus attracting more potential visitors.

KULTprotur is already supporting the local activities in arts and crafts. Within the RURITAGE project, KULTprotur will support the creation of common brand for local arts and crafts (brand Negova Castle), supporting the internationalisation of the local SME´S through the partnership international Networks.

KULTprotur and Negova Castle are promoting the discovery of the facilities and territory through guided tours, excursions and virtual reality. Within the project, KULTprotur will create an efficient storytelling based on Negova Castle main facts. The storytelling will be created by specific competences addressing the main challenges for the Negova Castle and its surroundings in order to disseminate the local traditions, cultural heritage, values and actions within the public.

Expected Impacts	• Attract tourism (increase number of arrivals, time of residence) • Enlarge the target (art-tourism, thematic tourism, festival public, temporary exhibitions) • Creation of new products (art and crafts, promotional videos and photos, brochures and publications both digital and printed) • Possible job creation in other sectors (not only tourism) • Enhance the experience of living/visiting the area for citizens and tourists and expand the offer of events - festivals • Increase of knowledge, skills, capacity building • Strengthening of local businesses (digitalization, marketing strategies, clustering, networking • Increase the selling of local crafts and arts ⬜ Establish new management and guidelines for branding strategy and support to local SME's • Increase the number of local crafts businesses for production of specific crafts and arts
Stakeholders to Involve	• Gornja Radgona Municipality, Tourist and Information Center (TIC) Gornja Radgona, Tourist and Information Center (TIC) Negova, House of Culture and Youth Center Gornja Radgona • Ministry of Culture of the Republic of Slovenia • University of Maribor • Cultural organizations • Local and regional museums • Local and regional primary and secondary schools • ALMA MATER EUROPAEA • Local and regional SMEs • Craftsmen and artists • NGO's and organizations, dealing with art
Main Target Groups Addressed	• Tourists • Artists and craftsmen • SMEs - Local and Regional level • Wide public interested in art and culture • Youth - primary, secondary schools

The following table shows which are the suitable lessons learned from RMs that could be applied in Arts and Festivals Replicator. For more information about the full description of the lessons learned, key elements, achievements and related cross-cutting issues, please see Deliverable *D1.2 List of Lessons Learned*.

Table 18: Lessons learned for Arts & Festivals Replicator.

LESSONS LEARNED
Innovative revenue models for CNH facilities, to maximise income and minimise costs, including efficient use of technology for income generation
Integrated and collaborative approach to developing and promoting activities in CNH areas
Public-private partnerships to effectively manage the CNH
Bottom-up initiatives can be turn from informal and random experiences to well established ones
Good communication both vertically and horizontally (e.g. different sectors of the government, different levels of administrations, private owners and public bodies) in order to achieve an agreement in land use and long-term vision
Ensure, at least, standard quality internet connection and mobile coverage
Creating synergies with other organizations or similar programmes to increase impact of actions
Building up sense of belonging as a tool for CNH promotion
Recover and put in value the traditional skills and agricultural and farming methods
Foster and promote sustainable tourism
Identifying your natural heritage resources (formal and informal)
Create a 'brand' or 'tourist pack and experiences' based on the natural resources and the added valued created – synergies with other local activities (i.e festival, food, etc.)
Increased physical activity
Take advantage from traditional events as a tourist attraction
Tourist fruition of a territory by different clusters (culture, food & wine, nature, religion, etc.)
Make typical characteristics (food & wine, handcraft, traditions) the first tourist attraction of the place
Integration with other attractors of the territory
Promote productive, cultural and natural values through tourism, local products or activities
Provide information about accessibility to the sites through the website
Sell combined packages including transport
Ticket reductions
Dedicated transportation
Collaborative approaches to achieve innovative financing solutions and access to funding
Participatory activities lead to ownership of strategies and solutions
An easy-to-understand practical guidebook that helps local people understands laws and regulations, and therefore helps the implementation of laws and regulations
Training on digital technologies
Implementation of participatory approach
Mixture of bottom up and top down approaches, to ensure sense of belonging/ownership and efficiency/efficacy of the measures/action implemented
Local community both receives and provides services (win-win situation)
Resilient environments against natural hazards
Foster a better understanding of the value of NH, Creating a recognized value
Safeguard, valorise, protect the value
Invest in safety to make safe for tourists even the places less accessible
Transform prevention against natural calamity and negative events into tourism development opportunities (creation of a geologic museum, integration of migrants in the tourism sector)
Official protection of cultural/natural/intangible good by national/international authority
Resilient community
Promote access to disabled people

5.5   Resilience (R5): Comune di Appignano del Tronto (CoApp)

A Little Community Fighting for Being More Resilient and Competitive

5.5.1   Overall Description

Appignano del Tronto is characterized by the presence of dip slope rolling hills and light blue anti-dip slope rocky badlands which represent two sides of the same coin. This natural landscape has been shaped by three torrential rivers, "Chifente", "Pioppo" and "Volubile", which create scenery whose beauty is invaluable. They represent an eternal fight between the hydrogeological fragility and the beauty of the landscape.

This territory has a rural vocation. By cultivating the land, farmers can get excellent cereals and grapes, high quality olive oils, PDO olives, organic vegetable and fruit thanks to the tempered climate of central Italy. The sweet slopes host ovine, bovine and caprine animals that grow up in the open air, eat organic food and breathe clean air.

There are no industrial areas nearby, but you can find small agricultural businesses (various mills, dairies, wine cellars, organic and typical bakeries) and craft firms (manufacturing industries producing ceramic, laces, bobbins, embroidered jewels, etc.) which benefit from their own experience and look forward using new technologies at the same time.

Furthermore, Appignano del Tronto is proud of an ancient culture of producing and setting up firework shows and a traditional music band, made up of different musician generations. In one of its main districts, whose name is "Valle Orta", you can find a historical building complex, constructed by a local religious woman, Mother Maria Giacobetti. Nowadays this church is a place of pilgrimage and the building is used to host political refugees. The historical centre of the town, dating back to the Middle Ages, has been seriously damaged by the seismic crisis, which started on 24th August 2016.

At the moment, almost 50% of the houses in the historical heart of the town were condemned and traffic is partially interrupted. The priceless monumental churches were both badly damaged in its structure and decorations (frescos, paintings...) and so condemned. Local people are psychologically affected to these assets. They are worried about future conditions. Now it is fundamental to fix buildings, but it is also necessary to feel the sense of belonging to a community.

The HUB will be situated in a building belonging to the historic centre, in the north-west part of the town. This was a nursery school, partially renovated and subsequently converted into an auditorium. It represents a happy stage of the existence for local people. It means lightheartedness, friendship and education for them. It is a symbol of resilience, a place to set a basis to restart, even after a disaster. The facility has got a priceless cultural value in our grandparents, parents and sons' minds.

5.5.2 Main Figures

Extension of the Replicator area: 23 km^2
Municipalities affected by the actions: Comune di Appignano Del Tronto
Population density: 77.6/km^2
Population growth rate: -2.5%
Rate of foreign people: 6.2%
No. of tourists annually visiting the territory: before earthquake 3,000 people/year; after earthquake - 50%.
Type of tourism: 50% enogastronomic tourism, 30% cultural tourism, 20% sports and cultural events.
GDP per person: 22,300 €
Unemployment rate: 12%

Figure 45: R5, tourist arrivals distribution (%).
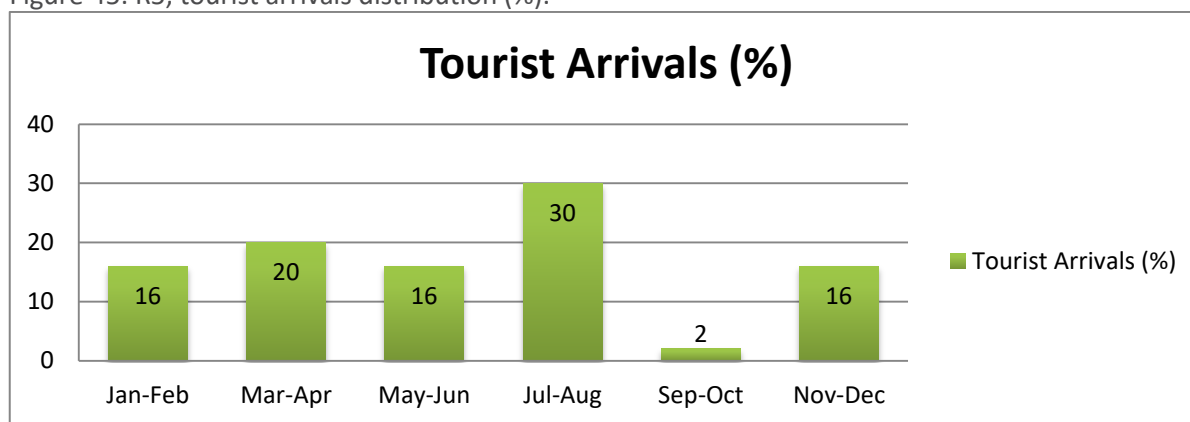
© RURITAGE.

5.5.3 Baseline

Administrative context: Appignano del Tronto is a municipality.

NUT/s: NUT 3 (ITI3, Marche) (see **Figure 46**)

Figure 46: Marche region in Italy.

Source: Wikipedia.

Geographical context: Appignano Del Tronto is located in the south of Marche Region, in the Tronto River basin, at an altitude of about 194 m a.s.l-the territory is between 90 and 400 m. The territory is mostly hilly, with several little rivers that have a principal flow from NW to SE and confluent in the Tronto river. The village is situated at about 20 km from the Adriatic Sea coast (west side) and about 35

km from the Sibillini mountains (watershed between Adriatic and Tyrrhenian basins). The vegetation is characterized by the prevalence of deciduous trees (oak, poplars in the most humid areas) while the most frequent crops are the vineyards and the olive trees. The climate is temperate, sub-humid with a fresh winter, very hot summer and variables intermediate seasons. The annual average temperature is about 13.5 degrees while the total precipitations are about 750 mm, with a sub-littoral Adriatic regime (maximum in autumn, not strong minimum in summer). According with Köppen-Geiger classification, the type is Cfa- temperature of the hottest mount about 23° C.

Key places/infrastructures:
- Scuola di Ateneo Architettura e Design (University of Camerino) (https://saad.unicam.it/), Located in Ascoli Piceno, at 17 km;
- Faculty of Economy (Politecnica University of Marche), Located in San Benedetto del Tronto, at 25 km.
- Ancona Airport, located in Ancona (Abruzzo Region), at 120 km, (450,000 passengers in 2018): http://aeroportomarche.regione.marche.it/
- Pescara Airport, located in Pescara (Abruzzo Region), at 88 km, (660,000 passengers in 2018): http://www.abruzzoairport.com/
- Offida-Castel di Lama railway station, located at Ascoli Piceno, at 7 km.

Table 19: R5 - Resilience, Challenges.

CHALLENGES	
Ageing of the population	YES. Population ageing represents a challenge because almost 30% of the population of the region is over 65 years old.
Immigrants	NO. Immigrants do not represent a challenge because only 5% of the population are immigrant residents.
Depopulation	YES. Depopulation represents an historical big challenge. In the last 15 years Appignano del Tronto lost about 12% of the population.
Unemployment	YES. Unemployment represents a real challenge, in special after the economic crises (2008). 15% of the population are unemployed.
Poverty	YES. Poverty represents a real challenge, in special after the economic crises (2008). About of the 10% of the population are in poverty condition.

Table 20: R5 - Resilience, Other Challenges.

OTHER CHALLENGES TO BE FACED	
Technological	To improve the average level of information technology and computer skills of the population also in relation to the alerts for weather-climatic and seismic risk.
Economic	To reduce unemployment, to increase tourism, to improve entrepreneurial skills, to foster competitiveness, to incubate start-up.
Environmental	It is necessary to adapt to climate change and to mitigate the effects of the climate extremization (Hydrogeological hazards).
Societal	To reduce depopulation, to foster social cohesion, to improve resilience, to increase the quality and the level of cultural activities.

Local or regional development plans/strategies:

- Rural Development Programme (PSR). The PSR is the regional plan establishing the policy for the rural development in the Marche region from 2014 to 2020 (SIA: Resilience, Landscape, Local food).
- Smart Specialization Strategy (SSS). SSS of the Marche region is the strategy to strengthen the competitiveness and innovation in 6 fields: Home automation, Mechatronics, Sustainable Manufacturing, Health, Well-being and ICT (SIA: Resilience).
- Work plan for the reconstruction. The programme schedule interventions for the reconstruction of public buildings in the post-earthquake period (SIA: Resilience).
- Area of complex industrial crisis. This programme support local private investments in Research, Innovation and sustainable development (SIA: Landscape).

