



Deliverable 2.3

Report on Bilateral knowledge transfer and brokerage from Role Models to Replicators

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1. 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 – July 2022 (50 months)	
Project website		www.ruritage.eu	
Deliverable Nr.	2.3	01/06/2019	June 2019 (month 8)
		31/07/2022	July 2022 (month 50)
Work Package No		2	
Work Package Title		Collective community management approach and capacity building activities	
Responsible		UNESCO	
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		Revised draft (RV)	
Dissemination level:		Public (PU)	
		Confidential, only for members of the consortium (CO)	=

Table 2: Abbreviations

D	Deliverable
WP	Work Package
M	Month
RHH	Rural Heritage Hub
RM	Role Model
R	Replicator
KFP	Knowledge Facilitator Partner
SIA	Systemic Innovation Area
EU	European Union
ENP	European Neighbourhood Policy
SC	Steering Committee
SIB	Systemic Innovation Board
RF	Replicators Forum

2. Summary

Within RURITAGE, the process of knowledge transfer is not intended to be unidirectional but a mutual learning process where both Role Models (RMs) and Replicators (Rs) can exchange experiences that further up skill and reskill their knowledge and capacities. The aim is to reach and train on heritage-led rural regeneration the wider stakeholder community of RURITAGE across the different RMs and Rs.

Task 2.4 ensures the direct and continuous communication and active knowledge transfer and brokerage going from RMs to Rs. Within this Task, key personnel within RMs guide and mentor key personnel in Rs in the deployment of heritage-led rural regeneration strategies, according to the established coupling scheme (RURITAGE tree). This bilateral approach allowed RMs to support Rs throughout the project activities, ensuring Rs to maintain privileged contacts with and access to the RMs know-how to enhance Rs capacity in securing financial resources, creating PPPs, etc. based on their concrete needs.

Within this Task, exchanges are focused on face-to-face interactions within a direct, almost one-to-one style line of communication through staff exchanges and/or visits between each Replicator and its Role Models. In total, 19 learning visits and 9 mentoring visits were organized.

Due to the postponement of RURITAGE staff exchange visits linked to COVID-19 pandemic, a series of on-line consultations were introduced as an alternative to face-to-face interactions to ensure continuous communication and knowledge transfer between Role Models, Replicators and Knowledge Facilitating Partners. In total since March 2020, 5 on-line consultations were held.

The Deliverable 2.3 overviews the overall concept of visits, presents established procedures and includes reports of each visit.

3. Multilevel and multidirectional knowledge and innovation in Replicators and Role Models

3.1 Knowledge Facilitator Partners, Role Models and Replicators

Within RURITAGE 17 partners have been chosen to extract and digest the knowledge base of the 13 selected RMs and to facilitate the knowledge exchange among RMs and the involved Rs. The **Knowledge Facilitator Partners (KFPs)** group includes 7 universities (UNIBO, UoP, SAVONIA UAS, POLITO, NMBU and UoC) 2 research centres (TECNALIA and CARTIF), 2 international networks and organizations (UNESCO and ICLEI), 2 SMEs (CE and BITN) and 4 non-profit organization (WESTBIC, KIBLA, FSMLRPH and ACIR). Thus, the project adopts a holistic and multidisciplinary perspective to cover the expertise needed to analyse the 6 SIAs (see table 3) and the 11 Cross-cutting Themes (see table 4).

6 Systemic Innovation Areas (SIAs)			
SIA	Partner		
Pilgrimage	ACIR	Agence de Cooperation Interregionale - Reseau Chemins de Saint-Jacques de Compostelle	France
	FSMLRPH	Fundación Santa María la Real del Patrimonio Historico	Spain
Art & Festival	KIBLA	Kulturno Izobrazevalno Drustvo KIBLA	Slovenia
	UNESCO	United Nations Educational, Scientific and Cultural Organization	France
Migration	UNIBO	Alma Mater Studiorum - Università di Bologna	Italy
	PIAM	PIAM Onlus Asti	Italy
Integrated Landscape Management	NMBU	Norges Miljo og Biovitenskaplige Universitet	Norway
Resilience	UNESCO	United Nations Educational, Scientific and Cultural Organization	France
	UNIBO	Alma Mater Studiorum - Università di Bologna	Italy
Sustainable Local Food Production	Savonia UAS	Savonia Ammattikorkeakoulu Oy	Finland

Table 3: KFPs per SIA

11 cross-cutting themes			
Theme	Partner		
Social Innovation	CE	Consulta Europa Projects and Innovation sl	Spain
	NMBU	Norges Miljo og Biovitenskaplige Universitet	Norway
Technological Innovation	CARTIF	Fundación CARTIF	Spain
	TECNALIA	Fundación Tecnalia Research and Innovation	Spain
Legal Aspects and Land Tenure	NMBU	Norges Miljo og Biovitenskaplige Universitet	Norway
Mental Wellbeing	UOP	University of Plymouth	United Kingdom
	Savonia UAS	Savonia Ammattikorkeakoulu Oy	Finland
Energy and Climate Change Mitigation and Adaptation	TECNALIA	Fundación Tecnalia Research and Innovation	Spain
	UNIBO	Alma Mater Studiorum - Università di Bologna	Italy
	ICLEI	ICLEI European Secretariat GmbH	Germany
Cultural Ecosystem Services	UNIBO	Alma Mater Studiorum - Università di Bologna	Italy
	UOP	University of Plymouth	United Kingdom
Business Models and Investment Strategies	WestBIC	Innovation and Management Center Limited	Ireland
	Savonia UAS	Savonia Ammattikorkeakoulu Oy	Finland
Tourism and Marketing Strategies	BITN	Borghi Italia Tour Network srl	Italy
	UNIBO	Alma Mater Studiorum - Università di Bologna	Italy
Governance and Regulatory Framework	UNIBO	Alma Mater Studiorum - Università di Bologna	Italy
	NMBU	Norges Miljo og Biovitenskaplige Universitet	Norway
	TECNALIA	Fundación Tecnalia Research and Innovation	Spain
Mobility and Accessibility	UNIBO	Alma Mater Studiorum - Università di Bologna	Italy
Cultural and Natural Heritage Conservation, Appreciation and Interpretation	UNESCO	United Nations Educational, Scientific and Cultural Organization	France
	TECNALIA	Fundación Tecnalia Research and Innovation	Spain

Table 4: KFPs per Cross-cutting Theme

RMs partners vary across local authorities (HCC, FCM, NHMLPF, VVO and CMN), universities (NMBU, UoC), local non-profit association (FSMLRPH, ProEdu, DARE, PIAM, TakeArt, and Katla) and one cluster (AEICE). Each partner was responsible for providing data relative to the experience of its RM and supported Rs to build and implement their own regeneration plans through the knowledge transfer activities foreseen within WP2. Moreover, RMs partners were responsible to build the RHH within their territories and gaining within the Hub the local stakeholders that contributed to the success of the solutions in place.

Rs partners have been selected in 6 different countries and were represented by the following partners: ARGE GK (AT); Magma UG (NO); Geo-N (DE); KULTPROTUR and KIBLA (SI); CoApp (IT); IZM, DEM and IZTECH (TK). Each Replicator has been selected according to one main SIA of interest, but each of them will also include in its heritage-led rural regeneration plan actions coming from other SIAs.

3.2 Knowledge transfer process

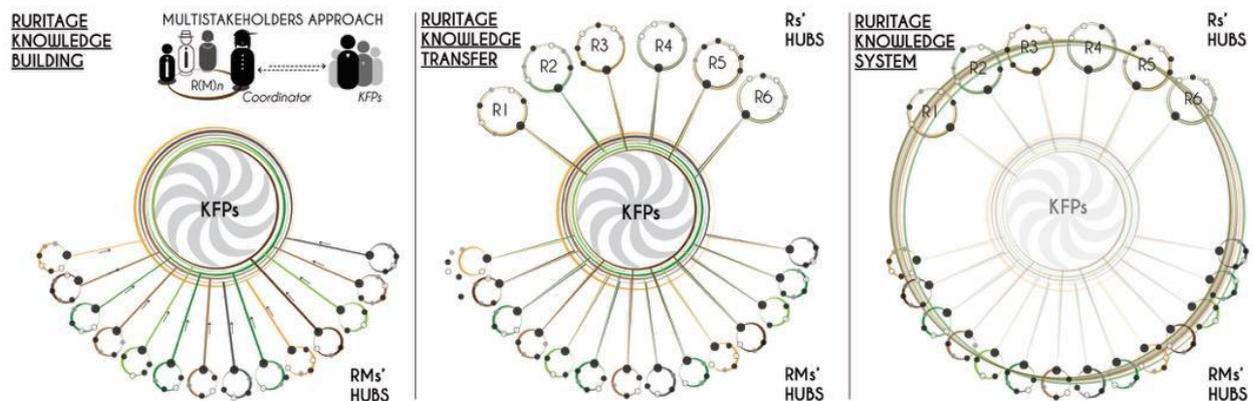


Figure 1: RURITAGE Knowledge process

RURITAGE Knowledge transfer and capacity building process took place through direct (face-to-face) meetings and workshops and indirectly within a digital environment (Digital Rural Heritage Hub) that integrated webinars and blog for discussion. As such, the knowledge transfer did not involve just RMs and Rs partners but also included a wide range of local stakeholders to ensure the participatory development and enhancement of the heritage-led rural regeneration strategies. Hence, a **RHH** were created in each Role Model and Replicator to gather all those **stakeholders**, i.e., local and regional authorities, enterprises, NGOs, Museums, Parks, Research centres and civil society organizations that contributed to demonstrate the potential of heritage as a driver for sustainable growth in the RMs and that guaranteed an integrated, multi-stakeholders and transdisciplinary approach in our Rs. These Hubs assumed different roles within RMs and Rs and were the place to investigate and further boost the social innovation potential related with heritage in a participatory and co-creation process, while, on the other side, they were at the core of the capacity building and mutual learning approach, ensuring knowledge and skills transference from RMs to Rs and amongst RMs themselves.

Additionally, the **KFPs** (UNIBO, CE, TECNALIA, CARTIF, UNESCO, UOP, ICLEI, APRE, SAVONIA UAS, POLITO, NMBU, CRS, ACIR, CITN, WESBIC, ALM) play a key role ensuring a smooth and efficient knowledge-transfer by collecting, analysing, and digesting all the information coming from the RMs, and translating it into practical and easy-to-understand solutions. Each RM and R has been allocated a dedicated KFP, who guided and assisted the RMs and Rs through the knowledge transfer process (see table 5). The practices repository (D1.1) and the inventory of lessons learned (D1.2) included all the knowledge-based on the RMs. Indeed, through three dedicated data gathering campaigns, RMs provided KFPs with data on their heritage led regeneration strategies. This incredible amount of data has been digested in WP1 by KFPs that then supported the process of knowledge transfer from RMs to Rs and to other RMs and its further transmission to the local stakeholders within the RHHs.

SIA	RM #	RM partner	RM name	KFP pairing
Pilgrimage	RM1	FSMLRPH	Camino de Santiago (Spain)	ACIR
	RM2	HCC & Pro EDU	Via Maria (Romania)	ACIR
Local Food	RM3	DARE	Preserving old traditions for innovating agro-food production in Apulia (Italy)	WestBIC
	RM4	FCM	Coffee production in World Heritage landscapes (Colombia)	Savonia
Migration	RM5	PIAM	Migrants' hospitality and integration in Asti Province (Italy)	UNIBO
	RM6	NHMLPF	Boosting migrant integration with nature in Lesvos Island (Greece)	UNESCO
Art & Festival	RM7	TakeArt	Sustainable rural arts development in challenging circumstances (UK)	UoP
	RM8	VVO & EMI	The living village of the Middle Age (Hungary)	BITN
Resilience	RM9	UoC	Teaching culture for learning resilience in Crete (Greece)	ICLEI
	RM10	KATLA	Natural hazards as intangible heritage for the human resilience in south Iceland (Iceland)	UNESCO
Landscape	RM11	NMBU	A cultural and natural heritage approach in Austrått manorial landscape (Norway)	NMBU
	RM12	AEICE	Douro cultural landscape, driver for economic and social development (Spain & Portugal)	Cartif
	RM13	WestBIC	Wild Atlantic Way (Ireland)	WestBIC

Table 5: KFP per SIA and RM

Likewise, citizens' / stakeholders' involvement was a critical component of the RHH to build a long-lasting community-managed process. Targeted and innovative engagement strategies and communication tools, aimed at involving in the participatory process, also reaching underserved and vulnerable groups (through associations working with the integration of migrants, elderly association, schools, etc.) were put in place.

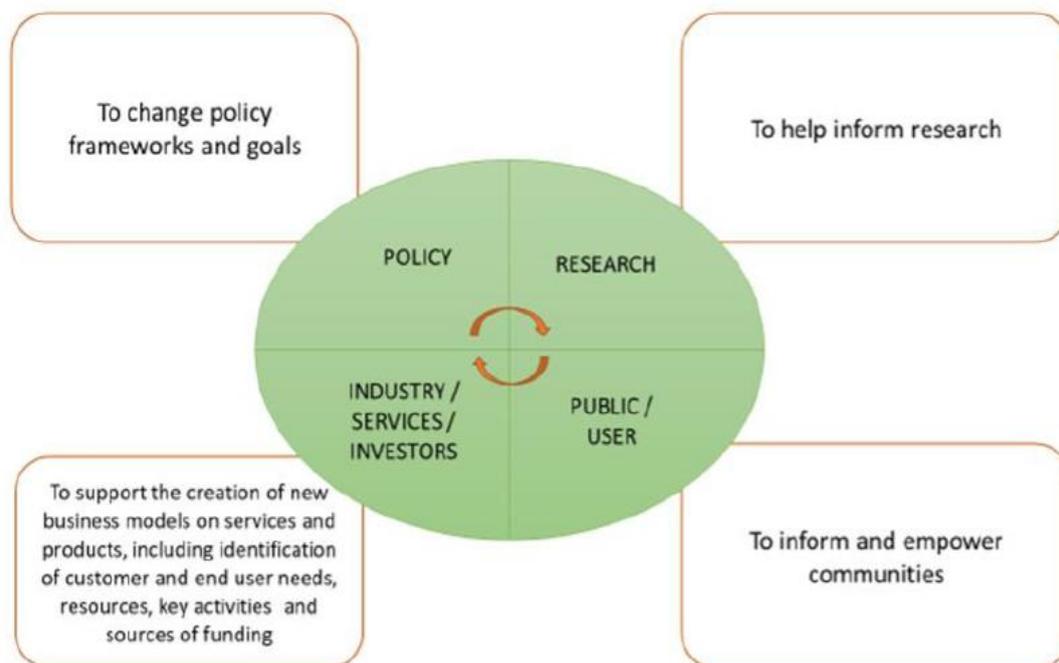


Figure 2: Stakeholders' profile identified

(Source: D2.1 RURITAGE Methodology for Community based Heritage Management and Planning)

Exchange and mutual learning between Rs and RMs represent the basis of the RURITAGE paradigm and effective implementation of the foreseen activities. The knowledge transfer and capacity building methodology among RMs and Rs can be expressed by the Tree metaphor, reflecting the dynamic and bilateral relations happening between Rs and RMs.

The process of knowledge transfer is not intended to be unidirectional (RMs>Rs), but it should be considered as a dynamic and living exchange of capacity building and mutual learning where RMs, as roots of a knowledge transfer tree, mentored and supported the Rs in the development of their heritage-led rural regeneration strategies and exchange experiences in a fertile environment to further develop their knowledge and capacities (see Figure 3).



Figure 3: Tree metaphor

3.2.1 Three levels of knowledge exchange visits

To ensure a truly integrated and multilevel knowledge transfer, RURITAGE worked on three different levels, resulting in three ways of knowledge exchange:

► **RMs ↔ Rs**

RMs and Rs have been selected at proposal stage according to their expertise and interests related to one precise SIA. At the same time, Rs already demonstrated the willingness to benefit from the experiences and the knowledge of RMs from other SIAs, in a knowledge environment able to nurture the entire Rs ecosystem. Therefore, the RURITAGE Knowledge Transfer Tree has already identified the many-to-one relations between RMs and Rs, outlining an integrated package of solutions that were transferred to the Rs. This process also contributed to develop a truly integrated approach able to maximize the impact of the systemic heritage-led rural regeneration.

► **RMs ↔ RMs**

RMs were able to share good practices with other RMs and learn more about other SIA of interest to foster the transfer of good practices among RMs and their local experiences (i.e., what worked, what did not work, what could be done differently etc.) and to overcome existing problems. By virtue of this, they were able to build a greater comprehension of the issues, situations and challenges and explore new ideas, options and solutions in order to enhance a truly integrated approach to CNH management and valorisation.

► Rs ↔ Rs

Rs had the opportunity to mutually exchange tips on the development and implementation of their plans with other Rs and to share good practices already implemented, as impetus for their growth. Rs were able to realise their strength, take account of possible challenges and identify opportunities for funding or solutions for provision of support.

As aforementioned, these exchanges did not involve just RMs and Rs partners but also included a wide range of local stakeholders to ensure the participatory development and enhancement of the heritage-led rural regeneration strategies (see Figure 4).

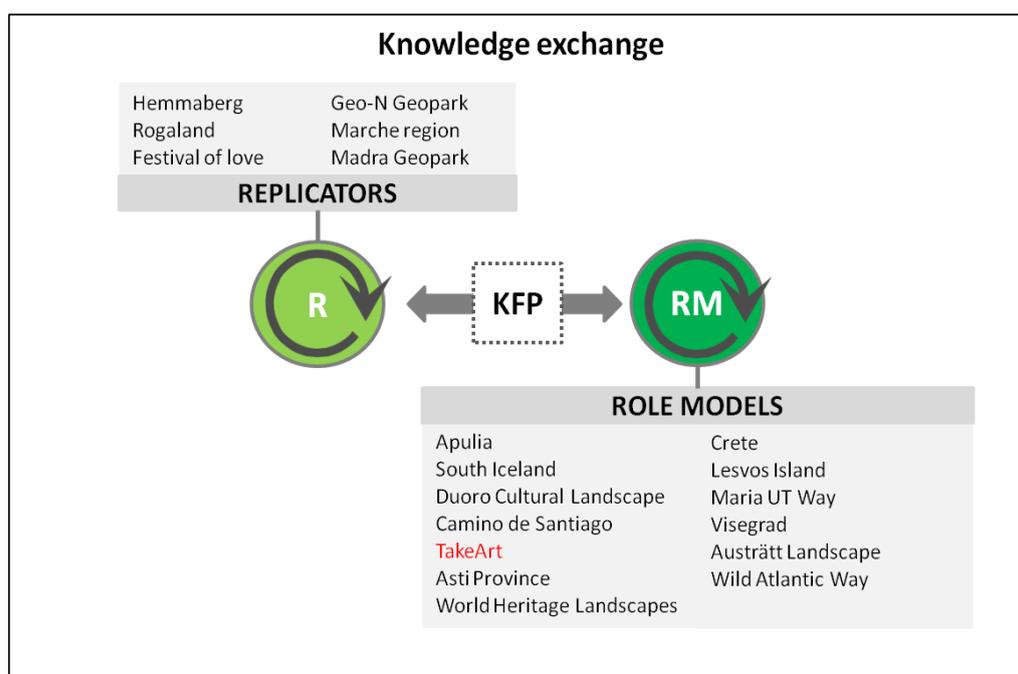


Figure 4: Three levels of knowledge exchange transfer

4. Protocol on Bilateral Knowledge Transfer

The aim of this Protocol on Bilateral Knowledge Transfer was to facilitate the process of interaction between RMs and Rs through staff exchanges. It gives guidance and support on the different stages of this bilateral interaction, by identifying the stages of the matchmaking, the meeting schedule, required inputs as well as expected outputs, ensuring a professional knowledge transfer in the twinning between Rs and RMs. In particular, the knowledge transfer was based on the learning staff visits from Rs to RMs and mentoring staff visits from RMs to Rs. Thus, this protocol was mainly examined in depth the twinning between Rs and RMs.

4.1 Bilateral knowledge transfer visits

The bilateral knowledge transfer visits were based on the **learning** and **mentoring staff visits'** activities. In the first case, the learning staff visit, the key personnel of each R traveled to at least two different RMs to learn about the barriers, lessons learnt and success factors of the implemented practices. Conversely, in the latter scenario, the mentoring staff visit, the key personnel of each RM traveled to the Rs to evaluate and assess on the state of art and to provide their advice on the ground. Within this last category, the RMs also had the opportunity to visit another RM to learn about good practices in other SIAs than their own.

The Replicators started with their first learning staff visit to the RMs between March and November 2019. For most of partners, the first mentoring staff visit of the RM to its main SIA R, took place before November 2019, before Rs really started with the implementation phase of their regeneration plans. The second learning visit from the R to a RM within or outside its SIA was supposed take place before November 2020. Also, the second mentoring visit from the RMs to a R or to another RM, to allow RMs to learn from each other, should have been also take place before November 2020.

In the meantime, KFPs were supporting the RMs and Rs during the entire bilateral knowledge transfer visits, providing input and guidance when needed. The KFPs helped the RMs and Rs to identify key stakeholders, who were included in the process and to transform the needs and wishes into the interesting, but feasible programme of the visits. Under special circumstances, if additional expert advice would be advisable, KFPs accompanied the RMs to train Rs within their RHH on specific topics previously agreed. In case of administrative queries, UNESCO, UNIBO and ICLEI offered their support as main partners dealing with the bilateral knowledge transfer visits.

This bilateral approach allowed RMs to support Rs throughout the project activities, ensuring Rs to maintain privileged contacts with and access to the RMs know-how to enhance the Rs capacity in securing financial resources or creating public private partnerships (PPP) based on their concrete needs. These exchanges were focused on face-to-face interactions within a direct, almost one-to-one style line of communication through staff exchanges and/or visits between each R and its RMs (see Figure 5).

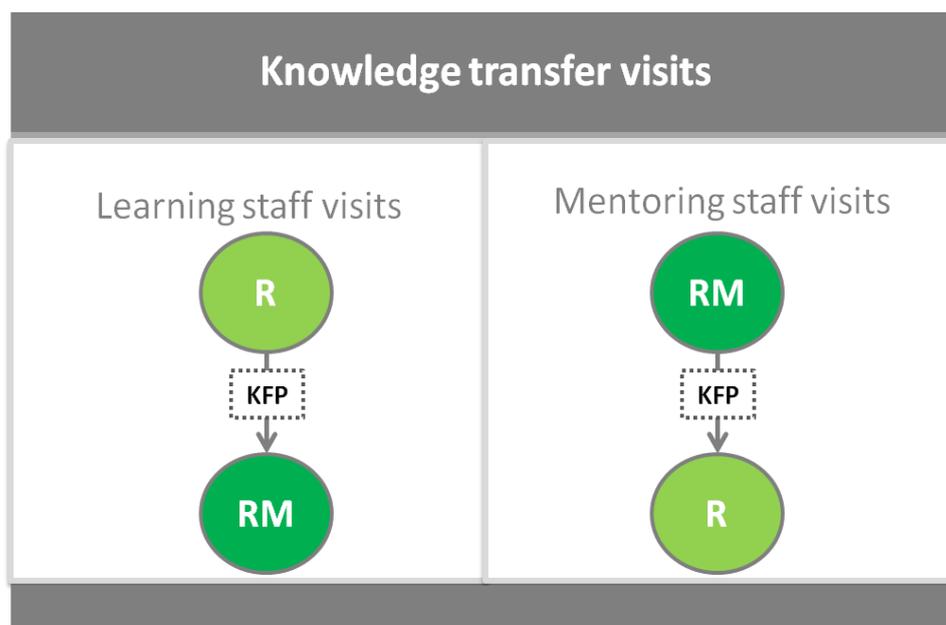


Figure 5: Knowledge transfer visits

4.2 Learning staff visits (R → RM)

Learning staff visits (LSV) was a moment for the Rs to learn from professional experiences and knowledge about good practice and initiatives in RMs' territories. It involves technical staff from the Rs together with 1-2 of their additional stakeholders spending a period of time (2-3 working days) with experts from RMs working in the same SIA and/or one of the other SIAs of interest to observe in situ what they do in their professional role and how (see figure 6).

The purpose of these visits was to facilitate a transfer of knowledge and expertise by observing first-hand how things are done elsewhere, to provide inspiration and new ideas on working methods and their application. During these visits, the Rs not only learned from the experience of their hosting RM, but also from stakeholders of the Hubs from different territories. Together they discussed whether and how successful initiatives can be transferred to other contexts.

In addition, Rs were able to observe directly, ask promptly and discuss ideas on site with a person that has similar responsibilities. This allows Rs to gain experience and fresh insights into specific professional roles, actions and methods employed therein. This can be useful when new tasks or methodologies are introduced in a professional field. By visiting the RMs in situ with greater experience and/or in a different institutional setting, the learning staff visit method allowed 'seeing behind the curtain', developing a deeper understanding of the methods and strategies used by the host.

The benefit for the RM was to engage in a dialogue with Rs about local projects and initiatives and reflect together on how these could be further developed and improved. The RMs can discuss the field of work, tasks, how things work in their institutions, answering the Rs' questions and discussing different possibilities that might give RMs ideas about how to improve strategies, projects and/or working methods.

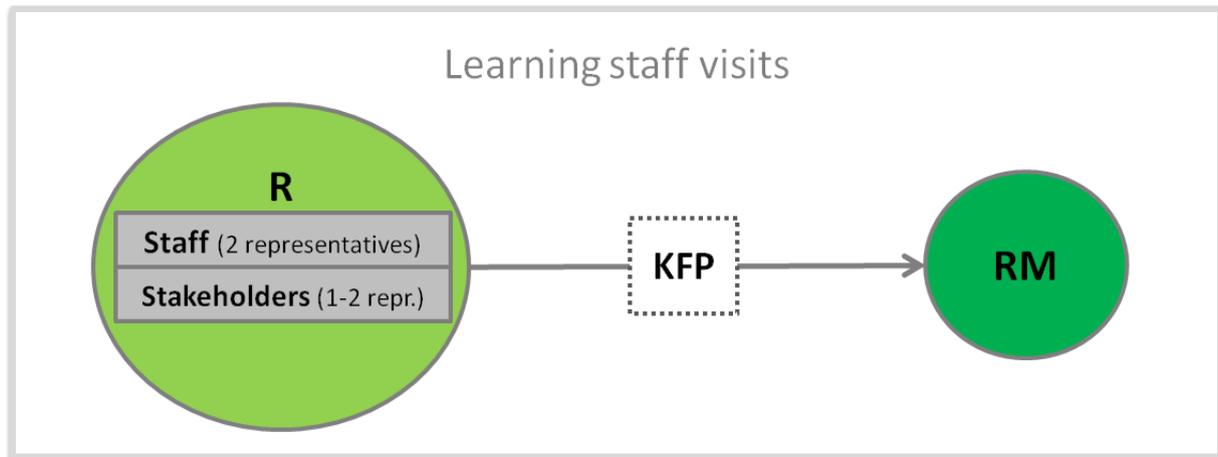


Figure 6: Learning staff visits

4.2.1 Structure

► Matchmaking

Each Replicator traveled to at least 2 RMs in different phases of the project implementation to a RM of its own SIA and to a RM of another SIA of interest. The right match between RMs and Rs is key to the success of the knowledge transfer process. It was important that the professional roles and responsibilities, the institutional framework and the level of expertise are a close match. Matchmaking was based on identified needs and barriers in the Rs territories, pairing them with up to at least 2 RMs with the right assets and expertise to tackle these needs and provide guidance on how to overcome these challenges. Therefore, it was required that RMs and Rs define precise topics or projects to exchange on before the visits, to avoid a rather broad and general visit.

► Participants

During these visits, 2 technical staff from Rs and 1-2 of their additional stakeholders experienced (in situ) the local challenges, barriers, lessons learnt and success factors of the implemented practices.

► Schedule

Each visit, lasting 2-3 working days, were organised according to the Rs' needs identified in order to exploit the full potential of the exchange (see Section 4.3). **The first learning staff visits should have taken place between March and November 2019.**

► Required inputs (including from KFPs)

It was important that the Rs describe as thoroughly and specifically as possible the practices they are interested in transferring to their own local context, according to their local challenges and needs. The RMs

on the other hand should indicate, which good practices they feel most confident in transferring to the Rs and what they would like to get themselves out of this experience. To achieve this, all Rs and RMs had to complete an expectations survey outlining, what they would like to get out of this experience. These surveys, prepared by UNESCO, were completed by the end of April 2019 at the latest.

Based on this expectation survey, the R and RM came to an agreement outlining the local challenges and learning objectives to be addressed and a preliminary programme. They were assisted by the KFPs during this process. For the host, it was essential to understand the visitors' needs and aspirations. The document filled in by both the R and RM was used to tailor the programme of the visit under the guidance of KFPs. This visit lasted 2-3 working days on average, but the duration varied depending on the visitors/host team's needs and time constraints. In order to ensure they share common objectives for the visit, an agreement provided by UNESCO was signed by RMs and Rs in which they will be able to specify the focus and the schedule of the visit. UNESCO provided a template for this agreement (see also Section 5.5).

To facilitate the visit, the RMs provided a travel and accommodation guide and organisational support to the Rs as well a draft programme prior to the visit. At the same time, the Rs prepared in detail questions or issues to be discussed. Thus, it was necessary to get information in advance about other staff and external stakeholders involved in the visits since they were very much related to the topics that were going to be discussed.

► **Expected outputs**

The programme offered by RMs allowed an initial introduction to describe the visiting Rs' skills, tasks and responsibilities as well as further clarify Rs' interests and needs. The duration of the visit was very different from visit to visit as the programme was fully dependent on the topic and participants of the visit. It covered an introductory presentation by the RM on a specific issue/field, the visitor's participation in relevant meetings, site visits, meetings and discussions between the visitor and other stakeholders etc, to give just some examples.

During the visit, the Rs took advantage of the RM's experience: asked questions, asked for more information, and explored new ideas and ways of working in the R's home rural area. This helped to get as much as possible out of the visit. Meanwhile, the RMs were as accommodating as possible by answering to Rs questions, describing clearly and thoroughly roles, responsibilities and working methods, as well as helping the R to explore new ways and options for working adaptable to the situation at home.

4.3 Mentoring staff visits (RM → R)

The mentoring staff visits (MSV) were understood as visits where the RM goes to the R's territory to mentor the R and can teach the R from their local experiences (i.e., what worked, what did not work, what could be done differently etc.) for overcoming existing problems, by building an understanding of the issues, situations and challenges and exploring new ideas, options and solutions.

The objectives of mentoring were to arrange transfer of knowledge and experiences to the R through reflective approaches; lead to better organisation, decision making, implementation, better vision, and planning; improve/fine-tune strategy, for processes and/or specific policies or fields; and foster a participative approach.

The mentoring visits aimed to gather information and exchange ideas, to possibly change attitudes locally, among a range of colleagues and stakeholders, and win their commitment to tackling the gaps or barriers, which have been previously identified. Once in the Replicator, the RMs together with the support of the KFPs helped Rs realise their strengths and potential, take account of possible challenges and issues, and identify opportunities for funding or solutions for provision of support. This helped Rs carry out the initiatives related to heritage-led rural regeneration that they may wanted to implement during the project and became an opportunity for the RMs to gain insights into the specific situation of the Rs (see Figure 7).

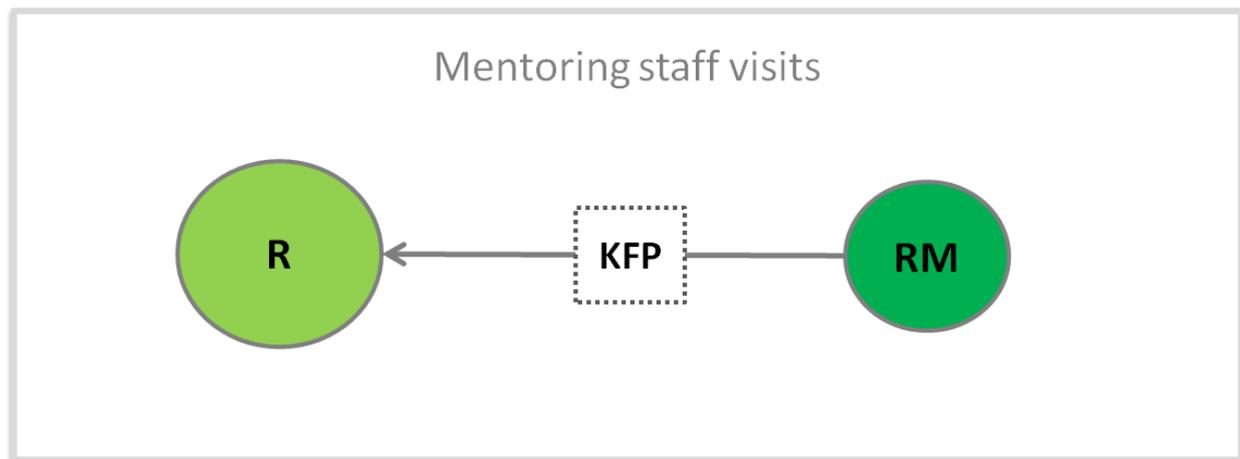


Figure 7: Mentoring staff visits

4.3.1 Structure

► Matchmaking

RMs traveled to Rs to assess the state of the art and to provide their advice on the ground. These visits depended on the RMs - Rs SIAs of interests and happened in principle at an early stage, (one month) after the Rs visit to the RMs.

► Participants

During at least one visit, 1 to 2 technical staff from the RM traveled to the R to give them on the ground assistance with the implementation of their actions. Each RM also had the opportunity to send a team of 1 to 2 their technical staff to RM in another SIA than their own to learn themselves about other good practices.

► Schedule

At least two travels of 2-3 days each were allocated **to each RM**. The first visits to the R of its own SIA were in the timeframe of **March – November 2019** and the second or the third (if budget allowed) mentoring visits from RMs to R or to another RM before November 2020.

► **Required inputs (including from KFPs)**

For the RMs and Rs, it was important to understand each other's needs and aspirations. The expectations assessment **survey** prepared by UNESCO and filled out by Rs and RMs assisted in painting a full picture of the different expectations of the different RMs and Rs. The survey was used together with the support of the KFPs to develop a tailored programme of the visits. This enabled to produce insightful data on the needs of the Rs to be mentored, allowing the RMs to calibrate the supporting tools and services they were producing to help them. It also allowed the RMs to be selected to a visit to another RM's territory with good practices and experiences, which best fit their interests.

Based on the documents and information provided by the Rs and RMs, the Rs and RMs drafted under the guidance of the KFPs a short **agreement** outlining the points and key hypotheses that were addressed during the mentoring visit, together with a preliminary draft programme (see also Section 5.5).

► **Expected outputs**

The mentoring staff visits were more than a means to gather information and exchange ideas. The visit of an international team helped to change attitudes to the highlighted challenges, both within the Rs authority and among stakeholders. It gave those issues a higher profile. The mentoring staff visit encouraged actors inside and outside the R administration to join forces to support the change Rs envisaged. With a long-term view in mind, these visits did not only lead to involvement of local actors in designing action plans for change, but also to help implementing it.

The purposes of these visits were to provide key ideas, clarify the main concepts, and propose an informed approach to the local R. Mentoring was neither deliver ready-made solutions nor import what has been done in another rural area. The expertise brought in should favour the R's emergence of locally grounded ideas rather than importing solutions. The knowledge of other RM practices (coming from the mentoring team) was distilled to inspire and critically assess the R's local situation.

Within the mentoring staff visits, the RMs also got the opportunity to learn from other RMs and provided them with ideas and tools to design additional action plans for change to be implemented in their own territories as an add-on to what they have already accomplished.

Given the short period available for the visit, mentoring focused on refining the strategic vision of the R for its interests in heritage-led strategies. Mentoring sought to provide the general approach for future implementation but did not deal with this aspect directly.

5. Procedures of visits

5.1 Before the visits: Knowledge transfer guidelines

In order to accomplish the desired knowledge transfer, there were several steps (see box 1) that needed to be taken into account to make the most of the visits.

5.2 After the learning and mentoring visits: Feedback & follow up

Before the visits take place:

- Identify and describe the need(s) for support and the RM or R expectations and what the R or RM specifically would like to learn as thoroughly and in as much detail as possible in the expectation survey (see also Annex 8.1). For the success of the visit, it is essential that the RMs and Rs have a clear understanding about each other's expectations.
- Based on the results and analysis of the expectation survey, the RM and R will come to a staff exchange visit agreement (see also Annex 8.2), which is as much as possible in line with the needs and expectations identified, while keeping in mind the time constraints of the visit. Discuss the agreement also with some associated KFPs to make sure all parties agree on the content and its contribution to the participants' questions.
- Share information and documents in advance with the visitors, so they can see the bigger local picture – do not forget to provide information on the local heritage context.
- Select a precise date in line with the availability of staff and/or other stakeholders and/or meetings, events held if this contributes to better answering visitor's questions.
- Finalize together an interesting programme (see example in Annex), based on the draft programme proposed in the staff exchange visit agreement, that helps the visitors understand the hosting local realities, successes and needs for improvement and which should also include meetings with local key stakeholders. Discuss the programme with the visitors and some associated KFPs prior to the visit to make sure you both agree on the content and its contribution to the visitor's questions.
- Also prepare a travel and accommodation guide for the visitor.
- When hosting a visit, identify the relevant staff and stakeholders to invite (e.g., culture and environment departments, urban planning, transport etc.). Stakeholders could come from the private and non-profit sectors, from cultural institutions, academia and so on.
- Do not hesitate to invite political representatives and decision-makers to participate in the visit. The messages and results shared during the visit will be carried to the political level in a faster way if they are able to input while visitors are on site.
- Visitors should prepare questions and list aspects they want to talk about, stakeholders they want to meet and/or sites they wish to visit.

5.2.1 Form of progress monitoring

Rs and RMs were responsible for writing a **short report** based on a template provided by UNESCO with their observations and conclusions from the visits (see Section 5.5). These post-visit reports were shared between the Rs and RMs and finally submitted to ICLEI, UNESCO and related KFPs **within 2-3 weeks after the visits**.

In these reports, there was enough room to share the possible improvements of the work Rs and RMs observe and discuss between each other, visitors', and hosts' observations and recommendations with relevant staff and stakeholders, new insights, ideas and pictures, as well as to keep each other abreast not only regarding the results and improvements from the visit, but about each one's work on rural regeneration strategies.

All reports are present in the Annex of this Deliverable.

5.2.2 Build a long-term professional relationship

The Learning Staff Visits and the Mentoring Staff Visits were an integral part of the RURITAGE project. Thus, they were limited to the implementation period of the RURITAGE project. Nevertheless, these visits represented a **unique opportunity** to start and build new professional (long-term) relationships.

5.3 Recommendations

The following recommendations will serve to the better fulfilment of the knowledge transfer visits' targets. Please bear them in mind during the visits:

- Introduce all participants at the beginning of each visit.
- It is essential that all participants are able to communicate comfortably in English or in another common language - translation can be provided, but make sure you have the budget for it!
- Allow time for a context session: the visitors need to have the most precise picture of the local context to be able to make observations and concrete and adapted recommendations.
- Make sure that there is enough time in the programme for discussions, to reflect properly and get feedback also from the hosts. Don't try to fill in the programme more than needed - Less is more!
- Encourage questions and feedback from the visitors on the work you present and feel free to ask for recommendations for improvements.
- Take advantage of the visitor's experience to get a new insight on your own work.
- Leave some time at the end of the day for visitors to reflect on what they have seen and discussed and what they will work on the next day.

5.4 Recommended steps for learning and mentoring visits

5.4.1 Learning Staff Visits

Learning Staff Visits in a Nutshell

Before the visits:

- **Step 1:** Agree upon a date
- **Step 2:** **Rs** describe as thoroughly and specifically as possible the initiatives to be transferred in their own local context by filling in a **survey** to help identify local challenges and learning objectives.
- **Step 3:** **Rs and RMs** share this latter document **at least 3 weeks** prior to the visit.
- **Step 4:** **R and RM** come to an **agreement** document outlining what objectives are set for each visit.
- **Step 5:** **RMs** understand the visitors' needs and aspirations and create a programme based on the document sent by **Rs under the guidance of KFPs**.
- **Step 6:** **RMs** provide a travel and accommodation guide and **organisational support** to the **Rs** as well a draft programme at least 1 week prior to the visit.
- **Step 7:** **Rs** prepare in detail questions or issues to be addressed and send feedback to the draft programme.
- **Step 8:** **Rs** explore staff and external **stakeholders** involved in the visits.

During the visits:

- **Step 1:** **RMs** describe clearly and thoroughly roles, responsibilities and working methods, and help **Rs** to explore new ways and options for working in **Rs** local situations.
- **Step 2:** **Rs** ask questions and explore new ideas, recommendations, and ways of working from the **RMs** to apply them in their local context. **Rs** will write a report and take pictures.
- **Step 3:** Use **social media** to disseminate the experiences in the visits. To this end, send the content and pictures to UNESCO during the visit itself or within 2-3 days after the visit so that it can be shared in the RURITAGE official social media.
- **Step 4:** **RMs and Rs** take advantage to learn from each other's experience and ask for recommendations to improve their own projects and ways of working.

After the visits:

- **Step 1:** **Rs** draw conclusions regarding the integration of experiences into the local context work.
- **Step 2:** **Rs** share their findings and ideas through bilateral meetings or a workshop.
- **Step 3:** **Rs and RMs** send a **short report** of the visit to the **RMs** and ICLEI and UNESCO within 2-3 weeks (see section 5.3), including information on what has been seen, personal learning points and possible ideas on how these could be transferred to their local context.

5.4.2 Mentoring Staff Visits

Mentoring Staff Visits in a Nutshell

Before the visits:

- **Step 1:** Agree upon a date
- **Step 2:** RMs understand the Rs' needs and aspirations using the needs assessment **survey** prepared by UNESCO and filled out by Rs.
- **Step 3:** **RMs and Rs** share this latter document **at least 3 weeks** prior to the visit.
- **Step 4:** Drawing up of RM-R **agreement** regarding the visit
- **Step 5:** RMs together with the Rs and KFP prepare a **programme of the visit** based on the needs of the Rs to be mentored.
- **Step 6:** **Rs** send **organisational support** to the RMs minimum 1 week prior to the visit.

During the visits:

- **Step 1:** **RMs** provide key ideas, clarify the main concepts, and propose an informed approach to the local R. These ideas should favour the R's emergence of locally grounded ideas rather than deliver ready-made solutions.
- **Step 2:** **Rs** ask questions and explore new ideas, recommendations and ways of working from the RMs to apply them in their local context.
- **Step 3:** Use **social media** to disseminate the experiences in the visits. To this end, send the content and pictures to UNESCO during the visit itself or within 2-3 days after the visit so that it can be shared in the RURITAGE official social media.

After the visits:

- **Step 1:** **RMs and Rs** send the **short report** to ICLEI and UNESCO and related KFPs within 2-3 weeks (see section 4.3), outlining their observations and conclusions from the visit.
- **Step 2:** **Rs** make use of this post-visit report when preparing their local roadmaps for future actions.

5.5 Template

5.5.1 Learning Staff Visit Report Template

For the ease and consistency of reporting, UNESCO, UNIBO and ICLEI developed a following template that included all elements.

*** Beginning of the Template ***


 RURITAGE
Heritage for Rural Regeneration

Learning Visit

Staff exchange visit report

1. Contact details and professional profiles

Please fill in the details below for every member of the Replicator and Role Model who will join the staff exchange visit.

1.1. Replicator

Replicator Staff 1

Name	
Gender	
Current occupation	
Educational background	
E-mail	
Phone number	
Short description of their expertise and involvement in your Replicator (max. 200 words)	

Replicator Staff 2

Name	
Gender	
Current occupation	
Educational background	
E-mail	
Phone number	
Short description of their expertise and involvement in your Replicator (max. 200 words)	

Replicator Staff 3 (optional)

Name	
Gender	
Current occupation	
Educational background	
E-mail	
Phone number	
Short description of their expertise and involvement in your Replicator (max. 200 words)	

Replicator Stakeholder Organisation 1

Name of the stakeholder organisation	
Short description of their expertise and involvement in the Replicator (max. 200 words)	

Replicator Stakeholder 2 (optional)

Name of the stakeholder organisation	
Short description of their expertise and involvement in the Replicator (max. 200 words)	

1.2. Role Model**Role Model Staff 1**

Name	
Gender	
Current occupation	
Educational background	
E-mail	
Phone number	
Short description of their expertise and involvement in your Role Model (max. 200 words)	

Role Model Staff 2

Name	
Gender	
Current occupation	
Educational background	
E-mail	
Phone number	
Short description of their expertise and involvement in your Role Model (max. 200 words)	

Role Model Staff 3 (optional)

Name	
Gender	
Current occupation	
Educational background	
E-mail	
Phone number	
Short description of their expertise and involvement in your Role Model (max. 200 words)	

2. Agreed upon aims of the visit

Based on the information on the Replicator and Role Model expectation forms, the Role Model and Replicator should come to an agreement regarding 4-5 particular good practice points and/or local challenges they aim to address during the visit of the Replicator to the Role Model or vice versa.

3. Schedule

3.1. Proposed dates for the visit

The visit should be 2-3 days.

3.2. Proposed schedule for the visit

In the schedule, it is advisable to include a moment on the first day of the visit, where the Role Model gives a detailed introduction to its community and area and also explains in detail the programme for the next days.

At the end of the visit, it will be good to have a couple of hours to discuss between the Replicator and Role Model the impressions of the last days and to have some time to address pertinent questions.

When developing the programme, please also indicate which local stakeholders (local authorities, local business owners, volunteers, citizens, etc.) will take part during different moments in the programme.

Day 1	Planned activity	Staff and/or stakeholders present
Morning	Introduction meeting to the Role Model and detailed overview of the programme for the next days	
Afternoon		
Day 2		
Morning		
Afternoon		
Day 3		
Morning		
Afternoon	Wrap-up session on what has been discussed the last days, also an opportunity to address pertinent last questions	

4. Outcomes of the visit

4.1. Main objectives to be addressed during this staff visit and deviations from the agreement that occurred during the visit

The main objectives should be similar to those established in the agreement between you and the Replicator/ Role Model. If there were deviations, please explain why. To be filled in together by Replicators and Role Models

4.2. Organisations/Institutions (especially mention the different stakeholders) Included in the Visit

List the names of the organisations of the different stakeholders you have met during your visit. To be filled in together by Replicators and Role Models

- Name of organisation
-

4.3. Learning Experience

To be filled in by Replicators

- Which specific good practices did you learn about during the learning visit?
- Which local challenges did the Role Model share and discuss with you? And which of your challenges did you discuss with them?
- Which different actions which have been implemented in the Role Model territory did you visit and discuss?
- What did you learn from the Role Model?
- Were your expectations met of this visit? What was good? What was missing?
- How will you use the knowledge you acquired during this visit in the future?

To be filled in by Role Models

- Which specific good practices did you address during the learning visit?
- Which local challenges did you share and discuss with the visiting Replicator? Which of their own challenges did the Replicator share with you?
- Which different actions which have been implemented in your territory did you visit and discuss with the visiting Replicator?
- What did you learn from the visiting Replicator?
- Were your expectations met of this visit? What was good? What was missing?
- How will you use the knowledge you acquired during this visit in the future?

4.4. Main take home message of the visit

Describe in 200 words or less the most important solution and/or suggestion that was given to you during this visit? To be filled in by Replicators and Role Models

4.5. Recommendations

- Based on your exchanges with the Replicator during the visit, do you have recommendations for them?
To be filled in by the Role Model

- *Based on your exchanges with the mentoring Role Model during the visit, do you have recommendations for them? To be filled in by the Replicators*

5. Annexes

- *Annex 1: detailed itinerary of the visit*
- *Annex 2: some pictures of the visit that nicely reflect the experience*

*** End of the Template ***

6. Knowledge transfer on-line Consultations

6.1 Adaptation to societal changes (related to COVID-19)

In early 2020 the COVID-19 pandemics stroked the world and impacted all aspects of RURITAGE implementation, including plans for travels and visits. This led to the postponement of RURITAGE staff exchange visits since March 2020 until March/April 2022. Within this period, a series of **on-line consultations** was introduced to partners an alternative to face-to-face interactions to **ensure continuous communication and knowledge transfer** between Role Models, Replicators and Knowledge Facilitating Partners.

These on-line consultations were based on needs of **Learning partners (RMs and Rs), in particular Replicators**, and focused on their immediate to mid-term needs for which priority were given to actions where support from **Mentoring partners (RMs and KFPs)** was urgently required. The basic framework of the online exchanges followed the Learning and Mentoring visit approach in that it granted a bilateral direct communication line and professional knowledge transfer and guidance based on the identification of needs and inputs.

6.2 General guidance

On-line knowledge exchange consultations were scheduled between Learning (Rs and RMs) and Mentoring (RMs and/or KFPs) partners. If relevant, main stakeholders from the local Learning hub were invited to participate in the consultations, and further RURITAGE RMs and Rs were welcome to join sessions as attendees. To guide RMs and Rs in the preparation, execution and follow-up of consultations, the following main steps are recommended to be taken before, during and after the online staff exchanges:

Before the consultation:

Step 0: Learning partner took initiative and **contacts via DRHH** or via email* Mentoring partner(s) searching for advice on a specific action(s). If Mentoring partner agrees that her/his expertise and RM actions could be helpful, together Learning and Mentoring partners start preparing **an on-line knowledge transfer consultation**.

Step 1: Learning partner start putting together material (might be in a form of a presentation or word document), where he recalls a summary of his Action plan and lists related issues (problems, opportunities, solutions, etc.) that s/he would like to discuss with the Mentoring partner.

