

RURITAGE

Heritage for Rural Regeneration

Deliverable 2.5 Report on Digital Knowledge sharing and mutual learning on the Digital RHH

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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 – May 2022 (48 months)	
Project website		www.ruritage.eu	
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		31/05/2022	May 2022 (month 48)
Work Package No		2	
Work Package Title		Collective community management approach and capacity building activities	
Responsible		UNESCO	
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		Draft (D)	
		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
CNH	Cultural and Natural Heritage

2. Summary - Digital Knowledge Exchange approach in RURITAGE

Experiences gathered by partners from in-person interactions were reinforced by permanent digital interactions. This knowledge exchange is ensured in three main ways: 1) mutual learning at project (local) level via the Digital Rural Heritage Hub (Digital RHH), 2) learning at project and international level through a series of on-line webinars, 3) bilateral individual knowledge exchange for Additional replicators.

The Digital knowledge exchange at a local project level was ensured by the Digital RHH. Digital RHH was conceived as an open blog for discussion, accessible per SIA; the tool was developed within WP5. The local coordinator of the RHH will be responsible to give access to this tool among its local stakeholders and APRE will facilitate and keep the discussion lively. Bilateral exchanges will be encouraged and will be feasible through the Digital RHH, where the stakeholders can share and exchange ideas on possible actions to be implemented during the co-development phase of the heritage-led regeneration plans. The Digital RHH will also be open to the additional Replicators and Role Models. Up to May 2022, there are 383 registered users on the DRHH, 910 posts grouped in 248 topics.

Digital knowledge sharing at international level included multiple educational and capacity building activities through a series of webinars on the topic of each SIA, to be made available on the RURITAGE Resource Ecosystem. During the webinar, an expert from one of the RM or from the Knowledge Facilitator Partners will be invited to present experiences and good practices on the specific SIA topic to a wider interested audience of Rs, RMs and additional partners. Moreover, UNESCO will lead webinars on tools and standards related to cultural and natural heritage (both tangible and intangible), focusing on specific topics to be defined based on the relevance and needs as emerged during the previous project activities which may include: heritage and sustainable tourism, intangible cultural heritage safeguarding, disaster risk management for CNH, historical urban landscapes, etc.

Overall, more than 700 registered attendees from various regions far beyond EU received knowledge during 26 delivered webinars (including the six dedicated to the ENP group). All public webinars are registered and stored at RURITAGE YouTube channel (https://www.youtube.com/channel/UCNxIGn5CQ8W_GgTlvnSSWLQ).

Moreover, following the call for Additional Replicators (Deliverable 6.2), 17 Additional Replicators and 38 Digital Replicators have been receiving continuous direct digital learning and exchange with RURITAGE partners. Going through several steps, which started with knowledge transfer within Additional Replicators Forum, nine Additional Replicators made through entire process and established their own regeneration plans.

The current deliverable represents an overview of the DRHH structure (Section 3), webinars' setting (Section 4) with a full list of webinars (Annex 1) and an overview of continuous exchange with Additional replicators (Section 5).

3. Digital knowledge sharing at local level: Digital Rural Heritage Hub

3.1 Objectives and structure

The Digital Rural Heritage Hub (DRHH) is a digital platform conceived as an open forum for discussion within the RURITAGE community. The platform is accessible per Systemic Innovation Area (SIA) and per tag. Moreover, users are required a login (i.e., username and password) to have access, as the DRHH is meant as a private space for discussion among the RURITAGE consortium members and stakeholders (i.e., additional replicators/role models and local stakeholders of Replicator and Role Models hubs).

According to this logic, the forum was divided into two parts (Figure 1):

1. The **open categories** (SIA, Organization and Management, Webinars) - In these categories, all the users can freely create and reply to posts.
2. The **closed categories** (Replicator, Role Models and Additional Replicators hubs) - Most of these categories are closed, each user can only access the hub corresponding to his Role Model/Replicator (this applies mostly to local stakeholders).

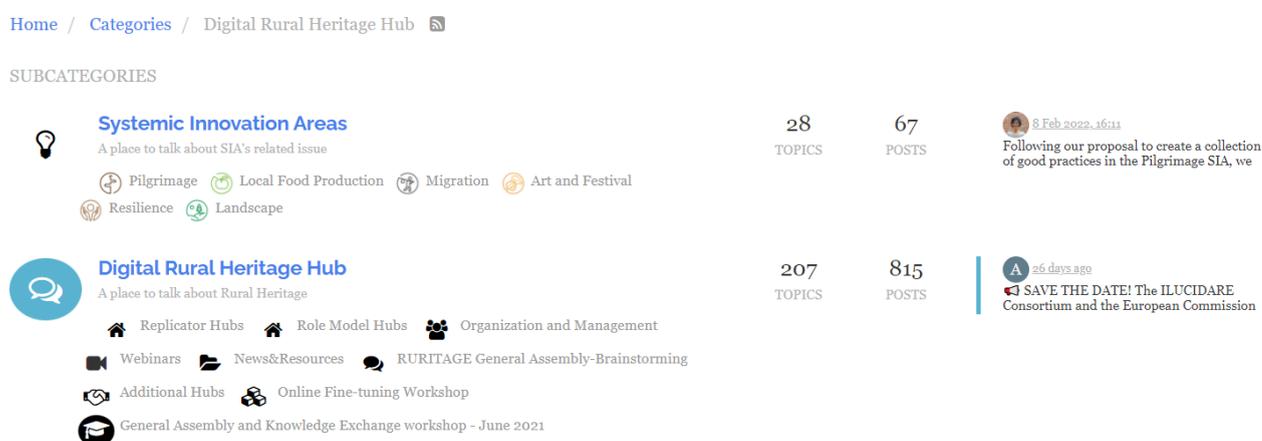


Figure 1 - Digital Rural Heritage Hub structure

Up to May 2022, there are 383 registered users on the DRHH, 910 posts grouped in 248 topics.

The DRHH was developed by POLITO and launched to partners in summer 2019. The platform was introduced to RURITAGE partners in an internal webinar held by APRE in March 2020 (see webinar 1 in Annex 1). Moreover, since the DRHH is part of the RURITAGE Resource Ecosystem, a manual for the DRHH has been prepared by APRE and POLITO and it is available in Deliverable D5.5.

3.2 Use of DRHH in RURITAGE events

As a tool aimed at facilitating the discussion among RURITAGE partners and stakeholders, the DRHH has proven particularly useful in some internal RURITAGE events and workshops to enable the exchange among participants.

In particular, three internal RURITAGE events took advantage of the use of the DRHH:

1. RURITAGE online General Assembly, May 2020
2. RURITAGE online fine-tuning workshop, October 2020
3. RURITAGE General Assembly and Knowledge Exchange workshop, June 2021

Overall, the engagement during these events was very high and participants were using the platform to comment and discuss during the event and in the following days to follow up on specific topics, by exchanging some information and resources. In particular, the online fine-tuning workshop collected 246 posts grouped under 28 topics (Figure 2)



Figure 2 - Example of use of DRHH during RURITAGE events

3.3 Digital Local Hubs

Each RURITAGE Replicator and Role Model was offered the opportunity to use the DRHH with their local stakeholders to exchange information and resources and to discuss in local language. In total, 19 digital local hubs were established on the DRHH. Each Replicator/Role Model was responsible for: i) designing the structure of the hub; ii) selecting which stakeholders to invite and provide them with the guideline on how to use the platform, iii) moderating the discussion in local language.

Each partner chose different strategies on how to establish the digital hub. Some asked to create specific categories to guide the discussion or asked for private categories accessible only to the local stakeholders, to discuss more confidential issues (Figure 3).

The use of the digital local hubs was very different among partners and overall, it has proven less effective than the use of the DRHH for exchange among RURITAGE partners, probably because most of the engagement of local stakeholders was more successful with face-to-face interactions.

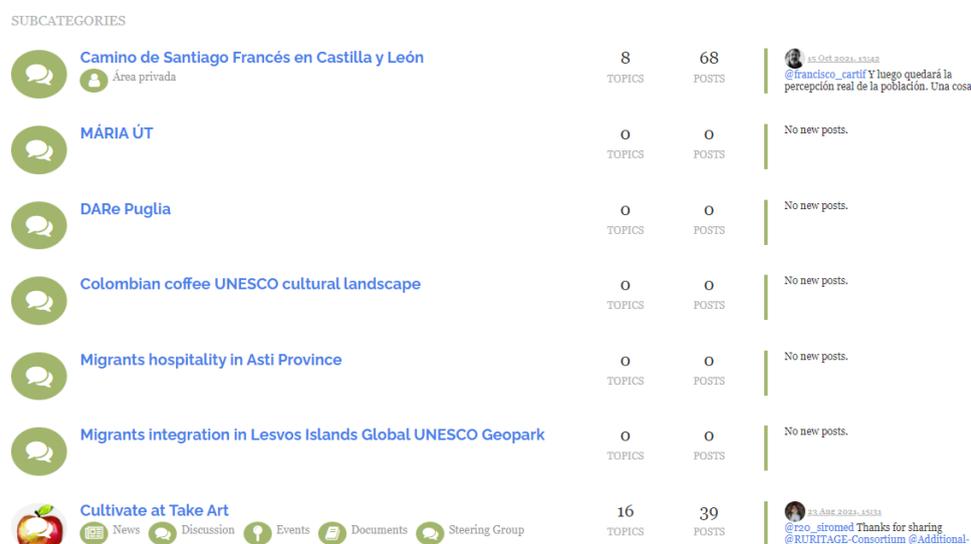


Figure 3 - Example of different digital local hubs

4. Digital knowledge sharing at international level: Webinars series

4.1 General setting

Depending on the webinar’s target audience, the webinar was considered as “**Internal**” only for the RURITAGE community, including Additional and Digital Replicators and Additional Role Models, or “**Public**” for a larger audience of interested people.

Table 1. Type of webinars

	Internal	Public
Audience	RURITAGE consortium + A&D Rs + ARMs	All interested audience
Storage space	DRHH (via SharePoint)	RURITAGE YouTube public channel

Internal webinars were recorded, stored on SharePoint and shared via the Digital Rural Heritage Hub. Public webinars, such as lectures from experts on CLT/NAT heritage regeneration, were made publicly available on a dedicated YouTube channel (https://www.youtube.com/channel/UCNx1Gn5CQ8W_GgT1vnSSWLQ?view_as=subscriber).

To ensure that webinars material reached its audience, in particular the RURITAGE key community of RM and Rs, further discussion through Digital RHH was ensured by APRE, while facilitating the discussion on the Digital RHH.

Until March 2020, Adobe Connect provided by APRE was used as the most efficient tool, available among partners. Since March 2020, the Microsoft Teams provided by UNESCO is used. To ensure the participation in different time zones, webinars were held from 13.30 to 15.00 CET.

In terms of organisation, UNESCO was in charge of webinars’ logistics and organisation (except ENP webinars): timely setting the overall timeline & schedule; coordination with involved FKPs & RMs about the content; setting the webinar agenda; logistics (invitation of participants; drafting of agenda etc.). ICLEI has been in charge of logistics and organisation for ENP webinars: timely setting the overall timeline & schedule; coordination with involved FKPs & RMs about the content; setting the webinar agenda; logistics (invitation of participants; drafting of agenda etc.). UNESCO (APRE until March 2020) provided a link to Ms Teams platform for each webinar and post and recorded webinars after the event. UNESCO (except ENP webinars) & ICLEI (for ENP webinars) coordinated inputs from FKPs and RMs & Rs on thematic webinars. KFP partners were in charge of the content for thematic webinars they were leading. RMs & Rs partners were in charge of inputs for thematic webinars they were involved in.

Webinars’ aim was fostering knowledge exchange (internal) and dissemination of projects results (external). Topics were grouped around the following thematic series:

- **Series on RURITAGE introduction**
Mode: Public
Partner in charge: related KFP (content) + UNESCO (moderation & logistics)
Structure: Presentation of main RURITAGE concepts
- **Series on SIAs**
Mode: Public
Structure: Presentation by KFP + most popular (based on analyses of Rs actions) RMs actions + Rs related actions

- **Series on knowledge transfer**

Mode: Internal

Partner in charge: UNESCO (moderation & logistics) + related KFPs or/and RMs

Structure: Presentation of RURITAGE main concepts

- **Series for Additional Replicators**

Mode: Internal

Partner in charge: UNESCO (moderation & logistics) + ICLEI for ENP webinars (planning, topic definition, moderation, logistics and communication) + related KFPs + UNIBO (coordinating the AR Action Plan)

Structure: Presentation of RURITAGE main concepts and steps for replicating the RURITAGE methodology: from setting up hub to establishing an AP with stakeholders

A full list of webinars together with recording links is available in Annex 1.

In sum, 870 people attended public webinars. Public webinars gathered a total of 1,815 views on YouTube.

4.2 Webinars' attendance overview

RURITAGE public webinars attracted a total of 784 participants worldwide (numbers from Eventbrite registrations). While most attendees were located all over European region (83%), all five regions of the world were reached. As shown on figures 4 and 5, participants also registered from Africa (1%), Arab States (5%), Asia and the Pacific (6%) and Latin America and the Caribbean (5%).



Figure 4 – Overview of webinars participants' localisation (based on Eventbrite registrations)

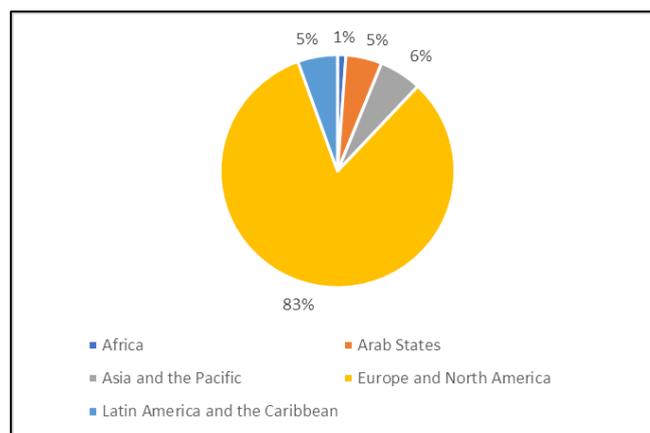


Figure 5 – Webinars participants' localization (based on Eventbrite registrations)

5. Direct Digital knowledge sharing : Additional Replicator forum

5.1 Follow up with Additional and Digital Additional Replicators

Following the open call for Additional Replicators in February 2019 which offered the opportunity to additional rural communities to develop heritage-led strategies within the RURITAGE framework. RURITAGE received 87 applications from which 17 areas were selected as Additional Replicators and 38 areas were chosen to be Digital Replicators. The selection process is detailed D6.2.

To successfully develop heritage-led regeneration strategies, Additional and Digital Replicators were supported by the RURITAGE community via the Digital Rural Heritage Hub. The Role Models and Replicators guided Additional and Digital Replicators indirectly by giving them insights and practical advice on how to develop and implement their heritage-led regeneration strategies. At the same time, tools and lessons compiled by the Knowledge Facilitator Partners provided all Additional Replicators with an instrumental framework.

To better support the Additional Replicators, UNESCO together with UNIBO developed step-by-step guidelines aimed at them directly. Following this guidance, Additional Replicators were systematically taken through a series of steps towards achieving rural regeneration by following the RURITAGE methodology (Figure 6). The guidelines can be found in Annex 2.



Figure 6 – Timeline with main steps for Additional Replicators

Within Step 0 Additional and Digital Replicators were guided through the overall project concept to familiarize with the consortium, the vocabulary, and the activities of the project. All partners had access to existing introductory webinar recordings. Within Step 1 A&DRs were provided access to the RURITAGE inventory of lessons learned and key project deliverables. They were continuously updated about upcoming learning opportunities and RURITAGE webinars and were encouraged to interact with RMs and Rs to learn more about their actions on the DRHH and through a series of dedicated calls – Additional Replicators Forum (Section 5.2).

Step 2 (Sections 5.3 & 4) allowed Additional Replicators to start the co-creation process that included a series of local workshops and public events to attract the local rural communities in shaping their Action plans. In the Step 2.3 Additional Replicators started the implementation the Action Plan that they developed in the prior stage. At the end, Additional Replicators, who made it through the entire process and created their Action plans (Section 5.4) were

invited to join the RURTIAGE Final conference in Paris.

5.2 Additional Replicator Forum and ENP webinars

To guide partners through Step 2, the Evidence building, a series of Additional Replicator Forums were organized between May 2020 and May 2022. The meetings took place online and provided background on each of steps and milestones for Additional Replicators while facilitating discussion between project partners. Additional and Digital Replicators were encouraged to present their territories and achievements, and to interact with the network of RURITAGE partners.

Based on the active participation of Additional and Digital Replicators in these meetings, their achievement of specific milestones such as the establishment of an RHH (Step 2.1) and their interest in developing an Action Plan, from May 2021 onwards 23 Additional Replicators were shortlisted to receive more targeted support during the remaining 6 Additional Replicator Forums. The group of Digital Replicators continued to receive updates on learning opportunities and project activities via email newsletters.

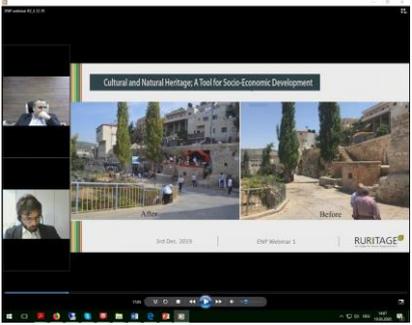
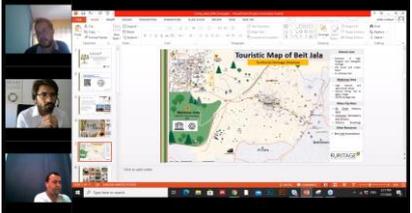
Table 2. AR Forums

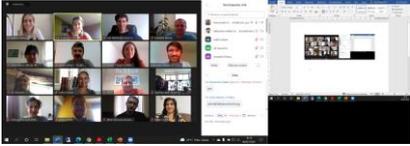
Additional Replicator Forum #	Agenda	Target audience	Number of attendees
AR Forum 1: May 4, 2020	Guidelines and plans for 2020	Additional and Digital Replicators	16
AR Forum 2: July 9, 2020	RHH Establishment A&DRs presentations	Additional and Digital Replicators	16
AR Forum 3: September 29, 2020	Photo Contest in AR Knowledge exchange - SIA webinars and Fine-tuning workshops Professional Master's programme Digital RHH	Additional and Digital Replicators	14
AR Forum 4: December 8, 2020	Knowledge exchange – webinars, AR forum, DRHH Bilateral meetings with UNIBO Initiating the co-development phase 2021 Introduction to the DSS tool Improving communication	Additional and Digital Replicators	16
AR Forum 5: January 27, 2021	Development of Regeneration plan heritage-led strategies	Additional and Digital Replicators	12
AR Forum 6: March 24, 2021	Co-development phase II RURITAGE Serious Game DigR21 & DigR34 presentations Updates on webinars and Professional Master's	Additional and Digital Replicators	16

	programme Promotional material for AR		
AR Forum 7: May 26, 2021	Co-development exercise and rural challenges Updates on webinars and Professional Master's programme Promotional material	Additional Replicators	10
AR Forum 8: July 15, 2021	Update on regeneration plans RM10 presentation Monitoring platform introduction Food Plan of the Biosphere reserve "Mariñas Coruñesas e Terras do Mandeo" presentation	Additional Replicators	9
AR Forum 9: October 7, 2021	Presentation and feedback on drafted Action Plans: <ul style="list-style-type: none"> • Geopark Steirische Eisenwurzen • Nilüfer Municipality • St. Olav Waterway • Borgofuturo • Polevskoy Village 	Additional Replicators	10
AR Forum 10: December 9, 2021	AR presentation: Kvarken Archipelago Final Conference organisation: introduction of AR's Poster Plan and Action Plans	Additional Replicators	10
AR Forum 11: May 5, 2022	Presentation of AR's posters for the Final Conference Feedback session on RURITAGE AR concept and conclusion	Additional Replicators	11

Moreover, to ensure the ongoing discussion with Additional Replicators from European Neighbourhood Policy (ENP) countries, ICLEI organized 6 internal webinars that took place regularly - every 6 months (Table 3). Format: 1,5 hours consisting of 2 or 3 presentations and a guided discussion part. The overall aim of these webinars was to explore particular changes for ENP countries and share with ENP ARs the RURITAGE project outcomes. Each ENP partner had the opportunity to present their organisation, mission, project(s), to explain the challenges they are facing and to ask and receive feedback and inspiration from the other ENP colleagues. They focused on the existing reality of the ENP partners and their territory. These ENP webinars had created a close community where participants had the possibility to ask questions, propose topics (based on their common needs), offer feedback and initiate new bilateral exchanges and actions between ENP partners.

Table 3. AR ENP consultations

Consultation and date	Topic(s)	Participants (total number of ENP organisations 12)
<p>ENP webinar 1 – 16 of July 2019</p> 	<p>Introduction to the ENP Group and process Discussion Moderated by Alexandru Matei, ICLEI</p>	<p>10</p>
<p>ENP webinar 2 – 3 of December 2019</p> 	<p>Presentations by: Palestine Mays Salsa, Centre for Cultural Heritage Georgia Vano Grigolashvili, Rural Development for Future Georgia Moldova Anatolie Risina, Verde Moldova Discussion Moderated by Alexandru Matei, ICLEI</p>	<p>10</p>
<p>ENP webinar 3 – 10 of March 2020</p> 	<p>Presentations by: Turkey Eirini Kalogeropoulou Yalçin, Nilüfer Municipality Ukraine Eduard Syromolot, Polevskoy Village Council Martine Btaich and Josephine Chaar, Lebanon Mountain Trail Discussion Moderated by Alexandru Matei, ICLEI</p>	<p>8</p>
<p>ENP webinar 4 – 7 of July 2020</p> 	<p>Presentations by: Beit Jala Municipality, Palestine Adel Ledawi National Rural Tourism Festival, Morocco Ali Aaouine, Greenside Development Foundation Municipality of Mugla, Turkey Kerem Ekinci Discussion Moderated by Alexandru Matei, ICLEI</p>	<p>8</p>
<p>ENP webinar 5 – 9 of March 2021</p> 	<p>National Rural Tourism Festival, Morocco Ali Aaouine, Greenside Development Foundation Association Rural Development for Future Georgia Vano Grigolashvili Verde e Moldova Anatolie Risina Municipality of Mugla, Turkey New EU Programming Period 2021-2027 Alexandru Matei, ICLEI Discussion Moderated by Alexandru Matei, ICLEI</p>	<p>9</p>

<p>ENP webinar 6 – 6 of July 2021</p> 	<p>Co-development of regeneration plans: available tools and general support Hanna Elisabet Åberg, University of Bologna Tools for networking and collaboration DSS Luís Cunha, Almende BV ENP Matrix Kerem Ekinci, Mugla Metropolitan Municipality Digital Rural Heritage Hub Anouk Chaptal, UNESCO</p>	<p>16</p>
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ICLEI established points of exchange and cooperation with the countries covered by the ENP by:

- Identifying relevant conferences and events in the ENP region;
- Disseminating the RURITAGE Replication Toolbox (as much as available at that moment);
- Discussing the challenges that non-EU areas face (in general). This was also addressed during the ENP webinars.

UNIBO, UNESCO:

- Discussing the challenges that non-EU areas face in taking up the tools and knowledge from RURITAGE by sharing with the 3 additional Replicators from ENP regions (selected in Task 6.2) project outcomes and support them in experimenting with and integrating these into their respective areas. Read more about this under section 5.3 on bilateral consultations.

Developing the ENP webinars and the group required an adaptation to the specific local working conditions (language, internet/telephone connection, communication culture, etc.). This resulted in a strong relationship with the main ENP partners.

Cooperation between the ENP partners had continued also after the end of the ENP webinars, with a particular interest on identifying and applying jointly for funding and on exchanging experiences on common topics.

All webinars had been recorded and made available via DRHH (<https://ruritage-ecosystem.eu/drhh>).

5.3 Bilateral exchanges with Additional Replicators

The development of the action plan, within Step 2.2, was assisted through bilateral meetings with the experts from University of Bologna. Each Additional Replicator who actively had participated to meetings and presented the development of their Rural Heritage Hub were offered two meetings with the expert team during the co-development step. Each meeting lasted for approximately an hour.

- i. Bilateral consultation #1 The first bilateral knowledge exchange focused on opportunities and challenges in their territory. The Additional Replicators were asked to give an overview of their territory within the framework of an action plan. Based on the shared information, the Additional Replicators were given advice on how to better organise co-development activities and which Replicators and Role model actions could function as an inspiration for them. After the meeting, the suggestions were summarised and sent to the Additional Replicators. There was a total of 10 bilateral meetings with ARs to discuss opportunities and challenges for detecting solutions and possibilities in an action plan.

- ii. Bilateral consultation #2: The Additional Replicator were asked to share a drafted version of their action plan with the experts from University of Bologna. Based on the drafted actions and activities, the experts provided the Additional Replicators with feedback and further ideas and possibilities. After the meeting, the conclusions and improvement suggestions were summarised and sent to the Additional Replicators. There was a total of 8 bilateral meetings with each AR that finalised their Action plan.

Table 3. Overview of bilateral consultations with Additional Replicators.

Additional Replicator	Country	Bilateral consultations #1	Bilateral consultations #2
Styrian Eisenwurzen	Austria	17 March 2021	26 January 2022
Kvarken Archipelago	Finland	16 April 2021	26 January 2022
St. Olav Waterway	Finland	24 February 2021	26 January 2022
Ecomuseum Zagori	Greece	3 March 2021	26 January 2022
Borgofuturo	Italy	8 March 2021	22 February 2022
Ifugao Traditional Houses	Philippines	17 March 2021	25 January 2022
Mariñas Coruñas	Spain	25 October 2021	*
Mysia Ways	Turkey	10 March 2021	4 February 2022
Polevaya Village	Ukraine	17 March 2021	20 January 2022
Stone Landscape	Italy	16 April 2021	**

*AR developed Action plan but selected only written feedback instead of a consultation.

**AR chose not to continue developing an Action plan.

5.4 Additional Replicators Regeneration Plans

From the shortlisted group of Additional Replicators, the following 9 partners established an Action Plan. All nine Action Plans can be found in Annex 3. The Additional Replicators were invited to present their outcomes throughout the project during a poster session at the RURITAGE Final Conference in Paris in June 2022 (Deliverable 7.7).