Protected geographical indications: Gls, PDOs, PGIs

5.5.4 KPIs

Figure 47: R5 - Resilience, Cultural Capital KPIs.
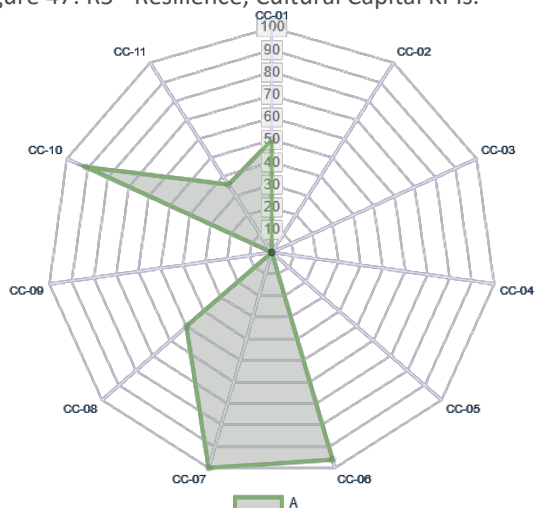
Figure 48: R5 - Resilience, Natural Capital KPIs.
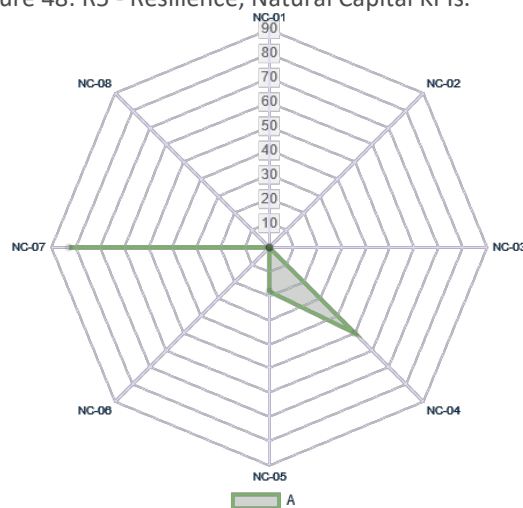
Figure 49: R5 - Resilience, Built Capital KPIs.
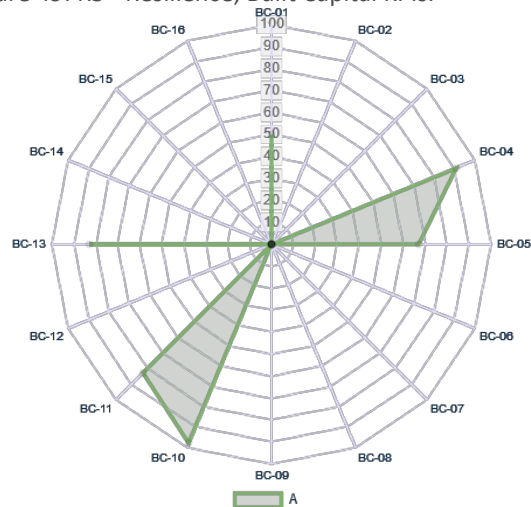
Figure 50: R5 - Resilience, Social Capital KPIs.
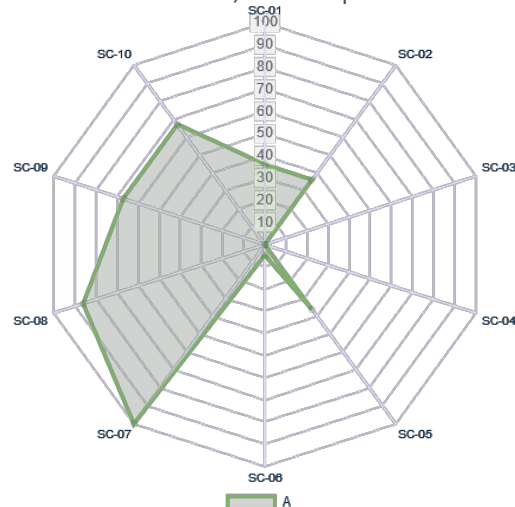
Figure 51: R5 - Resilience, Human Capital KPIs.
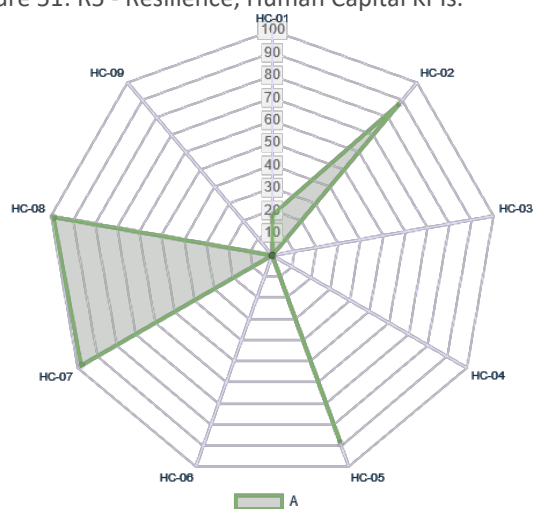
Figure 52: R5 - Resilience, Financial Capital KPIs.
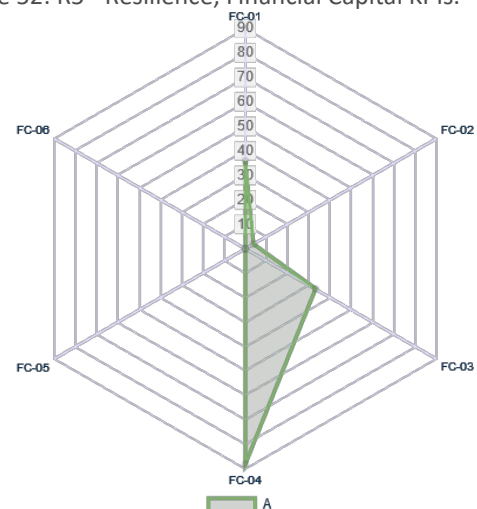
Figure 53: R5 - Resilience Replicator performance (baseline).
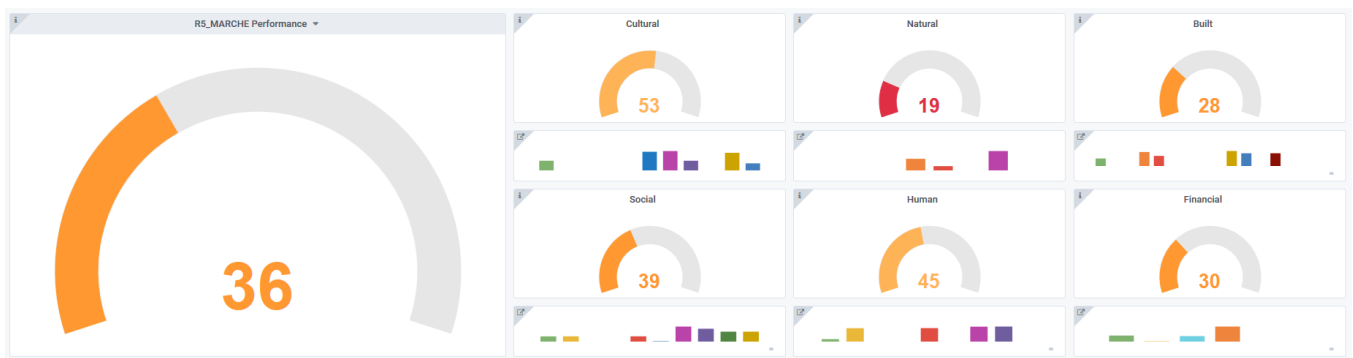
© RURITAGE using Grafana.

5.5.5 State of the Art

Table 21: R5 – State of the art.

SIA	Description
Pilgrimage	Since the two main city's Churches of San Giovanni Battista and San Michele Arcangelo have been seriously damaged during the 2016 earthquake and need a deep restoration before their re-opening, pilgrims coming to Appignano del Tronto can only visit the Church of the Madonna del Piano Santo. The religious building complex was made up by Mother Maria Giacobetti and the private Church of San Vincenzo Ferreri.
	Despite of the rich cultural and religious heritage, there are no hostels for pilgrims in the territory. A place would be useful for pilgrims to be hosted, even for just one night. Pilgrims need to visit and know local producers, farmers and craftsmen. For this reason, it is important to create paths and networks supported by ICT making trips and visits more interactive.
	The private Church of San Vincenzo is not open every day and it is not part of any programme. It would be nice to include it in a programme of daily trips and tours since it stands in a scenic perspective at the basis of Ascensione Mount allowing a

	beautiful view over the badlands.
Local Food	The village is rich of agricultural products of high quality such as olive oil, wine, saffron, DOP olive "Ascolana Tenera", stuffed olive from Ascoli Piceno, cheeses, sweet and salted typical baked products such as "piconi" and "pizza al formaggio", which are special cheese breads, "maritozzi", which are sweet buns, Eastern anise donuts, "frsting", a typical Christmas cake and cured meat products.

However, a connection between producers and consumers does not exist and these food products are not promoted. Innovations, sustainability of the supply and demand mechanism, partnership with local event organizations are missing at the moment. Also, there are no educational programs (for example food education) for children at school. |
| **Migration** | In Appignano del Tronto there is a refugee first reception centre which hosts 25 asylum seekers. They are not included in any integration programme which can help them to know the local territory to establish relationships with local labour market to integrate them in the local community. |
| **Arts & Festivals** | In Appignano del Tronto there are several associations active on the territory: "Pro loco Appignano Del Tronto", "Corpo Bandistico Città di Appignano Del Tronto", "Centro studi Francesco D'Appignano", the oratory "I discepoli di Emmaus" and the cultural association "Frammenti".

Most of them work in cooperation with the Municipality of Appignano del Tronto to organize social, cultural and artistic events, such as: the international festival of short movies, international conference "Francesco D'Appignano", theatre courses for adults and children, the annual dinner "Riappignano" to gather people from Appignano who live somewhere else, popular games between quarters, rock, folk and symphonic music concerts.

A famous event is the "Processione dell'anno vecchio" which takes place on 31st December. It is a typical event in Appignano dating back to the end of the XVII century to celebrate the end of the last year and the beginning of the new one. Sacred and profane join in a singular and goliardic funeral procession composed of freakish characters in grotesque costumes which represents the months of the year.

Each event needs to be innovated, to be promoted and to improve in the contents in order to attract tourists and visitors and contribute to support the territory. |
| **Resilience** | Appignano del Tronto is a territory which is at risk of earthquakes. In the last centuries it was seriously damaged after the earthquakes in 1943, 1972, 1997 and 2009. The seismic crisis of central Italy started on 24th August 2016 (with an earthquake with a magnitude of 6.5 on 30th October 2016) caused several damages to the public and private heritage and to the viability (200 buildings were condemned, 2 churches were closed, the town hall was damaged, a big landslide caused by the earthquake blocks the main entrance to historic centre.

Also, the earthquake caused a psychological destabilization of people, children and adults. The feeling of uncertainty has come from a seismic sequence of 4 main shocks in a few months (magnitude 6.0 on 24th August 2016, magnitudes 5.4 and 5.9, 26th October 2016, magnitude 6.5 on 30th October 2016, 4 shocks of magnitude 5.4 on 18th January 2017). Moreover, on 18th January and extraordinary snowfall and an electrical blackout which lasted more than one week occurred. |

	People need to recreate buildings and feelings. Resilience must be improved in anyone and in those people who are in charge of the emergency management. They had to manage an extremely difficult situation without help and psychological support. The psychological wellbeing of all people who experienced the tremendous earthquake will require the use of essential resources.
Landscape	The territory of Appignano is well known from the Middle Age for its hydrogeological vulnerability. Numerous landslides reshaped the historical centre during the years. The prickly "calanchi" (badlands) mark out the territory and threaten viability and buildings. These natural landscapes are incredibly beautiful, and they are different in shapes and colours, depending on seasons. These generated from the action of weather conditions: sun, ice, rain and wind. The rainfall is currently changing. So, it is necessary to monitor the site in order to establish dangerous situations and save lives and buildings. The unique landscape needs to be valued and promoted because its beauty is incomparable. There is a centre of documentation of landslides and badlands whose activities need to be improved and increased.

5.5.6 Supports for Replication

Additional funding opportunities and synergies:
At this moment of constraints caused by the seismic crisis, all public funds are allocated to the rebuilding. It will be a possible source of investments for specific interventions related to reconstruction.

Moreover, the Municipality can counts on the following funding already allocated for topics related to the actions to implement:
- € 1,318,500 (public interventions for earthquake plan) for seismic retrofitting and renovation of historical public buildings and facilities in the city centre, near the hub
- € 946,552 (first earthquake plan for road network) for consolidating a historical road serving the Hub € 45,000 (Marche Region) for reducing hydrogeological risk of the municipal territory
- € 400,000 (Marche Region) for putting in safety historical buildings after the earthquake
- € 6,000 (Marche Region-cultural funds) for organizing an event called "Sismografi sinfonici" (Symphonic seismographs) dedicated to people hit by the earthquake

Political commitment:
The actions foreseen within RURITAGE are consistent with the Local Development plan of the LAG Piceno (decree n. 82/2016) and with the Operational Programme POR Marche FESR 2014-2020, axis n. 6 (CCI 2014IT16RFOP013, 2015).

For around 25 years, the municipality has undertaken several policies oriented to reduce the hydrogeological risk particularly in the south-west side of the urban centre, which is classified as of high risk. During the years, 4 main consolidation projects have been implemented for reducing the risk. At present a project is under evaluation by the Ministry of the Environment. It foresees to complete the consolidation of the territory.

In 2015, Appignano Del Tronto formally committed itself in achieving the EU2020 objectives for the reduction of the CO_2 emissions by signing the Majors Adapt agreement and then by developing the Sustainable Energy Action Plan, which is under definition.

The Municipality of Appignano del Tronto, considers the promotion of territory and local culture a key goal in its political leadership for several years. In this framework, it has launched a number of initiatives

after the seismic events since August 2016, in partnership with local associations. These initiatives have been entered in the local culture aiming to reach important goals, such as:

- increasing resilience of the population by spreading the scientific culture;
- overcoming fear of the weakest sections of the population with initiatives for children and elderly people;
- avoiding the depopulation of the territory by promoting gathering, socialization, conference and playful and folkloristic events;
- increasing the tourist attractiveness, promoting the knowledge of the area, combining natural beauties, pilgrimage centres and gastronomic excellences.

In this framework, the following events have been launched and will be replayed in the future:

1. Summer Campus, in collaboration with the Diocese of Ascoli Piceno and "Casa della Speranza", addressed to children of communities affected by the earthquake, three weeks of summer activities at the school. Staying together with educators is the best way to deal with what happened.
2. "Parato' festival" - music festival that take place in a natural and environmental scenario, the playground which is the "green lung" at the entrance of the village. Live music organized by the "proloco" of Appignano del Tronto to let the kids have fun during an evening of good music, to lighten a difficult year and to start the summer with the hope that the beauty of our territory and its culture can carry us out of the emergency.
3. "Sapori dei Calanchi" - a week dedicated to tournaments between villages, during which you can taste the gastronomic excellences of the territory. A week of games for children and teenagers combined with musical entertainment and typical rural food.
4. "Riappignano" dinner, to meet the emigrant apprentices and rebuild the sense of community. An evening in the square, a dinner to bring back the apprentices who now live elsewhere and who, over the years, have emigrated but have kept a deep bond with their homeland. This year was also an opportunity to stay together with citizens who received an ordinance for the inability of their home and then living elsewhere.
5. Creation of a new play area at the children's school, to offer psychological support to the youngest and where later summer centers for children were activated.
6. "Un drago sottosopra" - theatrical journey on teenagers' earthquake titled "Una bambina che dorme poco, ma sogna tanto e in questi sogni incontra un drago sottosopra" ("A little girl who sleeps little, but dreams so much and in these dreams she meets an upside down dragon.") The fairy tale is the story of a curious little girl and a hibernating dragon in his cave beneath the houses of the centre of Appignano del Tronto. This is a fairy tale that tells a strange metaphor about the moments of the earthquake.
7. A public meeting addressed to the citizens of Appignano and their technicians with the office for post-earth reconstruction, in order to explain how to repair minor and severe damage. The municipal administration updated the citizens on the money spent in safe and public reconstruction works.
8. Theatrical performance on the theme of "Resurrection".
9. Bandistic rally with the bands of the Seismic Crater Communes.
10. Meeting with psychologists of the "ASUR Area Vasta 5 Marche Sud" (local health authority) about the overcoming of earthquake traumas.
11. Scientific meetings on the earthquake with professors from Camerino and Ferrara.
12. Promotion of ecological walks between the hills until rediscovery of the sanctuary of San Bernardino in the Municipality of Castignano.

5.5.7 Potential Actions to be Taken

PILGRIMAGE	

The Municipality of Appignano del Tronto aims at reuse and renew an industrial building to get a shelter for pilgrims who are willing to walk the "Path of the Blue-Grey Badlands" ("Cammino dei Calanchi Grigio-Azzurri") (RM1.2). This will take them into a sensory trip that alternates the visit to sacred and culturally valuable places and the meetings with local producers of honey, cheese, cold cuts, beef, saffron, olive oil, wine, olives and typical products in a unique landscape (RM1.3). The path will be equipped with signs and Wi-Fi. A QR-code will get you to the description of each tourist attraction (RM2.1). An app will be implemented. It will contain all the information about sacred places and local producers. By the mean of this app, pilgrims will be able to report possible troubles experienced during the path (RM1.5).