Step 2: Based on information provided by the Learning partner, Mentoring partner(s) continue developing the presentation addressing the raised issues. Try to answer in the most precise manner to Learning partner questions about this action. You can base slides on your RM actions and/or complete with other examples. You may work together with your SIA KFP. You may also wish to **invite one of your stakeholders** to introduce their relevant experience.

Step 3: Learning partner **organizes the online consultation** and invites participants (RMs, Rs, KFPs, stakeholders) via on-line tool upon her/his choice.

During the consultation:

Step 1: On agreed date and based on the prepared materials, conduct the consultation based on main points of interest. We encourage for the most free and informal but productive setting.

Step 2: Learning partner retain main points of discussion and outcomes.

After the consultation:

Step 1: Learning partners finalize **main outcomes and conclusions** in a short report (word file or ppt slides) within 1 week after the consultation.

Step 2: The **report** is shared by the Learning partner (in pdf format) with all involved partners via e-mail* and/or as a post on DRHH under its local hub. Reports will be stored.

6.3 On-line Visit Report Template

For the ease and consistency of reporting, UNESCO, UNIBO and ICLEI developed a following template that included all elements.

*** Beginning of the Template ***



Knowledge Transfer on-line Consultation report

Please complete the report collectively, based on guidelines in grey. Then delete the guidelines in grey, save the report on SP under a relevant folder for your on-line consultation.

<i>Replicator involved: name of the organisation (number of R) + names of participating staff/stakeholders</i>	
<i>Role Model involved: name of the organisation (number of R) + names of participating staff/stakeholders</i>	
<i>add lines if more RMs & Rs were involved; if not - delete</i>	

<i>Date of the on-line consultation:</i>	
--	--

Main objectives addressed during the on-line consultation

One-two paragraphs about main objectives of the consultation, indicating related Rs actions. If several partners (Rs and RMs) are receiving consultation from the RM, please state the objective and related actions for each partner.

Agenda of the consultation

Discussion flow, including topics and presenters

Overall learning outcomes

One paragraph on the following questions:

- *Where objectives of the consultation achieved?*
- *Which different actions, that have been implemented in your territories, did you discuss?*
- *Which challenges did you share and discuss? Were there common challenges among involved Replicators and Role Models?*
- *What are main common solutions / ideas that came up from the discussion?*

Follow up actions

One-two paragraph about how would you use gained experience? What follow up actions have you foreseen ?

Take home message of the on-line consultation

Replicator : Name

Provide one-two paragraphs on up to 200 words on the most important solution and/or suggestion that was received during the on-line consultation.

Role Model: Name

Based on your exchanges with the Replicator during the on-line consultation, do you have recommendations for them? If several Rs were involved, please provide a feedback for each of them.

*** End of the Template ***

7. Overview of visits and consultations

To sum up, among the four years of RURITAGE, the Role Models and Replicators took part in 33 visits:

- 19 learning visits (Rs visiting RMs)
- 9 mentoring visits (RMs visiting Rs)
- 5 on-line visits

R / RM	Number of visits	Travel 1	Travel 2	Travel 3	Hosting 1	Hosting 2	On-line visit 1	On-line visit 2
R1 ARGE	4	RM2 Via Maria	RM1 Camino de Santiago		RM2 Via Maria	RM1 Camino de Santiago		
R2 MAGMA	4	RM13 WestBic	RM3 DARE Apulia		RM3 DARE Apulia (cancelled)		RM3 DARE Apulia	
R3 GEO-N	5	RM6 Lesvos Island	RM5 PIAM		RM6 Lesvos Island		R4 KIBLA RM7 Take Art	R4 KIBLA
R4 KIBLA	4	RM8 Visegrád			RM8 Visegrád		R3 GEO-N RM7 Take Art	R3 GEO-N
R5 CoApp	3	RM9 Psiloritis	RM9 Psiloritis RM10 Katla		RM9 Psiloritis RM10 Katla			
R6 IZM-DEM-IZTECH	2	RM12 Duero Douro			RM12 Duero Douro		RM13 WestBic	
RM1 Camino de Santiago	3	R1 ARGE			R1 ARGE	RM7 Take Art		
RM2 Via Maria	2	R1 ARGE			R1 ARGE			
RM3 DARE Apulia	5	RM4 Colombia Coffee Landscape	R2 MAGMA (cancelled)		R2 MAGMA	RM7 Take Art RM11 Austrått and Ørland landscapes	R2 MAGMA	
RM4 Colombia Coffee Landscape	1				RM3 DARE Apulia			
RM5 PIAM	1				R3 GEO-N			
RM6 Lesvos Island	2	R3 GEO-N			R3 GEO-N			
RM7 Take Art	2	RM1 Camino de Santiago					R3 GEO-N R4 KIBLA	
RM8 Visegrád	2	R4 KIBLA			R4 KIBLA			

To obtain feedback about the role of workshops and bilateral visits in the knowledge exchange process, a [questionnaire](#) was created in early June 2022. All 6 Replicators and 13 Role Models answered and shared overall feedback and an overview of their knowledge-exchange activities.

Among the 16 partners who participated in face-to-face bilateral visits, 8 partners estimated that these activities were “highly relevant” for the implementation of their actions during the project, and 7 answered that the visits were “very relevant” to them. 11 partners judged that this kind of activities stimulated them to further cooperation with their mentees/mentors.

On the other side, among the 10 respondents who participated in an online bilateral visit, 4 estimated that it was “highly relevant” for the implementation of their actions, while 5 answered that it very “relevant” and 1 only “relevant”.

Among their benefits, the bilateral visits permitted the **exchange of good practices** (83,3 %), a better **understanding of partners’ experiences** (83,3 %), a **bigger network** and more **trust** (77,8 %), and **interactions with different people** from different background (66,7 %, see figure 9). 2 participants described the bilateral visits as “inspirational”, and “brilliant”, as they “triggered new ideas and formats”.

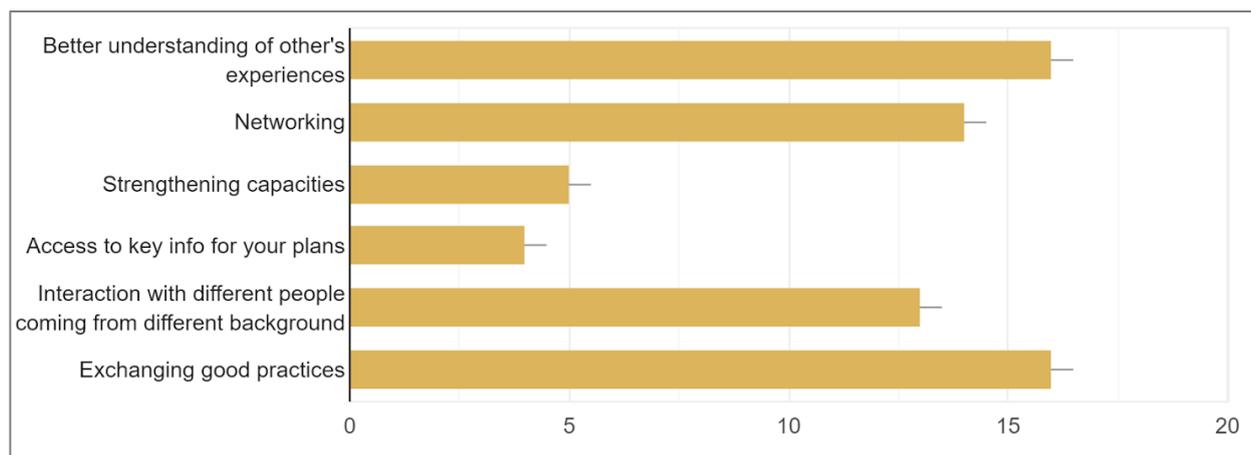


Figure 9: benefits of bilateral visits

Compared to the bilateral visits, 7 participants estimated that workshops were “highly relevant” to implement their action plan, and 9 judged that it was “very relevant”.

Knowledge exchange activities taught new skills to partners (figure 10), as they:

- Helped build a **stronger network** (84,2 %)
- Permitted access to **expert knowledge** (78,9 %)
- Shared **practical advice and best practices** (68,4 %)
- Transmitted **facilitation techniques** (36,8 %)

- Taught ways to **better engage stakeholders** (36,8 %)

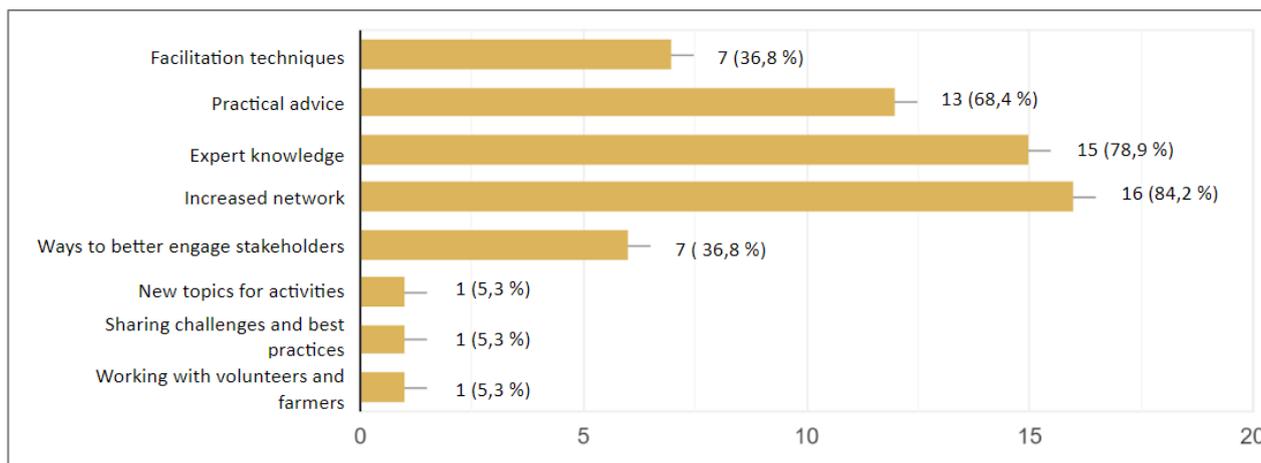


Figure 10: new skills learned thanks to the knowledge-exchange activities

Regarding the most important “take-aways”, respondents estimated that the knowledge-exchange activities (figure 11):

- Increased their **network** (77,8 %)
- Offered **fresh ideas and practical advice** to implement rural regeneration strategies (72,2 %)
- **Enhanced their knowledge** about rural regeneration (66,7 %)
- Facilitated **sharing their expertise and knowledge** with other partners (61,1 %)
- Had a format encouraging **interaction, discussion, and learning** (55,6 %)
- Built **trust and cooperation** between stakeholders (50 %)

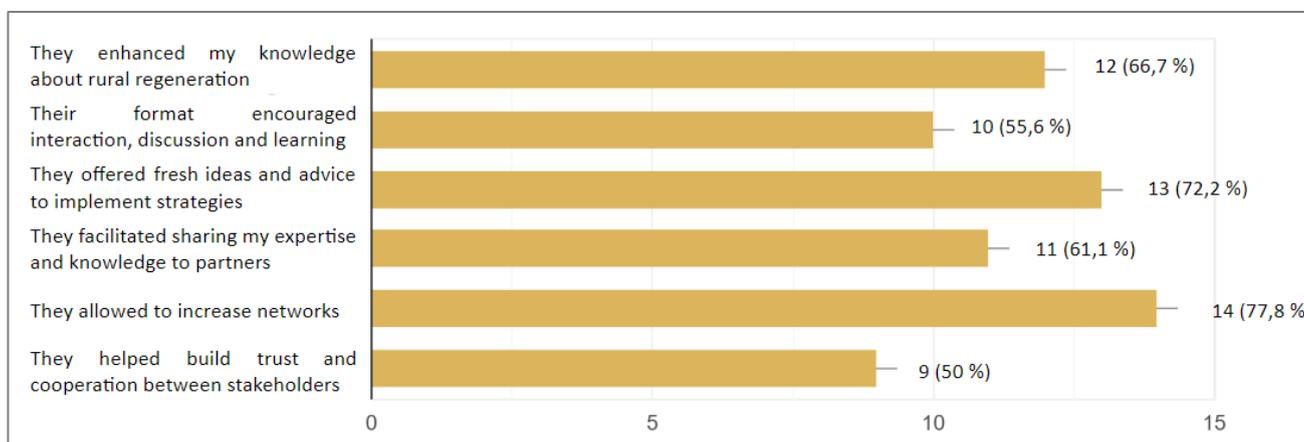


Figure 11: most important "take aways" of bilateral visits

Participants positively evaluated the role of the facilitators and organizers of the activities. They **clearly explained the objectives** of the knowledge-exchange, **sustained interest and participation**, and organized very well the activities, among which social moments such as social dinner and excursions. During these activities, respondents had plenty of networking moments (11 “strongly agree” and 7 “agree”), as the agendas were well-balanced between formal and informal communications (11 “strongly agree” and 7 “agree”). 18 participants agreed that they established a stronger professional and informal relation with the project’s partners.

When asked if they intended to continue working with RURITAGE partners after the end of the project, most respondents answered positively (94,7 %). To do so, they plan to first exchange online, through emails, social medias, and online meetings, before planning new face-to-face visits, either meeting at conferences or on new joint projects. Most respondents hope to have the opportunity to work on new common projects, exhibitions and **wish to further cooperation among the RURITAGE network**.

8. Annexes - Reports on bilateral knowledge transfer per partner

8.1. R1 (ARGE GK): Old traditions and modern world along the pilgrimage route to Hemmaberg (Austria & Slovenia)

Replicator 1 ARGE

Overview of visits

Type of Visit	Dates	Partners involved
Learning visit (R to RM)	10-12/10/2019	R1 - ARGE RM2 - Via Maria
	24-27/02/2020	R1 - ARGE RM1 - Camino de Santiago
Mentoring visit (RM to R)	26-27/08/2019	R1 - ARGE RM2 - Via Maria
	11-13/11/2019	R1 - ARGE RM1 - Camino de Santiago

*** Beginning of the Report 1 ***


 RURITAGE
Heritage for Rural Regeneration

Staff exchange visit report

Learning visit between ARGE – VIA MARIA

10-12/10/2019

1. Contact details and professional profiles

1.1. Replicator

Replicator Staff 1

<i>Name</i>	Mag. Antonia Weissenbacher
<i>Gender</i>	Female
<i>Current occupation</i>	Geopark guide, Project management
<i>Educational background</i>	Master's degree in Geography
<i>E-mail</i>	Antonia.weissenbacher@geopark-karawanken.at
<i>Phone number</i>	004366473204451
<i>Short description of their expertise and involvement in your Replicator</i>	
Hub coordinator – “German”	

Replicator Staff 2

<i>Name</i>	Dr. Darja Komar
<i>Gender</i>	Female
<i>Current occupation</i>	Project management
<i>Educational background</i>	PhD degree in Geology
<i>E-mail</i>	darja.komar@geopark.si
<i>Phone number</i>	+386 40 507 291
<i>Short description of their expertise and involvement in your Replicator</i>	
Hub coordinator – “Slovene”	

Replicator Stakeholder Organisation 1

<i>Name of the stakeholder organisation</i>	Bernhard Sadovnik
<i>Short description of their expertise and involvement in the Replicator</i>	

Mayor of the bilingual Municipality of Globasnitz/Globasnica
--

Replicator Stakeholder Organisation 2

<i>Name of the stakeholder organisation</i>	Uroš Grabner
<i>Short description of their expertise and involvement in the Replicator</i>	
Professional photographer, graphic designer	

1.2. Role Model

Role Model Staff 1

<i>Name</i>	Nagy-Ugrai Orsolya
<i>Gender</i>	Female
<i>Current occupation</i>	Project Manager
<i>Educational background</i>	BA Economics and Journalism, MA Communications
<i>E-mail</i>	nagyugraiorsolya@proeducatione.ro
<i>Phone number</i>	0040721507454
<i>Short description of their expertise and involvement in the Role Model</i>	
Project Manager and coordinator on PRO EDU side	

Role Model Staff 2

<i>Name</i>	Mag. Imre Krisztina Mariá
<i>Gender</i>	Female
<i>Current occupation</i>	Inspector – event organiser, Project Manager
<i>Educational background</i>	Master's degree in communication and PR
<i>E-mail</i>	imrekrisztina@judetulharghita.ro
<i>Phone number</i>	0040743-344241
<i>Short description of their expertise and involvement in the Role Model</i>	
Hub coordinator, Project Manager	

2. Agreed upon aims of the visit

1. Create a set of guided tours or organized travels tailored for different target groups
2. Expand the offer, promoting eco-tourism: link the pilgrimage route to other activities (outdoor sports, excursions, etc.)
3. Pilgrim's passport: a fidelity card to involve local business into the project and create news business opportunities
4. Improve services: eco-mobility, Wi-Fi connection, tourism services (hostels, bars, and restaurants), signals, maps, radio, etc.

3. Schedule

3.1. Proposed dates for the visit

The visit will take place from 10/10/2019 to 12/10/2019.

3.2. Proposed schedule for the visit

October 10 th	Planned activity	Staff/stakeholders present
10.00 – 11.00	Picking up the delegation members from Bucharest	Imre Krisztina Mária, HCC
14.00	Lunch	Imre Krisztina Mária, HCC
16.30 – 18.30	Bear watching near Tuşnad Băi	Imre Krisztina Mária, HCC, Molnár Sándor, Via Mariae Association (stakeholder)
20.00	Dinner at the Jakab Antal House in Şumuleu Ciuc (occupation of the accommodation)	Nagy Ugrai Orsolya, Péter Boglárka, Pro EDU, Molnár Sándor, Via Mariae Association (stakeholder), Via Mariae volunteers, Imre Krisztina Mária HCC
October 11 th		
9.00 – 14.00	Hiking trip on a short part of the Mária Út pilgrimage route, from Fügés Pass to Széphavas Mountain and to Ciherek Valley (approx. 12 kms).	Nagy-Ugrai Orsolya, Péter Boglárka, Pro Edu, Molnár Sándor, Via Mariae Association, Péterffy Ágnes, HCC
15.00	Lunch at the Jakab Antal House in Şumuleu Ciuc	Nagy-Ugrai Orsolya, Péter Boglárka, Pro Edu, Molnár Sándor,

		Via Mariae Association, Péterffy Ágnes, HCC
16.00 – 18.00	Resting time	
18.00 – 20.00	Attending the Mária Út conference (including dinner)	Nagy-Ugrai Orsolya, Péter Boglárka, Pro Edu, Molnár Sándor, Via Mariae Association, Péterffy Ágnes, Imre Krisztina Mária, Hosszú Emese, Farkas Enikő-HCC, Via Mariae stakeholders and volunteers
October 12th		
9.00 – 20.00	Mária Út conference (see annex 1)	Nagy-Ugrai Orsolya, Péter Boglárka, Pro Edu, Molnár Sándor, Via Mariae Association, Péterffy Ágnes, Imre Krisztina Mária, Hosszú Emese, HCC, Via Mariae stakeholders and volunteers
14.30 – 18.00	Common pilgrimage on the Şumuleu Mountain (6,4 kms – 3 hours)	Molnár Sándor, Via Mariae Association, Péterffy Ágnes, HCC, Nagy, Ugrai Orsolya, Pro Edu, other Via Mariae stakeholders and volunteers
20.00	Transfer for the delegation to Bucharest	HCC driver

4. Outcomes of the visit

4.1. Main objectives to be addressed during this staff visit

Create a set of guided tours or organized travels tailored for different target groups

Expand the offer, promoting eco-tourism: link the pilgrimage route to other activities (outdoor sports, excursions, etc.)

Pilgrim's passport: a fidelity card to involve local business into the project and create new business opportunities

Improve services: eco-mobility, Wi-Fi connection, tourism services (hostels, bars, and restaurants), signals, maps, radio, etc.

4.2. Organizations/Institutions Included in the Visit

- Harghita County Council
- Pro Education Association
- Jakab Antal House
- Via Mariae Transylvania Association
- Ministry of Tourism, Bucharest, Romania
- Alba Iulia Archdiocese
- Consulate General of Hungary in Miercurea Ciuc
- Franciscan Order of Transylvania
- City of Miercurea Ciuc

4.3. Learning Experience

- **Replicator's experience**

- *Which specific good practices did you learn about during the learning visit?*

The most interesting actions implemented by the Role model that we could replicate in our area, in special the combination of pilgrimage and other activities, like hiking, horse riding and biking.

When attending the IX. International Via Mariae Conference, we could participate at an international roundtable "Let's walk together in Europe!", listen to Pilgrim experience stories and attend common multilingual pilgrimage on Sumuleu Mountain.

- *Which local challenges did the Role Model share and discuss with you? And which of your challenges did you discuss with them?*

The main challenge in Romania is official transport – a rural area problem which affects our area too (in the

Geopark). They also have the problem that a lot of young people are moving away because of better jobs abroad.

- *Which different actions which have been implemented in the Role Model territory did you visit and discuss?*

We visited a short part of “Maria Út” pilgrimage route, from Fügés Pass to Széphavas mountain and to Ciherek Valley, where we experienced the feeling of being on a pilgrimage. We also visited the place where the Pope stayed on the first of June and made a very short pilgrimage up to there. During our hike we compared our different countries but found out that we actually want the same – a good quality in taking care of tourist/pilgrims.

- *What did you learn from the Role Model?*

Romanian colleagues are really very good with organizing big events – like Pentecostal pilgrimage, the visit of the Pope (1st June this year). We can learn a lot about how to do things like that from them.

The amount of volunteers in their entire work is amazing – that is what we can learn indeed and implement at our place.

Sitting together at a conference and listening to interesting presentations is one part – but the other is to get in touch. At the conference we had the chance to make fruitful exchanges with each of the participants. The dynamics of the conference, including experience stories of pilgrims and round tables gave us a clue that it needs a spirit behind the story. **AND THAT IS IT WHAT OUR ROMANIAN FRIENDS ARE REALLY GOOD AT – BRINGING THE SPIRIT TO LIFE! WE HAVE TO TRY TO DO IT IN A SIMILAR WAY!!!!**

We learned from the Role model also how to connect pilgrimage with other activities like hiking and biking, running and horse – riding, and this we will implement in our region.

- *Were your expectations met on this visit? What was good? What was missing?*

YES, our expectations were totally met by the visit. We are completely satisfied and also honored that we could present our Karavanke/Karawanken UNESCO Global Geopark and activities in the frame of RURITAGE project at their IX. International Via Mariae Conference. Everything was very well organized, we did not miss anything!

What we also think it was really good, is that our stakeholder - mayor Mr. Bernhard Sadovnik, who travelled with us, is the mayor of the bilingual municipality of Globasnitz/Globasnica, in Austria, where Slovene minority lives. Harghita is a county in the center of Romania, in eastern Transylvania, with the county seat at Miercurea Ciuc, where the Hungarian minority lives, so we also could exchange opinions concerning minorities, the school system, bilingualism, ...

Mr. Sadovnik was very fond of staying in a bilingual area in Romania and noticed several cultural parallels between the Austrian region and Romania. Mr. Sadovnik was very surprised to meet so many people speaking German too.

- *How will you use the knowledge you acquired during this visit in the future?*

In the frame of model action “Create a set of guided tours or organized travels tailored for different target groups” we will try to connect pilgrimage with hiking. Perhaps we also establish a marathon – like our partners do!

- **Role Model's experience**

- *Which specific good practices did you address during the learning visit?*

The main good practices we have addressed during the learning visit were:

- Expand the offer promoting eco tourism: link the pilgrimage route to other activities (outdoor sports, excursions etc.): we have showed them our attempts to involve locally specific activities to our pilgrimage offer
- Create a set of guided tours or organised travels, tailored for different targets: we have showed them our aim to boost the spiritual-religious life and activities at the Csíksomlyó pilgrimage site, to help pilgrims spend time wisely and qualitatively at the pilgrimage site (art exhibitions, ex. The Lord is Mercy in 2016, the ARS SACRA – week of sacral arts in Csíksomlyó with exhibitions, concerts, workshops etc.)

We have also talked about our Pilgrim's passport: a fidelity card to involve local business into the project and create new business opportunities: more than 600 booklets in the last 4 years, project can be extended to further local businesses.

- *Which local challenges did you share and discuss with the visiting Replicator? Which of their own challenges did the Replicator share with you?*

We have shared experience about our main challenges like depopulation and the aging of population, poor infrastructure and the difficulties that this represents for pilgrims arriving to our area (a problem shared also by the visiting Replicator), unemployment in the rural areas.

- *Which different actions which have been implemented in your territory did you visit and discuss with the visiting Replicator?*

We have taken our guest visitors on a pilgrimage to show them our route signs, Pilgrims' passport stamping at local councils and how an actual pilgrimage takes place on Via Mariae

- *What did you learn from the visiting Replicator?*

Among the many experiences shared I would highlight that we learned a lot about what the expectations, interests of pilgrims that come from abroad are, e.g., the high interest in the natural treasures (wildlife, bears) and also, we shared experience of our multilingual background (Harghita county being inhabited by Hungarians, the largest minority group in Romania).

- *Were your expectations met on this visit? What was good? What was missing?*

Our expectations were completely met, it was a wonderful experience hosting our partners for Karawanken-

Karawanke Geopark and we are grateful that they have chosen us for the bilateral knowledge transfer visit.

- *How will you use the knowledge you acquired during this visit in the future?*

We were able to use the knowledge in the tailoring of our pilgrimage offer and also received feedback, suggestions and encouragement for our good practices, ideas and plans from our partners.

4.4. Main take home message of the visit

- ***Replicator's message***

We met different people at the IX International Via Mariae Conference who were really fighting for their ideas – they gave us the feeling also to fight for our visions. While talking to different participants at the conference we were told that our area is very special, we have an old history and ancient traces – we should make something out of these treasures.

- ***Role Model's message***

We hope we could offer our partner in these couple of days a glimpse of what the Via Mariae spirit means, how we work to continuously improve our routes, what our pilgrimage traditions and heritage has offered to our area, and the plus that Via Mariae can offer in comparison to our pilgrimage routes in Europe (wildlife, remote rural areas etc).

4.5. Recommendations

- ***Based on your exchanges with the mentoring Role Model during the visit, do you have recommendations for them?***

Just keep going doing your job as good as you do it now. Whenever you are planning or doing something we felt that your heart was included – that is what we are taking home and are recommending to everybody to work like this!

- ***Based on your exchanges with the Replicator during the visit, do you have recommendations for them?***

Their rich pilgrimage heritage is a real treasure and we recommend them to use it to revive their pilgrimage route and attract even more visitors to their territory, just as we did with our pilgrimage heritage here at Csiksomlyo.

5. Annexes

- Annex 1: *Detailed agenda of the Mária Út conference*

Friday, October 11th	At: Jakab Antal House, Sumuleu Ciuc, Room A
17.00 – 18.00	Registration
18.00 – 18.30	Opening ceremony of the conference - Greetings
18.30 – 18.40	Expose: Arsene Octavian – Ministry of Tourism, Bucharest, Romania
18.40 – 19.45	Interactive introduction: 'Let's walk together!'
20.00 – 22.00	Dinner, getting to know each other
Saturday, October 12th	At: Jakab Antal House, Sumuleu Ciuc, Room A
7.30 – 8.30	Mass at Şumuleu Ciuc church
8.30 – 9.00	Breakfast
9.00 – 9.40	International roundtable: 'Let's walk together in Europe!' – presentation by the participants (PPT presentation about the Hemma pilgrimage route and the Geopark)
9.40 – 10.00	Coffee break
10.00 – 10.40	Pilgrim experiences stories
10.40 – 11.00	Coffee break
11.00 – 11.40	National roundtable: 'Let's walk together in Romania!' with moderator Arsene Octavian
11.40 – 12.00	Coffee break
12.00 – 12.45	Role Model Via Mariae Transylvania
13.00 – 14.30	Lunch Break
14.30 – 18.00	Common multilingual pilgrimage on Şumuleu Mountain
18.30 – 22.00	Dinner
Sunday, October 13th	At: Jakab Antal House, Sumuleu Ciuc, Caritas
7.30	Breakfast
8.00 – 9.00	Mass at Sumuleu Ciuc church
9.00 – 13.00	Via Mariae: workshop (reports from 2019, tasks and targets for 2020)
13.00	Lunch
14.00	Traveling home

- *Annex 2: Detailed itinerary from Nagy- Ugrai Orsolya and Imre Krisztina*

Our partners from UNESCO Global Geopark Karawanken- Karavanke from the Austrian-Slovenian border and the mayor of Globasnitz was hosted by Harghita County Council and the Pro Edu Association between 10-12th October within the framework of the Ruritage project. During the three-day visit, the partners had the opportunity to get to know the different sections of the Mary's Way and attend the IX. International Mary's Way Conference.

The highlight of the first day was the bear watching in Tusnad, followed by an official welcome dinner at the Jakab Antal House in Csíksomlyó. The second day of the visit started off with a longer pilgrimage to the Gyimes region: from the Fügés Pass through the Széphavas Mountain to the Ciherek Valley, the guests had a beautiful view and experienced what it is like to go on a pilgrimage in the countryside and take a themed guided tour. They saw signs along the way and sacred religious sites. The pilgrimage ended with a visit to the Csíksomlyó church, the destination of the Via Mariae pilgrimage route. During the second half of the day, the members of the delegation attended the 9th Mary's Way Conference where they had the chance to learn about several of the country's most important pilgrimage and thematic routes.

On the last day of the visit and the second day of the conference, Dr. Darja Komar, geologist of the Karavanke / Karawanken UNESCO Geopark, gave a presentation about the formation, day-to-day life, and activities of the geopark. Antonia Weisenbacher, guide of the geopark spoke about the Hemma pilgrimage route which has recently been forgotten and many are unaware of its existence. Guests from the Austrian-Slovenian border participated actively in the roundtable of the conference, where they discussed the present and future of the Romanian thematic and pilgrimage routes with professionals and enthusiastic volunteers. The final moment of the conference and the exchange of experiences was a short pilgrimage around the Somlyó Mountain, led by Sándor Molnár, president of the Mary's Way Association. They also visited the Three Hill Altar on the Saddle, a place where hundreds of thousands of people gather year after year to celebrate Pentecost.

The visit ended with a short tour of the centre of Miercurea Ciuc, the county residence of our RM territory, Harghita county.

- Annex 3: Pictures of the visit





*** End of the Report 1 ***

*** Beginning of the Report 2 ***


 RURITAGE
Heritage for Rural Regeneration

Staff exchange visit report

Learning visit between ARGE – CAMINO DE SANTIAGO

24-27/02/2020

1. Contact details and professional profiles

1.1. Replicator

Replicator Staff 1

<i>Name</i>	Mag. Antonia Weissenbacher
<i>Gender</i>	Female
<i>Current occupation</i>	Geopark guide, Project management
<i>Educational background</i>	Master's degree in Geography
<i>E-mail</i>	Antonia.weissenbacher@geopark-karawanken.at
<i>Phone number</i>	004366473204451
<i>Short description of their expertise and involvement in your Replicator</i>	
Hub coordinator – “German”	

Replicator Staff 2

<i>Name</i>	Danijela Modrej
<i>Gender</i>	Female
<i>Current occupation</i>	Project management
<i>Educational background</i>	University Degree in Economics (Bachelor of Economics)
<i>E-mail</i>	office@geopark-karawanken.at
<i>Phone number</i>	+434238823915
<i>Short description of their expertise and involvement in your Replicator</i>	
Project Manager	

Replicator Stakeholder Organisation 1

<i>Name of the stakeholder organisation</i>	Bernhard Sadovnik
<i>Short description of their expertise and involvement in the Replicator</i>	
Mayor of the bilingual Municipality of Globasnitz/Globasnica	

Replicator Stakeholder 2

<i>Name of the stakeholder organisation</i>	Gerhard Visotschnig
<i>Short description of their expertise and involvement in the Replicator</i>	
Mayor of the Municipality of Neuhaus/Suha	

1.2. Role Model

- **FSMLRPH: Host**

Role Model Staff 1

<i>Name</i>	Joaquín García Álvarez
<i>Gender</i>	Male
<i>Current occupation</i>	Architect, conservation area
<i>Educational background</i>	Architect
<i>E-mail</i>	cvalle@santamarialareal.org
<i>Phone number</i>	+0034 646086345
<i>Short description of their expertise and involvement in the Role Model</i>	
Heritage specialist, with deep knowledge of the interactions between heritage and society Hub coordinator	

Role Model Staff 2

<i>Name</i>	Paula Conte García
<i>Gender</i>	Female
<i>Current occupation</i>	Project Office manager
<i>Educational background</i>	University degree
<i>E-mail</i>	pconte@santamarialareal.org
<i>Phone number</i>	
<i>Short description of their expertise and involvement in the Role Model</i>	
Project manager	

- **VIA MARIA: visitor**

Role Model Staff 1

<i>Name</i>	Hosszú Emese
<i>Gender</i>	Female

<i>Current occupation</i>	Project team member on behalf of Harghita County Council
<i>Educational background</i>	University degree
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<i>Short description of their expertise and involvement in the Role Model</i>	
Participation in the implementation of the Ruritage project activities	

Role Model Staff 2

<i>Name</i>	Nistor Maria Angela
<i>Gender</i>	Female
<i>Current occupation</i>	Project team member on behalf of Harghita County Council
<i>Educational background</i>	University degree
<i>E-mail</i>	nistormaria@hargitamegye.ro
<i>Phone number</i>	0040-266-207700
<i>Short description of their expertise and involvement in the Role Model</i>	
Participation in the implementation of the Ruritage project activities	

Role Model Staff 3

<i>Name</i>	Kopacz Réka
<i>Gender</i>	Female
<i>Current occupation</i>	Project team member on behalf of Harghita County Council
<i>Educational background</i>	University degree
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<i>Phone number</i>	0040-745-424366
<i>Short description of their expertise and involvement in the Role Model</i>	
Participation in the implementation of the Ruritage project activities	

Role Model Staff 4

<i>Name</i>	Molnár Sándor
<i>Gender</i>	Male
<i>Current occupation</i>	Project team member on behalf of ProEdu
<i>Educational background</i>	University degree
<i>E-mail</i>	molnar.sandor@mariaut.ro
<i>Phone number</i>	0040-730-711745
<i>Short description of their expertise and involvement in the Role Model</i>	
Participation in the implementation of the Ruritage project activities	

- **VISEGRAD: visitor**

Role Model Staff 1

<i>Name</i>	Dénes Eöry
<i>Gender</i>	Male
<i>Current occupation</i>	Mayor of Visegrád
<i>Educational background</i>	University degree, agricultural engineer
<i>E-mail</i>	polgarmester@visegrad.hu
<i>Phone number</i>	+36 70 376 1704
<i>Short description of their expertise and involvement in the Role Model</i>	
As Mayor of Visegrád, together with the representatives of the municipality, he is responsible for the management and sustainable development of the town. For more than two decades, he has been leading manager of the bottling plant of Visegrád Mineral Water.	

Role Model Staff 2

<i>Name</i>	András Cseke
<i>Gender</i>	Male
<i>Current occupation</i>	History teacher
<i>Educational background</i>	University degree
<i>E-mail</i>	karsa555@gmail.hu
<i>Phone number</i>	+36 20 244 7899
<i>Short description of their expertise and involvement in the Role Model</i>	
State member of the RURITAGE Project, active participant of several medieval events in Hungary and abroad	

- **ÉMI Nonprofit Llc. (representing Visegrád): visitor**

Role Model Staff 1

<i>Name</i>	Dr. Károly Matolcsy
<i>Gender</i>	Male
<i>Current occupation</i>	International Chief Research Officer
<i>Educational background</i>	University degree: architect
<i>E-mail</i>	kmatolcsy@emi.hu
<i>Phone number</i>	+36 30 966 0951
<i>Short description of their expertise and involvement in the Role Model</i>	
Hub coordinator	

- **Knowledge Facilitator Partner (KFP)**

ACIR – KFP Pilgrimage Staff 1

<i>Name</i>	Cathy Andrieu
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<i>Gender</i>	Female
<i>Current occupation</i>	European Projects Manager
<i>Educational background</i>	Master's degree in international and Economic Affairs
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<i>Phone number</i>	+0033 532 669 867
<i>Short description of their expertise and involvement</i>	
Fundraising specialist, management and engineering of European projects	

2. Agreed upon aims of the visit

1. Digitalization of the pilgrimage through websites, GIS maps, apps, etc.
2. Protection and renovation of cultural and natural points
3. Creation of a set of guided tours organized travels tailored for different target groups
4. Creation of a set of tourist packs composed by food, arts, and naturalistic related activities
5. Develop Heritage Innovation

3. Schedule

3.1. Proposed dates for the visit

The visit will take place in the week between 24/02/2020 and 27/02/2020.

3.2. Proposed schedule for the visit

February 24th	Planned activity	Staff/stakeholders present
<i>Evening</i>	Arrival and accommodation, dinner	
February 25th		
<i>Morning</i>	Travel to Castrojeriz Meet with representatives of the local Government, visit San Juan Church Lunch with stakeholders and debate	Mayor Beatriz Francés, Manager of the Adeco Camino Local Action Group Ángel Manso, Former President of the Local Action Group Adeco Camino Eduardo Francés
<i>Afternoon</i>	Visit to the Castle / Ruins of San Antón Social dinner at Villacazar de Sirga	President of the association Hospital de Peregrinos de San Antón Ovidio Campo, Parish priest Nacho, Mayor Moisés Payo
February 26th		
<i>Morning</i>	Meet with representatives of Carrión de los Condes Meet with local stakeholders and visit CDR Visit the Monasterio de San Zoilo	Mayor José Manuel Otero, Councillor for Tourism and Culture Lucía Miguel, Tourism Technician Virginia Arranz, Local businessman Marta, Representative of Medgon Passivhaus, Hotel manager José Antonio Perrino
<i>Afternoon</i>	Travel to Sahagún for lunch with local authorities and stakeholders Visit to la Peregrina, San Lorenzo y San Tirso Dinner at Carrión	Councillor for Heritage Alejandro García, Galleta Sahagún de hierro de Sahagún, Bodegas y viñedos Casis de Gordaliza del Pino, El bombón de queso “Qessin” de Joara, Morcilla de Villada
February 27th	Departure	

4. Outcomes of the visit

4.1. Main objectives to be addressed during this staff visit

1. Digitalization of the pilgrimage through websites, GIS maps, apps, etc.
2. Protection and renovation of cultural and natural points
3. Creation of a set of guided tours organized travels tailored for different target groups
4. Creation of a set of tourist packs composed by food, arts, and naturalistic related activities
5. Develop Heritage Innovation

4.2. Organizations/Institutions/Stakeholders Included in the Visit

- Castrojeriz City Hall
- Adeco Camino
- Priest parish of Castrojeriz
- El Mesón de Castrojeriz
- Asociación Hospital de Peregrinos de San Antón
- Carrión de los Condes City Hall
- CDR Carrión de los Condes
- La despensa de Marta
- Medgon Passivhaus
- Sahagún City Hall
- Galleta Sahagún de hierro de Sahagún
- Bodegas y viñedos Casis de Gordaliza del Pino
- El bombón de queso “Qessin” de Joara
- Morcilla De Villada de Villada

4.3. Learning Experience

- ***From the Replicator***

- *Which specific good practices did you learn about during the learning visit?*

They provide free shelters for pilgrims – There is an organization along the Camino with 600 members who offer free shelter, dinner, and breakfast for pilgrims.

We got to know a lady who is running a shop next to the Camino and concentrating on the needs of pilgrims selling small packages of food, especially for them.

We also experienced a very interesting, guided tour through a digital application with a tablet which illustrates a good example/practice of the digitalization of the pilgrimage place. This experience was also important for our

organization because we will create a digital solution, presenting the pilgrimage route and the entire Geopark for different target groups and people with different interests.

- *Which local challenges did the Role Model share and discuss with you? And which of your challenges did you discuss with them?*

The main challenge in this area of Spain is migration of young people from small villages to towns. The challenge is also to record statistics, more exactly the number of “real” pilgrims who walk the entire pilgrimage route because there are three kinds of visitors/hikers: “real” pilgrims; pilgrims and tourists and some of them do not walk the entire route of Camino de Santiago in Spain. For the near future they also predict to include English language in all information boards and printed materials, as now English is not always included. Furthermore, we discussed also that our Geopark also has similar challenges in how to record statistics of tourist/pilgrims and how to handle and adapt to the arrival of a large number of pilgrims to our area.

- *Which different actions which have been implemented in the Role Model territory did you visit and discuss?*

We visited a short part of the “Camino de Santiago” pilgrimage route, from Carrión de los Condes to Villacazar de Sirga, where we experienced the feeling of being on a pilgrimage. We also visited important places (monasteries, churches, center for rural development, municipalities) and had meetings with local representatives and stakeholders to get an insight how their pilgrimage route is managed and most important to share experiences. We also met with local producers – tasting local products. We learned how they cooperate with local producers and how to connect pilgrimage with local food and local producers.

Besides, we also visited the Monastery Iglesia de la Peregrina (Sahagun) where we experienced a very interesting, guided tour through a digital application with a tablet which illustrates a good example/practice of the digitalization of the pilgrimage place.

- *What did you learn from the Role Model?*

The engagement of the Foundation Santa Maria La Real concerning the restauration and revitalization of roman buildings is amazing. The restored buildings give us an idea how amazing people worked in former times!

- *Were your expectations met on this visit? What was good? What was missing?*

YES, our expectations were totally met by the visit. We are completely satisfied and the learning visit was very well organized, we did not miss anything! We got detailed insight into how Camino de Santiago pilgrimage route (meetings with representatives, stakeholders, local producers, etc.) is managed and what led them to succeed. In our opinion, the pilgrimage route Camino de Santiago represents a very good practice of pilgrimage and local people engagement and commitment.

- *How will you use the knowledge you acquired during this visit in the future?*

We will try to transform some single ideas to our area. Concerning the App we experienced for example – in Sahagun, it might be an interesting solution to have a 3D Model in digital form of our buildings on Hemmaberg so we could use this for visitors.

The idea of presenting local food during dinner is a really effective idea – it brings together producer and consumer and gives the possibility to start off discussions from the very first beginning.

- ***From the Role Model***

The Way is an important source of development. The relationship of the villagers with the pilgrims and the tourists is very good and there is a great feeling of hospitality. The Way is not the only source of income for the Town Hall, which comes from a large percentage of the wind farms. The Way has room for different types of pilgrims, both those who make the way in their vision more spiritual, and those who seek a more leisure and cultural experience. The Way is hospitality and attention to the pilgrim and the visitor.

The establishment of policies for the conservation and recovery of monuments contributes to preserving the identity of the place and the route. Need for institutional support for the restoration of the monuments and that the Way Perhaps the most important thing is that the Way arises from a very powerful idea and will and that from their development is generated, not the contrary.

The Way is also a Sacrifice. It is possible to develop non-profit models that forge the identity of the Way. The communities that make this type of journey forge ties that last a lifetime and are part of the identity of the Way. There are important economic and social differences between villages that the route passes through and others in the same environment that it does not pass through. It is necessary to identify the profile of the pilgrim and offer what he demands, not what the managers or agents think he demands.

The diversification of activity must be a strategy in local development. The Way is a reference but not the only means of generating development. The commitment to the recovery of the local tradition in a contemporary key can be a way of efficient and sustainable development that also achieves the involvement of the population. The integration of fragile groups through this tradition offers the possibility of better inclusion in society.

The Way, promoted by the Benedictine order, is the precursor of this idea of Europe that we are living in right now. It is necessary to bring knowledge and wisdom to the heritage to continue spreading the message of unity, hospitality and sacrifice that the Way implies support for local producers is essential to achieve a cohesive social fabric.

4.4. Main take home message of the visit

- ***Replicator's message***

The Camino is the main heart of the region that manages with his strong beat to keep the towns and villages alive and even bring young people, who already left their homearea back. The inhabitants understand the great effort

they have just of the excitement of this route. This example gives hope that any region can develop positively in case people are committed with what they are believing in.

- ***Role Model's message***

The celebration of events can be an interesting way to mitigate the loss of pilgrims that occurs in the section of Castilla y León.

4.5. Recommendations

- ***Based on your exchanges with the mentoring Role Model during the visit, do you have recommendations for them?***

Our opinion is that the Camino de Santiago pilgrimage route is very well managed. To sum up we can say that all of them, also inhabitants, local and regional representatives, local producers co-create the success of the Camino de Santiago – it is a way of life that is anchored in their hearts! This example gives hope that any region can develop positively in case people are committed to what they believe in.

Our recommendation: during the learning visit we had an idea on how to record statistics of pilgrims/tourists. Pilgrims get this pilgrims passport in which they collect stamps from all the pilgrimage locations along the route. These passports could be upgraded with chips (which are used for ski-cards); small machines should be installed in each village/town through which the pilgrimage route runs. Pilgrims should only briefly attach a card to the machine to record their visit. Tourist cards with chips should also be available to record their visits to individual important locations.



- ***Based on your exchanges with the Replicator during the visit, do you have recommendations for them?***

It is important to have a strong idea around which to build a discourse that allows the involvement of local people in the sustainable growth of their communities. The idea is nourished by local tradition and is updated to the current times to achieve sustainable development.

On the other hand, when working with an element that has already been collected, it is important to know data about the number and profiles of the pilgrims to improve both the attention to the user and the return to society.

5. Annexes

- Annex 1: *Detailed itinerary of the visit*

February 24th	Planned activity
18.45	Visit to Aguilar de Campoo Fundación Santa María Headquarters (for those who arrive to Santander and Valladolid)
19.45	Departure to Carrión de los Condes
20.30	Arrival and accommodation
21.15	Dinner
February 25th	
9.00	Travel to Castrojeriz
9.45	Meet with representatives of the local Government
10.30	Meet with representatives of ADECO Camino, Feder Funds Manager
11.15	Visit to San Juan Church, Iacobeus and Colegiata
13.30	Lunch at Castrojeriz, coffee at Stakeholders' hotel and debate
15.45	Visit to the Castle / Ruins of San Antón
16.30	Travel back to Carrión
17.15	Walking from Carrión de los Condes to Villacazar de Sirga
20.00	Social Dinner at Villacazar de Sirga
22.00	Return by bus to Carrión de los Condes
February 26th	
9.00	Meet with representatives of Carrión de los Condes
10.00	Visit to CDR Carrión de los Condes, meet with local stakeholders
11.00	Visit to Monasterio de San Zoilo, others
13.00	Travel to Sahagún
13.45	Lunch and meeting with local authorities and local stakeholders
15.15	Visit to la Peregrina, San Lorenzo y San Tirso
19.30	Return to Carrión
20.00	Dinner
February 27th	Departure

24th February 2020

Visit to the headquarters of the Fundación Santa María la Real del Patrimonio Histórico in Aguilar de Campoo,

where the origin of the institution and the current organization are told, as well as some of the most relevant projects.

Arrival at the hotel where most of the members of the expedition are staying.

We have a first contact in an informal dinner where we all meet. This dinner is a meeting point where we have a first impression of our fellow travellers.

A brief explanation of the agenda is given and the departure time to Castrojeriz is proposed. We travel in two vehicles. A 9-seater van from the FSMRPH and a rented vehicle from one of the members.

25th February 2020

We left on time for Castrojeriz where the Mayor, Beatriz Francés and the Manager of the Adeco Camino Local Action Group, Ángel Manso, are waiting for us.

In the plenary room, a brief introduction of the members who have come to visit us and the reason for the visit is made by the RM. In short, to generate development through heritage by means of the mutual exchange of experiences.

Later Beatriz Francés presents the town of Castrojeriz and briefly explains the influence that the Way has had and still has on the development of the town.

Afterwards, Ángel makes a presentation on the activities developed by the Adeco Camino Local Action Group, of which he is the manager, and emphasizes the importance of ensuring that the benefits of the Way extend to the territory, beyond the physical limits of the route. They work on a regional basis but have the Way as one of the fundamental axes of development.

After the presentation, an interesting question session opens in which our guests ask numerous questions focused on understanding the territorial model, how it is structured, number of inhabitants, productive economy, and sources of financing.

They also ask about the relationship between the pilgrims and the villagers, how the budget is distributed, how the emergency services are organised and other day-to-day issues in the management of a municipality.

It also asks about the number of pilgrims and how the counting is done. Regarding the number of pilgrims, the answers led to what is a constant in the management of the Way. There are some objective numbers that refer to the number of overnight stays. However, the exact number of people who pass through Castrojeriz is not counted because not everyone who passes stays overnight.

Conclusions: The Way is an important source of development that ensures that, for example, there is no unemployment in the village. The relationship of the villagers with the pilgrims and the tourists is very good and there is a great feeling of hospitality. The Way is not the only source of income for the Town Hall, which comes from a large percentage of the wind farms.

After the visit to the Town Hall, we go to the Church of San Juan, where we are received by the parish priest and Eduardo Francés, former President of the Local Action Group Adeco Camino. Eduardo Francés gives us a historical

introduction to the village and the importance it had in the time of the wool trade, which generated a very strong link with Flanders, where many works of art were commissioned, including a unique set of tapestries.

After the visit to San Juan, we went to the Church of Santo Domingo, where the Town Hall manages the Pilgrim's Interpretation Centre. There is a video mapping of the church's vaults that explains the origin of the Way in several languages. The installation has different spaces where to watch videos or interact with materials and offers a very complete perspective of the meaning of the pilgrim for the Way.

After a short walk on the outskirts of the town we go to the restaurant where we are served a typical dish of the area. The owner of the restaurant, Eduardo Francés, offers us a coffee in a hotel he also owns and tells us about his business experience on the Way. This person was also the mayor of Castrojeriz and at the same time he managed the construction of a free hostel for pilgrims, he built his hotel for another kind of traveller. Once again, the most interesting part is the question time where our guests interact with interest, especially trying to understand the profile of the pilgrim.

