RUR TAGE
Heritage for Rural Regeneration

3.6 Report on the involvement of communities in cultural heritage

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

1. Table of Contents

2. Background Information

Table 1:   Technical Information

Project Full title		Rural regeneration through systemic heritage-led strategies	
Project Acronym		RURITAGE	
Grant Agreement No.		776465	
Coordinator		University of Bologna (UNIBO)	
Project start date and duration		June 2018 – May 2022 (51 months)	
Project website		www.ruritage.eu	
Deliverable Nr.	3.6		
Deliverable due date		31/08/2022	August 2022 (month 51)
Deliverable submission date		31/08/2022	August 2022 (month 51)
Work Package No		3	
Work Package Title		Co-developing and co-implementing heritage-led rural regeneration plans in Replicators	
Responsible		Consulta Europa (CE)	
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Reviewer(s) (if applicable)		UNIBO, CARTIF	
Status:		Final (F)	=
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		Confidential, only for members of the consortium (CO)	

Table 2:   Revision History

D	Deliverable
WP	Work Package
M	Month
RHH	Rural Heritage Hub
RM	Role Model
R	Replicator
SIA	Systemic Innovation Area
SIB	Systemic Innovation Board
CNH	Cultural and Natural Heritage
BNC	British National Corpus
CHM	Community-based Heritage Management and Planning
KPI	Key Performance Indicator
KFP	Knowledge Facilitator Partner

3. EXECUTIVE SUMMARY

This deliverable "Report on the involvement of communities in cultural heritage" is a public document of the RURITAGE project, delivered in the context of WP3, Task T3.5: Large scale demonstration Projects in the Replicators. The objective of WP3 is to co-develop and co-implement heritage-led rural regeneration plans in Replicators (Rs). To this aim, this report will analyse the participation and the involvement of local communities in the implementation of the heritage-led rural regeneration plans within Replicators and partially also within the heritage-led enhancement plans in Role Models. The main aim of this report is to analyse and understand communities' involvement within heritage-led regeneration actions, exploring communities' engagement through i) social media data and analytics, ii) Key Performance Indicators (KPIs) regarding community participation and involvement and iii) community perceptions around local cultural and natural heritage (CNH) through the My CultRural toolkit (Del 5.2) and a survey shared with different stakeholders of each Replicator.

This report summarizes engagement shown by the community in both Task 3.3 "Co-development of innovative heritage-led regeneration Plans", and Task 3.5 "Large scale demonstration Projects in Replicators" and it builds on findings and data coming from WP1, WP2, WP3 & WP4. From WP1 "Conceptual and operational framework for heritage-led rural regeneration", the deliverable builds on task 1.4 "Replicator's diagnosis and baseline calculation procedure" where the characteristics of each R are studied. From WP2 "Collective community management approach and capacity building activities" this deliverable measures communities engagement as described in Del 2.1 CHMP. Moreover, this deliverable studies the activities developed during WP3 "Co-developing and co-implementing heritage-led rural regeneration plans in Replicators" and carried out in WP4 "Monitoring System and Assessment Procedures" as well as social media interactions. These activities were developed within each R and personalized to each R's needs and situation. Then, they were monitored within WP4's KPIs system and My CultRural toolkit.

The present deliverable will begin with an **introduction** to set the context of this report, and it will then be followed by the **Methodology** where all the methods for the analysis of community engagement have been explained. There are two main sections to this deliverable: (1) **Participation in events during the co-development phase** where the involvement at the beginning of the project is studied and (2) **Involvement in Regeneration actions during the co-implementation phase** where the involvement in implementation of the developed heritage-led regeneration plan is analysed. At the same time, this section is divided into three subsections:
(1) **Community engagement through social media** where Facebook data have been used to understand community engagement and interactions
(2) **Community participation in the implementation of the plan** where a selection of Social, Cultural and Human KPIs are studied concerning each R's SIA and
(3) **Community perceptions on cultural and natural heritage through the RHHs** where two aspects are also studied (3.1) **My Cult-rural toolkit (WP4)** where the toolkit aims and methods are summarized (3.2) **The role of RURITAGE in shaping CNH perceptions in local communities** is studied through a survey shared to all Rs and intended to reach participants representing local stakeholders and communities.
Then, the **Results** are presented following the same distribution as in methodology to explain the results per category and interpretations from each part. Finally, the **Conclusion** is the final section where a summary of this deliverable's findings is presented, as well as further steps that would be ideal to take in this and future projects.

4. Introduction and objectives

Within the framework of the RURITAGE project, Role Models (RMs) and Replicators (Rs) co-developed together with their local communities, heritage-led regeneration and enhancement plans within RHHs (deliverables 3.4 and 3.5) following guidelines and methods described within Deliverable 3.1 'Guidelines for stakeholders' identification and engagement within the RHHs) Del 2.1 'Community-based Heritage Management Planning (CHMP) Methodology'.

More in detail "RURITAGE Methodology for Community-based Heritage Management and Planning (CHMP)" was developed to provide a theoretical background and an operative programme to develop and enhance heritage-led regeneration strategies for both Role Models (RMs), Replicators (Rs) and all potentially interested rural areas. This methodology is based on the RURITAGE paradigm of the 6 Systemic Innovation Areas (SIAs): Migration, Local Food Production, Integrated Landscape Management, Art & Festival, Pilgrimage and Resilience. The CHMP proposes tailored co-design approaches and methods for differentiated activities for RMs and Rs. Along with an activities calendar and its description, the CHMP serves as a guide for RURITAGE and as an example for outsiders' companies, organizations, public institutions and so on interested in promoting Cultural and Natural Heritage (CNH) Development.

During the co-development phase, Rs organized a series of workshops as described in Del 2.1 and managed to identify, involve, and engage a high number of stakeholders in the development of the local heritage-led regeneration plans. As reported in Del. 3.4 and the related scientific publication 'Participatory Process for Regenerating Rural Areas through Heritage-Led Plans: The RURITAGE Community-Based Methodology', the co-development phase involved stakeholders coming from the 4 dimensions identified in Del 3.1 (Policy, Research, Industry/services/Investors and Public/User) and involve more than 3000 people, leading to the agreement over more than 80 partnerships with the RURITAGE Rs.

This report's main objective is to understand communities' involvement within heritage-led regeneration strategies created within RURITAGE. Specifically, this deliverable would analyse to what extent the CHMP has been helpful and useful in promoting the involvement of communities in CNH. For that, it will analyse (1) the participation in events during the co-implementation phase. For part (2), different areas through which community engagement can be better understood are analysed.

The specific objectives of this document are:

1. To study community engagement through the main resource used for social media (Facebook).
2. To study community engagement through a selection of Cultural and Social KPIs, coming from WP4 and used as a quantitative indicator around community participation in heritage-led regeneration actions.
3. To study community perception around CNH during the implementation of the heritage-led regeneration plans. This last objective will be assessed through the activities run out by Rs through the use of My Cult-Rural Toolkit (del 5.2) and through a Survey developed within this task.

5. Methodology for Stakeholder and Community Involvement in RHHs

The involvement in Regeneration actions during the co-implementation phase at the Rs has been studied in three different areas:

1. Participant's engagement through social media (2.2.1). Social media was used as an indicator of involvement in the project (2.2.1) as social media has become a crucial indicator of community responses and expectations. Following state-of-the-art art publications, the study was conducted through a content analysis of posts published within Facebook pages of the different Replicators

2. Community participation in the implementation of the plan using Key Performance Indicators developed and monitored in WP4 (2.2.2). KPIs were chosen to study community participation (2.2.2) due to the parallel work done on monitoring and co-monitoring on the WP4 Monitoring System and Assessment Procedures through the KPIs (deliverable 4.1 KPIs Definition and evaluation procedures & 4.2 Monitoring Programme and Procedures). Targets defined for the different KPIs had been assessed and commented in light of what happened in the implementation of the heritage-led regeneration plans in the diverse Rs.

3. Participant's perceptions around local cultural and natural heritage had been assessed (2.2.3) through the activities ran with My CultRural toolkit (Del 5.2) and the development of a specific survey distributed by the RHHs coordinators to local communities.

5.1   Community engagement through social media

A content analysis was carried out based on keywords from RHHs' Facebook (FB) pages posts and comments. This social media was chosen as it is the one most used by the Rs. This analysis aimed at assessing the generated sense of belonging and ownership regarding CNH and related actions developed within RURITAGE heritage-led regeneration plans through FB interactions. Furthermore, this analysis led to define good practices of social media communication, looking at those Rs that generated more interest than others on this specific social media. This analysis will primarily show the number of interactions, posts, and comments around RURITAGE in selected social media pages managed at local level by the Rs themselves. Secondly, the content analysis based on keywords will show the most frequent words used. Finally, the keywords will be grouped into four different categories.

Specifically, the analysis followed 3 different steps: selection of social media, data collection and data analysis. The data collection was carried out on FB. Again, this social media was chosen as it was the one most used by the Replicators. Facepager, version 4.4.2 and open access, was used for Facebook data retrieval. It is a software for automated data retrieval on the web. This app allows users to download from a specific FB page its posts, and comments into a *csv* format that can be later translated to excel. To follow FB data protection, it downloads a sample of random posts and not the total of them for a maximum of 600 posts per page per year. Furthermore, to ensure anonymity the comments retrieved were pseudo randomised by the software, deleting their profile name column, and keeping their ID column. Any other retrieval of information would not leave the same IDs as the program retrieves a set of random samples. Thus, the identities of the users writing comments would not be found.

The settings of the app allowed users to get posts and comments ranging from 2018-06-01, start of the project, to 2022-01-31, start of the analysis. The data could be downloaded from Magma UNESCO Global Geopark (R2), Geo-Naturpark Bergstrasse-Odenwald (R3), Appignano del Tronto (R5) and Izmir Geopark in Gediz-Bakircay Basins (R6). However, downloading the data from Facebook was not possible for Karavanke/Karawanken Geopark (R1) and Kibla- Negova (R4). The retrieval of the data faced technical issues in relation to the access to

the data and so they were not included. Additionally, partners for R4, KIBLA and KULTPROTUR, each had their personal Facebook page but not one specifically for RURITAGE. Nonetheless, enough data is coming from other activities to cover these two Rs's analysis.

After the download, the information had to be tidied up and arranged. Unnecessary information such as empty fields, websites or personal names were dismissed. Consequently, the information was translated from the original language to English in order to be later analysed. According to Windsor et al 2019 machine translation has been developed so much that it may be used to address non-English sources and so there should not be a problem of language. R2 was translated from Norwegian, R3 from German, R5 from Italian and R6 from Turkish.

Keywords were identified from each Replicator's data and sorted based on keyness values[1]. Keyness is a measure of the frequency of the words against chance. A word which is positively key occurs more often than would be expected by chance in comparison with the reference corpus .[2] The reference corpus used was the British National Corpus, a collection of 10 million spoken and written English words and samples, drawn from various sources.

Wordsmith, version 8.0, was used for Keyword identification. Firstly, a "List of Words" was obtained through WordSmith for each Replicator. "List of Words" were compared with the British National Corpus (BNC) to create a set of Keywords for each R. The Keywords are the words most used by the users from each Replicator. The list of keywords created from WordSmith were transformed into an excel file and later to a csv file to form wordclouds that showed each R keywords. Finally, the keywords were manually divided into four chosen different categories according to the nature of the word: (1) positive adjectives, emotions, words of gratitude, (2) RURITAGE'S RHH & SIAs, (3) activities, (4) other. The keywords were grouped based on the words themselves, if they were adjectives, emotions, or words of gratitude (category 1), if they were related to the physical RHH and/or the Replicator's SIA (category 2), if the words were related to activities carried out (category 3) or if they could not be placed into any of the other categories (category 4).

5.2   Community participation into the implementation of the plan

Parallel to the implementation phase, the monitoring phase was carried out. This consisted of six monitoring periods, i.e. a baseline update and five monitoring campaigns on a six-months basis. The monitoring was based on Key Performance Indicators (KPIs) described on Deliverable 4.1 "KPIs Definition and evaluation procedures". These are selected cross-thematic and multiscale KPIs that can monitor the improvements achieved over time by the practices and actions of the project. They are divided into different categories: cultural, natural, social, human, built, and financial, based on the capitals that have been used to characterize RMs and Rs in WP1 and connected studies (Egusquiza et al. 2021). Overall data collected and performances of Rs can be explored as part of the RURITAGE's Resource Ecosystem where the monitoring platform can be found and within Del 4.4. over impact assessment of heritage-led regeneration plans in Rs.

While Rs reported over the 60 pre-defined KPIs, for the purpose of this report, a selection of KPIs have been chosen to study community participation. Specifically 12 KPIs covering cultural and social capitals will be described and included in this report, since they support the understanding in quantitative terms of the involvement of local communities into the heritage-led regeneration actions. Specifically, the relevant KPIs are the following:

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[1] Gabrielatos C. (2011).
[2] WordSmith Tools [Software]

Table 3:   Cultural capital KPIs.

KPIs	Definition
CC-02	Number of mentions of CNH in social media, media, press, etc.
CC-03	Number of users registered in the digital hub or following the social networks (facebook, twitter)
CC-05	Number of posts mentioning RURITAGE at local level
CC-06a	Number of actions and cultural events produced by citizens at local level
CC-06b	Number of people reached by actions and cultural events produced by citizens at local level
CC-08	Number of people trained in traditional skills

Table 4:   Social capital KPIs.

KPIs	Definition
SC-01b	Number of participants in citizens engagement activities
SC-04	Number of participants in formal or informal voluntary activities or active citizenship in the current Monitoring Period
SC-05b	Number of people involved in projects addressing migrants
SC-06a	Number of projects addressing people with disabilities
SC-06b	Number of people involved in projects addressing people with disabilities
SC-07	Number of disadvantaged people engaged (elderly, migrants, unemployed)

5.3   Community perceptions on cultural and natural heritage through the RHHs

The community perceptions on CNH through the RHHs have been assessed in two forms. Through the use of "My Cult-rural toolkit" developed in WP5 and described within Del 5.2, diverse workshops and activities have been run in all Rs to assess community perceptions around CNH. Such activities were implemented in Rs during task 3.5 "Large scale demonstration Projects in Replicators" as part of task 4.4 "Co-monitoring through My Cult-Rural toolkit" (see section 5.3.1 below). Moreover, to gain more in-depth understanding of communities' perception, an extra survey was developed for the specific need of this deliverable and distributed to RHH coordinators in the last semester of the implementation of the heritage-led regeneration plans (see section 5.3.2 below).

5.3.1   My Cult-rural toolkit

The My Cult-Rural Toolkit has been designed and developed under Work Package 5, deliverable 5.2, to assist and build capacity within Replicator communities to assess the impact of locally driven actions. The material can be found online (https://ruritage-ecosystem.eu/culttool). The toolkit employs both ubiquitous technologies

and community workshops, in order to extend the reach of engagement. The kit consists of three physical tools and two digitals. The physical tools are: (1) Mini-Landscapes, (2) Object Mapping and (3) Walking Maps. The digital tools are: (4) Rate My View App and (5) Landscape Connect App and (6) Values of Landscape online survey.