Expected Impacts	• Integration of different stakeholders (2000 people, 21 stakeholders involved in the HUB, 6000 people, 4 public bodies and authorities and 15 companies involved in other events and activities) • Promote access and fruition of the CNH of the vulnerable groups (15 sites accessible by people with disabilities, +25% of visitors with disabilities) • Strengthening the tourism sector (6000 new arrivals, 300 new "green tourism packages") • Enlarge the tourism offer and attract different target groups (10 new touristic attractions, 28 km of routes provided with signals and explanation panels) Foster innovation in local business and start-ups (15 companies supported in defining new business models and innovative processes of production) • Improving eco-mobility (28 km of new and improved pedestrian paths) • Promote local business for sustainable production (+15% increase of the number of shops, restaurants and tourism facilities selling local products) • Eco-restoration and retrofitting of 1 building, improving their environmental performances with green solutions • Establish broad-band connection in rural areas (70% of people connected, 5 CNH sites connected) • Digitalization of CNH (2 new ICT tools developed, 4000 people using digital tools)
Stakeholders to Involve	• Owner of the Church of San Vincenzo and honey producer • Cheese and cold cuts producer • Oil mill Stipa Felice • "tombolo" typical lace • Parish of San Giovanni Battista for the churches • Azienda Agricola Concadoro for organic olive oil • Ristorante Santa Lucia, for local products • Oil mill Martelli Alessia • Organic bakery Fazi Gies Cantina Sisi • Zafferano de lu Repa' • Cathedral of Ascoli Piceno • Holiday farm and cheese factory Il Gigante • Ciotti Matteo Bakery Allevi • Egg-pasta shop Alessi Cinzia • Comune di Offida • Comune di Castignano

	• Fondazione Cassa di Risparmio di Ascoli Piceno • Compagnia dei Folli • Alessi Ceramica-Confettificio Alessi snc
Main Target Groups Addressed	• Students, elderly, common people, companies, people with physical or intellectual disabilities

LOCAL FOOD

Local producers will be supported to start their innovation thanks to online and on-the-spot training courses to optimize their methods and make them environmentally friendly. Also, this could help the producers to join the online market. An agreement with the Assam (agro-meteorological centre) and the category associations (e.g. CIA – Coldiretti) will be implemented in order to organize the trainings. Visitors in Appignano del Tronto could walk or riding on the path "Cammino dei Calanchi Grigio-Azzurri" and appreciate the local excellent food and wine. The path will be built using natural engineering techniques and sustainable materials. In cooperation with the local associations (Corpo Bandistico di Appignano del Tronto), various events of popular and symphonic music will take place. Also, classes to teach the tradition of the local marching band to students will be organized.

Expected Impacts	• Integration of different stakeholders (2000 people, 21 stakeholders involved in the HUB, 6000 people, 4 public bodies and authorities and 15 companies involved other events and activities) • Improve the quality of life of residents (+5% employment rate, 5 new cultural events • Strengthening the tourism sector (30% new arrivals, 300 new "green tourism packages") • Increase the visibility of the area and the related products Improving eco-mobility (28km of new and improved pedestrian paths) • Promote local business for sustainable production (+25% organic farms, +15% increase of the number of shops, restaurants and tourism facilities selling local products) • Digitalization of CNH (2 new ICT tools developed)
Stakeholders to Involve	• Owner of the Church of San Vincenzo and honey producer • Cheese and cold cuts local producer • Oil mill Stipa Felice • Azienda Agricola Concadoro for organic olive oil • Ristorante Santa Lucia, for local products • Oil mill Martelli Alessia • Organic bakery Fazi Gies Cantina Sisi • Zafferano de lu Repa' • Holiday farm and cheese factory "Il Gigante" • Ciotti Matteo Bakery Allevi • Egg-pasta shop Alessi Cinzia • LAG Piceno • Pro loco Appignano Del Tronto
Main Target Groups Addressed	• Students, elderly, common people, companies, people with physical or intellectual disabilities, migrants

MIGRATION

Some job-related training will be organized to immigrants who are hosted in the religious complex of Mother Maria, in the local farms and artisanal businesses to let them start working (RM6.3). In particular, it will be taught the "tombolo" and typical cooking (stuffed olive balls, timballo, cannelloni, "pollo ncip&nciap", agricultural techniques, cheese production and care for the green areas). Also, some courses will be organized to explain culture, traditions and environmental characteristics of our lands by the association Unitalsi (Ascoli Piceno) (RM7.2).

Expected Impacts	• Integration of different stakeholders (2000 people, 21 staheholders involved in the HUB, 6000 people, 4 public bodies and authorities and 15 companies involved other events and activities) • Integration of migrants with local resident population (25 migrants/foreign people involved in educationaltraining programs, 10 internships for migrants/foreign people activated, 300 migrants/foreign people actively engaged in the project and participating to the HUB)
Stakeholders to Involve	• Unitalsi of Ascoli Piceno • Cathedral of Ascoli Piceno • Santa Lucia restaurant • "tombolo" typical lace • Cooperativa "Natura Viva" • Cooperativa agricola forestale "Linea Verde" • Oratorio discepoli di Emmaus
Main Target Groups Addressed	• Migrants, companies

ART & FESTIVAL

A festival of the arts will take place each year. The one-week festival will be organized by the Municipality of Appignano del Tronto in collaboration with the stakeholders listed below. Stakeholders will be invited to a workshop where they can realize proposals for the festival programme, based on previously drafted and approved guidelines (RM.8.2). The selection of the program to implement will be put to the vote of the involved stakeholders and the Municipal Youth Council, set up in the municipality of Appignano del Tronto in 2016 (RM 8.1). The Municipal Youth Council can propose a programme to be voted on. The programme should include the following sections:
- music
- popular dances
- theatre based on local and experimental history
- typical craftsmanship, artistic and local gourmet products
- firework and music shows (RM8.3).

The festival will be part of a festival network that includes "The Night of Witches and Sparrows" in Montalto delle Marche (AP), "Templaria Festival" in Castignano (AP), "Ciborghi" in Offida (AP) (RM9.3).
In the occasion of special gatherings where adults and senior citizens of the town tell stories of local traditions, characters, past life, witches and gossip. The tales will then be reworked at school with an educational project whose purpose is to produce a collection and to be used for the promotion of Appignano del Tronto in Italy and abroad (RM 9.2).
The "Path of the Gray-Blue Badlands", described above, will help to promote the discovery of the territory through art (RM 8.5).

Expected Impacts	- Integration of different stakeholders (2000 people, 21 stakeholders involved in the HUB, 6000 people, 4 public bodies and authorities and 15 companies involved other events and activities) - Increase awareness and ownership of cultural heritage (7 new events promoted by local authorities, 10,000 people reached, 10 new cultural events produced by citizens at local level with 5,000 people reached) - Improve the quality of life of residents (+50% cultural events) - Strengthening the tourism sector (1000 new arrivals) - Eco-restoration and retrofitting of 1 building, improving their environmental performances with green solutions
Stakeholders to Involve	- Laboratorio minimo teatro - Compagnia dei folli - Compagnia 7-8 chili - Corpo bandistico città di Appignano Del Tronto - Museo della civiltà contadina di Castignano (AP) - Istituto scolastico comprensivo Falcone Borsellino- Appignano Del Tronto - Pro loco Appignano Del Tronto - Associazione culturale Frammenti - Scuola di danza Bios - Alessi Events - Comune di Castignano - Comune di Montalto delle Marche - Comune di Offida
Main Target Groups Addressed	Students, elderly, common people, companies, people with physical or intellectual disabilities

RESILIENCE

Appignano del Tronto has to become a resilient town and be able to effectively face natural risks that cannot be foreseen such as earthquakes. Given that it is not possible to eliminate dangers, people, authorities, volunteers, school personnel and others need to learn to manage the crisis. In order to do this, we are going to implement these actions:

a. Organizing periodic trainings and exercises to consciously face emergencies for many segments of population (children, adults, old people and disabled people, volunteers, public authorities) (RM10.1). A kit will be given to each family of Appignano containing a brochure explaining the behaviour in the event of an earthquake, a map showing the safety areas and some survival items (RM10.3).

b. Updating every six months the local plan of civil protection (seismic risk, hydrogeological risk and fire hazard) by involving people via web and sharing the updating (RM10.4). Each year a plan will be prepared listing the actions to implement in order to reduce the local risks or reduce the vulnerability, and, when possible, remove the danger (RM10.5).

c. The symbol the 2016 earthquake will be a little square built after the demolition of a very damaged property. It will be called "Piazza Magnitudo 6.5". It will be the symbol of the resilience of Appignano and it will be made of materials coming from the ruins of damaged properties, a chaotic puzzle of different materials, where children can write words for the feeling of fear they felt and, above all, their will to react. Each year a show will take place in the square to represent the renewal (RM10.2).

The Hub will become the land monitoring centre. In order to defend ourselves against natural hazards

you need to know them. During the 2016 crisis, people relied on dishonest and unprepared people who predicted catastrophic shocks on a daily basis without relying on scientific foundations, provoking chaos and panic. In our Hub several meetings will be held with specialized technicians, professors and researchers from the University of Camerino, the Marche Region Geologists' Order and the Regional Engineers' Federation, in order to train with a solid scientific basis and to make citizens able to understand the functioning of certain natural processes. Particularly, thematic meetings on past and present constructive techniques will be organized with the Regional Engineers' Federation, in order to learn from the choices of our ancestors and entering the third millennium. Not only the scientific knowledge but also the soul of the people needs to be reconstructed. For this reason, there will be meetings with the psychologists of "Asur Marche Area Vasta 5". In the hub there will be a monitoring centre consisting of a weather station to control rains, winds, etc. and two seismographs belonging to INGV to increase the national monitoring network and to evaluate local seismic shaking (RM11.4) (RM 11.2) (RM11.3). Meetings will also be held with the historians of the "Centro Studi Francesco d'Appignano" who will speak of ancient superstitions on natural hazards that may relate to the recent events (RM.11.1)

Expected Impacts	• Integration of different stakeholders (2,000 people, 21 stakeholders involved in the HUB, 6,000 people, 4 public bodies and authorities and 15 companies involved other events and activities) • Increase awareness and ownership of cultural heritage (30 new events promoted by local authorities; 10,000 people reached) Improve the quality of life of residents (+25% cultural events) • Eco-restoration and retrofitting of 1 building, improving their environmental performances with green solutions • Increase resilience (2 new seismographs)
Stakeholders to Involve	• Regione Marche Ufficio Ricostruzione • Università di Camerino • Ordine dei Geologi della Regione Marche • Federazione regionale degli Ingegneri della Regione Marche • Regione Marche-Azienda sanitaria- Area Vasta nr.5 • INGV • Centro Studi Francesco D'Appignano
Main Target Groups Addressed	• Students, elderly, common people, companies, people with physical or intellectual disabilities

LANDSCAPE

The "Path of the Blue-Grey Badlands", described in the "Pilgrimage" section, let the pilgrims appreciate natural beauties and support local activities. The app that will be implemented will be the mean by which you get information and good practices. Different waste collection containers will be installed throughout the street to increase the environmental awareness of people (RM14.3). Additionally, a section of the street will be specifically chosen for physical and intellectual disabilities, even with a sensory path full of smells for blind people.

In collaboration with the school "Falcone-Borsellino" we will organize a laboratory for the valorisation of the CNH and a laboratory to teach the reuse of tangible cultural heritage such as cheese production, olive pruning, screw wine cycle and so on (RM.13.4 RM 14.1). Another action planned is to deliver to needy applicants vegetable gardens to develop the cultivation of ancient seeds (RM14.4). In order to monitor the site, we want to install a professional whether station with radial camera (Eg or Oregon) for the purpose of climate monitoring and the forecast of short and intense convective phenomena (RM12.2).

Expected Impacts	• Integration of different stakeholders (1,000 people, 21 stakeholders involved in the HUB, 5,000 people, 2 public bodies and authorities and 2 companies involved other events and activities) • Promote access and fruition of the CNH of the vulnerable groups (15 sites accessible by people with disabilities, +20% of visitors with disabilities) • Strengthening the tourism sector (500 new arrivals, 500 new "green tourism packages") • Improving eco-mobility (28 km of new and improved pedestrian paths) • Digitalization of CNH (2 new ICT tools developed)
Stakeholders to Involve	•
Main Target Groups Addressed	•

The following table shows which are the suitable lessons learned from RMs that could be applied in Resilience Replicator. For more information about the full description of the lessons learned, key elements, achievements and related cross-cutting issues, please see Deliverable *D1.2 List of Lessons Learned*.

Table 22: Lessons learned for Resilience Replicator.

LESSONS LEARNED
Collaborative approaches to achieve innovative financing solutions and access to funding
Participatory activities lead to ownership of strategies and solutions
Good communication both vertically and horizontally (for example, different sectors of the government, different levels of administrations, private owners and public bodies) in order to achieve an agreement in land use and long-term vision
Influencing policy making when there is a need to do so.
Ensure, at least, standard quality internet connection and mobile coverage
Implementation of participatory approach
Mixture of bottom up and top down approaches, to ensure sense of belonging/ownership and efficiency/efficacy of the measures/action implemented
Local community both receives and provides services (win-win situation)
Recover and put in value the traditional skills and agricultural and farming methods
Resilient environments against natural hazards
Identifying your natural heritage resources (formal and informal)
Foster a better understanding of the value of NH, Creating a recognized value
Make the typical characteristics (food & wine, handcraft, traditions) the first tourist attraction of the place
Invest in safety to make safe for tourists even the places less accessible
Transform prevention against natural calamity and negative events into tourism development opportunities (creation of a geologic museum, integration of migrants employing them in the tourism sector)
Official protection of cultural/natural/intangible good by national/international authority
Resilient community
Involvement of private and third sector in cultural heritage, in order to optimize its use within the business model.
To define an action plan

LESSONS LEARNED
A good agency (can be a consultancy, company, municipality, NGO…) helps develop a network, which connects various resources and governance, and helps small business development.
An easy-to-understand practical guidebook that helps local people understands laws and regulations, and therefore helps the implementation of laws and regulations
Training on digital technologies
Strong and continuous communication with stakeholders to create long-lasting relationships
Generate economic return (through the implementation of the CNH strategies/actions) which benefits local businesses and the local population as a whole
Set up a sustainable governance and management model for heritage resources
Safeguard, valorise, protect the value
Increased physical activity
Creation of touristic companies (hotels, restaurants, museums, etc.)
Giving a historic monument a new place in the community
Provide information about accessibility to the sites through the website
Sell combined packages including transport
Ticket reductions
Dedicated transportation

5.6 Landscape (R6): Integrated Management of Madra Geopark in Gediz-Bakircay Basins

Bakircay Basin of Izmir

R6 is located on the Bakircay Basin of Izmir which is fertile agricultural basin has been home historically to many ancient civilizations including the world-famous historical heritage site of Pergamon. At the outskirts of this heritage site, there stands Asclepion, as a healing center of the ancient world where natural treatments like sport, theatre and music were used for the first time. Project site covers Bergama, Dikili and Kınık district municipalities. The main source of income is agriculture. The region's agricultural products of particular fame are for instance the grapes and the pine nuts from the highlands of Kozak, but the region is also an olive producing area, one of the main agricultural outputs. The highlands offer spectacular forest and mountain tourism opportunities.