Conclusions: two key issues are stressed. The Way has room for different types of pilgrims, both those who make the way in their vision more spiritual, and those who seek a more leisure and cultural experience. Once again, the Way is hospitality and attention to the pilgrim and the visitor. On the other hand, the establishment of policies for the conservation and recovery of monuments contributes to preserving the identity of the place and the route. Furthermore, perhaps the most important thing is that the Way arises from a very powerful idea and will and that from there development is generated, not the contrary.

After the coffee we go to the vehicles and visit the Ruins of the Convent of San Anton. There we are received by Ovidio Campo, president of the association Hospital de Peregrinos de San Antón. It is a different experience since it starts with a private non-profit initiative that aims to preserve the remains of the Hospital by preserving the essential characteristics of the pilgrimage. They have a hostel for twelve people, with no electricity or hot water and where they serve free breakfast and dinner. The expenses it generates are few, but they exist, the rent to the owner of the property, the civil responsibility insurance and other small expenses.

The ruins have been the object of a work by students from the school of architecture of Valladolid in which they propose different solutions for the restoration and management of the monument.

Conclusions: this is where it is most evident that the Way is also a Sacrifice. It is possible to develop non-profit models that forge the identity of the Way. The communities that make this type of journey forge ties that last a lifetime and are part of the identity of the Way. In order to move the project forward, significant institutional support was required for the consolidation and restoration of the ruin.

We say goodbye to Ovidio and go back to Carrión de los Condes from where we start our way to Villalcázar de Sirga, in a section of the Way of Saint James. The route of 6 km is made through fields of Castile. The atmosphere is festive and relaxed, and our guests can appreciate the serenity and amplitude of the landscape around them. During the walk we talk about the challenges and difficulties of this section, especially because it is usually jumped by those who are not pilgrims because of its apparent harshness. The weather is cold but clear.

Once in Villalcázar de Sirga, we are welcomed in the Church of Santa María la Blanca by Nacho the parish priest and Moisés Payo, the mayor of the town. They show us the church and then we go to the Cultural Centre where we have a table prepared to hold a small debate and above all, heating. There we talk again about the territorial model and how it influences the small villages. The members are very impressed by the small number of

inhabitants (172). Our guests talk about the connection of the inhabitants with the pilgrim, telling us that it is positive, and that the road is in large part a support for the local economy.

Conclusions: once again the question arises of the need for institutional support for the restoration of the monuments and that the Way in this area is limited to the route. There are important economic and social differences between villages that the route passes through and others in the same environment that it does not pass through.

Dinner is held at the Mesón de Villalcázar and we are served local products from the area. It takes place in a festive and confident atmosphere. After dinner a bus takes us back to Carrión de los Condes.

26th February 2020

We left the hotel where we stayed for the Town Hall of Carrión de los Condes. There the Mayor, José Manuel Otero, the Councillor for Tourism and Culture, Lucía Miguel the Tourism Technician, Virginia Arranz and two local agents are waiting for us.

After making a brief presentation of the Ruritage project, the mayor welcomes us and talks about the relationship between Carrión and the Camino and introduces the Carrión Friendly initiative, based on the development of 12 commitments to improve the future of the town and its visitors, which is then developed by the councillor for Culture and Tourism. They tell us about a training initiative, which gave basic English classes so that the locals could interact with the pilgrims, because in the end it is the people who are on the street.

They introduce us to two local businessmen, Marta, who opened a shop of gourmet products, trying to offer a specialized attention to tourists and pilgrims, who transmitted to them their vision of what the Way offered and the opportunity to provide a better service adapting to the different types of pilgrims. He set up his business after interviewing many of them to try to identify their needs.

Later, a representative of Medgon Passivhaus tells us about his experience in sustainable construction. It is a company of 28 employees, who are committed to innovation and who are based in the rural environment.

Conclusions: It is necessary to identify the profile of the pilgrim and offer what he demands, not what the managers or agents think he demands. The diversification of activity must be a strategy in local development. The Way is a reference but not the only means of generating development.

Immediately afterwards we visited the Rural Development Center of Carrión de los Condes where Auxiliadora Delgado offered us a very stimulating view of her activity. They work fundamentally with fragile groups, seeking their integration into the community through different programs, many of them based on the recovery of local traditions revised in an innovative way. CDR receives national grants in concurrence with other NGOs. Among the programmes it promotes is the creation of a seed bank to guarantee food sovereignty of the people, within a network of municipalities that are involved in the same task. Another project is the repopulation of a nearby, semi-abandoned village with sustainable construction, through building on modernised and improved land, in Amayuelas. In addition, a dining room was created for pilgrims with the idea of offering exclusively local and seasonal products from the nearby vegetable gardens.

Conclusions: The commitment to the recovery of the local tradition in a contemporary key can be a way of efficient

and sustainable development that also achieves the involvement of the population. The integration of fragile groups through this tradition offers the possibility of better inclusion in society.

We then went to the Monastery of San Zoilo, Hub of the Ruritage project, which is also the hotel where most of the members of the expedition stayed. There, José Antonio Perrino, the hotel manager, tells us about the origin of the monastery and how it ended up becoming an accommodation. The help of the administration was decisive at first, but later the income derived from the hotel activity itself determined the possibility of researching and improving the knowledge that we have of the building and therefore of its installations. In this sense, the monument is alive, and research continues its past to offer it to society in general.

We visited the church, where a small sample of the digitalization projects to be promoted to show the monastery by means of virtual reality is being carried out. In the church we also visited the 10th century textiles, unique heritage elements of their kind.

Another of the monastery's landmarks, besides being the headquarters of the Association of Friends of the Camino and the Tourist Information Centre, is the Camino Library, where the texts published about the route are collected, as well as travel diaries of the pilgrims who kindly lend copies or even originals to be kept by the library.

Conclusions: The Way, promoted by the Benedictine order is the precursor of this idea of Europe that we are living right now. It is necessary to bring knowledge and wisdom to the heritage to continue spreading the message of unity, hospitality, and sacrifice that the Way implies

After the visit, we drove to the town of Sahagún, where we were welcomed by the Councillor for Heritage, Alejandro García, a tourism technician and four local agents representing different development initiatives related to local production of agro-food products.

After the presentation of the project, a lunch colloquium is held in which each agent presents their product, tastes it and then comments on the challenges they have faced in setting up their business and how the Way has helped them to do so.

The agents presented are Galleta Sahagún de hierro de Sahagún, Bodegas y viñedos Casis de Gordaliza del Pino, El bombón de queso "Qessin" de Joara, and Morcilla DeVillada de Villada.

Most of its business models are based on the application of modern criteria on traditional recipes or procedures, always with sustainability and efficiency criteria.

The meal is held in a relaxed atmosphere and despite the difficulties with the language there is an important exchange of impressions and questions.

After lunch we visit the village of Sahagún accompanied by Alejandro García, who takes us on a tour of the most important monuments and traditions of the village until we reach La Peregrina Church where we are shown the very important restoration work carried out with the help of the administration and the museum facilities on the church. There we can use some virtual reality applications installed on some Tablets that are included in the visit and that bring us closer to the use of 3d reconstruction technology and augmented reality to achieve an interesting educational product available to everyone.

Alejandro also tells us about the important preparations that are being made for the next exhibition of Las Edades del Hombre. In one of the colloquiums, it was suggested that one possible measure to alleviate the effect of loss

of pilgrims that has been commented on throughout the visit is the celebration of these singular events. This debate was left open

Conclusions: The administration has a relevant role in supporting the policies of conservation of the heritage linked to the Way. Support for local producers is essential to achieve a cohesive social fabric

Already in Carrión de los Condes, after a short time off, we had dinner together for the last time and made a brief review of our impressions of these two days. In general, the feeling is very satisfactory with many things learned, but especially we have managed to instill a little of the spirit of the Way. It is also commented that for future meetings or for other RMs it would be interesting to dedicate a little time on the first day to make a brief presentation of all the members of the expedition. This was done informally at dinner on the first day, but it is suggested to do it in a more formal way.

- *Annex 2: Some pictures of the visit*



Villalcazar de Sirga Church



Castrojeriz Town Hall



Walk through the Camino

*** End of the Report 2 ***

*** Beginning of the Report 3 ***



Staff exchange visit report

Mentoring visit between ARGE – VIA MARIA

26-27/08/2019

1. Contact details and professional profiles

1.1. Replicator

Replicator Staff 1

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Replicator Staff 2

<i>Name</i>	Antonia Weissenbacher
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Replicator Staff 3

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Project manager, Manager assistance	

Replicator Stakeholder Organisation 1

<i>Name of the stakeholder organisation</i>	Gerhard Visotschnig
<i>Short description of their expertise and involvement in the Replicator</i>	
Mayor of the Municipality of Neuhaus/Suha, Geopark president	

Replicator Stakeholder 2

<i>Name of the stakeholder organisation</i>	Peter Hutter
<i>Short description of their expertise and involvement in the Replicator</i>	
Deputy of the Municipality of Globasnitz/Globasnica	

Replicator Stakeholder 3

<i>Name of the stakeholder organisation</i>	Sandra Rutter
<i>Short description of their expertise and involvement in the Replicator</i>	
Curator in Archaeological-Pilgrimage Museum in Globasnitz/Globasnica	

1.2. Role Model

Role Model Staff 1

<i>Name</i>	Molnár Sándor
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<i>Short description of their expertise and involvement in the Role Model</i>	
External Expert, Project manager	

Role Model Staff 2

<i>Name</i>	Mag. Imre Krisztina Mariá
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<i>Current occupation</i>	Inspector – event organiser, Project Manager
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<i>Short description of their expertise and involvement in the Role Model</i>	
Hub coordinator, Project manager	

2. Agreed upon aims of the visit

1. Create a set of guided tours or organized travels tailored for different target groups
2. Expand the offer, promoting eco-tourism: link the pilgrimage route to other activities (outdoor sports, excursions...)
3. Pilgrim's passport: a fidelity card to involve local business into the project and create new business opportunities
4. Improve services: eco-mobility, Wi-Fi connection, tourism services (hostels, bar and restaurants), signals, maps, radio...

3. Schedule

3.1. Proposed dates for the visit

The visit will take place from 26/08/2019 to 27/08/2019.

3.2. Proposed schedule for the visit

August 26th	Planned activity	Staff/stakeholders present
<i>Morning</i>	Introduction meeting and overview of the programme, hiking tour onto Peca/Petzen Mountain to the border between Austria and Slovenia (2100 m.)	Darja Komar, Antonia Weissenbacher, Imre Krisztina Mariá, Molnár Sándor
<i>Afternoon</i>	Presentation of the Karawanken – Karavanke UNESCO Global Geopark in Bad Eisenkappel/Zelezna Kapla, Geopark Information centre World of Geology, Wildensteiner Waterfall	Darja Komar, Antonia Weissenbacher, Imre Krisztina Mariá, Molnár Sándor, Danijela Modrej, Gerald Hartmann
August 27th		
<i>Morning</i>	Walk along the Pilgrimage route to Globasnitz/Globasnica, guided tour through the Archaeological Pilgrimage Museum in Globasnitz/Globasnica, walk onto Hemmaberg mountain – the ancient pilgrimage place	Darja Komar, Antonia Weissenbacher, Imre Krisztina Mariá, Molnár Sándor, Sandra Rutter
<i>Afternoon</i>	Walk along the Pilgrimage route to the Rural Heritage Hub in Tichoja/Sittersdorf, Obir Carst Caves Social dinner with stakeholders, wrap-up session on impressions of the last days	Darja Komar, Antonia Weissenbacher, Imre Krisztina Mariá, Molnár Sándor, Gerhard Visotschnig, Peter Hutter

4. Outcomes of the visit

4.1. Main objectives to be addressed during this staff visit

1. Create a set of guided tours or organized travels tailored for different target groups
2. Expand the offer, promoting eco-tourism: link the pilgrimage route to other activities (outdoor sports, excursions...)
3. Pilgrim's passport: a fidelity card to involve local business into the project and create new business opportunities
4. Improve services: eco-mobility, Wi-Fi connection, tourism services (hostels, bar and restaurants), signals, maps, radio...

4.2. Organisations/Institutions Included in the Visit

- Municipality of Globasnitz/Globasnica
- Municipality of Neuhaus/Suha
- Archaeological-Pilgrim Museum Globasnitz/Globasnica

4.3. Learning Experience

- **Replicator's experience**

- *Which specific good practices did you learn about during the learning visit?*

Sándor Molnár is of the opinion, that we should go back to the roots, which means using the old roman name for the Pilgrimage place – which is IOVENAT. He thinks because this name is old and full of history it would be sort of unique BUT connected with the former times – when people used St. Hemma Mountain as a Pilgrimage place. Connected with this invention he suggested to fix a date to start with pilgrimage events – like in Romania. So, we could fix a part of the pilgrimage route for this event – where people can go by bike, walk, ...

He has really good experience with those occasions. The visit of Sandor and Krisztina was extremely interesting to get a different view of our region. Sandor pointed out that our region has such a high potential for the idea of bringing this pilgrimage route to life again. The excavations on Mount Hemmaberg impressed them a lot. Sándor was surprised that this is meant to be the oldest pilgrimage place in Europe – and nobody knows!!! With the right marketing something great could be developed here!

- *Which local challenges did the Role Model share and discuss with you? And which of your challenges did you discuss with them?*

The most important challenge is politics. Unfortunately this is something we share with the Romanian partners. Although there is a good idea you need to convince politicians to support you. Sándor's work at the events he organizes is supported by volunteering groups who were involved in his work right from the beginning. In our

region it is hardly possible to get volunteers for any kind of work, we have good experience with this! The pilgrimage – paths are also looked after (cleaned, marked) by volunteers in Romania. In our case this is not possible. Why? Firstly, you hardly find people to work for free. Secondly you get problems when you work without being registered.

- *Which different actions which have been implemented in the Role Model territory did you visit and discuss?*

We visited important pilgrimage spots on St. Hemma Mountain, for example St. Rosalia cave, which is not accessible right now, because it is too dangerous, but in the frame of the Ruritage project we want to renovate and protect it.

- *What did you learn from the Role Model?*

That our region has such a high potential for the idea of bringing St. Hemma pilgrimage route to life again.

- *Were your expectations met on this visit? What was good? What was missing?*

Yes!

- *How will you use the knowledge you acquired during this visit in the future?*

We will promote pilgrimage place and pilgrimage route more - also through digitalization, i. e., mobile app.

- **Role Model's experience**

- *Which specific good practices did you address during the learning visit?*

We have shared experience about our pilgrimage heritage and offer and how we try to connect all what our region has to offer in view of cultural and natural specifics, traditions, activities to the pilgrimage experience.

- *Which local challenges did you share and discuss with the visiting Replicator? Which of their own challenges did the Replicator share with you?*

We have shared experience about the lack of legislation regarding pilgrimage routes and pilgrimage shelters in Romania and how that makes it difficult for us to do our work. We have also talked about our big number of volunteers and that volunteer work represents the basis of the Via Mariae movement, precisely because of no legislative background for pilgrimage routes in Romania. Our Replicator has shared their experience with having difficulties in attracting volunteers to their projects.

- *Which different actions which have been implemented in your territory did you visit and discuss with the visiting Replicator?*

We had the chance to visit the unused pilgrimage route to Mt. St. Hemma and learn more about its history (even King Matthias of Hungary came here, which was an interesting fact to find out). We have discussed the importance of reviving this pilgrimage route and huge potential it can offer to the region, just as for example the Pentecostal Pilgrimage to Csiksomlyo offers to our region, attracting hundreds of thousands of pilgrims each year.

- *What did you learn from the visiting Replicator?*

Among the many things we learned, it was interesting to see how the Geopark efficiently put the natural beauty of their area into value in their offers for tourists through different programs and adventures etc and get ideas for our pilgrimage offer, but also to learn about their marketing practices.

- *Were your expectations met on this visit? What was good? What was missing?*

Yes, it was a fruitful experience, and all our expectations were met.

- *How will you use the knowledge you acquired during this visit in the future?*

We will use the ideas gathered to improve our services, offers and overall image of Via Mariae.

4.4. Main take home message of the visit

Sándor and Krisztina suggested increasing the visibility of the main pilgrimage place and the paths that are leading there. Further we should convince the politics to support the idea of working on the development of the pilgrimage route.

We should try to organize similar events as they do in Romania – Marathons along the pilgrimage route by bike, horse, running...

The most important advice given by Sándor was, not to forget about the roots – to look closely to what is already existing – the stories, the ancient ruins, the roman traces, the old name of the mighty saint IOVENAT. With this treasure we should work and develop something important!

4.5. Recommendations

- ***Based on your exchanges with the Replicator during the visit, do you have recommendations for them?***

It was an amazing experience to visit the forgotten pilgrimage route to St. Hemma. We consider it a place with incredible potential, so we suggest rediscovering all the rich history of the place and use it to bring it to life.

5. Annexes

- Annex 1: *Detailed itinerary of the visit*

25th of August - Sunday

9 pm: arrival at the Klagenfurt Airport

26th of August – Monday

9.00 am: going with the cable car on the Petzen mountain (1700 m)

9.15 am: start with a hiking tour to the border between Austria and Slovenia (2100 m)

12.15 pm: lunch on the mountain

2.00 pm: arrival in Bad Eisenkappel at the Geopark Information Center “World of Geology” – presentation of the Karawanken – Karavanke UNESCO Global Geopark, meeting with the Mag. Gerald Hartmann - Geopark Karavanke/Karawanken manager

4.00 pm: Wildensteiner Waterfall

6.00 pm: social dinner at the Hotel Pirkdorfer See

27th of August – Tuesday

9:00 am: Walk along the St. Hema Pilgrimage route to Globasnitz onto Hemmaberg mountain – the ancient Pilgrimage place

11.30 am: guided tour through the Pilgrimage Museum in Globasnitz

12.30: visit the Geopark Karavanke Rural Heritage Hub in Tichoja/Sittersdorf

1.30 pm: lunch in Bad Eisenkappel

2.30 pm: taking the bus to the OBIR dripstone cave – one of the most beautiful dripstone caves in Austria

6.00 pm: social dinner at Brauhaus Breznik in Bleiburg with Mr. Visotschnig, president of the Geopark Karavanke/Karawanken and mayor of the Municipality of Neuhaus/Suha, and Mr. Hütter, deputy of the Municipality of Globasnitz

28th of August – Wednesday

9:00 am: Departure

- Annex 2: Pictures of the visit





*** End of the Report 3 ***

*** Beginning of the Report 4 ***


 RURITAGE
Heritage for Rural Regeneration

Staff exchange visit report

Mentoring visit between ARGE – CAMINO DE SANTIAGO

11-15/11/2019

1. Contact details and professional profiles

1.1. Replicator

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Hub coordinator – “German”	

Replicator Staff 2

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<i>Current occupation</i>	Project management
<i>Educational background</i>	PhD degree in Geology
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Hub coordinator – “Slovene”	

Replicator Stakeholder Organisation 1

<i>Name of the stakeholder organisation</i>	Bernhard Sadovnik
<i>Short description of their expertise and involvement in the Replicator</i>	

Mayor of the bilingual Municipality of Globasnitz/Globasnica
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Replicator Stakeholder 2

<i>Name of the stakeholder organisation</i>	Univ. prof. dr. Franz Glaser
<i>Short description of their expertise and involvement in the Replicator</i>	
Representative of the "Geschichtsverein HEMMABERG-JUENNA"	

1.2. Role Model

Role Model Staff 1

<i>Name</i>	César del Valle Barreda
<i>Gender</i>	Male
<i>Current occupation</i>	Romanesque Museum Coordinator
<i>Educational background</i>	Bachelor of Art History / Master in Cultural Management
<i>E-mail</i>	cvalle@santamarialareal.org
<i>Phone number</i>	+0034 616994651
<i>Short description of their expertise and involvement in the Role Model</i>	
Technician in tourism and cultural development projects on the Camino de Santiago Cultural guide	

2. Agreed upon aims of the visit

1. Digitalization of the pilgrimage through websites, GIS maps, apps, ...
2. Protection and renovation of cultural and natural points on St. Hema Mountain
3. Create a set of guided tours or organized travels tailored for different target groups
4. Creation of a set of tourist packs composed of food, art and naturalistic related activities
5. Develop Heritage Innovation

3. Schedule

3.1. Proposed dates for the visit

The visit will take place in the week between 11/11/2019 and 15/11/2019.

3.2. Proposed schedule for the visit

	Planned activity	Staff/stakeholders present
November 11th	Arrival	
November 12th		
<i>Morning</i>	Guided tour in Geopark Karavanke/Karawanken Information Center “World of Geology”, Bad Eisenkappel Guided tour in Archaeological Pilgrimage Museum in Globasnitz/Globasnica Lunch in the Municipality of Globasnitz/Globasnica	Mayor Sadovnik Bernhard, César del Valle Barreda, Darja Komar, Antonia Weissenbacher, Gerald Hartmann, Danijela Modrej, Dr. Franz Glaser
<i>Afternoon</i>	Walking along the Pilgrimage route up to St. Hemma Mountain (cca. 4 km) Guided tour on St. Hemma Mountain – main pilgrimage point in the Geopark Karavanke/Karawanken Social dinner	César del Valle Barreda, Darja Komar, Antonia Weissenbacher, Gerald Hartmann, Danijela Modrej, Dr. Franz Glaser
November 13th		
<i>Morning</i>	Meeting with local authorities Kayaking in Mezica mine (local food included)	Mayor Dušan Krebel, César del Valle Barreda, Darja Komar, Antonia Weissenbacher, Gerald Hartmann, Danijela Modrej
<i>Afternoon</i>	Presentation of our activities in the RURITAGE project, discussion (RH Hub, Sankt Philippen) Example of educational work in the Geopark (Primary School Gallizien) Social Dinner	Mayor Dušan Krebel, César del Valle Barreda, Darja Komar, Antonia Weissenbacher, Gerald Hartmann, Danijela Modrej
November 14th	Departure	

4. Outcomes of the visit

4.1. Main objectives to be addressed during this staff visit

1. Digitalization of the pilgrimage through websites, GIS maps, apps, ...
2. Protection and renovation of cultural and natural points on St. Hema Mountain
3. Create a set of guided tours or organized travels tailored for different target groups
4. Creation of a set of tourist packs composed of food, art and naturalistic related activities
5. Develop Heritage Innovation

4.2. Organisations/Institutions Included in the Visit

- Municipality of Globasnitz/Globasnica (AT)
- Municipality of Neuhaus/Suha (AT)
- Podzemlje Pece - Touristic mine and museum (SLO)
- Municipality of Mežica (AT)

4.3. Learning Experience

- **Replicator's Experience**

- *Which specific good practices did you learn about during the learning visit?*

We were talking about, how to get people (especially local people) more involved with our region; we also talked about the development of packages, whom to involve and how to implement.

- *Which local challenges did the Role Model share and discuss with you? And which of your challenges did you discuss with them?*

Concerning our Information Centre in Bad Eisenkappel and Cesars Museum/Monastery we recognized that it is extremely challenging to attract the local people. We both agreed that working with schools and kindergartens is one of the most effective ways to get in touch with the inhabitants

- *Which different actions which have been implemented in the Role Model territory did you visit and discuss?*

We visited important pilgrimage spots on St. Hemma Mountain, for example St. Rosalia cave, which is not accessible right now, because it is too dangerous. St. Rosalia cave is currently under renovation and protection - this is our Model Action in the frame of the Ruritage project! We have also discussed about our Model Action

called - Digitalization of the pilgrimage through websites, GIS maps, apps, ... In the frame of this Model Action, we want to create Mobile Application and RM Camino de Santiago has a lot of experiences concerning creation of effective Mobile Applications.

➤ *What did you learn from the Role Model?*

We were talking a lot about the development of the APP and Cesar described his experiences with that kind of topic in their area – he gave us important ideas.

➤ *Were your expectations met on this visit? What was good? What was missing?*

Yes! Our expectations were definitely met! Cesar prepared himself very well and already knew a lot about our historical background and he was really interested to find out much more details and facts about the Hemmaberg Pilgrimage route and the actual place there. The weather was unfortunately really bad!

➤ *How will you use the knowledge you acquired during this visit in the future?*

We will use obtained knowledge very soon when starting with our MA Digitalization of the pilgrimage through websites, GIS maps, apps, (explanation below) ...

• **Role Model's Experience**

➤ *Which specific good practices did you address during the learning visit?*

The geopark is a beautiful site and they have a very interesting project. We were talking about the possibility that local people feel identified with the project so that they can be the first ambassadors of it.

When we talked about the local population, we were also referring to local businesses that may be involved with the project. In addition, the local population itself must be one of the first beneficiaries of the implementation of the projects, with an increase in sales volume in the case of local businesses

➤ *Which local challenges did you share and discuss with the visiting Replicator? Which of their own challenges did the Replicator share with you?*

We talk about the importance and difficulty of attracting the local population. Work is being done in the field of awareness of the local population. Workshops are held in schools. A good way that is being followed and can be implemented is to carry out specific activities such as conferences for people in the area. Another interesting point is to boost tourism. Fundamentally in periods of low season. One of the interests of the Geopark is to make an application to boost information to both the local population and tourists.

- *Which different actions which have been implemented in your territory did you visit and discuss with the visiting Replicator?*

One of the most interesting points I visited was Hemmaberg. One of the actions that the replicator wants to promote is a pilgrimage to this point within the broader pilgrimage path linked to Hemma de Gurk. It is really a very interesting action that has a lot of potential. Hemmaberg is a first level archeological center. An important religious center with a very attractive place such as the Rosalia Cave, where they are currently working. Also in Globasnitz, they have a museum with archaeological remains appeared on the mountain. In our opinion, it is a very interesting action that deserves support, because we believe it has great development potential.

Another of the activities that I visited was the educational workshops in the schools. They are framed within the important task of raising awareness of the local population.

We also talked and discussed about the interest the replicator has in launching an APP. We have developed several apps, and we understand that it is a very effective tool, but also, from our experience, we suggest once created, a person has to update the app's data.

- *What did you learn from the visiting Replicator?*

First, even if it is not a measurable action, it was very important for me to see the implication that the replicator has in the development of his project. They know they have a good project and fight to develop it. I think we can learn from their involvement. I was very interested in the coordination they had within a complex project. We can see that the replicator is a geopark located in two countries, something difficult to coordinate, nevertheless they work very well together. Another of the lessons I've learned is his good work in school workshops. The transmission of knowledge to schoolchildren is a difficult field, and in these workshops the students were very proactive.

- *Were your expectations met on this visit? What was good? What was missing?*

Yes, of course my expectations were met. I was very interested in knowing what their management project was like. They have an interesting project and are working hard on it. Nothing really is missing, I would have liked to meet some tourist or a pilgrim and known their opinion, but the dates were not the best to meet this type of public, it was also raining a lot.

- *How will you use the knowledge you acquired during this visit in the future?*

Yes, I was interested, and I find the management capacity of the replicator very useful. With a not too large team they are able to coordinate a project that involves local administrations from different countries, tourists, and local agents. I find it very interesting how they are working in Hemmaberg, I find very enlightening how they are handling the binomial archaeological excavations - knowledge with diffusion - tourism. I have taken ideas to create

group dynamics with schoolchildren.

4.4. Main take home message of the visit

- ***Replicator's message***

We were talking a lot about the development of our APP and Cesar described his experiences with that kind of topic in their area (they have too many different APPS) – he gave us important ideas, for example:

- Prepare just this kind of information that people will need, not what we think is interesting; the content must be interesting
- Updating information is most important; not just once a month but daily to have a successful APP – maintenance!!
- Including the possibility that users can give feedback of the event/hiking trip
- Thinking about good promotion

We were talking about how to get people (especially local people) more involved with our region; Cesar explained to us a great idea: to implement a yearly fee of approx. 50 Euros for “Friends of the Geopark”.

Those friends would have the chance to get vouchers of our stakeholders, free entrance in the information centers, discounts on different product, free magazine, ... So, the local people, and not just local people, get much better connected with the Geopark itself!

We also talked about the development of packages, whom to involve and how to implement. Here he suggested including a travel agency because to actively sell packages could be a bit of a problem. It is extremely important to talk to experts like Cesar from outside to get a new point of view on our own area.

- ***Role Model's message***

One of the key points of the visit is the interest that the Geopark has in making an APP. From my point of view, it is a good idea, because, unlike us on the Camino de Santiago where there are hundreds of applications, there is no information app, so it is a tool that can be very useful. But when developing it, I find it interesting that they consider three fundamental ideas.

That they previously developed the skeleton of the application, and they value all the fields that they want to introduce in the tool. Once it is very clear how the application should be, the development will be easier.

Once the application is launched, there must be a person who is responsible for updating the APP, see that it works well, introduce new content ...

Make a good promotional campaign. Help the tool be known. Explain how it can help potential users

Another aspect we were talking about, in this case to attract tourists to the area, is the possibility of establishing relationships with professionals in the tourism sector, presenting tourist packages and having professionals move them onto their channels. It is very interesting to establish relationships with other entities that help you achieve your goal, and that at the same time they can also benefit.

Another aspect we talked about, and that we are carrying out in Spain, is to link people to the project. What we do and believe that it can work very well is to generate a network of friends, who sign up, pay a small fee and receive information, discounts, specific activities for them. It is a way to generate a group of people who have a membership link with the geopark.

4.5. Recommendations

- ***Based on your exchanges with the mentoring Role Model during the visit, do you have recommendations for them?***

We would like to welcome Cesar at a time when the weather is much better, so we can show him all our beautiful outdoor – places!

- ***Based on your exchanges with the Replicator during the visit, do you have recommendations for them?***

My main recommendation is to continue working as before. It is a group very committed to its territory, and that is a main factor in achieving its objective. They must continue fighting and working to value a place with such charm as Hemmaberg. For me it was a fascinating place. You should not lose that commitment. You keep working to restore the Rosalia Grotto. I hope to visit it when I return.

Continue to maintain the support of local institutions, and even try to get, if they do not yet, the support of regional, national, and international administrations. It is very important that they can help you, and, if possible, provide you with funding, but also that they give you publicity ...

I think that when they come to our territory, they can learn a lot. I would recommend that you prepare the trip well, and when they are here, they ask us a lot. They have us at their complete disposal to help them in whatever we can.

5. Annexes

- Annex 1: *Detailed itinerary of the visit*

11st of November - Monday

16:15: arrival at the Graz Airport

12nd of November - Tuesday

Guided tour in Geopark Karavanke/Karawanken Information Center “World of Geology”, Bad Eisenkappel, Austria

Meeting with Mr. Sadovnik Bernhard, Mayor of the Municipality of Globasnitz/Globasnica

Lunch at Hudl Restaurant in the Municipality of Globasnitz/Globasnica

Guided tour in Archaeological-Pilgrimage Museum in Globasnitz/Globasnica

Guided tour on St. Hemma Mountain – main pilgrimage point in the Geopark Karavanke/Karawanken

Presentation of our activities in the frame of the RURITAGE project, discussion (Geopark Karavanke/Karawanken RH Hub, Sankt Philippen)

Social Dinner

13th of November - Wednesday

Meeting with Mr. Dušan Krebel, Mayor of the Municipality of Mežica

Kayaking in Touristic Mine and Museum Podzemlje Pece (Peca Underground) - local food included

Visit of St. Jakob Church in Mežica, guided tour

Example of educational work in the Geopark (Primary School Gallizien)

Social Dinner

14th of November - Thursday

Departure

- Annex 2: *Pictures of the visit*





*** End of the Report 4 ***

8.2 R2 (MAGMA GK): A brand for discovering local food products and traditions in Rogaland (Norway)

Replicator 2 MAGMA

Overview of visits

Type of Visit	Dates	Partners involved
Learning visit (R to RM)	14-16/10/2019	R2 – MAGMA RM13 – WestBic
	04-07/11/2019	R2 – MAGMA RM3 – DARE
Mentoring visit (RM to R)	13-17/03/2021 Cancelled	R2 – MAGMA RM3 - DARE
Online visit	18/12/2020	R2 - MAGMA RM3 - DARE

*** Beginning of the Report 1 ***


 RURITAGE
Heritage for Rural Regeneration

Staff exchange visit report

Learning visit between MAGMA – WILD ATLANTIC WAY/WESTBIC

14-16/10/2019

1. Contact details and professional profiles

1.1. Replicator

Replicator Staff 1

<i>Name</i>	Cathrine Johannessen Skogen
<i>Gender</i>	Female
<i>Current occupation</i>	Educator/project manager Magma UNESCO Global Geopark
<i>Educational background</i>	Teacher
<i>Short description of their expertise and involvement in your Replicator</i>	
Educator, project manager RURITAGE, Hub coordinator, local contact person GEOfood	

Replicator Staff 2

<i>Name</i>	Pål Thjømmø
<i>Gender</i>	Male
<i>Current occupation</i>	CEO Magma UNESCO Global Geopark
<i>Educational background</i>	Geologist
<i>E-mail</i>	post@magmageopark.com
<i>Phone number</i>	+47 91782594
<i>Short description of their expertise and involvement in your Replicator</i>	
Project manager / financial manager RURITAGE	

Replicator Stakeholder Organisation 1

<i>Name of the stakeholder organisation</i>	Bjerkreim Næringsshage AS, represented by Rune Bjerkreim (male)
<i>Short description of their expertise and involvement in the Replicator</i>	

They are part of Bjerkreim municipalities business development and are directly linked to a project promoting local food and local food producers. They offer local businesses and entrepreneurs help with project applications and other practical businesses related to development and growth - especially connected to food and tourism.

Replicator Stakeholder 2

<i>Name of the stakeholder organisation</i>	Lund Næringsutvikling, represented by Kjell Andreas Heskestad (male)
<i>Short description of their expertise and involvement in the Replicator</i>	
As the leading department for business development related to food and tourism in Lund municipality, they have local knowledge and connection to a wide range of producers and local entrepreneurs. They collaborate well with Magma Geopark within their project MAD (FOOD), which aims at getting 10 local producers (in Lund municipality) up and running within a year!	

Replicator Stakeholder 3

<i>Name of the stakeholder organisation</i>	Smaabyen Flekkefjord, represented by Frode Johannessen (male)
<i>Short description of their expertise and involvement in the Replicator</i>	
Destination development company in Flekkefjord municipality. They present their destinations and offers to tourists and locals and provide promotion and development help and services to local entrepreneurs.	

1.2. Role Model

Role Model Staff 1

<i>Name</i>	Eunan Cunningham
<i>Gender</i>	Male
<i>Current occupation</i>	Role Model Coordinator
<i>Educational background</i>	Economics / Engineering
<i>E-mail</i>	ecunningham@westbic.ie
<i>Phone number</i>	+353872523340
<i>Short description of their expertise and involvement in the Role Model</i>	
WestBIC Regional Manager for the Northwest / Border Area of Ireland. Project Initiator and Centre Manager at Fiontarlann Incubation and Enterprise Centre. Provider of Innovation and Business Services to heritage-led, cultural, Irish language and rural enterprise start-ups, SMEs, and community organisations. Experienced in working on European and transnational projects. Board Member of the state regional authority for the Gaeltacht, Údarás na Gaeltachta, responsible for the economic, social, and cultural development of the Gaeltacht regions of Ireland.	

2. Agreed upon aims of the visit

1. Marketing strategy for the Wild Atlantic Way and for each of their partners. How do they do it? What's the plan?
2. Input for our plans to make "food-trails" in our geopark – linking tourists to local producers and food. Learn more about how to establish sustainable food trails, involving local producers and their products, gathering everything under the GEOfood brand.
3. Examples on how others have done it; gathering producers, activity providers, restaurants, and accommodation under one "umbrella"/brand.
4. Guidance on how to create a good and direct tourism strategy and how to market our area well and make our brands stronger.
5. Examples of how others have used their cultural heritage as a driver for increased activity (tourists and locals) in their area; to be proud of our identity (language, traditions, storytelling, superstitions, building traditions...).

3. Schedule

3.1. Proposed dates for the visit

The visit will take place from 14th to 16th of October 2019.

3.2. Proposed schedule for the visit

Day	Planned activity	Staff/stakeholders present
October 13th	Arrival from Dublin	
October 14th		
<i>Morning</i>	<p>Pick up from accommodation by bus in Carrick Teelin</p> <p>Tour of South Donegal from Carrick Teelin to Glencolmcille (via Muckcross)</p> <p>To include stops at:</p> <ul style="list-style-type: none"> – Sliabh Liag Distillery (whiskey, gin and vodka) – Algaran (seaweed products) – Silver Strand beach (Malinbeg) – Glencolmcille Folk Village in Glencolmcille (lunch) 	Personnel from Fáilte Ireland, Udaras na Gaeltachta, Donegal County Council, Donegal LEO etc. if available, Eunan Cunningham, WestBIC
<i>Afternoon</i>	<p>Tour including stops at:</p> <ul style="list-style-type: none"> – Oideas Gael (cultural and heritage tourism) – Sliabh Liag Cliffs via Nuala Star Boat Trip – Sliabh Liag Visitor Centre and Cliffs (by bus) – Rusty Mackerel Bar and Restaurant (dinner) <p>Additional options: Silver Strand, Glen Head, Rossan Knitwear, Studio Donegal, Tourism College, Donegal Farmhouse Cheese.</p>	
October 15th		
<i>All day</i>	Meetings/discussions/presentations with Fáilte Ireland (tourism authority), Údarás na Gaeltachta (Gaeltacht Authority), Donegal County Council (Local Authority), Donegal LEO (Donegal Food Strategy, Food Coast etc) and other relevant businesses, agencies etc.	Fáilte Ireland, Udaras na Gaeltachta, Donegal County Council, Donegal LEO, Donegal Food Tours, LYIT School of Tourism, Eunan Cunningham, WestBIC
October 16th		
<i>Morning</i>	Cliffs of Moher tour	Tim Madden, Burren and Cliffs of Moher UNESCO Global Geopark, Tourism Department, Rural Development Directorate TMadden@clarecoco.ie
<i>Afternoon</i>	Burren Smokehouse Lisdoonvarna – meet Members of Burren Food Trail. Soup and sandwich provided. Magma Geopark present “Geo Food” brand, Q&A etc.	
October 17th	Departure	

4. Outcomes of the visit

4.1. Main objectives to be addressed during this staff visit

- **Replicator's outcomes**

1. Marketing strategy for the Wild Atlantic Way and for each of their partners.

How they do it; social medias, partners etc. We got input on how to create a good and direct tourism strategy and how to market our area well and make our brands stronger.

2. Input for our plans to make “food-trails” in our geopark – linking tourists to local producers and food.

We learned more about how to establish sustainable food trails, involving local producers and their products, gathering everything under the GEOfood brand. We also got to visit and meet local producers active in the food-trails at both WAW and Burren Geopark and listen to their reflections and experience. We saw good examples on how others have done it; gathering producers, activity providers, restaurants and accommodation under one “umbrella”/brand.

3. Cultural Heritage

Both at WAW and Burren Geopark we saw examples of how others have used their cultural heritage as a driver for increased activity (tourists and locals) in their area; to be proud of our identity (language, traditions, storytelling, superstitions, building traditions...).

- **Role Model's outcomes**

1. Marketing strategy for the Wild Atlantic Way and for each of their partners

The visitor's impression was that the Wild Atlantic Way branding was very obvious to the visitor. Signage very clear on all roads and crossroads. Fáilte Ireland stated during meeting that there are 3,850 signs along 2,500 km and at 950 Junctions.

Discussions with Fáilte Ireland, Donegal County Council, Donegal LEO, LYIT on implementation of marketing strategies for Wild Atlantic Way and for individual businesses. Clear collaboration between agencies and community organizations and private sector on Wild Atlantic Way project. Discussions on how agencies and food producers collaborate on Food Coast project, samples of food and drink projects.

2. Food trails

In supporting the Magma objective to arrange food tails in their geo-park, Donegal Local Enterprise Office presented on how agencies and food producers collaborate on the Donegal Food Coast project, and they provided samples of food and drink projects. The visitors had experienced first-hand the previous day examples of food and drink enterprises

3. Cultural Heritage

The visitors noted the high-quality storytelling from heritage businesses and groups.

Finally, Magma UNESCO Geopark later posted on their Facebook page: “Meeting all of these wonderful people with heart and soul invested in their local community have made lasting imprints in our hearts”.

4.2. Organizations/Institutions/Stakeholders Included in the Visit

Organisations:

- Sliabh Liag Distillery (whiskey, gin, and vodka)
- Algaran (seaweed products)
- Glencolmcille Folk Village in Glencolmcille (lunch, tour, meeting manager, activity)
- Oideas Gael (cultural and heritage tourism)
- Sliabh Liag Cliffs (tour, meeting manager)
- Sheepdog demonstrations - “Away to me”

Presentations from stakeholders and authority:

- Fáilte Ireland (tourism authority),
- Údarás na Gaeltachta (Gaeltacht Authority),
- Donegal County Council (Local Authority),
- Donegal LEO (Donegal Food Strategy, Food Coast etc),
- LYIT School of Tourism

Burren and Cliffs of Moher UNESCO Global Geopark (WAW):

- Host; Tim Madden, Burren and Cliffs of Moher UNESCO Global Geopark
- Visit and guided tour at “Cliffs of Moher” (partner WAW)
- “Burren Smokehouse” / Burren Food Trail (partner WAW)
- Guided tour at “Ailwee Caves” (partner WAW)
- Guided tour at “The Birds of Prey” (partner WAW)
- Visit to shop selling local products as cheese and honey (partner WAW)

4.3. Learning Experience

- ***Replicator’s experience***

- *Which specific good practices did you learn about during the learning visit?*

- Creating a food trail and a local food brand.

- Unanimous signs in the entire geographical area and at local partners.
 - Creating strong and clear criteria.
 - Keeping good communication between partners and coordinators/administration.
 - Using a few “Instagram-hits” to get people to the region, and then keep them long enough in the area to make them explore other locations, experiences, and sights.
 - Work hard to get a brand integrated locally before “selling it” internationally.
 - All development should be on a “bottom- up” approach – we need the locals onboard!
 - Educate local citizens in the area to become good ambassadors and good hosts.
- *Which local challenges did the Role Model share and discuss with you? And which of your challenges did you discuss with them?*

Similar to us, they have the challenge of being a large geographic area with diverse interests and challenges. We also share the challenge of getting locals to work with us in developing and building infrastructure around hotspots/popular sights. Finances and financial support are an ongoing struggle in Magma Geopark. It seems that tourism is much more prioritized financially in Ireland, and in WAW in particular

- *Which different actions which have been implemented in the Role Model territory did you visit and discuss?*

Infrastructure and development to protect and make sights more accessible for visitors: Sliabh Liag Visitor Centre and Cliffs, Cliffs of Moher, Ailwee Caves.

Active partners/producers along the WAW: Sliabh Liag Distillery, Algaran, Glencolmcille Folk Village in Glencolmcille, Oideas Gael, Sheepdog Demonstrations – “Away to me”, Burren Smokehouse, Burren Food Trail, The Birds of Prey, Local shop selling local products.

Local and national government/funding: Fáilte Ireland, Údarás na Gaeltachta, Donegal County Council, Donegal LEO, LYIT School of Tourism.

- *What did you learn from the Role Model?*

- The importance of all partners feeling part of a community of shared interest and passion for the area.
- The importance of visibility and signs with a logo/shape that are easily recognizable for visitors and locals.
- Defining understandable criteria for partners and signing contracts.

- Educating locals to be good ambassadors for the area.
- Find the right stories and find the right people to tell those stories!
- Also, see “Good Practices”

➤ *Were your expectations met on this visit? What was good? What was missing?*

Our expectations were absolutely met at this meeting! And even more! We got to meet so many different people, and we had enough time to talk with them and ask our questions. All the stakeholders, partners, authorities we met were patient and passionate about what they are doing. They were able to tell the stories in a way that made us excited and inspired for our work in Magma Geopark. Also, it was great that we had a mixture of inside and outside meetings. Our 3 stakeholders got a lot of inspiration and are now much more eager to work together as a unit - and that is so much needed to make the changes that we need to do in our geopark area.

➤ *How will you use the knowledge you acquired during this visit in the future?*

We will use all of these inputs and new knowledge to put together a new working group with the aim of getting our 5 municipalities to work together as one unit and promote our geographical area under one umbrella: Magma Geopark.

The Burren Food Trails will be used as an example of how we can join forces to promote awareness on local food and products.

We will keep the “bottom-up” approach in our foreheads when we continue working on developing our sites and locations to make them more sustainable and safer for visitors.

We will start working on the possibility of having courses for locals on how to be good ambassadors for their local area, what possibilities there are in their local area and how to be good hosts.

Getting “Active Partner” signs on all our stakeholders/partners building, to get the link to Magma Geopark visible. Also sign contracts with all local businesses who want to use the UNESCO recognition of this area as a selling point and promote local activities and products.

- ***Role Model's experience***

➤ *Which specific good practices did you address during the learning visit?*

- Food Strategy and resulting food network and brand - how agencies and food producers collaborate on Food Coast project, samples of food and drink projects.
- Ubiquitous signage for Wild Atlantic Way. Signage is very clear on all roads and crossroads. Fáilte Ireland stated during meeting that there are 3,850 signs along 2,500km and at 950 Junctions.

- Collaboration between agencies and community organizations and private sector on Wild Atlantic Way project
 - High quality storytelling from heritage businesses and groups.
 - Collaboration between agencies and community organizations and private sector on Wild Atlantic Way project
 - Work hard to get a brand integrated locally before “selling it” internationally.
 - All development should be on a “bottom- up” approach
 - Educate local citizens in the area to become good ambassadors and good hosts
- *Which local challenges did you share and discuss with the visiting Replicator? Which of their own challenges did the Replicator share with you?*

The challenge of being a large geographic area with diverse interests and challenges. Also, the challenge of getting locals to work with agencies in developing and building infrastructure around hotspots/popular sights. Finances and financial support are an ongoing struggle in Magma Geopark. Tourism is much more prioritized financially in Ireland, and in WAW in particular.

- *Which different actions which have been implemented in your territory did you visit and discuss with the visiting Replicator?*

Sliabh Liag Visitor Centre and Cliffs, Sliabh Liag Distillery, Algaran (seaweed extracts and products), Glencolmcille Folk Village in Glencolmcille (Heritage village), Oideas Gael (Cultural and Heritage courses and programmes for adults), Sheepdog Demonstrations – “Away to me”, Rusty Mackerel Food and Accommodation, Local shop selling local products, Local and national government/funding: Fáilte Ireland, Údarás na Gaeltachta, Donegal, County Council, Donegal Local Enterprise Office, LYIT School of Tourism.

- *What did you learn from the visiting Replicator?*

The visitors from Magma felt that they learned from the importance of all partners feeling part of a community of shared interest and passion for the area. They were impressed with the visibility and signs with a logo/shape that are easily recognizable for visitors and locals. They liked the idea of educating locals to be good ambassadors for the area so that they can find the right stories and find the right people to tell those stories.

- *Were your expectations met on this visit? What was good? What was missing?*

Firstly, this group of Norwegian people were a pleasure to take around our area and to share some of our region's successes with them. Even though it rained heavily for much of their stay, they did not complain once! We felt that their expectations were met at this meeting! They got to meet many different people, and they had enough

time to talk with them and ask them questions. All the stakeholders, partners, authorities they met were patient and passionate about what they are doing. They were able to tell the stories in a way that made them excited and inspired for their work in Magma Geopark. Also, they appreciated the mixture of inside and outside meetings. The 3 Norwegian stakeholders got a lot of inspiration and are now much more eager to work together as a unit – and they say that that is so much needed to make the changes that they need to make in their geopark area.

➤ *How will you use the knowledge you acquired during this visit in the future?*

They will use all these inputs and new knowledge to put together a new working group with the aim of getting their 5 municipalities to work together as one unit and promote their geographical area under one umbrella: Magma Geopark.

The Burren Food Trails will be used as an example of how they can join forces to promote awareness on local food and products.

They will keep the “bottom up” approach in their foreheads when they continue working on developing their sites and locations to make them more sustainable and safer for visitors.

They will start working on the possibility of having courses for locals on how to be good ambassadors for their local area, what possibilities there are in their local area and how to be good hosts.

Getting “Active Partner” signs on all their stakeholders/partners building, to get the link to Magma Geopark visible. Also sign contracts with all local businesses who want to use the UNESCO recognition of this area as a selling point and promote local activities and products.

4.4. Main take home message of the visit

- ***Replicator’s message***

The most important input during our learning visit to WAW was probably the importance of working locally to get the locals interested in their cultural and natural heritage. When the locals “own” their area and are proud of it, they make good ambassadors and hosts – both between each other but also towards visitors. Also, all 5 municipalities must see the benefit of promoting themselves as one unified area. If they stand alone, they are all too small to be noticed both on national and international level. So, making the Magma UNESCO Global Geopark brand strong, unified, and integrated locally is the starting point of our further development of our area.

- ***Role Model’s message***

The visitors commented that the importance of working locally together was an important element of the Wild Atlantic Way success. There was significant buy-in from local communities and businesses when the Wild Atlantic Way brand was being researched. The fact that the authors/designers of the concept Fáilte Ireland consulted with these communities at an early stage in the process remains a success factor for the project.

4.5. Recommendations

- ***Based on your exchanges with the mentoring Role Model during the visit, do you have recommendations for them?***

Just keep doing what you do! You are doing a great job promoting the brand (WAW) through different channels, people in the area are friendly and great hosts, you promote your local food well and with pride, and you have wonderful natural heritage to show the world.

- ***Based on your exchanges with the Replicator during the visit, do you have recommendations for them?***

Magma could attempt to get their municipalities together and to promote the region as one in the way that the Wild Atlantic Way promotes many municipalities on the West coast of Ireland. Continue to promote those great Norwegian food and seafood products. Continue to grow the Magma brand.