Table 4. List of AR Regeneration Plans

Additional Replicator	Country	List of Actions within Regeneration Plans (see Annex 3 for details)
Styrian Eisenwurzen	Austria	<ul style="list-style-type: none"> • Stronger regional marketing of agricultural products • Protect meadows and alpine pastures from abandoned use • Continue the preservation and rejuvenation of the orchard stand
Kvarken Archipelago	Finland	<ul style="list-style-type: none"> • Design a set of new touristic and information packs integrating different cultural experiences • Build a lookout tower like a miniature of the old lighthouse from the archipelago • Build-up new local partnerships between local NGOs and local entrepreneurs • Create new concepts for activities based on local heritage (i.e.,

		<p>the smugglers, the lightkeepers)</p> <ul style="list-style-type: none"> • Design new “routes” in nature
St. Olav Waterway	Finland	<ul style="list-style-type: none"> • Organize yearly cultural events connected to St. Olav Waterway • Improve local food provision and restaurants using local ingredients and serving authentic dishes • More interpretive information for pilgrims along the path connected to the pilgrimage's story, cultural history and landscape • Sustainable management of the path • Virtual pilgrimage due to Covid to connect local communities and engage with visitors
Ecomuseum Zagori	Greece	<ul style="list-style-type: none"> • Identify, map and label the pastoral trail networks • Create a web-based mobile application • Develop a tourism product package • Film video-interviews of shepherds • Design the GTM and promotional strategy of the plan and the transhumance product
Borgofuturo	Italy	<ul style="list-style-type: none"> • Map the infrastructural system and services in the Fiastra Valley • Enhance the eco-pedagogic potential of the Fiastra Valley • Launch of the “Fiastra Valley ring” • Promote local food production
Ifugao Traditional Houses	Philippines	<ul style="list-style-type: none"> • Establishment of a School of Living Traditions • Photo-exhibit of Ifugao traditional houses and their narratives in Hungduan and Kiangan • Heritage Appreciation through Stories of Yore • Heritage Management in the Ifugao Province World Heritage Towns • Preservation of Traditional Ifugao Houses and Biodiversity Conservation
Mariñas Coruñesas	Spain	<ul style="list-style-type: none"> • Identify CO2 emission sources and calculate the carbon footprint of the food system • Reduce waste in canteens, restaurants, supermarkets and municipal markets, improve the sustainability of packaging for local food products and reduce the use of plastics • Implement a web application together with a logistics system that facilitates the joint distribution of local agri-food products and connects producers with consumers • Identify carbon-sink projects and compensate the carbon footprint of the food system
Mysia Ways	Turkey	<ul style="list-style-type: none"> • Trekking activities organized by Nilüfer Municipality in cooperation with village women’s associations • Establishment of rural centers through the repair and reuse of abandoned primary school buildings located along Mysia Ways routes • Organization of touristic packs to be used by trekking and cycling associations as well as eco-tourism agencies
Polevaya Village	Ukraine	<ul style="list-style-type: none"> • Elaborate the Strategy for the Sustainable Development of

Slobozhanshchina

- Establish a cooperation network between the villages of Slobozhanshchiba 'Eco-Community – Energy of Change'
- Create integrated tourism products based on local traditions
- Call for new participants in food production for further cooperation

Annex 1: Webinars

1.1 Internal Webinars

WEBINAR 1 - Digital Knowledge exchange via DRHH

Date: 23 March 2020

Delivered by: APRE & UNESCO, UNIBO

Number of participants: 44

Content:

- Digital Rural Heritage Hub: How to use it?

Recording storage: <https://ruritage-ecosystem.eu/drhh>

WEBINAR 2 - How to organize a Call for an Artist: from theory to practice (TakeArt & Kibla)

Date: 11 May 2020

Delivered by: Take Art & Kibla

Number of participants: 49

Content:

- What are your expectations for the results of the project – what does success in the actual event look and feel like?
- What will make your callout interesting to the artists?
- Presentation of an International Artist Call Out process plus sharing Kibla's website on screen
- Questions for you (the host) to consider: Artist Skills
- Questions about the Artist Call Out
- Questions about the Money!
- Questions about the law?

Recording storage: <https://ruritage-ecosystem.eu/drhh>

WEBINAR 3 - RHH Stakeholders' engagement and local communication guidelines presentation

Date: 28 May 2020 – as a part of General Assembly

Delivered by: ICLEI, UNIBO & UNESCO

Content:

- How to define communication strategy to promote local products?
- How to use social media to effectively promote the territory and at the same time engage the local community to create a sense of belonging?

Recording storage: <https://ruritage-ecosystem.eu/drhh>

WEBINAR 4 - Strategic development of a rural tourist enterprise

Date: 30 June 2020

Delivered by: UNIBO & BITN

Content:

- How to design a tailored new tourist pack including targeted experiences for visitors? How to promote a new tourist pack including targeted experiences for visitors to be sure to reach the targeted audience?
- How to ensure inclusive accessibility of tourist route, cycle path and pilgrimage, to all kind of visitors, in particular people with disability?
- How to organize the launch event of a new tourist route? And the promotion of a festival?

Recording storage: <https://ruritage-ecosystem.eu/drhh>

1.2 Public webinars

Experience gathered by Role Models (RMs) and Replicators (Rs) from in-person activities as well as exchange with Knowledge Facilitator Partners (KFPs) was reinforced by permanent digital interactions between RURITAGE community. Digital knowledge sharing included multiple educational and capacity building activities through a series of webinars on SIAs and tools. All webinars are available on RURITAGE [website \(https://www.ruritage.eu/resources/webinars/\)](https://www.ruritage.eu/resources/webinars/).

1.2.1. Series on RURITAGE Introduction

Series of 4 webinars dedicated to introducing the RURITAGE methodology to the public.

WEBINAR 1 - Methodology for Community based Heritage Management and Planning (CHMP) and its implementation

Date: 15 January 2020

Delivered by: UNIBO & Consulta Europa

Number of participants: 49

First public RURITAGE webinar on Methodology for Heritage Management and Planning. During a 90-minute webinar, experts Claudia de Luca (University of Bologna) and Javier Lopez (Consulta Europa) talked about how natural and cultural heritage can be used as an engine for regeneration.

Announcement:

- Website news: <https://www.ruritage.eu/news-events/events/first-public-ruritage-webinar-on-methodology-for-heritage-management-and-planning-chmp/>
- Eventbrite registration: <https://www.eventbrite.com/e/intro-methodology-for-community-based-heritage-management-and-planning-tickets-87736473153#>

Recording storage: https://www.youtube.com/watch?v=HIT_2ySNaqo&t=9s

Number of views on YouTube: 335

WEBINAR 2– Heritage-led strategies for rural regeneration

Date: 15 April 2020

Delivered by: UNIBO

Number of participants: 120 registrations / 92 attendees

Following the first webinar that presented the innovative RURITAGE methodology for heritage-led regeneration strategies, in this second edition, the overall approach of the project was presented, and participants had the chance to know our partners, learn more about the methodology and have a first-hand insight into what was achieved so far in our path to transform rural areas in sustainable development demonstration “laboratories”.

Announcement:

- Website news: <https://www.ruritage.eu/news-events/events/second-public-ruritage-webinar-rural-regeneration-through-systemic-heritage-led-strategies/>
- Eventbrite registration: <https://www.eventbrite.fr/e/rural-regeneration-through-systemic-heritage-led-strategies-tickets-101880017876#>

Recording storage: https://www.youtube.com/watch?v=pS_d4ZimTvY

Number of views on YouTube: 134

WEBINAR 3 - How to build and transfer knowledge for rural regeneration (TECNALIA & UNESCO)

Date: 19 May 2020

Delivered by: TECNALIA and UNESCO

Number of participants: 75 registrations / 58 attendees

In this third RURITAGE public webinar, experts from RURITAGE consortium - Dr Aitz Egusquiza from Tecnalia and Dr Irina Pavlova from UNESCO - shared RURITAGE findings with the webinars' participants.

RURITAGE paradigm for regenerating rural communities lies on the identification of six powerful drivers that boosted regeneration in rural communities all around the world. These six drivers identified in the project are the so-called RURITAGE Systemic Innovation Areas, namely Pilgrimage, Local Food Production, Art and festival, Landscape Management, Migration and Resilience.

The initial stage of RURITAGE paradigm is Knowledge Building. 20 Role Models, recognised as territories that achieved rural regeneration through their cultural and natural heritage, have been studied through an extensive data collection, analysis, and interpretation. Based on this, RURITAGE built a Practices repository and an Inventory of Lessons Learned containing insights of Role Models practices, business models, governance framework and regeneration mechanism. This analysis refined and validated the characterisation of the RURITAGE paradigm through the six RURITAGE Systemic Innovation Areas.

After gathering, analysing, and organising the data obtained from the Role Models, the next stage of RURITAGE paradigm is transferring that knowledge among the Role Models and the Replicators to foster capacity building and build their rural regeneration strategies. This process is not unidirectional, but a dynamic exchange and mutual learning strategy where Role Models, as roots of knowledge, mentor and support the Replicators while sharing experiences amongst them, allowing the further development of their own knowledge and capacities.

Announcement:

- Website news: <https://www.ruritage.eu/news-events/public-webinar-3-how-to-build-and-transfer-knowledge-for-rural-regeneration/>
- Eventbrite registration: <https://www.eventbrite.fr/e/how-to-build-and-transfer-knowledge-for-rural-regeneration-tickets-104529861630#>

Recording storage: <https://www.youtube.com/watch?v=PtY1K8wLyGk&t=14s>

Number of views on YouTube: 54

WEBINAR 4 – How to build and implement your heritage-led regeneration strategies?

Date: 9 June 2020

Delivered by: UNIBO and CARTIF

Number of participants: 42 attendees

On previous webinars, participants were presented to the overall approach of the project and the RURITAGE's methodology for heritage-led regeneration. A first-hand insight into what was achieved so far and the process for Knowledge Building and Transfer was also presented. The latter includes the analysis and systematization of best practices and lessons learnt, collected amongst the project's participants.

In this fourth webinar, the focus was on the next step of our methodology: supporting rural areas in capitalizing that knowledge to design and implement sound and valuable heritage-led regeneration strategies. This process is done through a co-development approach, based on several workshops and activities aimed at engaging stakeholders and targeted to design an action plan.

A co-implementation phase is now underway, where the designed strategies are applied and monitored to ensure their success. The objective is to contribute for the development of a deep sense of ownership and responsibility amongst the inhabitants of rural areas, mainly through engagement and collaboration with local stakeholders who represent key players in this task.

Announcement:

- Website news: <https://www.ruritage.eu/news-events/public-webinar-4-how-to-build-and-implement-your-heritage-led-regeneration-strategies/>
- Eventbrite registration: <https://www.eventbrite.fr/e/how-to-build-and-implement-your-heritage-led-regeneration-strategies-tickets-107540562718#>

Recording storage: <https://www.youtube.com/watch?v=6CVz8gQPycA>

Number of views on YouTube: 93

1.2.2 Series on Systemic Innovation Areas

Series of 6 webinars, one per SIA, dedicated to present the experience of Role-Models in their territories and the way Replicators are developing their regeneration strategies.

WEBINAR 1: Cultural and Natural Heritage as a driver for Resilience in rural areas

Date: Friday 9 October 2020

Delivered by: UNESCO, Katla UGGp and Psiloritis UGGp (RMs) and Appignano Del Tronto (R)

Number of participants: 77 registrations / 47 attendees

During the webinar several RURITAGE partners shared their experience in building more resilient communities. Experts from UNESCO's Section on Earth Sciences and Geo-Hazards Risk Reduction introduced the Resilience holistic concept with focus on rural areas. Partners from RURITAGE Resilience Role Models – Katla (Iceland) and Psiloritis (Greece) UNESCO Global Geoparks – shared their good practices on risk education and awareness. Representatives from the Italian community of Appignano del Tronto, a RURITAGE Resilience Replicator, provided insights on how they capitalize from RURITAGE methodologies to reinforce their own territory based on their natural and cultural heritage.

Announcement:

- Website news: <https://www.ruritage.eu/news-events/systemic-innovation-areas-webinar-series-cultural-and-natural-heritage-as-a-driver-for-resilience-in-rural-areas/>
- Eventbrite registration: <https://www.eventbrite.fr/e/cultural-and-natural-heritage-as-a-driver-for-resilience-in-rural-areas-tickets-122450646179#>

Recording storage: <https://www.youtube.com/watch?v=a9a8nL-E75Q&t=6s>

Number of views on YouTube: 33

WEBINAR 2: Cultural and Natural Heritage as a tool for rural regeneration and social inclusion of migrants

Date: Tuesday 27 October 2020

Delivered by: UNIBO; PIAM Onlus and Lesvos Petrified Forest (RMs), and Geo-N UGGp (R)

Number of participants: 76 registrations / 46 attendees

During this webinar, several RURITAGE partners shared their experience in building more inclusive and diverse communities. Experts from UNIBO Planning and Regeneration research group introduced the Migration holistic concept with focus on rural areas, to demonstrate that it is possible to contribute to the social inclusion of marginal communities, migrants, and refugees. Partners from RURITAGE Migration Role Models – PIAM Onlus in Italy and the Natural History Museum of the Lesvos Petrified Forest in Greece – shared their good practices on migrant's hospitality and integration. Representatives from the Geo-Naturpark Bergstrasse-Odenwald (UNESCO Global Geopark) in Germany, one of the 6 RURITAGE Replicators, provided insights on how they capitalize from RURITAGE methodologies to use CNH as a sustainable tool to boost migrant's integration in the area.

Announcement:

- Website news: <https://www.ruritage.eu/news-events/systemic-innovation-areas-webinar-series-cultural-and-natural->

[heritage-as-a-tool-for-rural-regeneration-and-social-inclusion-of-migrants/](#)

- Evenbrite registration: <https://www.eventbrite.fr/e/cnh-as-a-tool-for-rural-regeneration-and-social-inclusion-of-migrants-tickets-125154312919#>

Recording storage: <https://www.youtube.com/watch?v=AtKrn8AXRJ4>

Number of views on YouTube: 65

WEBINAR 3: Pilgrimage Routes, drivers for rural regeneration

Date: Tuesday 27 November 2020

Delivered by: ACIR; FSMLRPH & HCC/PROEDU (Role Models); Karavanke/Karawanken UGGp (R)

Number of participants: 60 registrations / 32 attendees

Pilgrimage may be the earliest and perhaps, the leading future form of rural tourism. Heritage routes to sacred and historical places are a driver for sustainable and economic growth in many rural areas. Indeed, some observers describe 'route tourism' as the world's best hope for securing sustainability in travel and tourism. Rediscovering local cultural and natural heritage (CNH) along pilgrimage routes poses great opportunities for less explored areas to gain recognition. In areas suffering from population decline and closing services, heritage routes can create new opportunities for growth, through key drivers such as tourism, cultural and natural heritage preservation, and promotion.

During this webinar, several RURITAGE partners shared their experience in restoring heritage routes. Experts from ACIR Compostelle introduced the Pilgrimage concept with a focus on rural areas, to demonstrate that heritage routes can lead to sustainable rural development and better territorial cooperation.

Partners French Santiago Way through Castilla & Leon in Spain and Via Marie in Romania – shared their good practices on the promotion and preservation of pilgrimage routes. Representatives from UNESCO Global Geopark Geopark Karavanke/Karawanken provided insights on how they capitalize on RURITAGE methodologies to use CNH as a sustainable tool to combine old traditions and the modern world along the Pilgrimage route to Hemmaberg.

Announcement:

- Website news: <https://www.ruritage.eu/news-events/systemic-innovation-areas-webinar-series-pilgrimage-routes-drivers-for-rural-regeneration-27th-november/>
- Evenbrite registration: <https://www.eventbrite.fr/e/pilgrimage-routes-drivers-for-rural-regeneration-tickets-129017491791>

Recording storage: <https://www.youtube.com/watch?v=aCzdkkuJNr4>

Number of views on YouTube: 73

WEBINAR 4: Arts & Festivals. Drivers for Rural Regeneration

Date: Wednesday, 3 February 2021

Delivered by: TakeArt & Kultprotur/Kibla (RM); Visegrad (R)

Number of participants: 38 registrations / 24 attendees

The contribution that culture can make in regeneration activities, as demonstrated by numerous city 'capitals of culture' examples, can be applied in its own way to rural areas. A vibrant arts and festivals programme, within a rural context, is an opportunity for rural communities to express their unique identity, to express their self-confidence and connection to each other and their appreciation and celebration of their area. The arts and festivals sectors provide employment opportunities, are related to the broader creative industries which are a major economic driver and when carefully harnessed can contribute to green tourism profiling the distinctive characteristics of an area through its local culture. Speakers from Take Art will introduce the rural touring concept which shows how involving rural communities in the promotion and hosting of professional arts touring into village halls helps to invigorate local communities by bringing them together within a cultural context.

Announcement:

- Website news: <https://www.ruritage.eu/news-events/systemic-innovation-areas-webinar-series-arts-festivals-drivers->

[for-rural-regeneration-3rd-february/](#)

- Evenbrite registration: https://www.eventbrite.fr/e/arts-festivals-drivers-for-rural-regeneration-tickets-137662086005?utm_source=eventbrite&utm_medium=email&utm_campaign=event_reminder&utm_term=eventname

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Recording storage: <https://www.youtube.com/watch?v=-ggeyy0YQAAQ>

Number of views on YouTube: 91

WEBINAR 5: Local Food. A drivers of Rural Regeneration

Date: Friday, 12 March 2021

Delivered by: TECNALIA; DARE & FCM (RMs) + Magma (R)

Number of participants: 54 registrations / 18 attendees

Food and gastronomy embody agricultural practices, landscape, local history and traditions, symbolizing the cultural heritage of a territory and are becoming ever more relevant in improving the economic and environmental sustainability of both tourism and agriculture. Food serves as a strong connection between nature and human society bringing together land, heritage and the people. It is a diverse and dynamic channel for sharing stories, forming relationships, and building communities. Emphasizing a landscape with edible experiences creates an authentic ‘taste of place’. In the context of RURITAGE, several partners have been developing their local food potential and through it, regenerating their rural areas.

At the foothills of the Andes in Colombia, what is considered to be, the world’s softest coffee is grown and produced. The cultural landscape of Colombian coffee production was recognized as a Cultural Landscape by UNESCO in 2011 due to its remarkable example of human adaption to complex geographic conditions. These fields have come to symbolize the tradition of coffee growing worldwide. The Federación Colombiana de Municipios will join this webinar to tell their experience in sustainable coffee production.

At the “heel” of Italy’s boot, the region of Apulia has been able to successfully combine the local natural and cultural heritage with innovation and technology. By establishing policies aimed for innovative development together with investment incentives, the growth of local production systems has increased attracting a high number of international industrial groups, leading to a tourism boost, and increasing job offers. Our partners from DARE – Distretto Tecnologico Agroalimentare, will share their experience in collaborating with researchers, smaller business and stakeholders within the agri-food sector.

Magma UNESCO Global Geopark is located in southwest Norway, covering five municipalities. The landscape is formed by gentle slope tilted towards the coast and interrupted by hundreds of small valleys and over 6,000 lakes. With little soil, the agriculture in the area is based on fishing, sheep and cattle farming. Magma Geopark will share their experience in of supporting and enhancing local food production through development of products and branding gained while participating in RURITAGE.

Announcement:

- Website news: <https://www.ruritage.eu/news-events/systemic-innovation-areas-webinar-series-local-food-drivers-for-rural-regeneration-12th-of-march/>

- Evenbrite registration: https://www.eventbrite.fr/e/local-food-production-a-driver-for-rural-regeneration-tickets-142513378351?utm_source=eventbrite&utm_medium=email&utm_campaign=event_reminder&utm_term=eventname

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Recording storage: <https://youtu.be/tD7d8xBmrb8>

Number of views on YouTube: 52

WEBINAR 6: Landscape Valorisation. A driver of rural regeneration

Date: Friday, 30 April 2021

Delivered by: University of Plymouth; NMBU, AEICE and WestBic (RMs); Izmir (R)

Number of participants: 47 registrations / 23 attendees

On the 30th of April, we talked about the contribution of landscape valorisation to rural regeneration activities. Rural landscapes of Europe are products of a thousand-year-old collaboration between human society and nature. They are the result of natural and cultural processes, telling the history of ancestors and originally setting the cultural premises of a territory. Although in rural areas the main economic activity is often agriculture, these regions are increasingly becoming more attractive places for people to live, work and visit. Rural areas are also the home of vital ecosystem services, biodiversity and habitats for many threatened species which makes them areas of excellence for nature tourism. Maintaining a balance between protecting, conserving and redeveloping heritage values of the rural landscape is the premise for achieving rural regeneration.

In this webinar participants had the chance to explore the success cases of managing the manorial landscape of Austratt (Norway); the Douro cultural landscape (Portugal-Spain); the Wild Atlantic Way (Ireland) which is the longest defined coastal touring route in the world and the ongoing regeneration process of the Bakircay Basin of Izmir, Turkey.

Announcement:

- Website news: <https://www.ruritage.eu/news-events/systemic-innovation-areas-webinar-series-landscape-valorisation-driver-for-rural-regeneration-30th-april/>
- Evenbrite registration: <https://www.eventbrite.fr/e/landscape-valorisation-a-driver-of-rural-regeneration-tickets-150925228421#>

Recording storage: https://youtu.be/iyE_Z5YFh3U

Number of views on YouTube: 41

1.3 Series with EU Projects

Rural Connections. Webinar series for knowledge exchange with EU Rural projects, is a set of three webinars involving RURITAGE Role Models and Replicators and a group of European rural projects. The main objective of this series is to exchange knowledge and best practices between EU projects working on different aspects related to rural development, with the view to support RURITAGE Role Models and Replicators in the implementation of their rural regeneration action plans. While the target audience are RURITAGE Role Models and Replicators, the webinar series will be open to public and streamed on RURITAGE Facebook to ensure wide outreach of the message.

WEBINAR 1: Rural Connections Webinar #1 - Rural tourism and marketing

Date: 12 April 2021

Delivered by:

- **SmartCultour** project will present the tools being used to identify needs and good practices around developing sustainable cultural tourism on the local level.
- **EUROPETOUR** project will demonstrate the urgency for interdisciplinary cooperation and the importance of valorising the intellectual property rights.
- **SPOT** project will illustrate an ongoing collaboration with Regional DMO, local DMO and the local Tourist Observatory (LMR).
- **IMPACTOUR** will demonstrate how cultural tourism is leading to sustainable economic and social development; present policies, governance and business models that are being used to promote cultural tourism as well as tools for cultural tourism impact assessment to foster and forecast impact of tourism strategies.

Number of participants: 92 registrations / 49 attendees

Announcement:

- Website news: <https://www.ruritage.eu/news-events/rural-connections-webinar-1-rural-tourism-and-marketing/>
- Eventbrite registration: <https://www.eventbrite.com/manage/events/147624176887/details>

Recording storage: <https://www.youtube.com/watch?v=zzZKKFPEQBo>

Number of views on YouTube: 67

WEBINAR 2: Rural Connections Webinar #2 - Vision for The Future of Rural Areas

Date: 7 June 2021

Delivered by:

- **SHERPA:** Sustainable Hub to Engage into Rural Policies with Actors (SHERPA) is a four-year project (2019-2023) with 17 partners funded by the Horizon 2020 programme. The project aims to gather knowledge that contributes to the formulation of recommendations for future policies relevant to EU rural areas, by creating a science-society-policy interface.
- **RURALIZATION:** Funded under the Horizon 2020 programme, RURALIZATION gathers 18 partners from 12 different countries including not only research organizations but also partners that implement innovative practices, such as members of the Access to Land network. This diversity will guarantee a wide range of perspectives and situations thus ensuring the project will formulate solutions and recommendations which respond to the diverse needs and features of rural areas in Europe.

Number of participants: 94 registrations / 34 attendees

Announcement:

- Eventbrite registration: <https://www.eventbrite.fr/e/rural-connections-webinar-2-vision-for-the-future-of-rural-areas>

Recording storage: <https://www.youtube.com/watch?v=s-1CWxcaEts>

Number of views on YouTube: 41

WEBINAR 3: Rural Connections Webinar #3 - Disaster Risk Reduction for Resilience

Date: Friday, 30 April 2021

Number of participants: 38 registrations / 24 participants

Delivered by:

- **OPERANDUM:** OPERANDUM will deliver tools and methods for the demonstration and market uptake of Nature-Based Solutions to reduce hydro-meteorological risks. Nature-Based Solutions (NBS) are solutions that are inspired and supported by nature. These solutions provide environmental, social, and economic benefits and help build resilience by bringing natural features into cities and landscapes. In the OPERANDUM project, site-specific and innovative NBS are co-designed, co-developed, deployed, tested, and demonstrated with partners and local stakeholders in open-air laboratories. These open-air laboratories (OALs) are natural and rural Living Labs that cover a wide range of hazards with different climate projections, land use and socio-economic characteristics.
- **SHELTER:** SHELTER aims at developing a data driven and community-based knowledge framework that will bring together the scientific community and heritage managers with the objective of increasing resilience, reducing vulnerability, and promoting better and safer reconstruction in Historic Areas. All the developments of the project will be validated in 5 open-labs, representative of main climatic and environmental challenges in Europe and different heritage's typologies.

The third webinar on this series focused on Disaster Risk Reduction & Resilience. While natural hazards are naturally-occurring physical phenomena caused by events of atmospheric, geologic and/or hydrologic origins, disasters are a result of the combination of those hazards with exposure. They occur when societies are unable to implement measures to reduce risk, i.e., how societies prepare for and absorb natural events and how they can or should reconstruct afterward.

The concept and practice of reducing disaster risks through a systematic effort to analyse and reduce its causal factors is called Disaster Risk Reduction (DRR) and it is increasing in the agenda of the United Nations organisations. The roadmap for international implementation of DRR policies is the Sendai Framework for Disaster Risk Reduction 2015-2030.

Announcement:

- Evenbrite registration: <https://www.eventbrite.fr/e/rural-connections-webinar-3-disaster-risk-reduction-for-resilience>

Recording storage: <https://www.youtube.com/watch?v=NscV8-BZELs&t=4s>

Number of views on YouTube: 19

1.4 Further dissemination Webinars

WEBINAR 1: Thinking beyond the COVID-19 crisis: heritage-based opportunities for rural regeneration

Date: 8 July 2021

Delivered by:

- Simona Tondelli, project Coordinator, UNIBO: RURITAGE EU vision paper
- Stefano Dominioni, Council of Europe, Cultural Route programme (CoE): The Cultural Routes of the Council of Europe programme. Tools for rural regeneration in the post-Covid 19 context
- Flavio Conti, European Network of Rural Development, ENRD: Rural responses to the COVID-19 crisis in Europe
- Giulia Facelli, DG RTD, European Commission, and Victoria Beaz-Hidalgo, EASME, European Commission: R&I and Horizon 2020 initiatives to tackle COVID-19 crisis
- Maciej W. Hofman, DG EAC, European Commission: EU cultural policy and culture in rural areas: current topics and upcoming initiatives
- Helen Williams, DG AGRI, European Commission: Overview of Commission Coronavirus response initiatives relevant for agriculture and rural areas

Which opportunities for the future of rural areas after the COVID-19? How to turn challenges into opportunities to enhance permanent social resilience in rural areas?