5.6.1 Overall Description

Proposed project site is located on the Bakircay Basin of Izmir. This fertile agricultural basin has been home historically to many ancient civilizations including the world-famous historical heritage site of Pergamon. At the outskirts of this heritage site, there stands Asclepion, as a healing centre of the ancient world where natural treatments like sport, theatre and music were used for the first time. Project site covers Bergama, Dikili and Foça district municipalities. The main source of income is agriculture. The region's agricultural products of particular fame are, for instance, the grapes and the pine nuts from the highlands of Kozak, but the region is also an olive producing area, one of the main agricultural outputs.

The highlands offer spectacular forest and mountain tourism opportunities. Economic wealth has been declining at the villages through impacts of urban migration and loss of the young population, decreasing value for agricultural products via globalization in agricultural markets, little or no subsidies to agriculture due to de-regulatory pressure by governments. Particularly damaging has been loss of income via declining yields in pine nuts. Not enough alternative economic alternatives have been created to maintain income levels in villages which are losing their younger population to local mid-size towns such as Bergama, Dikili and Foca, where tourism may provide some additional income.

The physical location of the HUB will be an old primary school building in the village Yukarıbey. This "Village Living Hub" will be created via renovation of an old school building. The HUB will house a variety of functions that will include, for instance, e-marketing capabilities for local food products and info and monitoring of such topics as the pine nut disease; an important problem in the region. Yukarıbey is also home to an active local tourism and local rural development society which will have an important role supporting RURITAGE. Included in the Izmir Metropolitan Municipality rural development plan for Gediz-Bakircay regions is the revival of the traditional "village hub" in a modern format, appropriately termed the "contemporary/modern village hub". These modern meeting places are envisaged to cover a large spectrum of cultural-economic-marketing activities in the region.

Figure 54: Goddess Nike at Ephesus.

© 2013, IZKA. Izmir Development Agency: Izmir Situational Analysis 2013.

5.6.2 Main Figures

Extension of the Replicator area: 1720 km^2 (Bergama)
Municipalities affected by the actions: Izmir Metropolitan Municipality, Bergama, Foca, Dikili, Selçuk
Population density: 58/km^2
Population growth rate: 1.32 % (Izmir)
No. of tourists annually visiting the territory: 350,000 (2015)
GDP per person: ~ 10,000 USD (Izmir)
Unemployment rate: 14 % (Izmir)
Employment rate per economic sector (2000)

- Agriculture 69.06 %
- Industry 8.69 %
- Services 14.88 %
- Tourism 6.67 %

Figure 55: R6, tourist arrivals distribution (%).
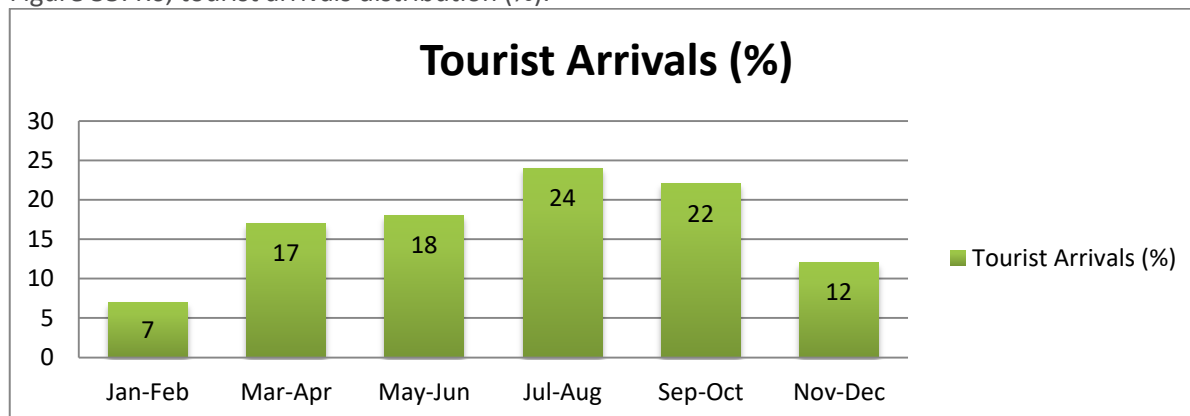
© RURITAGE.

5.6.3 Baseline

Administrative context: Izmir is a province with 30 districts and 1264 neighbourhoods. The surface area is approximately 12000 km^2 and the population is approximately 4.3 million people. The SIA is located

north of Izmir, consists of the Kozak Plateau and its surroundings within Bakırcay River Basin. The administrative boundaries covering the SIA are the boundaries of Bergama, Kınık and Dikili Districts. The statistical information given for the area is based on these district borders.

NUT/s: NUT 2 (Izmir, TR 31 region in Turkey) (see **Figure 56**)

Figure 56: Izmir region in Turkey.

Source: Wikipedia.

Geographical context: Replicator is located on the Bakircay Basin of Izmir. Indeed, according to Basin scale, project site covers Bergama, Dikili and Foça district, also main site (hub location) is in Bergama. Bergama, Dikili and Kınık are neighboring cities. Area surrounded by the province of Balıkesir on the north, province of Aliağa on the south and province of Manisa is on the east. The area of Pergamon is 12,654 km^2, Kınık is 436 km² and Dikili is 541 km^2. The climate of Izmir is classified according to Köppen-Geiger as mild with dry, hot summers, labelled Csa. According to the available weather data, highest monthly average temperature being 25°C in July and August, winter temperatures fall to an annual monthly average minimum of 8°C in January. Average monthly ground temperatures vary from 10°C to 22°C. Monthly averages for relative humidity are in the range of 49 % (July) and 80 % (January). Average monthly wind speed is almost constant over the year between 3 m/s and 5 m/s, with a tendency for North directions in summer. The monthly averages for global horizontal radiation lie in the range between 176 W/m^2 (December) and 519 W/m^2 (July). All monthly averages were calculated using Climate Consultant 6, 2014.

Key places/infrastructures:
- Adnan Menderes Airport: Located in Gaziemir, the nearest city, at 130 km. (Domestic flight: 10.6 million, international flight: 2.7 million (2018))
- Bergama Bus Station: Located in Bergama, the nearest city, at 6.5 km
- Aliağa Train Station (İZBAN): Located in Aliağa, the nearest city, at 45 km
- Ayvalık Ferry Port: Located in Ayvalık, the nearest city, at 66 km.

Table 23: R6 - Landscape, Challenges.

CHALLENGES	
Ageing of the population	Median age value being higher than İzmir average values and elderly population ratio being high.
Immigrants	-

Depopulation	The existence of a continuous decrease in the young population (migrate to city centre) due to unemployment.
Unemployment	The declining incomes from pine fruit for the last several years, a major source of income in the villages.
Poverty	Rural impoverishment due to the decline in agricultural productivity and migration tendency from rural to urban areas.

Table 24: R6 - Landscape, Other Challenges.

OTHER CHALLENGES TO BE FACED	
Technological	Insufficient utilization of modern irrigation, disinfection, fertilization etc. techniques and also lack of knowledge through technological instrument on agricultural production.
Economic	Global economic developments, coupled to Turkish urban growth dynamics and negative effects of climate change are coming together to further diminish the sustainability of livelihoods in this hinterland region, negatively impacting sub-agricultural sector.
Environmental	Natural and cultural resources at risk due to environmental factors. In particular Bakırçay Basin is being polluted mostly from agricultural activities and mining industry.
Societal	There is no specific action or strategy to make historical area as innovation/entrepreneurship and social & cultural integration area.

Local or regional development plans/strategies: Izmir Metropolitan Municipality has recently established a Bakircay Basin Local Development Strategy in 2015. The idea is to provide for local sustainable development with particular emphasis on natural and cultural assets of the region. The Municipality has decided to implement key actions of this strategy document as a model for local rural economic development. Additionally, there is a bio-regional development strategy in the recent development master plans of Izmir, emphasizing the value of nature, green connectivity and ecological services.

A geopark proposal in the north, alongside with Biosphere reserve area in the western coast of the city, has been accepted and placed in 2030 regional master plan development report. The proposed Geopark site is located on Madra Mountain, at the northern end of Izmir. This site has remarkable geological features like magmatic bodies (granite) and tor topography (see map) similar to Arouca Geopark in Portugal. The surrounding area includes old mining works (ancient Pergamon gold mines). In coastal parts there is another ancient city Phokaia (now Foça) whose name is mentioned in Homer's epic Odyssey with the Siren Rocks, another important volcanic formation in the region. Additionally, there are possible partnership opportunities with Kula Geopark (2013) in neighbouring province Manisa and Lesvos Geopark in Greece.

Year revenues per sector/municipality (in specific SIA): 144,751,603 TL (21,712,740.45 €)

Protected geographical indications: Carpet weaving, parchment production, basket weaving, peanut pine, quilting, clarinettist.

5.6.4 KPIs

Figure 57: R6 - Landscape, Cultural Capital KPIs.
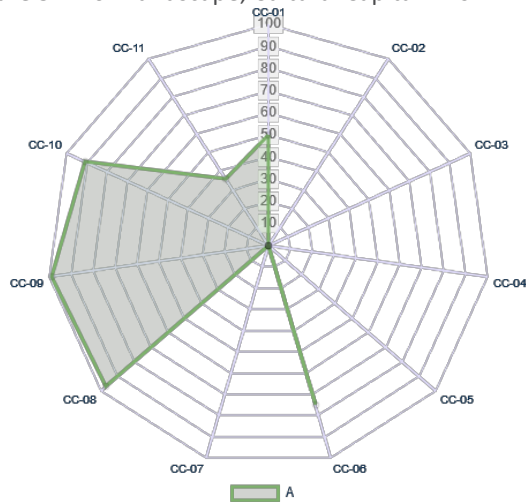
Figure 58: R6 - Landscape, Natural Capital KPIs.
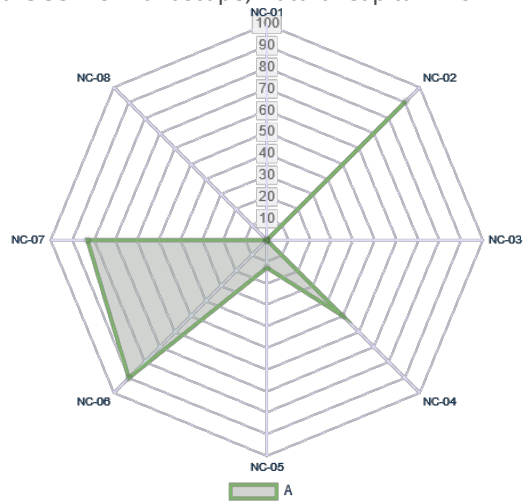
Figure 59: R6 - Landscape, Built Capital KPIs.
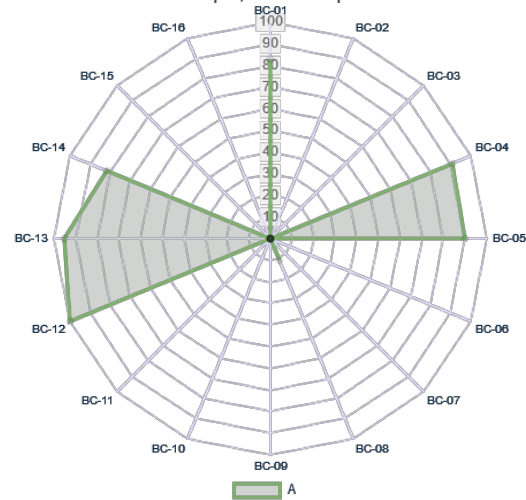
Figure 60: R6 - Landscape, Social Capital KPIs.
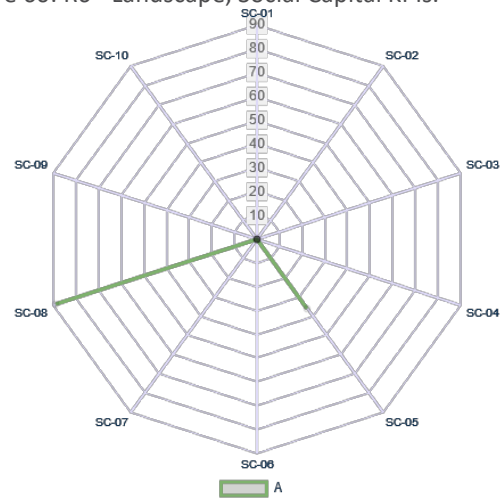
Figure 61: R6 - Landscape, Human Capital KPIs.
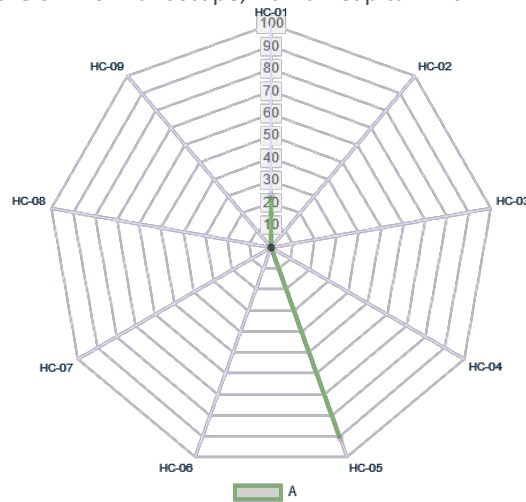
Figure 62: R6 - Landscape, Financial Capital KPIs.
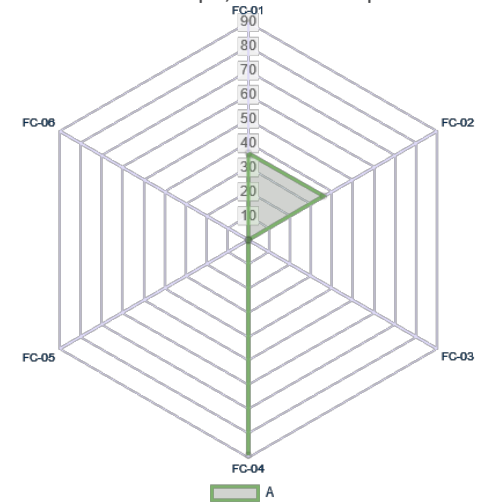
Figure 63: R6 - Landscape Replicator performance (baseline).
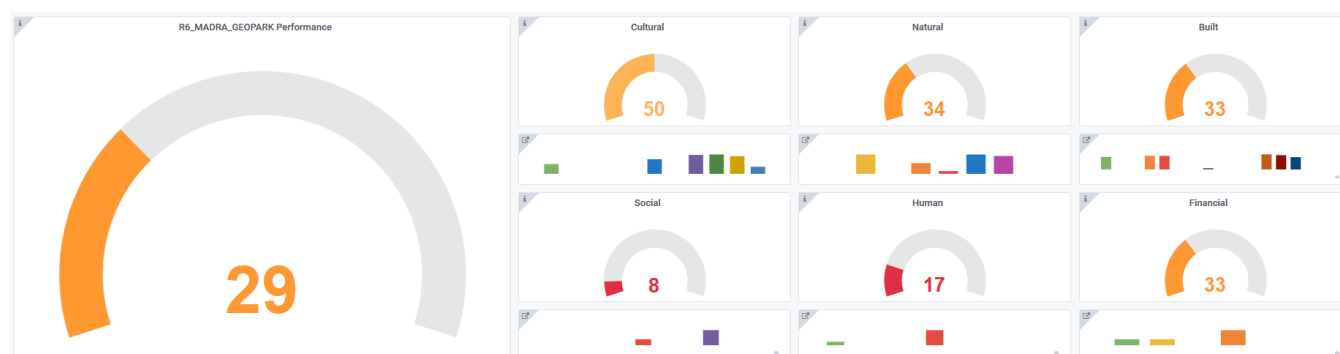
© RURITAGE using Grafana.