Physical tools

For each tool, a guiding document detailing the method and way of facilitating the workshop have been designed and shared with Rs. All Rs were introduced to the tools during project meetings and additional training and mentoring for implementing tools in the local context and communities have been offered also to local stakeholders that would have run the workshops, whenever needed.

The Rs engagement with these tools reflected their individual action plans and community settings (and covid regulations) – as they used the tools to understand better people's relationship with the natural and cultural landscape.

Table 5:   Replicators engagement with My Cult-Rural physical tools (1-3).

Replicator	Method use (no of times)	Addressed groups
R1. Karavanke/Karawanken Geopark	Walking Maps (3)	School children, high school students.
	Minilandscape (3)	
R2. Magma UNESCO Global Geopark	Minilandscapes (1)	school children
	Walking maps (1)	community
R3. Geo-Naturpark Bergstrasse-Odenwald	Training undertaken, however, yet to carry out any workshops	NA
R4. Kibla- Negova	Object Mapping (3)	school children,
		students, elderly members
R5. Appignano del Tronto	Object Mapping (1)	festival participants
R6. Izmir Geopark in Gediz-Bakircay Basins	Walking maps (2)	Woman community

The implementation of the workshops (1-3) produced several outcomes and research data that have been used to understand perceptions of local communities around CNH, specifically:

a)   Physical data – materials collected by participants during the workshop

b)   Qualitative data – voice recordings of the process & discussions, and written contributions from

participants

c)   Visual data - photo documentation of the workshop.

d)   Final presentation– participants' personal representations of the discussed landscape - a holistic,

multimodal presentation of research findings.

The The qualitative, visual and spatial data: the recorded group presentations, discussion, and photo documentation of the workshops were collected by a facilitator and submitted to the RURITAGE SharePoint Site

using the data collection sheet (DCS) (see annex II, IV & V). The DCSs are matching workshop guides and allow a facilitator to navigate the workshop in a way to make sure that all important information is recorded during the process.

Further, group presentations and discussion were transcribed and translated to English (for further analysis), then added to the provided spreadsheet together with related photo documentation.

However, some of these presentations, e.g., mini landscapes, held a significant value for groups that made them and were kept by them.

For managing qualitative and visual data NVivo software was used. NVivo is a qualitative data analysis (QDA) computer software package that helps to organize, analyse and find insights in unstructured or qualitative data like interviews, open-ended survey responses, and multi-modal content, where deep levels of analysis on small or large volumes of data are required. Additional useful usability of this software is a multilanguage automatic transcript of recordings. This functionality was used as the first step for transcriptions.

The qualitative content analysis (QCA) methodology was employed in order to understand collected data and evoke people's perception of the cultural and natural heritage in addressed places. Further, we explored data using visualisation tools, such as word clouds related to selected cultural ecosystem services. These visualisations offer insight into the more generalised meaning of engagement with nature and heritage.

Subjective Well-being Indicators of CESs questionnaire

One of the goals of the co-monitoring activities was to establish measures of the benefits of cultural ecosystem services provided by natural and cultural landscapes within the RURITAGE project. Alongside qualitative methods, such as participatory physical workshops tools (1-3), we provided Rs with standardised, psychometric tool developed by Bryce et al. (2016), Subjective Well-being Indicators of CESs. This survey, originally created and teste in English and the UK context, differentiates six types of CES benefits: place identity, therapeutic values, engagement and interaction with nature, spiritual values, social bonds, and memories/transformative values. The first three factors are measured by multiple questions, while the former three are single question factors. The scale as a whole has good psychometric measures and might be used as a tool to trace perceived benefits of CES. Table 8 presents a description of each of the scales.

Table 6.   Factors of the Values of Landscape survey.

Factors
Place identity describes the significance that certain areas have for people where, through attachment and a sense of belonging, place becomes a part of individual identity.
Therapeutic value describes the value of sites for clearing one's head, providing a sense of freedom and health.
Engagement and interaction with nature includes indicator statements about learning, feeling connected to nature and aesthetic appreciation.
Spiritual values refer to transcendental values with or without connection to any specific system of beliefs or religion.
Social bonds describe the significance of sites for forming and maintaining social relationships
Memory / transformative value

We created 5 language translations of this tool (German, Norwegian, Slovenian, Austrian, Italian), and prepared CES evaluation studies with Rs. We used an on-line survey platform (Qualtrics) for collecting responses and helped Rs to interpret their data.

In this survey, a participant is asked to answer 15 questions in relationship to their interaction with a chosen site

(that they have visited in the previous year). The targeted sites were selected in advance to cover Rs interests in relation to their action plans. Each Rs has identified between 3 and 8 sites in their area.

For the scope of Ruritage project, we asked each of the Rs to select 8 +/- 3 meaningful natural or cultural locations in their area in relation to their action plans and development goals. These locations were included in the online survey conducted with the local communities. The results provide an insight into how the particular site is perceived and used by the local community and might guide the local policies and action plans for the Rs.

5.3.2 The role of RURITAGE in shaping CNH perceptions in local communities

In order to assess how and to what extent RURITAGE has played an important role in shaping CNH perceptions in local communities, a survey was developed to be shared among the six Rs. The survey started stating a General Data Protection Regulation information that can be found in Annex II. This was translated to the national language so respondents would be aware of their Data Protection Rights, of how the data would be treated and would know what the survey would ask them before deciding to fill it in.

There were 4 main sections on the survey:

The first, "**About yourself**", asked for personal information such as gender, age, belonging to a vulnerable group (immigrants, residents of rural areas, elderly, etc), and belonging to any of the stakeholders' groups (Policy/Decision maker, Public/User, Research, Industry/Services/Investors).

The second, "**About RURITAGE**", asked about the participant's knowledge of RURITAGE, how it was known (facebook, local press, a friend, family, etc), participant's participation on the co-development phase and activities attended, which were best liked and why, and how these can be improved.

While the third, "**About the R's RHHs**", explored participant's perceptions towards RURITAGE, the Hub, the SIAs, etc.

Finally, the last section, "**Gender & Diversity**", explored how the participants felt that Gender & Diversity principles were taken into account. This ranged from the participant's perception of the use of gender inclusive language at the RHHs to the participant's perception of oneself discrimination due to any of the reasons described on D3.1 (gender, race, disability, origin, religion, etc). It also provided a section on the nature of events, where participants could show which type (hybrid, face to face or online events) they preferred and in which they felt more included.

6. Results for Stakeholder and Community Involvement in RHHs: Involvement in Regeneration actions during co-implementation phase

6.1 Community engagement through social media

To assess community engagement through FB interactions, data have been collected from FB pages of the following Rs: Magma UNESCO Global Geopark (R2), Geo-Naturpark Bergstrasse-Odenwald (R3), Appignano del Tronto (R5) and Izmir Geopark in Gediz-Bakircay Basins (R6). Only R5 & R6 had their own RURITAGE FB pages while the others integrated the RURITAGE activities in their own general Facebook page such as Magma Unesco Global Geopark page. Also, both partners for R4, KIBLA and KULTPROTUR each had their personal FB page but not one specifically for RURITAGE.

As stated before in the Methodology section, downloading the data from FB was not possible for Karavanke/Karawanken Geopark (R1) and Kibla- Negova (R4). The retrieval of the data faced technical issues in relation to the access to the data and so they were not included. The program was not working with their Facebook pages, our computer sciences engineer suggested this had to do with the page permissions. Nonetheless, enough data is coming from other activities to cover these two Rs's analysis.

For the rest of the Rs, data was retrieved successfully. As stated in the Methods section, the comments were retrieved from posts ranging from 2018-06-01, start of the project, to 2022-01-31, start of the analysis. The data retrieval did not retrieve all the posts and comments, rather it did a selection. Nonetheless, the selections are representative of the R's FB activity, the more the activity, the bigger the selection.

Each R pursued different social media strategies and ways of communicating their activities. In this time frame (start of the project to the end of January of 2022), the most active ones in posting were R2 and R6, whereas the ones that received most comments were R5 & R6 (Table 7).

Table 7. Posts & comments per post.

Replicator	Selection of Posts	Selection of Comments	Followers (January 2022)
R2. Magma UNESCO Global Geopark	738	95	2.994
R3. Geo-Naturpark Bergstrasse-Odenwald	101	12	1.900
R5. Appignano del Tronto	116	189	2.647
R6. Izmir Geopark in Gediz-Bakircay Basins	458	113	1.088

As we can see in Table 7, engagement through social media was different from R to R. Some managed to receive hundreds of comments while others' posts were vaguely commented on. This might answer to multiple reasons (less use of social media, the R's media strategy, age of the audience, etc.). High or low engagement on social media by commenting on posts might reflect a part of people's actual commitment to the project, and enjoyment of the activities and connection[3]. Nonetheless, other indicators such as KPIs or My Cult-Rural kit were also studied to provide more information on the topic in question.

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[3] de Oliveira Santini, F., *et al*. (2020)

There were clear differences in the amount of participation from each R's audience/FB users. While some managed to greatly engage the users and receive hundreds of comments (R5 & R6), other Rs (R2 and R3) received fewer interactions. This difference can be explained probably through the diverse use and purposes of the social media pages. Indeed, while Izmir (R6) and Apignano (R5) decided to open a new dedicated page to communicate RURITAGE related activities, Geo-Naturpark Bergstrasse-Odenwald (R3) and MAGMA UNESCO Global Geopark (R2) used existing pages. The choice of using existing channel or creating new ones was given to RHH coordinators during the development of the Local Communication Plan, according to the knowledge they had of their territories. Nevertheless, from the results it looks like making a new dedicated page, with a strong link to existing ones but presenting RURITAGE's project (focused content), led to the development of more interactions and engagement. Users probably appreciated the clarity and the soundness of the content that was being reported just over RURITAGE activities[4]. Another explanation may lie on the diverse type of organization involved in the Rs territories. Both R5 and R6 have been led by local public authority that already had set a good communication and social media campaign with their own pages, from where they re-directed the audience.

However, other strategies were put in place. Thus, the great involvement in specific RURITAGE Replicator's FB pages might not be due to that specifically but to these other strategies they took. For example, Izmir Geopark in Gediz-Bakircay Basins (R6), would post a good morning message every day, each day with a picture of the R's landscape. These pictures were sent by the users themselves, and so the interest in these posts was high, they were the posts most regularly commented on, at the same time increasing their CNH value as shown by the keywords from R6 mostly related to Nature. Another example was Apignano del Tronto (R5) which organized a lot of online seminars during and after the COVID's pandemic most complicated times. This way local people could get involved even when circumstances did not allow activities as usual. Both are good practices that can be replicated in the future of RURITAGE, of the Rs themselves and on other projects.

On the other side, the keywords obtained from each Replicator can be seen in the figures below (Figure 1 - Figure 4). The figures represent the 80 most used words. From these figures, we can see that there were similarities in the most repeated words used such as "thanks" or "congratulations".

Figure 1. Magma UNESCO Global Geopark (R2) word cloud

Figure 2. Geo-Naturpark Bergstrasse-Odenwald (R3) wordcloud.

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[4] Lerman, K. (2007).

Figure 3. R5's word cloud.

Figure 4. R6's word cloud.