5. Annexes

- Annex 1: *Detailed itinerary of the visit*

Day 1: Monday 14th October 2019 (Various locations)

09.15 Depart Teelin by bus. Pick up at Rusty Mackerel by Sliabh Liag Tours

09.20 Sliabh Liag Distillery (whiskey, gin and vodka - meeting, tour, tasting)

10.40 Depart Sliabh Liag Distillery

11.10 Algaran (Seaweed products)

12.00 Silver Strand Beach (Malinbeg)

12.10 Sheepdog demonstration at Malinbeg

13.00 Light lunch - Glencolmcille Folk Village

13.30 Tour of Glencolmcille Folk Village and meeting with manager

14.45 Depart Glencolmcille Folk Village

14.50 Oideas Gael (Cultural and Heritage Tourism)

15.30 Depart Oideas Gael

16.00 Sliabh Liag Visitor Centre – meet manager – travel to cliffs by bus

17.30 Rusty Mackerel (Bar and Restaurant) – dinner

20:30 Drinks.

Day 2: Tuesday 15th October, Fiontarlann (gteic Cill Charthaigh), Kilcar

9.30-12.30 Topic: Heritage and Culture on the Wild Atlantic Way

Meetings and presentations/discussions from:

Fáilte Ireland - Joan Crawford, Programme Manager

Údarás na Gaeltachta – Gearóid Ó Smoláin, Tourism Development Officer

Donegal Co Co (Donegal Tourism) – Barney McLaughlin, Head of Tourism

12.30 Lunch

13.30 –15.30 Meeting. Topic: Food strategies and food trails in Donegal

Donegal Local Enterprise Office: Food Strategy, Food Destination, Food Coast etc. – Michael Tunney, CEO, Donegal LEO

LYIT School of Tourism, Killybegs – culinary art etc. – Patrice Duffy, Assistant Lecturer

15.30 - 16.00 Review of 2-day visit.

16.00 Finish

Day 3: Wednesday, 16th October

Onwards to the Burren / Cliffs of Moher

- Annex 2: *Some pictures of the visit*





*** End of the Report 1 ***

*** Beginning of the Report 2 ***


 RURITAGE
Heritage for Rural Regeneration

Staff exchange visit report

Learning visit between MAGMA – DARE

04-07/11/2019

1. Contact details and professional profiles

1.1. Replicator

Replicator Staff 1

<i>Name</i>	Pål Thjømmøe
<i>Gender</i>	Male
<i>Current occupation</i>	CEO Magma UGGp
<i>Educational background</i>	Geologist
<i>E-mail</i>	paal@magmageopark.com
<i>Phone number</i>	+4791782594
<i>Short description of their expertise and involvement in your Replicator</i>	
Magma Geopark CEO	

Replicator Staff 2

<i>Name</i>	Sara Gentilini
<i>Gender</i>	Female
<i>Current occupation</i>	Project manager
<i>Educational background</i>	Archaeologist, Historian and EU law expert
<i>E-mail</i>	sara@magmageopark.com
<i>Phone number</i>	+39 3400686922
<i>Short description of their expertise and involvement in your Replicator</i>	
Project manager for new and running European projects including GEOfood at International level	

1.2. Role Model

Role Model Staff 1

<i>Name</i>	Antonio Stasi
<i>Gender</i>	Male
<i>Current occupation</i>	Project manager
<i>Educational background</i>	PhD in Agricultureconomic
<i>E-mail</i>	antonio.stasi@unifg.it
<i>Phone number</i>	00393477514506
<i>Short description of their expertise and involvement in the Role Model</i>	
Social innovation projects, marketing of food products, strategies for small producers	

Role Model Staff 2

<i>Name</i>	Milena Sinigaglia
<i>Gender</i>	Female
<i>Current occupation</i>	President of DARE
<i>Educational background</i>	PhD
<i>E-mail</i>	milena.sinigaglia@unifg.it
<i>Short description of their expertise and involvement in the Role Model</i>	
President of DARE	

2. Agreed upon aims of the visit

DARE is a Company owned by private and public enterprises, local authorities, bank and research centres.

DARE main mission is to fill in the gaps between the Public Research Centre and Private Companies in the Agricultural field. To promote Research and Development projects connecting Governmental Institutions and enterprises

Main actions: fundraising, support to new enterprises, Intellectual properties Right, education and research

Explanation about DARE: “The mission is to generate, share and transfer innovation through researchers, entrepreneurs, and to attract investments to promote scientific excellence, increase the economic advantages and support local policy”.

DARE become the main actor for the Puglia Region in charge for the Distretto Tecnologico Agroalimentare. Food Technological District of Puglia Region: what is it?

We would like to get informed about your achieved Results and indicators, benefits gain to the Region after the establishment of DARE.

Results (2007-2012):

- 69 projects (EU, National and Regional funds)
- 60 million euro to the projects' partners
- 3 Spin-offs
- 2 innovative enterprises

Input for our plans to make “farmers dinners” in our geopark – linking tourists to local producers and food. Learn more about how to establish sustainable farmers dinners, involving local producers and their products, gathering everything under the GEOfood brand. How does the idea circle work? Which subject are normally starting the project idea?

Farmers' dinners are a good practice creating communities in rural areas and get neighbor to know each other, start to exchange knowledge and good practices. The organization is based on the idea of the Agorà, which is people sitting in circle, a symbol of equality.

One fundamental element is creating beautiful environment connected with strong social media strategy, which dignifies farmers and get spread across social media (the team in fact has social media manager, professional photographer and video maker). Farmers' dinner aggregates 20 farmers each time and 20 stakeholders. Farmers dinners happen by dinner time in Apulia, 20.00, in order to allow farmers not to leave their work. Farmers never pay and they get stories, pictures, and promotion of their products for free. They bring their products for sharing within the dinner, which is prepared by a chef and the farmers' wives and husbands. A facilitator conducts the dinner dynamic and creates random couples for the discussion. Once everybody gets into the circle, each person has to introduce the one she/he met. Such a technique interrupts farmers complaining. The facilitator let everybody talk because each story is important. The dinner then becomes the social occasion where farmers get to talk to who they prefer and establish freely their connection.

Examples on how; gathering producers, activity providers, restaurants under one “umbrella”/brand.

Producers are selected as snowball effect. The host invites the neighbour, and the team helps the host to get in contact, organize the products, etc. Vazapp is a brand, such as farmers dinner, but the focus is social innovation,

creating communities, not to sell. In fact, the initiative is not to create a marketplace. However, relationships developed during the dinner can freely be generative for selling and distributing products or bundles of them.

Farmers generally have difficult time to invest into marketing by themselves. In fact, they tend to invest into technologies rather than immaterial elements of the company. Vazapp and farmers' dinner help generating awareness on such an aspect to generate more value in place of more costs.

As final line, humanization of food production is the key element, being human means also to be into relationships.

Guidance on how to create a good and direct tourism strategy and how to market our area well and make our brands stronger.

Fundamentally the idea is to aggregate people, which could be translated into developing packages of experiences. One single farmer cannot provide a tourism experience alone but with the collaboration with other farmers they can develop packages with diversified experiences.

Examples of how others have used their cultural heritage as a driver for increased activity (tourists and locals) in their area; to be proud of our identity (language, traditions, storytelling, superstitions, building traditions...).

The main example is "Shakespeare to farmers". The identity of the territory is because of the places, remote areas used for the events, the local people, who are actively involved into the event, and they represent the traditions and the heritage. People from the city and tourists get into their reality to appreciate an art show immerse in the local heritage.

Dignity, moreover, is a long process that has been developed in many other initiatives. The key point is to make farmers become important (farmers on the stage, farmers on social media stories, farmers on tv...).

Good territorial marketing- keeping the community- good relationship-community building. This brings dignity and valorization of local heritage.

DARE's task is to bridge the gap between research centres and private companies.

Program for the visit:

The program for the visit is generate awareness about the territory, the resources, and the consequent marketing of local food. The idea is that human beings behind food are relevant. Their stories and their enthusiasm become the ground to market, tell stories and bridging people emotionally with the local food.

The program is articulated into several appointments with some of the relevant stakeholders. The area we will be mostly concentrated is the northern part of Apulia region, the Gargano area, which could also be of high interest of the partners from Magma Geopark because of its geological characteristics.

3. Schedule

3.1 Proposed dates for the visit

The visit will take place from 04/11/2019 to 07/11/2019.

3.2 Proposed schedule for the visit

Day	Planned activity	Staff/stakeholders present
November 1st		
<i>Morning</i>	Early arrival	
<i>Afternoon/night</i>	Witches' night in Orsara di Puglia	
November 2nd	Spare time to visit the territory	
<i>Day</i>		
November 3rd		
<i>Morning</i>	Spare time to visit the territory	
<i>Afternoon/night</i>	Welcome dinner with Apulian food experience at "Ambasciata Orsarese" and informal introduction to the project	DARe (Distretto Agroalimentare Regionale) Vazapp, Giuseppe Savino
November 4th		
<i>Morning</i>	Meeting at RHH general presentation (Foggia)	
<i>Afternoon</i>	Visit to Giuntoli farm with typical innovative wheat (Troia)	Macelleria - Fattoria Giuntoli
November 5th		
<i>Morning</i>	Meeting with Cagnano Major	Major Cagnano-Varano Claudio Constanzucci
<i>Afternoon</i>	Visit to Gargano sheppard Luigi Giordano and typical cheese	Luigi Pio Giordano and family
November 6th		
<i>Morning</i>	Visit to Turco Tomatoes (Lesina)	Turco Luigi, "TURCO" Company
<i>Afternoon</i>	Wrap-up session and departure	

4. Outcomes of the visit

4.1. Main objectives to be addressed

DARE is a Company owned by private and public enterprises, local authorities, bank and research centres. DARE main mission is to fill in the gaps between the Public Research Centre and Private Companies in the Agricultural field. To promote Research and Development projects connecting Governmental Institutions and enterprises. Main actions: fundraising, support to new enterprises, Intellectual properties Right, education and research. Explanation about DARE: “The mission is to generate, share and transfer innovation through researchers, entrepreneurs, and to attract investments to promote scientific excellence, increase the economic advantages and support local policy”.

DARE become the main actor for the Puglia Region in charge for the Distretto Tecnologico Agroalimentare. Food Technological District of Puglia Region: what is it? We would like to get informed about your achieved Results and indicators, benefits gain to the Region after the establishment of DARE.

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Input for our plans to make “farmers dinners” in our geopark – linking tourists to local producers and food. Learn more about how to establish sustainable farmers dinners, involving local producers and their products, gathering everything under the GEOfood brand. How does the idea circle work? Which subject are normally starting the project idea?

Farmers' dinners are a good practice creating communities in rural areas and get neighbor to know each other, start to exchange knowledge and good practices. The organization is based on the idea of the Agorà, which is people sitting in circle, a symbol of equality.

One fundamental element is creating beautiful environment connected with strong social media strategy, which dignifies farmers and get spread across social media (the team in fact has social media manager, professional photographer and video maker). Farmers’ dinner aggregates 20 farmers each time and 20 stakeholders. Farmers dinners happen by dinner time in Apulia, 20.00, to allow farmers not to leave their work. Farmers never pay and they get stories, pictures, and promotion of their products for free. They bring their products for sharing within the dinner, which is prepared by a chef and the farmers’ wives and husbands. A facilitator conducts the dinner dynamic and creates random couples for the discussion. Once everybody gets into the circle, each person must introduce the one she/he met. Such a technique interrupts farmers complaining. The facilitator let everybody talk because each story is important. The dinner then becomes the social occasion where farmers get to talk to who they prefer and establish freely their connection.

Examples on how; gathering producers, activity providers, restaurants under one “umbrella”/brand.

Producers are selected as snowball effect. The host invites the neighbour, and the team helps the host to get in contact, organize the products, etc. Vazapp is a brand, such as farmers dinner, but the focus is social innovation, creating communities, not to sell. In fact, the initiative is not to create a marketplace. However, relationships developed during the dinner can freely be generative for selling and distributing products or bundles of them.

Farmers generally have difficult time to invest into marketing by themselves. In fact, they tend to invest into technologies rather than immaterial elements of the company. Vazapp and farmers’ dinner help generating

awareness on such an aspect to generate more value in place of more costs.

As final line, humanization of food production is the key element, being human means also to be into relationships. Guidance on how to create a good and direct tourism strategy and how to market our area well and make our brands stronger.

Fundamentally the idea is to aggregate people, which could be translated into developing packages of experiences. One single farmer cannot provide a tourism experience alone but with the collaboration with other farmers they can develop packages with diversified experiences.

Examples of how others have used their cultural heritage as a driver for increased activity (tourists and locals) in their area; to be proud of our identity (language, traditions, storytelling, superstitions, building traditions...).

The main example is “Shakespeare to farmers”. The identity of the territory is because of the places, remote areas used for the events, the local people, who are actively involved into the event, and they represent the traditions and the heritage. People from the city and tourists get into their reality to appreciate an art show immerse in the local heritage.

Dignity, moreover, is a long process that has been developed in many other initiatives. The key point is to make farmers become important (farmers on the stage, farmers on social media stories, farmers on tv...).

Good territorial marketing- keeping the community- good relationship-community building. This brings dignity and valorization of local heritage.

DARe’s task is to bridge the gap between research centres and private companies.

4.2. Organisations/Institutions included in the visit

- Macelleria - Fattoria Giuntoli.
- DARe (Distretto Agroalimentare Regionale)
- Vazapp, Giuseppe Savino
- Major Cagnano-Varano Claudio Constanzucci
- Luigi Pio Giordano and family
- Turco Luigi, “TURCO” Company

4.3. Learning Experience

- ✓ *Which specific good practices did you learn about during the learning visit?*

Farmers' dinner is a good practice creating communities in rural areas and get neighbors to know each other, start to exchange knowledge and good practices. The organization is based on the idea of the Agora, which is people sitting in a circle, a symbol of equality.

- ✓ *Which local challenges did the Role Model share and discuss with you? And which of your challenges did you discuss with them?*

Producers are selected as a snowball effect. The host invites the neighbour, and the team helps the host to get in contact, organize the products, etc. Vazapp is a brand, such as farmers dinner, but the focus is social innovation, creating communities, not to sell. In fact, the initiative is not to create a marketplace. However, relationships developed during the dinner can freely be generative for selling and distributing products or bundles of them.

Farmers generally have difficult time to invest into marketing by themselves. In fact, they tend to invest into technologies rather than immaterial elements of the company. Vazapp and farmers' dinner help generating awareness on such an aspect to generate more value in place of more costs.

As final line, humanization of food production is the key element, being human means also to be into relationships.

✓ *Which different actions which have been implemented in the Role Model territory did you visit and discuss?*

- Vazapp
- Farmer's dinners
- Shakespeare to farmers

✓ *What did you learn from the Role Model?*

We have understood how they work with local communities, engaging farmers, entering in their own houses, involving them in the development of new practices and innovation in agriculture. Farmer's dinners gave them the opportunity to lead the change towards innovation in agriculture.

✓ *Were your expectations met of this visit? What was good? What was missing?*

The visit was matching our expectation.

✓ *How will you use the knowledge you acquired during this visit in the future?*

In Magma we will discuss about the possibility to replicate the "Farmers dinners" experience in order to strengthen the cooperation between local communities and disseminate the Ruritage strategy.

4.4. Main take home message of the visit

Connection with the territory within local products and intangible heritage, the passion of the local inhabitants for transferring traditional heritage and preserving it for future generation.

4.5. Recommendations for the Role Model

No recommendation.

5. Annex: pictures of the visit





*** End of the Report 2 ***

*** Beginning of the Report 3 ***


 RURITAGE
Heritage for Rural Regeneration

Staff agreement

Mentoring visit between MAGMA – DARE

Visit cancelled

1. Contact details and professional profiles

1.1. Replicator

Replicator Staff 1

<i>Name</i>	Sara Gentilini
<i>Gender</i>	Female
<i>Current occupation</i>	Project manager
<i>Educational background</i>	Archeologist, Phd's candidate
<i>E-mail</i>	sara@magmageopark.com
<i>Phone number</i>	+39 3400686922
<i>Short description of their expertise and involvement in your Replicator</i>	
I am project manager in Magma Geopark since 2011, my role in Magma is to support the management activities and searching for project opportunities. I am also responsible for the official public relation on social media and with UNESCO and Global Geoparks Network.	

Replicator Staff 2

<i>Name</i>	Pål Thjømmøe
<i>Gender</i>	Male
<i>Current occupation</i>	Project manager
<i>Educational background</i>	Geologist and educational expert, project manager and former Magma CEO (2006 – 2021)
<i>E-mail</i>	Paal@magmageopark.com
<i>Phone number</i>	
<i>Short description of their expertise and involvement in your Replicator</i>	
Educational responsible, guide, geologist and project manager	

Replicator Staff 3

<i>Name</i>	Ulf Tjåland
<i>Gender</i>	Male
<i>Current occupation</i>	CEO Magma Geopark
<i>Educational background</i>	Marketing and economic
<i>E-mail</i>	ulf@magmaopark.com
<i>Phone number</i>	
<i>Short description of their expertise and involvement in your Replicator</i>	
CEO of Magma Geopark	

Replicator Stakeholder Organisation 1

<i>Name of the stakeholder organisation</i>	Flekkefjord School
<i>Short description of their expertise and involvement in the Replicator</i>	
The school is Magma Geopark partner in educational activities related with local food development.	

1.2. Role Model

Role Model Staff 1

<i>Name</i>	Antonio Stasi
<i>Gender</i>	Male
<i>Current occupation</i>	University Professor – Consultant DARE
<i>Educational background</i>	PhD in Agricultureconomic
<i>E-mail</i>	antonio.stasi@unifg.it
<i>Phone number</i>	
<i>Short description of their expertise and involvement in the Role Model</i>	
Social innovation projects, marketing of food products, strategies for small producers	

2. Agreed upon aims of the visit

Good practices DARE Puglia

- Innovative strategies for involving local rural communities
- Gathering of local farmers
- Social and economic strategies for increasing the awareness of local heritage related to food

Good practices Katla Geopark

- Supporting local communities for enhancing resilience and cooperation

3. Schedule

3.1. Proposed dates for the visit

The visit will take place will take place from 13/03/2021 to 17/03/2021.

3.2. Proposed schedule for the visit

Day	Planned activity	Staff/stakeholders present
March 14th		
<i>Morning</i>	Introduction meeting to the Role Model and other participants and detailed overview of the programme for the next days.	All participants from Greenland, Magma and Iceland
<i>Afternoon</i>	Visit to the Jøssingfjord centre, meeting with local food producers.	
March 15th		
<i>Morning</i>	Introduction of the GEOfoodEDU project to the Role model and Presentation of DAREVAZZAP activities to the participants. Prof. Stasi introduces the activities run with farmers and local communities to the audience. Sara introduces the GEOfoodEDU project and the expected outcomes and possible interactions. Presentation by Magma Geopark, DARE and Katla about local development thanks to RURITAGE project	All participants from Faroes, Greenland, Magma and Iceland
<i>Afternoon</i>	1. Project members shows the videos and the project outcomes. 2. GEOfoodEDU and RURITAGE possible interaction 3. Brainstorming and follow-up for second project application. 4. Time for questions and discussions	
March 16th		
<i>Morning</i>	Wrap-up session on what has been discussed the last days, also an opportunity to address pertinent last questions	All participants from Faroes, Greenland, Magma and Iceland
<i>Afternoon</i>	Field trip to local food shop, Pilgrimage route	

*** End of the Report 3 ***

*** Beginning of the Report 4 ***


RURITAGE
 Heritage for Rural Regeneration

On-line Consultation report

On-line visit between MAGMA-DARE

18/12/2020

<i>Replicator involved</i>	R2 Magma Geopark Sara Gentilini
<i>Role Model involved</i>	RM3 DARE Puglia Pr. Antonio Stasi
<i>Date of the on-line consultation</i>	December 18 th , 2020 – one hour

Agenda of the consultation

- Support for engaging stakeholders in our activities
- Support in how to create and disseminate effective storytelling
- Support in how to establish a network of local producers, persuades them that working together is better than working alone.
- Support in exploring the possibility of organizing Farmer Dinners. Is it may be a good idea to make farmers work together?

Main objectives addressed during the on-line consultation

Magma Geopark actions plan includes 4 main actions. Magma found relevant pointing out two of those for the on-line consultation with DARE Puglia. Specially we were focusing on the two actions:

R2.1. Create a common calendar for all 5 municipalities presenting festivals and other events in the geopark and

R2.2 Promote the tourist offer in all 5 municipalities through the design of a tourist route that specifies restaurants, hotels, activity providers and producers.

Within the R2.1 Action, we focused on the main goal of this activity: to “make people, both locals and guests, aware of the diversity and quantity of festivals and cultural offers in our region” – leading to participation and “reason to come – reason to stay”. In this regard we have been asking support in involving our local stakeholders in the regular implementation of the common calendar of activities.

Within the R2.2, specific support has been asked to develop further the follow task within the action: "Build sense of belonging, individual and community self-confidence “implementation of participatory approach and involvement of local people, including private owners, from early stage and “Take advantage from traditional events and make the typical characteristics of the area (a site, food & wine, handcraft, traditions) a tourist attraction”

Overall learning outcomes

The objectives of the discussions were achieved, we have got interesting ideas for strengthening the tasks within the Actions selected (above).

Challenges regarding the local stakeholder’s involvement in the common calendar updating, DARE Puglia suggestions lead to using a google form to be shared with municipalities which is easier to fill in and share for each event.

We are facing the issue of local food producers who do not seem to see enough benefit from working together with other farmers. We were interested to know more about the “Contadinner” organized by DARE Puglia and Vazzapp in the Puglia Region. We got specific explanation in how to organize this kind of event which can support us in increasing local collaboration.

Follow up actions

We are now in the process of involving other colleagues to the concept and analyze if the two main actions suggested could be effectively integrated in the Geopark.

Take home message of the on-line consultation

Got inspiration in how to actively engage local communities, creative practices for an effective participation of the farmers.

*** End of the Report 4 ***

8.3 R3 (GEO-N): Working for cultural and natural heritage as a way for migrants' integration (Germany)

Replicator 3 GEO-N

Overview of visits

Type of Visit	Dates	Partners involved
Visit part of an Action plan	11-17/10/2021	R3 – GEO-N RM6 – NHMLPF Lesvos
Learning visit (R to RM)	16-18/01/2020	R3 – GEO-N RM5 – PIAM
Mentoring visit (RM to R)	08/07/2021	R3 – GEO-N RM6 – NHMLPF Lesvos
Online visit	10/12/2020	R3 – GEO-N R4 – KIBLA RM7 – Take Art
	20/04/2021	R3 – GEO-N R4 - KIBLA

*** Beginning of the Report 1 ***


RURITAGE
 Heritage for Rural Regeneration

Staff exchange visit report

Visit between GEO-N - NHMLPF Lesvos

11-17/10/2021

The Workshop on Forest Art, implemented by International Forest Art Association (cooperation partner of Geo-N) is a part of Regeneration Plan, and not a classical RM-R-visit.

1. Contact details and professional profiles

1.1. Replicator

Replicator was represented by its cooperation partner, the International Forest Art Association, Darmstadt, Germany.

<i>Name of the stakeholder organisation</i>	International Forest Art Association
<i>Short description of their expertise and involvement in the Replicator</i>	The International Forest Art Association, Darmstadt, Germany is a cooperation partner of Geo-N, involved in the implementation of activities R3.6, R3.8, and R3.9. International Forest Art Association brings together the creative power of the forest and the artist. The International Forest Art Trail biennale in Darmstadt, Germany, was conducted since 2002 and will celebrate its 20th anniversary in 2022. Artists from countries around the world come to the Darmstadt Forest to create artworks. International Forest Art Association has organised 14 International Forest Art projects and 8 conferences in Darmstadt, Wisconsin (USA), Mount Lushan und Chengdu (China). Until 2021, 200 international artists from 37 countries have been invited and realised 307 artworks. Besides the International Forest Art Trail, the Association has organised international Global Nomadic Art Projects (GNAP) since 2017. In September 2021, the third GNAP Germany happened with the title "Nature Art Stories".

1.2. Role Model

Role Model Staff 1

<i>Name</i>	Nickolas Zouros
<i>Gender</i>	Male
<i>Current occupation</i>	Director Natural History Museum of the Lesvos Petrified Forest

<i>Educational background</i>	Professor
<i>E-mail</i>	nzour@aegean.gr
<i>Phone number</i>	2251047033
<i>Short description of their expertise and involvement in the Role Model</i>	
<p>Nickolas Zouros is Professor at the Department of Geography at the Aegean University, Greece. He is Director at the Natural History Museum of the Lesvos Petrified Forest since its foundation in 1995. He is responsible for research activities and excavations in the Lesvos Petrified Forest - protected natural monument the works and the management of the Lesvos Island UNESCO Global Geopark since 2000. He is one of the founders of the European Geoparks Network (EGN) in 2000 and since then elected EGN Coordinator. He is UNESCO Advisor on Geoparks and member of the Global Geoparks Bureau since 2005. Since 2014 he is elected President of the Global Geoparks Network. He is author of more than 100 scientific articles in international journals and conferences proceedings and 20 books on Geoparks, Geo-conservation and Geo-tourism.</p>	

2. Agreed upon aims of the visit

Implementation of 5 workshops on Forest Art. Conduct workshops on forest art for adults (involved in environmental education) and school students to express creative skills and to enhance the awareness of cultural and natural heritage through art.

3. Schedule

3.1. Proposed dates for the visit

The visit will take place from 11th to 17th of October 2021.

3.2. Proposed schedule for the visit

Day	Planned activity	Staff/stakeholders present
October 11th	Arrival	
October 12th		
<i>Morning</i>	Meeting at the museum's Information Center in Mytilene	Pr. Zouros, Konstantina Bentana, Athina Pavlidou, Ute Ritschel, Kim Rathnau
<i>Afternoon</i>	Visit at Terriade Museum, Theofilos Museum Short tour of the city Visit some sites of the workshops and collect natural materials	
October 13th		
<i>Morning</i>	Extra workshop: Olive grove in Papados Village & Papados Elementary School	Konstantina Bentana, Athina Pavlidou, Ute Ritschel, Kim Rathnau 18 students of 5th Grade + 2 teachers
<i>Afternoon</i>	Visit Vranas Olive Mill Museum Lecture of Ute Ritschel on Forest Art at the amphitheater of the Department of Geography of the University of the Aegean	Konstantina Bentana, Athina Pavlidou, Ute Ritschel, Kim Rathnau
October 14th		
<i>Morning</i>	Workshop: Pine Forest in Mytilene & 2nd Elementary School of Mytilene	Konstantina Bentana, Athina Pavlidou, Ute Ritschel, Kim Rathnau 20 students of 5th Grade + 2 teachers
<i>Afternoon</i>	Adults Workshop: Forest Tsamakia next to Mytilene Castle (9 participants) Introduction to Forest Art-discussion	Konstantina Bentana, Athina Pavlidou, Ute Ritschel, Kim Rathnau
October 15th		
<i>Morning</i>	Workshop: Natural History Museum of the Lesvos Petrified Forest premises (indoor spaces, outdoor amphitheater) & Sigri Elementary School Short tour of the exhibition "Lesvos with my eyes" with Amir Ali	Konstantina Bentana, Athina Pavlidou, Ute Ritschel, Kim Rathnau, Amir Ali 8 children, all grades + 2 teachers
<i>Afternoon</i>	Adult Workshop: Natural History Museum of the Lesvos Petrified Forest (indoors) Introduction to Forest Art-discussion	Konstantina Bentana, Athina Pavlidou, Ute Ritschel, Kim Rathnau 9 participants
October 16th	Free Day	
October 17th	Departure	

4. Outcomes of the visit

4.1. Main objectives to be addressed

Implementation of 5 workshops on Forest Art. Conduct workshops on forest art for adults (involved in environmental education) and school students to express creative skills and to enhance the awareness of cultural and natural heritage through art.

The aim of the visit was the implementation of a three-day intensive workshop on Forest Art in Lesvos, as part of the close collaboration between NHMLPF (RM6) and Geo-N (R3) in the framework of RURITAGE and had been organised in the previous Knowledge Exchange -Mentoring visit of NHMLPF to Geo-N in July 2020.

4.2. Organizations/Institutions/Stakeholders Included in the Visit

- University of the Aegean
- Elementary Schools of Lesvos: Papados Elementary School, 2nd Elementary School of Mytilene, Sigris Elementary School

4.3. Learning Experience

• *Replicator's experience*

The tailor-made workshops for school students of Lesvos, but also for adults (working environmental education) used a number of exciting educational-artistic approaches adjusted to the natural / cultural heritage of Lesvos. The adjustment was challenging but with support of RM6 very successful. It combined the rich natural heritage of Lesvos with the experiences of the International Forest Art Association. The workshop was a great opportunity for knowledge transfer and planning of new cooperation.

• *Role Model's experience*

The aim of the visit was the implementation of a three-day intensive workshop on Forest Art in Lesvos, as part of the close collaboration between NHMLPF (RM6) and Geo-N (R3) in the framework of Ruritage and had been organized in the previous Knowledge Exchange -Mentoring visit of NHMLPF to Geo-N in July 2020.

The Replicator's partner, the International Forest Art Association, designed specifically for the territory of the NHMLPF, a three-day intensive workshop on Forest Art, tailored to the needs of the NHMLPF's local communities. The workshop was co-organised by the NHMLPF and included a Lecture by Ute Ritschel, Curator International Forest Art Association entitled "International Forest Art Project and Global Nomadic Art Germany" that took place at the University of the Aegean and 5 sessions- workshops (3 students' workshops + 2 adults' workshops) on "Forest Art -Nature Art" around Lesvos.

The hands-on workshops for school students of Lesvos, but also for adults included several original educational-artistic activities, which combined the rich natural heritage of Lesvos with the experiences of Forest Art, Nature Art / Global Nomadic Art and the pedagogical ideas around Education for Sustainable Development.

All the participants, both students and adults, were so enthusiastic about the workshops, got inspired by the island's natural wealth and created art works from natural materials (pine needles, pine cones, leaves, branches, figs, olives, flowers e.t.c.) like "mandalas" (works with geometric shapes and patterns), human figurines on the ground, decorative mobiles and dream catchers, clay faces on trees, eco Print and printing art works(cyanotype method), frottage with stones and bark and more.

Both Role Model 6 and Replicator 3 have been organising similar activities for their local communities (addressed to schools, teachers, educators, children and families, refugee populations), so it was very efficient and successful to combine their experiences and expertise in co-organising a joint event based on intensive workshops. The three-day event and the intensive workshops were a great opportunity for a knowledge exchange regarding the organization and implementation of original and engaging projects and activities, tailored to the needs of local communities. The RM's goal is now to use this learning exchange productively and design its own Forest Art projects for local communities or use the methodologies, techniques and lessons learnt in the activities that are included in its EP.

4.4. Main take home message of the visit

- ***Replicator's message***

Experiences of the RM6 on forest art (especially working in / with different types of forests and schools) will be taken over by the International Forest Art Association and integrated in its work on the Young Forest Art Trail (action R3.8)

- ***Role Model's message***

This event, a successful collaboration between two RURITAGE project partners, shows how knowledge exchange between regions, one of RURITAGE's premises, can lead to the design and implementation of projects that use the local natural and cultural heritage and tailor them to the needs of local rural communities.

4.5. Recommendations

- ***Based on your exchanges with the mentoring Role Model during the visit, do you have recommendations for them?***

Approaches acquired during the workshop shall be adjusted to the local vegetation / needs / target groups / etc. For any help / support it shall contact R3 / cooperation partner anytime.

- ***Based on your exchanges with the Replicator during the visit, do you have recommendations for them?***

The Replicator demonstrates a successful partnership with the International Forest Art Association and should keep co-organising activities, events and projects on Forest Art in their territory and even think of the prospect of disseminating this knowledge and expertise in implementing this kind of projects to other Geoparks and rural areas, using the Ruritage Network, as well as the Unesco Global Geoparks Network.

5. Annexes

- Annex 1: *Detailed itinerary of the visit*

Monday 11/10

Arrival Ute Ritschel (18.55), Kim Rathnau (21.15), check-in at Lesvion Hotel (P. Kountouriotou 27A, Mytilene 81100)

Tuesday 12/10

9.00- 11.00 Meeting at the museum's Information Center in Mytilene with prof. Zouros (Director of the Natural History Museum of the Lesvos Petrified Forest), Konstantina Bentana (Head of Educational Programs and Events) and Athina Pavlidou (Museum Educator, Cultural Manager/Ruritage)

12.00-14.00 Visit at Terriade Museum and Theofilos Museum, short tour of the city

14.00-16.00 Visit at some sites of the workshops and collecting a lot of natural materials

Wednesday 13/10

9.00-13.00 Extra workshop: Olive grove in Papados Village & Papados Elementary School

- Welcome, short talk on Forest Art, rabbit & fox game+introductions
- 1st activity: collecting natural materials and creating mandalas in groups, each group presenting their creation to others + discussion
- 2nd activity: creating clay faces on olive trees

13.00-15.00 Visit at Vranas Olive Mill Museum

18.00 Lecture of Ute Ritschel on Forest Art at the amphitheater of the Department of Geography of the University of the Aegean

Thursday 14/10

9.00-13.00 Workshop: Pine Forest in Mytilene & 2nd Elementary School of Mytilene

- Welcome, short talk on Forest Art, rabbit & fox game+introductions
- 1st activity: collecting natural materials and creating human figures on the ground, in groups, each group presenting their creation to others + discussion

- 2nd activity: creating mobiles and dream catchers with natural materials found around the site

14.00-18.00 Adults Workshop: Forest Tsamakia next to Mytilene Castle

- Introduction to Forest Art-discussion
- 1st activity: collecting natural materials from the forest and creating small artworks and an art exhibition in situ, discussing about the art works
- 2nd activity: Eco Print and printing Workshops (cyanotype method)
- 3rd activity: creating forest mandala
- Reflection +wrap up

Friday 15/10

9.00-13.00 Workshop: Natural History Museum of the Lesvos Petrified Forest premises (indoor spaces, outdoor amphitheater) & Sigrí Elementary School (8 children, all grades + 2 teachers)

- Welcome, short talk on Forest Art, rabbit & fox game+introductions
- 1st activity kids: creating mobiles with natural materials indoors due to rain 1st activity adults: dream catchers with natural materials indoors due to rain
- 2nd activity kids and adults: creating clay faces on trees around the Museum's Garden
- Short tour of the exhibition "Lesvos with my eyes" with Amir Ali

14.00-16.30 Adult Workshop: Natural History Museum of the Lesvos Petrified Forest (indoors)

- Introduction to Forest Art-discussion
- 1st activity: creating art works- fossils with natural materials using clay and plaster
- 2nd activity: Eat Art, "Eatable Wood" with tasting wood action
- 3rd activity: Frottage with stones and bark
- Reflection +wrap up

16.30-17.15 Short tour of the Museum's permanent exhibition halls

Saturday 16/10 Free Day

Sunday 17/10 Departure (12.25)

- Annex 2: *Some pictures of the visit*



Konstantina Bentana, Ute Ritschel, Kim Rathnau and Athina Pavlidou at the first students' workshop on Forest Art, in front of a forest mandala created by the students of 5th Grade of Papados Elementary School in Lesvos



During the first students' workshop on Forest Art that was held in an olive grove field in Lesvos, with the 5th Grade of Papados Elementary School.



Creating art during the adults' workshop that were implemented in Lesvos.



A forest mandala created by the participants at the first adult workshop on Forest Art.

*** End of the Report 1 ***

*** Beginning of the Report 2 ***


RURITAGE
 Heritage for Rural Regeneration

Staff exchange visit report

Learning visit between GEO-N – PIAM

16-18/01/2020

1. Contact details and professional profiles

1.1. Replicator

Replicator Staff 1

<i>Name</i>	Dr. Jutta Weber
<i>Gender</i>	Female
<i>Current occupation</i>	Managing Director Geo-Naturpark Bergstraße-Odenwald
<i>Educational background</i>	PhD, Diplome (Master Equivalent) Geologist
<i>E-mail</i>	j.weber@geo-naturpark.de
<i>Phone number</i>	+49(0)6251-70799-23
<i>Short description of their expertise and involvement in your Replicator</i>	
<p>Since 2019, Jutta Weber holds a position as a managing director of the Geo-Naturpark Bergstraße-Odenwald. Since 2002, Jutta Weber is member of the Geo-N team and delegate of the European Geoparks Network Coordination Committee as well as member of the Global Network Association. She is experienced in community participation, capacity building, public relations, communication, management and the development of regional as well as international projects and affairs.</p>	

Replicator Staff 2

<i>Name</i>	Nicole Grünewald-Heller
<i>Gender</i>	Female
<i>Current occupation</i>	Office Manager
<i>Educational background</i>	Foreign Language Secretary
<i>E-mail</i>	N.Gruenewald-Heller@geo-naturpark.de
<i>Phone number</i>	+49(0)6251-70799-0
<i>Short description of their expertise and involvement in your Replicator</i>	
<p>Nicole Grünewald-Heller is contact staff for the Ruritage project and organises the communication and exchange visits with RMs and partners. Her language and organisation skills are very valuable</p>	

for the project.

1.2. Role Model

Role Model Staff 1

<i>Name</i>	Alberto Mossino
<i>Gender</i>	Male
<i>Current occupation</i>	Co-founder and president of PIAM Onlus, coordinator of RURITAGE project activities
<i>Educational background</i>	Diploma in Pedagogy / Education
<i>E-mail</i>	albertomossino@yahoo.it
<i>Phone number</i>	+39 3281896997
<i>Short description of their expertise and involvement in the Role Model</i>	
Since 2000 president of PIAM Onlus, since 2013 spokesperson for the National Human Trafficking observatory, since 2017 participating in the cooperation branch of the Presidency of the Council of Ministers cabinet for the contrast of human trafficking.	

Role Model Staff 2

<i>Name</i>	Augusto Grinzi
<i>Gender</i>	Male
<i>Current occupation</i>	Administrative worker at PIAM Onlus – administration and communication for RURITAGE project activities
<i>Educational background</i>	Diploma in Accountancy
<i>E-mail</i>	augustogrinzi@gmail.com
<i>Phone number</i>	+39 3280628042
<i>Short description of their expertise and involvement in the Role Model</i>	
Since 2017 administrative worker at PIAM Onlus, administration representative for National and European funded projects for integration of refugees and asylum seekers.	

2. Agreed upon aims of the visit

- Share experiences in supporting refugees in the Migration SIA
- Overview of the social impact of hospitality structures and integration activities for human trafficking victims, asylum seekers and refugees in rural areas
- Overview of the social impact of agricultural and handcrafted enterprises which involves refugees and human trafficking victims in rural areas

3. Schedule

3.1. Proposed dates of the visit

The visit will take place from 16th to 18th of January 2020.

3.2. Proposed schedule for the visit

Day	Planned activity	Staff/stakeholders present
January 16th		
<i>Morning</i>	Arrival	
<i>Afternoon</i>	<ul style="list-style-type: none"> - Visit to PIAM offices in Asti and a brief introduction to their projects (contrast to human trafficking, migration management, integration projects, local development...) - Visit to Villa Quagliana (PIAM's RHH) and its surrounding fields - Chat with Marco Pieri (president of ARGO cooperative and responsible for the structure activities) about the current projects in Villa Quagliana - Dinner in Asti 	Jutta Weber, Nicole Grünewald-Heller, Alberto Mossino, Augusto Grinzi, Marco Pieri (ARGO scs)
January 17th		
<i>Morning</i>	<ul style="list-style-type: none"> - visit to a structure hosting former victims of human trafficking in the town of Castellero - visit to the ceramic laboratory in the town of Monale Lunch in Monale 	Jutta Weber, Nicole Grünewald-Heller, Alberto Mossino, Augusto Grinzi
<i>Afternoon</i>	<ul style="list-style-type: none"> - visit to the panoramic site in the town of Camerano Casasco - chat with Marisa Varvello (council member of Municipality of Chiusano d'Asti) about the refugees integration projects started in the area and a new project of rural regeneration - visit to the Vezzolano abbey, an historical and panoramic site Dinner in Asti 	Jutta Weber, Nicole Grünewald-Heller, Alberto Mossino, Augusto Grinzi, Marisa Varvello (Municipality of Chiusano d'Asti)
January 18th		
<i>Morning</i>	Departure	

4. Outcomes of the visit

4.1. Main objectives to be addressed during this staff visit

- Share experiences in supporting refugees in the Migration SIA
- Overview of the social impact of hospitality structures and integration activities for human trafficking victims, asylum seekers and refugees in rural areas
- Overview of the social impact of agricultural and handcrafted enterprises which involves refugees and human trafficking victims in rural areas

4.2. Organizations/Institutions/Stakeholders Included in the Visit

- Cooperativa A.R.G.O. s.c.s. – Marco Pieri, president
- Municipality of Chiusano d’Asti – Marisa Varvello, city council member

4.3. Learning Experience

- ***Replicator’s experience***

- *Which specific good practices did you learn about during the learning visit?*

Regular activities with the migrants like the common production of sustainable agricultural products, guidance for education and employment, use of landscape maintenance for integration.

- *Which local challenges did the Role Model share and discuss with you? And which of your challenges did you discuss with them?*

The success of the projects depends on the continuous presence of the migrants and the perspectives they can develop within the projects.

Different to PIAM, Geo-N as nature organization does not care for essential requirements like accommodation and employment. Therefore, Geo-N has developed actions, which invite the new inhabitants to a series of events and activities to come together with our citizens in a relaxed and creative atmosphere.

Both partners assumed that the support of integration activities should be strengthened by the government, which would lead to more continuity and stability.

- *Which different actions which have been implemented in the Role Model territory did you visit and discuss?*

Training of migrants (organic farming, crafts production), internships for migrants, connection with the residents and the cultural sector. Further information see visit schedule. During the visits and afterwards we had fruitful discussions with the keypersons from the governmental side and the stakeholders.

➤ *What did you learn from the Role Model?*

Exchange, continuity, and cooperation are the main drivers for projects. Reliability and perspectives for the migrants help to keep the projects alive.

The task of integration is tremendous, and it depends on the capacity of the respective organization, on which aspects they are focusing.

“Think around the corner” creates new resources, like the reactivation of unused buildings in connection with educational programmes.

➤ *Were your expectations met on this visit? What was good? What was missing?*

Yes, the variety of examples how PIAM works with the migrants was impressive. We assumed that an organization like Geo-N could support these activities in a very useful way by special offers. Therefore – nothing was missing, but additional ideas like the integration of migrants in trail development or guided tours were discussed.

➤ *How will you use the knowledge you acquired during this visit in the future?*

We will remember all the discussions which show the importance of cooperation and capacity building and will integrate all these aspects into our further strategies.

- **Role Model's experience**

➤ *Which specific good practices did you address during the learning visit?*

Capacity building activities: training to migrants related to organic farming, traditional crafts, etc. - Facilitate connection with residents with defined activities, synergies to be created with local initiatives on cultural heritage
- Internship for migrants in local businesses

➤ *Which local challenges did you share and discuss with the visiting Replicator? Which of their own challenges did the Replicator share with you?*

We shared our difficulties with the slow pace and limited resources of the public entities in dealing with urgent problems and the necessity of creating an alternative offer of welfare services in remote areas.

Some of their challenges include the difficulties with the limited resources of local associations that are dealing with migration in their area.

➤ *Which different actions which have been implemented in your territory did you visit and discuss with the visiting Replicator?*

We visited two different structures that are hosting refugees and former victims of human trafficking. Both are unused buildings that have been renewed for this purpose. We also visited the ceramic laboratory that is training and creating internships for some of our hosts on traditional craft. During the meeting with Mrs. Varvello of the Chiusano d'Asti city council, we also presented a new local development project that will be activated in this area.

➤ *What did you learn from the visiting Replicator?*

Since we are both dealing with similar challenges but from different perspectives, we covered many subjects with a “middle of the road” approach that let us understand better some of the positions of private and public entities involved in these activities

- *Were your expectations met on this visit? What was good? What was missing?*

Yes. The main themes of the discussions in general were very constructive and on point. Nothing missing from our side.

- *How will you use the knowledge you acquired during this visit in the future?*

Will sure use this experience to improve the strategic choices and approach to projects that our association will face in the future.

4.4. Main take home message of the visit

- ***Replicator's message***

Integration activities should always involve the aspect of rural regeneration. Nature and landscape can be driving forces for integration. Corresponding activities involving migrants and residents can reduce the social gap and foster integration on the cognitive, haptic, and emotional level.

- ***Role Model's message***

When the integration activities for migrants are planned and specifically tailored for the territories and the communities involved, the process of rural regeneration becomes a natural consequence and fosters the continuity and the evolution of the activity itself.

4.5. Recommendations

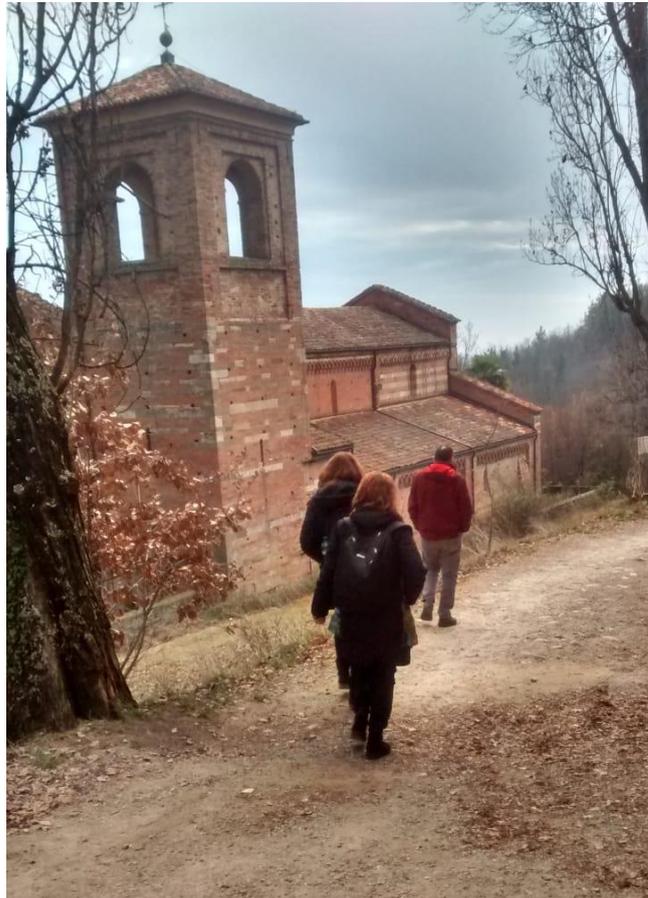
- ***Based on your exchanges with the Role Model during the visit, do you have recommendations for them?***

Our own experience is: Identify the needs, use the options you have, integrate the partners who are willing, be flexible and creative in reaching the goal and ask for feedback from the target group to make projects as successful as possible.

- ***Based on your exchanges with the Replicator during the visit, do you have recommendations for them?***

To try to build opportunities from the necessities that the local community is expressing. That is one of the key factors that made many of our actions successful, even when the budget or possibilities were limited.

5. Annex: pictures of the visit



A short walk around the Romanic abbey in Vezzolano (AT)



Panoramic site in Camerano Casasco (AT)



Meeting with council member Marisa Varvello at the Municipality of Chiusano d'Asti (AT)



Final Dinner in Asti

*** End of the Report 2 ***

*** Beginning of the Report 3 ***


RURITAGE
 Heritage for Rural Regeneration

Staff exchange visit report

Mentoring visit between GEO-N – NHMLPF Lesvos

06-10/07/2021

1. Contact details and professional profiles

1.1. Replicator

Replicator Staff 1

<i>Name</i>	Dr. Jutta Weber
<i>Gender</i>	Female
<i>Current occupation</i>	Managing Director Geo-Naturpark Bergstraße-Odenwald
<i>Educational background</i>	PhD, Diplome (Master Equivalent) Geologis
<i>E-mail</i>	j.weber@geo-naturpark.de
<i>Phone number</i>	+49(0)6251-70799-23
<i>Short description of their expertise and involvement in your Replicator</i>	
Since 2019, Jutta Weber holds a position as a managing director of the Geo-Naturpark Bergstraße-Odenwald. Since 2002, Jutta Weber is member of the European Geoparks Network Coordination Committee and is experienced in community participation, capacity building, public relations, communication, and the development of regional as well as international projects and affairs.	

Replicator Staff 2

<i>Name</i>	Maria Carciumaru
<i>Gender</i>	Female
<i>Current occupation</i>	Project manager RURITAGE, Geo-Naturpark Bergstraße-Odenwald
<i>Educational background</i>	MA International Development Studies; MA Political Science, Slavonic Studies, Anthropology
<i>E-mail</i>	m.carciumaru@geo-naturpark.de
<i>Phone number</i>	+49(06251)-70799-27
<i>Short description of their expertise and involvement in your Replicator</i>	
Since January 2020, Maria Carciumaru, acts as RURITAGE project manager at the Geo-Naturpark Bergstraße-Odenwald, Germany. Prior to joining the Geo-Naturpark, Maria Carciumaru worked for	

the German Development Cooperation (GIZ) in Germany and India. Maria Carciumaru's areas of expertise include international migration, climate change and natural resource management.