On the 8th of July, RURITAGE experts discussed this issue with representatives from the EU Commission, the Council of Europe, and the European Network for Rural Development.

Recording storage: <https://www.youtube.com/watch?v=ZW9B0kjODP4>

Number of views on YouTube: 92

WEBIANAR 2: Breakfast@Sustainability's: Cultural & Natural Heritage for regional Smart Specialisation Strategies

Date: 17th November 2020

On November 17th 2020, ICLEI Europe hosted the 35th Breakfast at Sustainability's, focusing on Cultural & Natural Heritage for regional Smart Specialisation Strategies (RIS3). This event was the core of **Task 7.5 Holding Final Conference and Dialogue Breakfast** under **WP7** coordinated by ICLEI Europe, and was described in details under **D7.3 Dialogue Breakfast**. Both the report and the video recording are available for viewing /downloading on the event page.

The event was moderated by Alexandru Matei and brought together representatives of EU institutions, cultural experts, regional officers and rural stakeholders, to discuss the unexplored potential of combining Smart Specialisation with Cultural & Natural Heritage (CNH).

As Europe's regions were/are revising their RIS3 for the programming period 2021-2027, and as the European Commission has setting ambitious goals for a green recovery, it was a timely moment to revisit how investment in Research & Innovation for CNH can contribute to building a sustainable future for all.

The event counted with the participation of several high-knowledgeable speakers.

Delivered by:

- Laurent de Mercey, European Commission, Unit Smart and Sustainable Growth (DG REGIO)
- Alessandro Rainoldi, Head of Unit, Territorial Development, Joint Research Centre (European Commission)
- Maciej Hofman. Policy Officer, Culture – Cultural and creative sectors (DGEAC)
- Prof. Luigi Fusco Girard, Associate Professor at IRISS – Institute for Research on Innovation and Services

for Development (Italy)

- Gumersindo Bueno Benito, General Director for Cultural Heritage, Region of Castilla y León (Spain)
- Gabriela Macoveiu, Director of the Communication, Innovation and External Cooperation Department at the North-East Regional Development Agency (Romania)
- Prof. Simona Tondelli, Full Professor of Urban and Regional Planning, University of Bologna, RURITAGE Project Coordinator

Recording storage: https://www.youtube.com/watch?time_continue=7536

Number of views on YouTube: 605

Annex 2: Guidelines for Additional and Digital Replicators



Guidelines for Additional and Digital Replicators

2020 April

Simona Tondelli, Claudia De Luca, Hanna Elisabet Åberg (UNIBO)
Irina Pavlova, Zahra Amirzada (UNESCO)

Call: H2020-SC5-2016-2017
Number: 776465



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 776465

Overview: Heritage for Rural Regeneration

RURITAGE AMBITION

Throughout the RURITAGE project thirteen rural areas have been selected as Role Models. These Role Models are recognised as prosperous cases that have regenerated their rural space with the help of their cultural and natural heritage. They have been selected in reference to six different Systemic Innovation Areas. Successful practices of the Role Models are analysed and transferred to six selected Replicators, representing local communities within rural territories that are in the process of building their own heritage-led regeneration strategies and require support to improve their skills, knowledge and capacity building.

Each Role Model and Replicator has established a Rural Heritage Hub. The hub is a physical meeting space formed by the community of local stakeholders where co-creation activities take place. The knowledge and skills acquired by Role Models through experience are transferred to Replicators via a participatory planning process that allows tailoring and adapting the Role Models' strategies to the specific needs and challenges faced by Replicators. They essentially represent living labs where local stakeholders and inhabitants cooperate in the development of new heritage-led regeneration strategies for their territories

RURITAGE VISION

Rural areas all over the world are facing chronic economic, social and environmental problems. This is resulting in unemployment, disengagement, depopulation, marginalization or loss of cultural, biological and landscape diversity. However, there are numerous examples of good practices demonstrating how Cultural and Natural Heritage can function as an engine for development. The RURITAGE project suggests that the challenges of rural areas can be overturned by utilizing their heritage potential.

RURITAGE is a four-year-long EU-funded research project, initiated in June 2018, which aims to sustainably enhance local heritage for regional and community development. The intention is to regenerate rural areas with the help of the Systemic Innovation Areas (SIA) framework which identifies unique heritage potential within rural communities. The selected SIAs include Pilgrimage, Resilience, Sustainable Local Food Production, Integrated Landscape Management, Migration and Art and Festivals.

What is an Additional and Digital Replicator?

The RURITAGE activities are targeted towards Replicators and the community living within them. Each RURITAGE Replicator develops, implements and monitors large scale demonstration projects for rural regeneration. Replicators participating in the RURITAGE project have the unique opportunity to understand, learn and replicate successful strategies by tailoring them to their own communities. Every Replicator focuses on one of the identified Systemic Innovation Areas (SIAs).

Replicating areas were identified at the development stage of the RURITAGE project. However, in February 2019 additional communities were offered the chance to join in the experience through an open call for Additional Replicators. The aim of the call was to open the project to additional rural communities in Europe and beyond. RURITAGE received 87 applications from which 17 areas were selected as Additional Replicators (corresponding to Group 1 and 2 in Additional Replicators Agreements) and 38 areas were chosen to be Digital Replicators (corresponding to Group 3). The main difference between Additional and Digital Replicators is the level of commitment for the establishment of Rural Regeneration Plan, as defined in “Additional Replicator agreement”, signed between each Organization and RURITAGE consortium.

To successfully develop heritage-led regeneration strategies, Additional and Digital Replicators are supported by both Role Models and the RURITAGE experts, the Knowledge Facilitator Partners, via the Digital Rural Heritage Hub. The Role Models and Replicators will guide Additional and Digital Replicators indirectly by giving them insights and practical advice on how to develop and implement their heritage led regeneration strategies. At the same time, tools and lessons compiled by the Knowledge Facilitator Partners will provide all Additional Replicators with an instrumental framework.

What can Additional & Digital Replicators expect from RURITAGE?

RURITAGE Expert Support: Co-learning

The RURITAGE methodology is based on a co-learning process whereby all participants learn from each other. Additional & Digital Replicators will have access to lessons and experiences shared by RURITAGE Role Models and Replicators. With access to a wide range of tools, Additional Replicators will be equipped to develop their own Action plans.

Exchange with experts via Digital Rural Heritage Hub

Additional & Digital Replicators will have free access to the Digital Rural Heritage Hub. This provides the opportunity to directly connect with other Replicators, Role models and Knowledge Facilitator Partners.

Learning via thematic webinars

Serving as an effective means of knowledge transfer, webinars are living documents adapted to the needs of Replicators and Knowledge Facilitator Partners.

Access to key RURITAGE methodologies

Additional & Digital Replicators are given access to main deliverables on the RURITAGE SharePoint [here](#)

Visibility

Additional & Digital Replicators will benefit from a greater visibility through the project website and RURITAGE dissemination activities.

RURITAGE Brand

Additional & Digital Replicators can draw value from the RURITAGE Brand. The brand will be available in 2021.

RURITAGE Recourse Ecosystem

Additional & Digital Replicators will have access to RURITAGE Recourse Ecosystem, a platform integrating all innovative tools to support and accelerate rural regeneration of cultural and natural heritage assets. Tools will be available in 2021.

Final Conference

The final workshop will be held in Paris providing an occasion for Additional Replicators to present and showcase their action plans.

Direct support

Active Additional Replicators will gain direct support from the Expert team from Bologna.

What your community can achieve as an Additional Replicator?

Expectations

As an Additional Replicating area (Group 1 &2) within RURITAGE, delegates are expected to commit time and resources to work on the **establishment of an Action Plan (AP).**

What is the Action Plan?

The Action Plan aims towards **regeneration of each Additional Replicator** territory through valorization of cultural and natural heritage resources based on the support provided by RURITAGE. Each Additional Replicator is expected to learn, replicate and tailor actions proven successful by other partners in the RURITAGE project.

Steps to achieve rural regeneration

RURITAGE has developed a 2-step model for achieving rural regeneration adapted to the Additional Replicators. **By following each step and sub-step, Additional Replicators will achieve 5 milestones.**

What are #Milestones?

The **milestones are achievements on Additional Replicator's journeys** to reenergize their territories and are necessary steps to build their Action plans.

Below you will find an overview of the upcoming year's steps and milestones for Additional Replicators. On the following pages you will get a deeper insight to each step.

Main steps for achieving rural regeneration by following the RURITAGE methodology

Timeline with Main steps and #Milestones for Additional Replicators



Step 0. Introduction to RURITAGE

Time span: 2019 - June 2020

The project aims to sustainably enhance local heritage for regional and community development. The intention is to regenerate rural areas with the help of the Systemic Innovation Areas (SIA) framework which identifies unique heritage potential within rural communities. The SIAs include Pilgrimage, Resilience, Sustainable Local Food Production, Integrated Landscape Management, Migration and Art and Festivals.

Throughout the RURITAGE project thirteen rural areas have been selected as Role Models. The Role Models are considered prosperous cases that have regenerated their rural areas with the help of their cultural and natural heritage. They have been selected in reference to the six different Systemic Innovation Areas. Successful practices of the Role Models have been analysed and transferred to six RURITAGE Replicators.

Within Step 0 Additional and Digital Replicators will be guided through the overall project concept to familiarize with the consortium, the vocabulary and the activities of the project.

Essential material

- Webinar recordings “Welcome to RURITAGE Additional Replicators” [here](#)
- Webinar recordings “Getting rooted with RURITAGE project: methods, terminology and good practices” [here](#)
- Series of public webinars on RURITAGE paradigm (see Annex I)
- [The RURITAGE website](#)

Step 1. Knowledge transfer and building

Time span: June 2020 - December 2020

Milestone #1: Explore Practices and Lessons Learned to develop a list of actions that could potentially be useful in your territory.

RURITAGE implementation starts with a comprehensive analysis, systematic documentation and mapping of successful heritage-led rural regeneration models deployed in 13 involved RMs. The selected RMs were studied in detail to identify good practices (Role Model actions-RMA) implemented within their heritage-led regeneration plans related to the six SIAs. These practices were included in the RURITAGE Practices Repository. The solutions were further analysed and developed in order to provide Replicators with a rich Inventory of Lessons Learned. Based on RMAs, the Replicators have adapted and developed their own actions within their Action plans.

Essential material

- Webinar recordings “Finding the right information: RURITAGE practices and lessons learned repositories” [here](#)
- Webinar recordings on the RURITAGE tools “Digital Rural Heritage Hub” [here](#)
- Deliverable 1.1 “RURITAGE Practices Repository” [here](#)
- Deliverable 1.2 “RURITAGE Inventory of Lessons Learned” [here](#)
- [Role Model Action \(RMA\) Cards](#)
- Series of public webinars on Systemic Innovation Areas (see detailed planning in Section)

Learning over time

- Follow webinars marked as **Learning opportunities** within your field of interest. You will find an overview of the webinars planned for 2020 in the Calendar (see Annex I)
- Reach out to RMs and Rs to learn more about their actions on the **DRHH**

Step 2. Evidence Building: Establishment of the RHH and co-development of the Action Plan for Additional Replicators

Time span: June 2020 – May 2022

Step 2 will allow Additional Replicators to start the co-creation process that will include a series of workshops and public events to attract the local rural communities in shaping their Action plans. This step to achieve rural regeneration is divided into three sub steps.

Within RURITAGE, each Role Model and Replicator has established a Rural Heritage Hub (RHH). The hub is not only a physical meeting place but a community of local stakeholders where co-creation activities take place. The knowledge and skills acquired by Role Models through experience are transferred to Replicators via a participatory planning process that allows Replicators to tailor and adapt strategies to the specific needs and challenges. RHHs represent living labs where local stakeholders and inhabitants cooperate to develop heritage-led regeneration actions for their territory. Through this step you will manage to apply this to your territory.

Essential material

- Webinar recordings “Innovative Methodology for Heritage Management and Planning” [here](#)
- Deliverable 2.1 “RURITAGE Methodology for Community based Heritage Management and Planning (CHMP)” [here](#)
- Deliverable 3.1 “Guidelines for stakeholders’ identification and engagement within the RHHs” [here](#)
- Deliverable 3.4 “RURITAGE Heritage-led regeneration plans for Replicators” [here](#)

Learning over time

- Make sure not to miss the **Additional Replicator Forum**. You will find an overview of the Additional Replicator Forums planned for 2020 in the Calendar in Annex I.
- Reach out to RMs and Rs on the **DRHH** to learn more about their process from establishing a hub to developing an Action plan

Step 2.1. Establishment of the Rural Heritage Hub (RHH)

Time span: June 2020 - January 2021

Milestone #2: Establishment of a local RHH in your territory

The first sub step is to establish the RHH and is key to achieving rural regeneration. RURITAGE will support the Additional Replicators in the process of establishing local engagement. This step aims to support and enhance the sense of ownership and responsibility among the inhabitants and key stakeholders of the rural areas based on local engagement through the establishment of the inclusive RHHs.

Step 2.2. Co-development of Action plan

Time span: January 2021 – September 2021

Milestone #3: Establishment of an Action plan in your territory

By learning from previous steps and through the engagement of stakeholders, each Additional Replicator will develop an Action plan. Based on knowledge transfer from good practices and lessons learned from Role Models and Replicators, each Additional Replicator should tailor actions to its needs and challenges. The Additional Replicator will be asked to arrange a minimum of two RURITAGE workshops in order to develop their plan:

- I) The Participatory workshop
- II) An elective workshop e.g.: The Serious Game; Business model Workshop; Round Table with stakeholders. Identified challenges and objectives should be based on discussions during suggested activities. The defined and developed actions in this plan should be a result of the Participatory Workshop. Detailed explanation and guidelines for each of the workshops can be found in the box for Essential Material below.
- III) The development of the actions will be directly assisted through bilateral meetings with the expert team from the University of Bologna. Each Additional Replicator who has fulfilled previous Milestones and are actively co-developing an Action plan for their territory will receive two meetings with the expert team during the co-development step.

Essential material

- Guidelines for the Participatory workshop [here](#)
- Guidelines for the Serious Game of the RHH [here](#)
- Guidelines for the Business model [here](#)
- Guidelines for the Roundtable with Stakeholders [here](#)
- Deliverable 2.1 “RURITAGE Methodology for Community based Heritage Management and Planning (CHMP)” [here](#)
- Deliverable 3.4 “Heritage-led Regeneration plans for Replicators” [here](#)

Learning over time

- Through **the bilateral meetings** with the University of Bologna.

Step 2.3. Implementing the Action plan

Time span: October 2021 – in accordance with your Action plan

Milestone #4: Start the implementation of your Action plan

In the third sub step Additional Replicators will start the implementation the Action Plan that they developed in the prior stage. Each Action plan will look different and depending on their particular actions, the implementation phase will take its shape. Each Additional Replicator is suggested to host an event on their Action plan for their stakeholders and community.

Step 2.4. Presenting the Action plan

Time span: May 2022

Milestone #5: Present your Action plan to the whole RURITAGE community

Each Action plan will be presented at the Final Event in Paris in May 2022. Every Additional Replicator territory that has established and started the implementation of their Action plan will be invited to present their journey to rural regeneration. They will be welcomed to present the co-development of their actions and the progress of the implementation.

Annex 3: Heritage-led Regeneration plans for Additional Replicators

3.1 Styrian Eisenwurzen – UNESCO Global Geopark and Naturpark

Overview of Additional Replicator

Starting point

In recent years, the challenges of protecting and using meadow orchards have become increasingly difficult, since the management of this area involves a lot of work and effort. Therefore, this type of landscape has become an endangered element of the countryside. In order to preserve this valuable resource of the region, the Nature- and Geopark Styrian Eisenwurzen started with a lot of different initiatives. The Nature Park will play an active role in the entire life and production cycle: from renewal, maintenance, harvesting, processing and distribution to the marketing of the fruit and its by-products. This can create jobs, open up new opportunities for cooperation and support for the regional economy. A regional network and cooperation is also important to set future steps. The stakeholders in the wider area work closely together for nature and cultural landscape protection. The Nature and Geopark lies within the wider touristic region called “Gesäuse” including also a national park. Especially for a proper marketing the management is cooperating with the touristic region. It is necessary to address the correct target groups especially when we talk about sustainable regional development and tourism.

After the creation of both the Gesäuse National Park and Styrian Eisenwurzen Nature and Geopark, questions arose regarding the involvement of local companies. How could the perception of nature conservation be changed? What could be done to promote the regional economy? The strategy was to establish a network that enables collaboration between the local companies themselves and the institutions that manage protected areas. Today, we are in a fortunate position: collaboration with our partners offers positive and sustainable future prospects for them and the local population, and the number of partnerships has been increasing over the last couple of years.

Rural Heritage Hub

Styrian Eisenwurzen – UNESCO Global Geopark and Naturpark

The Styrian Eisenwurzen Nature and Geopark was founded by seven municipalities in 1996, originally with the intention of strengthening local structures for regional development. The Styrian Eisenwurzen Nature Park is shaped by a diverse natural and cultural landscape but also by old industry – iron ore mining, near the Styrian Erzberg. After the decline of the industry in the 20th century and increasing tertiarization, the region was faced with depopulation. One answer to help create a brighter outlook for regional development was the foundation of the Styrian Eisenwurzen Nature Park and its partner network in 1996. A Nature Park, as a protected landscape that owes its existence to the interaction of man and nature, is a perfect base for cooperation between regional partners from agriculture, gastronomy and tourism. In 2002, the Styrian Eisenwurzen Nature Park was awarded the title of European Geopark; in 2004 it became a member of the Global Geopark Network under the auspices of UNESCO and was 2015 awarded UNESCO World Heritage Site status. The Hub itself is located in the office of the Nature and Geoparkmanagement (Street: Markt 35, Postal code: A-8933, municipality: Sankt Gallen). The location is quite suitable as the office is open for public interaction five days a week and as frequent visitors as the municipality of Sankt Gallen has its office there as well.

Nowadays 4 municipalities (due to mergers of municipalities) form the territory of the Nature and Geopark with an area of 586 square kilometres and an approximate 6100 people living there. During the last few decades, the area has had a lot of outward migration due to a decrease of job opportunities. To counteract this, the area now relies on sustainable tourism to preserve job opportunities and economic value. This includes the preservation of cultural

landscape, nature and cultural heritage to attract tourism. Tourism especially sustainable tourism brings added value and job opportunities to the region. For sustainable tourism you need a certain setting to attract visitors. On the one hand you should not have a lot of touristic infrastructure such as skiing areas in the western alps e.g. It means that the landscape is unspoiled. The natural and cultural landscape should be preserved for bigger human influence.

The goal is not to "lock out" man, but to integrate him as best as possible into a cycle based on nature's pattern, as can be illustrated very well by the example of meadow orchards. Our motto in the Nature and Geopark is:

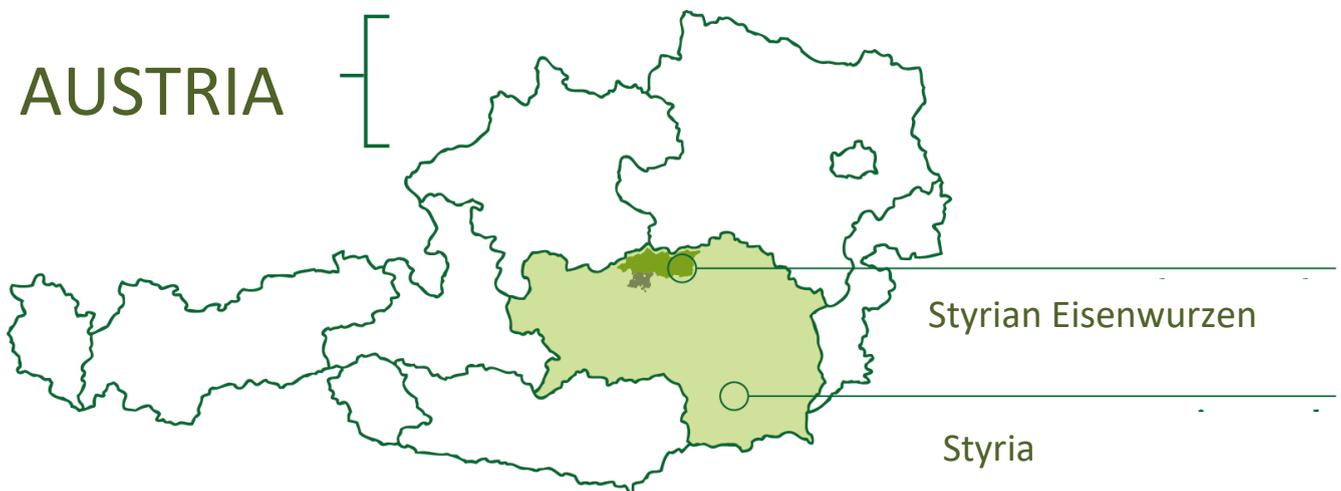
We try...

...to involve local people to protect regional heritage, local food production, natural resources

...to strengthen orchard farmers on different levels - as we see the orchard as the main part of our cultivated landscape

We us...

... our partner network with local farmers to preserve the local heritage and therefore we can work together for the nature and cultivated landscape as well – as sustainable local food production





Municipality Altenmarkt © Stefan Leitner



Municipality Landl (With the villages Palfau, Gams and Hieflau) © Stefan Leitner



Municipality St. Gallen © Stefan Leitner



Municipality Wildalpen © Stefan Leitner



The main reference SIA

Local Food

A big part of why people know of and visit our area relies on the local Orchards. These groups of (fruit) trees cultivated to produce food have a long history in the Styrian Eisenwurzen. The meadow orchards are very significant

for the local economy and tourism in the area. Furthermore, they are especially valuable as a habitat for native species of plants and animals. The traditional orchards are havens for biodiversity, offering both food and shelter to thousands of species.

Additional reference SIAs (if relevant)

Landscape

The characteristic and ecologically valuable cultural and natural landscapes of the Styrian Eisenwurzen are flowing waters and their alluvial forests, habitats in the mountains (alpine pastures, rock and scree meadows), meadows and pastures in the valleys, alpine mixed forest structures with a focus on beech and meadow orchards. Orchard meadows form one of the defining cultural landscapes in the region. Under the motto "protect that which you also use", the Nature and Geopark tries to implement numerous initiatives and projects to preserve this precious habitat. Tourists are coming into the region mainly because of hiking and white-water sports but the landscape surroundings are an important positive side effect for the eyes, the soul, for hiking and biking routes, and for regional food production. The landscape is something that we believe is also a driver for our development and aim to enhance therefore.



Co-development of the Heritage-led Regeneration plan

Date	Type of event	Short description
09.03.2021	Round-table Workshop with Gesäuse Partner - Spezialitätenpartner	Subsequently, the project was presented to all representatives of the direct marketing sector (Spezialitätenpartner). All direct marketers from the region meet at least once a year for an exchange and better networking. With the help of the regulars' table meeting, RURITAGE was presented and a common objective was set in cooperation with the direct marketers. Number of participants: approx. 15 persons

Objectives of the enhancement plan

As in all Austrian nature parks, the activities in the Styrian Eisenwurzen Nature Park are also supported by the four pillars of protection, recreation, education and regional development in order to preserve the cultural landscape as well as biological diversity. The objectives of the Styrian Eisenwurzen in its function as a UNESCO Global Geopark are similar: as an area with a particularly rich geological heritage, the activities here are also focused on

environmental education with a geological focus, on regional value creation through sustainable geotourism offers, and on promoting and supporting scientific research. Measures taken by the Nature and Geopark can thus have a significant influence on the development of the region and thus on the people who live in the region. Therefore, it is of central importance that the local population engage with the idea of the Nature and Geopark and support the activities that have been set up.

The overall objective is to support regional sustainable development within the four Nature and Geopark municipalities along the following pillars:

- Education and Scientific Research
- Sustainable Tourism and Mobility
- Natural, cultural and geological protection
- Resilience against climate change
- General awareness rising and public relations

The approach regarding these objectives is already on a good level but we would like to involve more inhabitants, regional stakeholders and target groups in the future. Especially with the good interaction with our neighbouring national park, the tourism board and the regional "Gesaeuse" partner network the Nature and Geopark has a good opportunity to increase in this matter. A strong network helps on several levels: protection of natural and cultural landscape, regional sustainable food production, sustainable tourism, added-value for the region, new innovative ideas and approaches and so on. Our Nature and Geopark has still the opportunity to widen the network towards new target groups and areas. We can especially address the neighbouring governmental regions of Upper and Lower Austria. These regions are main touristic target groups and give added-value to food producers, hotels and restaurants.