These keywords were then divided into different categories such as: (1) positive adjectives and emotions, (2) RURITAGE'S RHH & SIAs, (3) activities and (4) other (Table 17).
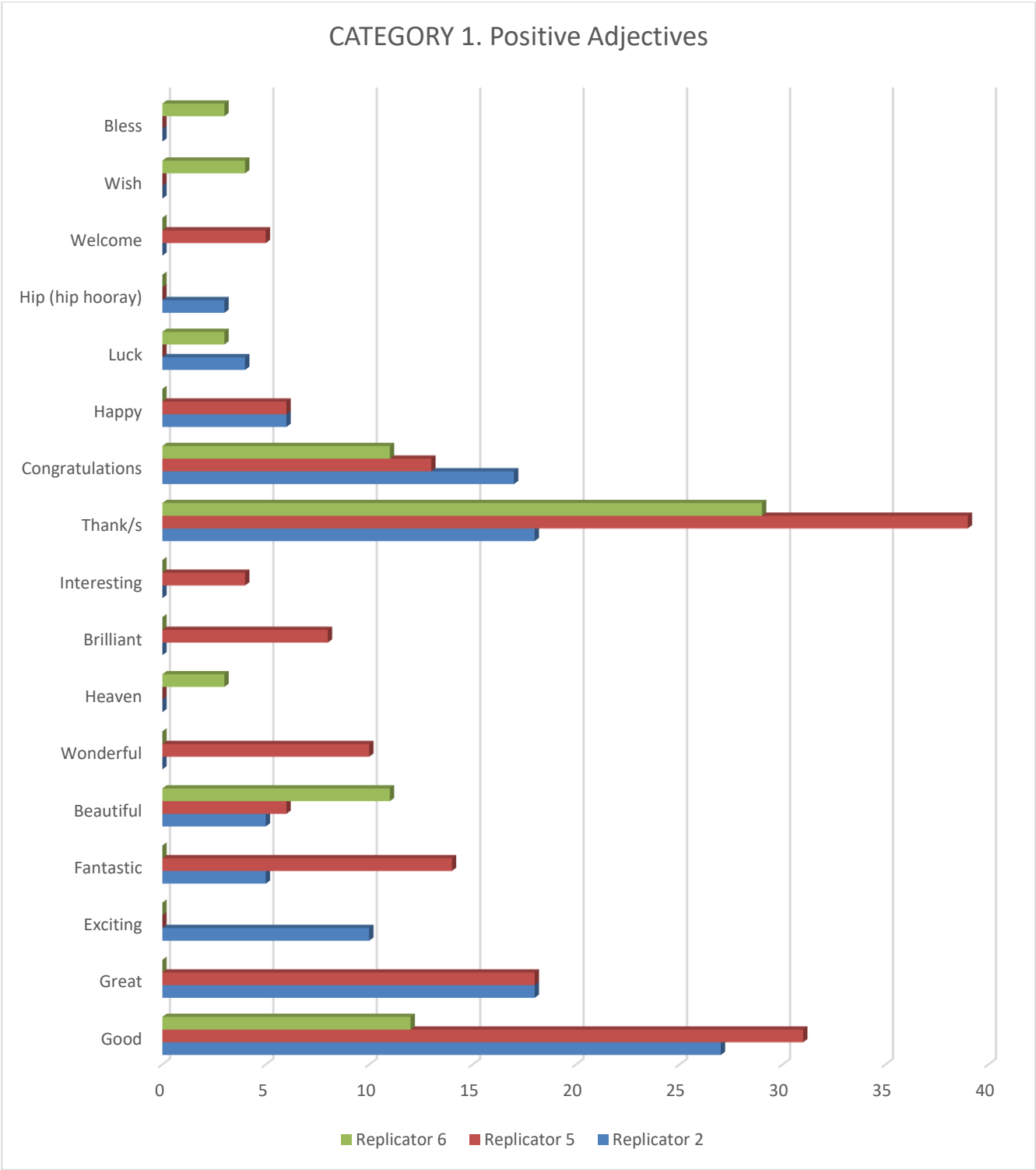
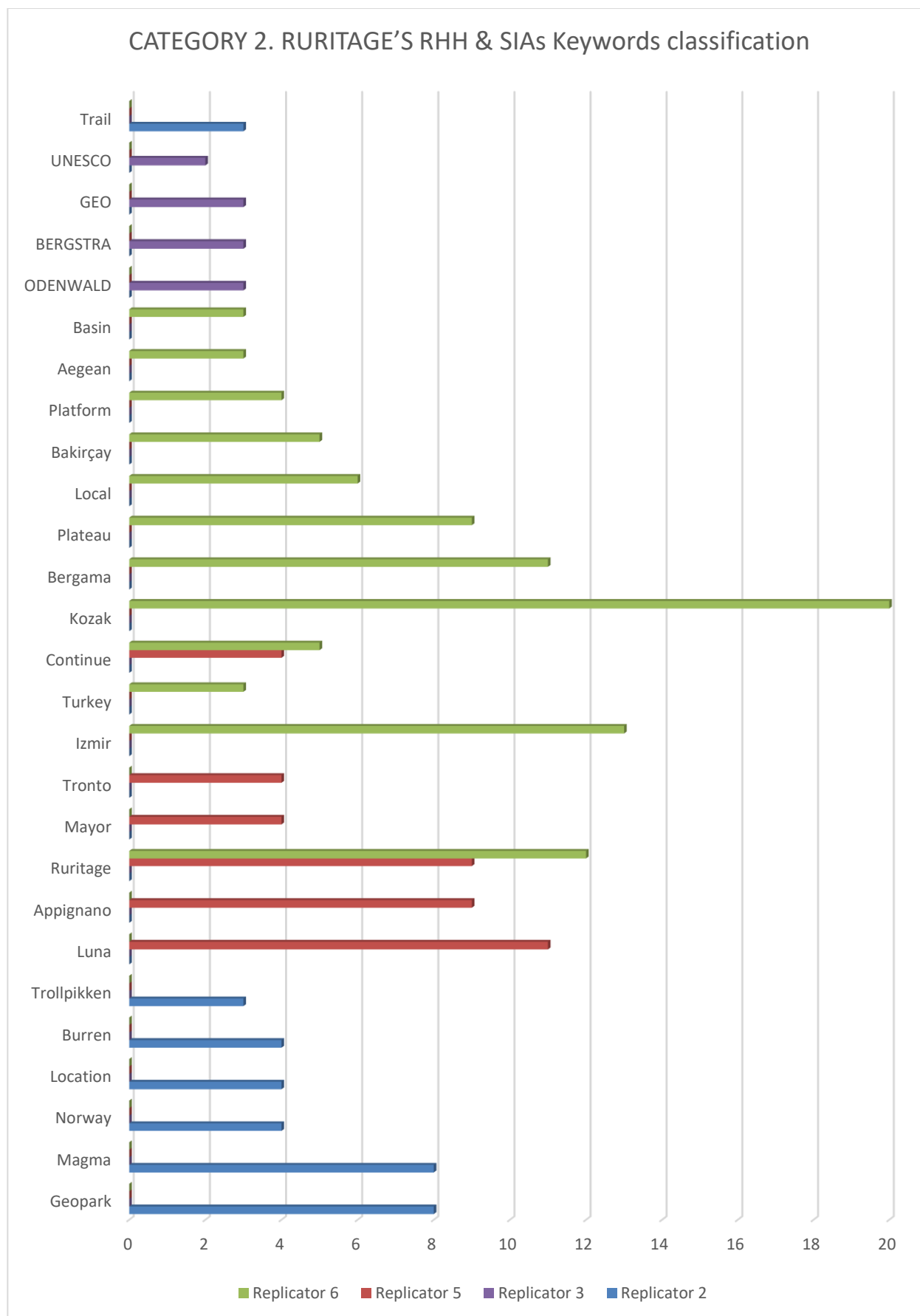Figure 5. Category 1 "Positive adjectives".
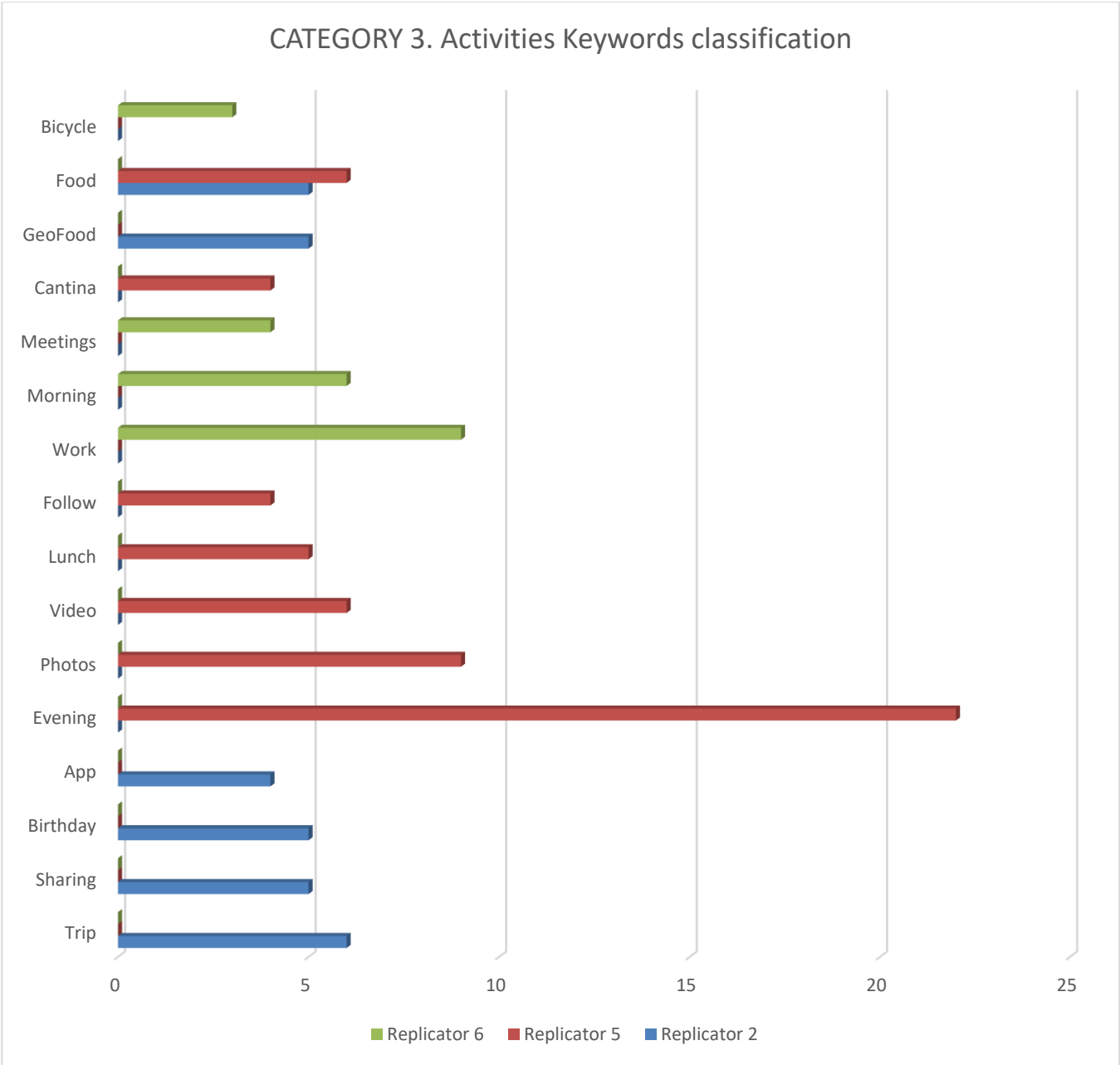
Figure 6. Category 2 "RURITAGE's RHH & SIAs".
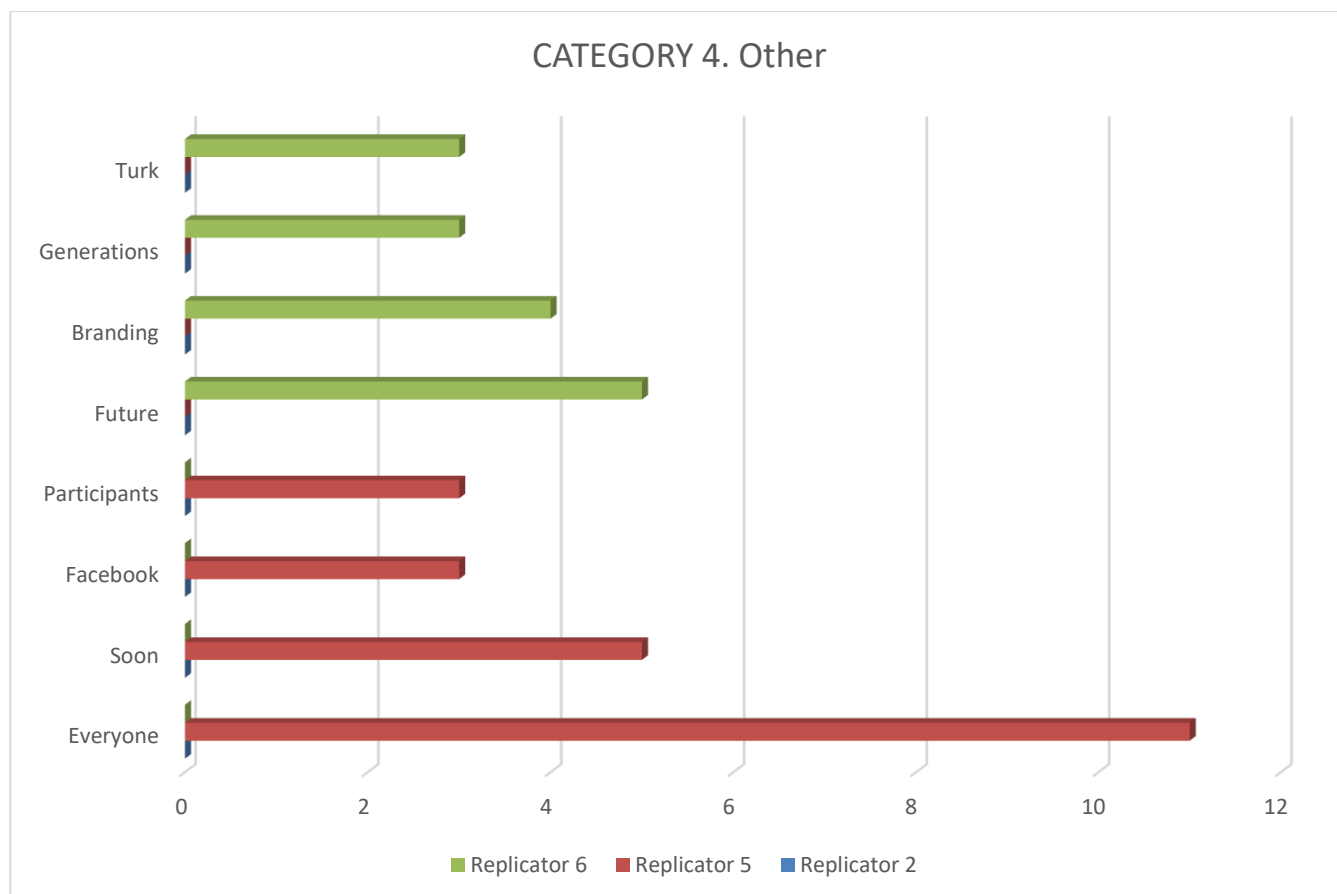
Figure 7. Category 3 "Activities"

Figure 8. Category 4 "Other".

R2 most used words ranged from "Positive adjectives" such as "Good", "Great", "Exciting" to words of gratitude such as "Thank/s" and "Congratulations" (Figure 5**Error! Reference source not found.**). There was a big number of keywords related directly to its own SIA and 6 regarding the RHH and territory such as "Trollpikken" and "Magma". On the other hand, all keywords for R3 (Figure 6**Error! Reference source not found.**) were related to its Landscape, being R3's SIA Migration. For R5, the most active, the keywords were related mostly with "positive adjectives". R5's Facebook comments mostly had words such as "Good", "Great", "Fantastic" & "Wonderful". Apart from the most used word "Thank/s", it also had 6 keywords related to its activities (Figure 7**Error! Reference source not found.**). Finally, R6 most used words were related to its SIA: Landscape, as there were 9 words related to Landscape. Two words that were repeated in all the Replicators that were also the most repeated ones were "Thank/s" and "Congratulations" (Figure 8).

It is worth noting that Landscape was the most represented SIA in the Rs' keywords (it appeared in three of them) (Figure 6), even though only one of the Replicators had Landscape as its SIA. Therefore, this could represent how the participants could be attached with Landscape (natural heritage), perhaps more than any other existing SIA. These results show how Landscape goes beyond Natural heritage, answering to the concept of "Cultural Landscape", meaning the symbiosis of human activity and the environment. Thus, when RHH had Local Food or Resilience as its SIA, Landscape or Nature are intertwined in the cultural activities carried out and it becomes of common value[5].

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[5] Svensson, B. (1997); Simmons, I.G. (1993).

6.2   Community participation into the implementation of the plan

As described in the methodology, a number of indicators were used to assess the community participation within each Replicator. This section will focus on how social and cultural capitals were further enhanced through the project with a focus on how local inhabitants were engaged through the implementation phase. Overall, replicators showed a great improvement within their Cultural Capital. When it comes to "number of actions and cultural events by citizens at local level" (KPI: CC-06a), all replicators exceeded expectations. The second Cultural Capital KPI target most reached was the "number of people reached by actions and cultural events produced by citizens at local level". Although, the Replicators showed overall improvements, there were certain targets that were not as successful. For example, the social media usage varied among Replicators locally. Few of them achieved to post as much on their local social media pages as it had been foreseen by the project (KPI: CC-05). Looking at the improvements of Social Capital within all Replicator territories, there is variation between the achievements. Three SC KPIs targets were nonetheless reached by 3 Rs. These were: the "number of participants in formal or informal voluntary activities or active citizenship in the current Monitoring Period" (KPI: SC-04), the "number of people involved in projects addressing people with disabilities" (KPI: SC-06b) and the "number of disadvantaged people engaged (elderly, migrants, unemployed)" (KPI: SC-07). To better understand what impact the project has had on cultural and social capital, and specifically looking at the engagement of local communities and stakeholders, each Replicator's results are analysed below:

Pilgrimage (R1): Old traditions and modern world along the pilgrimage route to Hemmaberg in Karavanke/Karawanken

During the project time, the Replicator in Karavanke/Karawanken had leverage 71% of level of development thanks to, among others, the increase of the number of arrivals of tourism (CC-10), the number of people trained in traditional skills (CC-08) and the places involved in the tourism offer (CC-09). The cross-border territory between Slovenia and Austria had a high number of cultural events (CC-06), often related to local food or targeting school children. What in some ways was lacking was the use of social media (CC-02 to CC-05) and crowdfunding campaigns (CC-07). Social Capital (SC), with a high level of development reaching 75%, Karavanke/Karawanken showed a high number of projects involving people with disabilities (SC-06), the number of stakeholders involved (SC-02) and the number of citizens engagement activities (SC-01) and projects addressing migrants (SC-05), but it still has room for improvement e.g. involving more local associations (SC-03). An example of an action that took place in Karavanke/Karawanken was setting up a network of local food producers.