5.6.5 State of the Art

Table 25: R6 – State of the art.

SIA	Description
Pilgrimage	The proposed area is home to 3 of the 7 Churches of Revelation sacred to Christians. Bergama (Pergamon) is one of these, where the first Christians gathered secretly during the historical period of early Christianity. In addition to Pergamon, Efes (Ephesus) and İzmir (Smyrna) are the other churches. Biblical tours already include these 3 cities on their itinerary and the Pilgrimage aspect of the project is complementary to present situation. The urban rail system of Izmir, IZBAN is being extended to include Bergama and Selcuk (the site of Ephesus). This will help attract tourists to the Biblical Tour and also support intentions to lure those visiting both Pergamum and Ephesus antique sites to do the Pilgrimage Tour.
Local Food	The region is rich with local food production but is weak in geographical certification and marketing. Important agricultural products are red-black grapes peculiar to the region, pine nuts, olives and local honey. The region and its natural endowments are seriously threatened by mining interests. Upgrading gastronomical dimension of the regions' tourism services are also needed rapidly. Several developments are particularly positive in this respect; Izmir's acceptance into the ECF's Eurovelo cycling tourism network, the newly planned sea line between Dikili and Lesvos will all contribute to the enhancement of this tourism networks. The Foca Kitchen Culture Workshops and the presence of a very active NGO in this area all contribute to the increasing awareness regarding local food production and creative gourmet food activity. Another issue has been the declining incomes from pine fruit for the last several years, a major source of income in the villages. Several attempts have been made to diversify this income via alternative agricultural production and the Metropolitan Municipality has supported the rural population to diversify into honey production. This diversification will be augmented by the development of agro-forestry products by the planting of different species of locally known trees (liquerice) and berry bushes amenable to beekeeping, on the banks of the Gocbeyli Pond/ lakelet. The beekeeping has been providing additional income for the village. This plantation structure will synergically provide support to the RESILIENCE category by providing an example on local Riperian buffer and corridor for the region. The pond is part of

Arts & Festivals	Ancient Pergamon's library rivalled that of the famed library of Alexandria in Egypt. It is said that the word "Parchement" comes from the word "charta Pergamum". The only living master of the manufacture of Pergamum parchment Ismail Arac also lives in Bergama. Bergama is home to a lively cultural atmosphere with many festivals and happenings. Many local artisanal traditions are alive in Bergama, local food and agricultural produce festivals are plentiful. Bergama has a lively Roma population that keeps it musical tradition alive. Musical events around their typical musical style are organized. Plans to develop this music tradition through the formation of a local orchestra are in place.
Resilience	Global economic developments, coupled to Turkish urban growth dynamics and negative effects of climate change are coming together to further diminish the sustainability of livelihoods in this hinterland region, negatively impacting sub-agricultural sectors and natural resource endowments. As irrigation is critical for the sustainability of agricultural activity, several important changes that have taken place in the social organization of irrigation schemes should be noted. Today village irrigation associations are collectively responsible for the operation of this important activity and a transition period is in process regarding the overall authority with the Metropolitan Municipality taking increasing responsibility after important legislative changes in 2014. The riparian buffer function of the pond/lakelet against increased erratic rainy season patterns is envisaged for the project.
Landscape	Izmir Metropolitan Municipality has recently established a Bakircay Basin Local Development Strategy. The idea is to provide for local sustainable development with particular emphasis on natural and cultural assets of the region. The Municipality has decided to implement key actions of this strategy document as a model for local rural economic development in other districts under its jurisdiction. Additionally, there is a bio-regional development strategy in the recent development masterplans of Izmir, emphasizing the value of nature, green connectivity and ecological services. A geopark proposal in the north, alongside with Biosphere reserve area in the western coast of the city, has been accepted and placed in 2030 regional master plan development report.
	The proposed Geopark site located on Madra Mountain, at the northern end of Izmir. This site has remarkable geological features like magmatic bodies (granite) and tor topography (see map) similar to Arouca Geopark in Portugal. The surrounding area includes old mining works (ancient Pergamon gold mines). In coastal parts there is another ancient city Phokaia (now Foça) whose name is mentioned in Homer's epic Odyssey with the Siren Rocks, another important volcanic formation in the region.
	Additionally, there are possible partnership opportunities with Kula Geopark (2013) in neighbouring province Manisa and Lesvos Geopark in Greece.

the irrigation system for the village of Gocbeyli and surrounds and is operated by the irrigation cooperative of the village.

5.6.6 Supports for Replication

Additional funding opportunities and synergies:
The Izmir Metropolitan Municipality has already drawn the afore mentioned regional development plans for the region. The Municipality will be fundamental co-financier for the project with 2,385,000€. Potential co-finance possibilities exist via The Regional Development Agency of İzmir-İZKA, which has an explicit mandate for supporting regional sustainable development.

5.6.7 Potential Actions to be Taken

LOCAL FOOD

Local Food Festivals.
Rural tourism network of Yukarıbey, Göbeller and Karaveliler Villages on the Kozak Plateau (Renovation of stone houses, bungalows, nature trails via tourism cooperatives).
Bio-atlas project identifying and mapping biodiversity in Kozak Plain (a pilot study of crowdsourced data collection and processing).
Trainings for farmers in the Hub which will become a social centre farmers' cooperative.

Expected Impacts	• Integration of different stakeholders • Increase awareness and ownership of cultural heritage, sense of identity • Promote access and fruition of the CNH of the vulnerable groups Improve the quality of life of residents • Strengthening the tourism sector • Increase the visibility of the area and the related products • Foster innovation in local business and start-ups (organizational, process and products innovation, etc.) • Improving eco-mobility Strengthening the protection of the environment (in policies and practices) • Establish broad-band connection in rural areas • Improvement of IT skills of citizens (different groups) and professionals (especially in the tourism sector) • Process innovation
Stakeholders to Involve	• Local rural agricultural cooperatives • Irrigation associations • Regional municipalities as well as the Metropolitan Municipality
Main Target Groups Addressed	• Bakircay Basin district municipalities (especially Dikili and Bergama) and Selçuk • KAZMAD (Kaz and Madra Mountains Municipalities Association) • Culture NGO's and local citizen groups • Foça Slow Food (earth market)

ART & FESTIVAL

Training local guides for natural and cultural heritage sites in Gediz-Bakırçay Basin. Promotion of local yearly festivals. Promotion of craft production and marketing in Gediz-Bakırçay Basin (parchment manufacture, carpet making, basket weaving, wood carving).

Expected Impacts	• Integration of different stakeholders • Increase awareness and ownership of cultural heritage, sense of identity

	• Promote access and fruition of the CNH of the vulnerable groups Enlarge the tourism offer and attract different target groups • Digitalization of CNH • Process innovation • Improve the CNH management system of the local authorities (guidelines, training, etc.)
Stakeholders to Involve	• Regional municipalities and Metro municipality • Local NGO"s and tourism organizations
Main Target Groups Addressed	• Urban populations in cities and towns in the region • Tourists and tourists organizations • Ministry of Culture and Tourism

LANDSCAPE
Geotrail and Geocycle routes (integrated with EuroVelo Route) Visitor Centre & Research Centre Public Utilities (Car Parking, View Terraces etc.) Promotion & Communication Activities.

Expected Impacts	• Integration of different stakeholders • Increase awareness and ownership of cultural heritage, sense of identity • Promote access and fruition of the CNH of the vulnerable groups Improve the quality of life of residents • Strengthening the tourism sector • Enlarge the tourism offer and attract different target groups • Increase the visibility of the area and the related products • Foster innovation in local business and start-ups (organizational, process and products innovation, etc.) • Improving eco-mobility , Promote local business for sustainable production • Reduce the production of CO_2 promoting the eco-mobility Establish broadband connection in rural areas • Digitalization of CNH • Creation of new products (food, art and crafts, bio-industry...) • Process innovation • Improve the CNH management system of the local authorities (guidelines, training, etc.)
Stakeholders to Involve	• Izmir Metro Municipality • Regional Municipalities • Local and regional tourism organizations • Academic groups related to geoparks • State natural park units
Main Target Groups Addressed	• Tourist organizations

The following table shows which are the suitable lessons learned from RMs that could be applied in Landscape Replicator. For more information about the full description of the lessons learned, key elements, achievements and related cross-cutting issues, please see Deliverable *D1.2 List of Lessons Learned*.

Table 26: Lessons learned for Landscape Replicator.

LESSONS LEARNED
Integrated and collaborative approach to developing and promoting activities in CNH areas - e.g. tourism, arts, festivals food etc.
Involvement of private and third sector in CNH, in order to optimize its use within the business model.
Public-private partnerships to effectively manage the CNH
Social benefits for local people (e.g. maintaining tradition, creating activities for locals and migrants)
Good communication both vertically and horizontally (for example, different sectors of the government, different levels of administrations, private owners and public bodies) in order to achieve an agreement in land use and long-term vision
Ensure, at least, standard quality internet connection and mobile coverage
Implementation of participatory approach
Strong and continuous communication with stakeholders to create long-lasting relationships
Local community both receives and provides services (win-win situation)
Generate economic return (through the implementation of the CNH strategies/actions) which benefits local businesses and the local population as a whole
Building up sense of belonging as a tool for CNH promotion
Recover and put in value the traditional skills and agricultural and farming methods
Set up a sustainable governance and management model for heritage resources
Tourist fruition of a territory by different clusters (culture, food & wine, nature, religion, etc.)
Develop of public transportation to make the places available, also by tourists, to facilitate the launch of new touristic destinations
Make the typical characteristics (food & wine, handcraft, traditions) the first tourist attraction of the place
Integration with other attractors of the territory
Public-private collaboration for the creation of a national tourist circuit
Official protection of cultural/natural/intangible good by national/international authority
Promote productive, cultural and natural values through tourism, local products or activities
Resilient community
Territorial brand
National/State (and regional) investment in CNH promotion to develop increased tourism and other economic activity at local/regional level
Integrated and collaborative approach to developing and promoting activities in CNH areas - e.g. tourism, arts, festivals food etc.
Collaborative approaches to achieve innovative financing solutions and access to funding
To define an action plan
Mixture of bottom up and top down approaches, to ensure sense of belonging/ownership and efficiency/efficacy of the measures/action implemented
Foster and promote sustainable tourism
Create a 'brand' (postcards, branding) or 'tourist pack and experiences' based on the natural resources and the added valued created – synergies with other local activities (i.e. festival, food, etc.)
Increased physical activity
Innovative financing solutions and access to funding
Take advantage from traditional events as a tourist attraction
Develop of public transportation to make the places available, also by tourists, to facilitate the launch of new touristic destinations
Creation of touristic companies (hotels, restaurants, museums, etc.)

6. Conclusions

Three are the main benefits of having a project baseline:

1. Ability to assess performance: If plans were known, they can be compared with the actuals, and make a judgement on whether actions are on track or not. This provides variance information which can be useful for future estimating.

2. Earned Value calculation: allows comparing the planned efforts with the actual ones, taking into account the progress on each action and all together as a whole. However, it is advisable not to place too much reliance on such forecasts, especially in the early stages of the SIA's lifecycle, as few actions have been started or completed (or are even delayed). As time moves forward, the accuracy of the predictions increases.

3. Improved future estimating accuracy: When an action plan is created for a Replicator, it needs to be estimated how long each action will take, and how much effort will be required to complete it. Previous experiences are a plus, providing a record of previous estimates compared with the actual situation (when applicable). This can give a margin of error (perhaps as a percentage) that can be built into all future estimates. Variance data for proper updating are valuable on this regard.

Beyond KPIs, the calculation procedure of the baseline and its utility according to SIA can be perfectly extrapolated to any other Rs outside the project, which guarantees its usability towards it.

Although each Rs is centred on one SIA, all of them present potential actions in the others, even though it is observed that the same aspects are not treated (but complemented), nor the same resources are allocated. A so deeper as complex sociological analysis (beyond the objective of RURITAGE) could perhaps estimate the geopolitical influence and the idiosyncrasy of each human group associated with a R to respond to these observations. Thus, every Rs have to be considered in the framework that defines them.

Figure 64: Overall tourist arrivals distribution (%).
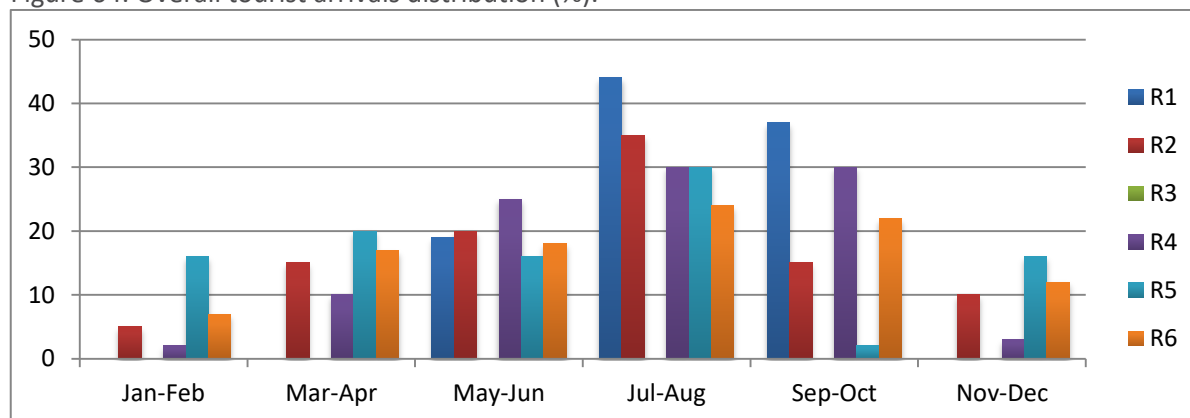
© RURITAGE.

As shown in Figure 64, there is a general trend in all the Replicators to seasonal tourism. By means of some of the lessons learned, Replicators would be able to diversify tourism offer, de-seasonalise and boost products, improving the quality of these products and the attractiveness of the Replicators for tourists.

From Figure 65 to Figure 70, it is possible to get an idea of how Replicators are performing on each Capital and according to the values of the KPIs. On one hand, graphs show that some Replicators are already performing well in some of the indicators, but in the other hand, there is still room for improvement. The baseline stage is the cause of most of the KPIs that have a value of zero, e.g. CC-02, CC-03, CC-04, CC-05, BC-02, BC-03, SC-03, SC-04 and so on. The interesting part for those KPIs will be to see their evolution along the Monitoring phase of the project. Figures also show that selections of

Replicators is well balanced because where one Replicator has a high score, others does not. That means different starting points have been taken into account and Replicators can learn from each other in order to improve their results and overall situation.