List of actions

Action code	Title of action
AR11.1	Stronger regional marketing of agricultural products
AR11.2	Protect meadows and alpine pastures from abandoned use
AR 11.3	Continue the preservation and rejuvenation of the orchard stand

Operational programme

Code of the action	AR11.1
Title the action	Stronger regional marketing of agricultural products
Relevant SIA or SIAs	Local Food
Reference RM Action/s (code and name)	Replicator Magma UNESCO Global Geopark
Brief description of the action	Rediscovering scattered fruit - raising awareness. Marketing and awareness raising planning along regional partner networks and the sustainable development goals of the UN. The focal point should also focus on the UN's sustainability goals of the UN and thus establish links to the topic of sustainability. What could corresponding focal points, marketing, public relations and events look like? How can access to children and young people be improved? How can the population and guests be motivated to take an interest in the topic and to help shape various measures - not only for the current generations, but also in the future? There are a large number of scattered fruit regions in Austria, but how can the Styrian Eisenwurzen position itself innovatively within this "biodiversity of regions" in the future? With an external expert and interactive workshops, the Nature and Geopark is trying to answer these questions. At the end of AR11.1. we have guidelines for further steps and projects to strengthen the regional market of agricultural products.
Objective and target of the	Stakeholder meetings with regional and external stakeholders to have an Action map for a proper

action (by the end of the project)	future marketing. This should help to strengthen the agricultural products, the visibility of the region and local food. Inhabitants should be proud of their region and settings.
Specific activities	<ul style="list-style-type: none"> • Detailed conceptualisation with stakeholders from the region and external process support • Marketing, development and awareness-raising planning for the next 5 years • pre-organization of 3 workshops with minimum 20 people • Holding the events on proper event locations – framework programme and snacks • Public relations after the event
Main stakeholders involved and their roles and contribution	Regional partner network, farmers, chamber of agriculture, touristic stakeholders Gesäuse partner network
Beneficiaries	Tourists, local inhabitants, farmers
Timeframe	01/2022 – 08/2022
Indicative funding sources	ERDF project

Code of the action	AR11.2
Title the action	Protect meadows and alpine pastures from abandoned use
Relevant SIA or SIAs	Local Food; Landscape
Reference RM Action/s (code and name)	Agro-Food production in Apulia
Brief description of the action	Cultural Landscape Alp - Networking of alpine pasture managers. Sustainable alpine pasture management makes an important contribution to the preservation of biodiversity and is an essential relief for the home farms during the summer work peaks. In the Steirische Eisenwurzen Nature and Geopark, alpine pasture management makes a significant contribution to the added value of many farms. In addition, functioning alpine pasture management is an important basis for soft tourism, because it prevents the alpine pastures from becoming wooded. The action involves visibility and active work on the alpine pastures. The two planned events will be so called lighthouse events to increase the visibility on the importance of preservation regarding alpine pastures. The public is invited to actively work on the pastures. Interaction and networking are planned as well as educational workshops and excursions.
Objective and target of the action (by the end of the project)	Holding 2 events on the showcase alpine pastures to which managers of all participating alpine pastures are invited in order to support the exchange of experience with regard to appropriate measures for alpine pasture maintenance and restoration.
Specific activities	<ul style="list-style-type: none"> • Pre-organization of the two events: involving target groups, organizational tasks • Holding the events on proper event locations – alps – framework programme and snacks • Position paper regarding useful measures to protect alpine pastures including local food production in alpine areas
Main stakeholders involved and their roles and contribution	Farmers, chamber of agriculture, stakeholder in sustainable tourism
Beneficiaries	Tourists, local inhabitants, farmers
Timeframe	01/2022 – 08/2022
Indicative funding sources	ERDF project

Code of the action	AR11.3 Continue the preservation and rejuvenation of the orchard stand
Title the action	Continue the preservation and rejuvenation of the orchard stand
Relevant SIA or SIAs	Local Food

Reference RM Action/s (code and name)	Agro-Food production in Apulia
Brief description of the action	Establishment of orchard ambassadors and preservation of the cultural landscape. The project aims to preserve the cultural landscape in the nature park communities for future generations, for sustainable tourism and for the preservation of regional resources. In the course of this, new plantings are carried out at so-called "orchard ambassadors". The "orchard ambassadors" are preferably partners of the nature park or part of the Gesäuse partner network. In order to guarantee the sustainability of the new plantings, including protective measures, the "orchard ambassadors" undertake to care for the trees. Ambassadors are regional farmers which have their own orchard meadow at their farm and have certain experience. Guidelines on the minimum criteria of an ambassador will be developed as a first step (what means experience? resources, their regional network etc.) At the same time, old stands are pruned as part of the project in order to preserve the existing cultural landscape. In addition, biodiversity measures are carried out within the orchard conservation gardens (Palfau, Wildalpen and Gams): Pruning, fertilisation, bee-friendly shrubs and grasses, new plantings, etc. The "orchard ambassadors" are to be seen as a transitional phase in order to anchor activities at local level and to decouple project activities from the Nature and Geopark in the future.
Objective and target of the action (by the end of the project)	at least 80 new plantings of apple and/or pear trees including protective measures were carried out, 50 trees were pruned, 6 biodiversity care days were held in the conservation gardens.
Specific activities	<ul style="list-style-type: none"> • Establish criteria for orchard ambassadors • coordination with orchard owners • preparation of written agreements - so-called orchard commitments • planting of trees with protective devices • holding of orchard courses • care pruning of old trees, • biodiversity care of orchard conservation gardens
Main stakeholders involved and their roles and contribution	Gesäuse partner network Farmers, chamber of agriculture, stakeholder in sustainable tourism
Beneficiaries	Tourists, local inhabitants, farmers
Timeframe	01/2022 – 08/2022
Indicative funding sources	ERDF project

3.2 Kvarken Archipelago, Finland

Overview of Additional Replicator

Starting point

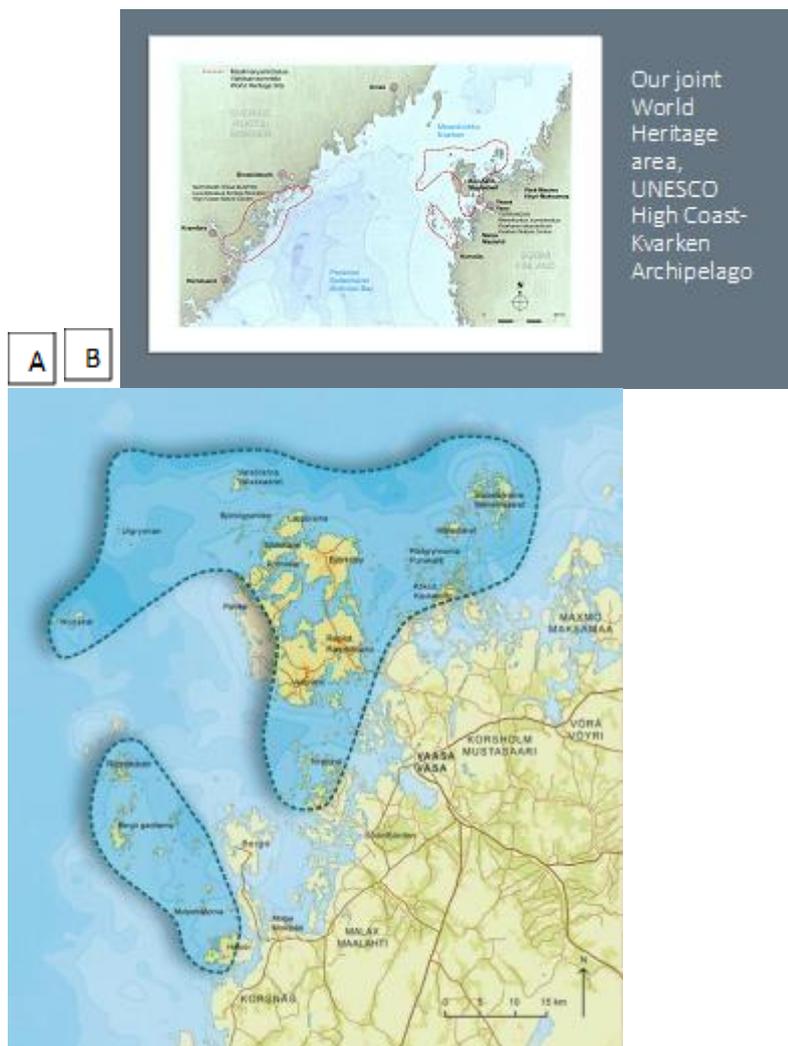
It has gone more than 10 years since Kvarken Archipelago became a site of the World Heritage list (in year 2006). As a tourism destination the area was before the appointment quite unknown and still is. This means that promoting the world heritage values had to start from beginning; with information of general interests but also starting to create infrastructure, possibilities to reach the area and to take part of the local nature and culture heritage in all kinds of experiences and events. There was a need to kick-start the experience economy from a sustainable and a perspective relevant to people. We are not talking about mass tourism destination; we are more talking about a tourism destination and tourists with a special interest of local heritage and nature. At the same time when Kvarken Archipelago was appointed to the UNESCO World Heritage list, European Union launched an environmental protected program (NATURA 2000) which more or less has the same geography as the world heritage site. Many people mixed the UNESCO world heritage status with the NATURA 2000 program. At the local level the NATURA 2000 program was perceived as a negative influence on people's life. After the appointment of the UNESCO World Heritage status the municipalities and stakeholders in the region of Ostrobothnia and Kvarken, started to create tools of cooperation together with the authorities. At the local level, in villages and in municipalities they started to develop world heritage related issues, mostly within projects. As a result, today, we can see most of the investments and development projects are situated in zone A which means that zone B is being left behind in the development process. After 10 years of work there is still need also for more bottom-up approaches, to create commitment and inclusive approaches. The RURITAGE project will now give the possibility to promote a new start, especially in zone B, that up to now has been less developed. This moment gives the local villages, the local people, and the stakeholders in zone B a possibility to work out together a local led rural heritage hub, a regeneration plan, and hopefully this new living lab can be a model for other local communities when it comes to world heritage sites but also for upcoming new sites on the UNESCO list or similar local situations.

Rural Heritage Hub

The additional replicator, representing by the University of Vaasa in Finland, is situated in the western part of Finland and in the region of Ostrobothnia. It is a coastal region with a long tradition of cross-border cooperation with Sweden. The narrowest sea part between Finland and Sweden is called Kvarken which even has given the name to the cross-border organisation; Kvarken Council EGTC.

In 2006 Kvarken Archipelago was appointed to a nature heritage on the UNESCO World Heritage list and as an enlargement of the High Coast nature heritage in Sweden (appointed in year 2000). The Finnish part, Kvarken Archipelago, consists of two zones, A and B. In zone A is the world heritage info centre situated. Therefore, this part is also more developed when it comes to tourism infrastructure and events. In zone B the world heritage site is more challenging. Most of the area consists of archipelago with no inhabitants living all year around (mostly summer cottages). Two smaller villages are connected to this area, the village of Molpe in the municipality of Korsnäs and the village of Bergö (island) in the municipality of Maalahti. Molpe village has 527 inhabitants as a part of the municipality Korsnäs with totally 2046 inhabitants (26.1.2022). Bergö village (island) has 458 inhabitants as a part of the municipality of Maalahti with totally 5498 inhabitants (26.1.2022). To reach the island and the village of Bergö in Maalahti, you must pass the village of Molpe in Korsnäs and then take a car ferry to Bergö island. Beside the world heritage status, most parts of Kvarken archipelago also belong to NATURA 2000, an EU nature protection area.

The rural heritage hub has been created from a local community approach (living lab). It is planned to physically be situated in the village of Molpe in Korsnäs and as a part of the local restaurant by the sea, Strand-Mölle.



Map of the maritime cross-border area, Sweden-Finland. Map of Kvarken Archipelago, Finland

The main reference SIA

The Kvarken region has a special history when it comes to geology. The land is still rising from the sea because of the latest Ice Age. Why? The three kilometres thick inland ice pressed the Earth’s crust down about one kilometre. Then the ice started to melt slowly away for about 10.500 years ago. It released the pressure and the land started rising towards its original position. This phenomenon is called post-glacial land uplift. The land continues to rise nowadays with a speed of about 8-9 millimetres per year. In the year of 2006 Kvarken Archipelago became a site on the UNESCO World Heritage list and is the first nature heritage in Finland. High Coast in Sweden became a World Heritage site in the year of 2000 (the world’s highest coastline, 286 meters above sea level). Since 2006 High Coast-Kvarken Archipelago is a joint world heritage site.

Given our unique landscape and when we are talking about a World Nature Heritage site the main SIA that has been chosen is **Landscape**.

Additional reference SIAs (if relevant)

Another relevant SIAs that has been chosen is **Pilgrimage**. For some years there is an on-going interest to create a Nordic version of Camino de Santiago. It could start in Novgorod (Russia) and pass Finland and Sweden in different trails and then end up in Nidaros (Trondheim), Norway. There are already different projects on-going in the Nordic countries. St Olav Waterway in Finland is a part of this route and is also an additional replicator in the Ruritage-project. St Olav Waterway has created a route from south-west Finland. It starts in the city of Turku and continues via the archipelago to Åland island and further on to Sweden. There are also different routes created in Sweden and in Norway within the direction of Nidaros in Norway. For two-three years ago a project started in the region of Ostrobothnia to promote more long walks. The pandemic time has shown that more and more people have appreciated the nature and the demand has raised up for more trails. The project saw the new possibilities to connect to the story of St Olav and the on-going projects in Finland and in Sweden. The project called St Olav Ostrobothnia has learned a lot from St Olav Waterway-project. Stakeholders in Ostrobothnia visited the project area of St Olav Waterway last autumn to learn more and to create networks and contacts. St Olav Ostrobothnia will first connect to the route to Sweden by passing the Kvarken area and later connect to the route in south-west Finland. There is a win-win-situation to choose Pilgrimage as another relevant SIA and to join forces with St Olav Waterway as another additional replicator.

Another relevant SIAs is **Resilience**. In zone B of the Kvarken Archipelago we are talking about small villages. Former time these villages were fishing and hunting areas. Today most of the people have their own micro companies, work in public administration and services or commute to the Vasa region. Mega trends like digitalization or universal aspects like climate change, also effect to local level and people's daily life. One challenge for the future is to create smart but sustainable local communities. The pandemic has shown also how important it is to work with resilience. How can local communities develop more know-how about resilience in relation to smart and sustainable communities? The villages in zone B can in their living labs also contribute to this task and therefore has resilience as a relevant SIAs also been chosen.

Co-development of the Heritage-led Regeneration plan

Date	Type of event	Short description
25.10.2021	Participatory workshop	The workshop was arranged at the local restaurant, Strand-Mölle, by the sea in Molpe with totally 30 participants and with a nice mix of stakeholders; local people, local entrepreneurs, local NGOs, municipality representatives, local guides, visit organization, regional authorities, from the world heritage delegation, journalist

Objectives of the enhancement plan

Our overall goal is to better connect zone A and B while creating an individual narrative and cooperation within zone B. In zone B we are dealing with two municipalities and two villages. In many sectors at the municipality level there is cooperation between the municipality level of Korsnäs and Maalahti but when it comes to the village level there is no structural cooperation across a municipality boundary although these two villages are connected to each other within the road infrastructure. In feedback from the workshop there were comments like "this is the first time we are sitting around the same table and discuss development of our common area". As a result of the workshop, we strongly believe that more cooperation and co-creation will create a better future for all of us at the local level; together we will be stronger. But for that we need first to create a common narrative for zone B as a part of Zone A. We must set up a common vision and mission for zone B based on our common actions in the regeneration plan. We will use the methodology of a Living Lab/Heritage Hub concept as a smart and sustainable solution for local development. We will co-create the future steps.



Participatory workshop/Living lab, 25.10.2021 at restaurant Strand-Mölle in Molpe

List of actions

Action code	Title of action
AR23.1	Design a set of new touristic and information packs, integrating different cultural experiences (storytelling), for example via VR
AR23.2	To build a lookout tower like a miniature of the old lighthouse from the archipelago (still standing and the only one in Finland)
AR23.3	To build- up a new local partnership between local NGOs and local entrepreneurs, to create new possibilities for services and accommodation in the world heritage site- area (no one will make it alone)
AR23.4	To build up new concepts for attractions & activities based on the local heritage- storytelling – the smugglers, the lightkeepers...
AR23.5	New “routes” in the nature. Discover a quite unknown place and nature heritage on the UNESCO-list, by foot, by boat, by kayak, by bike, by skiing and other winter related possibilities. Four seasons.

Operational programme

Code of the action	AR23.1
Title the action	Design a set of new touristic and information packs, integrating different cultural experiences (storytelling) and VR

Relevant SIA or SIAs	Landscape, Pilgrimage
Reference RM Action/s (code and name)	(Due to covid restrictions some actions have been postponed-no physical meetings)
Brief description of the action	Restaurant Strand-Mölle will be renovated and enlarged in autumn 2022. As a part of the restaurant building a new main information point will be created for zone B/Kvarken Archipelago
Objective and target of the action (by the end of the project)	By the end of the project there will be an informative and participatory information point in the southern part of the world heritage site Kvarken archipelago (zone B), with some new solutions like VR-solutions.
Specific activities	<ul style="list-style-type: none"> • Arranging a participatory workshop/living lab in April and May where a concrete plan with content, and design of the new information point will be developed. • Arranging a second participatory workshop/living lab in August to give the last local inputs before the renovations of the building starts. • Discussion/parley with World Heritage NGO (Världsarv i Kvarken rf) and Forststyrelsens naturtjänster (authority) how the information point in zone B should be created to complement the world heritage information centre in zone A
Main stakeholders involved and their roles and contribution	<ul style="list-style-type: none"> - local people, local entrepreneurs, guides - the municipality of Korsnäs and Maalahti - the real estate company Ab Molpe Strömmen - the world heritage organization; Världsarv i Kvarken r.f - Visit Vaasa (destination company) - Forststyrelsens naturtjänster/Parks and Wildlife Finland (Representing the environmental authority in the region-world heritage)
Beneficiaries	To involve all stakeholders from the beginning in the planning of a new information point will hopefully end up in a better service provider information point in the end.
Timeframe	Participatory Workshop/Living labs in April and May with a follow-up in August 2022
Indicative funding sources	<p>The project has already got some funding for arranging follow up workshops from October last year (2021)/Svenska Kulturfonden.</p> <p>There is also another project ongoing from which next steps can benefit/Creative Kvarken project.</p> <p>The municipality of Korsnäs is also interested to contribute to the information point, a more concrete financial plan must be discussed. The real estate company Ab Molpe Strömmen will fund the enlargement with loans and rights issue.</p>





Restaurant Strand-Mölle in wintertime

Code of the action	AR23.2
Title the action	Building a lookout tower
Relevant SIA or SIAs	Landscape, Pilgrimage
Reference RM Action/s (code and name)	
Brief description of the action	The Molpe village has some common land by the sea, easy to reach because at the same place stood the first windmill power park in Finland. Some part of the infrastructure is still there, like roads, fundamentals. It is near the ferry berth to Bergö island. The design of the tower will resemble a miniature of the old lighthouse Svettgrund from the archipelago (still standing and the only one in Finland).
Objective and target of the action (by the end of the project)	By the end of the project there will be an authentic lookout tower showing the view of the Kvarken Archipelago, zone B.
Specific activities	* A participatory workshop/Living lab will be arranged in Spring 2022 to give input to a project plan for seeking funding to build the tower
Main stakeholders involved and their roles and contribution	<ul style="list-style-type: none"> - The NGO of the common land users in Molpe - The municipality of Korsnäs and Maalahti - Local NGOs of Molpe and Bergö - Visit destination, Visit Vaasa - World heritage NGO; Världsarv i Kvarken r.f. - Local entrepreneurs
Beneficiaries	Both Molpe and Bergö Villages can benefit from the tower because it will be situated between the villages. The place can generate a win-win situation for both local villages
Timeframe	Spring 2022 (project planning-funding workshop)
Indicative funding sources	LEADER-project, crowdfunding, private support.

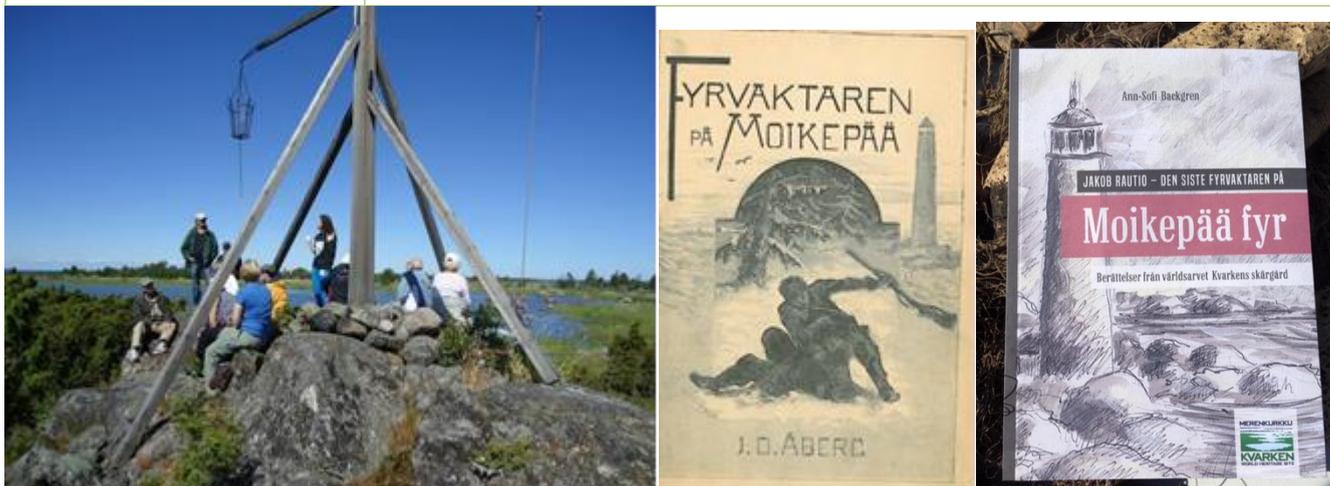


Sveltgrund, the old lighthouse still standing in the Kvarken archipelago

Code of the action	
Code of the action	AR23.3
Title the action	Building up a new local partnership between local NGOs and local entrepreneurs
Relevant SIA or SIAs	Resilience, Pilgrimage, Landscape
Reference RM Action/s (code and name)	
Brief description of the action	By establishing a partnership between local NGOs and entrepreneurs will help to create new possibilities for services and accommodation in the world heritage site area (no one will make it alone in smaller communities)
Objective and target of the action (by the end of the project)	By the end of the project there will be a digital network platform for cooperation and 1-2 times a year a physical partnership meeting for co-creation discussions
Specific activities	<ul style="list-style-type: none"> • By establish online groups for zone B (entrepreneurs and NGOs) • Arranging a psychical meeting to get to know each other better, who to cooperate with. <p>By discussing for example how to diversify types of accommodation that can be proposed within the area (not hotels, but Airbnb offers, guesthouses, etc.) within the network. To solve problems or challengers together in a partnership</p>
Main stakeholders involved and their roles and contribution	<ul style="list-style-type: none"> - Local NGOs - Local entrepreneurs - Business and development company, VASEK - World heritage NGO (Världsarv i Kvarken rf) -Destination Company, Visit Vaasa
Beneficiaries	Both Molpe and Bergö Villages can benefit from a new local partnership by crossing the municipality boundary.
Timeframe	Spring 2022
Indicative funding sources	There is some existing funding already from Svenska Kulturfonden and by cooperating with Creative Kvarken-project and Visit Vaasa and VASEK



Code of the action	AR23.4
Title the action	Building up new concepts for attractions & activities based on the local heritage
Relevant SIA or SIAs	Landscape, Pilgrimage, Resilience
Reference RM Action/s (code and name)	
Brief description of the action	By lifting up local heritage via products based on stories, creating new business concepts based on heritage, developing trails with audio-visual stories
Objective and target of the action (by the end of the project)	By the end of the project there will be many more possibilities for tourists and other visitors to learn more of the area by listen to local stories or by experience the local heritage via events or activities.
Specific activities	<ul style="list-style-type: none"> By promoting local heritage to entrepreneurs and other stakeholders as a source for developing new products and business concepts, for example by using stories/storytelling (the smugglers, the lightkeepers, etc.)
Main stakeholders involved and their roles and contribution	<ul style="list-style-type: none"> - Local NGOs - Local entrepreneurs - Local guides - Visit Vaasa
Beneficiaries	Local entrepreneurs and NGOs
Timeframe	Winter-Spring 2022
Indicative funding sources	By cooperating with Story Tagging project and Människan och landshöjningen-project



Code of the action	AR23.5
Title the action	Establishing new routes in nature

Relevant SIA or SIAs	Landscape, Resilience, Pilgrimage
Reference RM Action/s (code and name)	
Brief description of the action	To develop and discover new trails for a quite unknown place as nature heritage on the UNESCO-list, zone B of the Kvarken Archipelago
Objective and target of the action (by the end of the project)	By the end of the project there are new routes in the archipelago, both on land and on sea (zone B).
Specific activities	<ul style="list-style-type: none"> To develop various outdoor activities: walking, boating, kayaking, biking, skiing together with local entrepreneurs, NGOs, and guides
Main stakeholders involved and their roles and contribution	<ul style="list-style-type: none"> - Local people, local entrepreneurs, guides - the municipality of Korsnäs and Maalahti - the real estate company Ab Molpe Strömmen and the café in Bergö - the world heritage organization; Världarv I Kvarken r.f - Visit Vaasa (destination company) - Forststyrelsen (represent the environmental authority in the region-world heritage)
Beneficiaries	Both the local communities of Molpe and Bergö and the municipalities of Korsnäs and Maalahti
Timeframe	Spring 2022
Indicative funding sources	Cooperation with on-going “Människan and Landshöjningen”-project and the municipalities in Korsnäs and Maalahti + Bergö village action movement (NGO)



3.3 St. Olav Waterway, Finland

Overview of Additional Replicator

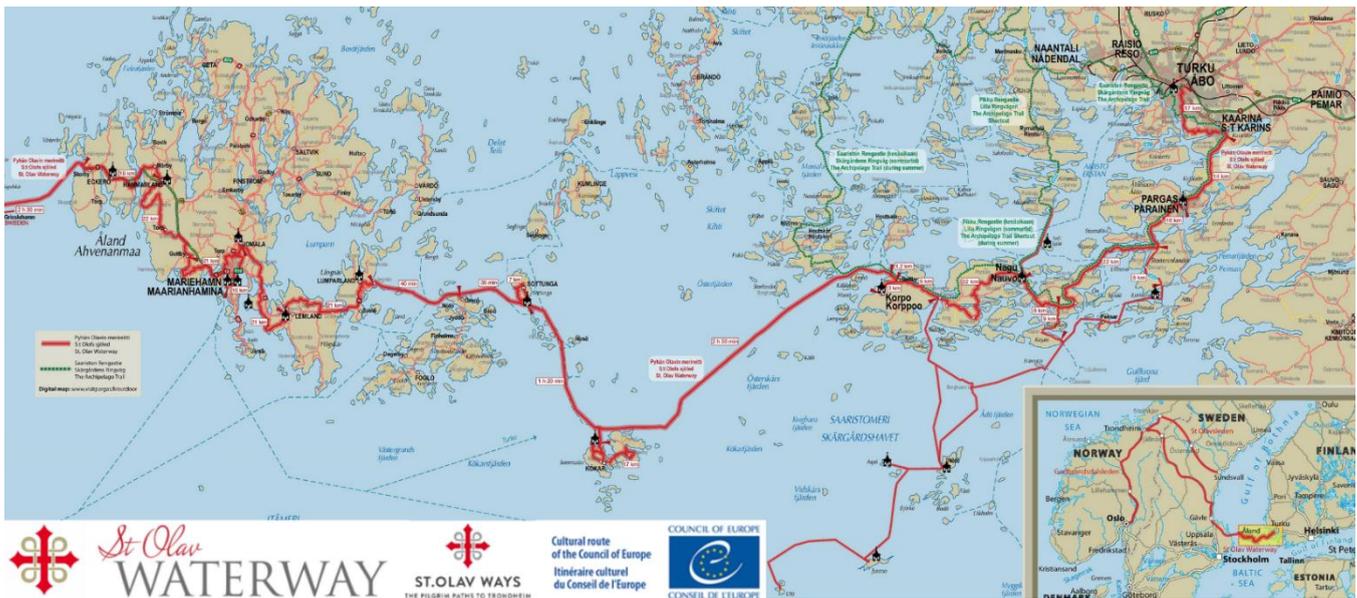
Rural Heritage Hub

St. Olav Waterway is a newly re-established pilgrimage route from Turku, through the Finnish Archipelago and Åland Islands. The route is part of St. Olav Ways, pilgrim paths to Trondheim, Norway and an official Cultural Route of the Council of Europe. St. Olav was one of the most popular saints before reformation and the Olav's cult was widely spread throughout the Nordic countries. St. Olav wished to unite the Norwegian people and was the last saint of the united church, thus the symbolism of connection, togetherness and historical values is of utmost importance.