Example action R1.4:
Selection of "Geopark partners" sharing RURITAGE vision of local food as part of local heritage
The objective of the action was to enhance local food as a part of local heritage; this consequently give more visibility and strengthen the quality of local products by selecting local business and producers who share the same approach for producing and selling local food products with specific requirements of sustainability and quality. At the same time, it valorises the local territory and heritage.

In spring 2021 criteria for the local producers' network were finalized. Within summer 2021 around 15 farmers had signed up to be a part of the farmer's network. During summer 2021 hiking tours including visits at different local producers were organized – to be continued in 2022. At the end of the RURITAGE project, the network of farmers decided to start a food festival that will run every second year on each side of the border so be sure to engage both Slovenians and Austrians learning more about their traditional food.

Contribution to Cultural Capital: Number of actions and cultural events produced by citizens at local level: 32/30; Number of people reached by actions and cultural events produced by citizens at local level: 319/345.
Contribution to Social Capital: SC-01b Number of participants in citizens engagement activities: 10363/12500; SC-06a Number of projects addressing people with disabilities: 1/2; SC-06b Number of people involved in projects addressing people with disabilities: 24/27.

SC-01B NUMBER OF PARTICIPANTS IN CITIZENS
ENGAGEMENT ACTIVITIES: 10367/12500

| | 10367 | 12500 |

Local Food R2): Magma UNESCO Global Geopark

During the project period, Magma UNESCO Global Geopark (R2) showed to achieve many of their foreseen targets on both Cultural and Social Capital. In many cases, they even outdid themselves and went far beyond expectations. For example, the number of people that were trained in traditional skills (CC-08) were 516, while the expectation was only 179, thus showing a great interest of local communities around local CNH. The same goes for Social Capital, where there was an increase up to 71% of level of development. There was a significant increase of the number of participants in citizens engagement activities (SC-01b), the number of stakeholders involved (SC-02), the number of local associations involved (SC-03) and the number of projects addressing people with disabilities (SC-06a). Another example of how Magma reached foreseen expectations is the number of people involved in projects addressing people with disabilities (SC-06b) where they engaged 350 people out of the foreseen 353.
An example of an action that took place in Magma UNESCO Geopark was setting up new ways to connect the different municipalities:.

Example action R2.2: Promote the tourist offer in all 5 municipalities through the design of a tourist route that specifies restaurants, hotels, activity providers and producers
The objective of the action was to increase the collaboration within the geopark between providers targeting tourists, restaurants, hotels, activity providers and producers.

The tourist route will be part of the Magma Geopark general action plan and strategy. The tourist route represents a way to continue working towards the goals set by UNESCO, giving Magma the possibility to enhance focus on local natural - and cultural heritage. Signing Active Partners will give Magma Geopark more visibility locally and increase the awareness and local identity connected to our heritage. It will also provide possibilities for sustainable economic growth for our partners and our area. This has been a great proof of engaging local entrepreneurs in the development of the area.

Contribution to Cultural Capital: CC-02 Number of mentions of CNH in social media, media, press, etc.: 62/50; CC-06a Number of actions and cultural events produced by citizens at local level: 373/54; CC-06b Number of people reached by actions and cultural events produced by citizens at local level: 30866/30025.
Contribution to Social Capital: SC-04 Number of participants in formal or informal voluntary activities or active citizenship in the current Monitoring Period: 6310/7838; SC-06b Number of people involved in projects addressing people with disabilities: 350/353.

CC-06B NUMBER OF PEOPLE REACHED BY ACTIONS AND
CULTURAL EVENTS PRODUCED BY CITIZENS AT LOCAL LEVEL: 30800/30025

30025

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

During the project time, the Replicator in Geo-N reached a performance of 64% in cultural capital, thanks to an high number of mentions of CNH in social media (CC-02), the number of actions and cultural events (CC-06a) and the people reached by them (CC-06b). In many cases, they even outdid themselves and went far beyond expectations. For example, the number of people that were trained in traditional skills (CC-08) were 1595, while the expectation was only 57. The German Replicator also reached a high number of people through cultural events produced by citizens at local level cultural events (CC-06), often related to migrants and children. They involved 3507 people while their initial target was only 200. What in some ways was lacking was the use of social media (CC-03 to CC-05) and crowdfunding campaigns (CC-07). Engagement was high even though this was not visible in social media communications. Participants engaged and participated to RURITAGE through other way of connecting other media (word of mouth, newspaper, etc). Social Capital (SC), with a high level of development reaching 80% where six indicators have highly surpassed the target and risen from 0% to 100%, including the number of citizens engagement activities (SC-01a) and the number of participants in them (SC-01b), the number of stakeholders (SC-02) and the number of projects addressing migrants (SC-05a). More in detail, Geo-N showed a high number of people involved in projects addressing migrants (SC-05b), involving 65 people although the target was only 4 people. Among the example of targets that Geo-N struggled achieving were the number of projects addressing people with disabilities (SC-06a) and Number of people involved in projects addressing people with disabilities (SC-06b). All activities that Geo-N arranged within the RURITAGE project aimed somehow at improving the integration of newly arrived immigrants through their engagement into natural heritage awareness and conservation. Through creative processes using nature as the source of material, Geo-N worked actively creating both space for discussion and connection through arts engaging both immigrants and the local population. The action and some activities supporting integration is further explained below:

Example action R3.8:
Strengthening the bonds between migrants and residents through creative land art and forest art work

The objective of the action was to express creative skills and to work together with international artists, to strengthen the bonds between local and migrant groups through art and to enhance the awareness of cultural and natural heritage through art.

The frame of the presented concept consists of events as the 10th International Forest Art Trail 2020, the Childrens´ art construction truck since 2020, Global Nomadic Art Project 2021, Knowledge Transfer Workshop in Lesvos 2021 and Young Forest Art Trail. Jointly, the International Forest Art Association and Geo-N developed a new format of participation bringing together migrant families and local inhabitants. These offers are accompanied by the regular, well-attended events, and therefore provide a maximum feeling of integration for the migrants as well as for the inhabitants. The action involves a planning workshop to ensure the continuity of the newly designed format for migrants after the termination of the RURITAGE Project.

Contribution to Cultural Capital: CC-06a Number of actions and cultural events produced by citizens at local level: 14/8; CC-06b Number of people reached by actions and cultural events produced by citizens at local level: 3507/200; CC-08 Number of people trained in traditional skills: 1595/57.

Contribution to Social Capital: SC-01b Number of participants in citizen engagement activities: 603/200; SC-05b Number of people involved in projects addressing migrants: 65/4; SC-07 Number of disadvantaged people engaged (elderly, migrants, unemployed): 75/20

SC-05B NUMBER OF PEOPLE INVOLVED IN PROJECTS ADDRESSING MIGRANTS: 65/4	4	65

Arts & Festivals (R4): Festival of Love in Negova village

During last monitoring period, Cultural Capital at Negova has reached 81% of level of development. Six indicators have reached and even surpassed the target, such as the number of mentions in social media and press (CC-02), the number of people reached by actions and cultural events produced by citizens at local level (CC-06b), the number of places involved in the tourism offer (CC-09) and the number of arrivals of tourist (CC-10). For example, R4 reached 15900 people through actions and cultural events produced by citizens at local level, while the foreseen number of 7025. However, on the other side, there were no people trained in traditional skills (CC-08) 0/82. Social Capital (SC), with a level of development of 94% had a high number of projects involving disadvantaged people (SC-05 to SC-07). The Negova castle went beyond their already established arts festival 'Festival of Love' to engage a wider audience. To ensure that the castle would function as a meeting place, there were frequently organised events at the castle such as a medieval day twice a year and reoccurring herb day. Although there are several activities, especially during daytime, at the Festival of Love targeting children through book readings, the reoccurring medieval themed and herb-focused days would increase the engagement and sense of ownership of the place within the local population. Below, one can read more about the Herb Day, in particular:

Example action R4.3:
Festival of Love: Spring and Autumn Day / The Herb Day

23

The objective of the action was to promote herbs and their usage to stimulate new opportunities in terms of knowledge and promotion of local resources and at the same time to enhance the local economy based on herbs production and selling and on the use of herbs for various purposes. To further increase the participation of producers and local people new activities and themes were introduced, thus stimulating interest and knowledge about traditions mainly related with food and herb production and use. There would be guided tours around the nearby natural areas, aiming at getting more people to know about all the wild herbs surrounding them. The Herb Day would offer activities of all ages, targeting the entire community.

Contribution to Cultural Capital: CC-06a Number of actions and cultural events produced by citizens at local level: 21/12; CC-06b Number of people reached by actions and cultural events produced by citizens at local level: 15900/7025
Contribution to Social Capital: SC-01b Number of participants in citizens engagement activities: 11802/2500; SC-05b Number of people involved in projects addressing migrants: 53/53; SC-06a Number of projects addressing people with disabilities: 9/6

CC-06B NUMBER OF PEOPLE REACHED BY ACTIONS AND CULTURAL EVENTS PRODUCED BY CITIZENS AT LOCAL LEVEL: 15900/7025	7025	15900

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

During the project time, Appignano del Tronto (R5) managed to achieve many of the Cultural Capital targets, thanks to the implementation of various actions, such as for instance the RURITAGE Art Festival (5.7) and Capacity building and training activities for local companies through enchantment of cultural and natural heritage (5.3) that were successfully implemented at the last period of the project, when the pandemic had eased. The Italian Replicator managing to develop 25 cultural events and reaching close to 20.000 people in the end, compared to the foreseen number of around 4000.

Appignano del Tronto also showed their great success during the project period by reaching a staggering 100% of level of development in Social Capital. This was in many ways connected to the increase of the citizens engagement activities (SC-01a) and participants in them (SC-01b), the number of stakeholders (SC-02) and the projects addressing people with disabilities (SC-06a) and the people involved in them (SC-06b). R5 has been incredibly successful in implementing activities around citizen's engagement such as Art festivals (R5.7) that attracted more than 10.000 people in 2 editions, collecting stories from the local community (R5.6), particularly looking at including elderly people, organizing hiking paths to involve the communities in the co-definition of the path of the Grey and Blue Badlands (Action R5.9). This shows that R5 managed both to organize the aimed activities and reached the people both physically and digitally. This is also in consistence with the high amount of Facebook posts and online interactions Community engagement through social media. The community in Appignano del Tronto have showed true resilience and cooperation throughout the RURITAGE project. After the series of earthquakes almost ten years ago, the local community in the village and surrounding area have processed the painful events through actions. One of their main goals has been to create a common place (Appignano Hub for resilience centre, Action 5.5) to teach others and continue to learn about earthquakes and ensure that their experiences and knowledge sharing will last in the future.

| **Example action R5.5:** |
| **Appignano HUB for Community Resilience, Training and Education** |

The objective of the action was to investigate the feasibility of the Appignano del Tronto Resilience Hub, to attract special groups for learning and scientific congresses, capacity building and cultural related activities.

The Appignano HUB for Community Resilience will be a museum, learning and scientific centre for strengthening and disseminating the culture of resilience. It is the main follow up of the RURITAGE project since it was conceived through knowledge exchange with other project partners. The project received funding from national funds (National Recovery Plan) leveraged and will be built in the next coming years.

Contribution to Cultural Capital: CC-03 Number of users registered in the digital hub or following the social networks (FB, twitter, etc.). 1653/50; CC-06a Number of actions and cultural events produced by citizens at local level: 110/26; CC-08 Number of people trained in traditional skills 363/2.

Contribution to Social Capital: SC-04 Number of participants in formal or informal voluntary activities or active citizenship in the current Monitoring Period: 756/250; SC-06a Number of projects addressing people with disabilities: 57/9.

CC-08 NUMBER OF PEOPLE TRAINED IN TRADITIONAL SKILLS 363/2   2   363

Landscape (R6): Integrated Management in Izmir Geopark in Gediz-Bakircay Basins

While participating to RURITAGE, the Turkish Replicator reached 98% of level of development in their Cultural Capital. Nine indicators have reached and even surpass the target and some of them, as the number of mentions in social media and press (CC-02) and the number of people reached by actions and cultural events produced by citizens at local level (CC-06b). For example, 44825 people were reached by actions and cultural events produced by citizens at local level. At the end of the project, the Replicator showed a significant improvement around Social Capital. For example, 2558 of participants took part in citizen engagement activitities (foreseen 300). Overall, number of projects involving people with disabilities was high (SC-06a) and the number of local associations involved (SC-03) were high. However, when the project finished there were still a low number of projects addressing migrants (SC-05b), people involved in projects addressing people with disabilities (SC-05b) or number of disadvantaged people (SC-07).

In the area around Izmir, there is a great geological heritage that the local community has strived to protect, while strong forces have an economic interest in the geological values. External recognition of this heritage has been a way for the community to ensure conservation geological elements further ahead, as further described in the box here below.

| **Example action R6.11: Building of a Geology Road map through Citizen science** |

The objective of the action was to create a first draft of geological road map of the region that is an important first step to attract geo-tourists in the area and to initiate efforts becoming a geopark.

After the project, the collaborative data obtained from citizen science activity will be refined by the experts involved in the process. The geology road map production process will be launched. It mainly contributes to attract geo-tourists to the region as well as a background material to Izmir Geopark application.

Contribution to Cultural Capital: CC-02 Number of mentions of CNH in social media, media, press, etc. : 529/50; CC-06a Number of actions and cultural events produced by citizens at local level: 195/12; CC-08 Number of people trained in traditional skills 9890/8149.

Contribution to Social Capital: SC-01b Number of participants in citizens engagement activities: 2558/300; SC-05b Number of people involved in projects addressing migrants: 0/3.

SC-01B NUMBER OF PARTICIPANTS IN CITIZENS ENGAGEMENT ACTIVITIES: 6323/11000

| 6323 | 11000 |
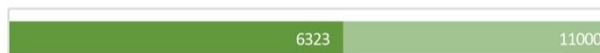
Challenges and lessons learnt

Replicators have shown great work throughout the project. Some of that work is visible through indicators, however, all that work cannot possibly be reflected through numbers. At the same time, the KPIs have been the best possible tool for measuring and really proving that a development has taken place in the Replicator territory.