Figure 65: All Replicators, Cultural Capital KPIs.
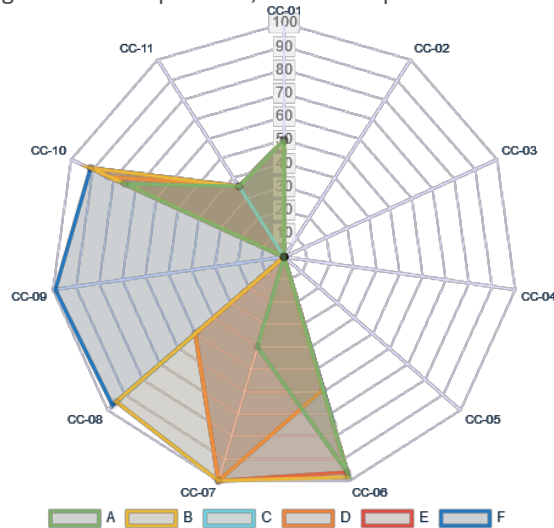
Figure 66: All Replicators, Natural Capital KPIs.
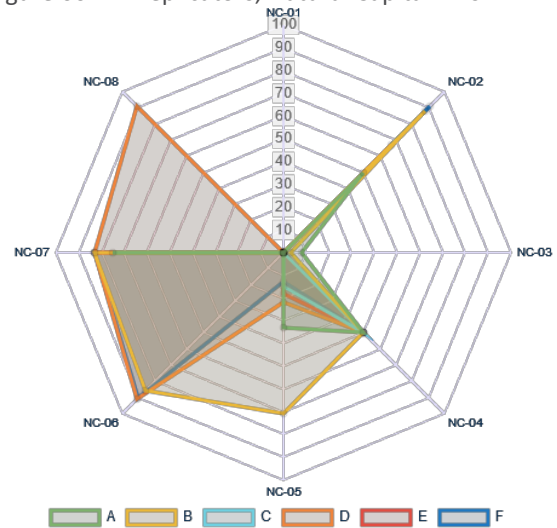
Figure 67: All Replicators, Built Capital KPIs.
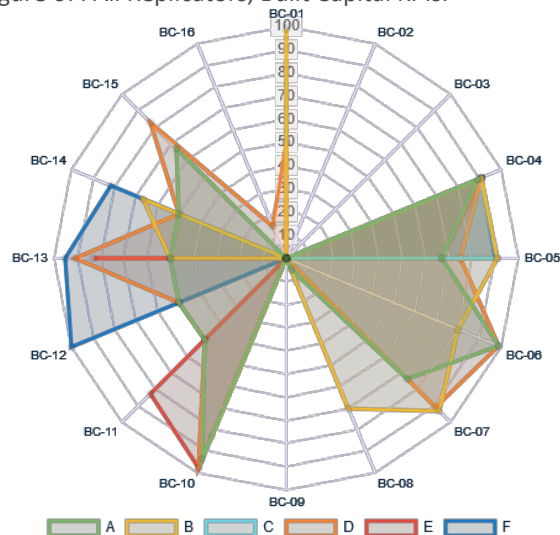
Figure 68: All Replicators, Social Capital KPIs.
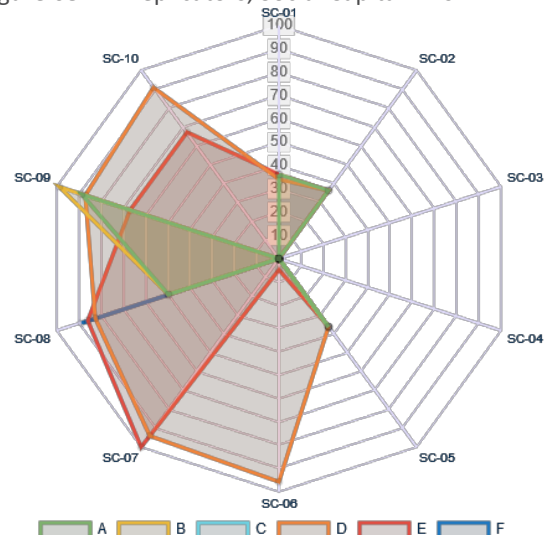
Figure 69: All Replicators, Human Capital KPIs.
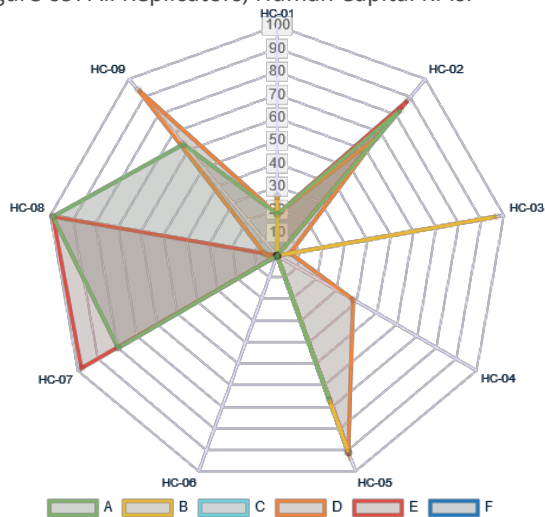
Figure 70: All Replicators, Financial Capital KPIs.
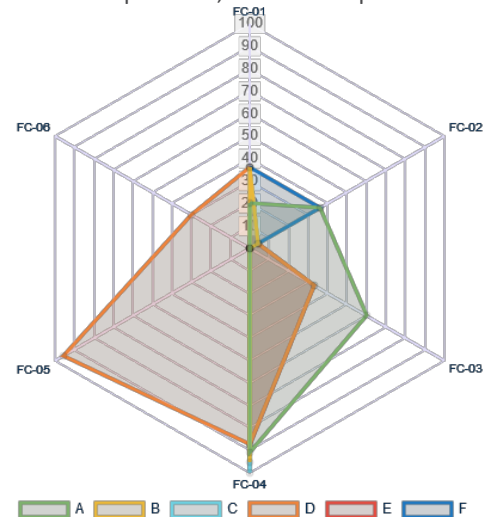
7. Annex I – KPIs Tables

Table 27: KPIs for Replicator 1: Pilgrimage.

KPI Code	KPI Description	Value	Unit
CC-01	Number of enterprises in the cultural sector	16663	NR
CC-02	Increment in number of mentions of CNH in social media, media, press, etc.	0	%
CC-03	Number of users registered in the digital hub or following the social networks (facebook, twitter)	0	NR
CC-04	Number of posts in the digital hub	0	NR
CC-05	Number of posts mentioning RURITAGE at local level	0	NR
CC-06	Number of actions and cultural events produced by citizens at local level	27	NR
CC-07	Number of people reached by actions and cultural events produced by citizens at local level	10	NR
CC-08	Number of crowdfunding campaigns launched	0	NR
CC-09	Number of people trained in traditional skills	0	NR
CC-10	Number of places involved in the tourism offer	3	NR
CC-11	Total number of arrivals of tourist in the last year	151	NR
NC-01	Type of ecosystem services	0	NR
NC-02	Number of designations	1	NR
NC-03	Area of designations	7,52	%
NC-04	Emission of greenhouse gases	5207,61	t CO_2
NC-05	Share of renewable energy in gross final energy consumption	32,56	%
NC-06	Number of companies and organizations with sustainability certifications and labelling	0	NR
NC-07	Number of shops, restaurants and tourism facilities selling local products (KM0)	6	NR
NC-08	Number of "green tourism packages"	0	NR
BC-01	Number of hotspots provided	0	NR
BC-02	Number of people reached through RURITAGE digital tools	0	NR
BC-03	Number of CNH objects mapped trough ATLAS	0	NR
BC-04	Number of beds	17	NR
BC-05	Number of restaurants	2	NR
BC-06	Cycle paths (Km)	64	km
BC-07	Pedestrian/hiking paths (km)	85	km
BC-08	Share of people served by public transport services	5	%
BC-09	Number of shared transport services (bike sharing, car sharing, etc.)	0	NR
BC-10	Number of sites accessible by people with disabilities	30	NR
BC-11	Number of buildings restored/retrofitted	1	NR
BC-12	Number of reused buildings	1	NR
BC-13	Number of brands and labels granted for local products and services	1	NR
BC-14	Number of fairs and tourism events per year related to the promotion of the area and related products	1	NR
BC-15	Number of sites provided with signals and explanation panels to help describing the sites and orienteering visitors	2	NR
BC-16	Number of km of routes provided with signals and explanation panels to help describing the sites and orienteering visitors	0	NR
SC-01	Number of citizens engagement activities	27	NR
SC-02	Number of participants in citizens engagement activities	10000	NR
SC-03	Number per type of stakeholder involved (according to the ones defined in D.3.1)	0	NR
SC-04	Number of local associations involved	0	NR
SC-05	Number of participants in formal or informal voluntary activities or active citizenship in the last 12 months	120	NR
SC-06	Number of projects addressing migrants	0	NR
SC-07	Number of people involved in projects addressing migrants	0	NR
SC-08	Number of projects addressing people with disabilities	1	NR
SC-09	Number of people involved in projects addressing people with disabilities	24	NR
SC-10	Number of disadvantaged people engaged (elderly, migrants, unemployed)	0	NR
HC-01	Level of education	18	%
HC-02	Number of recreational facilities/events	5	NR
HC-03	Number of immigrants involved in educational-training programs	0	NR
HC-04	Number of internship for immigrants activated	0	NR
HC-05	Number of self-employees	2	NR
HC-06	Number of interniship for students	0	NR
HC-07	Number of people trained in IT and tourism (in specific SIA)	2	NR
HC-08	Number of people involved in professional management training course (summer school and master)	10	NR
HC-09	Number of publication as recommendation and guidelines provided	5	NR
FC-01	Nights spent at tourist accommodation establishments	1	NR
FC-02	Year revenues per sector/municipality (in specific SIA)	144,461	€/1000
FC-03	Number of PPPs set and signed	3	NR
FC-04	Employment rate (%)	91	%
FC-05	Number of start-ups and spin-off created / Birth of enterprises	0	NR
FC-06	Number of companies supported in defining new business models and innovative processes of production	0	NR

Table 28: KPIs for Replicator 2: Local Food.

KPI Code	KPI Description	Value	Unit
CC-01	Number of enterprises in the cultural sector	17826	NR
CC-02	Increment in number of mentions of CNH in social media, media, press, etc.	0	%
CC-03	Number of users registered in the digital hub or following the social networks (facebook, twitter)	0	NR
CC-04	Number of posts in the digital hub	0	NR
CC-05	Number of posts mentioning RURITAGE at local level	0	NR
CC-06	Number of actions and cultural events produced by citizens at local level	50	NR
CC-07	Number of people reached by actions and cultural events produced by citizens at local level	600	NR
CC-08	Number of crowdfunding campaigns launched	20	NR
CC-09	Number of people trained in traditional skills	0	NR
CC-10	Number of places involved in the tourism offer	10	NR
CC-11	Total number of arrivals of tourist in the last year	300	NR/1000
NC-01	Type of ecosystem services	0	NR
NC-02	Number of designations	23	NR
NC-03	Area of designations	3,23	%
NC-04	Emission of greenhouse gases	8741,45	t CO_2
NC-05	Share of renewable energy in gross final energy consumption	71,18	%
NC-06	Number of companies and organizations with sustainability certifications and labelling	6	NR
NC-07	Number of shops, restaurants and tourism facilities selling local products (KM0)	20	NR
NC-08	Number of "green tourism packages"	0	NR
BC-01	Number of hotspots provided	100	NR
BC-02	Number of people reached through RURITAGE digital tools	0	NR
BC-03	Number of CNH objects mapped trough ATLAS	0	NR
BC-04	Number of beds	1000	NR
BC-05	Number of restaurants	10	NR
BC-06	Cycle paths (Km)	150	km
BC-07	Pedestrian/hiking paths (km)	430	km
BC-08	Share of people served by public transport services	70	%
BC-09	Number of shared transport services (bike sharing, car sharing, etc.)	0	NR
BC-10	Number of sites accessible by people with disabilities	10	NR
BC-11	Number of buildings restored/retrofitted	0	NR
BC-12	Number of reused buildings	0	NR
BC-13	Number of brands and labels granted for local products and services	1	NR
BC-14	Number of fairs and tourism events per year related to the promotion of the area and related products	2	NR
BC-15	Number of sites provided with signals and explanation panels to help describing the sites and orienteering visitors	0	NR
BC-16	Number of km of routes provided with signals and explanation panels to help describing the sites and orienteering visitors	0	NR
SC-01	Number of citizens engagement activities	0	NR
SC-02	Number of participants in citizens engagement activities	0	NR
SC-03	Number per type of stakeholder involved (according to the ones defined in D.3.1)	0	NR
SC-04	Number of local associations involved	0	NR
SC-05	Number of participants in formal or informal voluntary activities or active citizenship in the last 12 months	3498	NR
SC-06	Number of projects addressing migrants	0	NR
SC-07	Number of people involved in projects addressing migrants	0	NR
SC-08	Number of projects addressing people with disabilities	1	NR
SC-09	Number of people involved in projects addressing people with disabilities	350	NR
SC-10	Number of disadvantaged people engaged (elderly, migrants, unemployed)	0	NR
HC-01	Level of education	25,8	%
HC-02	Number of recreational facilities/events	0	NR
HC-03	Number of immigrants involved in educational-training programs	100	NR
HC-04	Number of internship for immigrants activated	0	NR
HC-05	Number of self-employees	2288,55	NR
HC-06	Number of interniship for students	0	NR
HC-07	Number of people trained in IT and tourism (in specific SIA)	0	NR
HC-08	Number of people involved in professional management training course (summer school and master)	0	NR
HC-09	Number of publication as recommendation and guidelines provided	0	NR
FC-01	Nights spent at tourist accommodation establishments	190000	NR
FC-02	Year revenues per sector/municipality (in specific SIA)	0,1	€
FC-03	Number of PPPs set and signed	0	NR
FC-04	Employment rate (%)	95	%
FC-05	Number of start-ups and spin-off created / Birth of enterprises	0	NR
FC-06	Number of companies supported in defining new business models and innovative processes of production	0	NR

Table 29: KPIs for Replicator 3: Migration.