The route is managed by a consortium of organisations, municipalities, third sector organisations and volunteers. The town of Pargas has the main responsibility for developing the path. The development has been through two projects, firstly an EU Interreg Central Baltic project from 2016-20, followed by a cultural tourism development grant from the Finnish Ministry of Education and Culture 2020-22. As the route was only officially accredited in December of 2018 and has been greatly impacted by the Covid pandemic the formal structure of ownership, development and management is still being formed. One of the main stakeholders is the UNESCO Archipelago Sea Biosphere Reserve.

The development involved over 40 stakeholder engagement events and workshops with local communities along the route, schools, and youth centres. The RHH is connected to the activities of the [UNESCO](#) biosphere reserve and the Archipelago Centre and is primarily found in a digital form. The RHH will connect the tourism development department with organisations and stakeholders from the cultural and heritage fields. The task of the RHH as a meeting place is to expand the best practice of St. Olav Waterway by inclusively developing sustainable cultural tourism by bringing together a wide range of stakeholders which has been an underutilised resource until now.

Covid has impacted our development greatly, it has presented opportunities which we have embraced but it has also limited the production of new packages and products as well as delaying the launch on the international market and developing products for this.



Photos: Jouni Lappi, Stefan Bremer

The main reference SIA

The main SIA is **Pilgrimage** as the route is a well-developed historical pilgrimage route and now, also a cultural and touristic route. The route is primarily for independent travellers who can plan and book services through the digital maps, but there is an increasing provision of packages on offer for groups and individuals of various lengths.

Additional reference SIAs

As the route passes through valuable cultural landscapes that are maintained by small scale agriculture and animal husbandry on remote islands the SIA of landscape is of interest. This especially in regards to how these values can be interpreted to the visitors and how the path can help to conserve these important biotopes. We have had regular contact with RM Austrått and Ørland landscapes and participated on webinars for both Norwegian and Finnish stakeholders.

Local food is very important for walkers, and they can provide an important customer group for small scale artisan producers, the challenge is making appropriate offerings that can connect to the demand as well as legislative restrictions.

Art&Festival, we wish to establish a yearly small-scale festival for Olav's day in July and see the potential for creating cooperation with existing art events in the area or cocreating new events.

Starting point

As St. Olav Waterway is a new path and has still to reach maturity there are long-term sustainable challenges. The development has been led by only one municipality, despite the path travelling through a total of 11. The

management is funded by external project funding and grants which is not a sustainable solution for the long run. There is a wide interest base but there is still need for the main responsibility to lie with one or some organisation(s). There is still work to be done to ensure a maturity of the route and to establish concrete cooperation with key actors.

As the path was developed in conjunction with a wide range of stakeholders there is a broad support and contact network, both locally and regionally. Also, on a national level the development has been illustrated as an example of best practice in developing culturally based rural tourism following sustainable development models. There is still much potential for using the path as a developmental tool for new initiatives in the archipelago and Åland Islands.

There is a need for recurring events, concerts and exhibitions that are organised by independent actors that will provide a structure to the experience that the visitors have and give a framework for further development.

Co-development of the Heritage-led Regeneration plan

During the Interreg project 2016-2020, 40 stakeholder engagement events were held locally with a wide range of stakeholders. This has laid a good foundation for a participative development and a formal relationship with the local authorities, parishes, and organisations. The use of natural and cultural heritage with St. Olav Waterway at the centre was also placed in focus when the regional tourism strategy was established in a series of workshops with local tourism businesses and community representatives. The strategy was published in the spring of 2021.

During the pandemic there have been very few months when we were allowed to organise face-to-face meetings. A general phenomenon was that participation in all online webinars organised in the area was very low, just a handful of attendees. This has limited the number of workshops.

Date	Type of event	Short description
05.03.20	Online workshop	Archipelago Sea annual meeting of the UNESCO biosphere reserve, online due to Covid. 50 participants from the area, guest speaker for the event was Ruritage partner Annegreth from NMBU in Norway. Special section dealing with cultural heritage and regeneration.
12.11.20	Workshop	Meeting with local representatives at the national networking meeting of Finnish Olav Ways. Framework for development 20.
14.11.20	Workshop	On the island of Kökar (pop. 222) local workshop with local tourism entrepreneurs and municipal representative, 6 participants
15.11.20	Stakeholder workshop	16 persons invited stakeholders on the Åland islands, Bishop of the diocese, representatives from municipalities, museums, parishes. Aim to find a governance model for the Åland Islands
15.11.20	Open event	24 persons in Jomala town's cultural centre. Open event with private individuals, entrepreneurs, municipal workers, volunteers and local parish.
21.12.21	Workshop	Workshop with the board of the Finnish association for Olavs ways. 6 persons. Responsibilities for development after the end of project funding.

Objectives of the enhancement plan

The enhancement plan wishes to maximise the benefit and broaden the reach of the pilgrimage path St. Olav Waterway. As the themes connected to the path are quite diverse, we have the potential to use the route as a motor for development and collectively connecting a range of initiatives under one larger concept. The path runs through

three territories: mainland Finland from Turku, through the Finnish archipelago and Åland Islands there is the additional potential to increase collaboration and best practice between these regions. The main themes are pilgrimage, cultural heritage, living local heritage, local food production, tourism for rural development and landscape.

There is always a risk that developments a well-run and well financed project slowly fade after project financing has ended. This is why it is vital that partners and stakeholders can develop initiatives that can support a broader framework that whilst connected is diverse and independent, thus holding alive the continual development and interest in the path.

Previous tourism developments are mainly aimed at visitors, but we strive to offer opportunities along the route to locals both as means of small-scale sustainable business models and as a method for creating new creative activities.

List of actions

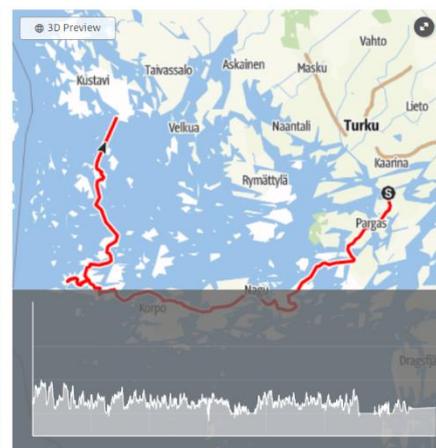
Action code	Title of action
AR08.1	Arts and festivals. Yearly cultural events connected to St. Olav Waterway
AR08.2	Improved local food provision and restaurants using local ingredients and serving authentic dishes
AR08.3	More interpretive information for pilgrims along the path connected to the pilgrimages story, cultural history and landscape.
AR08.4	A sustainable management for the path
AR08.5	Virtual pilgrimage due to Covid to connect local communities and engage with our visitors

Operational programme

Code of the action	AR08.1
Title the action	Arts and festivals. Yearly cultural events connected to St. Olav Waterway
Relevant SIA or SIAs	Art&Festival, Local food
Reference RM Action/s (code and name)	Agro-Food production in Apulia
Brief description of the action	Establishing a yearly festival celebrating local food, culture, and walking. This is aimed primarily at the local population and regional day visits. Although it also provides an opportunity to be integrated into commercial packages. This is a wish to broaden the appeal and relevance of our work and to illustrate the importance of local food provision. Local food production and authentic dishes are an integral part of the day utilising the outcomes of Action 2.
Objective and target of the action (by the end of the project)	We wish to increasingly involve the local population in the ownership of the path by making our activities and values more accessible. By placing recurring events where other organisations or companies have the main responsibility, we are simultaneously placing a structure around the yearly cycle of our activities.
Specific activities	<ul style="list-style-type: none"> • St. Olav's day 29.7.21 <ul style="list-style-type: none"> - concert in the church 60 participants - guided historical walk with local guides in two languages 20 participants - evening alfresco dining in a permaculture garden using the gardens' produce, local catering company, jazz band with also pilgrim related music, 3 languages • Local radio news • Two follow-up wine and cheese evenings were organised in collaboration with a local participating restaurant and cheese importer, the theme was via Francigena, with evenings from Italy and France respectively.

Main stakeholders involved and their roles and contribution	The association of St. Olav Ways in Finland. Local association of entrepreneurs, local businesses, local music groups, local guide association. In the future music festivals.
Beneficiaries	Local population, elderly target group, food producers, restaurants
Timeframe	29.07.21 – yearly event
Indicative funding sources	Cultural tourism development grant, association pays some of the costs, use of local parish facilities for free

Code of the action	AR08.2
Title the action	<u>Utilising local food production, authentic dishes and local ingredients in the hospitality industry. Story telling through food. Improved local food provision and restaurants using local ingredients and serving authentic dishes</u>
Relevant SIA or SIAs	Local food
Reference RM Action/s (code and name)	Austrått and Ørland landscapes?
Brief description of the action	Making direct farmers' direct sales more accessible to walkers and cyclists. Making authentic food using local ingredients available to new groups and new business models for part-time rural enterprise.
Objective and target of the action (by the end of the project)	Making a route specific to direct farm sales from self-service farm kiosks in order to make them more accessible for visitors. We have held pre pandemic food making courses and courses to help small scale food artisans apply for relevant certification. However, during the pandemic these have not been organised due to the uncertainty of the restrictions. The new route has been accessed over 3000 times and an estimate of the direct usage of the route through insights is 1400.
Specific activities	<ul style="list-style-type: none"> • Tastes of the archipelago - farm shop route http://visitpargas.fi/outdoor/index-en.html#filter-r-fullyTranslatedLangus-r-onlyOpened_sb-sortedBy-0&ipd=56933812 • Discussion with potential project partners for a future Interreg project on the food chain. Focus on circular economy, food chain from producer to new small scale food artisans. Food as a storytelling method, three routes will be piloted, one being St. Olav Waterway. • Local food is premiered in the annual Olavs day festival.
Main stakeholders involved and their roles and contribution	Local farms, small scale food producers, cafes, regional food development project. Compilation of information. Not all farms wished to participate as they were concerned that the self-service nature would be abused by increased publicity or were happy with their regular customers. Turku University (for Interreg application)
Beneficiaries	Visitors, local farms, and food artisans
Timeframe	February 2021 and future if we succeed in getting project financing
Indicative funding sources	Cultural tourism development grant, <i>Interreg for future project.</i>



Page

Code of the action	
	AR08.3
Title the action	Interpretive information and creative interpretation for pilgrims along the path.
Relevant SIA or SIAs	Pilgrimage and Landscape
Reference RM Action/s (code and name)	Austrått and Ørland landscapes?
Brief description of the action	Exhibitions in 2021 and 2022 artwork in landscape and plan for landscape performance and 2 new paths for families including pedagogical cards distributed to schools and day-care.
Objective and target of the action (by the end of the project)	<p>To involve a broader range of actors from the cultural sector and museums. To improve the cultural and landscape interpretation for pilgrims and tourists. This was implemented through cooperation with a broad range of stakeholders using their own expertise and funding resources.</p> <p>The new pilgrimage path for families is connected to an ecological biosphere path that will be launched together. The target groups of the new path are both summer visitors and schools. We are working with the local school in developing activities for families made by the children and using the path as an educational resource. The signage on the path is interpreting the seven key pilgrimage words using archipelago animal symbols painted by a local artist. The text explains these concepts whilst also using the animal's biotopes and biology as a metaphor and explaining ecological diversity and archipelago cultural landscapes. The same information and paintings will be distributed as large cards to schools and day-care in the biosphere area with accompanying activities.</p> <p>Three local museums will have temporary exhibitions about the Middle Ages connected to their specific theme, local history, shipping, trade. Part of the exhibition is outdoors so that it is accessible for pilgrims out with the main season when opening hours are restricted.</p> <p>The local parish is producing a 360 video from the main church in the area and if successful will be replicated in the smaller churches. This to make the interiors and cultural history more accessible.</p>
Specific activities	<ul style="list-style-type: none"> • Exhibition about St. Olav 2021 • "The Saints" wooden sculptures 2021 • Floating Olavs sea installations at two locations 2021-22 • Pilgrimage path in Korpo for families 2022 • Medieval exhibition 2022 • Meditation steps in Pargas town 2022 • Pilgrimage cards for pedagogical activities in schools, day care and family settings throughout the area 2022 • 360 tour of the churches explaining historical and architectural features • Participative workshops for the local population and summer second-homes population • Evaluate 2022 and further plan for performance art for 2023

Main stakeholders involved and their roles and contribution	Archipelago Centre Korpoström, local artists and local sculptor, local history museum, local museum associations, primary schools, UNESCO biosphere reserve and biosphere academy, local parish, "Pilgrim Västernorrland" project in Sweden and Norway.
Beneficiaries	Local school children, families, pilgrims, tourists, local artists
Timeframe	Spring 2021 – summer 2022
Indicative funding sources	Cultural tourism development grant, artists collective's own grant application, external funding for UNESCO biosphere area. Local parish. Residence grant.

Code of the action	AR08.4
Title the action	A sustainable management for the path
Relevant SIA or SIAs	Pilgrimage
Reference RM Action/s (code and name)	<i>ACIR Compostelle</i>
Brief description of the action	As the path and initiative has a short history from its establishment in 2019 there is still a need for a formal management model.
Objective and target of the action (by the end of the project)	There is a broad range of stakeholders and interest in St. Olav Waterway but there is still a need to formalise this and for various actors to commit to being responsible for certain actions. There has not been one actor that is willing to take the full responsibility so it will be a consortium of organisations and private people, this is in line with the nature of pilgrimage. <u>A management plan will be drafted where the responsibility is specified for the specific partners.</u>
Specific activities	<ul style="list-style-type: none"> • Stakeholder seminar in Savonlinna 14.11 • Local stakeholder meetings and workshops during 2021 • Cooperation with UNESCO Biosphere reserve and Archipelago Korpoström • Cooperation model with the national pilgrimage centre • New project plans realised during 2022 and ongoing • Initiatives of St. Olav Waterway integrated into the broader offerings of archipelago tourism
Main stakeholders involved and their roles and contribution	Visit Pargas/ Pargas Town, Association of Olav routes in Finland, Finland's national pilgrimage centre, active parishes,
Beneficiaries	All stakeholders of the path
Timeframe	2016 - ongoing
Indicative funding sources	Stakeholder's own budget and project financing

3.4 Ecomuseum Zagori, Greece

Overview of Additional Replicator

Starting point

Depopulation resulting from abandonment of settlements, lack of local products and economic activities, mainly due to the gradient shift towards tourism and services, threaten the integrity of local identity. The loss of traditional know-how and intangible cultural capital restrained the local development dynamics to an unsustainable services-only-based economy. The remotely located villages of Zagori, once flourishing, are now facing serious identity issues which need to be tackled by a systemic place branding and locally focused regeneration plan. The main economic production activity in the past has been pastoral animal breeding, practised by the local nomadic communities of the Vlachs and Sarakatsani tribes in Zagori, since high altitude and temperatures below zero during winter did not allow extensive farming to develop.

The area lacks a representative local tourism product that will allow visitors to immerse in the local culture. The settlements are mostly abandoned, and the land deserted or over forested since the most widespread activity in the area, livestock breeding is in decay, mainly due to land use issues, taxation and lack of distribution networks. Zagori is becoming more and more deactivated productively and socially with very few permanent residents remaining all year round, the majority of which is engaged with breeding. At the same time opportunities rise with the ever-increasing tourism flows interested in locally based experiences and products (absent). The regeneration plan offers a real chance for putting Zagori in the map of alternative tourism and sustainability as a means of social cohesion and economic activity without seasonality.

Local intangible heritage and the cultural landscape of Zagori has been a by-product of the nomadic life of transhumance practitioners which are now in extinction. Music literature, local ethics and rules have been shaped in the axes of nomadic community life. The promotion of Zagori as a sustainable destination, through pastoral routes, transhumance networks and related tourism products can foster a new place branding strategy that will differentiate Zagori as a destination. This is the starting point of the Ecomuseum's regeneration plan, towards safeguarding the practice of transhumance and mobilising resources for making it a tool for sustainable local development and community-based tourism. The main vehicle to this accomplishment, is the project EchoLocI (innovative soundscape applications in the pastoral routes of Zagori) funded by the EU Green Fund (2021-2023).

Rural Heritage Hub

EcoMuseum Zagori, was founded in 2014 as a local development cooperative, for the protection and management of the natural and cultural heritage of Zagori, inseparable of the Vikos-Aoos, UNESCO Global Geopark.

Its central principle is that an area's monuments should remain in situ as a living testament to a specific era.

Established in the village of Ano Pedina, in Zagori, North-Western Greece, the Eco Museum maintains an office right within the local conference centre, where the rural heritage hub (RHH) is also established.

The EcoMuseum has the role of an educational and local development hub, serving as a reference point between visitors, the local community and local governance actors. Therefore, the local community is involved actively in the implementation of all educational programs, seminars and workshops organized by Zagori Eco-Museum. Visitors learn about various aspects of cultural heritage, production processes and the socio-economic and natural processes of the area, through printed material, storytelling, maps and other visual innovative methods including 3d printing technology. The operational program of the Eco-Museum is based on three pillars: landscape conservation – cultural promotion - local economic development.







The main reference SIA

Landscape

The area is characterised by a rich natural and cultural heritage layering over centuries, claiming 34 designated traditional elements registered in the national repository, including the Vikos-Aoos UNESCO Global Geopark (UGGP) and the Northern Pindos national park. A great number of monuments from all historical eras and buildings of sound architectural value, such as byzantine and post byzantine churches and monasteries, fresco-decorated mansions and numerous stone bridges of the pre-industrial era, shape the cultural landscape of Zagori.

Being one of the most popular hiking destinations in Greece due to its vast network of trails, Zagori attracts visitors all year round interested in mountain tourism, extreme sports, sightseeing and rural gastronomy. The SIA **Landscape** can be justified as the main reference of the area, since the landscape is dominated by the gorges of Vikos and Aoos rivers and the mountains of the North Pindos range including alpine lakes and unique geological formations. Thousands of rare medical herbs and a very rich wildlife can be found in abundance, including extinct species (grey wolf, brown bear, golden eagle, vulture etch).

Additional reference SIAs (if relevant)

Art and Festival, is a relevant SIA as well, as far as concerns the Eco-museum's cultural accessibility policy and application of innovative cultural participatory tools. Nature and culture have always been interlinked as one in Zagori. A vibrant artistic patrimony of painters and iconographers, woodcarvers, and musicians, still remains vivid. Realising the importance of a holistic interpretation of the local cultural capital, as a means for cultural

entrepreneurship and alternative tourism development, the Eco-Museum utilises creative and visual means, in order to promote social justice in cultural accessibility and heritage interpretation (see project: listen-touch-feel).

Co-development of the Heritage-led Regeneration plan

The EcoMuseum operates in tandem with the local community and associations under the support of the local governing bodies of Zagori, the regional government of Epirus and LAGs such as EPIRUS S.A development company. More specifically directly involved in our regeneration plan are local livestock breeders and shepherds, the Epirus association of transhumance, local tourism operators and agritourism businesses. Interested indirectly involved parties comprise volunteers, heritage practitioners, researchers and tourism professionals and visitors. Actions are implemented also in collaboration with external service providers (web developers, IT experts, photographers, scientists etc).

Date	Type of event	Short description
3.10.21- 21.10.21	Participatory workshop and plan presentation	For the development of the regeneration action plan representatives of all stakeholder groups and beneficiaries took part in community workshops conducted in the RHH during October 2021. Around 50 participants in total took part in all sessions. At the same time local gatherings, public talks and brainstorming sessions conducted with the local community, shepherds, and researchers in the hub, helped to design a cognitive map, a swot analysis, and a canvas board, for the intervention logic of our regeneration plan. The identification of threats and opportunities has resulted in a systematic effort towards the creation of a transhumance tourism product for the preservation of the practice itself, the conservation and protection of biodiversity, and the showcasing of rural intangible cultural heritage through the recordings and storytelling.
3.12.21-26.12.21	On-site recording of trails & GEOMapping collaborative workshop (local community/Eco-museum)	The scientific team of the Ecomuseum in collaboration with local volunteers, and breeders has identified the major transhumance trails to be mapped and valorised. During a three days' workshop the trails have been transcended on foot, major landmarks have been spotted and biodiversity data have been collected via images, sound recordings and direct observations. Data processing, including categorization and georeferencing, resulted in a primary set of information to be inserted on the digital map of the EchoLoci mobile application.

Objectives of the enhancement plan

The regeneration plan focused on the development, promotion and valorisation of transhumance in Zagori, has been designed in order to address territorial challenges related to environmental and socio- economic degradation. The overall scope is to rediscover the rural local cultural identity through bottom-up community-based planning. The plan aims to highlight the intangible cultural heritage of transhumance and its role in the preservation of biodiversity, forestall protection, quality dairy production and sustainable natural resource management. Action based and product oriented, the plan seeks to involve all stakeholders in the planning and delivery, build trust amongst the directly involved beneficiaries and consumers/ visitors whilst creating a framework for shared benefits and positive externalities.

List of actions

Action code	Title of action
AR19.1	Identification, mapping and labelling of the pastoral trail networks

AR19.2	Creation of a web-based mobile application
AR19.3	Development of a tourism product package
AR19.4	Filming of video-interviews of shepherds
AR19.5	Design of the GTM and promotional strategy of the plan and the transhumance product

Operational programme

Code of the action	AR19.1
Title the action	Identification, mapping and labelling of the pastoral trail networks
Relevant SIA or SIAs	Landscape
Reference RM Action/s (code and name)	RM11. Develop a participative process for the recognition and the evaluation of the cultural and natural heritage features (tangible and intangible)
Brief description of the action	The action included collection of GEOdata for the identification of a transhumance trail network.
Objective and target of the action (by the end of the project)	GeoMapping is essential for the development of the trails within the dedicated mobile application. The interactive digital map created will assist visitors navigate through their devices and will provide a digital interpretation of the trails accessible via distance to all. Data will be modifiable- editable and updated by the app admins.
Specific activities	<ul style="list-style-type: none"> • Georeferencing-mapping • On-site walk recordings • Data collection-filtering-interpretation
Main stakeholders involved and their roles and contribution	<p>The Northern Pindos National Park: assisted in the cleaning and mapping of trails, provides information on habitats and flora</p> <p>The association of transhumance practitioners of Epirus: assisted in the identification of paths and landmarks, description of traditional practises and storytelling</p>
Beneficiaries	transhumance livestock breeders, visitors, hikers, researchers
Timeframe	From November to December 2021
Indicative funding sources	The project is financed by the EU and the Region of Epirus. Already, 50.000 Euros have been put in place by the EU Green Fund. Partial funding will be devoted to the development of the project from the Regional Fund to Zagori EcoMuseum (2022-2023) of a total of 70.000 Euros. Private donors will be contacted in the future. No crowdfunding is expected at this stage.

Code of the action	AR19.2
Title the action	Creation of a web-based mobile application
Relevant SIA or SIAs	Landscape
Reference RM Action/s (code and name)	RM15. Smart rural living lab in Portugal
Brief description of the action	Creation of a web-based mobile application of the trails including an interactive map, with information on biodiversity and transhumance.
Objective and target of the action (by the end of the project)	The mobile application for IOS and Android will be the backbone of the navigation, information and remote accessibility to the transhumance trails. Data inserted and displayed comprise a combination of videos, sounds texts and images that will provide a holistic interpretation of biodiversity and the transhumance activity of the area.
Specific activities	<ul style="list-style-type: none"> • Call for App tenders-budget allocation • Technical Specs identification • Data processing, user experience design and testing • Finalisation and market release of the product

Main stakeholders involved and their roles and contribution	Ecomuseum Zagori: Project management and tender commissioning, Specs design Scientific team of the EchoLocci Project: Revise the data and information inserted App Company/Tender: Implementation, front end-back end, Alpha- Beta testing, etc.
Beneficiaries	visitors/tourists, researchers, regional bodies and local actors
Timeframe	From February to May 2022 (approx. 4 months)
Indicative funding sources	EU Green Fund

Code of the action	AR19.3
Title the action	Development of a tourism product package
Relevant SIA or SIAs	Landscape
Reference RM Action/s (code and name)	RM2. Create a set of guided tours or organized travels, tailored for different targets
Brief description of the action	Development of a tourism product package, to operate through the EcoMuseums website. The network of pastoral breeders and facilitators/guides is in development. Budgeting, design and legal operational framework will be assigned to destination manager experts and external tourism service providers.
Objective and target of the action (by the end of the project)	A transhumance tourism product in Zagori provided by Zagori Ecomuseum in collaboration with local breeders and trans-local tour operators will foster sustainable tourism development filling a gap on the current tourism offer in the area. At the same time direct financial benefits to the breeders from the tours will incentivize younger generations to get involved and to maintain the remaining herds, while increased visitor flows will indirectly affect all sectors of the local economy. Lastly, the local trails will be valorised, cleaned, marked and labelled, which will provide a framework for further protection and sustainable natural resources management exploitation.
Specific activities	<ul style="list-style-type: none"> • Establishment of the network of pastoral breeders and facilitators/operators • Design of Tours/ packages and financial planning/logistics/compensations • Promote product via distributors and partner organisations • Test experience and pilot tour
Main stakeholders involved and their roles and contribution	EcoMuseum Zagori Association of Transhumance breeders of Epirus: Local tour operators Local government
Beneficiaries	Pastoral breeders including younger generations, visitors and activists, guides and operators, local community, Epirus region, tourism businesses
Timeframe	April to July/August 2022
Indicative funding sources	Regional Funding

Code of the action	AR19.4
Title the action	Filming of video-interviews of pastoral breeders
Relevant SIA or SIAs	Landscape
Reference RM Action/s (code and name)	RM10. Discover and diffuse the traditional storytelling and superstitions as means to understand the natural environment and to promote the place ownership
Brief description of the action	Filming of video-interviews of shepherds for the recording of intangible living heritage, local storytelling and a direct insight on their needs, thoughts and expectations. Interviews are being designed and shooting is expected by April 2022. Videos to be included in the Ecomuseum's website, in the RHH and mobile application.