The social and cultural targets were estimated at the beginning of the project. Although many things happened since, e.g. the Covid-19 pandemic, the Replicators did their best to fulfill their tasks, even though the pandemic may have had its greatest impact on precisely social and cultural capitals. As many activities were moved online, social interaction was left out, and cultural impressions were omitted. Even though many activities moved online and Rs received tips by communication partners around how to engage communities virtually, it was visible that the participation has been generally higher in activities arranged in person rather than online and through social media. In hindsight, perhaps some targets could have been reconsidered to match the changing global situation, but that would also affect the Baseline developed at the beginning of the project. Still, the Rs managed to achieve many of their social and cultural targets adapting to the new condition and changing formats and modalities. Of course, the achievements differed from Replicator to Replicator also depending on the type of activities carried out in each RHH, the communication strategies, and other circumstances distinctive to each R. This is further understood in the deliverable 4.4 "Rural Regeneration Activities: Data, Results, Conclusions and Recommendations Report".

In all Rs Landscape goes beyond Natural Heritage and is part of the Cultural Landscape, where culture is intertwined with Nature. Therefore, Nature is not unique to the Landscape SIA but is common to all other SIAs such as Resilience, Local Food, Migration, etc. It is in the cities where nature tends to be overlooked and it is in the rural areas where it becomes the center of life. Nature is intrinsic to rural areas and culture, and it thus gives a lot of value to a community.

6.3 Community perceptions on cultural and natural heritage through the RHHs

6.3.1 My Cult-rural toolkit (UoP)

Physical participatory tools (Walking Maps, Mini-Landscape, Object Mapping)

All six Rs engaged their communities in participatory co-monitoring of RURITAGE actions using My Cult-Rural tools developed in the RURITAGE co-monitoring process. There were 16 workshops that engaged 209 participants in the age range from 7 to 70 years old. Participants were recruited from school pupils, students, members of a general audience, and RURITAGE stakeholders including internal staff, civil servants, and parks rangers; and local groups such as the women community from Izmir. Some Rs committed to continuing running these workshops during Spring and Summer 2022 and implemented them in their long-term public engagement, education and outreach strategies by including them in their regular activity programmes. Table 8 presents the general overview of Rs' use of My Cult-Rural Physical Tools

Table 8   Overview of the community's engagement in participatory co-monitoring of RURITAGE actions.

Replicator	Tools:	Number of workshops:	Number of participants:	Addressed groups:
R1Karawanken/Karavanke Geopark	Walking Maps, Mini-Landscape	8	136	school children
R2. Magma Geopark	Walking Maps, Mini-Landscape	2	23	school children, general audience
R3. Geo-Naturpark Bergstrasse-Odenwald	Mini-Landscape	1	9	rangers (to train them in using tools with general audience)
R4. Kibla- Negova	Object Mapping	2	9	school children, students
R5. Appignano del Tronto	Object Mapping	2	18	general audience, RURITAGE stakeholders, civil servants
R6. Izmir Geopark	Object Mapping	1	16	women from local community

My Cult-Rural workshops highlighted participants' attention to detail and encouraged them to reflect on their multisensorial experience of natural and cultural landscapes (see an example at figure 7a,7b and 7c).

Figure 9a. Physical objects collected in the Object Mapping workshop conducted run by Kibla-Negova with school children.

Figure 10b. Physical objects collected in the Walking Maps workshop conducted run by Izmir Geopark with women from local community.

Figure 11c. Physical objects collected in the Mini-Landscape workshop conducted run by Kibla-Negova with school children.

Below we present aggregated results of physical participatory workshops run in the RURITAGE project. We analysed collected material in reference to six cultural ecosystem services (CES), as identified by Fish at al. (2016): engagement and interaction with nature, place identity, therapeutic values, spiritual values, social bonds, and memories/transformative values.
Each word cloud represents content relevant to each CES, where the size of a word is related to the frequency of use in participants' reactions, interviews and comments during the workshop. For the clarity of analysis, we limited visualisation to the top 200 meaningful words (i.e. excluding words shorten than 3 letters and syntax words, such as 'because').

While talking about their engagement with nature, participants referred to their multisensorial experience, noticing not only colours but also smells and tactile experiences emerging from exploring the landscape. There were a lot of comments about beauty, and aesthetic appreciation of natural landscapes, followed by a curiosity about diverse patterns, the way plants grow or the ecosystem functions as one. Moreover, the beauty was found not only in most typical elements, like flowers but also in patterns of cones or the texture of moss.

While talking about place identity, participants related their unique bond to the place they live in, including the architectural and cultural heritage of the region as well as local food (e.g., olive oil, bread, wine), and traditional natural remedies (such as mint tea in Slovenia).

Therapeutic values of the explored landscape were associated with such experiences as feeling good, enjoyment and clearing the mind. These services were associated with the flora of the space: trees, herbs, and woods environment. In relation to therapeutic values, participants described multisensorial experiences, with particular emphasis on scents (e.g., lavender, woods).

Interacting with natural and cultural landscapes provoked many universal metaphors for ways of living and a deeper meaning of life and death, pointing toward spiritual values provided by landscapes. Participants didn't refer to any spiritual system, yet they pointed out how understanding lifecycles in nature might inspire their own personal growth and understanding of the human condition, such as overcoming life challenges, feeling fragile or dealing with death.

Interacting with natural and cultural landscapes reinforces people social bonds with others: participants would associate places, views or even smells with memories of shared activities with important others, such as the smell of hay would bring memories of helping grandma with farm work or the smell of mint would bring up a bond with one's mother. References to social bonds were also present when discussing local food traditions: in memories of shared meals or family agricultural traditions.

The sensory experience of nature brings up important memories. Participants often referred to their childhood and time shared with family members and important others. Similarly, to therapeutic values and providing social bonds services, these memories were triggered by sensorial experiences, and in particular by scents. Participants would also mention local cultural heritage and learn about their family/land history.

Engagement and interaction with nature:

Place identity:

Therapeutic values:

Spiritual values:

Social bonds:

Memories/transformative values:

Figure 12. Word cloud visualisation of CES elicited in My Cult-Rural physical participatory workshops with Rs communities

Subjective Well-being Indicators of CESs

Each of the Rs were asked to select 8 + 3 meaningful natural or cultural locations in their area in relation to their action plans and development goals. Although the Subjective Well-being Indicators of CESs were prepared in five languages and each R provided a selection of locations, it was adopted on the bigger scale only by two Rs: Magma UNESCO Global Geopark (Norway) and Geo-Naturpark Bergstrasse-Odenwald (Germany). Table 9presents questionnaire outreach in two communities that collected enough responses to analyse the results. We will deliver the results separately for each of Rs. We analysed results only for the location that contained more than eight responses.

Table 9.   Subjective Well-being Indicators of CESs participation in Rs communities.

Replicator	No of participants singed up to survey	No of responses
R1: Karavanke/Karawanken Geopark	18	12
R2: Magma UNESCO Global Geopark	43	27
R3. Geo-Naturpark Bergstrasse-Odenwald	153 (45 people didn't visit single place listed in the survey)	81

Karavanke/Karawanken Geopark

Karavanke/Karawanken Geopark Identified 4 locations for their research, unfortunately, their outreach was rather small (12 participants filled in survey), and none of locations had more than 7 responses. Hence, the results were not analysed due to small numbers.

Magma UNESCO Global Geopark

Magma UNESCO Global Geopark initially selected 10 locations to understand better how people perceive and use them. Out of the initial pool, six locations gathered enough responses to include in the analysis (n>=8). All views were recorded on a 5-point Likert style scale. If a particular dimension was constructed by more than a single question (e.g. engagement and interaction with nature indicator is built of 5 questions), the mean values of these questions were recorded. Table 20 below presents average values for CESs assessment associated with each location. Figure 8 summarises the results
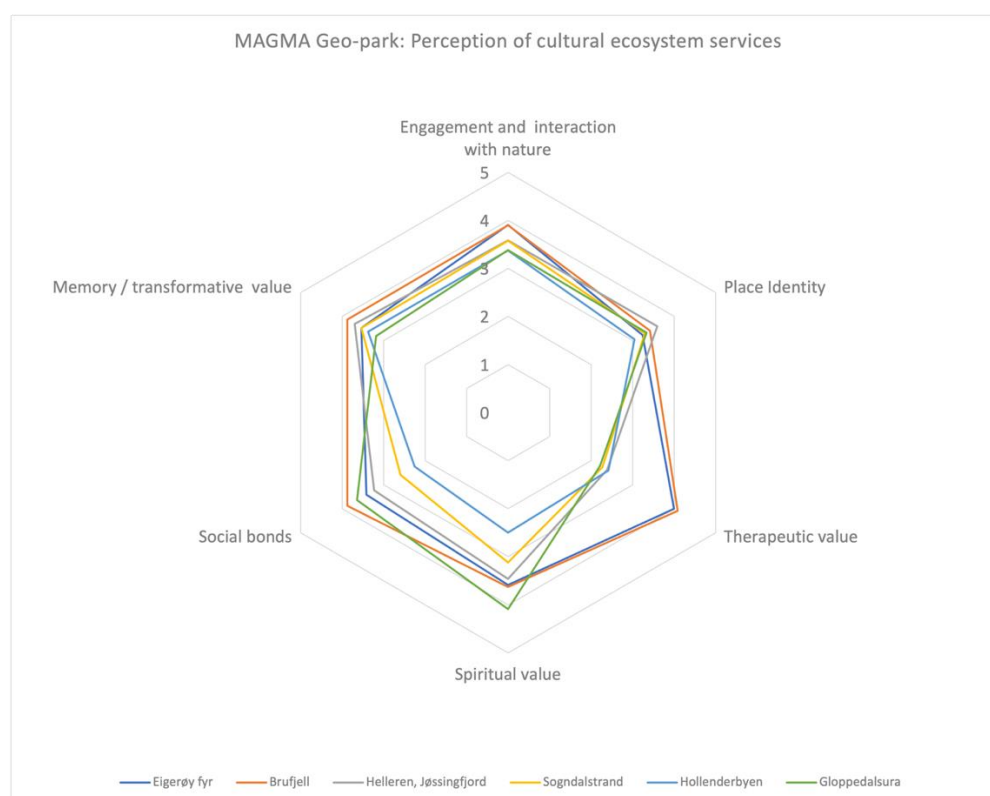
Figure 13. MAGMA Geopark: Perception of cultural ecosystem services.

There is not much difference between the locations in question in terms of such CESs as engagement and interaction with nature, place identity and memory and transformative values. All these sites are perceived in favourable terms providing visitors with mentioned CESs. Yet, we can see the clear difference in therapeutic values, where Eigerøy fyr and Brufjell were rated positively while the other four sites below the mean values (3 indicates 'neither yes or no' therefore, everything below 3 indicates a 'rather no' response). Gloppedalsura is highly rated by visitors for its spiritual values, while Brufjell for enabling social bonds. In terms of place identity, all sites were rated on average, and as geoparks are rather sites for a visit than live in, it is not very surprising. These results show the sites' diversity of use and values within the geopark.

Table 10.   Subjective Well-being Indicators of CESs in in Magma UNESCO Global Geopark (R2)

	Engagement and interaction with nature	Place Identity	Therapeutic value	Spiritual value	Social bonds	Memory / transformative value
Eigerøy fyr (n=17)	3.9 (SD=0.8)	3.2(SD=1.4)	4.0 (SD=1.1)	3.6 (SD=1.2)	3.4 (SD=1.3)	3.5 (SD=1.5)
Brufjell (n=8)	3.9 (SD=0.7)	3.4(SD=1.1)	4.1 (SD=0.8)	3.6 (SD=1.3)	3.9 (SD=1.0)	3.9 (SD=0.8)
Helleren, Jøssingfjord (n=13)	3.6 (SD=0.9)	3.6(SD=0.6)	2.4 (SD=0.7)	3.5 (SD=0.9)	3.2 (SD=1.0)	3.7 (SD=0.9)
Sogndalstrand (n=17)	3.6 (SD=0.7)	3.3(SD=0.7)	2.3 (SD=0.5)	3.1 (SD=1.0)	2.6 (SD=0.8)	3.5 (SD=1.1)

Hollenderbyen (n=8)	3.4 (SD=0.8)	3.0(SD=1.1)	2.4 (SD=0.6)	2.5 (SD=1.1)	2.3(SD=1.0)	3.4(SD=1.3)
Gloppedalsura (n=11)	3.4 (SD=0.7)	3.3(SD=0.9)	2.2 (SD=0.5)	4.1(SD=0.8)	3.6(SD=1.4)	3.2(SD=1.2)

Geo-Naturpark Bergstrasse-Odenwald

Geo-Naturpark Bergstrasse-Odenwald selected eight sites for the analysis. There were no such significant differences within the site assessment as in the example above. Yet, we can see that Kühkopf was rated the highest in terms of engagement and interaction with nature and providing therapeutic values. UNESCO Welterbe Grube Messel is associated with spiritual memories and transformative values for visitors. Similarly, as in Magma Geopark, all sites were rated on average in terms of place identity.
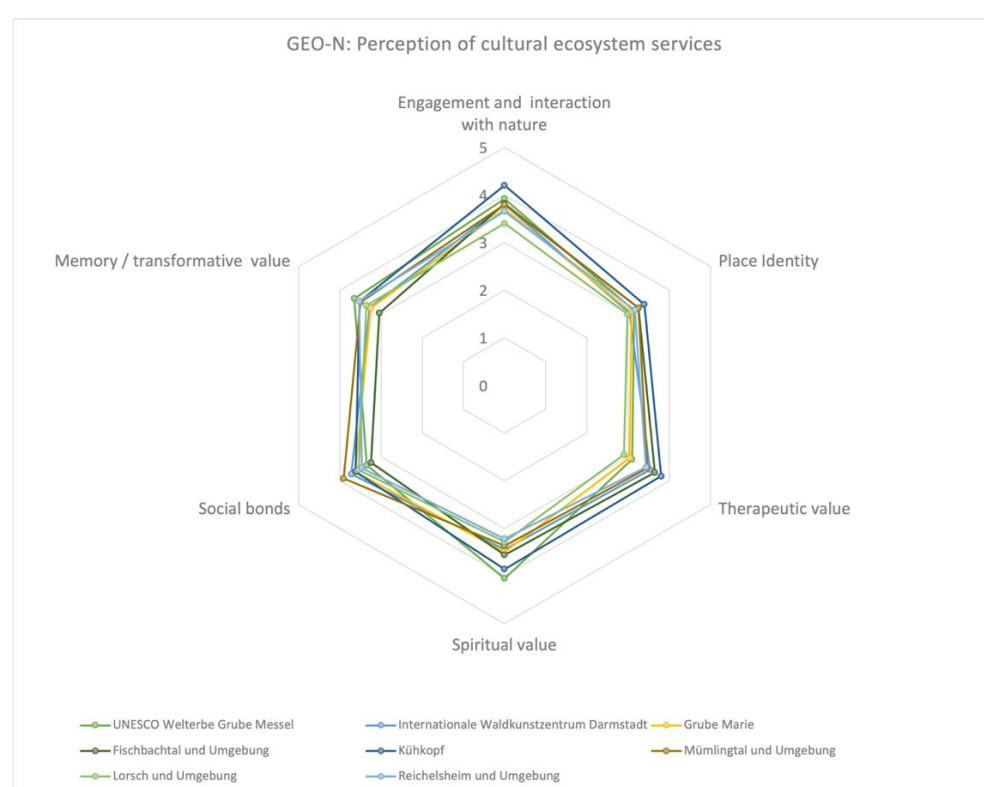
Figure 14 GEO-N:Perception of cultural ecosystem services.