KPI Code	KPI Description	Value	Unit
CC-01	Number of enterprises in the cultural sector	128631	NR
CC-02	Increment in number of mentions of CNH in social media, media, press, etc.	0	%
CC-03	Number of users registered in the digital hub or following the social networks (facebook, twitter)	0	NR
CC-04	Number of posts in the digital hub	0	NR
CC-05	Number of posts mentioning RURITAGE at local level	0	NR
CC-06	Number of actions and cultural events produced by citizens at local level	0	NR
CC-07	Number of people reached by actions and cultural events produced by citizens at local level	0	NR
CC-08	Number of crowdfunding campaigns launched	0	NR
CC-09	Number of people trained in traditional skills	0	NR
CC-10	Number of places involved in the tourism offer	0	NR
CC-11	Total number of arrivals of tourist in the last year	18255,22	NR/1000
NC-01	Type of ecosystem services	0	NR
NC-02	Number of designations	0	NR
NC-03	Area of designations	0	%
NC-04	Emission of greenhouse gases	8195,99	t CO_2
NC-05	Share of renewable energy in gross final energy consumption	15,45	%
NC-06	Number of companies and organizations with sustainability certifications and labelling	0	NR
NC-07	Number of shops, restaurants and tourism facilities selling local products (KM0)	0	NR
NC-08	Number of "green tourism packages"	0	NR
BC-01	Number of hotspots provided	0	NR
BC-02	Number of people reached through RURITAGE digital tools	0	NR
BC-03	Number of CNH objects mapped trough ATLAS	0	NR
BC-04	Number of beds	45690	NR
BC-05	Number of restaurants	184449	NR
BC-06	Cycle paths (Km)	0	km
BC-07	Pedestrian/hiking paths (km)	0	km
BC-08	Share of people served by public transport services	0	%
BC-09	Number of shared transport services (bike sharing, car sharing, etc.)	0	NR
BC-10	Number of sites accessible by people with disabilities	0	NR
BC-11	Number of buildings restored/retrofitted	0	NR
BC-12	Number of reused buildings	0	NR
BC-13	Number of brands and labels granted for local products and services	0	NR
BC-14	Number of fairs and tourism events per year related to the promotion of the area and related products	0	NR
BC-15	Number of sites provided with signals and explanation panels to help describing the sites and orienteering visitors	0	NR
BC-16	Number of km of routes provided with signals and explanation panels to help describing the sites and orienteering visitors	0	NR
SC-01	Number of citizens engagement activities	0	NR
SC-02	Number of participants in citizens engagement activities	0	NR
SC-03	Number per type of stakeholder involved (according to the ones defined in D.3.1)	0	NR
SC-04	Number of local associations involved	0	NR
SC-05	Number of participants in formal or informal voluntary activities or active citizenship in the last 12 months	109205,6	NR
SC-06	Number of projects addressing migrants	0	NR
SC-07	Number of people involved in projects addressing migrants	0	NR
SC-08	Number of projects addressing people with disabilities	0	NR
SC-09	Number of people involved in projects addressing people with disabilities	0	NR
SC-10	Number of disadvantaged people engaged (elderly, migrants, unemployed)	0	NR
HC-01	Level of education	20,17	%
HC-02	Number of recreational facilities/events	0	NR
HC-03	Number of immigrants involved in educational-training programs	0	NR
HC-04	Number of internship for immigrants activated	0	NR
HC-05	Number of self-employees	71915,85	NR
HC-06	Number of interniship for students	0	NR
HC-07	Number of people trained in IT and tourism (in specific SIA)	0	NR
HC-08	Number of people involved in professional management training course (summer school and master)	0	NR
HC-09	Number of publication as recommendation and guidelines provided	0	NR
FC-01	Nights spent at tourist accommodation establishments	4323677	NR
FC-02	Year revenues per sector/municipality (in specific SIA)	0,1	€
FC-03	Number of PPPs set and signed	0	NR
FC-04	Employment rate (%)	100	%
FC-05	Number of start-ups and spin-off created / Birth of enterprises	0	NR
FC-06	Number of companies supported in defining new business models and innovative processes of production	0	NR

Table 30: KPIs for Replicator 4: Arts & Festivals.

KPI Code	KPI Description	Value	Unit
CC-01	Number of enterprises in the cultural sector	8628	NR
CC-02	Increment in number of mentions of CNH in social media, media, press, etc.	0	%
CC-03	Number of users registered in the digital hub or following the social networks (facebook, twitter)	0	NR
CC-04	Number of posts in the digital hub	0	NR
CC-05	Number of posts mentioning RURITAGE at local level	0	NR
CC-06	Number of actions and cultural events produced by citizens at local level	10	NR
CC-07	Number of people reached by actions and cultural events produced by citizens at local level	700	NR
CC-08	Number of crowdfunding campaigns launched	1	NR
CC-09	Number of people trained in traditional skills	0	NR
CC-10	Number of places involved in the tourism offer	5	NR
CC-11	Total number of arrivals of tourist in the last year	3000	NR
NC-01	Type of ecosystem services	0	NR
NC-02	Number of designations	2	NR
NC-03	Area of designations	0,27	%
NC-04	Emission of greenhouse gases	5867,52	t CO_2
NC-05	Share of renewable energy in gross final energy consumption	21,55	%
NC-06	Number of companies and organizations with sustainability certifications and labelling	20	NR
NC-07	Number of shops, restaurants and tourism facilities selling local products (KM0)	5	NR
NC-08	Number of "green tourism packages"	10	NR
BC-01	Number of hotspots provided	1	NR
BC-02	Number of people reached through RURITAGE digital tools	0	NR
BC-03	Number of CNH objects mapped trough ATLAS	0	NR
BC-04	Number of beds	30	NR
BC-05	Number of restaurants	3	NR
BC-06	Cycle paths (Km)	100	km
BC-07	Pedestrian/hiking paths (km)	30	km
BC-08	Share of people served by public transport services	0	%
BC-09	Number of shared transport services (bike sharing, car sharing, etc.)	0	NR
BC-10	Number of sites accessible by people with disabilities	100	NR
BC-11	Number of buildings restored/retrofitted	1	NR
BC-12	Number of reused buildings	1	NR
BC-13	Number of brands and labels granted for local products and services	10	NR
BC-14	Number of fairs and tourism events per year related to the promotion of the area and related products	5	NR
BC-15	Number of sites provided with signals and explanation panels to help describing the sites and orienteering visitors	5	NR
BC-16	Number of km of routes provided with signals and explanation panels to help describing the sites and orienteering visitors	20	NR
SC-01	Number of citizens engagement activities	12	NR
SC-02	Number of participants in citizens engagement activities	2000	NR
SC-03	Number per type of stakeholder involved (according to the ones defined in D.3.1)	0	NR
SC-04	Number of local associations involved	0	NR
SC-05	Number of participants in formal or informal voluntary activities or active citizenship in the last 12 months	100	NR
SC-06	Number of projects addressing migrants	24	NR
SC-07	Number of people involved in projects addressing migrants	50	NR
SC-08	Number of projects addressing people with disabilities	5	NR
SC-09	Number of people involved in projects addressing people with disabilities	20	NR
SC-10	Number of disadvantaged people engaged (elderly, migrants, unemployed)	1000	NR
HC-01	Level of education	17,5	%
HC-02	Number of recreational facilities/events	2	NR
HC-03	Number of immigrants involved in educational-training programs	2	NR
HC-04	Number of internship for immigrants activated	20	NR
HC-05	Number of self-employees	50	NR
HC-06	Number of interniship for students	0	NR
HC-07	Number of people trained in IT and tourism (in specific SIA)	5	NR
HC-08	Number of people involved in professional management training course (summer school and master)	2	NR
HC-09	Number of publication as recommendation and guidelines provided	50	NR
FC-01	Nights spent at tourist accommodation establishments	350000	NR
FC-02	Year revenues per sector/municipality (in specific SIA)	0,1	€
FC-03	Number of PPPs set and signed	1	NR
FC-04	Employment rate (%)	87	%
FC-05	Number of start-ups and spin-off created / Birth of enterprises	50	NR
FC-06	Number of companies supported in defining new business models and innovative processes of production	7	NR

Table 31: KPIs for Replicator 5: Resilience.

KPI Code	KPI Description	Value	Unit
CC-01	Number of enterprises in the cultural sector	176020	NR
CC-02	Increment in number of mentions of CNH in social media, media, press, etc.	0	%
CC-03	Number of users registered in the digital hub or following the social networks (facebook, twitter)	0	NR
CC-04	Number of posts in the digital hub	0	NR
CC-05	Number of posts mentioning RURITAGE at local level	0	NR
CC-06	Number of actions and cultural events produced by citizens at local level	25	NR
CC-07	Number of people reached by actions and cultural events produced by citizens at local level	160	NR
CC-08	Number of crowdfunding campaigns launched	1	NR
CC-09	Number of people trained in traditional skills	0	NR
CC-10	Number of places involved in the tourism offer	40	NR
CC-11	Total number of arrivals of tourist in the last year	10000	NR
NC-01	Type of ecosystem services	0	NR
NC-02	Number of designations	0	NR
NC-03	Area of designations	0	%
NC-04	Emission of greenhouse gases	4290,36	t CO_2
NC-05	Share of renewable energy in gross final energy consumption	18,27	%
NC-06	Number of companies and organizations with sustainability certifications and labelling	0	NR
NC-07	Number of shops, restaurants and tourism facilities selling local products (KM0)	10	NR
NC-08	Number of "green tourism packages"	0	NR
BC-01	Number of hotspots provided	1	NR
BC-02	Number of people reached through RURITAGE digital tools	0	NR
BC-03	Number of CNH objects mapped trough ATLAS	0	NR
BC-04	Number of beds	50	NR
BC-05	Number of restaurants	2	NR
BC-06	Cycle paths (Km)	0	km
BC-07	Pedestrian/hiking paths (km)	0	km
BC-08	Share of people served by public transport services	0	%
BC-09	Number of shared transport services (bike sharing, car sharing, etc.)	0	NR
BC-10	Number of sites accessible by people with disabilities	90	NR
BC-11	Number of buildings restored/retrofitted	5	NR
BC-12	Number of reused buildings	0	NR
BC-13	Number of brands and labels granted for local products and services	5	NR
BC-14	Number of fairs and tourism events per year related to the promotion of the area and related products	0	NR
BC-15	Number of sites provided with signals and explanation panels to help describing the sites and orienteering visitors	0	NR
BC-16	Number of km of routes provided with signals and explanation panels to help describing the sites and orienteering visitors	0	NR
SC-01	Number of citizens engagement activities	35	NR
SC-02	Number of participants in citizens engagement activities	4000	NR
SC-03	Number per type of stakeholder involved (according to the ones defined in D.3.1)	0	NR
SC-04	Number of local associations involved	0	NR
SC-05	Number of participants in formal or informal voluntary activities or active citizenship in the last 12 months	200	NR
SC-06	Number of projects addressing migrants	1	NR
SC-07	Number of people involved in projects addressing migrants	20	NR
SC-08	Number of projects addressing people with disabilities	6	NR
SC-09	Number of people involved in projects addressing people with disabilities	6	NR
SC-10	Number of disadvantaged people engaged (elderly, migrants, unemployed)	2	NR
HC-01	Level of education	17,8	%
HC-02	Number of recreational facilities/events	15	NR
HC-03	Number of immigrants involved in educational-training programs	0	NR
HC-04	Number of internship for immigrants activated	0	NR
HC-05	Number of self-employees	8	NR
HC-06	Number of interniship for students	0	NR
HC-07	Number of people trained in IT and tourism (in specific SIA)	30	NR
HC-08	Number of people involved in professional management training course (summer school and master)	10	NR
HC-09	Number of publication as recommendation and guidelines provided	0	NR
FC-01	Nights spent at tourist accommodation establishments	70	NR
FC-02	Year revenues per sector/municipality (in specific SIA)	0,1	€
FC-03	Number of PPPs set and signed	1	NR
FC-04	Employment rate (%)	88	%
FC-05	Number of start-ups and spin-off created / Birth of enterprises	0	NR
FC-06	Number of companies supported in defining new business models and innovative processes of production	0	NR

Table 32: KPIs for Replicator 6: Landscape.

| KPI Code	KPI Description	Value	Unit
CC-01	Number of enterprises in the cultural sector	1	NR
CC-02	Increment in number of mentions of CNH in social media, media, press, etc.	0	%
CC-03	Number of users registered in the digital hub or following the social networks (facebook, twitter)	0	NR
CC-04	Number of posts in the digital hub	0	NR
CC-05	Number of posts mentioning RURITAGE at local level	0	NR
CC-06	Number of actions and cultural events produced by citizens at local level	9	NR
CC-07	Number of people reached by actions and cultural events produced by citizens at local level	0	NR
CC-08	Number of crowdfunding campaigns launched	31	NR
CC-09	Number of people trained in traditional skills	8000	NR
CC-10	Number of places involved in the tourism offer	67	NR
CC-11	Total number of arrivals of tourist in the last year	64510	NR
NC-01	Type of ecosystem services	0	NR
NC-02	Number of designations	145	NR
NC-03	Area of designations	0,021	%
NC-04	Emission of greenhouse gases	4114,04	t CO_2
NC-05	Share of renewable energy in gross final energy consumption	13,24	%
NC-06	Number of companies and organizations with sustainability certifications and labelling	19	NR
NC-07	Number of shops, restaurants and tourism facilities selling local products (KM0)	124	NR
NC-08	Number of "green tourism packages"	0	NR
BC-01	Number of hotspots provided	5	NR
BC-02	Number of people reached through RURITAGE digital tools	0	NR
BC-03	Number of CNH objects mapped trough ATLAS	0	NR
BC-04	Number of beds	3148	NR
BC-05	Number of restaurants	55	NR
BC-06	Cycle paths (Km)	0	km
BC-07	Pedestrian/hiking paths (km)	0	km
BC-08	Share of people served by public transport services	11	%
BC-09	Number of shared transport services (bike sharing, car sharing, etc.)	0	NR
BC-10	Number of sites accessible by people with disabilities	0	NR
BC-11	Number of buildings restored/retrofitted	0	NR
BC-12	Number of reused buildings	738	NR
BC-13	Number of brands and labels granted for local products and services	19	NR
BC-14	Number of fairs and tourism events per year related to the promotion of the area and related products	9	NR
BC-15	Number of sites provided with signals and explanation panels to help describing the sites and orienteering visitors	0	NR
BC-16	Number of km of routes provided with signals and explanation panels to help describing the sites and orienteering visitors	0	NR
SC-01	Number of citizens engagement activities	0	NR
SC-02	Number of participants in citizens engagement activities	0	NR
SC-03	Number per type of stakeholder involved (according to the ones defined in D.3.1)	0	NR
SC-04	Number of local associations involved	0	NR
SC-05	Number of participants in formal or informal voluntary activities or active citizenship in the last 12 months	20373,4	NR
SC-06	Number of projects addressing migrants	0	NR
SC-07	Number of people involved in projects addressing migrants	0	NR
SC-08	Number of projects addressing people with disabilities	8	NR
SC-09	Number of people involved in projects addressing people with disabilities	0	NR
SC-10	Number of disadvantaged people engaged (elderly, migrants, unemployed)	0	NR
HC-01	Level of education	22,5	%
HC-02	Number of recreational facilities/events	0	NR
HC-03	Number of immigrants involved in educational-training programs	0	NR
HC-04	Number of internship for immigrants activated	0	NR
HC-05	Number of self-employees	20655,08	NR
HC-06	Number of interniship for students	0	NR
HC-07	Number of people trained in IT and tourism (in specific SIA)	0	NR
HC-08	Number of people involved in professional management training course (summer school and master)	0	NR
HC-09	Number of publication as recommendation and guidelines provided	0	NR
FC-01	Nights spent at tourist accommodation establishments	141922	NR
FC-02	Year revenues per sector/municipality (in specific SIA)	21712,74	€/1000
FC-03	Number of PPPs set and signed	0	NR
FC-04	Employment rate (%)	89	%
FC-05	Number of start-ups and spin-off created / Birth of enterprises	0	NR
FC-06	Number of companies supported in defining new business models and innovative processes of production	0	NR

8. Annex II – Replicators' Online Baseline Survey

ENCUESTAS
SURVEYS

0%

RURITAGE: Replicators Baseline

These forms intend to collect data for deep analysis and validation of the Replicators (Rs) needs and state of the art. As a result, a preliminary diagnosis and establishment of the Replicators baseline at different dimensions is expected.