Replicator Stakeholder Organisation 1

<i>Name of the stakeholder organisation</i>	International Forest Art Association Darmstadt, represented by Ute Ritschel (curator)
<i>Short description of their expertise and involvement in the Replicator</i>	
<p>The International Forest Art Association operates the International Forest Art Center with a gallery and an outdoor exhibition space for about 20 art works. Since 2002 the International Forest Art Path Biennale is being organized by the Association in the Darmstadt on a 2.6 km path. So far 14 forest art trails and 8 forest art conferences have been held in Darmstadt, USA, and China. Since 2017 a bi-annual Global Nomadic Art Projects has been organized by the Association. In addition, the Association conducts every summer a “Children Art Waggon” in the forest with free workshops for kids and families.</p> <p>The International Forest Art Association is an official stakeholder of Geo-N in the Arts and Festivals SIA and supports it with implementation of several RURITAGE action plan actions.</p>	

1.2. Role Model

Role Model Staff 1

<i>Name</i>	Nickolas Zouros
<i>Gender</i>	Male
<i>Current occupation</i>	Director Natural History Museum of the Lesvos Petrified Forest
<i>Educational background</i>	Professor
<i>E-mail</i>	nzour@aegean.fr
<i>Phone number</i>	2251047033
<i>Short description of their expertise and involvement in the Role Model</i>	
<p>Nickolas Zouros is Professor at the Department of Geography at the Aegean University, Greece. He is Director at the Natural History Museum of the Lesvos Petrified Forest since it's foundation in 1995. He is responsible for research activities and excavations in the Lesvos Petrified Forest - protected natural monument the works and the management of the Lesvos Island UNESCO Global Geopark since 2000. He is one of the founders of the European Geoparks Network (EGN) in 2000 and since then elected EGN Coordinator. He is UNESCO Advisor on Geoparks and member of the Global Geoparks Bureau since 2005. Since 2014 he is elected President of the Global Geoparks Network. He is author of more than 100 scientific articles in international journals and conferences proceedings and 20 books on Geoparks, Geo-conservation and Geo-tourism.</p>	

2. Agreed upon aims of the visit

1. Share experiences in supporting refugees in the SIA Arts and Festivals: Amir Ali and “Lesvos with my eyes” (challenges, lessons learned, way forward)
2. Explore an idea of a joint exhibition with Geo-N in 2022 “Exploring New Home with my Eyes” incl. detailed planning (responsibilities, location, dates, etc.)
3. Explore an idea of a workshop on land art / forest art (as a part of Action 8) incl. detailed planning (responsibilities, location, dates, etc.)

3. Schedule

3.1 Proposed dates for the visit

The visit will take place from July 6th till July 10th, 2021.

3.2 Proposed schedule for the visit

Day	Planned activity	Staff/stakeholders present
July 8th		
14.00 – 14.15	Setting the stage and “tour de table” Moderated by Jutta Webber	Prof. Nickolas Zouros (NHMLPF); Dr. Jutta Weber (Geo-N), Maria Carciumaru (Geo-N), Ute Ritschel (International Forest Art Association)
14.15 – 15.00	Main points to be addressed and time allocated: - Presentation of Geo-N’s action plan and touching points / synergies with NHMLPF (10 min) - Presentation of “Lesvos with my eyes”, experiences, learnings, way forward (10 min) - Presentation of International Forest Art Association (5 min) - Discussion	Prof. Nickolas Zouros (NHMLPF); Dr. Jutta Weber (Geo-N), Maria Carciumaru (Geo-N), Ute Ritschel (International Forest Art Association)
15.00 – 15.15	Planning of joint exhibition / workshops / next steps	Prof. Nickolas Zouros (NHMLPF); Dr. Jutta Weber (Geo-N), Maria Carciumaru (Geo-N), Ute Ritschel (International Forest Art Association)
15.15 – 15.30	Formulation of key learnings and takeaways. Wrap up and closing of the visit.	Prof. Nickolas Zouros (NHMLPF); Dr. Jutta Weber (Geo-N), Maria Carciumaru (Geo-N), Ute Ritschel (International Forest Art Association)

4. Outcomes of the visit

4.1 Main objectives to be addressed

1. Share experiences in supporting refugees in the SIA Arts and Festivals: Amir Ali and “Lesvos with my eyes” (challenges, lessons learned, way forward)
2. Explore an idea of a joint exhibition with Geo-N in 2022 “Exploring New Home with my Eyes” incl. detailed planning (responsibilities, location, dates, etc.)
3. Explore an idea of a workshop on land art / forest art (as a part of Action 8) incl. detailed planning (responsibilities, location, dates, etc.)

4.2 Organizations/Institutions Included in the Visit

- International Forest Art Association, Darmstadt
- UNESCO World Heritage Site Messel Pit

4.3 Learning Experience

- *Replicator’s experience*

During the knowledge transfer the main topic was RM’s work with refugees. After a brief presentation of its Regeneration Plan (focus on synergies with RM’s activities and potential joint actions) by the Geo-N, Prof. Zouros gave an overview of the current refugee situation in Lesvos, incl. challenges, chances as well as good practices taken by the NHMLPF: sport activities, educational activities, art and culture activities, especially support to Amir Ali (an Afghan refugee) in organizing his photographic exhibition (and currently planning a second one).

During the last 1,5 years, the main challenges for all participants were the COVID-19 situation, overall restrictions for local population and refugees as well as cancellation / replanning of envisaged activities. Currently, Lesvos is facing a decrease in the number of refugees. The main challenge is to foster a long-term integration among the refugees who stayed in Lesvos. Since Geo-N is also aiming at the long-term integration of refugees, example of Amir Ali is of a special interest for Geo-N. In the framework of RURITAGE Geo-N is closely working with its stakeholder, the International Forest Art Association, on the implementation of Action 9 “Migrant internships with International Forest Art Centre and international artists”. In 2020, Samira Jamali, a refugee from Iran (education background: photography and graphic design) did an internship in the framework of Action 9. To foster her integration and support her as an artists, Geo-N and International Forest Art Association have engaged Samira Jamali as a local ambassador with a mission to go on tour through the Geo-N region and take photographs of natural and cultural landscape. It was agreed, to organize an international exhibition together with NHMLPF to boost the integration and careers of both artists. The exhibition will take place in May 2022 on Geo-N’s territory.

In addition to the joint exhibition in 2022, the discussion about the activity R3.8.6. “Realize workshop on land art /forest art activities with migrants, children, train the trainer, etc.” was revived. Due to COVID-19 restrictions, the activity has been postponed from 2020 to 2021. It was agreed that two representatives from the International

Forest Art Association will conduct a 2-days workshop in October 2021 in Lesvos (see minutes as Annex 3 attached). The next planning meeting will take place on August 25th.

- ***Role Model's experience***

The main topic of discussion was an exchange of good practises regarding refugee integration. Both the RM and the Replicator presented in brief their Enhancement Plans, focusing on the Actions that mainly concern and involve refugee populations.

The RM presented its work with refugee populations through the years of the refugee crisis in Greece and especially in Lesvos. Prof. Zouros gave an overview of the current refugee situation in Lesvos, incl. challenges, chances as well as good practices taken by the NHMLPF: sport activities, educational activities and programmes specifically tailored to refugees, art and culture activities, especially support to Amir Ali (an Afghan refugee) in organizing his photographic exhibition (and currently planning a second one). During the past year, the RM's work with refugee populations was put on hold due to the Covid-19 restrictions and the refugee crisis that had been intensified in the island (destruction of Moria camp, intense situation between locals and refugees). The Replicator had similar challenges due to Covid-19, that were addressed during the meeting.

The RM's main aim and challenge is to contribute to the long-term refugee integration in the island. One particular example- good practise that was presented and discussed in detail was the photography exhibition "Lesvos with my eyes" of the Afghan refugee photographer Amir Ali. This was a RM's initiative and the support that was offered to Amir was crucial to implement his project. The RM has now a close collaboration with Amir and is planning a second exhibition with him, as well as various activities addressed to refugee populations of the island. During the meeting was presented the overall process of organising and implementing the exhibition "Lesvos with my eyes" (challenges, lessons learnt and future recommendations). The Replicator talked about a similar example through its Migrant internships Program with International Forest Art Centre and international artists. In 2020, Samira Jamali, a refugee from Iran (education background: photography and graphic design) did an internship. To foster her integration and support her as an artists, Geo-N and International Forest Art Association have engaged Samira Jamali as a local ambassador with a mission to go on tour through the Geo-N region and take photographs of natural and cultural landscape. The Replicator presented the internship process and the implementation and coordination of Samira's project (challenges and lessons learnt.) It was finally agreed, to organize an international exhibition together to boost the integration and careers of both artists. The exhibition will take place in May 2022 on Geo-N's territory.

Apart from the joint exhibition, the RM and the Replicator have common Actions and activities at their Enhancement Plans and decided to conduct a collaborative workshop on land art /forest art activities for both local and refugee populations and especially children. The workshop will be held in collaboration with the International Forest Art Association and will take place in Lesvos, most likely in October 2021.

4.4 Main take home message of the visit

- ***Replicator's message***

Knowledge and experiences transfer can inspire new ideas on joint cooperations, especially in times of crisis. Crisis shall always be seen as an opportunity to learn, adapt and reinvent itself. Looking for exchange of ideas on

innovation technology and ways of implementation with partners, gives a new perspective as well as reassurance of what is possible and implementable.

- ***Role Model's message***

Geoparks, Museums and organizations face at the moment many common challenges that can be overcome successfully through networking and creative partnerships and collaborations. Sharing these common challenges and problems, trying to find solutions together, exchanging good practices and lessons learnt and implementing joint activities is the key forward and the only way to stay active, creative and keep serving our communities in times of global crisis.

4.5 Recommendations

- ***Based on your exchanges with the mentoring Role Model during the visit, do you have recommendations for them?***

No.

- ***Based on your exchanges with the Replicator during the visit, do you have recommendations for them?***

The Replicator is already doing a great job with refugees and their refugee internship program is a significant example of refugee integration.

5. Annexes

- Annex 1: *Detailed itinerary of the visit*

The knowledge transfer will take place as a side event before the launch of the joint exhibition “Understanding Climate Change. Exploring the Consequences in the Geological Record. Cenozoic Ecosystems and the Current Thread” on July 10th, 2021, at the UNESCO World Heritage Site Messel Pit.

NHMLPF, Geo-N as well as Geo-N’s stakeholder International Forest Art Association will take part in the transfer. The main topic will be work with refugees in the SIA Arts and Festivals and exploring joint activities for 2021 / 2022.

July 6th: Arrival of the staff and stakeholders.

July 7th till July 9th: Installation of the exhibition

July 8th: Knowledge exchange session

July 10th: Opening of the exhibition (11am)

July 10th: Departure

- Annex 2: Some pictures of the visit



*** End of the Report 3 ***

*** Beginning of the Report 4 ***


RURITAGE
 Heritage for Rural Regeneration

Consultation report

On-line Visit Between GEO-N – KIBLA – Take Art

10/12/2020

<i>Replicator involved</i>	R3 Geo-N (Germany). Represented by Dr. Jutta Weber and Maria Carciumaru + Stakeholder “International Forest Art Association” represented by Ute Ritschel R4 KIBLA / KULTPROTUR (Slovenia). Represented by Peter Tomaž Dobrila and Katja Bajec
<i>Role Model involved</i>	RM7 TakeArt (UK). Represented by Ralph Lister, Mark Helyar. Stakeholder “Somerset Art Works”, represented by Carol Carey.
<i>Date of the on-line consultation and duration</i>	December 10 th , 2020, 10am – 12pm

Agenda of the consultation

10.00 – 10.15	Setting the stage and “tour de table” Moderated by Irina Pavlova (UNESCO)
10.15 – 11.00	Presentations (15 minutes each) on: <ul style="list-style-type: none"> • Challenges during the last 6 months: e.g., financial, loss of network, staff, audience, etc. (for us and the wider sector/industry we represent) • Coping strategies • Impacts on our future work / the wider sector/industry we represent • Lessons learned <i>Geo-N / International Forest Arts Centre – Ute Ritschel</i> <i>KIBLA / KULTPROTUR – Peter Tomaž Dobrila, Katja Bajec</i> <i>TakeArt / Somerset Art Works – Mark Helyar, Ralph Lister and Carol Carey</i>
11.00 – 11.55	Discussion session based on presentations
11.55 – 12.00	Wrap up and closing of the consultation

Main objectives addressed during the on-line consultation

- Initiate an exchange on experienced challenges, adaptation strategies and lessons learnt

- Identify further options for future exchange, knowledge transfer and possible cooperation

Overall learning outcomes

Within the sector, visual art and performing arts had different experiences during COVID-19. While visual arts, especially those who were able to use outside space, were even profiting from the situation (more visitors for outside exhibitions, etc.), performing arts had to find alternative solutions and reinvent themselves. Situations like COVID-19 pandemic force to think more out of the box, hence exchange within the sector becomes even more important to generate innovative, creative ideas or to adapt already existing ones to local / regional conditions.

Follow up actions

Another exchange on ideas, tools, approaches is envisaged in 2021.

Take home message of the on-line consultation

Crisis shall be always seen as an opportunity to learn, adapt and reinvent itself.

*** End of the Report 4 ***

*** Beginning of the Report 5 ***


RURITAGE
 Heritage for Rural Regeneration

Consultation report

On-line Visit Between GEO-N – KIBLA

20/04/2021

<i>Replicator involved</i>	R3 Geo-N. Represented by Marcus Seuser; Maria Carciumaru. Stakeholder UNESCO World Heritage Site Messel Pit. Represented by Dr. Marie-Luise Frey; Christine Hogefeld.
<i>Role Model involved</i>	R4 KIBLA. Represented by Peter Tomaž Dobrila
<i>Date of the on-line consultation</i>	April 20 th , 2021, 9am – 10.30am

Agenda of the consultation

How to develop a successful 3D-Tour. Experiences and recommendations.

09.00 – 09.10	Setting the stage Moderated by Hanna Elisabet Aberg (UniBO)
09.10 – 09.30	3D-Tour at Messel Pit – presenting first ideas Presented by Maria Carciumaru, GEO-N and Dr. Marie-Luise Frey, Messel Pit
09.30 – 10.00	3D-Tour – from idea to implementation Presented by Peter Tomaž Dobrila, KIBLA
10.00 – 10.25	Discussion
10.25 – 10.30	Wrap up and closing of the consultation

Main objectives addressed during the on-line consultation

- Share experiences and lessons learnt on 3D tour development, implementation, and maintenance by KIBLA
- Discuss dos and dont's
- Develop recommendations

Overall learning outcomes

Situations like COVID-19 pandemic force to think more out of the box, especially when indoor activities are on hold. The 3-D tours designed for museums, exhibitions, galleries, etc. are an innovative tool with many options. Before developing a tour, it is very crucial to identify the target group(s) incl. age; a suitable platform (important for integration of different effects and features); decision on hardware (website only or in combination with a mobile app (and if in combination with the mobile app, decision on the information volume)); content (information only or also educational elements; video games). Depending on the effects, content and audience the technical equipment incl. costs vary from 360-degrees camera, drones to laser scanner (costs € 80.000). Once the overall concept incl. content is prepared, the recording / design part can be implemented very quickly. For more information see ppt of the session as well as recording.

Follow up actions

KIBLA shares links to equipment as well examples of 3-d recordings of objects, rooms, etc. Another exchange on ideas, tools, approaches is not envisaged but KIBLA is willing to support in case of further questions and requests.

Links shared by KIBLA on April 21st, 2021:

- [VR Gallery environment of Matej Čepin's exhibition The Next Day](#) with the project explanation (to [enter the VR Gallery](#))
- [KIBLA and KiBela, Narodni dom, Jože Šubic's exhibition](#)
- [KIBLA-ArtKIT, Helena Tahir's exhibition](#)
- [Maribor Main Square and ex-City Hall Square](#)
- [Maribor-Tezno underground ex-factory](#)
- [Negova Castle](#)
- [Maribor Textile Factory – MTT](#) and [MTT offices](#)
- [3D model](#) (Sketchfab), dog Cvetko from Arboretum Volčji Potok

Equipment:

- Photogrammetry: Sony A7RiV with Sony FE 2.8/16-35 GM lense
- [Scanner](#) (more scanners [here](#) and [here](#))

Take home message of the on-line consultation

Crisis shall be always seen as an opportunity to learn, adapt and reinvent itself. Looking for exchange of ideas on innovation technology and ways of implementation with partners, gives a new perspective as well as reassurance of what is possible and implementable.

*** End of the Report 5 ***

8.4 R4 (KIBLA & Kulturprotur): Festival of love – arts connecting heritage and tradition (Slovenia)

Replicator 4 FESTIVAL OF LOVE KIBLA

Overview of visits

Type of Visit	Dates	Partners involved	Sections
Learning visit (R to RM)	12-14/07/2019	R4 – KIBLA RM8 - Visegrád	/
Mentoring visit (RM to R)	08-09/11/2019	R4 – KIBLA RM8 - Visegrád	/
Online visit	10/12/2020	R3 – GEO-N R4 – KIBLA RM7 – Take Art	See section 8.3
	20/04/2021	R3 – GEO-N R4 – KIBLA	See section 8.3

*** Beginning of the Report 1 ***


 RURITAGE
Heritage for Rural Regeneration

Staff exchange visit report

Learning visit between KIBLA – Visegrád

12-14/07/2019

1. Contact details and professional profiles

1.1. Replicator

Replicator Staff 1

<i>Name</i>	Tatjana Kotnik Karba
<i>Gender</i>	Female
<i>Current occupation</i>	Director
<i>Educational background</i>	Degree in management
<i>E-mail</i>	tatjanakotnik@kultprotur.si
<i>Phone number</i>	+386 2 564 89 07
<i>Short description of their expertise and involvement in your Replicator</i>	
The head of the institution	

Replicator Staff 2

<i>Name</i>	Peter Tomaž Dobrila
<i>Gender</i>	Male
<i>Current occupation</i>	Self-employed professional in culture
<i>Educational background</i>	Electronic and computer engineer
<i>E-mail</i>	Peter-tomaz.dobrila@kibla.org
<i>Phone number</i>	+386 31 755 127
<i>Short description of their expertise and involvement in your Replicator</i>	
Hub coordinator	

Replicator Staff 3

<i>Name</i>	Manja Šturm Dolinšek
<i>Gender</i>	Female
<i>Current occupation</i>	Organizer of tourist guiding
<i>Educational background</i>	Degree in german language

<i>E-mail</i>	info@gradnegova.si
<i>Phone number</i>	+386 40 629 118
<i>Short description of their expertise and involvement in your Replicator</i>	
She is responsible in our institution for the Negova Castle.	

Replicator Staff 4

<i>Name</i>	Katja Bajec
<i>Gender</i>	Female
<i>Current occupation</i>	Organizer of tourist guiding
<i>Educational background</i>	Degree in history and sociology of culture
<i>E-mail</i>	spital@kultprotur.si
<i>Phone number</i>	+386 31 831 724
<i>Short description of their expertise and involvement in your Replicator</i>	
Hub coordinator	

Replicator Stakeholder Organisation 1

<i>Name of the stakeholder organisation</i>	Zdenko Bratuša
<i>Short description of their expertise and involvement in the Replicator</i>	
President of the tourist association	

Replicator Stakeholder Organisation 2

<i>Name of the stakeholder organisation</i>	Marija Bratuša
<i>Short description of their expertise and involvement in the Replicator</i>	
Member of the tourist association	

1.2. Role Model

Role Model Staff 1

<i>Name</i>	András Félegyházi
<i>Gender</i>	Male
<i>Current occupation</i>	Mayor of Visegrád
<i>Educational background</i>	University (architect)
<i>E-mail</i>	polgarmester@visegrad.hu
<i>Phone number</i>	+36 20 456 2581
<i>Short description of their expertise and involvement in the Role Model</i>	
Mayor of Visegrád: expertise in the responsible management of the town. The Municipality supports the sustainable development of the local economy, which is mostly dependent on our heritage.	

Role Model Staff 2

<i>Name</i>	László Cseke
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<i>Gender</i>	Male
<i>Current occupation</i>	Tourist manager
<i>Educational background</i>	University (teacher)
<i>E-mail</i>	info@visitvisegrad.hu
<i>Phone number</i>	+36 30 933 7749
<i>Short description of their expertise and involvement in the Role Model</i>	
Project manager; President of the Pro Visegrád Nonprofit Ltd, organizer of the International Palace Games; President of the Visegrád Tourist Association & of the St. George Order of Knights.	

Role Model Staff 3

<i>Name</i>	Dr. Károly Matolcsy
<i>Gender</i>	Male
<i>Current occupation</i>	Deputy director for development (ÉMI)
<i>Educational background</i>	University (architect)
<i>E-mail</i>	kmatolcsy@emi.hu
<i>Phone number</i>	+36 30 966 0951
<i>Short description of their expertise and involvement in the Role Model</i>	
Hub coordinator	

Role Model Staff 4

<i>Name</i>	András Cseke
<i>Gender</i>	Male
<i>Current occupation</i>	History teacher
<i>Educational background</i>	University
<i>E-mail</i>	karsa555@gmail.hu
<i>Phone number</i>	+36 20 244 7899
<i>Short description of their expertise and involvement in the Role Model</i>	
Staff member of the RURITAGE Project, active participant of several mediaval events in Hungary and abroad.	

Role Model Staff 5

<i>Name</i>	Erzsébet Molnár
<i>Gender</i>	Female
<i>Current occupation</i>	Cultural assistant of the King Matthias Community Centre of Visegrád
<i>Educational background</i>	University (history and Scandinavian studies)
<i>E-mail</i>	visegradmillennium@gmail.com
<i>Phone number</i>	+36 70 646 3346
<i>Short description of their expertise and involvement in the Role Model</i>	
Staff member of the RURITAGE Project	

2. Agreed upon aims of the visit

1. Tourist tailored packs
2. Promote and support local traditional activities (branding, high quality standards, clustering, internationalization)
3. Networking with other Festivals on the same topic
4. Place narrative strategy promoting the discovering of the territory through history and heritage
5. Engagement strategy on local and international level

3. Schedule

3.1 Proposed dates for the visit

The visit will take place from July 12th till July 14th, 2019.

3.2 Proposed schedule for the visit

Day	Planned activity	Staff/stakeholders present
July 12th		
<i>Afternoon</i>	Introduction meeting and overview of the programme for the next days; visit to the Citadel	András Félegyházi, László Cseke, Tatjana Kotnik Karba, Peter Tomaž Dobrila, Manja Šturm Dolnišek, Katja Bajec
July 13th		
<i>Morning</i>	Visiting special programs of the International Palace Games; meeting and discussion with the organizers and the mayor of the town about the good practices	András Félegyházi, László Cseke; dr. Matolcsy Károly, Tatjana Kotnik Karba, Peter Tomaž Dobrila, Manja Šturm Dolnišek, Katja Bajec, Zdenko Bratuša, Marija Bratuša
<i>Afternoon</i>	Visiting special programs of the International Palace Games; visit to the local RHH medieval feast in the Royal Palace	András Félegyházi, András Cseke, Erzsébet Molnár, dr. Matolcsy Károly, Tatjana Kotnik Karba, Peter Tomaž Dobrila, Manja Šturm Dolnišek, Katja Bajec, Zdenko Bratuša, Marija Bratuša
July 14th		
<i>Morning</i>	Wrap-up session in the Town Hall on what has been discussed the last days, also an opportunity to address pertinent last questions	András Félegyházi, László Cseke, Tatjana Kotnik Karba, Peter Tomaž Dobrila, Manja Šturm Dolnišek, Katja Bajec, Zdenko Bratuša, Marija Bratuša

4. Outcomes of the visit

4.1 Main objectives to be addressed

The representatives of R4 visited Visegrád on 12-14th July 2019 to have a first-hand experience of the International Palace Games. The agreed focus points of the visit were the following:

1. Tourist tailored packs
2. Promote and support local traditional activities (branding, high quality standards, clustering, internationalization)
3. Networking with other Festivals on the same topic
4. Place narrative strategy promoting the discovering of the territory through history and heritage
5. Engagement strategy on local and international level

4.2 Organizations/Institutions Included in the Visit

- Visegrád Város Önkormányzata (VVO)
- ÉMI Építésügyi Minőségellenőrző Innovációs Nonprofit Kft. (ÉMI)
- Kulturno Izobrazevalno Drustvo Kibla (KIBLA)
- Zavod za kulturo, turizem in promocijo Gornja Radgona (KULTPROTUR)
- Tourist association

4.3 Learning Experience

The hosts (VVO) organized visiting special programs of the International Palace Games; meeting and discussion with the organizers and the mayor of the town about the good practices and a visit to the local RHH medieval feast in the Royal Palace. The first question arised from the fact that the International Palace Games is a huge event with many visitors. Where do the guests stay? In Visegrád there are a lot of accommodations, and the capital (Budapest) is close. In Gornja Radgona where Festival of Love is organized there are not enough accommodations and there is no interest on the municipality's side to build any. However, the demand for accommodation is there since most of the guests stay in Austria on the other side of the Mura River despite that Gornja Radgona is much cheaper.

Another question was about the administrative issues with such a large festival. There are a lot of inspections both in Visegrád and Gornja Radgona related to the festivals. In Visegrád only those performers are allowed who have a clear background. In Visegrád during the Festival there is a medieval kitchen, but it is only a show since there are legal boundaries in relation to serving food. In Gornjan Radgona even a "show kitchen" would be illegal.

Regarding advertising an event and becoming popular it is important to involve local stakeholders and local media as well. For Visegrád the breaking point was when in 1993 national television made a piece about the event. The visitors in Visegrád are mainly from other countries, 20% western European, others are from the V4 countries. The city is also famous on its own, it had lots of visitors. The tour operators know about the Palace Games, and they build it into their usual programme when they bring tourists there. Visegrád also has the Danube which is part of

a tourist package. International associations also provide opportunities. When organizing a festival, the fee of the performers is also important since most of the time the financial resources are limited. In Visegrád it is a good practice that apart from paying a symbolic amount sometimes they exchange services (guest performing etc.).

4.4 Main take home message of the visit

It is important that the success of Visegrád lies in the committed crew and the bottom-up organization. Continuous collaboration with other festivals is also crucial. Since usually the financial resources are limited exchange of performances is a good practice to apply. Apart from finding the suitable place and the relevant historical event human finding committed staff members is essential for success.

4.5 Recommendations

- ***Based on your exchanges with the mentoring Role Model during the visit, do you have recommendations for them?***

No.

- ***Based on your exchanges with the Replicator during the visit, do you have recommendations for them?***

- Choose an event from history that is relevant for the Castle.
- Focus mainly on the local food, art, music, clothes, tradition.
- Collaborate with similar festivals nearby (closeness of Italy is an advantage).
- Accommodation and transport are very important, the infrastructure must be built (currently there are no signs, no advertisement).
- Maribor, Austria, and Hungary are very close, the festival should be advertised.
- It must be maintained: need to attract tourists, host conferences, invite journalists, make presentations. It must be done continuously.
- Special focus must be on the involvement of stakeholders. Municipality of Maribor and Gornja Radgona should be interested and engaged as a stakeholder.
- Have a strong organisation who will take responsibility of the organization of the events. Private organisation would work better and committed people should be involved.
- The castle is in a very good shape, but it needs to be maintained. Private investment should also be considered.
- The organizers should invite performer groups, Visegrád can suggest if there is a plan (who, from where, what type of performance, which age (ancient or medieval)).
- BE AUTHENTIC!

5. Annex: picture of the visit



*** End of the Report 1 ***

*** Beginning of the Report 2 ***



Staff exchange visit report

Mentoring visit between KIBLA – Visegrád

08-09/11/2019

1. Contact details and professional profiles

1.1. Replicator

Replicator Staff 1

<i>Name</i>	Tatjana Kotnik Karba
<i>Gender</i>	Female
<i>Current occupation</i>	Director
<i>Educational background</i>	Degree in management
<i>E-mail</i>	tatjanakotnik@kultprotur.si
<i>Phone number</i>	+386 2 564 89 07
<i>Short description of their expertise and involvement in your Replicator</i>	
The head of the institution	

Replicator Staff 2

<i>Name</i>	Peter Tomaž Dobrila
<i>Gender</i>	Male
<i>Current occupation</i>	Self-employed professional in culture
<i>Educational background</i>	Electronic and computer engineer
<i>E-mail</i>	Peter-tomaz.dobrila@kibla.org
<i>Phone number</i>	+386 31 755 127
<i>Short description of their expertise and involvement in your Replicator</i>	
Hub coordinator	

Replicator Staff 3

<i>Name</i>	Manja Šturm Dolinšek
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<i>Gender</i>	Female
<i>Current occupation</i>	Organizer of tourist guiding
<i>Educational background</i>	Degree in german language
<i>E-mail</i>	info@gradnegova.si
<i>Phone number</i>	+386 40 629 118
<i>Short description of their expertise and involvement in your Replicator</i>	
She is responsible in our institution for the Negova Castle.	

Replicator Staff 4

<i>Name</i>	Katja Bajec
<i>Gender</i>	Female
<i>Current occupation</i>	Organizer of tourist guiding
<i>Educational background</i>	Degree in history and sociology of culture
<i>E-mail</i>	spital@kultprotur.si
<i>Phone number</i>	+386 31 831 724
<i>Short description of their expertise and involvement in your Replicator</i>	
Hub coordinator	

Replicator Stakeholder Organisation 1

<i>Name of the stakeholder organisation</i>	Zdenko Bratuša
<i>Short description of their expertise and involvement in the Replicator</i>	
President of the tourist association	

Replicator Stakeholder Organisation 2

<i>Name of the stakeholder organisation</i>	Marija Bratuša
<i>Short description of their expertise and involvement in the Replicator</i>	
Member of the tourist association	

1.2. Role Model

Role Model Staff 1

<i>Name</i>	László Cseke
<i>Gender</i>	Male
<i>Current occupation</i>	Tourist manager
<i>Educational background</i>	University (teacher)
<i>E-mail</i>	info@visitvisegrad.hu
<i>Phone number</i>	+36 30 933 7749
<i>Short description of their expertise and involvement in the Role Model</i>	

Project manager; President of the Pro Visegrád Nonprofit Ltd, organizer of the International Palace Games; President of the Visegrád Tourist Association & of the St. George Order of Knights.

Role Model Staff 2

<i>Name</i>	Dr. Károly Matolcsy
<i>Gender</i>	Male
<i>Current occupation</i>	Deputy director for development (ÉMI)
<i>Educational background</i>	University (architect)
<i>E-mail</i>	kmadolcsy@emi.hu
<i>Phone number</i>	+36 30 966 0951
<i>Short description of their expertise and involvement in the Role Model</i>	
Hub coordinator	

Role Model Staff 3

<i>Name</i>	András Cseke
<i>Gender</i>	Male
<i>Current occupation</i>	History teacher
<i>Educational background</i>	University
<i>E-mail</i>	karsa555@gmail.hu
<i>Phone number</i>	+36 20 244 7899
<i>Short description of their expertise and involvement in the Role Model</i>	
Staff member of the RURITAGE Project, active participant of several mediaval events in Hungary and abroad.	

Role Model Staff 4

<i>Name</i>	Viola Kelemen
<i>Gender</i>	Female
<i>Current occupation</i>	Project manager
<i>Educational background</i>	University (landscape architect)
<i>E-mail</i>	vkelemen@emi.hu
<i>Phone number</i>	+36 30 428 1894
<i>Short description of their expertise and involvement in the Role Model</i>	
Project manager of RURITAGE in ÉMI and supporting VVO.	

2. Agreed upon aims of the visit

1. Festival organisation (methods, business model, resource management)
2. Engaging stakeholders on local, national, and international levels
3. Identifying strength and challenges (SWOT)
4. Tourist tailored packs
5. Promote and support local traditional activities (branding, high quality standards, clustering, internationalization)
6. Networking with other Festivals on the same topic
7. Place narrative strategy promoting the discovering of the territory through history and heritage

3. Schedule

3.1 Proposed dates for the visit

The visit will take place from November 8th and 9th, 2019, in Maribor and Gornja Radgona.

3.2 Proposed schedule for the visit

Day	Planned activity	Staff/stakeholders present
Day 1		
<i>Afternoon</i>	Introduction meeting and overview of the programme for the next days. Discussion about learning visit experiences in Visegrád in July.	All
Day 2		
<i>Morning</i>	Visiting Negova castle and Gornja Radgona. Discussion about the objectives mentioned before.	All
<i>Afternoon</i>	Wrap-up session on what has been discussed the last days, also an opportunity to address pertinent last questions.	All

4. Outcomes of the visit

4.1 Main objectives to be addressed

The representatives of the Municipality of Visegrád (László Cseke, András Cseke) and ÉMI Nonprofit Llc. (Dr. Károly Matolcsy, Viola Kelemen) arrived on 8th November to Maribor where Peter Tomaž Dobrila greeted them. The proposed topics of the two days meeting were the following:

1. Festival organisation (methods, business model, resource management)
2. Engaging stakeholders on local, national, and international levels
3. Identifying strength and challenges (SWOT)
4. Tourist tailored packs
5. Promote and support local traditional activities (branding, high quality standards, clustering, internationalization)
6. Networking with other Festivals on the same topic
7. Place narrative strategy promoting the discovering of the territory through history and heritage

4.2 Organizations/Institutions/Stakeholders Included in the Visit

- Kulturno Izobrazevalno Drustvo Kibla (KIBLA)
- Zavod za kulturo, turizem in promocijo Gornja Radgona (KULTPROTUR)

4.3 Learning Experience

The Replicator's focus currently is Negova Castle where Festival of Love is organized again after several years. They wish to learn from Visegrád about festival and event organization and collaboration between programs. The first question was if the castle and its surroundings are suitable to host a historical festival or even war games. Negova castle is located on a hill surrounded by slopes and forests, the location is not suitable for huge events such as in Visegrád, however there are historical events to be reenact. They would need a place to organize an event, but elsewhere, in collaboration with other organizations.

Negova Castle and Gornja Radgona is smaller than Visegrád, the streets would be very crowded, and the parking spaces are also limited. It is a challenge that there is no public transport to the Castle, it can only be reached by car or organized buses. In the case of Negova Castle art is also important to integrate into the programme. Currently the Castle is home to different art exhibitions. The building itself was recently renovated, very modern and meets all requirements (accessible) to host events.

Collaboration with other festivals and programmes is in progress (both on local and international level). KIBLA is a part of the European initiator network of producers and operators in arts. Negova is also part of Castle Route, connecting a few castles in the region. Exhibition of photographs are regularly organized, Negova is in connection with international photo associations, also guest performers regularly visit the Castle. Negova Castle was European Capital of Culture in 2006. The Castle was renovated in 2009, Festival of Love was first organized in 2010. The

festival features various art forms, literature, theatre performances, music, visual arts, presentations, discussions, lectures, workshops, concerts. The festival is usually organised on 5-7th June, it is always Friday, Saturday, Sunday (from 2013 to 2017). It was discontinued due to lack of financial and human resources. There were 1000 visitors/day. The festival is organized again and planned to be improved. There is a lot of potential in Negova and they can learn a lot from Visegrád if they tackle the challenges and adapt to their properties.

4.4 Main take home message of the visit

It was a good experience to visit Negova Castle and to provide help in facing their own challenges to create a festival like in Visegrád. During their previous visit to Visegrád in July our Slovenian colleagues were very satisfied with the organisation of the International Palace Games. The organizers in Visegrád can also help in recruiting performers and initiating collaboration with other historical festivals. Even Visegrád could collaborate and visit the festival as guest performers.

4.5 Recommendations

- ***Based on your exchanges with the Replicator during the visit, do you have recommendations for them?***

In Negova they have their own performers, but it is not enough, a medieval event could be organised based on the historical events. How to start organizing the medieval event, even a smaller one?

- Choose an event from history that is relevant for the Castle.
- Focus mainly on the local food, art, music, clothes, tradition.
- Collaborate with similar festivals nearby (closeness of Italy is an advantage).
- Accommodation and transport are very important, the infrastructure must be built (currently there are no signs, no advertisement).
- Maribor, Austria, and Hungary are very close, the festival should be advertised.
- Need to attract tourists, host conferences, invite journalists, make presentations.
- Special focus must be on the involvement of stakeholders. Municipality of Maribor and Gornja Radgona should be interested and engaged as a stakeholder.
- Have a strong organisation who will take responsibility of the organization of the events. Private organisation would work better and committed people should be involved.
- The castle is in a very good shape, but it needs to be maintained. Private investment should also be considered.
- The organizers should invite performer groups, Visegrád can suggest if there is a plan.
- BE AUTHENTIC!

5. Annex: pictures of the visit



Picture 1: Festival in Gornja Radgona



Picture 2: Negova Csastle



Picture 3: Discussion with the Castle staff



Picture 4: Discussion in Gornja Radgona

*** End of the Report 2 ***

8.5 R5 (COAPP): Social innovation and local traditions to react after a disaster in Marche region (Italy)

Replicator 5 CoAPP Appignano del Tronto

Overview of visits

Type of Visit	Dates	Partners involved
Learning visit (R to RM)	30-31/05/2019	R5 Coapp RM9 Psiloritis
Learning visit (R, RM to RM)	20-24/06/2022	R5 Coapp RM9 Psiloritis RM10 Katla
Mentoring visit (RM to R)	31/10 to 02/11/2019	R5 – CoAPP Appignano RM9 – Psiloritis RM- 10 Katla

*** Beginning of the Report 1 ***



Staff exchange visit report

Learning visit between CoAPP – Psiloritis

30-31/05/2019

1. Contact details and professional profiles

1.1. Replicator

Replicator Staff 1

<i>Name</i>	Sara Moreschini
<i>Gender</i>	Female
<i>Current occupation</i>	Appignano del Tronto municipality – Mayor
<i>Educational background</i>	Geologist
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Mayor of Appignano del Tronto	

Replicator Staff 2

<i>Name</i>	Gianluca Vagnarelli
<i>Gender</i>	Male
<i>Current occupation</i>	Ruritage Project Manager
<i>Educational background</i>	Law degree – PhD in political science
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<i>Short description of their expertise and involvement in your Replicator</i>	
Ruritage Project Manager	

1.2. Role Model

Role Model Staff 1

<i>Name</i>	Charalampos Fassoulas
<i>Gender</i>	Male
<i>Current occupation</i>	Natural History Museum of Crete
<i>Educational background</i>	PhD on Structural Geology
<i>E-mail</i>	fassoulas@nhmc.uoc.gr
<i>Phone number</i>	+306977881675
<i>Short description of their expertise and involvement in the Role Model</i>	
Role for resilience	

1.3. Knowledge Facilitator

Knowledge Facilitator Staff 1

<i>Name</i>	Irina Pavlova
<i>Gender</i>	Female
<i>Current occupation</i>	Project Officer
<i>Educational background</i>	PhD in Geography
<i>E-mail</i>	i.pavlova@unesco.org
<i>Short description of their expertise and involvement</i>	
KFP of Resilience SIA	

2. Agreed upon aims of the visit

The main objective of this exchange was to visit Natural History Museum of Crete and Psiloritis UNESCO Global Geopark to discuss and exchange good practices on building resilience through education and on local sustainable development based on resilient communities. To achieve these objectives the Replicator staff was guided at the Natural History Museum Exhibition halls, as well as at Psiloritis UGGp to experience and discuss educational activities of Museum targeting to increase resilience and local sustainable development activities based on existing experiences and good practices developed in Psiloritis UGGp.

As the visit was implemented immediately after the RURITACE Crete Workshop, it was completed in two days instead of three and the last day was used by the visiting team for sum-up and organization of data gathered.

3. Schedule

3.1. Proposed dates for the visit

The visit will take place from 30/05/2019 to 01/06/2019.

3.2. Proposed schedule for the visit

Day 1	Planned activity	Staff/stakeholders present
<i>Afternoon</i>	Introduction meeting to the Role Model and detailed overview of the programme for the next days- Visit to Natural History Museum of Creete- Exchange of good practices with NHMC's Educational team- first part	Staff
Day 2		
<i>Morning</i>	Visit to Natural History Museum of Creete- Exchange of good practices with NHMC's Educational team- second part	Staff
<i>Afternoon</i>	Visit to Psiloritis Geopark	Staff
Day 3		
<i>Morning</i>	Wrap-up session on what has been discussed the last days, also an opportunity to address pertinent last questions	Staff

4. Outcomes of the visit

4.1. Main objectives to be addressed during this staff visit and deviations from the agreement that occurred during the visit

In addition to the activities and meeting specified in the agreement (visit to Natural History Museum of Crete and Exchange of good practices with NHMC's Educational team + visit to Psiloritis Geopark), thanks to UoC we also had the opportunity to meet:

- AKOMM-PSILORITIS Developmental S.A. [person: Dimitris Pattakos (Director)] to discuss problems and challenges of local development;
- Anogia Centre for Environmental Education [Zacharenia Kefalogianni (Director) +2 staff members] to discuss how to save and promote old traditions and local Intangible Heritage;
- Municipality of Anogeia [person: Manolis Kallergis (Mayor)] to discuss challenges local municipalities must face;
- Archeological Information Center of Anogeia [(person: 1 staff member)] to see how promote archeological heritage through digitalization and 3D vision;
- Enagron. Ecotourism Village in Crete [person: Vasilis Papadakis (Managing Director)] to discuss how to promote tourism promotion and local development.

Instead of to have wrap-up session with Uoc on the day 3, we had it at the end of the second day (31 May). We (CoApp) prefer to spent time of the day 3 morning, before leaving, collecting and organizing all the information we collected during the learning visit.

4.2. Organisations/Institutions/Stakeholders Included in the Visit

- Institution: Natural History Museum of Crete; person: Charalampos Fassoulas (Curator of geological and paleontological collection), Georgantis Panagiotis (responsible for training and educational programmes about disaster preventions)
- Institution: Psiloritis Natural Park Information Center (1 staff member)
- Organisation : AKOMM-PSILORITIS Developmental S.A.; person: Dimitris Pattakos (Director)
- Institution: Anogia Centre for Environmental Education: Zacharenia Kefalogianni (Director) +2 staff members].
- Institution: Municipality of Anogeia; person: Manolis Kallergis (Mayor)
- Institution: Archeological Information Center of Anogeia (1 staff member)
- Organisation: Enagron. Ecotourism Village in Crete; person: Vasilis Papadakis (Managing Director)

4.3. Learning experience

- **Replicator's experience**

- *Which specific good practices did you learn about during the learning visit?*

With Natural History Museum of Crete, we learned good practices about training activities, educational programs, and tools to prevent natural disasters. More specifically, we experienced: earthquake simulator, seismometer, 20 educational roll-ups in 5 different languages, educational suitcase, tsunami generator, “Make your vibration”, Visual data of earthquakes eruptions from 1960, 40 different educational programs for schools, gamification of education, social inclusion programs.

With AKOMM-PSILORITIS Developmental S.A. and geopark Info-center we learned good practice about promoting municipalities, farms, local companies etc. branding their identity. The director Dimitris Pattakos shown us their work for building a common territorial identity - based on local myth - of Psiloritis Natural Park. He shown us also the “Psiloritis card”, a best practice for supporting a network of local producers.

With Municipality of Anogeia we learned about how, a little municipality, can face problems about natural disaster (like road obstruction during the winter because snow). Mayor Manolis Kallergis and Mayor Sara Moreschini also discussed common points, differences, problems, and challenges about local government in Greece and in Italy.

With Anogia Centre for Environmental Education we learned how to save and to transfer traditions and folklore from the old generation to young people. We also exchanged our contact to collaborate, in the future, for the valorization of the traditional games also thanks to the Italian network “Traditional games cities”.

With Enagron. Ecotourism Village in Crete we learned how to develop tourism in the internal areas; how to involve local producers in the tourism activity; how to improve the tourist offer with activities related to the local context (“Cretan Cooking”, “Bread and Cheese Making”, “Botanical Walk” etc.).

➤ *Which local challenges did the Role Model share and discuss with you?*

We could summarize the local challenges the Role Model shared and discussed with us in two points: 1) how to better increase the prevention of natural disasters in Crete; 2) how to better develop, socially and economically, the local community doing network among stakeholders.

➤ *And which of your challenges did you discuss with them?*

We could summarize the local challenges we discussed and shared with the Role Model in two points: 1) How to train Appignano del Tronto community for increasing resilience to prevent natural disasters; 2) How to develop a community more competitive and inclusive.

➤ *Which different actions which have been implemented in the Role Model territory did you visit and discuss?*

The most interesting actions implemented by the Role Model that we could replicate at Appignano del Tronto are, in special, the educational activities for preventing earthquake: earthquake simulator, seismometer, 20 educational roll-ups in 5 different languages, educational suitcase, tsunami generator, “Make your vibration”, Visual data of earthquakes eruptions from 1960, 40 different educational programs for schools, gamification of education, social inclusion programs.

➤ *What did you learn from the Role Model?*

We learned from the Role Model:

- How to transform a problem (natural disaster) in an opportunity;
- How to increase awareness about natural disasters;

- How to organize educational activities for preventing earthquake and natural risks;
- How to do network local stakeholders for developing rural areas;
- How to find European funds for developing rural areas;

➤ *Were your expectations met of this visit? What was good? What was missing?*

Our expectations were totally met of the visit. We are completely satisfied.

➤ *How will you use the knowledge you acquired during this visit in the future?*

In the short period we could replicate tools for natural disaster prevention such as: seismometer, 20 educational roll-ups in 5 different languages, educational suitcase, tsunami generator, “Make your vibration”.

In the medium period we could replicate: Earthquake simulator, visual data of earthquakes eruptions, educational programs for schools, gamification of education, social inclusion programs.

- **Role Model's experience**

➤ *Which specific good practices did you address during the learning visit?*

We presented to the Replicators the educational projects of NHMC on risk reduction mainly focusing on Earthquakes, Volcanic eruptions and floods (RACCE, PATCH, EVANDE, SEE etc.); we demonstrated how we organize temporary exhibitions on the topic; we presented the earthquake simulator and other hands-on materials.

In addition, in Psiloritis UGGp, we presented our geopark info center as well as activities and projects developed at Anogia Environmental education center on saving and transferring traditions and customs to younger generations.

➤ *Which local challenges did you share and discuss with the visiting Replicator? Which of their own challenges did the Replicator share with you?*

At NHMC we discussed the need to continuously train people (especially children) on how to mitigate natural risks and improve their resilience using simple knowledge and practices.

At Psiloritis Geopark we discussed the problems that appear in wintertime due to the snow and heavy weather conditions and how the geopark with all its stakeholders manages to keep roads open and support local shepherds and inhabitants in case of need.

Replicator presented challenges related mainly to the earthquake risk, floods, and landslides, as well as the need for increasing local resilience and making community more competitive and inclusive.

➤ *Which different actions which have been implemented in your territory did you visit and discuss with the visiting Replicator?*

The main actions we presented and discussed were: the installation of Earthquake simulator and temporary exhibitions at NHMC; the educational projects on earthquakes and volcanoes (RACCE and EVANDE), together with the mobile educational kit; the projects developed by Anogia Environmental education center and especially those focusing on revival of old traditional games and activities; the establishment of Psiloritis geopark and the strategy for the local sustainable development by AKOMM; as well as the social inclusion projects for immigrants developed by the Municipality of Anogia.

➤ *What did you learn from the visiting Replicator?*

We received information on natural and economical characteristics of Appignano del Tronto municipality; the challenges facing in respect to natural risks; the need for resilience improvement; the development priorities of municipality, as well as the specific topics of intervention on which this exchange can be focused on.

➤ *Were your expectations met of this visit? What was good? What was missing?*

All expectations were fully achieved and the best of all was the immediate common understanding and development of a direct communication channel.

➤ *How will you use the knowledge you acquired during this visit in the future?*

Having understand the needs and the specific priorities of Appignano del Tronto we will start preparations in advance to the next exchange visit, by exchanging information for the planning activities and projects that Replicator could focus on under RURITAGE to have direct interaction and contribution on them during the RM visit.

4.4. Main take home message of the visit

CoApp: the main take home message of the visit is: you can transform your experience of a natural disaster (earthquake) in an opportunity to make your community more resilient and aware about natural risks.

Psiloritis: we have the feeling that our wish to transfer and explain on the best level to the Replicator our achievements in building resilient communities based on education, was fully achieved.

4.5. Recommendations

- ***Based on your exchanges with the mentoring Role Model during the visit, do you have recommendations for them?***

To make more productive the next Mentoring Staff Visit of the Role Model in Appignano del Tronto we could exchange, before the visit, more detailed information about Appignano del Tronto's activities, stakeholders etc. In this way the Role Model could be better introduced into the local context of the Replicator and the Mentoring Staff Visit will be more fruitfully.

- ***Based on your exchanges with the Replicator during the visit, do you have recommendations for them?***

As was agreed, we must focus on specific needs and priorities that the Replicator wishes to elaborate under the RURITAGE implementation, sent to us in advance detailed information and data in order to start together transferring our experience and expertise in order our next exchange visit to be as more effective and productive as possible. We agreed to set a direct communication and exchange of information prior to RM exchange visit.

5. Annexes

- Annex 1: detailed itinerary of the visit

30/5/2019, 14:00 – 15:00 Preparatory Lunch

15:00 – 20:00 Visit NHMC exhibitions, Earthquake simulator, temporary exhibition on Natural Risks, presentation and discussion by the educational team of museum of the educational projects focusing on resilience increase and raising awareness on natural risks.

20:00 End of visit, departure to hotels

31/5/2019, 09:00 Departure from Heraklion by car to Psiloritis UGGp and Anogia village, visit geosites on the way.

10:30 – 12:00 Visit geopark info center at AKOMM, Anogia, discussions with Director of AKOMM on the geopark development and local development action plans.

12:00 – 13:00 Visit at Anogia Environmental Education center and presentation of educational activities and projects.

13:00 – 13:30 Visit Anogia Municipality and Mayor who presented local challenges and actions for social inclusion.

13:30 – 14:00 Visit Anogia Digital Archaeological Museum focusing on the archaeological sites of Zominthos and Idaeon Andro.

14:30 – 16:00 Traditional meal at local restaurant, partner of geopark and Geopark Quality Label holder.

16:00 – 18:00 Visit Enagron Agrotouristic village and discussion with its director on their concept, activities related to agro and geo-tourism and local production and people engagement.