Table 11.   Subjective Well-being Indicators of CESs in Geo-Naturpark Bergstrasse-Odenwald

	Engagement and interaction with nature	Place Identity	Therapeutic value	Spiritual value	Social bonds	Memory / transformative value
UNESCO Welterbe Grube Messel (n=20)	3.9(SD=0.6)	3.2 (SD=1.0)	3.1 (SD=1.0)	4.1 (SD=1.1)	3.4 (SD=1.2)	3.7(SD=1.2)

Internationale Waldkunstzentrum Darmstadt (n=18)	3.8 (SD=0.7)	3.0 (SD=1.0)	3.5 (SD=1.0)	3.4 (SD=1.5)	3.7 (SD=1.3)	3.3 SD=1.3)
Grube Marie (n=8)	3.7 (SD=0.7)	3.1 (SD=1.3)	3.0 (SD=1.0)	3.5 (SD=1.2)	3.6 (SD=1.1)	3.3 SD=1.4)
Fischbachtal und Umgebung (n=25)	3.8 (SD=0.7)	3.3 (SD=0.9)	3.7 (SD=0.7)	3.6 (SD=1.0)	3.2 (SD=1.1)	3.0(SD=1.1)
Kühkopf (n=21)	4.2 (SD=0.5)	3.4 (SD=0.9)	3.8 (SD=0.6)	3.9 (SD=0.9)	3.6 (SD=1.2)	3.5(SD=1.2)
Mümlingtal und Umgebung (n=22)	3.8 (SD=0.9)	3.3 (SD=1.1)	3.5 (SD=0.8)	3.4 (SD=1.2)	3.9 (SD=1.3)	3.5(SD=1.2)
Lorsch und Umgebung (n=42)	3.4 (SD=0.7)	3.0 (SD=0.9)	2.9 (SD=0.7)	3.3 (SD=1.0)	3.5 (SD=1.2)	3.4(SD=1.0)
Reichelsheim und Umgebung (n=32)	3.7 (SD=0.9)	3.2 (SD=0.9)	3.4 (SD=1.0)	3.2 (SD=1.1)	3.5 (SD=1.0)	3.5(SD=1.0)

Summary

The examples above show how online surveys serve the understanding of visitors' perception of CESs of sites within the communities. The main lesson is that sites serve people with multiple cultural services and there is a big diversity in the use of different sites within the same community or a geopark. Understanding the unique perception of the sites helps communities with management, supporting the values that are already held by sites but also supporting development plans, as these results show the gaps in provided CESs.
 Yet, there is a barrier to engaging rural communities in online surveys, and many people don't engage with the Internet and social media. Out of this experience, we recommend the mixed data collection model, when the responses are collected both by online tools as well as by postal and *face to face* interactions.

Challenges and lessons learnt

The My Cult Rural Toolkit methods were developed through several activities and projects. Therefore, the iterative lessons learnt were integral to refining methods and bringing them together as a coherent toolkit that might meet some of the needs of rural communities undertaking regeneration through a sustainable approach. Some of the key lessons that have shaped the toolkit, and limitations that have been recognized and/or overcome, are discussed below.

Number of participants: After testing the workshops it became obvious that having too many participants within a workshop made the methods unmanageable. Therefore, workshop designers need to both limit individual workshop group numbers and ensure a good ratio of multi-skilled facilitators to participants.

Facilitation mix: The multimodal approach to collecting data requires experienced workshop facilitators to spot, and take on different types of recording roles, and for them to have empathy for different skill sets, different knowledge, and to see potential in participants. It is important to prepare well for assistance and to remember that the participants will become data recorders too.

Different data capture: Young children clearly understand the concept of making a Mini-Landscape and thoroughly engage with the task. With this age group though, the extraction of data from the glass slides was

less successful; they were too young to work on their own using such material, or to place words with meaning in the landscapes. It is important to work with families to capture rich data about landscape issues from younger participants.

Materialism equals visual data: Each time the tools were tested it affirmed that the participants, the facilitators, the subject matter, the methods used to extract data, and the landscape everyone was standing in were all factors of equal importance. Additionally, the material of the places in which landscape constructions, object maps, and exhibitions of the walks were held was also found to be important. Raw materials as well as final Mini-landscapes, and comments from participants during the construction process were all recorded and analyzed as potentially significant data.

Embrace the performance: Preparing for workshops involved locating a suitable place in the landscape where participants could 'see' different views and had enough 'room' to be able to work together. It became clear that each workshop worked best when it was held in a 'landscape stage' that had been prepared in advance of workshop days—effectively an outdoor, temporary, mini theatre space. Participants were encouraged to take on subjective roles (as actors in the stage). Thus, if they were able to successfully 'embody the space', they were found to be less inhibited in talk about it their subjective relationships with surrounding spaces, and better able share their feelings and knowledge.

Role of visual data: Although the methods used to extract data, were given equal importance, because of the performative nature of workshopping, it was found to be crucial not just to photograph outputs, but also to use participatory video recording. Such methods allowed participating communities to co-develop a richly layered experience using mobile phones, video cameras, and Dictaphones as well as simple interactions with site-specific materials.

6.3.2 The role of RURITAGE in shaping CNH perceptions in local communities

Survey responses quantity differed between Rs. The highest number of responses was obtained by Kibla- Negova (R4), the Festival of Love in Negova village, 28 responses. The lowest number of responses was obtained by Karavanke/Karawanken Geopark (R1), 6 responses.

About yourself

In this part of the survey, results were obtained regarding the participant itself (age, gender, part of vulnerable group, type of stakeholder and belonging to vulnerable group). For the majority of the replicators, the 40-65 age range was prominent (Figure 15). Except for R1 and Izmir Geopark in Gediz-Bakircay Basins (R6) where the 25-40 age range was the main one. Participants under 18 did not participate in four replicators (R1, R2, R4 & R6). Furthermore, the age range 18-25 was also not shown in 3 of them (R1, R2, R3) meaning that either young people are leaving the rural areas or that RURITAGE has not managed to reach the youth[6]. Another age range with small percentage was the elderly (older than 65), showing also on only 4 out of the 6 replicators[7].

In this section, we can infer from the results that the median age range of people that engaged to RURITAGE goes from 40 to 65. The lack of participants under 18 is interesting, showing that perhaps if children under age do participate, the parents are the ones who take a leading role in their engagement to RURITAGE and hence they are the ones filling out the surveys. For future survey creations, this should be taken into consideration, perhaps adding a question regarding the family household. Also, to engage under-aged people a direct statement should have been made in the distribution of the survey, stating that minors were also allowed and encouraged to fill them in. At the same time, we can see how the ages 18 to 25 are not represented and this can be due to rural exodus of young people to study and work in the big cities, coming back to their rural home later

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[6] Bouchard, L. M., et al. (2022)
[7] Scharf, T., et al. (2008)

in life[8]. Engagement of the elderly should also be improved, showing small numbers in the survey. Integrating them to RURITAGE and thus the community life will also help in fight loneliness in them[9]. At the same time, as seen in Appignano del Tronto (R5) with their Storytelling videos, the elders are the ones with the Cultural and Natural heritage knowledge, and we should work to avoid that knowledge being forgotten[10].
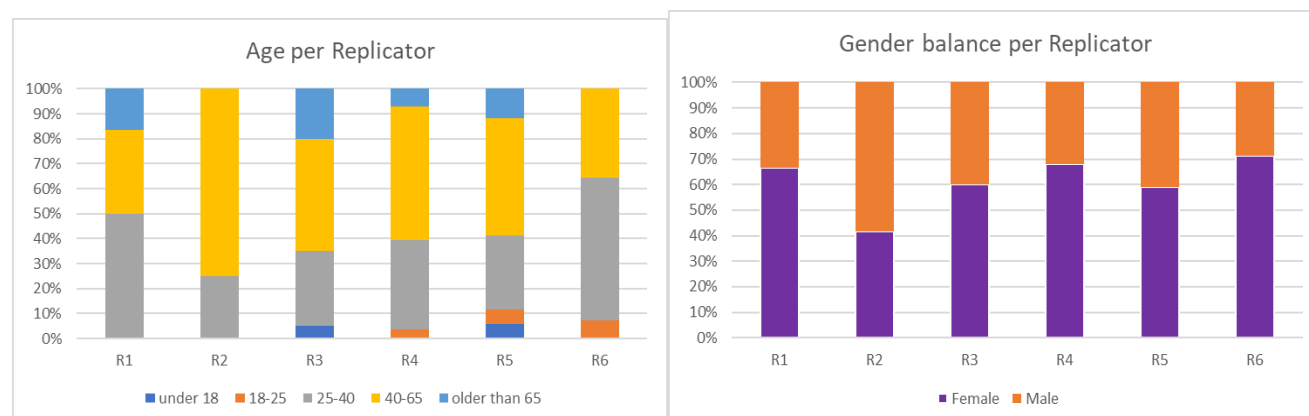

Figure 15. Age ranges and gender balance per Replicator.

Regarding Gender Balance, the mixture was similar in all Rs, women were a majority in 5 out of the 6 (Figure 15). As stated by Akerkar 2001, the issue is not on the number of women per se participating but on the voices heard from them[11]. While men tend to be universally seen as "good informants", able to articulate knowledge and explanations which included representation of women's concerns, women are considered difficult to reach[12]. The paradigm is changing from the 70s onwards. However, a gender analysis cannot be done solely on the balance of both genders. There should be a deeper analysis focusing on the extent women' voices and concerns have been taken into account that falls outside of this deliverable's scope. On section Gender & Diversity the concept of Gender & diversity inclusion will be studied further.

Nonetheless, the gender balance has been reached by almost all Replicators and this can show the inclusive process that was done initially in the recruitment and creation of the Rural Heritage Hubs as it was stated in Deliverable 3.1 "Guidelines for Stakeholders identification and engagement within the RHHs". One of the minimum requirements to comply with for the Hubs establishment was indeed that of gender balance. Also, stakeholder participation was monitored in all demonstrators to ensure this[13].

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[8] Shucksmith, M. (2010)
[9] Hennessy, C. H., et al. (2020)
[10] UNECE (2017)
[11] Rich, A. (1979).
[12] Domingo, P. (2015)
[13] de Luca et al. (2021)

Stakeholders per Replicator

Legend: ■ Research ■ Public / user ■ Industry ■ Decision Maker

Vulnerable groups per Replicator

Legend: ■ Over 60   ■ Residents of protected or rural areas   ■ Youth   ■ Inmigrant   ■ None of the groups listed above
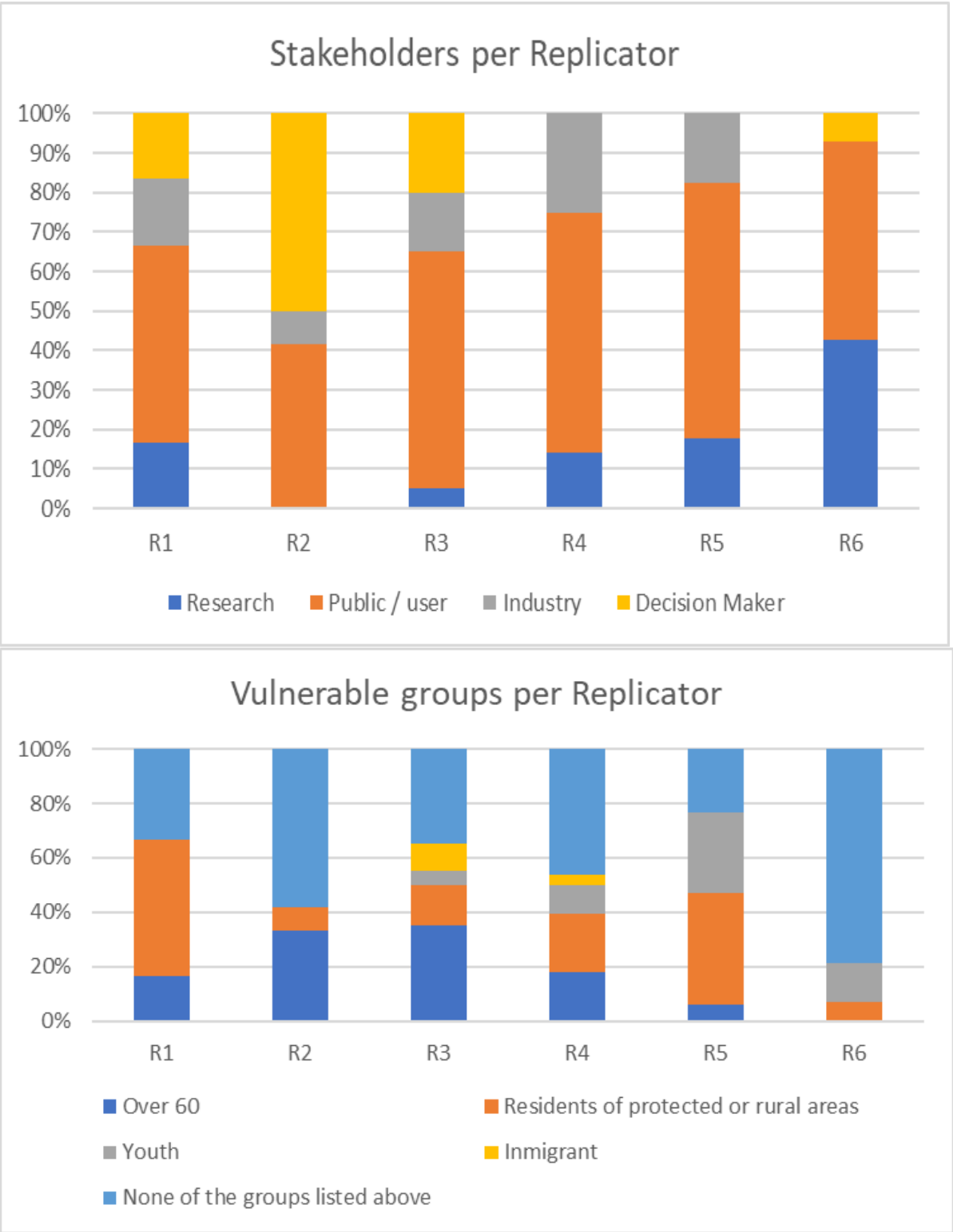
Figure 16. Stakeholders'and vulnerable groups distribution per Replicator.

The mix of the stakeholders for each Replicator showed similarities between Rs. The biggest group was "Public/user" for all. However, the second biggest group for each R differed. The second biggest group for R2 and R3 was Decision Makers (50%, 20%), For R4 was Industry (25%) whereas R1 showed the same percentage for both Research, Industry and Decision Maker (17%) . Finally, R6's biggest second group was Research (43%). Decision makers were not present on R4 & R5.

Regarding stakeholders, we see that, as expected the biggest group reached was „Public/user" for all. Then, depending on each R, the second most engaged group differed. This can be due to the unique characteristics of each R.