Objective and target of the action (by the end of the project)	Creation of a storytelling intangible archive of transhumance practitioners that will be exposed via the Echo Loci app, the Ecomuseum website; available for researchers/ visitors and other audiences. The safeguarding of important traditions, beliefs and local memory as intangible heritage, whilst shading light to the neglected culture of transhumance. The videos will add value to the tourism- product created and will incentivize locals, audiences and visitors to actively contribute to its continuation.
Specific activities	<ul style="list-style-type: none"> • Design of an interview guide, methodology and shooting plan • Shooting settings/locations identification- plan exact dates per case • Editing and artistic (sound-image) processing of final doc/ videos
Main stakeholders involved and their roles and contribution	<p>EchoLoci scientific team: Tendering, Design interviews, methodology and filming locations/sets</p> <p>Transhumance breeders (subjects): Participating, Storytelling, expressing personal views and consenting on personal data policy</p> <p>Filmmaking Crew: Shooting, set-up, sound recording/editing, montage, colouring</p>
Beneficiaries	Transhumance breeders, researchers (ethnographers, sociologists, artists, etc.) visitors, general interested audiences in documentary and filmmaking, local/regional authorities
Timeframe	April to May 2022
Indicative funding sources	EU Green Fund funding (reserved for EchoLoci project)

Code of the action	AR19.5
Title the action	Design of the GTM and promotional strategy of the plan and the transhumance product
Relevant SIA or SIAs	Landscape
Reference RM Action/s (code and name)	RM14. Develop resources and expand tourism, according to the same principles of the Camino de Santiago
Brief description of the action	Organise a social media campaign, banners, events, presentations in tourism boards and labs. Dissemination will take place through the EchoLoci and Zagori EcoMuseums network, including foreign partners and organisations. The strategy will be co-designed with a marketing expert and the product will be supported by the region, the local government, and associations.
Objective and target of the action (by the end of the project)	Promotional strategy of the plan and the transhumance product
Specific activities	<ul style="list-style-type: none"> • Design of a promotional strategy • Organising a social media campaign and setting of targets • Designing banners, events, presentations on tourism boards and labs • Initiate dissemination process, including via external distributors
Main stakeholders involved and their roles and contribution	<p>EcoMuseum Zagori: Design, organise and direct promotional strategy and materials</p> <p>EchoLoci Consortium: Promotion via publications and website announcements</p> <p>Epirus Region: Articles, Press releases, Website publications and references</p> <p>Vikos/Aoos Geopark: Announcements and dissemination to the international community</p> <p>Northern Pindos National Park: Assist with promotional material (leaflets, prints, Banners)</p> <p>Zagori Municipality: Disseminate information via an official event / presentation</p> <p>Ministry of Environment: Promote action at national level via all channels</p> <p>Local tour operators: Offer the provided service as an alternative package</p> <p>Cultural Organisation Diazoma: Promote the product at their networks as best practice</p>
Beneficiaries	Transhumance livestock breeders, local community and authorities, tourism businesses/operators, visitors, national regional and local bodies interested in sustainable development
Timeframe	From April to July 2022
Indicative funding sources	Financed by the EU Green Fund and Regional Funding (Epirus Region direct funding)

3.5 Borgofuturo, Italy

Overview of Additional Replicator

Starting point

The issues tied to so-called inner areas are gaining increasing importance in Italy's academic and political contemporary debates. The topics of local environmental and cultural heritage form a central and distinctive framing to these issues, thanks to their pervasiveness and to their role in determining identity characteristics and territorial specificities.

Within inner areas, rural middle-age hamlets have witnessed a progressive loss of cultural and natural heritage during the country's industrialization era (beginning of the XX century). This has been both the cause and the effect of the economic and cultural isolation and abandonment that continue to affect inner areas and, together with a generalized lack of environmental awareness, contribute to eroding local identity and stewardship.

In this context, Borgofuturo, literally "the hamlet of the future", was conceived in 2010. Started as a festival organized in the village of Ripe San Ginesio, Macerata (IT), on the edge of the Fiastra Valley, the project has been developing in close collaboration between the administration and a group of local youth who are interested in promoting and preserving the local identity and imaginary through cultural events and artistic production.

They did so with one eye looking at the "macro" of sustainability reflections at the global scale, and with another looking at the "micro" of the daily needs of individual citizens at the local scale.

Hosting every year a growing number of speakers, artists, book writers, as well as attendants, the festival soon became known in the province as a reference for exploring alternative and sustainable cultures and imaginaries. In 2016, in the wake of the festival increasing success, the homonymous no-profit association was founded.

In the same year, the Fiastra Valley and other neighbouring areas were also hit by the Central Italian Earthquake and now, as the rest of the world, by the health crisis of the pandemic.

The many and intersecting issues and potentials of this area made and still make it a fertile ground for regeneration. The strong identities linked to the hamlets and a new dynamism in local productions can represent in this valley, as in other inner Italian areas, the basis for a return to living these places.

Rural Heritage Hub

From the year of its inception, beyond the biennial organization of the festival, Borgofuturo has put forth several regenerative projects in close collaboration with the municipality of Ripe San Ginesio (MC), a middle-age hamlet facing the Fiastra Valley in the Marche region, Italy.

Since 2020 and within the RURITAGE project, Borgofuturo started to interact closely with the administrations of 5 additional municipalities surrounding the Fiastra Valley, acquiring a new territorial dimension and consolidating itself in a new format and a new role.

The activities Borgofuturo proposes are now itinerant across the municipalities and include facilitating the dialogue between them and the local actors towards achieving common goals. During the summers of 2020 and 2021, Borgofuturo organised roundtables and public events which led to collectively develop a regeneration strategy. With the new role and format came the need for a space, also itinerant, to host these activities. An itinerant Rural Heritage Hub was, thus, established in order to incubate and enhance the regeneration processes started in the area. The theatre in Loro Piceno and Urbisaglia, the art gallery in Ripe San Ginesio, and the parish hall in Colmurano all served as Rural Heritage Hubs for the participatory development of the regeneration strategy that was concerted at the valley scale.



Figure 1 Territorial Roundtable for the co-creation of the heritage-led regeneration plan



Figure 2 Public event to report and discuss the outputs of the Territorial Roundtables



Figure 3 Public discussion on the regeneration plan



Figure 4 Exploratory walk between municipalities of the Fiastra Valley organized by Borgofuturo

The main reference SIA

When joined Ruritage in 2019, **Art&festival** was the SIA which best reflected the activity of the Borgofuturo association. In the last two years, 5 additional municipalities have joined the project expanding the range of SIAs that Borgofuturo is addressing.

Additional reference SIAs (if relevant)

- **Pilgrimage**

Already including the pilgrimage destination of Sant’Angelo in Pontano, the place of birth of San Nicola where a walking experience through his life is offered, Borgofuturo added another infrastructure by designing and mapping the points of interest along the Fiastra ring, a pedestrian route linking all the project municipalities.

- **Local food**

Borgofuturo organized participatory roundtables on the topic of Gastronomy and quality local productions toward the creation of a local quality label.

- **Landscape**

Within the frame of the festival, exploratory walks, events and talks are organized to valorise and enhance the knowledge of the territory of the Fiastra Valley and its landscapes.

Co-development of the Heritage-led Regeneration plan

The co-development of the Borgofuturo Regeneration plan started in spring 2020, in the wake of the global pandemic. Such abrupt and unpredicted event, while halted and disrupted our routine in several ways, at the same time allowed many individuals and communities to rethink and recalibrate their priorities and attitudes.

Borgofuturo, leveraging on this premises, managed to defeat the traditional resistance to collaborate between municipalities and to connect them in a joint effort towards collective regeneration and flourishing.

The following phases identify the key moments of co-development of the plan.

Date	Type of event	Short description
Spring 2020	First meetings	Borgofuturo meets the municipalities of Ripe San Ginesio, Colmurano, Urbisaglia and Loro Piceno to collectively identify a set of locally relevant regeneration sectors
Summer 2020	Territorial Roundtables	Within the frame of the Borgofuturo + festival, the roundtables host discussions over ideas, criticalities and proposals related to the identified regeneration sectors. Following, a public event disseminates the outputs of each roundtable and enables further discussion and participation among local actors.
Winter 2020	Project lines definition	The municipalities of Sant’Angelo in Pontano and San Ginesio join the process. The outputs from the roundtable are summarized in a set of project lines and the whole context and process is published in a book co-authored by many local actors and experts ¹ .
Summer 2021	Co-design	The actions corresponding to the project lines are discussed in detail in a new roundtable session following the Canvas model.
2022	Regeneration plan	Presentation of the outcomes of the participatory process, synthesis and agreement on the heritage-led regeneration plan.

Objectives of the enhancement plan

The overall objective of the plan is to assess the heritage-based regeneration potential of the Fiastra Valley. Such potential, when activated and aligned to global trends and best practices, would empower the local community, valorise its identity, create attractiveness and counteract the detrimental effects of negative trends historically characterizing the area, such as depopulation and aging.

The plan aims to support the regeneration of the Fiastra Valley along the following principles:

- **Sustainability:** facilitating social-environmental harmonious interactions across social, economic and cultural aspects;
- **Organicity:** agreed between public municipalities and actors involved, making every project aimed to fulfil the need of the whole Fiastra Valley, not only of a single village;
- **Participation:** fostering the contribution by active citizens in the Valley;
- **Resilience:** strengthening local and territorial capacities to cope with the external risks of climatic, environmental, economic, financial, social and cultural nature.

List of actions

Action code	Title of action
AR14.1	Mapping of the infrastructural system and services in the Fiastra Valley
AR14.2	Enhancing the eco-pedagogic potential of the Fiastra Valley
AR14.3	Launch of the “Fiastra Valley ring”
AR14.4	Promoting local food productions

Operational programme

Code of the action	AR14.1
Title the action	Mapping of the infrastructural system and services in the Fiastra Valley
Relevant SIA or SIAs	Art&festival, Pilgrimage, Local food, Landscape
Reference RM Action/s (code and name)	Insert RM, Rs and COVID-19 actions of reference.
Brief description of the action	Mapping of places and paths aimed at enhancing and recovering the physical context of the valley and of the municipalities, with the aim of implementing the services and activities to support the citizen and the users of the territory. Identification of physical and digital infrastructures to be strengthened and activation of potential partnerships.
Objective and target of the action (by the end of the project)	The action aims at the identification of spaces and routes in support of the living in the area and the development of other actions of the regeneration plan. Targets: <ul style="list-style-type: none"> • Developing a map of the current physical and digital infrastructures in the territory and services provided • Developing a map of underutilized spaces which could support regeneration
Specific activities	<ul style="list-style-type: none"> • Analysis for strategical digital innovation • Mapping within the 5 municipalities of the places (intended as open public spaces or buildings) of public property and / or proven to be reactivated / re-used / enhanced according to: <ul style="list-style-type: none"> ○ self-employment ○ museum artistic activities ○ widespread hospitality ○ socio-healthcare activities

	<ul style="list-style-type: none"> ○ digitization • identification of the actors who can contribute to the restructuring / enhancement / reactivation of the mapped places • Publish the process and the map in the local newspapers and through public administration channels • Identification of resources who take care of the graphic rendering of the mapping process.
Main stakeholders involved and their roles and contribution	<ul style="list-style-type: none"> • APS Borgofuturo – project development and management • School of Architecture and Design, UNICAM – project development • FIDOKA – internet service provider • Local businesses – part of the mapping • Museums and Superintendencies – part of the mapping • Healthcare system (local ASUR) – part of the mapping • Local associations – part of the mapping
Beneficiaries	<ul style="list-style-type: none"> • Tour Operators and tourists • Local businesses • Administrations and Technical Offices • Museums and Superintendencies • Healthcare system (local ASUR) • Local associations
Timeframe	05/22 – 08/22
Indicative funding sources	Recovery Fund and municipalities funds.

Code of the action	AR14.2
Title the action	Enhancing the eco-pedagogic potential of the Fiastra Valley
Relevant SIA or SIAs	Art&festival, Pilgrimage, Local food, Landscape
Reference RM Action/s (code and name)	Insert RM, Rs and COVID-19 actions of reference.
Brief description of the action	<p>Compilation and mapping of sites and associative realities or local production and craftsmanship that have a pedagogical value of approach and active knowledge of the valley environment.</p> <p>Organization of meetings between the directors of the San Ginesio and Colmurano I.C. (Comprehensive Institutes - coordinators of the schools of the valley) to define cycles of biocentric educational activities to be conducted in the identified sites and realities</p>
Objective and target of the action (by the end of the project)	<p>The main objectives of this action concern the mapping of sites and associations or local production that have an eco-pedagogical value and their integration in the definition of an outdoor school teaching plan.</p> <p>Targets:</p> <ul style="list-style-type: none"> • Map of the sites of eco-pedagogical interest • Outdoor school educational program
Specific activities	<ul style="list-style-type: none"> • Identification of a resource / institution that will take charge of the mapping and coordination of meetings between didactic managers • Definition of the area • Mapping sites of eco-pedagogical interest

	<ul style="list-style-type: none"> • Mapping associations and local production and craftsmanship realities • Contact with these realities and creation of a network • Organization of meetings with the directors of the local schools • Definition of an outdoor school educational program • Inform the families through the schools' channels
Main stakeholders involved and their roles and contribution	<p>APS Borgofuturo – project development and management</p> <p>UNIMC – project development</p> <p>I.C. of San Ginesio and Colmurano – project design</p> <p>Local artisans – part of the mapping</p> <p>Associations working on environmental issues – part of the mapping and project design</p> <p>Environmental / territorial education centers – project design</p> <p>Teachers – project design</p>
Beneficiaries	<p>Students</p> <p>Local artisans</p> <p>Associations working on environmental issues</p> <p>Environmental / territorial education centers</p>
Timeframe	04/22 – 02/23
Indicative funding sources	<ul style="list-style-type: none"> • 15% of the total school hours available to develop projects attributable to the objectives of the 2030 Agenda • municipal / regional / European calls • UNESCO ASPNET network • Research funds • Agreements with companies / associations involved • Foundations

Code of the action	AR14.3
Title the action	Fostering the “Fiastra Valley ring”
Relevant SIA or SIAs	Art&festival, Pilgrimage, Landscape
Reference RM Action/s (code and name)	Insert RM, Rs and COVID-19 actions of reference.
Brief description of the action	GPS mapping of the walking path, design and installation of light signages, production of information material.
Objective and target of the action (by the end of the project)	<p>The main objective of this action concerns the GPS mapping of the walking path and of the elements of interest crossed by it (e.g. water sources, panoramic points, places of historical / cultural importance, companies engaged in the promotion of culture and local products, reception facilities), as well as creating light signages and associated information material.</p> <p>Targets:</p> <ul style="list-style-type: none"> • Map of the walking path • Production and installation of light signages
Specific activities	<ul style="list-style-type: none"> • Identification of a resource / institution that will take charge of the mapping work • Definition of the area • Track walking path • Mapping of the elements of interest along the route • Production and installation of light signages

	<ul style="list-style-type: none"> • Graphic design, production and dissemination of information material • Organization of events related to the walk (e.g. Maratonda)
Main stakeholders involved and their roles and contribution	APS Borgofuturo – project design and management Meridiana SNC – project design Hiking guides – project design Local culture / tradition experts – contributing to the mapping Experts of territorial peculiarities – contributing to the mapping Agritourism and companies crossed by the path – part of the mapping
Beneficiaries	Hiking guides Hikers Agritourism and companies crossed by the path
Timeframe	05/22 – 08/22
Indicative funding sources	Agreements with companies engaged in the promotion of culture and local production and with reception facilities Foundations to support the promotion of local culture Local Integrated Project (PIL) EU funds

Code of the action	AR14.4
Title the action	Promoting local food productions
Relevant SIA or SIAs	Local food
Reference RM Action/s (code and name)	Insert RM, Rs and COVID-19 actions of reference.
Brief description of the action	Analysis of the agricultural context of the valley, which includes the mapping of agricultural and artisanal activities and infrastructures supporting local food productions. Action aimed at increasing the knowledge on local production peculiarities and at creating a network of local actors and of a web map for the promotion of local food productions.
Objective and target of the action (by the end of the project)	The main objective of this action concerns the mapping of the Valley's productions and of the companies responsible for production. The action aims to enhance the local productions, increase their notoriety and investigate a possible interest of local companies to the creation of a network / cooperative. Targets: <ul style="list-style-type: none"> • Map of local productions • Map of local producers
Specific activities	<ul style="list-style-type: none"> • Identification of a resource / institution that will take charge of the mapping work • Definition of the area • Mapping agricultural and artisanal productions • Mapping local food producers • Put producers in contact and create a network • Publish a web map through the municipalities' channels
Main stakeholders involved and their roles and contribution	APS Borgofuturo – project design and management Slow Food Marche – project design Enogastronomic local companies – project design
Beneficiaries	Enogastronomic local companies

Timeframe	05/22 – 08/22
Indicative funding sources	Municipalities funds

3.6 Ifugao Traditional Houses, Philippines

Overview of Additional Replicator

Rural Heritage Hub

The Ifugao State University Hapao Campus hosts the Indigenous Peoples Resource Conservation and Community Learning Center. It is located in Hapao, Hungduan, Ifugao. The center features a museum (*Alimaduwan*), and training school on indigenous skills and knowledge, eco-tourism trail project, and a research center on culture.



The main reference SIA

Landscape

The focus of our ongoing and planned actions is guided by a Theory of Change. By engaging with Ifugao youth, community groups, the academe, and other partners who share a common interest in strengthening the Ifugao culture and preserving the rice terraces, we seek to revitalize Ifugao cultural heritage by focusing on restoration or preservation of Ifugao traditional houses as an entry point and springboard for community participation and mobilization.

The Ifugao traditional house is an integral part of the IRT landscape. Practices that surround its construction and use are steeped in cultural and spiritual rituals. These are central to maintaining the connectedness of the Ifugao people to their ancestral ethnic heritage which has been passed on through generations.

Resilience

Our work with young people in the community aims to engage them in youth capacity building opportunities (i.e., knowledge/ awareness, skills building, life-skills training). We also seek to sensitize the indigenous community to cultural heritage awareness and promotion. At the same time, we aim to generate greater interest and support for skills-building and identifying livelihood options that strengthen the economic resilience of Ifugao households.

By enhancing the community's appreciation for Ifugao traditional houses – in terms of both functionality and physical features – we hope to revitalize cultural awareness and practices. At the same time, we aim to help sustain traditional house-building techniques, practices, and rituals to ensure that an important part of the Ifugao cultural heritage is handed down to younger generations of Ifugao craftsmen. Our goal is to strengthen the cultural resilience of the indigenous community that built this unique landscape.

Starting point

As a World Heritage site, the Ifugao people are faced with the challenge of promoting the Ifugao Rice Terraces (IRT) as a tourism destination on one hand, and the need to sustain household resilience, and cultural and environmental preservation on the other. On the aspect of tourism, weak management, lack of marketing and promotions, and commodification of culture have been common observations. In addition, mitigating over-tourism and its negative consequences poses an underlying challenge. In terms of household food security and resilience of Ifugao farmer families, the annual rice yield has not been enough to meet the needs of households. Almost a third (32.3%) of the people in the province are poor. Farms on the IRT have faced abandonment, ageing farmers, out-migration, limited rice yields, and sometimes pest and disease. The need to explore more viable alternative livelihoods and sustainable practices has come to the fore. Within this context, the greater challenges and questions that we face as researchers and stakeholders are, *“What can motivate a typical Ifugao farming household to continue cultivating the rice terraces despite its low economic returns?”* and *“How can the Ifugao sustain their culture and help protect the environment?”* With these challenges, there is a need for the Ifugao community to stand as a collective with support from the academic institutions, local government units, line agencies, non-government organizations and institutional partners. There have been collaborations from these stakeholders in the past and this shall serve as the starting point to further the cause of resilience in the Ifugao households and support conservation and preservation of the rice terraces landscape.

Co-development of the Heritage-led Regeneration plan

The co-development phase in our Rural Heritage Hub can be traced back to a few projects where the proponents of the Regeneration Plan were involved. The two main players are the University of the Philippines Open University and the Ifugao State University in addition to the participation of other local state universities such as the University of the Philippines Los Banos, Benguet State University, and international universities such as Kanazawa University in Japan, local government units of World Heritage sites based in Ifugao, the Save the Terraces Movement (a non-government organization based in Kiangan), international funding agencies such as Mitsui Corporation, Japan International Cooperation Agency, World Wood Day Foundation and Sustainable Development Mechanisms. Training workshops were conducted among Ifugao indigenous youths for sustainable development of the Ifugao rice terraces. In addition to these, focus group discussions were done among local government officials, home owners and researchers to identify their priorities and their collective commitment in the conservation and preservation of the traditional houses. The launch of the Indigenous Peoples Resource Conservation and Community Learning Center in Hapao, Hungduan, Ifugao is an important step towards this collaboration and shall serve as the rural heritage hub for the town of Hungduan, Ifugao.

Date	Type of event	Short description
2019-2022	Ifugao Satoyama Meister Training Program	Ifugao Satoyama Meister Training Program, funded by the Japan International Cooperation Agency, is a human resource development program that capacitates stakeholders of the Ifugao Rice Terraces for its sustainable development. It is a training, development, and program that advocates lifelong learning of trainees who are committed to sustain the Ifugao Rice Terraces. The ISMTP was patterned after the Globally Important Agricultural Heritage System Noto Peninsula's Satoyama Satoumi, a capacity building of the young generation for the reactivation of Noto's Satoyama as GIAHS site. The promotion of Satoyama Satoumi Activity and Noto Satoyama Satoumi Nature School both received funding from Mitsui. The ISMTP is a collaborative and multi-sectoral project among Kanazawa University, University of the Philippines Open University (UPOU), Ifugao State University (IFSU) and the provincial government of Ifugao.
2019-2020	Geotagging and documentation of Ifugao traditional houses in Kiangang, Ifugao	The project was based at the Ifugao State University, and it engaged with the local government of Kiangang, Ifugao. Orientation and planning meetings were conducted at the barangay and municipal levels to ensure the participation and commitment of local leaders as well as various stakeholders who were mobilized for the project. The project conducted cultural and geographic mapping of the barangays in the municipality. Photo and video documentation were conducted. Interviews with knowledgeable resource people familiar with the history and artistic design of the houses were done. Descriptions of the condition of the houses were captured through a survey questionnaire.
2019-2020	Wood Identification: A tool for the preservation of indigenous architecture of traditional houses in Ifugao, Philippines	This research was funded by the World Wood Day Foundation to provide basic information on the type of wood species used in the construction of the traditional houses. It also included a multi-stakeholder focus-group discussion on the preservation and conservation of the built-heritage of the Ifugao rice terraces.
August 30, 2021	Establishment of Arboretum of Indigenous Trees and Tree Planting	This activity was done at the newly opened Peoples Resource Conservation and Community Learning Center in Hapao, Hungduan to highlight the importance of indigenous trees in maintaining the Ifugao landscape biodiversity and conservation of its heritage.
November 22, 2021 to December 13, 2021	Visioning Workshops	These visioning workshops are the first of a series of workshops to assist local government units, line agencies and community elders in the World Heritage towns to envision their community of the future. These visioning workshops are important inputs in the planning workshops to be organized soon in order to layout activities/plans to achieve their visions.

Objectives of the enhancement plan

The overall objective of the plan is to use the traditional houses as a springboard for re-energizing culture, preserving the landscape and support household resiliency. We provide the scaffold in developing and supporting heritage-led regeneration strategies and successful solutions that can provide for the development of a resilient Ifugao household and long-term sustainability of the Ifugao Rice Terraces landscape.

Scenario planning workshops were conducted in four heritage municipalities of Ifugao: Kiangang, Hungduan, Banaue and Mayoyao. These workshops were held to let the stakeholders imagine their communities' futures in 30 years' time. With a shared vision crafted in a participatory manner, they identified strategies

and activities on how such visions could be achieved. Through this back casting method, the strategies for the short and long-term goals were identified.