18:00 – 19:00 Return to Heraklion

- Annex 2: pictures of the visit

Visit of the Natural History Museum of Crete



Meeting with AKOMM-PSILORITIS Developmental S.A.



Visit of Anogia Centre for Environmental Education



Meeting with Enagron. Ecotourism Village in Crete; person: **Vasilis Papadakis** (Managing Director).



*** End of the Report 1 ***

*** Beginning of the Report 2 ***



Staff exchange visit report

Learning visit between CoAPP – Psiloritis – KATLA

20-24/06/2022

1. Contact details and professional profiles

1.1. Replicator

Replicator Staff 1

<i>Name</i>	Antonella D'Angelo
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<i>Current occupation</i>	Technical Office Manager at Appignano del Tronto municipality
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<i>Short description of their expertise and involvement in your Replicator</i>	Ruritage hub coordinator

Replicator Staff 2

<i>Name</i>	Gianluca Vagnarelli
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<i>Current occupation</i>	Ruritage Project Manager
<i>Educational background</i>	Law degree – PhD in political science
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<i>Short description of their expertise and involvement in your Replicator</i>	Ruritage Project Manager

Replicator Staff 3

Name	Sara Moreschini
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Educational background	Geologist
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<i>Short description of their expertise and involvement in your Replicator</i>	
Mayor of Appignano del Tronto	

1.2. Role Model

Role Model Staff 1 (Katla)

Name	Berglind Sigmundsdóttir
Gender	Female
Current occupation	Manager of Katla UGGp
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<i>Short description of their expertise and involvement in the Role Model</i>	
Manager of Katla Geopark.	

Role Model Staff 2 (Katla)

Name	Jóhannes M. Jóhannesson
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Current occupation	Project manager at Katla UGGp
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<i>Short description of their expertise and involvement in the Role Model</i>	
Project manager of Ruritage in Katla UGGp.	

Role Model Staff 3 (Psiloritis)

Name	Charalampos Fassoulas
Gender	Male
Current occupation	Natural History Museum of Crete
Educational background	PhD on Structural Geology
E-mail	fassoulas@nhmc.uoc.gr
Phone number	+306977881675
<i>Short description of their expertise and involvement in the Role Model</i>	
Role for resilience	

1.3. Knowledge Facilitator

Knowledge Facilitator Staff 1

<i>Name</i>	Irina Pavlova
<i>Gender</i>	Female
<i>Current occupation</i>	Project Officer
<i>Educational background</i>	PhD in Geography
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<i>Short description of their expertise and involvement</i>	
KFP of Resilience SIA	

2. Agreed upon aims of the visit

Theme of visit: Natural Hazards and Resilience in South Iceland (Katla Geopark). Stakeholders that relate to the communication, monitoring, disaster risk mitigation and preparedness and response/reaction.

Visits to stakeholders that relate to communication of natural/cultural heritage, particularly that are in the process of opening new visitor centres.

Communications to the public about natural hazards and the preparedness of individuals

Monitoring of natural hazards, earthquakes, and volcanoes in particular.

Ice-Sar units and their role within the civil protection system.

3. Schedule

3.1. Proposed dates for the visit

The visit started on the 20th/21st of June 2022 and ended on the 23rd/24th of June.

3.2. Proposed schedule for the visit

Day 1	Planned activity	Staff/stakeholders present
<i>Morning</i>	Introduction meeting, Berglind Sigmundsdóttir gave a presentation about Katla Geopark, natural hazards and projects in the Geopark that relate to that, and detailed overview of the programme for the next days. Then we had two presentations Presentation from Elísabet Pálmadóttir, a specialist in Geohazards at the Icelandic Meteorological Office. Presentation from Reykjanes Geopark, Þura Aradóttir Braun, manager of Visit Reykjanes, Daníel Einarsson, manager of Reykjanes Geopark, about response to the 2021 volcanic eruptions in Reykjanes peninsula and the process of designing and involving locals in their new visitor centre.	UNIBO (2), UNESCO (1), Replicators (3): CoApp Role Model (3): Katla Geopark Stakeholders (3): Icelandic Meteorological Office, Ice-Sar, Reykjanes Geopark.
<i>Afternoon</i>	Presentation from Sólveig Þorvaldsdóttir, former director of the Department of Civil protection and Emergency Management in Iceland and a specialist from the University of Iceland's Earthquake Engineering Research Centre. Her presentation was about Civil Protection Management Systems and response to natural disasters. Visit to Lava Centre to see their exhibition on Geology and Earthquakes, guided tour by their geologist Jorge Montalvo. Presentation from the CEO of the centre, Bárður Örn Gunnarsson about the history of the centre and the financial and daily operations.	UNIBO (2), UNESCO (1), Replicators (3), Role Model (3), Stakeholders (2): University of Iceland's Earthquake Engineering Research Centre, Lava Centre.
Day 2		
<i>Morning</i>	Visit to geosites that relate to hazards: Seljalandsfoss geosite and hazards that relate to rock fall, Kvernufoss with new infrastructure to ensure safety when hiking, Gluggafoss and measures for protection to ensure safety when hiking. Then visit to partners at Skógar Folk Museum where Andri Guðmundsson, the director of the Museum, introduced the museum and its daily operation. Reynisfjara beach visit, dangers of sneaker waves and difficulty in management.	UNIBO (2), UNESCO (1), Replicators (3), Role Model (3), Stakeholders (1): Skógar Folk Museum.

<i>Afternoon</i>	Seminar at Kötlusetur tourism centre (now Rural Heritage Hub). Presentations from Jóhannes M. Jóhannesson about GEO-education in Katla Geopark, from Ragnheiður Gló Gyldadóttir about archaeological study on farms destroyed by glacial outburst floods from Katla Volcano, from Sara dos Santos and Magda Fernandes from Estrela Geopark about the Geopark and GEO-education, and from Harpa Elín Haraldsdóttir, director of Kötlusetur, about the museum and its role. We also visited the Hafnleysa Maritime Museum. Þakgil geosite, Laufskálavarða geosite (storytelling, traditions, superstitions). Kirkjubæjarklaustur (Hótel Laki) in evening, located in the Landbrotshólar pseudocrater field.	UNIBO (2), UNESCO (1), Replicators (3), Role Model (3), Stakeholders (1): Katla Centre.
Day 3		
<i>Morning</i>	Visit to Skaftárstofa visitor centre and exhibition where Fanney Ásgeirsdóttir, manager of the western area of Vatnajökull National Park, and Jóna Björk Jónsdóttir, assistant manager of the western area of Vatnajökull National Park, gave a presentation about the National Park and their new visitor centre. Geosites: Fjaðrárgljúfur canyon, Skaftáreldahraun.	UNIBO (2), UNESCO (1), Replicators (3), Role Model (3), Stakeholders (1): Vatnajökull National Park
<i>Afternoon</i>	Wrap-up session at Hotel Anna restaurant, where the visit was discussed. Sólheimajökull geosite (collaboration with authorities), Dyrhólaey geosite (rock fall, coastal erosion, nature protection).	UNIBO (2), UNESCO (1), Replicators (3), Role Model (3), Stakeholders (0)

4. Outcomes of the visit

4.1. Main objectives to be addressed during this staff visit and deviations from the agreement that occurred during the visit

A few of our stakeholders did not manage to meet with us due to personal, business or difficult weather: Þorsteinn Jónsson local ICE-SAR and part-landowner of Drumbabót geosite (bad weather on 21st), Drífa Bjarnadóttir CEO of Lindarfiskur fish farm (illness in staff at business and needing to change schedule of slaughtering fish), and meeting with former RHH manager of Kirkjubæjarstofa (Þuríður Helga).

4.2. Organisations/Institutions/Stakeholders Included in the Visit

- Katla UNESCO Global Geopark (host): Berglind Sigmundsdóttir, manager/director; Sigurður Sigursveinsson, board member; Jóhannes Marteinn Jóhannesson, project manager / Geoeducator and Ruritage project manager from 2020.
- Icelandic Meteorological Office (IMO): Elísabet Pálmadóttir, specialist in natural hazard monitoring
- ICE-SAR: Elísabet Pálmadóttir, member of ICE-SAR
- University Centre of South Iceland (HfSu): Sigurður Sigursveinsson
- University of Iceland's Earthquake Engineering Research Centre: Sólveig Þorvaldsdóttir.
- Lava Centre exhibition in Hvolsvöllur. Jorge Montalvo, educator/guide and geologist. Bárður Örn Gunnarsson, CEO/Director of Lava Centre.
- Skógar Heritage Museum: Andri Guðmundsson director.
- Kötlusetur - (Katla Centre for tourism and culture). Harpa Elín Haraldsdóttir, Director.
- Hafnleysa maritime museum (Vík): Harpa Elín Haraldsdóttir.
- Archeological Institute of Iceland: Ragnheiður Gló Gylfadóttir, Archeologist.
- Geoschool educator and researcher for Mýrdalshreppur municipality: Jóhannes Marteinn Jóhannesson, project manager of Katla Geopark and responsible for monitoring of Víkurfjara beach in Vík.
- Landowner of Bjarnagarður geosite (ashlayers and turf wall from 1200): Eva Björk Harðardóttir, part-owner of Hótel Laki.
- Vatnajökull National Park and UNESCO World Heritage Site: Fanney Björk Ásgeirsdóttir, manger of Vatnajökull National Park in Kirkjubæjarklaustur and Jóna Björk Jónsdóttir, assistant manager of VNP-Kirkjubæjarklaustur.
- Einar Jóhannsson, descendent of Anna from Moldnúpur, chef/owner at Country Hotel Anna.

4.3. Learning experience

• *Replicator's experience*

- *Which specific good practices did you learn about during the learning visit?*

How to promote effectively the most distinctive element of the area, the lava.

- *Which local challenges did the Role Model share and discuss with you?*

The increase and managing of the mass tourism Iceland recently experienced.

- *And which of your challenges did you discuss with them?*

How to promote and manage our forthcoming scientific centre.

- *Which different actions which have been implemented in the Role Model territory did you visit and discuss?*

RM10-2 – Promote a participative process to create a cohesive resilient community (educational activities and events, monitoring, and rescue teams, etc.)

RM10-3 – Promote the awareness of the natural features acting as hazard barriers.

RM10-1 – Discover and diffuse the traditional storytelling and superstitions as means to understand the natural environment and to promote the place ownership

RM10-4 – Foster the knowledge and awareness of the link between the traditional construction techniques and the natural environment.

- *What did you learn from the Role Model?*

How to manage a big natural area networking with local stakeholders.

- *Were your expectations met of this visit? What was good? What was missing?*

Nothing was missing. Our expectations especially met resilience activities and museum managing and promotion (lava centre). The visit was very interesting and complete.

- *How will you use the knowledge you acquired during this visit in the future?*

We will use the knowledge acquired for continuing the implementation of the Ruritage actions after the end of the project.

- **Role Model's experience**

- *Which specific good practices did you address during the learning visit?*

Four good practices were identified in Katla Geopark for the Ruritage project. Two out of four were addressed in presentations during the visit. The practices that were covered are:

RM10-2 – Promote a participative process to create a cohesive resilient community (educational activities and events, monitoring and rescue teams, etc.)

RM10-3 – Promote the awareness of the natural features acting as hazard barriers.

The other two practices from Katla Geopark were not covered in presentations but rather through discussion within the visiting group at sites that were linked to the practices. Those practices are:

RM10-1 – Discover and diffuse the traditional storytelling and superstitions as means to understand the natural environment and to promote the place ownership

RM10-4 – Foster the knowledge and awareness of the link between the traditional construction techniques and the natural environment.

- *Which local challenges did you share and discuss with the visiting Replicator? Which of their own challenges did the Replicator share with you?*

Katla Geopark shared its experience and challenges of opening and running a Visitor Centre within the Geopark. The Geopark also shared its difficulty of managing an area where Geohazards pose a constant risk and about the involvement of the locals in the projects of the Geopark, including Ruritage.

- *Which different actions which have been implemented in your territory did you visit and discuss with the visiting Replicator?*

We visited Katla Centre in Vík where the Treasure hunt game in Vík was made and is available for visitors. Harpa, the Director of the Centre, showed the group the game. Ragnheiður Gló gave a presentation on her archaeology project which has connections to the mapping of old travel paths within the Geopark.

- *What did you learn from the visiting Replicator?*

The Geopark learned about the tendency of people to forget or want to forget about the difficulties faced after natural disasters and the importance of keeping the memory alive and learning from the experience to be better equipped for the next disaster.

- *Were your expectations met of this visit? What was good? What was missing?*

Our expectations were met during the visit. The discussion within the group was very good, everybody involved and active. The Geopark managed to have representatives from its main stakeholders in the Ruritage project meet with the visitors and share their experiences with them. The missing thing was to better represent the two good practices (RM10-1 and RM10-4) that were not covered in a presentation during the visit.

- *How will you use the knowledge you acquired during this visit in the future?*

We will use the knowledge to run the Geopark in a better way and approach the resilience of the inhabitants and their experiences in a broader way.

4.4. Main take home message of the visit

For CoApp it was an important experience to learn how to share the local natural identity and heritage and how to promote the awareness or the natural hazards.

Another important lesson learned is to develop, in parallel with a Tourism Strategy, a plan to guarantee the sustainability of the tourism in medium and long-term. This is important to avoid that, in the case of a fast growing of tourism flows, the relevant impact of it can be difficult to manage.

Last but not least, the experience to train citizens regularly to incorporate them in the recovery teams, able to increase the safety of the place involved in the tourism offer, is surely a good practice.

4.5. Recommendations

- ***Based on your exchanges with the mentoring Role Model during the visit, do you have recommendations for them?***

We suggest them to increase the level of involvement and engagement of the local stakeholders and of the local communities.

5. Annex: pictures of the visit





*** End of the Report 2 ***

*** Beginning of the Report 3 ***


 RURITAGE
Heritage for Rural Regeneration

Staff exchange visit report

Mentoring visit between CoAPP – Psiloritis – KATLA

31/10 - 02/11/2019

1. Contact details and professional profiles

1.1 Replicator

Replicator Staff 1

<i>Name</i>	Sara Moreschini
<i>Gender</i>	Female
<i>Current occupation</i>	Mayor of Appignano Del Tronto
<i>Educational background</i>	Degree in Geology
<i>E-mail</i>	saramoreschini81@gmail.com
<i>Phone number</i>	+39.3396009775
<i>Short description of their expertise and involvement in your Replicator</i>	
Sara Moreschini is a 38-year-old freelance geologist and mother of Theresa who was born in 2018. She took part for the very first time in the town election in 2010 with the civil movement “La Bilancia” becoming a councilwoman and thereafter Councillor for the <i>Environment, Culture and Civil Protection</i> . In 2015, she becomes the mayor of Appignano del Tronto where, between 2016 and 2017, the town has to front the earthquake emergency that shook Marche and other regions of central Italy. She is the result of the Erasmus generation and has always been a convinced pro-European.	

Replicator Staff 2

<i>Name</i>	Antonella D’Angelo
<i>Gender</i>	Female
<i>Current occupation</i>	Project manager of the municipality of Appignano del Tronto
<i>Educational background</i>	Degree in Civil Engineering
<i>E-mail</i>	tecnicoappignano@gmail.com
<i>Phone number</i>	+39.3393597983
<i>Short description of their expertise and involvement in your Replicator</i>	

Antonella D'Angelo, 44 years old, civil engineer. Graduated from the University of Ancona in 2000, after a brief term in private practice for a private company, in 2005 she ranked first in the selection for head of the technical department and became chief engineer for the town of Appignano del Tronto. Over the years, she has worked with various public authorities and in 2015 she became chief technical director for work areas of the Tronto valley towns union central purchasing body, managing public contracts for 10 towns. Authors of various news articles regarding public contracts for "Il sole 24 ore", the official public administration and local authorities' newspaper and also teaches training courses for civil servants. She is also the proud mother of Elena (8 years old) and Giorgia (6 years old), and always tries to balance her family commitments and her professional growth and duties.

Replicator Staff 3

<i>Name</i>	Gianluca Vagnarelli
<i>Gender</i>	Male
<i>Current occupation</i>	Project manager of the municipality of Appignano del Tronto
<i>Educational background</i>	PhD in Political Theory
<i>E-mail</i>	gianlucevagnarelli74@gmail.com
<i>Phone number</i>	+39.3287440451
<i>Short description of their expertise and involvement in your Replicator</i>	
Gianluca Vagnarelli, PhD in Political Theory, is Lecturer of Political Science at University of Macerata, founder of i-strategies start-up company, specialized in the Intangible Heritage Marketing and Storytelling, and external expert evaluator for the European Research Executive Agency (REA). From December 2018, he is RURITAGE Project Manager for Appignano Municipality.	

1.2 Role Model

Role Model 9, Staff 1

<i>Name</i>	Charalampos Fassoulas
<i>Gender</i>	Male
<i>Current occupation</i>	Curator of Geological Collection NHMC-UoC, Scientific Coordinator Psiloritis UGGp, Coordinator of RURITAGE for RM9
<i>Educational background</i>	PhD in Structural Geology
<i>E-mail</i>	fassoulas@nhmc.uoc.gr , bfassoulas@gmail.com
<i>Phone number</i>	0030 6977881675
<i>Short description of their expertise and involvement in the Role Model</i>	
C. Fassoulas is head of Geodiversity Dep of NHMC of the Uni Crete, with experience in raising awareness against natural induced disasters, was project coordinator of several EU funded projects on risk mitigation and training against disasters and has organized several educational activities and demonstrations about earthquakes, tsunamis and other hazards at the exhibitions of NHMC. As scientific coordinator of Psiloritis Global Geopark, he is responsible for developing educational and training activities to increase resilience of local people and infrastructure.	

Role Model 10, Staff 1

<i>Name</i>	Hörður Bjarni Harðarson
<i>Gender</i>	Male
<i>Current occupation</i>	Project Manager in Katla UNESCO Global Geopark
<i>Educational background</i>	Degree in Geology
<i>E-mail</i>	hordur@katlageopark.is
<i>Phone number</i>	+354 6669899
<i>Short description of their expertise and involvement in the Role Model</i>	
Project manager for Katla Geopark. Working on promotion of the Geopark, networking and education, both in the form of material and various presentations. Former urban landscaper and athlete. Background in geology from the University of Iceland. Co-coordinator along with Th. Helga Benediktsdóttir.	

Role Model 10, Staff 2

<i>Name</i>	Puríður Helga Benediktsdóttir
<i>Gender</i>	Female
<i>Current occupation</i>	Employment officer in Skaftárhreppur region (one of Katla Geopark regions)
<i>Educational background</i>	MA in economic and implementing IT
<i>E-mail</i>	thb@katlageopark.is
<i>Phone number</i>	+354 8932115
<i>Short description of their expertise and involvement in the Role Model</i>	
<p>A part time employee as an Employment officer in Skaftárhreppur region and as a consultant of the Association of South Iceland's communities in the field of employment and culture. Former project manager for an Icelandic project – Fragile Communities – for the Skaftárhreppur region, which is 1 of 3 main founders of Katla UNESCO Global Geopark.</p> <p>As part time employee of Katla UNESCO Global Geopark, as a coordinator in KATLA's RURITAGE projects as RM10 in Resilience, and the project manager for RM10's RHH – in Kirkjubæjarstofa in Skaftárhreppur.</p>	

2. Agreed upon aims of the visit

1. Foster the knowledge and awareness of the link between the traditional construction techniques and the natural environment
2. Promote a participative process to create a cohesive resilient community (educational activities and event, monitoring and rescue teams, etc.)
3. Discover and diffuse the traditional storytelling and superstitions as means to understand the natural environment and to promote the place ownership

3. Schedule

3.1 Proposed dates for the visit

The visit will take place from 31/10/2019 to 02/11/2019.

3.2 Proposed schedule for the visit

Day 1	Planned activity	Staff/stakeholders present
October 31st		
<i>Afternoon</i>	16.00: context session + LV programme: during the context session, R5 will picture to RM9 and RM10 the local context of Appignano del Tronto (problems, challenges, etc.) to make RM10 able to do observations and concrete recommendations. Afterward, R5 will introduce RM9 and RM10 to the Learning staff visit programme and local stakeholders who will be involved in the following 2 days.	Only staff
November 1st	Meetings with R5 stakeholders	
<i>Morning</i>	09.30: meeting with Municipality of Appignano staff, and other local stakeholders (public bodies, associations, civil protection, etc.), engaged, at different levels, in the management of the post-earthquake phase (reconstruction, enhancement of community resilience, etc.). 11.30: meeting with GAL, local public agency engaged in public policies and providing funds to support resilience and competitiveness of the Appignano del Tronto area.	Staff and local stakeholders
<i>Afternoon</i>	15.00: meeting with local farmers, producers of local traditional products (oil, wine, etc.) and tourist service providers.	

	18.00: meeting with Fondazione CARISAP, local private foundation that supports private initiative to strengthen competitiveness of local companies and resilience of local communities.	
November 2nd		
<i>Morning</i>	09.30: wrap-up session on what has been discussed the last days, also an opportunity to address pertinent last questions.	Only staff

4. Outcomes of the visit

4.1 Main objectives to be addressed during this staff visit

Main objectives to be addressed during this staff visit:

- To introduce Rule Models and Ruritage Scientific Partners into Appignano del Tronto socio-economic context with its problems, strength, weakness, ongoing projects, and incoming challenges to provide them the necessary information to better “mentor” the municipality
- To introduce Rule Models and Ruritage Scientific Partners to local stakeholders to better understand their needs, to mentor them, to build international relations between stakeholders and role models
- To exchange, information, knowledge, best practice, tool, and everything can be useful for a better implementation of Ruritage project at local and international level.

Deviations from the agreement that occurred during the visit: the meeting with Fondazione CARISAP (local private foundation that supports private initiatives to strengthen competitiveness of local companies and resilience of local communities) scheduled for 1.11.2019 at 6pm was cancelled because of unavailability of the president Angelo Galeati and his staff due All Saints ‘Day holidays.

4.2 Organizations/Institutions/Stakeholders Included in the Visit

- Meeting with GAL, local public agency engaged in public policies and providing funds to support resilience and competitiveness of the Appignano del Tronto’s area. Staff: President Domenico Gentili, General director Marina Valentini (www.galpiceno.it).
- Meeting with local farmer, producer of local traditional products (oil, wine etc.) and tourist service provider "Conca d'Oro" Azienda Agrituristicca Olivicola Biologica owners. Staff: Marco Alessandrini (Owner).
- Meeting with a local family-owned olive oil factory “Oleificio Stipa Felice”. Staff: Stipa Giuseppina.
- A visit to the Appignano cemetery for the traditional All Saints’ Day
- Meeting with the “7/8 Chili” local cultural association, having been producing promotion and introduction material for promoting and supporting local initiatives. Staff: Davide Calvaresi and Giulia Capriotti (<https://78chili.wixsite.com>).
- Meeting with Municipality of Appignano staff, and other local stakeholders (public bodies, associations, civil protection etc), engaged, at different levels, in the management of the post-earthquake phase (reconstruction, enhancement of community resilience etc.)
- Visiting the Mayor’s home for a very delicious and welcoming brunch
- Visit from the Ascoli Bishop during his visit to Appignano for the traditional All Saints’ day (www.diocesiascoli.it).

4.3 Learning Experience

- **Replicator's experience**

- *Which specific good practices did you learn about during the learning visit?*

The most important specific needs we addressed during Mentoring Visit is related to strengthen local resilience after the Earthquake. We would like to transform a problem in an opportunity for developing community resilience. Consequently, we asked Rule Models and Ruritage Scientific partner to support us in building a feasible road map for Appignano del Tronto territory, starting from Ruritage Action Plan.

- *Which local challenges did the Role Model share and discuss with you? And which of your challenges did you discuss with them?*

Resilience challenges: a) problems connected with the reconstruction phase, especially administrative issues, and slow procedures; b) problems connected to the lack of resilience and climate change especially for farmers; c) more generally, how to transform a problem such us Earthquake in an opportunity for local development. Socio-economic challenges: a) hot to improve competitiveness of local companies; b) hot to boost tourism and cultural heritage.

- *Which different actions which have been implemented in the Role Model territory did you visit and discuss?*

We discussed a series of actions that will be implemented at Appignano del Tronto because Ruritage project, especially related to resilience: a) the idea to transform the experience of earthquake at Appignano del Tronto in knowledge transfer and educational activities center for improving resilience in other communities; b) an integrated tourist pack with Appignano del Tronto local producers and farmers; c) storytelling for local tourism and community building.

- *What did you learn from the Role Model?*

Lesson learned from KATLA (RM10): a) hot to manage emergencies even after an increasing of tourism. In Iceland in the last 15 years the number of tourists in increased from 0.5 to 2.5 million. This stressed their capacity to react in case of emergency where tourist where involved. Thanks to train provide to short team of local people they are available to react with flexibility in case of hazard; b) how to use storytelling for sharing awareness of natural hazards in children.

Lesson learned UoC (RM9): a) How to train people to be more resilience. Natural History Museum of Crete has section dedicated to disasters, risk mitigation, climate change impact reduction. A lot of schools visit the Museum and experience the earthquake simulator; b) How to find online resources for improving resilience. EVANDE project is developing a distance learning platform to: 1) identify risks; 2) to minimize the vulnerability; 3) develop or update emergency plan (connected with families and individuals who have to knows what their role in the plan is); 4) to use existing local knowledge. The material is available in Italian.

- *Were your expectations met on this visit? What was good? What was missing?*

The mentoring visit matched the exact expectation we had before it, especially in terms of: a) knowledge transfer; b) international networking; c) sharing contents; d) exchange good practices; e) better involving local stakeholders.

- *How will you use the knowledge you acquired during this visit in the future?*

In the short term we used the knowledge we acquired during this visit to better finalized the Action Plan of Appignano del Tronto. In the long term we will use the knowledge and contacts acquired to develop further projects in the resilience field at international level.

- ***Role Model's experience***

- *Which specific good practices did you address during the learning visit?*

- Local involvement, f. ex by reach out to children in the form of stories, they listen, learn the story and communicate from their experience of it.
- Local involvement of rescue team with contacts to the public
- Traffic and road network, public transport, and ease of access. Limited service and accommodation.

- *Which local challenges did you share and discuss with the visiting Replicator? Which of their own challenges did the Replicator share with you?*

- Local food production – the selling part and the competition, quality vs. quantity
- Local landscape - landslides
- The first public gathering involving international guests in the sports center, which during the event of the earthquake was used as a shelter for the inhabitants in need of assistance.

- *Which different actions which have been implemented in your territory did you visit and discuss with the visiting Replicator?*

- Local private Uni foundation supporting local initiatives – “teach people to help themselves...
- Local food production, olive oil from tree to factory

- *What did you learn from the visiting Replicator?*

- Already resilient as to existing transport system!
- The local initiative
- The unity of municipalities to use expert knowledge in their task force

➤ *Were your expectations met on this visit? What was good? What was missing?*

Yes, it was, to be in contact with the human society and see the strong intention at the municipal level to develop a resilient society.

➤ *How will you use the knowledge you acquired during this visit in the future?*

Use as a discussion and reasoning points.

4.4 Main take home message of the visit

- ***Replicator's message***

- Local is the quality – the quantity is not the answer
- Unity at the local level – the public is involved
- The active use of expertise also out in the rural area

- ***RM9 – UoC's message***

A local resilience center dedicated to educational activities can be a great resource for improving resilience in local communities and, at the same time, to develop, through educational tourism, local economy. Especially if the center can offer innovative educational experiences such as the earthquake simulator at Natural History Museum of Crete.

- ***RM10 – KATLA's message***

1) Members of Rescue teams are not only professionals, but even local people trained and able to react and support people in case of needs; 2) Storytelling can be a useful tool for supporting awareness of natural hazards especially for children.

- ***UNESCO's message***

Appignano del Tronto can be involved in international campaign organized by UNESCO such as “72 hours

campaign” or “National disaster day” that connects global and local communities sharing knowledge and contents for preventing hazard even integrating school curriculum.

4.5 Recommendations

- ***Based on your exchanges with the mentoring Role Model during the visit, do you have recommendations for them?***

To exchange information, knowledge and to involve Municipality of Appignano del Tronto in their international network, initiatives, events, and projects related do resilience.

- ***Based on your exchanges with the Replicator during the visit, do you have recommendations for them?***

The nature of a natural hazard is a complex scientific issue, that must be addressed with expertise. The human nature weighs equally regarding importance and has to be addressed, especially in the preventive work. The aftermath of a disastrous natural event will then hopefully demonstrate the improved methods and actions learned from the preventive work.

The small things, like stickers on the doors to say, “this house is empty”. The simple little things that require little effort but produce great results.

Focusing the effort on the schools and younger generations on resilience training and education is a simple, and arguably the best way, to introduce the topic for discussion in the homes in the region.

5. Annexes

- Annex 1: *Detailed itinerary of the visit*

31.10.2019

h16 context session + LV programme: during the context session RM5 pictured to RM9 and RM10 the local context of Appignano del Tronto (problems, challenges etc.) to make RM10 able to do observations and concrete recommendations. Then, RM5 introduced RM9 and RM10 to the Learning staff visit programme and local stakeholders involved in the following 2 days' visits.

h18.30 meeting with GAL Piceno (www.galpiceno.it), a local public agency engaged in public policies and providing funds to support resilience and competitiveness of the Appignano del Tronto area. GAL staff consisted of President Domenico Gentili and General director Marina Valentini.

01.11.2019

h9.30 meeting with local oil producer Conca d'Oro during its activity of olive harvest.

h11 meeting with local oil producer Oleificio Stipa Felice during its oil pressing activity.

h15.30 visit to Appignano cemetery for the traditional All Saints' Day.

h17.30 meeting with "7/8 Chili" local cultural association to discuss cultural activity related earthquake resilience and storytelling techniques. "7/8 Chili" staff consisted of Davide Calvaresi and Giulia Capriotti.

02.11.2019

h9.30 meeting with staff members of Municipality of Appignano who are engaged in the management of the post-earthquake phase (reconstruction, enhancement of community resilience etc.). In addition to Antonella d'Angelo and Sara Moreschini staff members consisted of Fabiola Pierantozzi and Ilario De Luca.

h10.30 Meeting with Bishop of Ascoli Piceno who visits municipality of Appignano for his ritual yearly visit.

h11.30 Wrap-up session on what has been discussed during Mentoring Visit.

- Annex 2: *Some pictures of the visit*

01.11.2019 – 11h meeting with local oil producer Oleificio Stipa



01.11.2019 – 9.30h meeting with local oil producer Conca d'Oro





01.11.2019 - h17.30 meeting with “7/8 Chili” local cultural association



2.11.2019 – h9.30 meeting with staff of Appignano del Tronto Municipality

*** End of the Report 3 ***

8.6 R6 (IZM & DEM & IZT): Integrated management of Madra Geopark in Gediz-Bakircay Basins (Turkey)

Replicator 6 **IZM-DEM-IZTECH**

Overview of visits

Type of Visit	Dates	Partners involved
Learning visit (R to RM)	19-23/09/2019	R6 – IZM-DEM-IZTECH RM12 – Duero Douro
Mentoring visit (RM to R)	30-31/05/2022	R6 – IZM-DEM-IZTECH RM12 – Duero Douro
Online Visit	23/02/2021	R6 – IZM-DEM-IZTECH RM13 – WestBic

*** Beginning of the Report 1 ***



Staff exchange visit report

Learning visit between IZM-DEM-IZTECH – DUERO DOURO

19-23/09/2019

1. Contact details and professional profiles

1.1. Replicator

Replicator Staff 1

<i>Name</i>	Baha Kuban
<i>Gender</i>	Male
<i>Current occupation</i>	Demir Enerji
<i>Educational background</i>	PhD
<i>E-mail</i>	bkuban@demirenerji.com
<i>Phone number</i>	+905306409000
<i>Short description of their expertise and involvement in your Replicator</i>	
<p>He is clean energy technology, climate change and politics expert. He obtained his Ph.D. from Louisiana State University in 1986 in Engineering Science, his M.Sc. degree from University of British Columbia in 1983 in Materials Science. He has worked in the glass industry in Turkey as research engineer and business development manager. In 2007, he started to work for Ecofys as a senior consultant in the areas of clean energy technologies, climate change strategy and policy. In 2009, he became manager-partner for Clean Globe, a solar PV consulting and engineering firm. In 2010, he joined the Demir Energy team. He is working in solar electricity, sustainable cities, eco-innovation, circular economy, and climate change politics.</p>	

Replicator Staff 2

<i>Name</i>	Gonca Akgül
<i>Gender</i>	Female
<i>Current occupation</i>	Demir Enerji
<i>Educational background</i>	PhD candidate and sustainable cities consultant
<i>E-mail</i>	gakgul@demirenerji.com
<i>Phone number</i>	+5453374853

Short description of their expertise and involvement in your Replicator

She is an urban planner and has been working as a researcher at Demir Energy. She received her MSc degree from Yildiz Technical University in Urban Conservation and Planning Programme. She completed her MSc thesis on sustainable mobility and during her MSc she worked as a research assistant in the EU co-fund smart cities and communities projects as titled „Community Data-Loops for Energy Efficient Urban Lifestyles“ (CODALoop). Currently she is doing her PhD degree in Urban Planning Programme at Yildiz Technical University, and she has focused on smart city, sustainable mobility, circular economy and climate change related issues in the urban studies.

Replicator Staff 3

<i>Name</i>	Demet Burçin Gezgin
<i>Gender</i>	Female
<i>Current occupation</i>	Izmir Metropolitan Municipality
<i>Educational background</i>	M.Sc. Urban Planning
<i>E-mail</i>	demetburc@gmail.com
<i>Phone number</i>	+90 530 239 50 49
<i>Short description of their expertise and involvement in your Replicator</i>	
Demet Burçin Gezgin was born in 1986 in Ankara – Turkey. Following her bachelor’s degree in urban planning, she continued her master education in Dortmund, Germany, where she specialized in strategic urban development and sustainable transport policies. After several work experiences as an urban planner in Istanbul and Dortmund, she has started to work for Izmir Metropolitan Municipality in 2015. Since that time, she participated in EU supported transport and spatial development projects.	

Replicator Staff 4

<i>Name</i>	Ali Bor
<i>Gender</i>	Male
<i>Current occupation</i>	Izmir Metropolitan Municipality
<i>Short description of their expertise and involvement in your Replicator</i>	
Ali Bor was born in 1986 in Izmir – Turkey. After completing his bachelor’s degree in Urban Planning from IZTECH, he studied in IZTECH and TU Wien for master’s degree. During his master’s study, he worked as fulltime research assistant in IZTECH. His works specialized in urban renewal projects in former industrial ports. In 2012, he started to work as Real Estate Appraiser for banks and corporates. In 2014, he has started his architecture and city planning office with his partner. His work specializes in residential buildings, industrial buildings, interior design, surveying and restoration projects of listed building, spatial development, and master plans. Bor is elected in 2019 as City Counselor of Izmir and Bergama.	

Replicator Staff 5

<i>Name</i>	Zeynep Durmus Arsan
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<i>Gender</i>	Female
<i>Current occupation</i>	Izmir Institute of Technology, Department of Architecture
<i>Educational background</i>	Assoc. Prof. Dr. Architecture
<i>E-mail</i>	arsanzeynep@gmail.com
<i>Phone number</i>	+90 532 708 20 52
<i>Short description of their expertise and involvement in your Replicator</i>	
<p>She was born in 1971, in Izmir, Turkey. She graduated from Izmir, Dokuz Eylül University, Department of Architecture in 1992. She had her master degree on „Designing New Buildings in Old Settlements“ in Ankara, Middle East Technical University, Department of Architecture in 1997, and her PhD on „Sustainable Architecture in Turkey“ in Izmir Institute of Technology, Department of Architecture, in 2004. She conducted two post-Doctoral studies in Belgium-Katholieke Universiteit Leuven, Centre for Sustainable Human Settlements in 2005, and Austria-Technical University of Vienna, Department of Building Physics and Building Ecology in 2011. She has been working in Izmir Institute of Technology since 1997 on the topics of ‚local sustainability and cultural heritage‘, ‚rural development‘, ‚sustainable building design‘, ‚vernacular housing‘ and ‚building energy performance‘.</p>	

Replicator Staff 6

<i>Name</i>	Alper Baba
<i>Gender</i>	Male
<i>Current occupation</i>	Izmir Institute of Technology, Department of Civil Engineering
<i>Educational background</i>	Prof. Dr. Hydrogeology
<i>E-mail</i>	alperbaba@iyte.edu.tr
<i>Phone number</i>	+90 535 469 8367
<i>Short description of their expertise and involvement in your Replicator</i>	
<p>Alper Baba (Turkey, 1970), holds a degree in geology and a doctorate in the field of hydrogeology from the Dokuz Eylül University, Izmir. He has 25 years experience in hydrogeological and environmental geology problems in different parts of the world. Since 2010 he has been a professor at Izmir Institute of Technology as a director of Geothermal Energy Research and Application Center. He is teaching and conducting research in the field of environmental geology, groundwater contamination, geothermal energy and hydrogeology. He has coordinated a variety of national and international R&D projects in co-operation with research institutes and companies; among them NATO funded projects. Dr. Baba was awarded the “Successful Young Scientists Award” of Turkish Academy of Science and the Turkish Geological Engineering Association “Gold Medal Award”. Dr. Baba is author of several peer-reviewed scientific publications and contributions to international conferences and is editor of the book “Groundwater and Ecosystems”, “Climate Change and its Effects on Water Resources, Issues of National and Global Security” (NATO Science Series, Springer), and “Geothermal Systems and Energy: Turkey and Greece” (CRC Press).</p>	

Replicator Staff 7

<i>Name</i>	Koray Velibeyoglu
<i>Gender</i>	Male

<i>Current occupation</i>	Izmir Institute of Technology, Department of City and Regional Planning
<i>Educational background</i>	Assoc. Prof. Dr. Urban Planning & Design
<i>E-mail</i>	korayvelibeyoglu@iyte.edu.tr
<i>Phone number</i>	+90 533 774 1199
<i>Short description of their expertise and involvement in your Replicator</i>	
<p>Koray Velibeyoglu (Turkey, 1972), holds a degree in city and regional planning and a doctorate about institutional use of technological systems in city planning from Izmir Institute of Technology, Izmir. He has 20 years experience in urban planning and design mainly concerning sustainable local development strategies, large-scale urban design projects and ecological planning problems for local and international institutions. Since 2016 he has been an associate professor at Izmir Institute of Technology as a director of Continuing Education Centre. He is teaching and conducting research in the field of urban design, planning history, knowledge management, local asset-based development, nature-based solutions, urban ICT policy-making and knowledge-based development processes. He has coordinated a variety of national and international R&D projects in co-operation with research institutes and companies; among them EU and EBRD funded projects. Dr. Velibeyoglu was awarded the "Australian Endeavour Award" as post-doc researcher in spatial development of high-technology industries. Dr. Velibeyoglu is author and co-editor of the books "Creative urban Regions" and "Knowledge-based urban Development" (IGI Global).</p>	

Replicator Stakeholder Organisation 1

<i>Name of the stakeholder organisation</i>	Kozak Yukaribey Tourism Development Cooperative
<i>Short description of their expertise and involvement in the Replicator</i>	
<p>Kozak Yukaribey Tourism Development Cooperative is a cooperative established by the villagers in Yukaribey, one of the leading rural settlements of our project area. At the same time, the building we use as RHH is the property of this cooperative. The members of the cooperative contribute to our project as the most important local leaders in the region and act as a bridge to ensure that the project works reach the rural people. For this reason, Kozak Yukaribey Tourism Development Cooperative is one of our most valuable local stakeholders. Gülden Karabudak will attend the visit on behalf of the cooperative.</p>	

1.2. Role Model

Role Model Staff 1

<i>Name</i>	Enrique Cobreros García
<i>Gender</i>	Male
<i>Current occupation</i>	Manager Cluster AEICE
<i>Educational background</i>	Architect
<i>E-mail</i>	emcbreros@aeice.org
<i>Phone number</i>	607723983
<i>Short description of their expertise and involvement in the Role Model</i>	
Architect at University of Valladolid and master's in real estate management at Polytechnic	

University of Madrid. He is working in Cluster AEICE since 2012 as the Cluster Manager. He has experience of 25 years in the direction of all type of projects, building, restoration, infrastructures, involving teams of over 100 people. His work has been developed both in the public sector and in the private sector, which allows him to have a global vision of territorial development strategies. Speaker in different courses, masters, and events. From its position of cluster manager, he has an extensive network of institutional contacts in the Duero Douro area. In RURITAGE project he will contribute with their experience in innovation on the construction sector (including rehabilitation and regeneration).

Role Model Staff 2

<i>Name</i>	Beatriz Alonso Ballesteros
<i>Gender</i>	Female
<i>Current occupation</i>	Manager of Duero Douro
<i>Educational background</i>	Bachelor's in economics
<i>E-mail</i>	balonso@aeice.org
<i>Phone number</i>	600574928
<i>Short description of their expertise and involvement in the Role Model</i>	
Bachelor's in economics from the University of Valladolid and Master in business administration from the Chamber of Commerce of Valladolid. She is with Cluster AEICE since 2015 as the Manager of "Duero Douro, Heritage for Development" initiative. Before, she was the director of a SME dedicated to the management of cultural projects and organization of cultural events. Between 2006 and 2014, she was manager of five editions of AR&PA Biennial of Heritage Restoration and Management. She has also managed during six years the platform EVoCH-Economic Value of Cultural Heritage. Both managing activities were under direction of the DG of Cultural Heritage of the Regional Government of Castile-Leon. In addition, she has worked for ten years in marketing and communication areas.	

Role Model Staff 3

<i>Name</i>	María del Pilar Pérez Fernández
<i>Gender</i>	Female
<i>Current occupation</i>	Project Technician, Douro Office
<i>Educational background</i>	Bachelor in Geographics
<i>E-mail</i>	Dperez@aeice.org
<i>Phone number</i>	610403420
<i>Short description of their expertise and involvement in the Role Model</i>	
Degree in Geography from the University of Valladolid; she has developed her professional career as an urban planner in her own company (Urbyplan) for 25 years. Extensive experience in managing complex processes related to the coordination and development of urban and sub- regional planning in the community of Castilla y León. Consultancy in Environmental Impact Assessment and in studies of territorial implementation of uses and activities. Collaborator in the drafting of the Strategic Plan of the Douro Initiative, since 2018 works as a project technician in the Technical Office of the Douro Initiative.	

Role Model Staff 4

<i>Name</i>	Erica Morales Prieto
<i>Gender</i>	Female
<i>Current occupation</i>	Project Technician, Douro Office
<i>Educational background</i>	Bachelor in Geographics
<i>E-mail</i>	emorales@aeice.org
<i>Phone number</i>	691490324
<i>Short description of their expertise and involvement in the Role Model</i>	
Degree in Geography from the University of Valladolid; she obtained her PhD degree at the University of Valladolid in 2016 in the Department of Geography with the thesis "The new settlers in the rural areas of Castilla and León". She has developed her professional career as a teacher at the University of Valladolid and Salamanca and, since 2017 in the Douro Douro initiative, as a project technician. She is also currently studying a master's degree in cultural heritage management.	

2. Agreed upon aims of the visit

1. To know the process of creation of the DD initiative developed within the framework of a cluster and promoted by the private initiative.
2. Understand the organizational structures and capacity development achieved around the implementation of the Douro Douro initiative.
3. Expose the potentialities of the territorial brand articulated around the Douro River (territorial heritage) to favour an integrated and synergic action around the patrimonial resources.
4. Know the management models of entities present in the Douro territory (knowledge centres, local initiatives...) based on the enhancement of local resources.
5. To know the public facilities of the network of natural spaces of the regional government and its management model.
6. Visit concrete examples of the recovery of the built heritage in which new functions of use have been developed (monastery of Valbuena/hotel spa, mansion/visitors' centre of the natural park, mill/restaurant).

3. Schedule

3.1. Proposed dates for the visit

The visit will take place from 19/09/2019 to 23/09/2019.

3.2. Proposed schedule for the visit

DAY 1. The first day of the trip will be dedicated to the presentation of the Cluster, the Douro Model, and the more institutional visits. We will have the opportunity to meet with those responsible for government: regional, provincial, and local. In the afternoon we will carry out an event to which we have quoted the members of Douro Douro and those agents to which we will not visit in situ.

DAY 2. We will travel to the province of Soria, where the Duero River rises and where we will get to know different initiatives developed in the Douro territory. We will also have the opportunity to visit the facilities of one of the natural parks.

DAY 3. We will visit the Ribera del Duero, the oldest denomination of origin in the Spanish territory. In the course of the day, we will get to know two business models closely linked to the enhancement of territorial heritage.

4. Outcomes of the visit

4.1 Main objectives to be addressed during this staff visit

- Presentation of the AEICE cluster as a collaborative structure and facilitator of the Douro Model.
- To know the configuration process and the management model of the Douro Douro initiative.
- Presentation of the Ruritage project and the Turkish delegation to the government structures with direct competence over the territory: regional government (Junta de Castilla y León), local government (Diputación de Valladolid) and City Council (Ayuntamiento de Valladolid).
- Facilitate contact with the different types of agents that collaborate in the development of the Douro Douro Initiative: companies in the heritage sector, public administrations, third sector entities, universities, technology centres.
- Getting to know the territorial heritage of the Douro Douro: landscape, monuments, vineyards, gastronomy, ethnography.
- To learn about business models and actions developed throughout the Douro territory that incorporate heritage as an added value to their final offer of products, services, or activities.
- Explore the common interests between the Douro territory and the Madra Geopark.

4.2 Organizations/Institutions/Stakeholders Included in the Visit

NAME	ROLE
Mr. Enrique Cobreros García	Director of the Castilla y León Habitat Cluster, AEICE
Mrs. Carmen Devesa	Responsible for the Challenges Area of the Castilla y León Habitat Cluster, AEICE.
Mr. David Gay	Manager of the "Contract Douro" Area of the Habitat Cluster of Castilla y León, AEICE.
Mr. Gumersindo Bueno	Regional Ministry of Culture and Tourism (Junta de Castilla y León), Director General of Cultural Heritage
Mr. Conrado Íscar.	President of the Diputación de Valladolid (Provincial Government) and Tourism Manager of the province
Mr. Óscar Puente	Municipal government: mayor's office, environmental and urban planning councillors.
Mrs. Zoa Escudero	Santa María la Real del Patrimonio Histórico Foundation. Partner promoter of the Douro Douro Initiative.

Mr. Ángel Palomino	Patrimonio Inteligente. Partner promoter of the Douro Douro Initiative.
Mrs. Gloria Hernández	Urbyplan. Partner of the Douro Initiative
Mr. José Luis García	University of Valladolid, Dept. of Geography
Mr. Francisco Barrientos	Cartif Technology Centre
Mr. Gustavo Calvo	Miss Malauva. Urban Wine Tourism Company
Mr. Pablo Rodríguez	GEOCYL Environmental Consulting
Mr. Carlos Gómez	PassivHaus Home Builder
Mrs. Angeles Acebes	Cultyocio Association, Historical Recreation
Mr. Rodrigo Cerdá	Cultural Entrepreneur
Mr. David Muriel	Medina del Campo Town Council, Local Development Agency
Mr. Carlos del Barrio	Mayor of Quintanilla de Onésimo Town Council
Mrs. Marisa Gómez	Manager of the ADEMA Local Action Group, representing the four groups in the province of Soria.
Mrs. Victoria Tortosa	Manager of "La Exclusiva" Social Logistics company.
Mr. Rodrigo Gómez	CESEFOR. Centre for Services and Promotion of the Forestry Industry of Castilla y León
Mr. Antonio Molina	Natural Heritage Foundation of the Junta de Castilla y León. Río Lobos Canyon Natural Park
Mr. Jesús Rodríguez	Director of the Innovation Agency of the Valladolid City Council
Mrs. Arantxa Herranz	Head of Communication at Bodegas Aalto.
Mr. Javier Vega	Director of the Hotel Balneario Monasterio de Valbuena.
Mr. Julio César García	Manager of the Foundation Los Edades del Hombre, Castilla y León.

4.3 Learning Experience

- *Which specific good practices did you address during the learning visit?*

The proposed visits are essentially the result of the implementation of two good practices:

- The process of creating the Douro Douro initiative within the AEICE cluster by configuring a bottom-up initiative.
- The creation of a territorial brand that brings together the wide diversity of heritage resources as a dynamizing element to improve the competitiveness of economic activities.

- *Which local challenges did you share and discuss with the visiting Replicator? Which of their own*

challenges did the Replicator share with you?

Despite the differences between the Douro territory and the Madra Geopark, common challenges such as the challenges linked to the depopulation of rural areas and their relationship with urban centres or the processes of landscape renaturation (abandonment of land, reduction in the volume of people working in the primary sector, etc.) have become evident.

Among the challenges shared by both territories, we have discovered that the pine forests of both territories are affected by the same plague of insects. The economic impact on the local economies is very important, which opens a space for mutual collaboration of interest to both regions.

- *Which different actions which have been implemented in your territory did you visit and discuss with the visiting Replicator?*

After the initial presentation of the Ruritage Project and the Izmir consortium, the entities and agents have presented their trajectory (actions developed, business models, experiences...) centred on how they are developing actions for the revaluation of cultural heritage.

Government institutions have presented the policies they are developing around cultural heritage. The regional government presented the PAHIS Plan (Strategic Plan for Cultural Heritage); the provincial government, its tourism promotion policy and the municipal government the experience of the Innovation Agency.

During the trip to the province of Soria, we had the opportunity to learn about the experience of the "El Hueco" social entrepreneurship center, the model of CESEFOR's research center and the management system for public use facilities of the regional government's network of natural spaces.