About RURITAGE

This section focused on the awareness of the participants towards RURITAGE project. To the question "Have you ever heard about the RURITAGE project?" half of the Rs had a 100% positive response rate (R2, R4, R5). R1 had a 17% negative response rate, for R3 this was 15% and R6 showed the biggest unawareness of RURITAGE (36%).
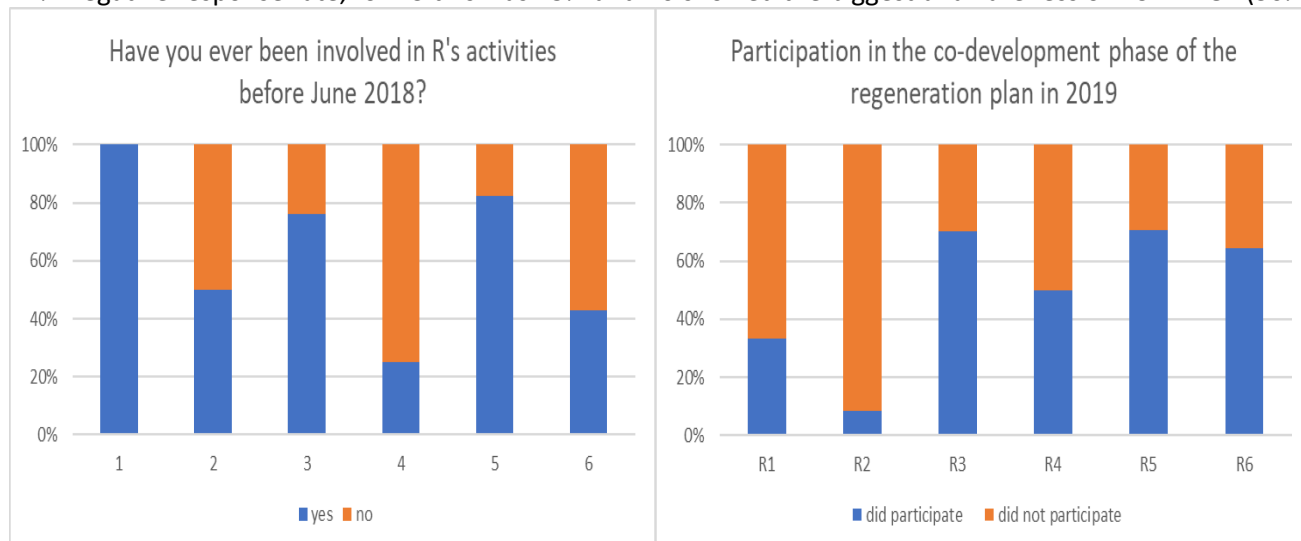

Figure 17. Percentages for participation in the RHH's activities before RURITAGE's start & participation in the co-development phase (2019).

As there were some participants answering "no" to the question "Have you ever heard about the RURITAGE project?" we can infer that perhaps activities are organized where no mention of RURITAGE is done or it is just briefly described so participants do not link their participation ot the RHH activities to the RURITAGE project.

About the R's RHHs

This section includes answers that ranged from 1 – not at all to 5 – very much, considering 3 as a neutral statement.

The first set of questions of this section regards the participant's feeling towards their RHH and territory. They were asked how engaged they felt, how connected and how attached they were to the RHH as well as how connected the felt to the people. The punctuation for all of them was high (from 3.67 to 4.19). The participants felt they were connected to the territory more strongly than any of the others (4.19). However, differences ranged from R to R, having a mean as low as 3.52 for R4 and as high as 4.50 for R5, see below (Figure 18).
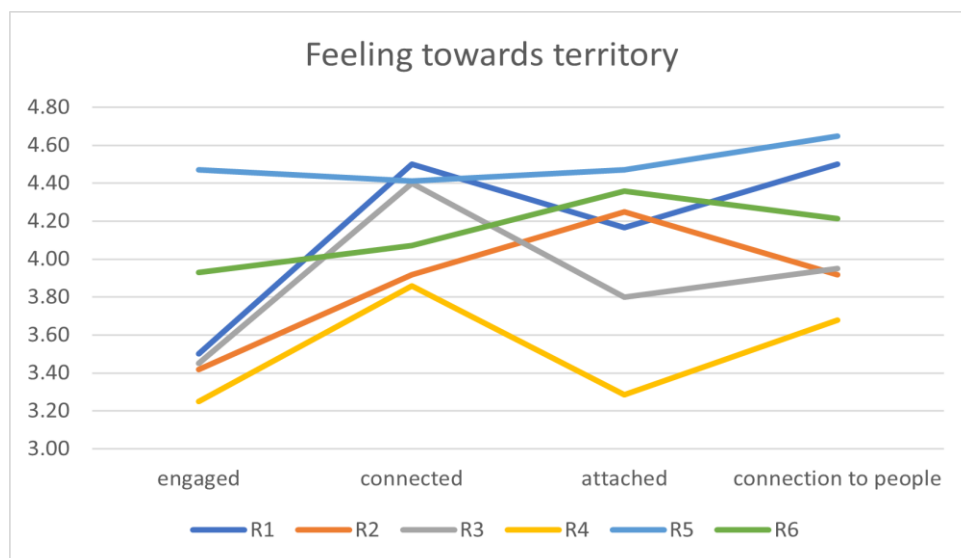
Figure 18. Feeling towards territory.

Then, they were asked about whether their perceptions towards each of the SIAs had changed. Overall, the participants felt their perception towards Landscape had changed to a high degree (3.96) whereas the area with less perception change was Pilgrimage (2.97). Between Rs, the one with the highest perception change overall was again R5 (4.17) and the lowest was R4 (3.11).
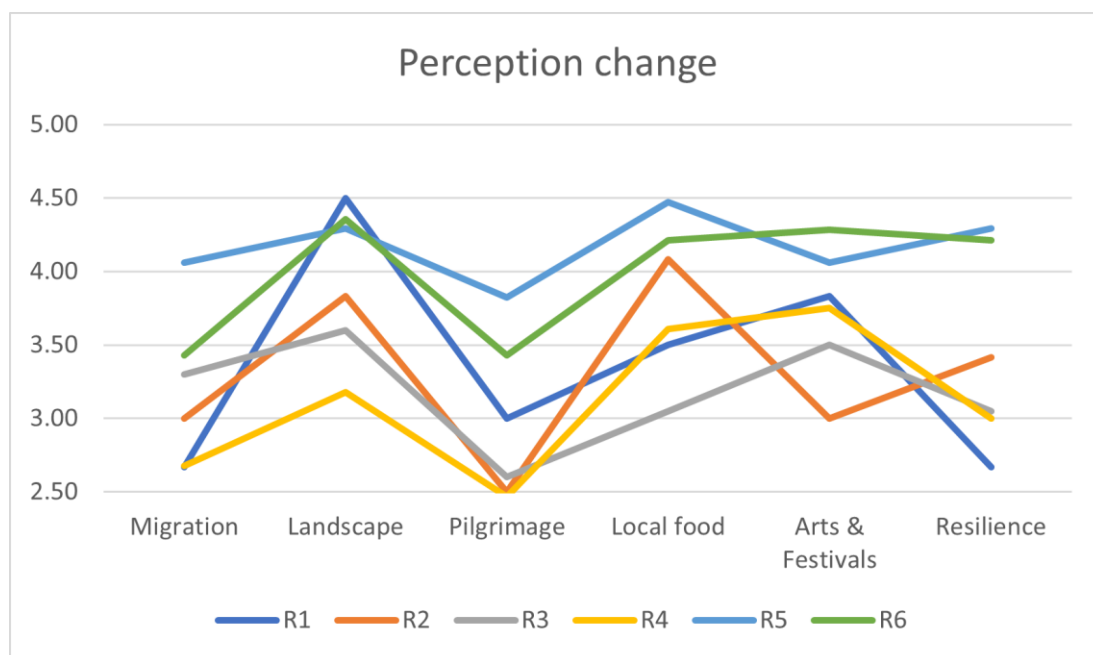
Figure 19. Perception change

R1 having Pilgrimage as its own SIA did not feel their perception towards that SIA suffered the biggest change. The mean was of 3.0, almost neutral between 1 – not at all y 5 – very much. It was the second to last SIA with less perception change. The highest for R1 was Landscape (4.50). R2's SIA was Local Food. This time it did obtained the highest value for perception change (4.08), followed by Landscape (3.83). For R3, its SIA was Migration, again the SIA with highest perception change was Landscape (3.60) followed by Migration (3.30). R4's highest perception change coincided with its SIA Arts & Festivals (3.75) followed by Local Food (3.61). For R5, which SIA was Resilience, there was a tie (4.29) between its SIA and Landscape. Finally, R6 highest value

coincided with its SIA, Landscape (4.36), followed by Arts & Festivals (4.29).

Table 12.   Perception changes for each Replicator and its mean.

Replicator	Migration	Landscape	Pilgrimage	Local food	Arts & Festivals	Resilience	mean
1	2,67	4,50	3,00	3,50	3,83	2,67	3,36
2	3,00	3,83	2,50	4,08	3,00	3,42	3,31
3	3,30	3,60	2,60	3,05	3,50	3,05	3,18
4	2,68	3,18	2,46	3,61	3,75	3,00	3,11
5	4,06	4,29	3,82	4,47	4,06	4,29	4,17
6	3,43	4,36	3,43	4,21	4,29	4,21	3,99
mean	3,19	3,96	2,97	3,82	3,74	3,44	3,52

All the small differences between replicators are pointed out. The biggest attachment was to the territory, not the RHH or the people, but the territory[14]. Subsequently, the highest indication on perception change due to RURITAGE on the SIAs was to Landscape. Again, we can see here the importance of the Cultural Landscape and how it generates attachment and identity[15]. Furthermore, Pilgrimage showed the lowest perception change, and this can be due to Pilgrimage being also greatly linked to Nature and Landscape[16]. Thus, it can be perceived by the participants that perception has not changed when it indeed has but it is perceived more related to Nature. This can then be the case for Karavanke/Karawanken Geopark (R1) who did have Pilgrimage as its SIA but it presented a neutral perception change when Landscape did have a positive perception change (4.50/5).

Finally, they were asked in this section about whether their visits to the RHH had increased and if they believed this was due to RURITAGE. As can be seen on Table 12, the public from Apignano (Replicator 5) was the one which most increased their visits with a punctuation of 4.50, followed by 4.50 as well for the belief that this increment in visits was due to RURITAGE. On the contrary, there is Geo-Naturpark Bergstrasse-Odenwald (R3)'s public which punctuation for more visits was neutral, around 3 and the belief that an increment in visits could be because of RURITAGE was below 3. Thus, we understand that R3's public does not connect RURITAGE to an increment in visits. Participants from Magma UNESCO Global Geopark (R2) showed a positive punctuation regarding more visits to the RHH, however, these visits were not as much considered to be due to RURITAGE as the punctuation was close to 3, neutrality. The others were closer to Apignano, with high numbers that show an increment in visits and high numbers for the belief that this was due to RURITAGE.

 All the sets of questions above showed a positive answer from participants, meaning they felt attached, involved and engaged to the RHH.

Gender & Diversity
A part of the survey discussed the modality of events the participants preferred (face to face, hybrid, online).

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[14] Giuliani, M. V. (2003)
[15] Taylor, K., et al. (2012); Lowenthal, D. (2005)
[16] Brace, C. (2003); Cosgrove, D. (2017)

The participants preferences differ quite a lot. R1 showed a preference of 3,50/5 for online events while R4 had a 1.54/5 for online events. 4 of the replicators, an exception from R1 and R6 , showed a preference for on-site events of less than 3/5. At the same time, participants felt that their voice was better heard on site events than online.
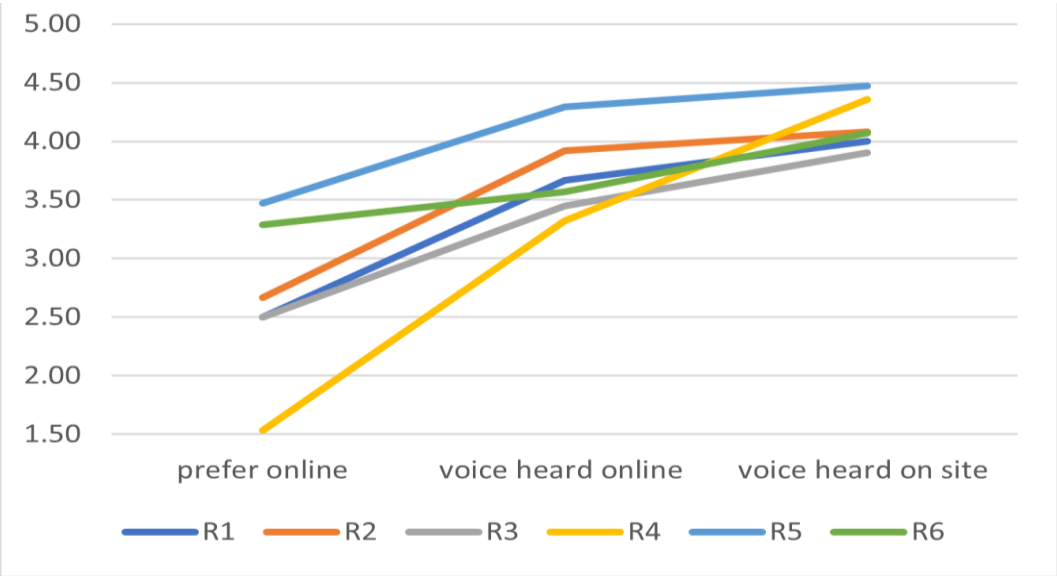
Figure 20. Perceptions regarding people feeling heard.

All participants were asked whether they were familiar with Gender Equality. All of the Rs showed an understanding of the concept (3.67 to 4.57). A 3 would mean neutrality and a 4 (most of them surpassed n. 4) would mean an understanding but not an expert knowledge of the topic. The question with the lowest number was whether they felt discriminated against. It was a 4.03, which is still high and positive, i.e., the participants did not feel discriminated against. The question with the highest mark was the one regarding being familiar with the Gender Equality concept, followed by the language being gender inclusive. The rest (GE being properly addressed, the activities being accessible enough and having measures for conciliation) were still in the 4.07-4.11 range, which is high. Perhaps having the "Familiar with GE" question higher than the rest means that there is room for improvement to achieve even higher marks on the other questions.