Survey is organised according to Community Capitals Framework, a tool for planning strategic interventions to transform rural areas in sustainable development demonstration 'laboratories', through the enhancement of their unique Cultural and Natural Heritage (CNH) potential. Questions are grouped around each capital (cultural, natural, social, human, built, and financial).

Thank you for taking part in this RURITAGE survey. Please, follow the instruction to fill in the questionnaire. You can save it in any momment and come back later to continue working on it, but please, do not forget to save your answers from time to time to prevent any data losing.
Deadline for completing this survey is: **February 28th 2019**.

RURITAGE
Heritage for Rural Regeneration

Next

ENCUESTAS
SURVEYS

0%

General Information

Prease, provide some information from your Replicator.

✱Name of the Replicator.

test

Promotional descriptive phrase of the Replicator

❷ Please, provide a promotional phrase that describes main characteristics of the Replicator, e.g. '*Toscany, the land of wine and smiles*'.

Please, upload a shapefile (ESRI) or KML file (Google) with the geometry of the Replicator.

❶ Please upload at most one file

⬆ Upload files

	Title	Comment	File name	
			doc.kml	✎ Edit

❷ Please, take into account that the figures you provide in this survey must be referred to the area here defined.

More info: Creating a shapefile.

96

✳Number of inhabitants in the area of the Replicator.

❶ Your answer must be at least 0
❶ Only an integer value may be entered in this field.

> 0

❷ Please, provide the number of inhabitants in the area covered by the Replicator. If you can not find this number, please provide the number of inhabitants in the municipality (or the sum of the municipalities) where the Replicator is located.

Note: Please, use official statistics where available, Wikipedia numbers are not always correct or up to date.

Administrative context of your Replicator.

❷ Please, detail which is the administrative context of your Replicator (is it a village, a region…?)

✳NUT/s that correspond to the context of your Replicator (in NUT 2 or 3).

> 0

❷ Please, indicate the NUT/s that correspond to the context of your Replicator (if possible in NUT 2 or 3). For more information about the NUTs please check: Eurostat

Geographical context of the Replicator.

❷ Please, describe your geographical context (where is your Replicator located, geographical characteristics, etc.). You can add a brief description about vegetation, hydrography, relief and climate. About climate, please use the Köppen-Geiger classification.

Please, indicate the key places/infrastructures that are close to the Replicator (if any).

❷ Please, include a name and a short description, e.g. '*University campus: Located in XXX, a lot of youngs travel there everyday*' or '*High speed train station: Located in YYY, the nearest city, at 20 km. It attracts many people to the town*'.

Please, explain briefly if the following challenges affect your Replicator.

Ageing of the population

Immigrants

Depopulation

Unemployment

Poverty

❓ Please, indicate if the challenges affect or not your Replicator, and explain briefly why, e.g. '**Ageing:** *YES. Population ageing represents a challenge, as almost 25% of the population of the region is over 64 years old*'.

Other challenges to be faced:

Technological

Economic

Environmental

Societal

❓ Please, describe in your own words other challenges that have to be considered for the Replicator, e.g. '*Underused heritage buildings available*'.

Please, describe any information on the local or regional development plans/strategies.

❓ Please, indicate laws or plans related with Natural and Cultural Heritage and with the topic of the SIA, and how this can create synergies with the project.

Please, provide any other relevant information from your Replicator.

ⓘ Please upload at most 5 files

⬆ Upload files

❓ You can upload up to 5 files with supplementary information: PDFs, pictures, videos, etc. If you experince some problems when uploading a file, try to upload a zip compressed version. If problems persist, do not hesitate to contact us.

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ENCUESTAS
SURVEYS

Resume later   Exit and clear survey

14%

Cultural Capital

The values of the society are reflected in the cultural capital, which can be considered as an indicator to assess sustainability.

Number of actions and cultural events produced by citizens at local level.

❶ Your answer must be at least 0
❶ Only an integer value may be entered in this field.

❓ Actions and cultural events produced by citizens in the last 12 months.

Number of people reached by actions and cultural events produced by citizens at local.

❶ Your answer must be at least 0
❶ Only an integer value may be entered in this field.

❓ Actions and cultural events produced by citizens at local level inthe last 12 months.

Number of crowdfunding campaigns launched.

❶ Your answer must be at least 0
❶ Only an integer value may be entered in this field.

❓ Crowdfunding campaigns, related to increasing awareness and ownership of cultural heritage and sense of identity, launched at local level in the last 12 months.

Number of places involved in the tourism offer.

❶ Your answer must be at least 0
❶ Only an integer value may be entered in this field.

❓ Places located in the Replicator area that are relevant as tourist destinations.

Total number of arrivals of tourist in the last year.

❶ Your answer must be at least 0
❶ Only an integer value may be entered in this field.

Distribution of the arrivals of tourist along the year (% every two months).

ⓘ Each answer must be between 0 and 100
ⓘ The sum must equal 100
ⓘ Only integer values may be entered in these fields.

January & February		%
March & April		%
May & June		%
July & August		%
September & October		%
November & December		%

Total: 0

❷ Distribution of the arrivals of tourist along the year. Please introduce data bi-monthly.

CARTIF ENCUESTAS SURVEYS

Resume later   Exit and clear survey

28%

Natural Capital

Natural capital is recognized to be strictly related to well-being, as its ecosystem services, such as food, water, landscape and parks, are connected to human health. Natural capital should be therefore seen as an opportunity to improve social and human capitals.

Number of areas designated as "protected areas and other effective conservation areas" or with high environmental value.

❶ Your answer must be at least 0
❶ Only an integer value may be entered in this field.

❓ Number of protected areas as used by International Union for Conservation of Nature (IUCN).

Area covered by "protected areas and other effective conservation areas" or with high environmental value.

❶ Only numbers may be entered in this field.
❶ Your answer must be at least 0

m2

❓ Protected or with high environmental value, in square meters.

Number of companies and organizations with sustainability certifications and labelling.

❶ Your answer must be at least 0
❶ Only an integer value may be entered in this field.

Number of shops, restaurants and tourism facilities selling local products (km0).

❶ Your answer must be at least 0
❶ Only an integer value may be entered in this field.

Number of "green tourism packages".

❶ Your answer must be at least 0
❶ Only an integer value may be entered in this field.

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CARTIF ENCUESTAS SURVEYS

42%

Built Capital

The built capital represents the most tangible part of culture, including buildings and infrastructures. These resources, to be transmitted to future generations, require development strategies which, on the one hand respect their uniqueness and, from the other hand promote sustainable societal, environmental and economic development.

Number of hotspots provided.

❶ Your answer must be at least 0
❶ Only an integer value may be entered in this field.

❓ A **hotspot** is a physical location where people may obtain Internet access, typically using Wi-Fi technology, via a wireless local area network (WLAN). Source: Wikipedia.

Number of beds.

❶ Your answer must be at least 0
❶ Only an integer value may be entered in this field.

❓ Number of of bed-places and bedrooms in hotels and similar accommodation.

The number of bed places in an establishment or dwelling is determined by the number of persons who can stay overnight in the beds set up in the establishment (dwelling), ignoring any extra beds that may be set up by customer request. The term bed place applies to a single bed, double beds are counted as two bed places. The unit serves to measure the capacity of any type of accommodation. A bed place is also a place on a pitch or in a boat on a mooring to accommodate one person. One camping pitch should equal four bed places if the actual number of bed places is not known. Source: Eurostat.

Number of restaurants

❶ Your answer must be at least 0
❶ Only an integer value may be entered in this field.

Cycle paths (km).

❶ Only an integer value may be entered in this field.

km

Pedestrian/hiking paths (km).

❶ Your answer must be at least 0
❶ Only an integer value may be entered in this field.

km

Share of people served by public transport services.

❶ Your answer must be between 0 and 100
❶ Only an integer value may be entered in this field.

%

102

Number of shared transport services (bike sharing, car sharing, etc.).

❶ Your answer must be at least 0
❶ Only an integer value may be entered in this field.

Share of sites accessible by people with disabilities.

❶ Your answer must be between 0 and 100
❶ Only an integer value may be entered in this field.

%

Share of restored/refurbished heritage buildings.

❶ Your answer must be at least 0
❶ Only an integer value may be entered in this field.

❷ More info on Renovation vs Refurbishement vs Retrofit at the IHBC Conservation Wiki.

Share of reused heritage buildings.

❶ Your answer must be at least 0
❶ Only an integer value may be entered in this field.

❷ More info on Adaptive Reuse at the following link.

Number of brands and labels granted for local products and services.

❶ Your answer must be at least 0
❶ Only an integer value may be entered in this field.

Number of fairs and tourism events per year related to the promotion of the area and related products.

❶ Your answer must be at least 0
❶ Only an integer value may be entered in this field.

Number of sites or km of routes provided with signals and explanation panels to help describing the sites and orienteering visitors.

❶ Each answer must be at least 0
❶ Only integer values may be entered in these fields.

Number of sites provided with signals.

km of routes provided with signals.

103

ENCUESTAS
SURVEYS

57%

Social Capital

Communities' quality of life is enhanced and sustained by culture, as this is strictly related to the creation and transmission of values and aptitudes, which are the basis for the construction of social relationships. Sense of integration, empowerment, tolerance to diversity and cooperation are behaviors which are inherit from the past but are being constantly transformed. The local social capital is therefore defined by the level of inclusion and the quality of the relationship of the community.

Number of citizens' engagement activities and number of participants.

❶ Each answer must be at least 0
❶ Only integer values may be entered in these fields.

Number of activities

Number of participants

❷ If you have already provided this information for each individual event, you do not need to answer this question. Otherwise, please indicate the total number of activities and the total number of participants. Some examples of activities could be 'Open Councils' or 'Educational Activities'.

Number of participants in formal or informal voluntary activities or active citizenship in the last 12 months.

❶ Your answer must be at least 0
❶ Only an integer value may be entered in this field.

❷ Participation in formal or informal voluntary activities, or active citizenship.

Number of projects addressing people with disabilities (number of projects and number of people involved).

❶ Only numbers may be entered in these fields.
❶ Each answer must be at least 0

Number of projects.

Number of people involved.

Number of projects addressing migrants (number of projects and number of people involved).

❶ Only numbers may be entered in these fields.
❶ Each answer must be at least 0

Number of projects addressing migrants.

Number of people involved.

❷ Please, provide the number of projetcs for migrants over the total amount of projects into which the Replicator is involved in. Also for people involved, plese provide the number over the total ammount of people addressed.

Number of disadvantaged people engaged (elderly, unemployed, etc.) over the total people addressed.

❶ Your answer must be at least 0
❶ Only an integer value may be entered in this field.

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CARTIF ENCUESTAS SURVEYS

71%

Human Capital

Human capital measures how the skills and abilities of people are used to develop and enhance their resources and to access outside resources and bodies of knowledge to increase their understanding, identify promising practices, and to access data for community-building.

Number of recreational facilities/events.

❶ Your answer must be at least 0
❶ Only an integer value may be entered in this field.

[   ]

Number of migrants involved in educational-training programs, over the total ammount of migrants.

❶ Your answer must be between 0 and 100
❶ Only an integer value may be entered in this field.

[   ] %

Number of internship for migrants activated.

❶ Your answer must be at least 0
❶ Only an integer value may be entered in this field.

[   ]

Number of internship for students over the total ammount of students.

❶ Your answer must be between 0 and 100
❶ Only an integer value may be entered in this field.

[   ] %

Share of self-employed persons.

❶ Your answer must be between 0 and 100
❶ Only an integer value may be entered in this field.

[   ] %

Number of people trained (in specific SIA).

❶ Your answer must be at least 0
❶ Only an integer value may be entered in this field.

[   ]

Number of people involved in professional management training course (e.g. summer school and master).

❶ Your answer must be at least 0
❶ Only an integer value may be entered in this field.

[   ]

Number of publication as recommendation and guidelines provided.

❶ Your answer must be at least 0
❶ Only an integer value may be entered in this field.

❷ Please, provide the number of leaflets, posters, etc. (also including those on social networks like Facebook, Twitter, Instagram, WhatsApp, etc.) that contains some useful information for citizens, not just public anouncements.

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CARTIF ENCUESTAS
SURVEYS

85%

Financial Capital

Culture is playing an increasingly role as productive sector in local economies, being a driver of economic growth, job generation and innovation. Cultural and creative activities and industries can translate into increased social and human capitals. Beyond the capacity of creating employment, cultural activities foster creative expressions and invest in new entrepreneurial skills, contributing to the diversification of economies and enlarging the customer choices. Please, provide values according to the lastest available data.

Nights spent at tourist accommodation establishments.

❶ Your answer must be at least 0
❶ Only an integer value may be entered in this field.

❓ A night spent (or overnight stay) is each night a guest / tourist (resident or non-resident) actually spends (sleeps or stays) in a tourist accommodation establishment or non-rented accommodation. Normally the date of arrival is different from the date of departure but persons arriving after midnight and leaving on the same day are included in overnight stays. A person should not be registered in two or more accommodation establishments at the same time.

Year revenues per sector/municipality (in specific SIA).

❓ Please, provide any information you have, not just the related to the principal SIA, e.g. 'Main SIA: Pilgrimage: Primary sector: 1 M€, secondary sector: 2 M€, tertiary sector: 4 M€. Other SIAs: Arts&Festivals: Primary sector: 0.5 M€, secondary sector: 0.8 M€, tertiary sector: 1 M€, etc.'.

Number of PPPs set and signed.

❶ Your answer must be at least 0
❶ Only an integer value may be entered in this field.

❓ A **public–private partnership** (**PPP**, **3P** or **P3**) is a cooperative arrangement between two or more public and private sectors, typically of a long-term nature. Source: Wikipedia.

Unemployment rate.

❶ Your answer must be between 0 and 100
❶ Only an integer value may be entered in this field.

❓ The **unemployment rate** shows unemployed persons as a percentage of the economically active population.

Unemployed persons comprise persons aged 15-74 (16 to 74 in ES, UK, IS and NO) who were (all three conditions must be fulfilled simultaneously): 1. without work during the reference week; 2. available for work at the time (i.e. were available for paid employment or self-employment before the end of the two weeks following the reference week); 3. actively seeking work (i.e. had taken specific steps in the four-week period ending with the reference week to seek paid employment or self-employment), or who found a job to start within a period of at most three months.

Source: Eurostat.

Number of start-ups and spin-off created / Birth of enterprises.

❶ Your answer must be at least 0
❶ Only an integer value may be entered in this field.

❓ In the last 12 months.

Number of companies supported in defining new business models and innovative processes of production, in the last 12 months.

❶ Your answer must be at least 0
❶ Only an integer value may be entered in this field.

Protected geographical indications in the area covered by the Replicator, if any.

❷ More info on Geographical Indications (GIs, PDOs and PGIs) at EU Quality Schemes Explained. Food and wine and craftsmen attractors: traditional dishes, typical local products, handicrafts, etc. Please, provide the number and the associated product, e.g. (1) ceramics, (3) wine.

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