In the trip to Ribera del Duero, we learned about the experience of Bodegas Aalto and Castilla Termal, two business models from very different sectors (wine production and tourist accommodation) especially concerned with incorporating the value of heritage in their final offer of product or service.

- *What did you learn from the visiting Replicator?*

During the final evaluation of the visit, different aspects were highlighted that help us to identify unique characteristics of our initiative. The vision of agents not directly involved in the process is very valuable in recognising the most highly valued aspects. The following was highlighted in the final evaluation of the visit:

- The private nature of the initiative and the interest in the process of creating the initiative developed within a cluster working group.
- The potential of a territorial mark (territorial heritage), articulated around the Duero River, which favours integrated and synergic action around the heritage resources.
- The interest of the CESEFOR model (research centre) which takes local resources (forest masses) as a reference to define a model of service provision directly connected with the needs of the nearest economic

environment.

- The success of including in a single installation (Park House) all natural resources: flora, fauna, traditional management and exploitation of the forest, herbarium, mycological reserve ...
- Information and contacts regarding the pest of insects that attacks the pine forests and negatively affects the local economy of the Madra region.
- The interest of the "El Hueco" model as a center of social entrepreneurship that is allowing the development of very specific activities and businesses aimed at solving the problems and needs of the rural environment in which it is located (social logistics, connectivity...).
- Is the reflection on the link between the projects and models developed and the local community really considering the needs of the local population to contribute to their maintenance (avoid depopulation)?
- Concrete examples of the recovery of built heritage through the development of new functionalities: Monastery of Valbuena/Hotel Balneario; Casona/Visitors' Centre of the Natural Park; Molino/Restaurant.
- The interest of the Innovation Agency of Valladolid City Council as a reference in project management and as a space for entrepreneurship linked to the talent recovery program.

➤ *Were your expectations met of this visit? What was good? What was missing?*

The preparation and development of the visit undoubtedly favours mutual knowledge and the creation of alliances as well as making the results of the Ruritage project tangible. It is an inspiring experience with great potential for discovering common interests.

Perhaps it would have been a good idea to incorporate into the programme a longer period of time for the final session in order to contrast in more detail the impressions of the whole experience.

4.4 Main take home message of the visit

The preparation for the visit has allowed us to strengthen relations with the institutions of government (regional government, provincial government, and town halls) and to make evident the participation of the Douro initiative in the Ruritage project. The presentation of the Douro territory has forced us to reflect once again on the role of the different agents in the success of our initiative to select examples of the most representative actions of the model.

4.5. Recommendations

The trip underlined the existence of common problems and challenges in the rural areas on which we work (Douro Douro/Geoparque de Madra) despite their differences: depopulation, provision of public services, plagues in the forest masses, abandonment of land, new uses, and functions of the built heritage...

5. Annexes

- Annex 1: *Detailed itinerary of the visit*

Day 1	Planned activity	Staff/stakeholders present
8.15 – 9.00	Welcome Presentation of the Cluster	Mr. Ricardo Fortuoso Martin, President of the AEICE cluster
9.00 – 10.00	Presentation of the cultural heritage area and the Douro Douro Initiative Agenda of the visit	Mrs. Beatriz Alonso Ballesteros, Manager of Duero Douro
10.00 – 10.30 AEICE Cluster HQ	Presentation of the other Work Areas of the AEICE Cluster	Mrs. Carmen Devesa Fernández, Challenges Area. Mr. David Gay Esteban, Hábitat Manager
11.00 – 12.00 Regional Government Junta de Castilla y Léon. Monasterio del Prado	Reception Direction of Cultural Heritage	Mr. Gumersindo Bueno Benito, Director-General for Cultural Heritage.
12.30 – 13.30 Valladolid Provincial Council. Palacio de Pimentel	Reception Presidency of the Valladolid Provincial Council	Mr. Conrado Íscar Ordóñez, President Mr. Victor Alonso Monge, Vice-president
14.00 – 15.00	Reception at Valladolid City Council	Mr. Óscar Puente Santiago, Mayor of Valladolid Mrs. María Sánchez Esteban, Councillor for the Environment and Sustainability
15.30 – 17.30	Lunch	
18.00 – 21.00 Winery Señorita Malauva	Weaving Nets Tasting and Networking	Stakeholders Duero Douro

Day 2		
07.15	Exit Plaza España	Travel by minibus to the province of Soria
10.00 – 12.00	Entrepreneurship Center "El Hueco" Visit to the facilities Reception with agents and companies	Mr. Roberto Ortega, Media Officer "El Hueco" y "Cives Mundi"
12.30 – 14.00	Fundación Cesefor	Mr. Rodrigo Gómez Conejo, Head of the ICT and Knowledge Management Area
14.00 – 15.30	Lunch	
16.30 – 17.30	Cañón Rio Lobos Natural Park Visit to La Casa del Parque	Mr. Antonio Martín, Technician of the Consejería de Medio Ambiente (Soria)
Day 3		
09.30 – 10.30 Innolid, Innovation Agency	Reception Innovation Agency Valladolid City Council	Mr. Jesús Gómez Pérez, Agency Manager
10.45 – 11.45	Valladolid-Peñafiel Trip	
11.45 – 12.45	Visit to Peñafiel	
13.00 – 14.30	Guided visit to the Winery Bode Aalto	Mrs. Arantxa Herranz
15.00 – 16.30	Lunch	
16.45 – 18.15 Castilla Termal	Visit Monastery of Valbuena Fundación Las Edades del Hombre	Mr. Javier Vega, Hotel Manager Mr. Julio César García, Manager
18.30 – 19.30	Closing and evaluation of the visit	

- *Annex 2: Some pictures of the visit*



Welcome at the AEICE HQ



Meeting with the Director General of Cultural Heritage, Junta de Castilla y León



Family photo, Ruritage Delegation in the City Council of Valladolid.



Family photo, Castillo de Peñafiel (Valladolid).

*** End of the Report 1 ***

*** Beginning of the Report 2 ***



Staff exchange visit report

Mentoring visit between IZM-DEM-IZTECH – DUERO DOURO

30-31/05/2022

1. Contact details and professional profiles

1.1. Replicator

Replicator Staff 1

<i>Name</i>	Oya Tabanoglu
<i>Gender</i>	Female
<i>Current occupation</i>	Sustainable cities consultant at DEM
<i>Educational background</i>	MSc. Urban Planner
<i>E-mail</i>	otabanoglu@demirenerji.com
<i>Phone number</i>	+905064966470
<i>Short description of their expertise and involvement in your Replicator</i>	
<p>She is an urban planner with 8 years of experience in private sector for urban planning, urban design and national architecture & urban design competitions in Turkey. She graduated from İzmir Institute of Technology, Department of Architecture, Urban and Regional Planning in 2013. Her M.Sc. degree is from İstanbul Technical University, in Department of Urban Planning with thesis “A Recommendation of Adaptation Strategies to Climate Changing for Antalya” in 2018. Between 2014-2016 she worked with Labour70 in İstanbul; also, as a team member, she won three national competitions which were 1st winner and honorable mentions. Now, she has been working for climate change politics, sustainable cities, cultural heritage, sustainable rural areas as a researcher at Demir Energy since 2017.</p> <p>She is coordinating the Izmir partners and following all process of Ruritage project.</p>	

Replicator Staff 2

<i>Name</i>	Esra Demir
<i>Gender</i>	Female
<i>Current occupation</i>	Managing partner of DEM
<i>Educational background</i>	MSc, MDA Industrial Engineer

<i>E-mail</i>	edemir@demirenerji.com
<i>Phone number</i>	+905337625191
<i>Short description of their expertise and involvement in your Replicator</i>	
<p>She has been working as a sustainability expert at Demir Energy Consulting with a focus on strategic planning for corporations and local governments. She got her MBA degree from Montclair State University and BSc degree of Management Engineering from Istanbul Technical University. She has knowledge about financial and social aspects of sustainability as well as environment. She has been involved in several Horizon 2020 projects including smart cities, nature-based solutions, positive energy districts. She also has extensive experience working with local governments develop SECAPs. She is the responsible person for financial and administrative works.</p>	

Replicator Staff 3

<i>Name</i>	Toyga Ayzit
<i>Gender</i>	Male
<i>Current occupation</i>	PhD Student
<i>Educational background</i>	MSc. Geologist
<i>E-mail</i>	tolgaayzit@gmail.com
<i>Phone number</i>	+90 532 227 92 11
<i>Short description of their expertise and involvement in your Replicator</i>	
<p>Tolga Ayzit is a geologist with ten years of experience working on a variety of mineral exploration programs and environmental conservation projects. He has worked on epithermal gold mineralization around Efemçukuru, Turkey. Also, he has worked on base - precious metals and gemstone mineralization which are related to the East African Rift System (EAR) and Damara-Zambezi Belt (DZB) in Malawi. He has experience in mapping, sampling and core logging programs as well as drill site management. Tolga has worked with exploration databases and has a research background in ore geology and experience working in laboratories. Additionally, he managed to significantly increase the quality of borehole water which belongs to Lilongwe Wildlife Centre, Malawi. Tolga is a capable field geologist studying at the department of International Water Resources in IZTECH. He is managing a Ph.D. project which is "Assessment of enhanced geothermal system (EGS) potential of Kozak granitoid based on geological, geophysical and geotechnical". He provides support for the geological heritage in Kozak Plateau for Ruritage.</p>	

Replicator Stakeholder Organisation 1

<i>Name of the stakeholder organisation</i>	Yasar University
<i>Short description of their expertise and involvement in your Replicator</i>	
<p>Necessary new contacts and branding processes will be carried out for the products in Kozak villages by them. The recognition of Kozak regional products will be ensured by creating a certain promoting quality assurance and relating it with an improved image of the territory for the target buyers with the joint brand thanks to Yasar University.</p>	

Replicator Stakeholder 2

<i>Name of the stakeholder organisation</i>	Mustafa Pancar
<i>Short description of their expertise and involvement in your Replicator</i>	
Mustafa Pancar is the last master of basket weaving in Bergama. So, he has been teaching these traditional crafts especially to women through the Ruritage project.	

1.2. Role Model

Role Model Staff 1

<i>Name</i>	Carmen Arnuncio
<i>Gender</i>	Female
<i>Current occupation</i>	Innovation and development Manager
<i>Educational background</i>	Architect
<i>E-mail</i>	carnuncio@aeice.org
<i>Phone number</i>	+34 697647833
<i>Short description of their expertise and involvement in your Role Model</i>	
Project Manager at AEICE. Architect and expert on International Cooperation for the Development of Human Settlements and Basic Habitability. Experience in International Development Projects, (in the subjects of education, architecture, heritage); communication and design manager and experience at architecture projects, rehabilitation, heritage and interior design.	

2. Agreed upon aims of the visit

- Getting to show the territorial heritage of Kozak: landscape, gastronomy, ethnography.
- To learn about business models and actions developed throughout the Douro territory that incorporate heritage as an added value to their final offer of products, services or activities for our branding strategies of Kozak.
- Explore the common interests between the Douro territory and the IDA Madra Geopark.
- To explore the configuration process and the management model of the Duero Douro initiative.

3. Schedule

3.1. Proposed dates for the visit

The visit took place from May 30th til May 31st, 2022.

3.2. Proposed schedule for the visit

Day 1	Planned activity	Staff/stakeholders present
<i>Morning</i>	Visiting the HUB in Kozak Plateau and meeting with our role model about our actions	The people who are living in Kozak plateau, Replicator 6
<i>Afternoon</i>	Field trip in kozak plateau and then meeting with our stakeholder mustafa pancar in the center of bergama	Mustafa Pancar, Nesrin Ermiş (parchment maker), Replicator 6
Day 2		
<i>Morning</i>	Visiting Akropol and Asklepion, Dikili (Candarlı Castle)	Replicator 6, Bergama Municipality
<i>Afternoon</i>	Visiting old city center of Izmir (Kemeraltı district), meeting with TARKEM Dinner for wrap-up session	TARKEM, Replicator6, Role model 12, Yasar University

4. Outcomes of the visit

4.1. Main objectives to be addressed during this staff visit

- Getting to show the territorial heritage of Kozak: landscape, gastronomy, ethnography.
- To learn about business models and actions developed throughout the Douro territory that incorporate heritage as an added value to their final offer of products, services or activities for our branding strategies of Kozak.
- Explore the common interests between the Douro territory and the IDA Madra Geopark.
- To explore the configuration process and the management model of the Douro Douro initiative.

4.2. Organisations/Institutions/Stakeholders included in the visit

- Stakeholders from Yasar University (we met them at dinner time)
- TARKEM (Historical Kemeralti Construction Investment Trade Inc.) (we meet in their place in Kemeralti)
- Mustafa Pancar who is master of basket weaving (we met him in educational center)
- Nesrin Ermiş who is parchment maker (we met her in her atelier)
- Stakeholder from Bergama Municipality (he was with us all trip in Pergamon)

4.3. Learning Experience

- *Which specific good practices did you learn about during the learning visit?*

The process of creating the Douro Douro initiative within the AEICE cluster by configuring a bottom-up initiative.

The creation of a territorial brand that brings together the wide diversity of heritage resources as a dynamizing element to improve the competitiveness of economic activities.

- *Which local challenges did the Role Model share and discuss with you? And which of your challenges did you discuss with them?*

Despite the differences between the Douro territory and the IDA Madra Geopark, common challenges such as the challenges linked to the depopulation of rural areas and their relationship with urban centres or the processes of landscape renaturation (abandonment of land, reduction in the volume of people working in the primary sector, etc.) have become evident.

Among the challenges shared by both territories, we have discovered that the pine forests of both territories are affected by the same plague of insects. The economic impact on the local economies is very important, which opens up a space for mutual collaboration of interest to both regions.

- *Which different actions which have been implemented in the Role Model territory did you visit and*

discuss?

According to this is mentoring visit, as replicator we discussed all actions in detail. Especially Action 9 which is about marketing and branding strategies development in Kozak related whit how Duero Douro is able to manage their branding strategies.

➤ *What did you learn from the Role Model? (the details came from learning visit to RM12)*

- The private nature of the initiative and the interest in the process of creating the initiative developed within a cluster working group.
- The potential of a territorial mark (territorial heritage), articulated around the Duero River, which favours integrated and synergic action around the heritage resources.
- The success of including in a single installation (Park House) all natural resources: flora, fauna, traditional management and exploitation of the forest, herbarium, mycological reserve.
- Information and contacts regarding the pest of insects that attacks the pine forests and negatively affects the local economy of the Madra region.
- The interest of the "El Hueco" model as a center of social entrepreneurship that is allowing the development of very specific activities and businesses aimed at solving the problems and needs of the rural environment in which it is located (social logistics, connectivity...).
- Is the reflection on the link between the projects and models developed and the local community really taking into account the needs of the local population to contribute to their maintenance (avoid depopulation)?
- Concrete examples of the recovery of built heritage through the development of new functionalities: Monastery of Valbuena/Hotel Balneario; Casona/Visitors' Centre of the Natural Park; Molino/Restaurant.
- The interest of the Innovation Agency of Valladolid City Council as a reference in project management and as a space for entrepreneurship linked to the talent recovery program.

➤ *Were your expectations met of this visit? What was good? What was missing?*

According to mentoring visit, we tried to show the most important area in our territory which is related with Ruritage project. Because of limited time, we have missed some important point in order to meet some key stakeholders such us related with creating georoute and cultural musical heritages.

➤ *How will you use the knowledge you acquired during this visit in the future?*

It would be much better to complete the visits on a wider schedule without time pressure.

4.4. Main take home message of the visit

- **Replicator's message**

- Challenges and techniques on marketing and branding
- Successful road map for integrated landscape management.
- Applied participatory approaches and management methods of a participation processes and communication channels.

4.5. Recommendations

- ***Based on your exchanges with the mentoring Role Model during the visit, do you have recommendations for them?***

The success and management model of Duero Douro can be a source of inspiration for many different issues in İzmir. Therefore, we can increase the possibilities of cooperation in the context of the sustainability of RURITAGE.

*** End of the Report 2 ***

*** Beginning of the Report 3 ***


RURITAGE
 Heritage for Rural Regeneration

Consultation report

On-line Visit Between IZM-DEM-IZTECH – WESTBIC

23/02/2021

<i>Replicator involved</i>	<p>Demir Enerji: Oya Tabanoğlu, Esra Demir, Gonca Akgül</p> <p>İzmir Metropolitan Municipality: Demet Burçin Gezgin</p> <p>İzmir Institute of Technology: Alper Baba, Zeynep Durmuş Arsan</p> <p>Stakeholders: Sibel Ersin, Can Güvenir, Mehmet Kahyaoğlu, Ece Güçer, Nazlı Gürkan, Özlem Taşkın Erten, Burak Tümer, Sercan Duygan</p>
<i>Role Model involved</i>	WestBIC: Eunan Cunningham
<i>Date of the on-line consultation</i>	23.02.2021, 12.30 to 15.30 CETS

Main objectives addressed during the on-line consultation

We defined for the main topics that we could learn lessons from our role model within the scope of firstly Action 9 (Valorization of local food production and selling via creation of Kozak brand) then Action 1 (Building of a Geology Road map through Citizen science) and Action 5 (Improve and promote the connection routes between cultural and natural assets in Bakircay Basin). The process of creating the Wild Atlantic Way brand, the positive effect of the brand to the region and their Local Food Strategic Plan could inspire to us, which we are working on action 9 to overcome the risks by the lack of promotion of local brands and local products.

In addition, there are lessons that we can learn from the role model for Action 1 which we are working on to identify geological assets in our region to create a geological route, where bicycle routes that will be linked to this route are created in the scope of action 5. Also, Wild Atlantic Way passport and tourism activities in digital environment after covid 19 are possible lesson for us.

Agenda of the consultation

Introducing R6 project area with presentation and video- Demet Burçin Gezgin (IZM)

R6 action plan presentation including all actions, risk and barriers -Oya Tabanoğlu (DEM)

R6 presentation about cycling and geo route- Zeynep Durmuş Arsan (IZTECH)

R6 key stakeholder presentation that is about action 9 – Can Güvenir (key stakeholder)

RM13 presentation – Eunan Cunningham (WestBIC)

Discussion session – all participants

Overall learning outcomes

✓ *Where objectives of the consultation achieved?*

- Learning to create a brand process involving stakeholder engagement and government support
- Using passport, which has a motivational effect while traveling the landscape route

✓ *Which different actions, that have been implemented in your territories, did you discuss?*

All actions have been presented, main discussion is about mainly action 9, then action 1 and action 5.

✓ *Which challenges did you share and discuss? Were there common challenges among involved Replicators and Role Models?*

R6 challenges:

- De-population, rural to urban migration
- Gender equity problem, lack of women cooperatives
- Lack of cooperatives (especially for women), marketing & branding strategies
- High risk of extinction of cultural and natural heritage assets (arts & crafts, natural resources)
- Rivalry between villages
- Lack of income other than pine nut production & lack of efforts and motivation to explore alternative potential income sources
- More severe than other Replicators
- Lack of recognition of distinctive cultural and natural heritage of the region

RM 13 challenges:

- Ageing of the population

- Depopulation
- Unemployment
- Poverty

Follow up actions

R6 actions related to RM13:

R6.1: Building of a Geology Road map through Citizen science

R6.5: Improve and promote the connection routes between cultural and natural assets in Bakircay Basin

R6.9: Valorization of local food production and selling via creation of Kozak brand

RM13 actions related with R6:

RM13-1: To set out a strategy and an implementation framework and programme for the sustainable implementation of the Wild Atlantic Way

RM13-3: Local Economic and Community Plan developed for the region

RM13-4: Action Plan for Jobs developed for the region and the State

The process of bringing together all actors during the creation of the Wild Atlantic Way brand process is beneficial to us within the scope of Action 9. Wild Atlantic Way brand vision's succession is also very inspiring for us regarding creating our local brand vision. Selling Wild Atlantic Way experience, marketing and communication strategies which is including preparation of digital content that is mentioned in the online meeting is very useful regarding the development of communication and marketing strategies for Kozak.

In addition, the way-finding strategy within the Wild Atlantic Way is also useful especially for the geo and cycling routes that we are creating within the scope of Action 1 and Action 5. Wild Atlantic Way passport could be a significant example to increase the motivation of visitors regarding visiting new geo routes and cycling routes.

We could also benefit from the methodology of their local strategic plans to eliminate some basic risks in the local food perspective of our territory. It could be a possible approach to encourage new start-ups for food businesses to improve local food standardization in Kozak Plateau.

Take home message of the on-line consultation

We believe that we will be able to eliminate some of the risks that exist in our region by creating a local brand for Kozak Plateau. Although the Wild Atlantic Way, of which WestBIC is a part, is much larger in scale than our territory and its implementation process are quite inspiring to us. Government support and stakeholder engagement in brand building are also impressive. Even though we are a much larger country, our decision-making boundaries at

the local scale are narrower, so it could be possible to evaluate the solutions on this issue in the longer term and beyond the RURITAGE. On the other hand, creating the Wild Atlantic Way, considering all the cultural and natural heritages in the west of Ireland (food, music, scenery, etc.) is something we are trying to do in Kozak Plateau through action 9. In particular, the Local Food Strategic Plan will be beneficial to consider fulfilling the lack of gastronomic presence in our region.

On the other hand, developing innovative solutions by our role model to prevent the reduction in tourism activities and incomes caused by the pandemic, could be something that we could consider using in the action 1 which is crating geo- route in the region.

*** End of the Report 3 ***

8.7 RM1 (FSMLRPH): Camino de Santiago (Spain)

Role Model 1 Camino de Santiago

Overview of visits

Type of Visit	Dates	Partners involved	Section
Learning visit (R to RM)	24-27/02/2020	RM1 – Camino De Santiago R1 - ARGE	See section 8.1
	08-10/07/2022	RM1 – Camino De Santiago RM7 – Take Art	/
Mentoring (RM to R)	11-12-13/11/2019	RM1 – Camino De Santiago R1 – ARGE	See section 8.1

*** Beginning of the Report 1 ***


 RURITAGE
Heritage for Rural Regeneration

Staff exchange visit report

Learning visit between CAMINO – TAKE ART

08-10/07/2022

2. Contact details and professional profiles

1.1. Replicator (RM7)

<i>Name</i>	Ralph Lister
<i>Gender</i>	Male
<i>Current occupation</i>	Executive Director, Take art
<i>Educational background</i>	PhD
<i>E-mail</i>	ralph@takeart.org
<i>Phone number</i>	+44 7730 309354
<i>Short description of their expertise and involvement in your RM</i>	
<p>Ralph has 30 years of experience in using the arts in different contexts, particularly rural. This includes working in the arts with rural communities, schools, hospitals, landscape, and more recently local food.</p> <p>I have taken interest in the Camino de Santiago trail and the focus on the build heritage and involvement of the local community. This is a well-established project with vast knowledge.</p>	

1.2. Role Model (RM1)

<i>Name</i>	Joaquín García Álvarez
<i>Gender</i>	Male
<i>Current occupation</i>	Architect, Conservation Area
<i>Educational background</i>	Architect
<i>E-mail</i>	j.garcia@santamarialareal.org
<i>Phone number</i>	+0034 646086345
<i>Short description of their expertise and involvement in your RM</i>	
<p>Heritage specialist, with deep knowledge of the interactions between heritage and society. Hub coordinator.</p>	

2. Agreed upon aims of the visit

Visitor will see and experience:

- How the Camino involves local people in the ownership of the trail
- How the Camino integrates the idea of intangible (arts) as well as tangible heritage in the development of the trail
- How the Camino utilises food in the engagement of local people and how it is integrated into trail activities
- Understand the future possibilities and challenges for the sustainability of the trail
- Understand the social, community and economic benefits of the trail
- Understand the staffing requirements of the trail and how team members work together effectively

3. Schedule

3.1. Proposed dates for the visit

The visit took place in the 8th to 10th of July 2022.

3.2. Proposed schedule for the visit

Day 1	Planned activity
<i>Afternoon</i>	Arrival by train to Burgos. Pick up and travel to Castrojeriz Lunch with stakeholders Visit to Iacobus, an interactive exhibition on Camino de Santiago Visit to San Juan's Church Meeting at San Antón shelter, conversation with Stakeholders
<i>Evening</i>	Dinner Stroll through The Camino Night at San Anton, free shelter. Conversation with pilgrims.
Day 2	
<i>Morning</i>	Travel to Amayuelas Meet with the Director of the School Village of Amayuelas Visit to CDR Carrión de los Condes. Meet with local Stakeholders (Carrión) Lunch and conversation with Stakeholders
<i>Afternoon</i>	Travel to Villafranca del Bierzo

	<p>Welcome to the hostel</p> <p>Talk + Dialogue for the Love of the Camino and introduction to the Workshop on Rural Gastronomy on the Camino.</p> <p>Workshop development</p>
<i>Evening</i>	<p>Community Workshop Dinner (Burning of Ceramic Pieces)</p> <p>Queimada and primitive pottery experience</p> <p>Concert and accompanying music</p>
Day 3	
<i>Morning</i>	<p>End conclusions breakfast with shelter's owners</p> <p>Travel to Cruz de Ferro and stroll through the Camino</p>
<i>Afternoon</i>	<p>Visit to Astorga and the Museum of the Pilgrim</p> <p>Travel to León</p>

4. Outcomes of the visit

4.1. Main objectives to be addressed during this staff visit

From host's point of view:

- Bring the visitor the opportunity to understand the complexity of the Camino, from an experience based knowledge. Many issues have been addressed and some of them tackled.
- Administrative organization and its disparity with so many agents interacting at different levels.
- Social organization and coexistence with the management level.
- Singularity of Camino through its main core values and how these values build the idea of the pilgrimage.

4.2. Organizations/Institutions/Stakeholders included in the visit

- Eduardo Francés Conde and Enrique Alonso, private shelter owner and the parish of the church of San Juan
- Ovidio Campo. Owner of San Anton Shelter and President of the Foundation Albergue de san Antón
- Melitón López, responsible for the school village in Amayuelas de Abajo.
- José Antonio Perrino, manager of the Hotel San Zoilo in Carrión de los Condes
- Irene García-Ines, Jesús "Jato" y Julia Pomar, the two first, responsible for the shelter "Ave Fénix" in Villafranca del Bierzo
- Occasionally, the mayor of Villafranca del Bierzo

4.3. Learning Experience

• **Role Model 1 Experience (Host)**

- *Which specific good practices did you address during the learning visit?*

The role of the social base in the Camino through associations and volunteering.

- *Which local challenges did you share and discuss with the visiting RM? Which of their own challenges did the RM share with you?*

The disconnection between the social base, the civil society, and the administration.

Economic hardship and sometimes disconnection with local people who do not understand the free hospitality model.

The generational replacement. The need for the younger generations to take the baton to preserve the authenticity of the path.

- *Which different actions which have been implemented in your territory did you visit and discuss with the visiting RM?*

The work we are trying to develop through the Hub, discussing and spreading a Chart of Values, and with the Foundation Santa Maria la Real as a catalyst of many of the processes that are already running in the Camino. The role as a facilitator to overcome the problems present especially due to the disconnection between the administrative management layer and the executive social layer.

- *What did you learn from the visiting RM?*

Through local food and arts and festivals there is an opportunity to connect with local communities, so that it can be easier to generate development in rural areas by enhancing the sense of belonging.

It's necessary to professionalize the management of the actions, without losing the values that define them.

- *Were your expectations met on this visit? What was good? What was missing?*

Our expectations have been exceeded, especially because the people we have met are so interesting and committed, they have impacted us and made us realize how important is to have committed people with a personal project with a community development project to develop any kind of action.

- *How will you use the knowledge you acquired during this visit in the future?*

We will integrate it into the development and enhancement proposal we make and to build a strong stakeholders map with a social origin, to connect them and with other European stakeholders to bring fresh ideas, processes, and management.

- **Role Model 7 Experience (Replicator)**

- *Which specific good practices did you address during the learning visit?*

The importance of the hospitality provided by the shelters that work with volunteers. Because this does not fit a typical economic model, it is easy to ignore or not register this aspect of the trail and yet it is one of the most important and profound aspects of the trail. It is in keeping with the overall spiritual aspect of the trail, the idea of providing shelter to pilgrims. Some shelters operate on donations which allows pilgrims of all socio-economic stratas to be able to access the trail. This brings people of different classes together – rich and not so rich – and this is profound how it brings people together.

The passion and commitment of the people involved in working and volunteering on the trail is so important and an essential ingredient in its spiritual success. This is hard to witness from a distance and to feel and experience this was very moving for me and is part of the intangible culture.

Also, the importance of working together as volunteers to make the shelters work.

Meeting Irene, an artist with a socio-cultural interest, and discussing her 'practice' in a social context was very interesting – to see how similar it is to the way we work at Take Art.

- *Which local challenges did you share and discuss with the visiting RM? Which of their own challenges did the RM share with you?*

The challenge of involving young people and the next generation of volunteers and workers on the trail. This is a factor for the administration and the volunteers stratas of the project and we recognize this in our own rural touring programme in Somerset as a challenge. How do we engage young promoters when villages are inhabited with older people who then volunteer? Younger people are transient or if we include those with young families, too busy to volunteer.

The financial model of donations to the shelters by pilgrims means that it is impossible to know how much will be collected and if it will sustain the shelter. Covid had an impact on the number of pilgrims and their donations. With our touring programe this has not been such an issue.

For me the difficulty of finding funding to support arts projects in rural areas that are socially engaged with rural communities is not easy in the UK or Spain, I think.

Getting politicians interested in the work we do – they often have their own agendas.

- *Were your expectations met on this visit? What was good? What was missing?*

The visit was inspirational, and I would like to support the development of a new project involving European partners utilizing the arts to support community development and sustainability. I would like to use hospitality and involving young people as two of the themes if the partners are interested.

- *How will you use the knowledge you acquired during this visit in the future?*

I would like to re-establish the idea of hospitality in our rural touring programe. As a result of Covid, it became more complicated for artists to stay with local families, and I think it is one of the key aspects of the programme.

4.4. Main take home message of the visit

- ***Role Model 1 message (Host)***

We must work on wide, strong and committed networks. Emotion, hospitality, generosity, and professional management are not uncompatible

- ***Role Model 7 message (Replicator)***

Hospitality is a key ingredient – to value generosity of local people

Local culture is to be valued and makes a place distinctive – if we don't remember our culture, we will be poorer for it.

The arts have a valuable place in expressing the character of a place and to involve younger people.

4.5. Recommendations

- ***Based on your exchanges with the RM visiting, do you have recommendations for them?***

Working on associations to create strong bonds that allow local communities to be organized to develop their main core values to bring wealtnes to the territory is an action that it's worth trying.

- ***Based on your exchanges with the RM hosting, do you have recommendations for them?***

The arts are a fantastic way of strengthening the identity of a place, allowing rural communities to express themselves (what they worry about and what is important to them).

The importance of the facilitation role the Foundation can have to bring people together and to support the development of ideas and to seek resources.

The Foundation also provides a structure that can support funding bids.

5. Annexes

- Annex 1: *Detailed itinerary of the visit*

Diary of an experience on the Camino de Santiago

July 8th. Friday

I picked up Ralph Lister at Burgos station at 14:30 and headed straight to Castrojeriz. There we met Eduardo Francés Conde, former president of the Local Action Group, ADECO CAMINO and owner of a private hostel on the Camino.

After lunch consisting of local produce, we headed to the Church of San Juan, where we were accompanied by Eduardo Francés and Enrique Alonso, parish priest of the church. In the church, Eduardo told us about the origin of the past wealth of the village, the reason for the existence of a church of the dimensions of San Juan and the presence of the precious tapestries hanging on its walls. We understand the intense commercial relationship with the City of Bruges, through the wool trade and we approach some of its most important historical figures, such as Juan Lopez Gallo, a rich Spanish nobleman who settled in Bruges, financier and advisor to the Spanish Crown in the times of Charles V and Philip II.

We understood that the Camino is much more than a space shared by pilgrims and inhabitants, it is a place of relationships, connections and wealth creation, spiritual and material.

At the end of our visit to San Juan, we headed to the church of Santo Domingo de Guzmán, the interpretation centre of the Camino, where we had an interesting chat with Cristóbal, who runs the centre with a mixture of passion and rigour. "Iacobeus", as the centre is called, offers visitors seven key steps to learn about the evolution of pilgrims throughout history. In this way, it starts from the motivations that have moved millions of people to follow the Jacobean Route, passing through the diseases that were cured on the Camino, the myths and legends forged over the centuries, until the secret of the Camino de Santiago is revealed. The importance of Castrojeriz as a Jacobean Village is evident in this exhibition which highlights its heritage and the welcome that the municipality has always given to the walkers.

After the visit to the centre, we went to the San Antón hostel, where we met Ovidio Campo, owner of the building and president of the San Antón Foundation, who is the custodian and also manages the hostel. The hostel is free of charge and only asks for a completely voluntary donation. It has 12 beds distributed in 6 bunk beds in a space adjacent to the kitchen-dining room. It is located in the ruins of the old convent of San Antón and is a place with special magic.

He told us about his personal project, the challenges facing the hostel in particular and the Camino in general and the projects he is carrying out or what he wants to promote. Generational change emerges as one of the most important issues to be addressed in the coming years. We also shared proposals, ideas and relationships that could help to improve the conditions and maintenance of the hostel.

We had the first contact with the idea of the "hospitalero". People who voluntarily and freely offer their time so that pilgrims can have a "Good Camino". They are one of the pillars that have built the complex organism that is the Camino and that has hospitality as one of its fundamental values.

In addition to the conversation with Ovidio, we talked with the pilgrims, shared their concerns and motivations, and discovered that the connections of the past are those of the present, as a Belgian pilgrim had heard about Spain's relationship with Bruges and the wool trade, but was unaware that Castrojeriz was one of its key points. We heard that they would like to have more information about the places they visit, to know their history and traditions to further enrich their passage along the Camino.

We participated in the communal dinner, served by the hospitaleros and a pleasant conversation that once again allows us to share interests, desires and wishes.

Everyone goes to bed in the space provided, and I stay awake enjoying a magnificent starry night, with a persistent and bright moon that prevents me from taking the picture I had imagined. I hope to enjoy more occasions to capture the imagined moment.

The night gives us a singular concert, composed by the snoring of some of the pilgrims, who elaborate a unique symphony and despite this, the sensations are fantastic. We share breakfast with pilgrims and hospitaleros, more conversation, projects and ideas and sincere farewells and wishes that the road is mild.

July 9th. Saturday

We directed our compass towards Amayuelas de Abajo, a place located 8 km from Carrión de los Condes and where a singular project is being developed, which we chose because we thought it would fit our guest's needs very well.

We met Melitón López Martín, one of the people responsible for the development of the "school village", headquarters of the C.I.F.A.E.S. (Center for Research and Training in Sustainable Economic Activities). There they are working on a project that has generated various activities and companies such as a hostel for 40 people; training classrooms (agriculture, crafts, traditional construction ...); industrial kitchen and catering service; livestock and organic and organic farming; architectural rehabilitation (houses, wineries, wine press, dovecote, fountains ...); composting plant; solar energy installation; integral bread oven.

We talked about the possible connection with the Camino and the possibility of establishing a relationship with restaurants in Carrión to provide quality raw material to supplement and enhance the current pilgrim's menu.

We agreed to keep in touch and to make them participants in the activities of the HUB to try to explore beneficial activities for all members of the shared space created by RURITAGE.

Before leaving we shared a few moments with a group of American students who were learning to make adobe bricks, with mud, water, and straw, with their own personal effort.

Our next stop was Villovieco, where we met José Antonio Perrino, responsible for the Hotel Monasterio de San Zoilo, the headquarters of our HUB. José Antoni participates there in a choir that will sing some songs on the occasion of the village festivities.

We attended a small procession, a walk through the streets of the village with a small group of musicians and some rockets which signified the feria.

From there we visited the Monastery where we had a simple meal to continue our route to our next destination, Villafranca del Bierzo.

We arrive at Villafranca according to the schedule and there we meet our hostess, Irene García-Inés, responsible for the LaMayaLab project and who will accompany us for the rest of the day. The place is the free hostel "Ave Fénix", a symbol of the Camino.

When we arrived there was an international meeting of artists who were working on a project that seeks a more direct connection between artistic production and the society they serve. We chatted with some of them about their activity there and the techniques used.

From there we began a 'workshop', which was planned to be a presentation of the La Maya project and ended up becoming an intense exchange of experiences, ideas, and proposals.

Irene began by sharing her La Maya project, the Venetian original and the "Por amor al camino" which is currently in progress. Irene is accompanied by Julia, with whom she forms a team, contributing a piece of reality to Irene's artistic restlessness.

About La Maya, we directly transcribed the content that appears on their website:

"La Maya is a myth present in almost all cultures. In the West, it always referred to the spring rebirth. In the East, to the illusion, to the veil that must be torn to reach the Truth.

In Venice, La Maya was just an abandoned sailboat from the 60s, closely linked to the history of the city, whose sail was already torn: it would end up demolished like most of the handcrafted boats, a primitive cultural pillar.

Unless... someone wanted to give it a second, joyful life in the key to love (and humour).

And when the artist Irene García-Inés arrives to participate in the Biennale of Art (2011), she discovers such a sinking of the Venetian cultural idiosyncrasy, and such a disconnection of the public art fair with the realities of those who finance it, that she does not hesitate to look for a floating platform on which to give artistic representation to Venice and its problems. He buys the Maya for 600€ to access the Biennale as a Trojan horse.

What he did not expect was that the neighbours would get down to work to help restore the ship and transform it into this pirate pavilion.

From there, Maya's wake almost magically brings together a mosaic of protagonists, arts, crafts, treasures, and facts of Venetian popular history that end up turning it into a laboratory of art and debate on local communities, their habitat, and their heritage.

nd as so many other places in the world are affected by the same current phenomena as Venice, Maya now itinerates to them with the mission to help refloat their essence and thus recover our Mediterranean cultural sovereignty."

Por amor al camino is a project that follows in the wake of La Maya with the following stated objective, "To preserve the essence of the Camino de Santiago as a rite of passage and initiation adventure after having become an excessively touristic asset in which tourism deteriorates the best attributes that consolidate it as a World Heritage Site", through numerous actions, two of which were those that initially fostered the encounter between Take Art and La Maya:

- Sustainable Gastronomy Programs run by Senior Citizens working with younger people
- Creation of a brand of organic products from the Ave Fénix hostel.

The presentation moves back and forth with our questions and interventions and after finishing her presentation, I, representing the RURITAGE project, explained what it consists of and what we want it to be in the future. We explain the HUB as a space for meeting proposals and where to find synergies with other local and international agents, thanks to the network offered by the project.

We discussed the importance of having a solid structure to support and channel so much energy, ideas, and passion. Ideas and proposals are contributed, as well as possible collaboration spaces are envisioned, in addition to the participation in the RURITAGE HUB.

In the course of the talk, one of the most iconic characters of the road and soul of the hostel where we met, Jesús "Jato". From that moment on he participated in the conversation and enriched it with anecdotes, experiences, ideas and desires.

The next activity consisted of a workshop on sustainable gastronomy through the preparation of a popular dish of

the area, collaborating through the entire process, collecting some of the food in the garden, washing and cutting and final cooking, all led by Jesus "Jato". The meal was shared with *hospitaleros* and artists and it allowed time for more conversation, transcendent and inconsequential.

Dinner gave way to a traditional rite in the hostel as is the preparation and consumption of a "queimada", a drink made from burnt pomace and that through a speech pronounced during its preparation invokes the most essential values of the road, mixed with a bit of humour. After consuming the "queimada" it is time to retire to rest, as the day has been intense and exhausting.

July 11th. Sunday

The next morning allowed us to share breakfast again with *hospitaleros* and pilgrims and after saying goodbye to Irene, Jato and Julia and the rest of the *hospitaleros*, we continued on our way to the Cruz de Ferro, an iconic place of the Camino, where pilgrims deposit a stone that symbolizes burdens they wish to get rid of, unfulfilled desires or simply witness of their passage.

We make a few hundred meters in a privileged natural environment and from there we continued towards León.

In León, it was time to say goodbye and let what we have experienced remain in new ideas and projects to develop in the future.

Good Camino/Buen Camino

- Annex 2: pictures of the visit



Castrojeriz. With Eduardo Francés. Belgium tapestries made with Castrojeriz wool



With Ovidio Campo at the San Anton's Shelter



Talking with Pilgrims at San Antón



At night in San Antón



Melitón making mud bircks in Amayuelas de Abajo



With Jesús "Jato" and Irene García Inés at the "Ave Fénix" shelter



Picking chard



Preparing the food with volunteers



Fire, tradition and gastronomy

*** End of the Report 1 ***

8.8 RM2 (HCC & Pro EDU): Via Maria (Romania)

Role Model 2 Via Maria

Overview of visits

Type of Visit	Dates	Partners involved	Section
Learning visit (R to RM)	10-12/10/2019	RM2 Via Maria R1 - ARGE	See section 8.1
Mentoring visit (RM to R)	26-27/08/2019	RM2 Via Maria R1 – ARGE	See section 8.1

8.9 RM3 (DARe): Preserving old traditions for innovating agro-food production in Apulia (Italy)

Role Model 3 DARE APULIA

Overview of visits

Type of Visit	Dates	Partners involved	Section
Learning visit (R to RM)	04-07/11/2019	RM3 – Dare R2 – Magma	See section 8.2
	08-09/04/2022	RM3 – Dare RM7 - Take Art RM11 - Austrått and Ørland landscapes	/
Mentoring visit (RM to R)	09-12/10/2019	RM3 – Dare RM4 - Colombia coffee landscape	See section 8.10
	13-17/03/2021 <i>Cancelled</i>	RM3 - Dare R2 – MAGMA	See section 8.2
Online visit	18/12/2020	RM3 - Dare R2 – MAGMA	See section 8.2

*** Beginning of the Report 1 ***



Staff exchange visit report

Learning visit between DARE – AUSTRÅTT – TAKE ART

08-09/04/2022

1. Contact details and professional profiles

1.1. Replicator (RM11)

RM Staff 1

<i>Name</i>	Lei Gao
<i>Gender</i>	Female
<i>Current occupation</i>	Associate professor at NMBU
<i>Educational background</i>	Landscape Architecture, PhD
<i>E-mail</i>	Lei.gao@nmbu.no
<i>Phone number</i>	+47 90165126
<i>Short description of their expertise and involvement in the Role Model</i>	
I am one of two main researchers in RM11, specialised in historical landscape management. Although we can not bring local stakeholders to Foggia this time, I hope through my lens to bring back knowledge and experiences from Foggia (RM3) to our case place. This visit is also part of our Enhancement Plan about local food product development.	

1.2. Replicator (RM7)

RM Staff 1

<i>Name</i>	Mark Heylar
<i>Gender</i>	Male
<i>Current occupation</i>	Director of Theatre, Take Art
<i>Educational background</i>	BA (Hons)
<i>E-mail</i>	mark@takeart.org
<i>Phone number</i>	+44 7929 613565

RM Staff 2

<i>Name</i>	Ralph Lister
<i>Gender</i>	Male
<i>Current occupation</i>	Executive Director, Take art
<i>Educational background</i>	PhD
<i>E-mail</i>	ralph@takeart.org
<i>Phone number</i>	+44 7730 309354
<i>Short description of their expertise and involvement in your RM</i>	
<p>Ralph has 30 years experience in using the arts in different contexts, particularly rural. This includes working in the arts with rural communities, schools, hospitals, landscape, and more recently local food.</p> <p>I have taken interest in the Camino de Santiago trail and the focus on the build heritage and involvement of the local community. This is a well-established project with vast knowledge.</p>	

1.3. Role Model (RM3)

Role Model Staff 1

<i>Name</i>	Antonio Stasi
<i>Gender</i>	Male
<i>Current occupation</i>	Consultant for DARE
<i>Educational background</i>	PhD
<i>E-mail</i>	Antonio.stasi@unifg.it
<i>Phone number</i>	+393477514506
<i>Short description of their expertise and involvement in the Role Model</i>	
Social innovation projects, marketing of food products, strategies for small producers	

2. Agreed upon aims of the visit

1. DARE, together with stakeholders, furnish inputs for plans to make “farmers dinners” – linking tourists to local producers and food. Learn more about how to establish sustainable farmers dinners, involving local producers and their products.
2. Understanding the roots of the initiative and meeting several stakeholders for sharing experiences, thoughts and get deep into the issues and context, to better understand the connection of the initiatives with real cases

3. Schedule

3.1. Proposed dates for the visit

The visit will take place from 08/04/2022 to 09/04/2022.

3.2. Proposed schedule for the visit

Day 1	Planned activity	Staff/stakeholders present
<i>Morning</i>	Introduction meeting to the Role Model and detailed overview of the programme for the next days	Antonio Stasi
<i>Afternoon</i>	Visit to local producer of cheese	Antonio Stasi
Day 2		
<i>Morning</i>	Visit to food storyteller	Antonio Stasi
<i>Afternoon</i>	Visit to territory and understanding of the conceptual connections	Antonio Stasi

4. Outcomes of the visit

4.1. Main objectives to be addressed during this staff visit and deviations from the agreement that occurred during the visit

The objective is to learn DARE's experiences on "farmers dinners" – linking tourists to local producers and food, including:

- How to establish sustainable farmers dinners, involving local producers and their products.
- Understand the roots of the initiative and meet several stakeholders for sharing experiences, thoughts and get deep into the issues and context, to better understand the connection of the initiatives with real cases.

4.2. Organizations/Institutions/Stakeholders Included in the Visit

- [Peppe Zullo farm](#) (including winery and restaurant). We met Peppe Zullo and experienced local cuisine in his restaurant.
- [Ambasciata Orsarese](#) (a local restaurant using ingredients from own farms)
- Tulip field in [Cascina Savino](#). We met Giuseppe (or Michele?) and experienced the poetry game, [tulips picking](#), music in hay amphitheater...
- Agritourism Farm *Fratelli Giordano*. We looked at Luigi making cheese and listened to his story
- Agritourism farm [Biorussi](#). We experienced local cuisine and visited olive and citron farms.
- Ebers Brewing Company s.r.l. Microbrewery. (Principal: Michele Solimando)

4.3. Learning Experience

- *Which specific good practices did you learn about during the learning visit?*

Connecting agriculture with art, culture, and design; creating experiences for visitors/buyers; 'love' and 'happiness' as an intangible touch of the agricultural products. meeting human needs for love, dignity, and happiness through innovative activities in farms.

For immigrated farmers, it is not easy to gain a sense of dignity in an unfamiliar city. By working in the fields (which they are familiar with and feeling at home) and receiving visitors in the fields, they are often admired and thus take pride in their work.

For local farmers, the traditional model of selling produce to dealers brings in very low income. By combining agriculture and art, added value is created and incomes are much higher.

For people from cities, the innovative social events and special farm experiences enrich their leisure time experiences and give them opportunity to enjoy high quality food in unique settings.

- *Which local challenges did the Role Model share and discuss with you? And which of your challenges did you discuss with them?*

The challenges in the areas (Apulia, Italy) we visited were low income, low sense of dignity, and depopulation in rural areas. Our challenge (Ørland, Norway) is how to enrich visitors' experiences in rural areas.

- *Which different actions which have been implemented in the Role Model territory did you visit and discuss?*

We visited a few farms, where Antonio's team has been working with the farmers to create innovative agricultural products and services.

- *What did you learn from the Role Model?*

By visiting cases and people in the fields, we got an inspiration for how we can relate food/agriculture to art and festivals, and how farmers can be engaged in this. We have been connecting food/agriculture with pilgrimage, but the link to art is missing and could be explored further.

- *Were your expectations met on this visit? What was good? What was missing?*

Yes, expectations were met. It was good to be in the fields, talk with the farmers, listen to their stories, and experience their products/services (such as tulip picking, cheese making...).

- *How will you use the knowledge you acquired during this visit in the future?*

I want to bring the stories to our local stakeholders and show them how people in Foggia have brought out the potential of agricultural products and experiences.

- Organize events in the places where the farmers feel at home (i.e., in their farms)
- Innovative social events can link rural and urban life and provide a platform for quality agricultural products to be enjoyed with love, pride and happiness.
- Linking art/design with agriculture/food

4.4. Main take home message of the visit

Key messages:

- Collaboration among different professions (agriculture, art and design, business/economy, media...) to

enhance agricultural products through art and design. This increases the value of agricultural products.

- Involve farmers (especially those young and open minded), develop relationships between local people and visitors from urban areas through innovative social events (e.g., music and food festivals in a unique rural setting—a sunflower farm planted in special patterns designed by architect)
- Communication and dissemination: most/all sites we visited have well-designed websites or social media. The packaging of products is also professionally designed ‘love’, ‘pride’, ‘happiness’—these are most used words in the places/products we experienced in Apulia.

4.5. Recommendations

Potential of purifying the mind/body in a tranquil rural life...

5. Annex: pictures and agenda

Friday 8 April

We visited [Cascina Savino](#), a farm with a tulip field. It is just at the edge of the city of Foggia. There we met Giuseppe and experienced poetry games, music in hay amphitheater and tulips picking.



The farm has not only tulips, but also many other plants. At the entrance it was a field of lavender. They were planted in rows with wide space between each row. The purpose is to use it as a setting for banquets. Tables are to be set in the open space between rows of lavender. People can sit there, enjoy the scented air and the sunset, together with food from the farm.



We walked further and saw the tulip field. tulips are also planted in wide rows, so that people can walk between rows when picking up tulips. There are various objects scattered in the field: chairs of different types, door frame, bicycle, postbox...as a spot for selfie. At one end of the tulip field, it is the hay amphitheater.



We did not know what to expect beforehand, which Antonio unveiled one by one. We were first presented poems

written on cardboards of different colors and were asked to select the one we want and find a place in the tulip field that has the same color as the cardboard and took a picture there. That was a fun experience. I felt an increased bond with the field.