List of actions

Action code	Title of action
AR17.1	Establishment of a School of Living Traditions
AR17.2	Photo-exhibit of Ifugao traditional houses and their narratives in Hungduan and Kiangan
AR17.3	Heritage Appreciation through Stories of Yore
AR17.4	Heritage Management in the Ifugao Province World Heritage Towns
AR17.5	Preservation of Traditional Ifugao Houses and Biodiversity Conservation

Operational programme

Code of the action	AR17.1
Title the action	Establishment of a School of Living Traditions
Relevant SIA or SIAs	Resilience
Reference RM Action/s (code and name)	RM9.1: Organizing training, also using informal education methodology, to improve the resilience of local people
Brief description of the action	<p>The School of Living Tradition (SLT) is a program where a master/culture bearer or culture specialist teaches and trains community members in doing a traditional art or craft. The mode of instruction is through apprenticeship, training workshops held in a community hall or through informal training.</p> <p>At the RURITAGE Hub, the SLT approach is used for knowledge transfer. The center will offer training skills courses in indigenous knowledge (non-formal) such as; <i>mntuping</i> (stone walling) and <i>mundakdak</i> (stone tiling), <i>baleh</i> construction (native house construction), <i>mun-abol</i> (weaving), <i>mun-paot</i> (woodcarving), <i>muntalakid</i> (Rattan weaving). The proposed training courses shall be per semester during weekends with the identified IK holders and experts as teachers.</p>
Objective and target of the action (by the end of the project)	<p>To ensure that traditional arts, crafts and skills are passed on to the younger generation in the community.</p> <p>At the end of the project, the master craftsman or indigenous knowledge bearer shall have trained the apprentices in their respective crafts. This is to ensure that the tradition is passed on to the next generations of craftsmen.</p>
Specific activities	<p>Training courses on:</p> <ul style="list-style-type: none"> • native house constructions • stone walling/piling of rice terraces • woodcarving • rattan weaving
Main stakeholders involved and their roles and contribution	Ifugao State University faculty and research/extension personnel - organize and provide the training indigenous knowledge experts in the community - resource persons for the training community of Hungduan
Beneficiaries	Youth and Community of Hungduan
Timeframe	2022-ongoing
Indicative funding sources	Ifugao State University (Hapao Campus), National Commission on Culture and the Art

Code of the action	AR17.2
Title the action	Photo-exhibit of Ifugao traditional houses and their narratives in Hungduan and Kiangan

Relevant SIA or SIAs	Resilience
Reference RM Action/s (code and name)	RM9.2: Develop interactive exhibitions to attract a broader audience
Brief description of the action	<p>The photo-exhibits are an off-shoot of the National Commission for Culture and the Arts project on the documentation of traditional houses in Ifugao. With the opening of the Indigenous Peoples Resource Conservation and Community Learning Center last year in Hungduan, the photo-exhibits will be important activities that will highlight the importance of the traditional houses in the rice terraces landscape. Through the collective efforts of the the builders, home owners, the academe and the community, the photo exhibit hopes to cultivate pride of place and instill the importance of place identity in the Ifugao.</p> <p>Another photo exhibit will be held in Kiangan to show the community in Kiangan to showcase the results of the geo-tagging of the traditional houses. The photo-exhibit can provide a springboard for conversations with community members.</p>
Objective and target of the action (by the end of the project)	To raise awareness on the preservation of traditional houses.
Specific activities	<ul style="list-style-type: none"> • photo exhibit on traditional houses in Hungduan, Ifugao • photo exhibit of traditional house in Kiangan, Ifugao
Main stakeholders involved and their roles and contribution	<p>Ifugao State University - exhibit organizer University of the Philippine Open University - exhibit organizer Home owners of traditional houses used in the exhibit Hungduan local government unit barangay officials Hungduan community</p>
Beneficiaries	<p>Hungduan and Kiangan community, home owners and local government officials Home owners</p>
Timeframe	November 2021 - September 2022
Indicative funding sources	<p>World Wood Day Foundation grant Ifugao State University</p>

Code of the action	AR17.3
Title the action	Heritage Appreciation through Stories of Yore
Relevant SIA or SIAs	Resilience
Reference RM Action/s (code and name)	<p>RM10.1 Discover and diffuse traditional storytelling and superstitions to understand the natural environment and promote the place ownership</p>
Brief description of the action	Ms. Regina Guimpatan-Gano conducted a study and verified certain olden stories of Ifugao. She is ready to share these stories in story-telling sessions, starting with the neighboring high school, the Hungduan National High School.
Objective and target of the action (by the end of the project)	<p>To imbibe heritage appreciation in high school learners by sharing stories of the olden days High school students of the Hungduan National High School</p>
Specific activities	<ul style="list-style-type: none"> • Development of story-telling modules • Story-telling sessions of indigenous tales and myths • Identify the appropriate learning activities and assessment activities for the story-telling sessions.
Main stakeholders involved and their roles and contribution	<p>Ifugao State University-Hapao Campus: Provide the indigenous stories, organize the story-telling sessions Hungduan National High School - provide the time slot for the story-telling sessions; provide assistance in the learning activities, assist in the pre-and post-learning activities</p>

Beneficiaries	High school students of the Hungduan National High School
Timeframe	May 2022
Indicative funding sources	Ifugao State University, private donations

Code of the action	AR17.4
Title the action	Heritage Management in the Ifugao Province World Heritage Towns
Relevant SIA or SIAs	Resilience
Reference RM Action/s (code and name)	RM10.2 Promote a participative process in order to create a cohesive resilient community
Brief description of the action	As part of the Ifugao Rice Terraces Assessment, visioning workshops were conducted in heritage municipalities hosting rice terrace clusters designated by UNESCO as living cultural landscapes. Planning workshops shall be done as a follow-up to these visioning workshops to thicken the discourse in the management of the rice terraces landscapes. These workshops encourage these communities to envision what they want their communities to be 30 to 50 years onwards, and to identify what activities need to be done for the vision to be realized.
Objective and target of the action (by the end of the project)	<ul style="list-style-type: none"> • Envision what their communities will be in 30 to 50 years • Identify programs, projects and activities that have to be done in the short and long term, in order to achieve the identified vision.
Specific activities	<ul style="list-style-type: none"> • Bring together the stakeholders of the rice terraces and explain the Ifugao Rice Terraces Assessment. Scenario planning is part of the assessment. • Discuss the need to envision what the community will be in the future • Identify, discuss and agree on specific actions needed to achieve the vision • Plan for scenario planning workshop in September 2022
Main stakeholders involved and their roles and contribution	The main stakeholders who were involved in the planning sessions were: <ul style="list-style-type: none"> • The Local Government Units, represented by the Municipal Planning and Development Coordinator and staff • Leaders of farmer associations, irrigators' associations and other organizations • Community elders
Beneficiaries	The main beneficiaries are: <ul style="list-style-type: none"> • The local government unit: The Plan could be a basis for future programs and projects • Academe: The activity could be a case study on sustainable development
Timeframe	November 2021 to September 2022
Indicative funding sources	Ifugao State University

Code of the action	AR17.5
Title the action	Preservation of Traditional Ifugao Houses and Biodiversity Conservation
Relevant SIA or SIAs	Landscape
Reference RM Action/s (code and name)	RM19.3 Initiatives for the enhancement and protection of the historical, cultural, natural and local heritage RM11.1 Develop a participative process for the recognition and the evaluation of the tangible and intangible cultural and natural heritage features

Brief description of the action	The Ifugao traditional house is an integral part of the Ifugao Rice Terraces landscape. Hence, there must be a concerted effort from the community, local government officials and home owners to preserve the traditional houses and support efforts for biodiversity conservation especially of trees used in the construction of the houses. Biodiversity conservation maybe in the form of tree-planting and tree-nursery establishment.
Objective and target of the action (by the end of the project)	To increase community awareness on the importance of the traditional Ifugao houses To support community activities for biodiversity conservation To make recommendations for the preservation and conservation of the traditional houses through the participation of multi-stakeholders
Specific activities	<ul style="list-style-type: none"> • Focus Group Discussion of multi-stakeholders on status and conservation of the traditional house • tree-planting of native trees • establishment of tree nursery in local schools and community • tree walk and mini-landscape activity
Main stakeholders involved and their roles and contribution	Homeowners - for adaptive reuse of the houses Local government officials - provide support for preservation of the houses
Beneficiaries	home owners, community
Timeframe	July-August 2022
Indicative funding sources	National Commission for Culture and the Arts Ifugao State University Department of Environment and Natural Resources (DENR) provincial offices to provide tree seedlings woodlot owners

3.7 Mariñas Coruñasas, Spain

Overview of Additional Replicator

Starting point

The great challenge of the project is to promote a localized, sustainable and environmentally and socially responsible food system. To get this challenge, it is necessary to calculate the carbon footprint of agri-food entities, reduce CO2 emissions, and identify carbon sink projects to compensate this footprint.

Rural Heritage Hub

The candidacy of the Biosphere Reserve "Mariñas Coruñasas e Terras do Mandeo" was promoted by the Rural Development Association "Mariñas-Betanzos".

The hub of the "Mariñas Coruñasas e Terras do Mandeo" Biosphere Reserve is a center that is also the headquarters of the technical office of the "Mariñas-Betanzos" Rural Development Association. In this center, events, seminars, meetings with local agents, participation workshops, communication activities are held, and there is also an exhibition of the Reserve's resources.

"Mariñas-Betanzos" Rural Development Association groups 126 entities organized by sectors: agriculture, forestry, environmental entities, municipalities, etc.



The main reference SIA

The "Mariñas Coruñasas e Terras do Mandeo" Biosphere Reserve covers a total of 116.724 ha and it is composed by 17 municipalities.

Municipalities of the Biosphere Reserve "Mariñas Coruñasas e Terras do Mandeo" are: Abegondo, Aranga, Arteixo, Bergondo, Betanzos, Cambre, Carral, Coirós, Culleredo, Curtis, Irixoa, Miño, Oleiros, Oza -Cesuras, Paderne, Sada e Sobrado. Population (year 2019): 195.077 people.

The territory of the Mariñas Coruñasas e Terras do Mandeo Biosphere Reserve is located between rivers, cliffs and mountains. This Biosphere Reserve is a sub-coastal territory with an average height of 300 meters that is dominated by its coasts, valleys and by its mountains framed in the basins of the Mero and Mandeo rivers.

The history of the Mariñas Coruñesas e Terras do Mandeo is closely linked to its geographical characteristics. The quality of the soils and its temperate climate with marine influence, with mild temperatures and moderate rains, as well as its strategic position near the city of A Coruña, condition agriculture towards fresh productions.

Therefore, the main reference SIA is **Local Food**.

Co-development of the Heritage-led Regeneration plan



The identified stakeholders are:

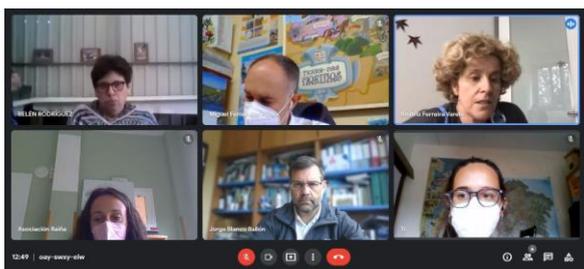
- 31 local farmers
- 23 restaurants
- 10 lodges
- 12 school canteens
 - enterprise canteen
- Supermarkets
- Communication media
- Research and training centres: Mabegondo Agricultural Research Center (CIAM), Guísamo agricultural training and experimentation center (CFEA Guísamo), University of A Coruña, University of Santiago de Compostela.
- Public administrations: 18 municipalities, Autonomous Government of Galicia.

Before starting this project, we had already established contact with all these stakeholders: 31 producers of the territory, 23 restaurants and 10 lodges are already attached to the Biosphere Reserve Label. These restaurants use local and seasonal products in their menus.



Moreover, we had already worked with school eco-canteens to connect producers with consumers. Right now, there are 12 schools in the Biosphere Reserve and its closest large city, A Coruña, that consume products from the Reserve on a daily basis. At this moment, we are also working with a large company from the city of A Coruña, which consumes local and organic products on its menus. We had several meetings with all these stakeholders to involve them in the project, with the aim of changing the food system and mitigating climate change.





Objectives of the enhancement plan

The overall challenge of the plan is to move to a zero-carbon food system to mitigate climate change; by promoting a localized, sustainable and environmentally responsible food system.

In order to be really useful for management, the general and operative objectives must be defined based on the detection of existing problems or opportunities. To do this, a tree of cause-effect relationships is built, based in the meetings held with all the stakeholders. This is a powerful tool for organizing and presenting information and a guide for defining the objectives of the plan.

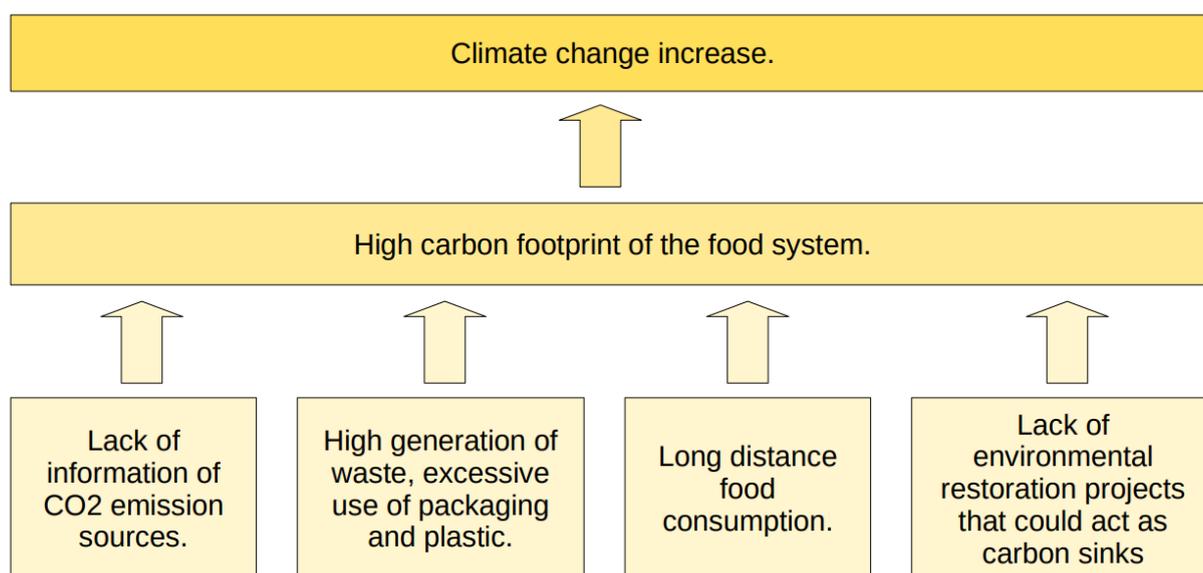


Figure 1: Cause-effect relationships tree

Once the relationships between problems or opportunities are established, these are reformulated as objectives in the form of a tree diagram, which allow defining general and specific objectives.

The objectives tree allows us to have a global and clear vision of the situation we want to achieve. Its analysis allows us to describe the new future situation that is intended to be achieved, while providing us with a general vision, allowing us to identify and classify the objectives in order of importance and visualize the relationships between means and ends in a tree.

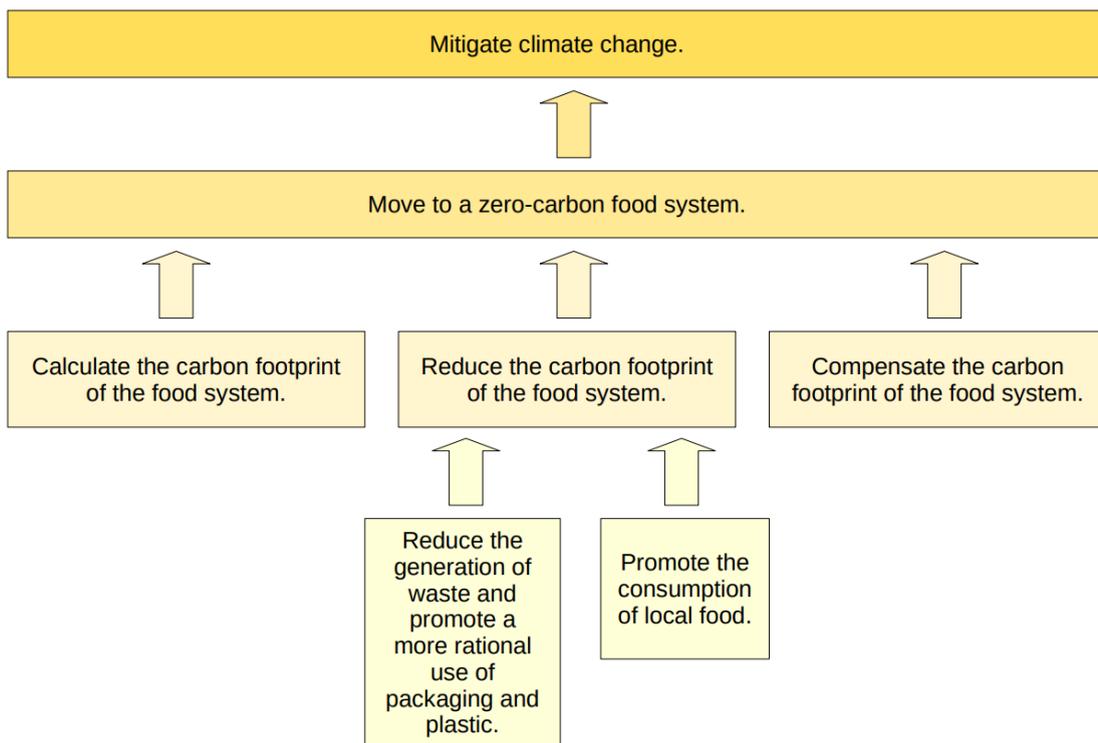


Figure 2: Objectives tree

Therefore, the objectives of the plan are:

General objective 1. Calculate the carbon footprint of the food system.

General objective 2. Reduce the carbon footprint of the food system.

- **Specific objective 2.1.** Reduce the generation of waste and promote a more rational use of packaging and plastic.
- **Specific objective 2.2.** Promote the consumption of local food.

General objective 3. Compensate the carbon footprint of the food system.

List of actions

Action code	Title of action
AR09.1	Identify CO2 emission sources and calculate the carbon footprint of the food system.
AR09.2	Reduce waste in canteens, restaurants, supermarkets and municipal markets, improve the sustainability of packaging for local food products and reduce the use of plastics.
AR09.3	Implement a web application together with a logistics system that facilitates the joint distribution of local agri-food products and connects producers with consumers.
AR09.4	Identify carbon-sink projects and compensate the carbon footprint of the food system.

Operational programme

Code of the action	AR09.1
Title the action	Identify CO2 emission sources and calculate the carbon footprint of the food system.
Relevant SIA or SIAs	Local food, Resilience
Reference RM Action/s (code and name)	RM Agrofood production in Apulia R Local food production in Magma UNESCO Global Geopark
Brief description of the action	Identify CO2 emission sources in production companies, restaurants and lodges and calculate their carbon footprint.
Objective and target of the action (by the end of the project)	General objective 1. Calculate the carbon footprint of the food system. Target: 31 local producers attached to the BR Label, 23 restaurants and 10 lodges have calculated their carbon footprint.
Specific activities	<ul style="list-style-type: none"> • Identify CO2 emission sources in production companies, restaurants and lodges. • Calculate carbon footprints.
Main stakeholders involved and their roles and contribution	Local farmers Restaurants Lodges Research and training centres Communication media
Beneficiaries	Local population
Timeframe	2022
Indicative funding sources	40,000 €

Code of the action		AR09.2
Title the action	Reduce waste in canteens, restaurants, supermarkets and municipal markets, improve the sustainability of packaging for local food products and reduce the use of plastics.	
Relevant SIA or SIAs	Local food, Resilience	
Reference RM Action/s (code and name)	RM Agrofood production in Apulia R Local food production in Magma UNESCO Global Geopark	
Brief description of the action	Mitigate climate change by reducing the generation of waste and promoting a more rational use of packaging and plastics in school canteens, restaurants, supermarkets and municipal markets.	
Objective and target of the action (by the end of the project)	<p>General objective 2. Reduce the carbon footprint of the food system.</p> <p>Specific objective 2.1. Reduce the generation of waste and promote a more rational use of packaging and plastic.</p> <p>Target: 12 school canteens, 23 restaurants and 10 lodges attached to the Biosphere Reserve Label have reduced their waste by 15%.</p>	
Specific activities	<ul style="list-style-type: none"> • Work on sustainability in school canteens, restaurants, supermarkets and municipal markets: reduction of waste, no single-use plastics, sustainable packaging. • Review of local food products and packaging • Advice on the use of sustainable materials in the packaging of agri-food products. Eliminate the use of single-use plastics. 	
Main stakeholders involved and their roles and contribution	Local farmers Restaurants Lodges School canteens Supermarkets Public administrations	
Beneficiaries	Local population	
Timeframe	2022 - 2023	
Indicative funding sources	20,000 €	

Code of the action		AR09.3
Title the action	Implement a web site that facilitates the joint distribution of local agri-food products as a tool to connect producers with consumers.	
Relevant SIA or SIAs	Local food, Resilience.	
Reference RM Action/s (code and name)	RM Agro-food production in Apulia R Local food production in Magma UNESCO Global Geopark	
Brief description of the action	Increase sustainability in distribution enterprises, restoration and public and private canteens. Develop a web application to connect local producers with consumers, increasing the sales of local and seasonal products. Increase the consumption of local and seasonal products	
Objective and target of the action (by the end of the project)	<p>General objective 2. Reduce the carbon footprint of the food system.</p> <p>Specific objective 2.2. Promote the consumption of local food.</p> <p>Target: an average of 70% of purchases of fresh food in school canteens is made through the web application.</p>	
Specific activities	<ul style="list-style-type: none"> • Develop a web application to connect local producers with school and company canteens. • Develop a logistics system to jointly distribute local agri-food products to the different canteens. 	
Main stakeholders involved and their roles and contribution	Local farmers School and enterprises canteens	
Beneficiaries	Local population	
Timeframe	2022 - 2023	

Indicative funding sources	30,000 €
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Code of the action	AR09.4
Title the action	Compensate the carbon footprint of the food system.
Relevant SIA or SIAs	Local food, Resilience, Landscape
Reference RM Action/s (code and name)	RM Agrofood production in Apulia R Local food production in Magma UNESCO Global Geopark
Brief description of the action	Compensate the carbon footprint of production companies, restaurants and lodges in environmental restoration projects located in the Biosphere Reserve.
Objective and target of the action (by the end of the project)	General objective 3. Compensate the carbon footprint of the food system. Target: 31 local producers attached to the BR Label, 23 restaurants and 10 lodges are carbon neutral.
Specific activities	<ul style="list-style-type: none"> • Identify carbon-sink projects in Biosphere Reserve to compensate carbon footprint. • Establish a carbon footprint compensation system in the Biosphere Reserve.
Main stakeholders involved and their roles and contribution	Local farmers Restaurants Lodges Public administrations Research and training centres Communication media
Beneficiaries	Local population
Timeframe	2022 - 2024
Indicative funding sources	40,000 €

3.8 Mysia Ways, Turkey

Overview of Additional Replicator

Starting point

The relation between urban and rural section of Nilüfer is not balanced. Expansion of urban zoning and the foundation of industrial areas at the limits of the plain region of Nilüfer District challenge both physical conditions as well as mentalities and expectations of the population of the rural areas. Natural and cultural heritage is not considered either as a value per se or as a factor contributing to regional development. On the contrary regional development is linked to land rent rise, urban expansion and growth of the building construction sector. The challenge for Nilüfer district is to create conditions for the enhancement of sustainable development at its rural section based on nature-based and cultural tourism, which will combine economic growth, social cohesion and protection of the region's valuable natural and cultural heritage. Strategies for the sustainable development of the rural regions of Nilüfer involve both local government and civil society and are dependent on developmental policies, institutional legal framework, economic motivation as well as mentalities and perceptions of development and welfare. Natural and cultural heritage in Nilüfer villages as well as the aforementioned projects developed by Nilüfer Municipality aiming at integrating the urban and rural parts of the district, constitute the main resources and means upon which rural sustainable development may be pursued.

Rural Heritage Hub (Kırsal Miras Merkezi)

Nilüfer Municipality is one the central towns of the metropolitan city of Bursa, fourth largest city of Turkey with a population of approximately 3 million inhabitants. Nilüfer district is one of the recently-urbanized, smoothly-developed, industrialized and modern parts of Bursa. Nevertheless, it is founded on until very recently (20 years ago) rural areas. Even today 80% of its territory is rural. Its rural settlements possess a long history and important archaeological remains and architectural heritage, while they exhibit a rich variety of local cultures. At the same time Nilüfer is situated in a superb natural environment. Its territory extends from the Western slopes of Uludağ Mountain to Uluabat Lake (Ramsar Wetland Site) and the western part of the historical Bursa (Bithynian) Plain. Urban expansion and foundation of industrial zones has altered the natural and cultural landscape of Nilüfer and created a prevalent mentality which links economic development exclusively with building construction and urbanization.

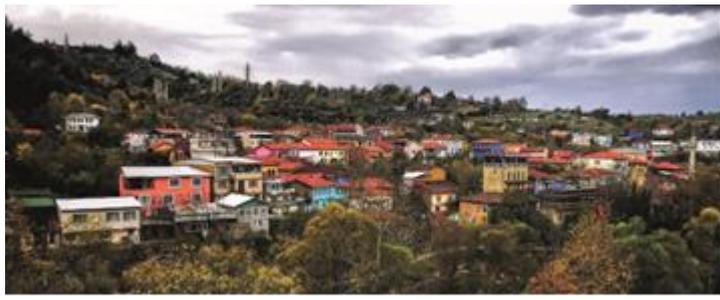
In order to achieve sustainable development in urban and rural Nilüfer we need to create awareness of the fundamental link among economic development, social welfare, protection of nature and of cultural heritage. In this context Nilüfer Municipality supports the development of nature-based and cultural tourism through the establishment of the **'Mysia Ways' Nature and Cultural Routes Project**, as well as **Misi and Gölyazı Villages Cultural Practices**. Mysia Ways Project, first established by Nilüfer Municipality in 2016, is a network of hiking and cycling routes connecting the city outskirts to Nilüfer mountain villages and to natural and cultural heritage sites, centered particularly at the villages of Misi and Gölyazı. Mysia Ways project includes printed material (guide book and map), road signing, a website (mysiayollari.com) and organized walks and cycling tours organized by Nilüfer Municipality.

In the context of Mysia Ways project in 2020-2021 (and in connection with RURITAGE Project) Nilüfer Municipality undertook the work of repair and reconstruction of abandoned primary school buildings in three Mysia Ways villages, which are planned to be re-used as Rural Heritage Hubs (Rural Centres) which will help involve village inhabitants, community representatives and local (rurally-based) civil society organizations in rural tourism activities in the context of Mysia Ways project, as well as (in the long run) in cultural/artistic events organized by Nilüfer Municipality. Restoration works are expected to be concluded in spring 2022.

Gölyazı (ancient Apollonia site) Ottoman village of Misi



Ayvaini Cave (west Mysia Ways region)



Trans Mysia Way direction signs

Mysia Ways and Uluabat Lake



The main reference SIA

Landscape

Regional sustainable development in rural areas is firmly connected to **landscape management and protection**. Mysia Ways Project aims at revitalizing the economy of the rural settlements of Southern Nilüfer District through the enhancement of nature-based and cultural tourism activities. Mysia Ways region is in close vicinity to the expanding urban region of a dynamic Turkish metropolis. The preservation of Nilüfer's rural landscape and the support of a sustainable rural economy is also important for Bursa and Nilüfer's urban fabric, because it is a manifestation of planned and balanced urban development. As Bursa is the first capital of the Ottoman Sultans before the conquest of İstanbul, the cultural and natural landscape of its surroundings is also part of a historical tradition that needs to be sustained and revitalized. In this context nature-based and cultural tourism in the rural areas of Nilüfer and Mysia Ways Region can serve as an example of balanced urban expansion and sustainable rural development in harmony with urban expansion and planned industrialization.

Additional reference SIAs (if relevant)

Local food

Local food and gastronomy can be considered an additional Systemic Innovation Area for Mysia Ways-Ruritage Action Plan 2021-2022, since touristic packs and systematic cooperation between Nilüfer Municipality, trekking-cycling associations, tourism agencies and villager women's associations will be pursued. Local cuisine is an important aspect of cultural heritage in Mysia Ways villages, while women's associations currently represent one of the most dynamic parts of village populations. Integration of local food locales into Mysia Ways' activities is expected to enhance recognisability and hopefully branding of local cuisine.