Afterwards we sat on the haystacks and listened to a local musician playing saxophone. It followed with tulip picking. Each person got a nicely designed carton box to put tulips in. Tulips were then wrapped and packed.



The event is open to the public by reservation. It appears to be very popular. A recent glance of their social media showed that all tickets were sold out!



Saturday 9 April

We visited Agritourism Farm Fratelli Giordano, looking at Luigi making cheese and listening to his story. In the summer, this field will be a sunflower field (pattern designed by an architect), where a festival will be held to celebrate local food (and music)?



Luigi is a young man in his late 20s. He has a big heart and an open mind and is willing to try new things. Although his family has been making cheese from sheep milk for 2 generations (or longer?), he has a different ambition. He took course on cheese making and improved the process with knowledge learned from the course. His family has 400 sheep. While his father wanted to mainly have meat from sheep, he insists to keep sheep and even increase the numbers for more dairy products. During the milk season, he milks twice a day, and immediately make milk into cheese. We watched the whole process of cheese making.





Most cheeses are sold locally in the market or to the nearby restaurants. Antonio's team designed the logo for Luigi's cheese as a free gift for him. It says 'ogni formaggio e una forma d'amore: noi doniamo e voi ricevete, voi donate e noi riceviamo' (every cheese is a form of love: we give and you receive, you give and we receive).

Afterwards, we visited another agritourism farm [Biorussi](#). They mainly produce olive oil and citrons and has also a restaurant and accommodation facilities. The olive oil bottles are specially designed, which give a special character to the products.



The last stop was a microbrewery, Ebers Brewing Company. Seeking his passion for beer-making, the owner opened the brewery with a bar in the same building. The image shows the entrance, moderate but unique, with lighting made from beer barrels. The bar is right in front of the brewery, separated by a plastic screen. Both are fairly small, but the combination gives both an interesting character.



P.S. the lunches during the workshop were provided by the local food producers. They originally were farmers, but then opened their own catering services, using products from their farms.



The APS Only Food was founded in 2015 by a team of women from the province of Foggia with the aim of promoting the Excellence of Capitanata: enhancing the landscape, historical and artistic resources, encouraging social, cultural and food and wine tourism. (Information from <https://onlyfood.org/>)

(Photos by Lei Gao)

*** End of the Report 1 ***

8.10 RM4 (FCM): Coffee production in World Heritage landscapes (Colombia)

Role Model 4 COLOMBIA COFFEE LANDSCAPE

Overview of visits

Type of Visit	Dates	Partners involved
Mentoring visit (RM to R)	09-12/10/2019	RM4 - Colombia coffee landscape RM3 - Dare

*** Beginning of the Report 1 ***


 RURITAGE
Heritage for Rural Regeneration

Staff exchange visit report

Mentoring Visit between Colombia Coffee Landscape – DARe

09-12/10/2019

1. Contact details and professional profiles

1.1. Replicator (RM04)

RM Staff 1

<i>Name</i>	Jose Jiménez Santiago
<i>Gender</i>	Male
<i>Current occupation</i>	Marketing Professional
<i>Educational background</i>	International Business – MBA
<i>E-mail</i>	Jose.jimenez@fcm.org.co
<i>Phone number</i>	+57 3005271181
<i>Short description of their expertise and involvement in the Role Model</i>	
Professional In charge for the Marketing in FCM and in RURITAGE project.	

RM Staff 2

<i>Name</i>	Karen Castiblanco Torres
<i>Gender</i>	Female
<i>Current occupation</i>	Project Professional
<i>Educational background</i>	Political Science – Human Rights Master
<i>E-mail</i>	Karen.castiblanco@fcm.org.co
<i>Phone number</i>	+57 3143462953
<i>Short description of their expertise and involvement in the Role Model</i>	
Professional in charge of project management in FCM and in direct contact with RURITAGE stakeholders.	

RM Stakeholder Organisation 1

<i>Name of the stakeholder organisation</i>	Finca la Gaviota
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<i>Short description of their expertise and involvement in the RM</i>

Traditional coffee production farm whose owners decided to not only produce high quality coffee, but also open their doors to tourism. In la Gaviota, national and international tourist can witness at first hand the coffee process so they would know how this coffee that is consumed in coffee shops all around the globe is made.

RM Stakeholder 2

<i>Name of the stakeholder organisation</i>	Alcaldía Salento – Quindío
<i>Short description of their expertise and involvement in the RM</i>	
Local township located within PCCC (Colombian Coffee Cultural Landscape) that provides one of the exchange experiences called Famers Market. This initiative is based on providing local producers a place to promote their products and sell them at higher price than if they were sold using big surfaces or traders.	

1.2. Role Model (RM03)

Role Model Staff 1

<i>Name</i>	Antonio Stasi
<i>Gender</i>	Male
<i>Current occupation</i>	Professor
<i>Educational background</i>	PhD in Agricultural Economics
<i>E-mail</i>	Antonio.stasi@unifg.it
<i>Phone number</i>	+39 3477514506
<i>Short description of their expertise and involvement in the Role Model</i>	
Coordinator of the hub and responsible for relationships with stakeholders.	

Role Model Staff 2

<i>Name</i>	Giuseppe Savino
<i>Gender</i>	Male
<i>Current occupation</i>	Entrepreneur
<i>Educational background</i>	Law
<i>E-mail</i>	Giuseppe.savino81@gmail.com
<i>Phone number</i>	+39 3393209569
<i>Short description of their expertise and involvement in the Role Model</i>	
Stakeholder directly involved in the project as best practice. Head of vazapp initiative.	

2. Agreed upon aims of the visit

1. Exchanging of good practices about involvement of producer in the food chain
2. Learning about local challenges such as horizontal and vertical aggregation
3. Learning about differentiation of typical products for marketing
4. Learning about possibilities to activate parallel strategies with food and tourism

3. Schedule

3.1 Proposed dates for the visit

The visit will take place from 09/10/2019 to 12/10/2019.

3.2 Proposed schedule for the visit

Day 1	Planned activity	Staff/stakeholders present
8.30 – 11.30	Federation of Colombian Municipalities: Importance of communication in the strategy for dissemination of experiences related to national and international articulation. Venue: FCM facilities (Carrera 7 # 74-56 18th floor, Bogotá – Colombia)	Paola Garcia - Knowledge Management Coordinator Maria Romero - Guild Management Coordinator Alejandra Prieto – Project Management Coordinator
12.30 – 13.30	Lunch	
13.30 – 15.00	Bogotá – Pereira (Risaralda) flight	
15.00 – 16.30	Pereira- Risaralda to Chinchiná-Caldas	
16.30 – 18.00	Coffee link up with tourism. Guinness World Record: World's Biggest Coffee Cup Experience	
18.00 – 19.00	"La Gaviota" farm	
Day 2		
08.00 – 13.00	Discover the coffee taste secret in the heart of the Colombian Coffee. Cultural Landscape ("From the coffee plant to the coffee cup")	Jorge Ospina - Coffee Producer
13.00 – 14.00	Lunch	

14.00 – 16.00	Sector Articulation Experience	Jose Antonio Torres Fernandez – Chinchina Economic Development Secretary Juan Carlos Torres Lozano – World’s Largest Coffee Cup Promoter
16.00 – 18.00	Chinchiná-Caldas to Salento-Quindío	
Day 3		
09.00 – 14.00	Experience Exchange: Local Economic Development. Farmer’s Market Experience	Juan Miguel Galvis – Salento (Quindío) Mayor
14.00 – 15.00	Lunch	
15.00 – 17.00	Turism in Salento, Quindío	
Day 4		
08.00 – 10.00	The importance of Heritage in Turism. Filandia – Quindío: a municipality stopped in time.	
10.00 – 11.00	Wrap up	
11.00 – 12.00	Armenia to Quindío	
12.00 – 14.00	Lunch	
14.00 – 15.00	Flight Quindío to Bogotá-Cundinamarca	

4. Outcomes of the visit

4.1. Main objectives to be addressed during this staff visit

1. Exchanging of good practices about involvement of producer in the food chain
2. Learning about local challenges such as horizontal and vertical aggregation
3. Learning about differentiation of typical products for marketing
4. Learning about possibilities to activate parallel strategies with food and tourism

4.2. Organizations/Institutions/Stakeholders Included in the Visit

- Federación Colombiana de Municipios
 - o María Romero – Union Management Coordinator
 - o Paola García – Knowledge Management Coordinator
 - o Alejandra Prieto – Project Coordinator
- Finca Hacienda La Gaviota
 - o Jorge Ospina Giraldo – Coffee Grower
 - o Jose Antonio Torres Fernandez – Chinchina Economic Development Secretary
- World’s Largest Coffee Cup (Guinness Record)
 - o Juan Carlos Torres Lozano – Promoter
- Alcaldía Salento - Quindío
 - o Juan Miguel Galvis Bedoya – Mayor
 - o Leidy Toro – Salento Tourism Secretary
 - o Lorena García – Agricultural Technician

4.3. Learning Experience

- *Which specific good practices did you learn about during the learning visit?*

During this learning visit the main practices that were addressed are:

1- Creation of Author’s Coffee Brands and creation of productive clusters involving several economic sectors (food production, tourism, services): Hacienda La Gaviota is one of the most traditional coffee farms in the region and for almost a decade it has been one of the farms that have decided to develop its own brand and also decided to open its gates to tourism, so visitor can witness at first hand all culture surrounding coffee production.

2- Multisectoral articulation to promote territorial marketing for territories: An originally coffee producer municipality such as Chinchiná (Caldas) managed to articulate different sectors around a single purpose: to promote Chinchiná as a tourism destiny. This was achieved by breaking two Guinness World Records in the same day.

3- Farmer's Market: In Salento (Quindío), one municipality known for its touristic landmarks and amenities, decided to implement a strategy to promote participation and inclusion of local producers to the municipality's economy by providing a space to commercialize their products at a fixed price.

- *Which local challenges did the Role Model share and discuss with you? And which of your challenges did you discuss with them?*

Local challenges that were discussed are adaptability to climate change and articulation of local producers to create and promote one single brand of coffee. Also, the lack of trust is a challenge that was identified and is shared with the replicator.

- *Which different actions which have been implemented in the Role Model territory did you visit and discuss?*

During the visit, we managed to visit and explore Hacienda La Gaviota experience regarding coffee production, author branding and articulation with tourism by providing the "Coffee Experience" to tourists.

As well, we visited the World's Largest Coffee Cup which was used to gain a world record and promote Chinchiná (Caldas) as a destination for visitors and discussed how all local actors were involved in this action.

- *What did you learn from the Role Model?*

From the experience shared from DARE Puglia, we've come to learn that arts and culture can be integrated into the coffee production activity by promoting spaces where crowds can be attracted through this kind of activities. Also, the addition of coffee related products and the impact they have in the activities to develop.

- *Were your expectations met on this visit? What was good? What was missing?*

FCM expectations were met in this visit since it allowed us to have a different method to generate integration among all people involved into the coffee production cluster. Also, since our experiences are based in rural food, it is rewarding to notice that even though the cultural differences and distance between Colombia and Italia, our methodology to generate integration is very alike.

- *How will you use the knowledge you acquired during this visit in the future?*

This knowledge will be applied with the new mayors that will be elected on October 27th, 2019 as a suggested good experience that had already been applied abroad and brought positive results to the territory.

4.4. Main take home message of the visit

Creating a win-win situation, where local producers can commercialize their products at a profitable rate whilst local cultural expressions take place and attract people from all places. This dynamizes the economy by bringing new customers to the local market and takes local production to other places. Furthermore, heritage is strengthened by positioning local culture and art expressions as the same time as the region is positioned as a tourism destiny.

4.5. Recommendations

From the experience we shared with DARE Puglia, the recommendation that we could make is to develop a strategy that creates an opportunity to promote longer tourism, since the Festival and Farmers Dinner is a one-day experience. This would help the local economy's growth since more people from other places would go to Apulia and would do many more things, which can be translated into more income for locals.

5. Annex: pictures of the visit





*** End of the Report 1 ***

8.11 RM5 (PIAM): Migrants hospitality and integration in Asti Province (Italy)

Role Model 5 PIAM

Overview of visits

Type of Visit	Dates	Partners involved	Section
Learning visit (R to RM)	16-18/01/2020	R3 – GEO-N RM5 – PIAM	See section 8.3

8.12 RM6 (NHMLPF): Boosting migrant integration with nature in Lesvos Island (Greece)

Role Model 6 LESVOS ISLAND

Overview of visits

Type of Visit	Dates	Partners involved	Section
Learning visit (R to RM)	11-17/10/2021	R3 - Geo-N RM6 - Levos Island	See section 8.3
Mentoring visit (RM to R)	08/07/2021	R3 - Geo-N RM6 - Levos Island	See section 8.3

8.13 RM7 (TakeArt): Sustainable rural arts development in challenging circumstances (UK)

Role Model 7 TAKE ART

Overview of visits

Type of Visit	Dates	Partners involved	Section
Learning Visit (R to RM)	08-10/07/2022	RM1 Camino de Santiago RM7 Take Art	See section 8.7
Online visit	10/12/2020	R3 Geo-N R4 KIBLA RM7 Take Art	See section 8.3

8.14 RM8 (VVO & EMI): The living village of the Middle Age (Hungary)

Role Model 8 VISEGRAD

Overview of visits

Type of Visit	Dates	Partners involved	Section
Learning visit (R to RM)	12-14/07/2019	R4 Kibla RM8 Visegrad	See section 8.4
Mentoring visit (RM to R)	08-09/11/2019	R4 Kibla RM8 Visegrad	See section 8.4

8.15 RM9 (UoC): Teaching culture for learning resilience in Crete (Greece)

Role Model 9 PSILORITIS

Overview of visits

Type of Visit	Dates	Partners involved	Section
Learning visit (R to RM)	30-31/05/2019	R5 Coapp RM9 Psiloritis	See section 8.5
Learning visit (RM to RM)	17-21/05/2022	RM9 Psiloritis RM12 Duero Douro	/
Learning visit (R, RM to RM)	20-24/06/2022	R5 Coapp RM9 Psiloritis RM10 Katla	See section 8.5
Mentoring visit (RM to R)	31/10/2019 – 2/11/2019	RM9 Psiloritis R5 Coapp	See section 8.5

*** Beginning of the Report 1 ***


 RURITAGE
Heritage for Rural Regeneration

Staff exchange visit report

Learning Visit between Psiloritis – Duero Douro

17-21/05/2022

1. Contact details and professional profiles

1.1. Role Model visiting (RM9)

Role Model Staff 1

<i>Name</i>	Charalampos Fassoulas
<i>Gender</i>	Male
<i>Current occupation</i>	President of Psiloritis Geopark and Curator at Natural History Museum of Uni. Crete
<i>Educational background</i>	PhD on Geology
<i>E-mail</i>	fassoulas@nhmc.uoc.gr
<i>Phone number</i>	+306977881675
<i>Short description of their expertise and involvement in the Role Model</i>	
C. Fassoulas is the project coordinator of the U. of Crete under RURITAGE project, and his main role is in project management, resilience and raising awareness raising and coordination of Psiloritis UGGp enhancement plan.	

Role Model Staff 2

<i>Name</i>	Irini Sfakianaki
<i>Gender</i>	Female
<i>Current occupation</i>	Agriculturalist from the Municipality of Malevisi
<i>Educational background</i>	Diplome in Agricultural studies, Msc Environmental Mechanics
<i>E-mail</i>	sfakianaki@malevizi.gr
<i>Short description of their expertise and involvement in the Role Model</i>	
She is working for the Municipality of Malevisi and she responsible for Local Development and Environmental protection of the Municipality. She has been engaged under RURITAGE as stakeholder representative of her Municipality.	

Role Model Staff 3

<i>Name</i>	Marinos Kritsotakis
<i>Gender</i>	Male
<i>Current occupation</i>	Head of Environmental office of the Region of Crete
<i>Educational background</i>	PhD in hydrogeology
<i>E-mail</i>	kritsotakis@crete.gov.gr
<i>Short description of their expertise and involvement in the Role Model</i>	
Mr Kritsotakis is the head of the Environmental dep. of the Region of Crete having as responsibility the monitoring, management, and protection of all environmental assets of the Region. He is representing the Region of Crete as a stakeholder of RURITAGE project.	

1.2. Role Model Hosting (RM12)

Role Model Staff 1

<i>Name</i>	David Muriel
<i>Gender</i>	Male
<i>Current occupation</i>	Head of the Development Area at AEICE
<i>Educational background</i>	Geographer
<i>E-mail</i>	dmuriel@aeice.org
<i>Short description of their expertise and involvement in the Role Model</i>	
Director of the Development Area at AEICE. Degree in Geography from the University of Valladolid, diploma in extension and rural development, cultural heritage management and employment. He coordinates the local projects within RURITAGE and their development.	

Role Model Staff 2

<i>Name</i>	Carmen Arnuncio
<i>Gender</i>	Female
<i>Current occupation</i>	Innovation and Development Manager
<i>Educational background</i>	Architect
<i>E-mail</i>	carnuncio@aeice.org
<i>Phone number</i>	+34 697647833
<i>Short description of their expertise and involvement in the Role Model</i>	
Project Manager at AEICE. Architect and expert on International Cooperation for the Development of Human Settlements and Basic Habitability. Experience in International Development Projects, (in the subjects of education, architecture, heritage); communication and design manager and experience at architecture projects, rehabilitation, heritage and interior design.	

2. Agreed upon aims of the visit

After discussing and commenting on the main interests of the visiting organization, UOC, and the hosting organization, AEICE, both organizations have settled the different expectations which have been decisive in the planned agenda to fulfil as many as possible of the visitors' interests.

The main areas of interest are, on the one hand, the landscape and nature related projects and on the other hand, the gastronomy and local products' related projects and knowledge.

With the intention of achieving the expectations, the visit will be focused on one of AEICE's most important achievements of the Ruritage project around the Duero Douro initiative, which is the approach to the territory and its visibility. That is why the visit will include trips to the rural territories where different good practices and challenges will be shared:

- The visibility of the local business developed in the rural areas.
- The work carried on with the local administrations and private partners.
- The projects opportunities related with natural heritage.
- The good practices and relations between ennotourism, gastronomy and the natural heritage.
- The geographical and demographical challenge.

Also, AEICE's team will expect feedback from UOC visitors on the practices and projects on the networking with local businesses, management of geological and other heritage and local development activities of the Psiloritis UNESCO Global geopark, to improve and learn from UOC expertise on its field.

- The local quality agreement with local stakeholders
- Activities of Geopark to promote local stakeholders
- Regional and local policies on nature conservation

3. Schedule

3.1. Proposed dates for the visit

The learning visit will last from May 17th to May 21st, 2022. On 17th, the delegates will arrive at Valladolid and settled down at their hotel, from 18-20th the learning visit will take place, and on 21st, the delegates from UoC will depart home.

3.2. Proposed schedule for the visit

18/05/2022	Planned activity	Staff/stakeholders present
<i>Morning</i>	Introduction meeting to the AEICE, detailed overview of the programme for the next days and brief presentation of Psiloritis area and activities	AEICE staff (Enrique Cobreros, Carmen Devesa, David Muriel, Carmen Arnuncio) and representatives of the administration.
<i>Afternoon</i>	City tour around the city and wine and food experience.	City Tour with Judith F. with Welcome Valladolid. Local business in the city (Señorita Malauva urban winery)
19/05/2022		
<i>Morning</i>	Visit to the Vegas de Castronuño Nature Reserve. Coffee in Xokoreto. Rueda Wine Route.	Carmen Arnuncio and Skateholders: Rosana, Counsellor of Tourism at Castronuño; Jose, owner of Xokoreto;
<i>Afternoon</i>	Toro wine route.	Carmen Arnuncio and Skateholders: Noelia and Kiko, owners of Bodegas Bigardo.
20/05/2022		
<i>Morning</i>	Castille Canal projects. Cigales Wine Route. Cortados del Pisuerga.	David Muriel, Carmen Arnuncio and Skateholders: Miguel Angel, manager and director of Cigale's Wine Route.
<i>Afternoon</i>	Wrap-up session on what has been discussed the last days, also an opportunity to address pertinent last questions	David Muriel, Carmen Arnuncio and representatives of the Medina de Rioseco municipality: David Esteban, Medina de Rioseco's Mayor.

4. Outcomes of the visit

4.1. Main objectives to be addressed during this staff visit and deviations from the agreement

The objectives were to visit and get to know the projects and initiatives that are being carried on in the rural areas, to exchange good practices and challenges,

There have not been significant changes or deviations from these objectives during the visit.

4.2. Organisations/Institutions Included in the Visit

- AEICE, *Clúster of Efficient Habitat*
- Provincial Government of Valladolid
- Welcome Valladolid
- Señorita Malauva Urban Winery
- Townhall of Castroñuño
- Vegas de Castroñuño Natural Reserve
- Xokoreto Coffee and Bakery Shop
- Bodegas Bigardo
- Cigales' Wine Route Association
- Medina de Rioseco's Municipality

4.3. Learning Experience

- **RM9 Experience**

- *Which specific good practices did you learn about during the learning visit?*

We've been informed about the AEICE cluster which seems to be a powerful tool for the territory, as well as the various projects that have been developed under national or regional plans. Very impressive was the Duero-Douro initiatives, the wine-routes and rehabilitation projects of various areas. The AEICE also presented some future projects that are under preparation and in one of them the Region of Crete could offer some support.

- *Which local challenges did the Role Model share and discuss with you? And which of your challenges did you discuss with them?*

Depopulation of the area, as well as the small population density are the main problems presented. We discussed also similar problems in Psiloritis, together with the difficulty to attract visitors of massive tourism inland and promote the local production.

- *Which different actions which have been implemented in the Role Model did you visit and discuss?*

We have visited the headquarters of AEICE where we experienced their achievements. Then we visited the Castronuño Nature reserve where the Duero-Douro Project is implemented and other activities too, by the local community (rehabilitation of buildings, local festivals, support of Santiago de Camino route etc.), we also experienced the infrastructure and management of landscape by the Nature reserve. During other days we visited some wine cellars where the Project for wine routes is implemented and finally visited the Medina de Rioseco municipality where the mayor presented his plan that will be developed with the support of AEICE for attracting new business at his village, development gardens and route to enhance Castilla canal and renovación of main streets.

- *What did you learn from the Role Model?*

Main achievements of this visit were related with the holistic approach and operation of AEICE cluster that collaborates and support technically other local businesses and local authorities, the Duero-Douro project which is a transboundary initiatives that tries to promote all local natural, cultural and human heritage along the river valley, as well as several initiatives that have been developed by provincial and local authorities for the rehabilitation of their villages, attraction of new enterprises by offering very cheap office rentals and the care and management of natural and urban areas by them.

- *Were your expectations met of this visit? What was good? What was missing?*

All our expectations were met on the highest level. The AEICE staff was very friendly and enthusiastic to present its achievements, the same applies for their stakeholders and local authorities we have met. The agenda was balanced and well prepared in advance, and although we had very high temperatures we manage to visit and experience all the sites, even the Nature trail. Driving was not long, and it was also very good that discussions and office work were short and took place during the first day and the rest were allocated for the study visits in the various stakeholders. Nothing bad to report.

- *How will you use the knowledge you acquired during this visit in the future?*

We plan to organize a special meeting in Psiloritis where the main outcomes of this visit will be shared to stakeholders and local authorities. It would be excellent if a member from AEICE could join digitally to give a short presentation of their work too.

➤ *How visiting partner contributed to the learning visit?*

Psiloritis presented through Mr Fassoulas its activities related with the promotion of local stakeholders and enterprises (the Local Quality Agreement), as well as the new digital tools that have been developed for the promotion of this initiative under RURITAGE. In addition, Mr Kritsotakis presented the policies of the Region of Crete on the environmental and water management and Mrs Sfakianaki the main economic features and problems of her municipality.

• **RM12 Experience**

➤ *Which specific good practices did you address during the learning visit?*

We addressed different projects characterized by the work related with territorial development in the rural areas.

Some of the good practices we shared were:

- The relation and networking created with the wine and food local business:
Connections to promote and make more visible the local businesses of the third sector.
Bodegas Bigardo project to relate their local business (wine cellar) with the Duero River landscape and the tourism.
 - Rural Road Casting Project: a project around the Canal of Castille creating a road route with podcasts for the visitors, it worked, and there is an app created for it.
 - Medina de Rioseco's Coworking space in collaboration with the local government.
 - The work carried on together with the Cigales' Wine Route Association around the wine museum, the Eurovelo Route and the landscape of Cortados del Pisuerga.
 - The project of the 'White Paper for the good management of the historical heritage of the declared historic sites of Castilla y León'.
- *Which local challenges did you share and discuss with the visiting Replicator? Which of their own challenges did the Replicator share with you?*
- The depopulation in our large extension of territory.
 - The difficulties towards the communication with the administration and the many different municipalities.
 - The individualism of the inhabitants of our region.
 - The communication issues with the Spanish Duero River Basin Authority.
 - Make our region known as a tourism site, even though it 'has no beach'.

Psiloritis Geopark shared with us also many of the challenges:

- The demographic challenge.
 - Difficulties to create tourism routes into the geopark, as Crete is more known for other touristic attractions.
 - Climate Change issues.
- *What did you learn from the visiting Role Model?*

We did learn a lot. We were able to get to know better their territory and their challenges, and we could see how well the Psiloritis Geopark works with the municipality of Crete.

We also got feedback and advice about our biological species in some of the areas that are not recognized by our authorities, which is leading us to write a report to submit to the authorities regarding the care we should take of some of our territory riches and resources.

- *Were your expectations met of this visit? What was good? What was missing?*

From our point of view, the whole visit was very productive, and our expectations were met.

It was very enlightening to realize that at rural areas we all have very similar challenges.

The general experience was good, although getting to know our colleagues deeper, spending quality time talking and enjoying with them, has being the greatest part, as we now have a great partner (and friends) towards the future.

A few more days would have been good to show them our work deeper, as the distances from one project to another are long. Regarding this, we missed showing the Portuguese, area, but that was out of the expectations.

- *How will you use the knowledge you acquired during this visit in the future?*

First, we intend to keep in touch with our colleagues from Crete, as we believe there are synergies that can enable us to work together in the future.

As mentioned before, we will develop a report about the vegetal species (three different types of orchids) that our Greek friends found in our territory.

Also, the work the Geopark does with the municipality has been a great example to follow, and event tough we don't have the capacity to change the administration politics, we will try to show them how a simpler relation

between administration and private parts works better than a complex system.

4.4. Main take home message of the visit

We as visiting partner, received very positive feedback regarding the interaction between the private sector, the local authorities and the stakeholders of the AEICE cluster that appears to be very effective and productive. A vibrant example was the Duero-Douro project which combines the natural heritage depicted by the river valley environment, the cultural heritage expressed by the local architecture of villages and the culture for wine production, with the new initiatives of stakeholders to use this heritage and develop new products.

4.5. Recommendations

- ***Based on your exchanges with the Role Model visiting, do you have recommendations for them?***

To keep going with the great job they told us about!

If there is a chance, it would also be nice to create, as a tool work, an 'ideas bank' about different projects options to carry on, to develop the road routes, they told us about at the geopark, to promote the tourism.

After that, it could be nice to share this 'tool/document' with more Ruritage partners, for example, that could enlarge it or give new ideas to promote the tourism at the geopark.

- ***Based on your exchanges with the mentoring Role Model, do you have recommendations for them?***

An issue discussed during the visit was related with the potential to develop thematic tourism initiatives related with wildflowers (like orchids) and support further the birdwatching activities along the whole Duero River.

*** End of the Report 1 ***

8.16 RM10 (KATLA): Natural hazards as intangible heritage for the human resilience in south Iceland (Iceland)

Role Model 10 KATLA

Overview of visits

Type of Visit	Dates	Partners involved	Section
Learning visit (R, RM to RM)	20-24/06/2022	R5 Coapp RM9 Psiloritis RM10 Katla	See section 8.5
Mentoring visit (RM to R)	31/10 – 2/11/2019	R5 Coapp RM10 Katla	See section 8.5

8.17 RM11 (NMBU): A cultural and natural heritage approach in Austrått manorial landscape (Norway)

Role Model 11 Austrått

Overview of visits

Type of Visit	Dates	Partners involved	Related Documents
Learning visit (RM to RM)	08-09/04/2022	RM11 Austratt RM3 Dare Apulia	See section 8.9
Learning visit (RM to AR)	20-24/06/2022	RM11 Austratt AR St Olav's Way	/

*** Beginning of the Report 1 ***


 RURITAGE
Heritage for Rural Regeneration

Staff exchange visit report

Learning Visit between Austrått – St Olav Way

20-24/06/2022

3. Contact details and professional profiles

Replicator = RM11 'Austrått and Ørland Landscapes'

Role Model = Extra Replicator 'St Olav Ways'

1.1. Replicator (RM11)

RM11 Staff 1

<i>Name</i>	Annegreth Dietze-Schirdewahn
<i>Gender</i>	Female
<i>Current occupation</i>	Professor, Vice Dean of Research in Faculty of Landscape and Society, NMBU
<i>Educational background</i>	Landscape architecture, PhD
<i>E-mail</i>	Annegreth.dietze@nmbu.no
<i>Phone number</i>	+47 466 80 991
<i>Short description of their expertise and involvement in the Role Model</i>	
Annegreth Dietze-Schirdewahn is Professor at the School of Landscape Architecture, NMBU. She is Voting Member of the International Scientific Committee on Cultural Landscapes working on evaluation of nominated World Heritage Sites. Her principal area of work is the history of gardens/parks and history of landscape architecture in Norway. Her articles on this subject appear regularly in highly regarded national and international journals and in books. Dietze-Schirdewahn is leader of the research infrastructure Historical Archive of Norwegian Landscape Architecture. Annegreth is the leader and one of two main researchers from NMBU in the RURITAGE project.	

RM11 Staff 2

<i>Name</i>	Lei Gao
<i>Gender</i>	Female

<i>Current occupation</i>	Associate professor at NMBU
<i>Educational background</i>	Landscape architecture, PhD
<i>E-mail</i>	Lei.gao@nmbu.no
<i>Phone number</i>	+47 90165126
<i>Short description of their expertise and involvement in the Role Model</i>	
Lei is one of two main researchers in RM11, specialized in historical landscape management and research.	

RM11 Staff 3

<i>Name</i>	Daniel Johansen
<i>Gender</i>	Male
<i>Current occupation</i>	RM11 RHH Leader, Associate professor at Norwegian University of Science and Technology
<i>Educational background</i>	PhD in culture history
<i>E-mail</i>	d.johansen.post@gmail.com
<i>Short description of their expertise and involvement in the Role Model</i>	
Daniel is the RM11 RHH coordinator. He used to work at Ørland municipality and is the local anchor that bridges researchers with the local community and regional offices. Daniel has rich knowledge and experiences on local history and development projects.	

RM11 Stakeholder Organisation 1

<i>Name of the stakeholder organisation</i>	FOSEN Municipality
<i>Short description of their expertise and involvement in the Role Model</i>	
3 staff from Fosen Regionen (Fosen municipality, which is the combined municipality of 4 municipalities) participated this knowledge exchange visit. They are Leader for Fosen development project, Leader of Fosen Regional food project, and Agricultural officer in one of the municipalities.	

RM11 Stakeholder 2

<i>Name of the stakeholder organisation</i>	9 Farm owners from 4 municipalities in Fosen: Indre Fosen, Osen, Ørland, Åfjord
<i>Short description of their expertise and involvement in the Role Model</i>	
The 9 farm owners are in different stages of their work, some are starters, some have decades of experiences. All of them have their own companies and want to develop the fruit products by involving in the enhancement plan action of re-introducing historical fruits to the area. Besides, they are interested in other local food production (apples, berries, vegetables, meat, honey, fish, mussels, mushroom etc.) Some are members of Hagelag (Garden Association). They will further bring information to the region and broader society.	

1.2. Role Model (Additional Replicator St Olav Ways)

AR Staff 1

<i>Name</i>	James Simpson
<i>Gender</i>	Male
<i>Current occupation</i>	Project Manager – St Olav Waterway
<i>E-mail</i>	James.Simpson@pargas.fi
<i>Short description of their expertise and involvement in your Replicator</i>	
James is Professional in Nature-based and Cultural Tourism and Outdoor Learning (skills: Project Management · Tourism Management · Cultural Heritage · Social Media Marketing · Sustainable Tourism). He is responsible for establishing and developing the Finnish section of the cultural and pilgrim's path, St Olav Waterway. His main tasks are planning the route and developing services and products in collaboration with local SMEs, landowners, cultural institutions, local DXOs and international TOs (more details here). As a partner of RURITAGE, James is the host of our knowledge exchange visit, and plans the whole program of the visits.	

AR Staff 2

<i>Name</i>	Margot Wikström
<i>Gender</i>	Female
<i>Current occupation</i>	Project manager in Pargas
<i>Short description of their expertise and involvement in your Replicator</i>	
Expert for local food production. Project manager in Pargas. Former gardener at Tackork Berries & Vegetables. Margot is one of the guides of our knowledge exchange visit.	

AR Staff 3

<i>Name</i>	Benjamin Donner
<i>Gender</i>	Male
<i>Current occupation</i>	Director of tourism in Pargas
<i>Short description of their expertise and involvement in your Replicator</i>	
Director of tourism in Pargas, expert on local food, pilgrim routes and tourism development.	

AR Staff 4

<i>Name</i>	Jonas Bergström
<i>Gender</i>	Male
<i>Current occupation</i>	Project manager KulTa - Kimitoön
<i>Short description of their expertise and involvement in your Replicator</i>	
Jonas is the project manager KulTa – Kimitoön. He is one of the guides of our knowledge exchange visit.	

2. Agreed upon aims of the visit

- Local food products (apples, berries, potatoes, fish, bakery, crafts...)
- Food processing tools (e.g., mobile press for apple cider, cold storage)
- Marketing of local food
- Connecting local food with tourism development

3. Schedule

3.1. Proposed dates for the visit

The visit will take place from 20th to 24th June 2022.

3.2. Proposed schedule for the visit

	Planned activity	Staff/stakeholders present
Day 1	Evening arrival. Introduction meeting	RM11 visiting group
Day 2		
<i>Morning</i>	Nagu. Lillvik gård, Bjørkdals gård	Margot Wikstrøm RM11 visiting group
<i>Afternoon</i>	Korpo. Archipelago center Korpostrøm, Walldens Trådgård, Barefoot culture path, restaurant Back Pocket	
Day 3		
<i>Morning</i>	Pargas. Tallbacka Trådgård, Matmalmen restaurand	James Simpson RM11 visiting group
<i>Afternoon</i>	Meditation stairs in Pargas, Bornemann's mobile press, Tolfsnäs farm, Närboden local grocery	
Day 4		
<i>Morning</i>	Kemio. Kiinos Garden Cafe Four C (fish products) Ironworks village Taalintehdas Food Hub at Kemiö market square	Jonas Bergstrøm RM11 visiting group
<i>Afternoon</i>	Mathildedal, Teijo Lepola Cider farm Mathildedal in Teijo National Park. Teijo ironworks village Rikalanmaki Inn	
Day 5	Traveling home and discussion around the trip	RM11 visiting group

4. Outcomes of the visit

4.1. Main objectives to be addressed during the visit

Main objectives addressed during this visit are in line with those on the agreement, i.e.

- Local food products
- Food processing tools (e.g., mobile press for apple cider)
- Marketing of local food
- Connecting local food with tourism development

The group was shown many farms and enterprises of different sizes – from family business run by a couple to big corporations, and at different levels of processes – from food production to processing and sales. Our stakeholders from RM11 found the visit very satisfying and inspiring.

4.2. Organisations/Institutions/Stakeholders Included in the visit

- Lillvik farm (a farm run by a family. Producing apple and apple products, honey, vegetables etc.)
- Björkdals Farm (a farm run by a family. Producing vegetables and bakeries)
- Archipelago center Korpoström (biosphere center at the Pilgrim route in Korpo)
- Walldéns Trädgård Wattkast (a self-service farm shop and green house)
- Barefoot Cultural Path (art works and nature experience)
- Restaurant Back Pocket (creative cuisine using local products)
- Tallbacka Garden (a kitchen garden/farm run by a family, with over 200 types of herbs, shrubs and fruit trees)
- Matmalmen restaurant (a restaurant with 'Zero-waste' concept)
- Meditation stairs in Pargas (pilgrim route experience)
- Bornemann's mobile press (a craft brewery producing apple cider/juice, run by a couple)
- Tolfsnäs farm (the most important apple orchards for Söderlångvik manor; a new big storage system)
- Närboden local grocery (farm shop)
- Kinos Garden (farm shop and greenhouse)
- Cafe Four C (café with fish products)
- Ironworks village Taalintehdas (regeneration of historical village)
- Food Hub at Kemiö market square (new concept of linking farm products and consumers without direct contact, developed during COVID-19 period)
- Lepola Cider farm (family business on cider and other fruit and berry products)
- Mathildedal in Teijo National Park (rural regeneration)
- Teijo ironworks village (rural regeneration with art and handcrafts)
- Rikalanmaki Inn (a restaurant on site of old farm, reusing farm buildings, using local food producers)

4.3. Learning Experience

Notes from RM11: the knowledge transfer was two-way. Apart from learning from Finnish stakeholders, our stakeholders also transferred knowledge to Finnish stakeholders through discussion and sharing. Therefore, our answers to 4.3 'Replicator's experience' also covers 'Role Model's experience'. Both RM and R expressed interests in following up with common applications of EU and Nordic fundings.

➤ *Which specific good practices did you learn about during the learning visit?*

- Agricultural practices and processes in the same climate (Nordic coasts and islands of similar latitudes) and similar agricultural infrastructure, political and economic environments.
- Combination and supplementation of different activities around food, pilgrimage, landscape and others.
- Selling and marketing related to products and activities.
- Specific issues related to fruit (apples, plums, and berries) and vegetable producing, storage and processing etc.
- Potential for Biosphere reserve that including and linking different topics.

➤ *Which local challenges did the Role Model share and discuss with you? And which of your challenges did you discuss with them?*

- Economic challenges. A step-by-step development is important.
- Practical challenges such as soil quality, varieties, storage issues.

➤ *Which different actions which have been implemented in the Role Model territory did you visit and discuss?*

See program in annex.

➤ *What did you learn from the Role Model?*

- How to run fruit farms.
- How to process products including promoting.
- How to make the business economically successful.
- What to focus on in agricultural development of different scales.
- Keep it simple and run step by step.
- Many enterprises we visited are family business.
- Linking different businesses such as agriculture, café/restaurant, B&B, art and music, pilgrimage...

➤ *Were your expectations met of this visit? What was good? What was missing?*

- The feedbacks of our group members are very positive: the results were beyond expectations; the program is very rich and inspiring; good guides and visiting places, and possibilities for tasting products and services and “looking behind the scene”.
- If one must say something is missing, it would be more visiting days like this!

➤ *How will you use the knowledge you acquired during this visit in the future?*

- Follow up with various activities in farms
- Networking and more meetings in autumn, as part of Fosen Frukt project supported by Fosen Municipality.
- Application for Biosphere reserve
- Our stakeholders from Fosen Municipality will approach politicians with the videos taken on the learning visit.
- Maybe more collaborations with NTNU and NMBU to safeguard scientific side of future activities and projects.

4.4. Main take home message of the visit

The geographic, climatic, political, social and economic environments of the areas we visited are very similar to our own, so are the challenges. Therefore, the activities they carry out are highly replicable to us.

It seems that the Finnish stakeholders we visited are some years ahead of us. Therefore it is good to see what can be achieved.

We need to follow up with discussions on different levels about what to do next, including applying for financial supports.

We need to work on enhancing the 'culture' that values high-quality local food and other local products, and values smaller businesses that benefit the people and the landscape, thus contributing to real sustainability.

4.5. Recommendation

Here are reflections on 4.5 from both Replicator and Role Model's perspectives:

- Important to look at landscape in a holistic way.
- Activities are linked and sometimes overlap each other. A holistic approach contributes better to economic, social and environmental sustainabilities.
- Development needs time. Doing it step by step can avoid too high risks and loans etc.
- Do not be too 'protective/closed'. Your products are always a supplement to others, for example cider varies according to what apples are used and how it is processed; critical mass is important to promote some products; collaboration is important, such as selling points and channels should be shared... The individual impact is too small. We need to cooperate if we want to survive.
- Hope soon the Finnish part can bring farmers and stakeholders to visit the Norwegian farmers and stakeholders, which will provide a good impetus for developing common activities related to the pilgrimage route!
- Take advantage of COVID-19 and current food security challenges to promote these activities as much as possible NOW. Do not wait too long.

5. Annexes

○ Detailed itinerary of the visit



Tuesday 21.6. Day 2. Nagu & Korpo

9:00 **Margot Wikström** (expert for local food production) meets the group. Margot is our guide this day.

9:30 Visit **Lillvik Farm**. Production of apples, plums and potatoes.

10:45 Visit **Björkdals Farm** (address: Björkdalsvägen 180, 21650 Lillandet). More info [here](#) and [here](#).

12:45 – 13:45 Lunch at Hjälmars

14:00 Visit **Archipelago center Korpoström**, meeting with staff from the UNESCO Biosphere Area. Here, there is active collaboration between local food producers, landscape managers and tourist offices and other actors. Presentations about food in the Archipelago and discussion together.

16:00 Visit **Waldéns Trädgård Wattkast**, garden with vegetable growing and self-service vegetable [shop](#).

17:00 Visit **Barefoot Cultural Path** ([infos](#)).

18:00 Representative Dinner at **Restaurant Back Pocket** ([infos](#)).

Wednesday 22.6. Day 3. Pargas

9:00 Departure Nagu and trip to Pargas. **James Simpson** meets the group.

10:00 Visit **Tallbacka Garden**. Tour and introduction to St. Olav's pilgrimage route with food and music, by **Nalle Öhman**.

11:30 Lunch at **Matmalmen restaurant** that uses vegetables from Tallbacka and has an ambition 'zero rubbish' in its work and production.

12:30 Meeting with director of tourism **Benjamin Donner** and visit of the pilgrim route, **Meditation stairs**.

13:30 **Bornemann's mobile press** for juice, cider and beer.

15:30 - 16:30 visit **Tolfsnäs farm** on the western part of the island. It has the most important apple orchards in the Art Society (the main farm at Söderlångvik manor) and a new storage system to keep the apples longer. Farm manager **Kaj Eriksson** will present the place and the new warehouse building. **Närboden** local grocery store.

18:00 arrives Saaristohotelli Merikruunu. Dinner at the hotel.

Thursday 23.6. Day 4. Kemiöön-Mathildedal-Teijo-Salo

9:15 – 9:45 **Kinos Garden**, led by **Jonas Bergström** from the municipality of Kemiönsaari

10:00 - 10:30 visit the ironworks village **Taalintehdas** in Dalsbruk. Coffee and salmon open sandwiches in **Cafe Four C**. Entrepreneur **Carina Homberg** will talk about the place and the fishing tradition.

11:00 - 11:30 **Kemiö market square**. Jonas presents **Food Hub** ([infos](#))

11:45 - 12:45 visit **Lepola Cider farm**, new company engaged in cider production and Meritalo Berry Processing.

13:00 - 13:30 Guided tour in **Mathildedal** in Teijo National Park.

13:30 - 15:30 Lunch in restaurant Ruukin krouvi in Mathildedal.

15:30 drive to Salo, stop at **Teijo ironworks village** for a short visit (15:40 - 16:15)

19:00 Dinner in **Rikalanmaki**

○ **Annex 2: pictures of the visit**



The learning group from RM11 together with two local stakeholders in Finland (Photo: Bjørn Erik Vangen)

Monday 20.6. Day 1. Departure

The introduction meeting at the hotel in the evening of the arrival day, where group members got to know each other, their ambitions on developing farm products and services and expectations for this trip.



Tuesday 21.6. Day 2. Nagu & Korpo

Lillvik Farm



At Lillvik Farm, the owner welcomed us and introduced the farm and working methods of growing, picking and storing apples. We tasted new potatoes, honey and apple juice produced in her farm, visited the apple orchard and the 'smallest shop' in Finland.

Björkdals Farm



At Björkdals Farm, the owner talked about her family business of farm products and bakeries.

Local food in supermarket and open market



In a local supermarket in Korpo, local food (juices, fruits, vegetables, dairy products, meat etc.) can be found on the shelves. Our group members from Fosen municipality were observing the shelves with interests.

Archipelago center Korpoström



At Archipelago center Korpoström. There are active collaborations among local food producers, landscape managers and tourist offices and other actors. Staff from the UNESCO Biosphere Area presented the concept and activities in the centre; Margot, expert for local food production and our guide for the first visiting day, presented their local food production and market research and ways to link producers with consumers. Her knowledge and experience were highly appreciated by the group.

Direct sales 24h farm shops in Korpo

A self-service farm shop in Korpo. (Photo: Bjørn Erik Vangen).



Another self-service shop [Walldéns Trädgård Wattkast](#), with a greenhouse growing vegetables and flowers.

Barefoot Cultural Path



Experiencing [Barefoot Cultural Path](#), a walking trail in the woods where art works are also displayed.

Restaurant Back Pocket



A representative dinner at [Restaurant Back Pocket](#), experiencing high-end products from local farms, with a touch of art and creativity.

Wednesday 22.6. Day 3. Pargas

Tallbacka Garden



James Simpson (RURITAGE partner and our host for this learning visit) and Bjorn Nalle Ohman (the owner of Tallbacka Garden) introduced the ideas of combining food and music.

There are over 200 types of herbs, fruit trees and berry shrubs in [Tallbacka Garden](#). Using a sustainable manner, the garden is managed by the family of Nalle Öhman. Products are mainly to local restaurants.

Matmalmen restaurant



At Matmalmen Restaurant <https://www.matmalmen.fi/>, we met Benjamin Donner, director of tourism in Pargas, and listened to his introduction to local food and pilgrim routes development.

Tallbacka Garden is one of the suppliers of Matmalmen restaurant, and one of the places where the organic waste from the restaurant goes to. The restaurant has an ambition 'zero rubbish' in its work and production. Image shows Eva, the owner and chef of the restaurant.

Meditation stairs in Pargas



James gave a quick guide to the meditation stairs project in Pargas. The Stairs are built in a quarry of over 100 years old. As part of enriched experiences on Pilgrim route, the meditation stairs project started 2 years ago and has not finished yet.

Bornemann's mobile press



Mobile press for apples has been a subject of interest to our learning group. At Bornemanns craft brewery, we were introduced the mobile press machine and its products.

Tolfsnäs farm



Tolfsnäs farm is the most important apple orchards of Söderlångvik manor. It has a new storage system to keep the apples longer. Farm manager Kaj Eriksson presented the new warehouse building and the orchards, which is so big that the whole group took the orchard tour on bus.

Närboden local grocery store



A quick look at Närboden local grocery store on the way.

Thursday 23.6. Day 4. Kemiöön-Mathildedal-Teijo-Salo

Kinos Garden

Jonas Bergström from the municipality of Kemiönsaari was our guide on this day. The first stop was Kinos Garden, selling local food, flowers and handcrafts. It also has a greenhouse for tomatoes and strawberries.



Cafe Four C



At Cafe Four C, we met the entrepreneur Carina Homberg who introduced us the place and the fishing tradition. We also tasted salmon sandwiches and looked at other fish products there. (Photo by: Bjørn Erik Vangen).

Taalintehdas



We had a quick look at the historical ironworks village Taalintehdas by the sea at Dalsbruk. Jonas talked about the decline of iron industry and the shifting source of economy.

Food Hub

A pilot project ‘[Food Hub](#)’ has been running in Kimito since the summer of 2020. The concept of ‘Food Hub’ is that people order products from participating farms online and collect them at Food Hub the following days. The Food Hub is in the Kemiö market square, with easy access and an air-conditioned room for temporary store of ordered products. The door is auto locked and can be opened by swiping the card. It is unstaffed, providing a low-cost, safe, and efficient solution that directly links farmers and customers.



Lepola Cider farm



Lepola Cider farm is a family business. Its current owner is the daughter of the founder. She and her husband have a passion to produce high-quality cider using local apples. The brand ‘Lepola’ was especially created for apple cider and lemonade products. Besides, they also maintain the brand ‘Meritalo’ for berry juices.

Mathildedal in Teijo National Park



The old village Mathildedal in Teijo National Park. The National Park has a unique combination of nature and culture. The old buildings in the village are reused as banquet halls, workshops, shops, café etc., and attract many visitors.

Teijo ironworks village



Art and crafts in Teijo ironworks village.



Rikalanmaki Inn



Another example of reusing old buildings (a barn turned into a [restaurant](#)). Food materials are from local producers. (Photo at the left was taken by Eija Halkilahti, owner/chef of the restaurant).

(Photos by Lei Gao unless otherwise acknowledged)

*** End of the Report 1 ***

8.18 RM12 (AEICE): Douro cultural landscape, driver for economic and social development (Spain & Portugal)

Role Model 12 DUERODOURO

Overview of visits

Type of Visit	Dates	Partners involved	Section
Learning visit (R to RM)	19-23/09/2019	R6 Iztech RM12 Duero Douro	See section 8.6
Learning visit (RM to RM)	17-21/05/2022	RM9 Psiloritis RM12 Duero Douro	See section 8.15
Mentoring visit (RM to R)	30-31/05/2022	R6 – IZM-DEM-IZTECH RM12 – Duero Douro	See section 8.6

8.19 RM13 (WestBIC): Wild Atlantic Way (Ireland)

Role Model 13 [Wild Atlantic Way \[WestBic\]](#)

Overview of visits

Type of Visit	Dates	Partners involved	Section
Learning visit (R to RM)	14-16/10/2019	R2 Magma RM13 WestBic	See section 8.2
Online visit	23/02/2021	R6 – IZM-DEM-IZTECH RM13 WestBic	See section 8.6