Regeneration plan

Co-development of the Heritage-led Regeneration plan

- A. Nature-based and cultural tourism activities will be organized by Nilüfer Municipality and they will involve local food services offered by Mysia villages women's associations (November 2021-January 2022).
- A. By the end of spring 2022 repairs and reuse of three old primary school buildings as rural centres (in the villages of Üçpınar, Inegazi and Başköy) are planned to have been concluded. Two of them are planned to operate partly as accomodation facilities managed by Nilüfer Municipality with the support of local communities. Rural centres' use is included in the activities planned in the context of Mysia Ways Ruritage Action Plan 2021-2022.

A. In the first half of 2022 two wide participatory workshops are planned to be hosted at two rural centres (Uçpınar and Başköy) addressed to regional trekking and cycling associations, local rural associations and representatives and ecotourism agencies and cycling associations.



Mysia Ways-Ruritage Action Plan Preparatory Workshop (Misi Village, Cocoon House, 28.09.2021)

Date	Type of event	Short description
28.09.2021	Participatory workshop for Mysia Ways - Ruritage Action Plan preparation	<p>The workshop took place at the Cocoon House ('Koza Evi') located in the village of Misi (Eastern starting point of Mysia Ways), operated by Nilüfer Municipality as an art guest house and as a local cuisine restaurant in cooperation with Misi Women's Association.</p> <p>Total number of participants: 14</p> <p>Nilüfer Municipality Representatives: Directorate of Culture-Cultural Heritage and Tourism Office (administrator and three employees), Press and Local Society Relations-Women's Associations Office administrator.</p> <p>Village Women's Associations' Representatives: Nilüfer Misi Women's Culture and Cooperation Association (president and member) Atlas Village Women's Solidarity Association (president) Fadilli Quarter Women's Development and Cooperation Association (president) Gölyazı Women's Solidarity, Development and Culture Association (president)</p> <p>Bursa Trekking Societies Representatives: Ayakizi ("Footprint") Mountaineering and Nature Sports Association (member) Koza ("Cocoon") Mountaineering, Culture, Art and Sports Club Association (member)</p> <p>Bursa Cycling Clubs Representatives: Bursa Cycling Sport Club (member) Bursa Cycling and Nature Lovers Association (member)</p>

Objectives of the enhancement plan

The overall objective of the project is to initiate processes aiming to promote local sustainable development through the valorization of cultural and natural heritage in rural areas affected by population decrease and high unemployment rates. Nilüfer Municipality has developed since 2016 Mysia Ways project mostly in the mountainous region of Nilüfer district aiming to support local economies via the development of rural tourism based on natural and cultural heritage. In the context of Ruritage and Mysia Ways projects, improved cooperation between municipality, rural civil societies, trekking/cycling clubs and tourism agencies and further networking with urban and local stakeholders will be pursued, aiming at the joint organization of touristic packs and regular rural tourism activities.

List of actions

Action code	Title of action
AR21.1	Trekking activities organized by Nilüfer Municipality in cooperation with village women's associations
AR21.2	Establishment of rural centres through the repair and reuse of abandoned primary school buildings located along Mysia Ways routes
AR21.3	Organization of touristic packs on the basis of Mysia Ways routes to be used by trekking and cycling associations as well as by eco-tourism agencies

Operational programme

Code of the action	AR21.1
Title the action	Trekking activities organized by Nilüfer Municipality in cooperation with village women's associations
Relevant SIA or SIAs	Landscape Local food
Reference RM Action/s (code and name)	Mary's Way RM2 Linking the Pilgrimage Route to Outdoor Sports and Excursions
Brief description of the action	Nilüfer Municipality will organize nature-based and cultural tourism activities which will include trekking, cultural tours in Nilüfer Municipality cultural spaces and local food services provided by village women's associations.
Objective and target of the action (by the end of the project)	By the end of the project at least 100 citizens will have participated in nature-based and cultural tourism activities organized by Nilüfer Municipality and will have had the experience of village women's associations' local food services.
Specific activities	November 2021: Trekking activity with the participation of Bursa Art Photography Association (BUFSAD) members with the subject "Autumn Nature Photography in Mysia Ways Routes. The activity will include a tour in Nilüfer Municipality Cultural Spaces in Misi village (Photography Museum, Literature Museum, Silk House), trekking activity and local food services in the village of Atlas offered by Atlas Village Women's Solidarity Association. The activity will be promoted via Nilüfer Municipality social media and will be promoted in local press. January 2022: Winter trekking activity with open citizen participation. The activity will include cultural tour in Misi/Gölyazı Nilüfer Municipality cultural spaces and local food services offered by Gölyazı Women's Solidarity, Development and Culture Association (or alternatively by Fadıllı Quarter Women's Development and Cooperation Association). The activity will be promoted via Nilüfer Municipality social media and will be promoted in local press.
Main stakeholders involved and their roles and contribution	Nilüfer Municipality (main actor and project coordinator) Nilüfer Misi Women's Culture and Cooperation Association Gölyazı Women's Solidarity, Development and Culture Association Bursa Art Photography Association (BUFSAD)
Beneficiaries	Nilüfer district mountain villages' populations, particularly women and youth

	Bursa trekkers and cyclists, particularly university students. Nilüfer district inhabitants. Visitors of Nilüfer district.
Timeframe	November 2021 – Spring 2022
Indicative funding sources	Action plan activities will be funded by Nilüfer Municipality in the context of Mysia Ways Project. Rural Heritage Hub points repairs-reconstruction works are being conducted and funded by Nilüfer Municipality. Local food services are provided by rural women's associations and supported by Nilüfer Municipality.

Code of the action	AR21.2
Title the action	Establishment of rural centres through the repair and reuse of abandoned primary school buildings located along Mysia Ways routes
Relevant SIA or SIAs	Landscape
Reference RM Action/s (code and name)	Ripe San Ginesio: Connecting Rural to Global Trends Appignano Hub for Community Resilience, Training and Education R5.5
Brief description of the action	Nilüfer Municipality has initiated repair, reconstruction and restoration works in three deserted primary school buildings in the villages of Üçpınar, İnegazi and Başköy located along Mysia Ways routes. The spaces are planned to function as occasional cultural points for Nilüfer Municipality's culture and art activities, as stopping points for Mysia Ways trekking/cycling routes, as accommodation spaces for Mysia Ways travellers and as hubs for the interaction between local population and Mysia Ways visitors.
Objective and target of the action (by the end of the project)	By the end of the project construction works in the abovementioned three spaces will have been concluded and rural centres will have been used for the workshops mentioned in AR21.3 action.
Specific activities	Construction activities at Üçpınar, İnegazi and Başköy old primary school buildings (Note: construction/repair activities have also been initiated at the old schoolteacher's house in Kadriye village with the aim to function as Mysia Ways accommodation point. Nevertheless, works at Kadriye are expected to be concluded after July 2022). Organization of internal and external spaces according to established architectural plans which include a camping area (Üçpınar village) and bicycle maintenance and parking areas (Başkøy village). Spring 2022: Specification of terms of use (for artistic, educational or/and accommodation purposes) in cooperation with local village population.
Main stakeholders involved and their roles and contribution	Nilüfer Municipality Üçpınar, İnegazi and Başköy village population and representatives
Beneficiaries	Nilüfer district mountain villages' populations, particularly women and youth Bursa trekkers and cyclists, art lovers.
Timeframe	Spring 2022
Indicative funding sources	Nilüfer Municipality

Code of the action	AR21.3
Title the action	Organization of touristic packs on the basis of Mysia Ways routes to be used by trekking and cycling associations and eco-tourism agencies
Relevant SIA or SIAs	Landscape Local food
Reference RM Action/s (code and name)	Pilgrimage Route in Karavanke UNESCO Global Geopark (Replicator) Design a set of new touristic and cross border packs R1.1
Brief description of the action	Organization of touristic packs on the basis of Mysia Ways routes to be used by trekking and cycling associations and eco-tourism agencies, which will include cultural tours (offered by Nilüfer Municipality), local food services (offered by rural women's associations) and accommodation services (to be offered by Nilüfer Municipality in cooperation with rural women's associations and/or local population's representatives). Touristic packs will be

	planned and applied in two phases: firstly, they will be scheduled and applied at Nilüfer Municipality Mysia Ways trekking activities in cooperation with women's associations (ARX1). Secondly, they will be established and applied in a more developed form at and after the wide-participation workshops which will be organized with the participation of trekking, cycling associations and eco-tourism agencies.
Objective and target of the action (by the end of the project)	By the end of the project approximately 20 trekking and cycling associations from Bursa and neighbouring areas will have been informed in detail about Mysia Ways routes project, village women's associations local food services, accommodation services and cultural tours in Mysia Ways villages. By the end of the project at least two eco- and cultural tourism agencies will have acquired specific information about touristic packs in Mysia Ways villages as described above.
Specific activities	<p>Organization of Mysia Ways Workshop with the participation of approximately 20 trekking/cycling associations, Misi, Atlas, Fadıllı and Gölyazı Women's associations, two eco- and cultural tourism agencies (Bursa and İstanbul) and local village representatives and population. Place: Üçpınar/İnegazi rural centre (old primary school premises). Subject: Specification and promotion of Mysia Ways tourism packs and systematization of trekking/cyclists and village women's relations and communication (as well as tourism agencies - village women's associations relations and communication) in cooperation/with Nilüfer Municipality.</p> <p>Organization of cycling tour and camping activity with the participation of approximately 10 cycling associations which will be preceded by a workshop organized at Başköy rural centre (old school premises). Workshop subjects: Use of Başköy rural centre premises by cycling associations, use of tourism packs which will include local food services at the neighbouring villages of Fadıllı and Gölyazı, as well as cultural tours at Nilüfer Municipality at Gölyazı Cultural Spaces (Saint Panteleimon Church, Ancient Apollonia Necropolis open-air museum, Gölyazı historical-archaeological tour).</p>
Main stakeholders involved and their roles and contribution	<p>Üçpınar, İnegazi and Başköy village communities/representatives.</p> <p>Nilüfer Misi Women's Culture and Cooperation Association</p> <p>Atlas Village Women's Solidarity Association</p> <p>Fadıllı Quarter Women's Development and Cooperation Association</p> <p>Gölyazı Women's Solidarity, Development and Culture Association</p>
Beneficiaries	<p>Nilüfer district mountain villages' populations, particularly women and youth</p> <p>Bursa trekkers and cyclists' associations, particularly university students.</p>
Timeframe	January 2022 – June 2022
Indicative funding sources	Nilüfer Municipality

3.9 Polevaya village, Ukraine

Overview of Additional Replicator

Starting point

The territorial challenges:

- Absence of the Agro-Tourism Cluster Development Strategy, the roadmap for its implementation, and tourist branding of the region;
- The unsatisfactory state of the tourist and recreational infrastructure objects: roads, food-facilities, accommodation and more;
- Lack of sustainable tourism development in rural areas.

Resources: Kharkiv region is:

- Geographical center of Slobozhanshchina;
- Treasury of ancient national rites and traditions;
- The land of the world-famous Ukrainian philosopher Gregoriy Skovoroda and the painter Ilya Repin; Gardening ensembles, mineral springs, landmarks of history, archeology and architecture. the tourist center of Slobozhanshchina.

Open issues:

- Ways to implement an effective model of rural economy development in Kharkiv region.
- The opportunities to find foreign partners, grantees to apply for joint grant applications.
- Collaboration with international financial organizations that finance tourism and rural heritage projects.

Rural Heritage Hub

On March 2, 2017, an agreement on cooperation was signed between the Polevskiy Village Council and the NGO "Euroregion" Slobozhanshchina "



Until October 2020, the main organization representing the RM RHH was the Polevskiy village council. NGO "Euroregion" Slobozhanshchina", as agreed and on behalf of the Polevskiy village council, carried out all communications with the consortium of the Ruritage project and coordinated the communications and the work with stakeholders in Slobozhanshchina.

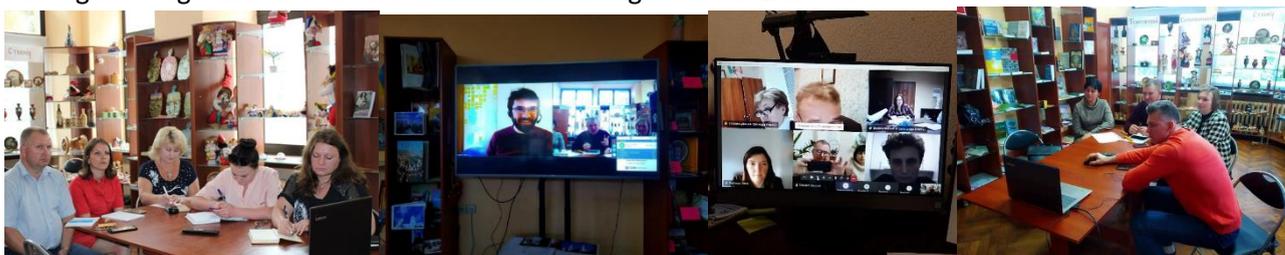
NGO "Euroregion" Slobozhanshchina" was established in 2007 to develop inter-territorial and cross-border cooperation of the Kharkiv region. Until October 2020 the territory was represented by the Dergachevskiy District State Administration, the Polevskiy Village Council. Now we continue to work on the formation of the Rural Heritage Center «Slobozhanshchyna» with the following communities, namely: - Dergachevskiy city council, Solonitsevskiy village council, Malodanilovskiy village council which were united in the Dergachevskiy subregion.

In October 2020, a reform of the administrative territorial structure of Ukraine and new local elections took place. Due to the fact that the Polevskiy village council ceased to exist since October 2020, the NGO "Euroregion" Slobozhanshchina" is the main organization in communications with the consortium of the Ruritage project and coordinated the communications and the work with stakeholders in Slobozhanshchina.



Regional municipal institution "Kharkiv Organizational and Methodological Tourism Center" – is the first place where strategic meetings are held on the development of the RM RHH within the framework of the Ruritage project from March 2020.

The final decision on the creation of the HUB was made on December 1, 2020 within of the Round Table «HUB rural heritage for regeneration cultural and natural heritage of Slobozhanshchina».



Currently, the Dergachevskiy City Council provides premises for the placement of the HUB. For the local community, HUB plays an important role in organizing meetings to discuss smart strategies for the regeneration of the cultural and natural heritage of Slobozhanshchyna.

The main reference SIA

Pilgrimage. It should be noted the churches on the territory of Slobozhanshchina. This is a potential for organizing pilgrimage and tourist routes "Roads of Faith":



Temple of St. John the Theologian, 1798

Church of the Archangel Michael, 1821



The Church of the Nativity of the Holy Bogorodzica, 1685



Nicholas Church ,1741

Churches of the Dergachevskiy subregion:

Local food



On the territory of the village of Polevaya there is a confectionery factory "Svat". It produces more than 290 types of confectionery products. In addition, there are local producers of wine, cheese, drinks and other food products.

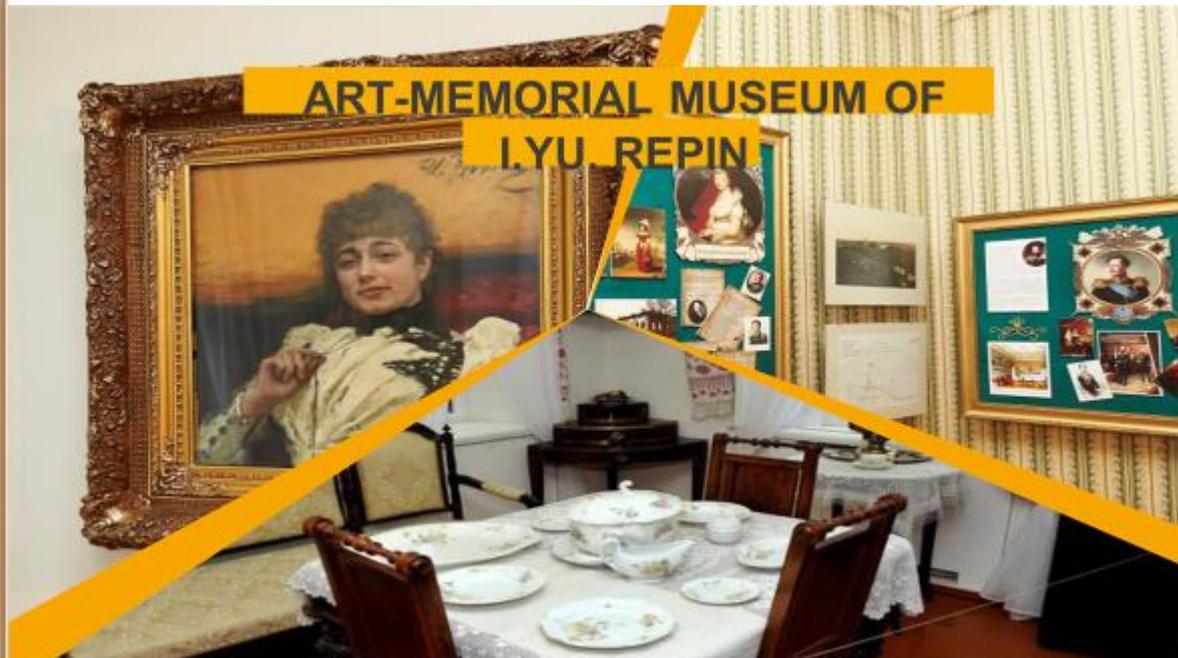
Art & Festivals



Date

Event

RURITAGE
Heritage for Rural Regeneration



Date

Event

RURITAGE
Heritage for Rural Regeneration

THE NATIONAL LITERARY AND MEMORIAL MUSEUM OF H. S. SKOVORODA



Date

Event

RURITAGE
Heritage for Rural Regeneration

Numerous art festivals are held on the territory of Slobozhanshchina. Slobozhanshchina is the birthplace of the famous philosopher Grigory Skovoroda and artist Ilya Repin.

Resilience





Representatives of the partner network develop tourism development strategies and rural development directions. The Seversky Donets agrotourist cluster has been created.

Co-development of the Heritage-led Regeneration plan

Date	Type of event	Short description
17.06.2021	Round-table	During the event held in Dergachi City, priorities of spatial development of the Partnership of Communities of Dergachivskiy subregion in the context of the reform of local self-government in Ukraine and the new administrative-territorial structure of Kharkiv region
13.08.2021	Round-table	The City of Masters site of the Agritourist Cluster "Seversky Donets" and the Chuguev City Council: Conducting acquaintance with the project "City of Masters", the progress of construction (hotel, wine cellar, workshops, bathhouse, etc.) Local producers spoke about their products, namely wine, cheese, encapsulated caviar, confectionery, bacon. There was a tasting. Stakeholders named the problematic issues of rural development. Stakeholders discussed the strategy for the development of the Agrotourism Cluster "Seversky Donets"
07-09.10.21	3-days joint retreat	Learning from the experience of developing wine and gastronomic tourism, cluster initiatives within the framework of the Road of Wine and Taste of Ukrainian Bessarabia project, Odessa region
10.12.2021	Round-table	Representatives of the Project Partnership for the Development of «Road of Wine and Taste of Slobozhanshchyna» held a meeting to discuss the Work Plan for 2022

Objectives of the enhancement plan

- Elaboration and implementation of cluster strategies, smart specializations, development of tourism in rural areas of Slobozhanshchina and Rural Heritage Center of Slobozhanshchina,
- Development of intersectoral communications, formation of project partnerships,
- Creation of projects for the development of rural areas based on the regeneration of the cultural heritage of Slobozhanshchina

The experience of our activity shows that the most effective and primary form of interaction for the implementation of SIAs is the experience of creating intersectoral partnerships. In this case, the interests of local authorities, businesses, and the public are united to solve specific tasks and strategic direction. We have created both inter-regional and local partnerships based on cluster strategies.

The challenge now is to make these partnerships permanent. It's a difficult but doable task. We consider agritourism cluster as a collaboration of such thematic partnerships to solve specific tasks. And the experience of thematic partnerships work will lead to the creation of strategies and smart specializations in rural development. Such partnerships can be created within the framework of our additional SIAs. Long life cycle and sustainability of partnerships is a priority in our work. The result of the work of partnerships can be achieved through the creation of projects with the identification of partners' contributions and co-financing. Before participating in the RURITAGE project, we did not have a magnet of activities and the capitalization of our ability to create strategies in rural areas. For Ukraine, there is a problem when there is a huge potential in the form of heritage, but there is a lack of knowledge of European experience in the formation of network cooperation and sustainable development. Our partners and stakeholders will become the conductors of this knowledge within the framework of the stakeholder's discussions during the RURITAGE workshops. An essential decision for us will be the creation of the Strategy for the Sustainable Development of Slobozhanshchina. The creation of the Strategy is a logical result of our previous work to identify systemic innovative areas for the regeneration of the cultural and natural heritage of Slobozhanshchina.

List of actions

Action code	Title of action
AR20.1	Elaboration of the Strategy for the Sustainable Development of Slobozhanshchina
AR20.2	Establishing a cooperation network between the villages of Slobozhanshchiba 'Eco-Community – Energy of Change'
AR20.3	Creating integrated tourism products based on local traditions
AR20.4	Call for new participants in food production for further cooperation

Operational programme

Code of the action	AR20.1
Title the action	Elaboration of the Strategy for the Sustainable Development of Slobozhanshchina
Relevant SIA or SIAs	Resilience
Reference RM Action/s (code and name)	
Brief description of the action	Organizing round-tables on the sustainable development and smart specializations of Slobozhanshchina. Discussion of topical issues of rural development, namely: smart specializations, strategies, cluster development, partnership activities and others, acquaintance with producers of local food products for the purpose of elaborating an overarching strategy for sustainable development of the region

Objective and target of the action (by the end of the project)	Creation of a permanent communication format for strategic planning of sustainable development, implementation of smart specializations for the regeneration of the cultural and natural heritage of Slobozhanshchina based on intersectoral cooperation
Specific activities	<ul style="list-style-type: none"> • Conducting training seminars for partners of the Agrotourism Cluster in order to increase the level of knowledge about the development of rural areas; • Establishing collaboration between higher education institutions, government agencies and local manufacturers through joint seminars; • Holding two round-tables during 2022 with the participation of representatives of local authorities, business and the public with a total number of up to 25 - 30 people (in February and May). • Establishing collaboration between higher education institutions, government agencies and local manufacturers through joint seminars • Elaborating the Development Strategy of the Agrotourism Cluster
Main stakeholders involved and their roles and contribution	<ol style="list-style-type: none"> 1. NGO "Euroregion Slobozhanshchina" - preparation of the program, coordination of organizational issues, invitation of participants, conducting the event; 1. Dergachevskiy city council - coordination of organizational issues, invitation of participants, conducting the event; 1. Regional municipal institution "Kharkiv Organizational and Methodological Tourism Center" - coordination of organizational issues, invitation of participants, conducting the event. 1. Simon Kuznets Kharkiv National University of Economics - Expertise and advice on strategic planning
Beneficiaries	local authorities, business and the public
Timeframe	February 2022 – June 2022
Indicative funding sources	private financing, technical capabilities from local authorities

Code of the action	AR20.2
Title the action	Establishing a cooperation network between the villages of Slobozhanshchiba 'Eco-Community – Energy of Change'
Relevant SIA or SIAs	Resilience
Reference RM Action/s (code and name)	
Brief description of the action	Promoting the sustainable development of villages through the inclusion of villages representatives in the process of training, transfer of knowledge and experience in the sphere of regeneration of cultural and natural heritage.
Objective and target of the action (by the end of the project)	Formation of smart specializations and development strategies for rural areas. Sharing experience among other villages of the Dergachevskiy subregion and Slobozhanshchina sphere of regeneration of cultural and natural heritage.

Specific activities	<ul style="list-style-type: none"> • Creation of a database of objects of cultural and natural heritage in villages • Organization of the work of the Rural Heritage Center of Slobozhanshchyna • Creation of information materials for posting on social networks about the work of the Rural Heritage Center of Slobozhanshchyna • Coordination of interaction with representatives of the villages • Creation of the laboratory of smart rural life "Sloboda" • Training, transfer of knowledge and experience in the sphere of regeneration of cultural and natural heritage between villages • Establishment of a network of villages (minimum 5 villages)
Main stakeholders involved and their roles and contribution	NGO "Euroregion Slobozhanshchina", Dergachevskiy city council - coordination of organizational issues. Plevaya village, Protopopovka village (providing a database), Dergachevskiy subregion
Beneficiaries	Residents of Dergachshchyna and Slobozhanshchyna
Timeframe	February 2022 - July 2022
Indicative funding sources	private financing, technical capabilities from local authorities

Code of the action	AR20.3
Title the action	Creating integrated tourism products based on local traditions
Relevant SIA or SIAs	Pilgrimage, Art & Festivals, Resilience
Reference RM Action/s (code and name)	
Brief description of the action	Forming an integrated tourism product of the region by promoting and supporting local traditional events and intangible rural heritage
Objective and target of the action (by the end of the project)	Presentation of the tourist route 'Roads of Faith'
Specific activities	<ul style="list-style-type: none"> • Organizing pilgrimage and tourist routes 'Roads of Faith' • Regenerating handicraft traditions • Building a calendar of festivals and fairs
Main stakeholders involved and their roles and contribution	NGO "Euroregion Slobozhanshchina", Regional municipal institution "Kharkiv Organizational and Methodological Tourism Center", Dergachevskiy city council, - coordination of organizational issues, invitation of participants, conducting the event.
Beneficiaries	local authorities, business and the public
Timeframe	February 2022 – August 2022
Indicative funding sources	private financing, technical capabilities from local authorities

Code of the action	AR20.4
Title the action	Call for new participants in food production for further cooperation
Relevant SIA or SIAs	Local food

Reference RM Action/s (code and name)	
Brief description of the action	Local food producers are important actors in the regeneration of cultural and natural heritage. The revival of the tradition of winemaking, gastronomy, tastes is an urgent task for attracting tourists, reviving skills, creating jobs.
Objective and target of the action (by the end of the project)	Identification of new participants in food production. Building a network of food producers
Specific activities	<ul style="list-style-type: none"> • Creation a map of food producers, • Creation of the enogastronomic route of Slobozhanshchina, • Holding an enogastronomic festival • Conducting trainings within the framework of the School of Masters
Main stakeholders involved and their roles and contribution	NGO "Euroregion "Slobozhanshchina", Dergachevskiy city council, Chuguev City Council, Union of Entrepreneurs of Chuguev, Regional municipal institution "Kharkiv Organizational and Methodological Tourism Center" Confectionery Factory "Swat" - coordination of organizational issues, invitation of participants, conducting the event.
Beneficiaries	local authorities, business and the public
Timeframe	February 2022 – August 2022
Indicative funding sources	private financing, technical capabilities from local authorities