Figure 21. Gender Equality Principle survey resulst

The question regarding to what extent gender inclusive language had been used showed a high punctuation for all Rs except for R1 (Figure 22). This shows that the participants perceived the RHHs activities did make an effort i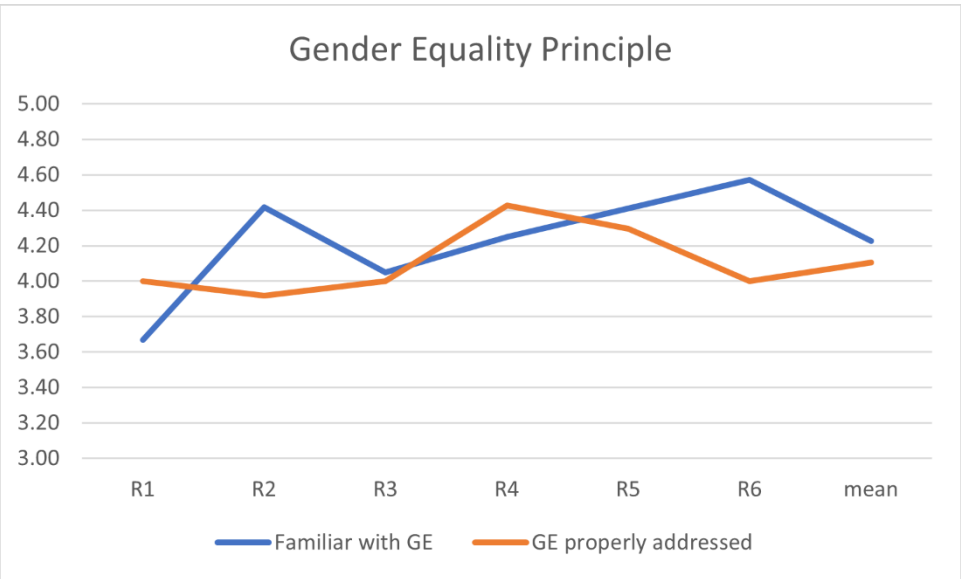n using a gender inclusive language. R1 showed neutrality (punctuation: 3) Perhaps this has to do with the language itself of the R which is German and Slovenian. As there were more answers from the German side, this means that this important part of Gender Equality was not taken into account by R1. R1 also showed the lowest mean of all the Rs (3.56) whereas R4 showed the highest mean (4.56).
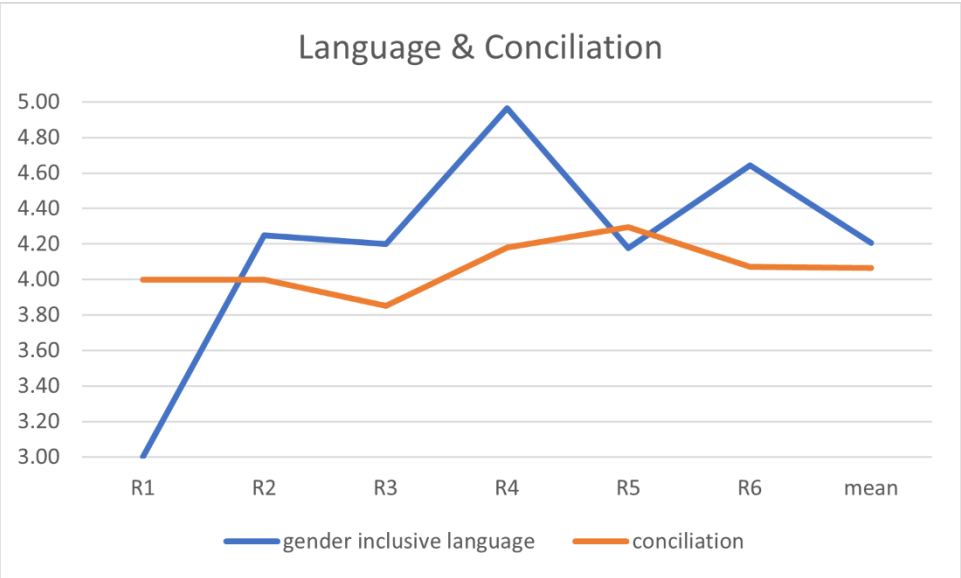
Figure 22. Language & Conciliation survey results.

The answers for the participants feeling that the activities were accessible enough and that they felt no discrimination followed a similar pattern. The pattern was less pronounced for "accessible activities" and higher for "no discrimination". R4 achieved the highest number for both, thus participants perceived that the activities were accessible and that there was no discrimination towards them. R1 achieved the lowest which still was above 3, meaning a more neutral perception of both questions.
The pattern for both was similar to a zig zag from low for R1 (3.20 no discrimination, 3.50 accessible activities) to a bit higher for R2 (4.05, 4) to again descending until 3.60 but staying on 4,07, and again incrementing to R4 (4.80, 4.70) to descend to R5 (4.40, 4.20) and R6 (4.00, 4.10).
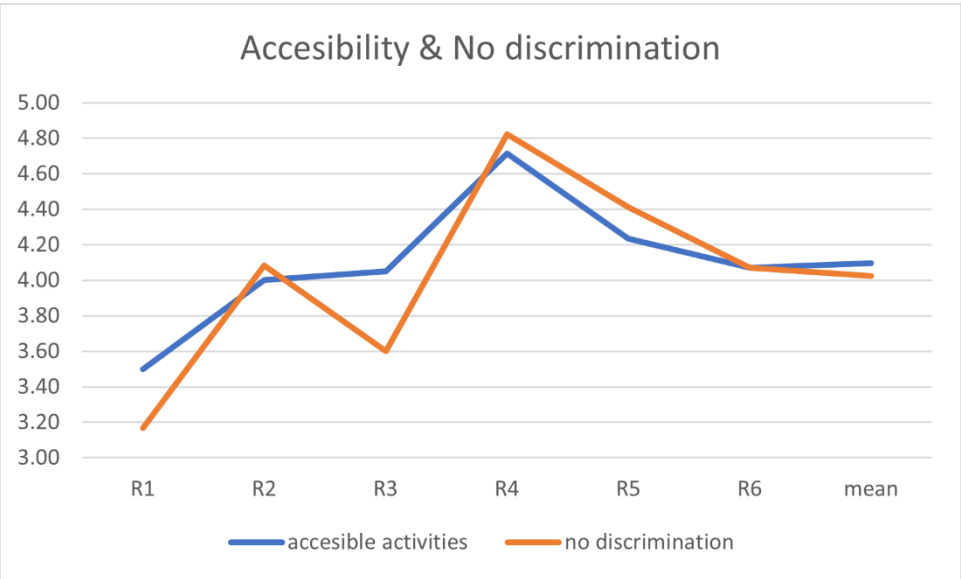
Diversity and gender are often put together and explained jointly as a sole entity. However, they should be looked into separately. To be more precise even, "Diversity" as a term that entails different backgrounds, origins, ethnicities, religions, sexual identities, disabilities, etc, should also be divided into these different categories that represent different realities and characteristics completely. Thus, they should be studied, and actions put in place according to each reality and its idiosyncrasies.

At RURITAGE there has been an effort constantly to take all these different realities into account, starting with the people from rural areas, followed by the Gender perspective. However, we understand that more effort is needed to fully understand the constraints women, migrants, disabled people and so on face.

Regarding Gender, we have noticed, and literature such as [2]–[8] analyses this, that it is not a question of gender balance on its own but promoting ways in which these visible and invisible constraints are touched upon for men and women, starting by work-family conciliation for both, educating and understanding the different roles both genders take in a relationship (romantic, family, work) so they can be removed and people can grow and have access to the same opportunities and rights no matter their gender[17].

Taking this into account, the survey was successful in understanding people's perception on Gender Equality principles. However, the degree of understanding of the Gender Perspective could not be measured. Thus, even if the survey results achieved a high level of perception for GE regarding language, conciliation practices, and so on, this might not reflect the truth. For example, if a person is not aware of the racism inflicted on them, not the visual and violent one but the structural one that society inflicts open non-white people generally in Europe, then they might perceive their experience and effort of a certain project or groups of people to be great when in reality it is just the bare minimum. This is called Response Bias, where there's something about how the actual survey questionnaire is constructed that encourages a certain type of answer, leading to measurement error[18]. Thus, this becomes a limitation to the survey that gives us room for improvement in future projects to make them gender-responsive and to actively bridge gaps and overcome barriers to ensure a just transition for all. Furthermore, this can also apply for migration, disabled people, and LGBTQ+ groups.

6.4 Limitations

Some limitations, however, have been identified. The first and foremost is the need to deeper study each section to fully understand all the factors involved in community engagement. Each Replicator and each section could be a report on its own, how Facebook posts work, which stakeholders were more engaged, which strategy was followed, how activities influenced engagement and so on. At the same time, each Replicator represents a distinct area, with its own culture, lifestyles, livelihoods, etc. We wonder how this might have also influenced the way participants responded to the survey or commented on Facebook. On the logistics side, the answers to the survey were initially thought to be of at least 25. However, only one R managed to obtain more than 25, making the samples different from each other and generating a non-response bias.

Some other potential limitations of the social media data retrieval approach is that not all Replicators' Facebook data could be retrieved which creates a gap in understanding how well Rs did in engaging their community through social media. At the same time, some Replicators used other social media such as Instagram or Twitter. These could also have been studied.

Regarding the survey, it was quite useful in understanding engagement and content to RURITAGE project. However, it also has to be taken into account that the people that have filled it in are the ones that are already engaged in the project. Nevertheless, the survey is quite helpful in understanding how to improve certain

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[17] Quisumbing, A. R., *et al*. (2019).
[18] Gomez, J. P., *et al*. (2001).

aspects, and which ones reached more people.

7. The future of RHHs

The Replicators have showed their commitment to this project, their gratitude for all what has been achieved and have promised to not let it die. The Rural Heritage Hubs will remain a vital part of the Rs for the success of their action plans but also for the potential they still manifest to the community. Through WP6: Exploitation & Upscaling, partners of RURITAGE have been working to find the best way to ensure sustainability. There have been several verbal, signed and stamped agreements by RURITAGE community to continue working together, especially in the first six months after the end of the project. This way, Knowledge Facilitator Partners (KFPs) can work with RMs and Rs, policy makers and social organizations to ensure the ideas, best practices and methodology shared these four years do not vanish. Several ideas have been put forward from summer schools to keep the website going. At the end the most important factor is the people's passion for rural development and the recognition of all the great work that has been done and that can be done again in the future, in new projects together.

8. Conclusion

From the beginning of the project, RURITAGE supported the establishment, co-dvelopment and co-implementation of heritage-led regeneration strategies within six Rural Heritage Hubs around Europe and beyond. In these hubs, activities were executed to engage their communities and help rural development and regeneration of these areas through Cultural and Natural Heritage (CNH). This report investigated the communities' engagement through the different ways the participants were involved in both the co-development phase and the co-implementation phase. For the latter, their engagement was measured through: (1) the study of social media's engagement, (2) KPIs, (3) My Cult-Rural toolkit and (4) the distribution of a survey to measure perception change.

The study of the engagement through **social media** showed that Facebook can be used as a useful tool to evaluate communities' engagement and perceptions, when a good strategy is put in place with numerous posts or directly addressing Facebook followers. From the results it looks like making a new dedicated page to communicate RURITAGE related activities instead of using existing pages led to the development of more interactions and engagement. Another explanation may lie on the diverse type of organization involved in the Rs territories: both R5 and R6 have been led by local public authorities that already had set a good communication and social media campaign with their own pages, from where they re-directed the audience. However, great involvement in specific RURITAGE Replicator's FB pages might be due to certain specific strategies put in place as shown before by R5 and R6. Such strategies could be replicated in the future, to increment interest in RURITAGE as well as in other projects.
Regarding the keywords obtained from each Replicator, and the four categories in which the keywords were divided, it is worth noting that Landscape was the most represented SIA in the Rs' keywords. This could represent how participants could be attached with Landscape (natural heritage), perhaps more than any other existing SIA. These results show how Landscape goes beyond Natural heritage, answering to the concept of "Cultural Landscape", meaning the symbiosis of human activity and the environment.

Regarding **the participation of the community into the implementation of the plan**, the KPIs' analysed showed that Replicators successfully worked over the development of their social and cultural capitals, mostly involving stakeholders and local communities into capacity building and training activities, looking at both fulfilling the digital divide (social media course, basic skill course) or at training people into traditional skills such as weaving courses. Moreover there was a great participation of communities in cultural festival and art events that have

been developed targeting a wide range of actors and involving them in the co-production of the festivals themselves. Also, even though COVID made difficult to achieve some KPIs as meetings had to be cut or re-thought and organised online, a great effort has been dedicated by all Rs in adaptation and mitigation actions that supported them in achieving great results, despite all restrictions and limitations

Regarding Community perceptions on cultural and natural heritage through the RHHs, **My Cult-Rural Toolkit** proved useful to help in regeneration through a sustainable approach, engaging young and old through different activities. The toolkit's workshops encouraged participants to reflect on a multisensorial experience of CNH. Moreover, participants reflected on place identity and related their unique bond to the place they live in, including the cultural heritage of the region. Therapeutic values of the explored landscape were associated with such experiences as feeling good, enjoyment and clearing the mind. Interacting with natural and cultural landscapes reinforced people social bonds with others: participants would associate places, views or even smells with memories of shared activities with important others. References to social bonds were also present when discussing local food traditions, in memories of shared meals or family agricultural traditions. As a result, participants engaged more and reflected on CNH, enhancing their perception of it. This can be seen, for example, in the results on Perception of cultural ecosystem services done in each R, were out of several sites most of them were perceived in quite favourable terms.

According to the survey, the **perception on CNH of the community through the RHHs** was great. The survey showed overall positive results that demonstrate how RURITAGE and the work done by all Rs have given value to RHHs and their rural areas, incrementing engagement and community cohesion as well as CNH perception and value. This survey gave great insight towards the mean age range of the participants (40 to 65) and the reasons behind this (youth rural exodus) and what actions could be taken to improve rural development through CNH to engage younger generations. Regarding perceptions, the stronger connection to territory shows a direct relation to the importance of CNH and the motif of RURITAGE. Thus, by increasing CNH, it increases people's connection and creates opportunities for development and for continuity of Rural areas. If there are people that want to stay and creation of opportunities by governments, policies and/or projects like RURITAGE, there will be involvement in the development of the area through CNH.

To conclude, communities and stakeholders' engagement and involvement into heritage-led regeneration strategies has been quite successful in all RURITAGE Rs. Departing from a strong involvement of communities and stakeholders into local RHHs and into respective co-development phases, all of them, with diverse degree of success, managed to improve their social and cultural capitals, also contributing to create further awareness around CNH values. This happened thanks to a variety of diverse actions that ranged from trainings, capacity building activities, hiking route around CNH, art and culture festival and events, etc.

Based on the outcome of this work and in accordance with results of del 4.4., we can acknowledge that a successful rural regeneration process need to undertake a comprehensive co-development phase, through

10.   Annex I. List of tables and figures

Table 1 : List of Tables

Table 2 : List of Illustrations

11.   Annex II. Additional tables

Table 13.   R2's keywords.

N	Key word	Freq.	%
1	GOOD	27	1.86
2	GREAT	18	1.24
3	THANK/S	18	1.24
4	CONGRATULATIONS	17	1.17
5	EXCITING	10	0.69
6	GEOPARK	8	0.55
7	MAGMA	8	0.55
8	TRIP	6	0.41
9	HAPPY	6	0.41
10	SHARING	5	0.34
11	GEOFOOD	5	0.34
12	FOOD	5	0.34
13	FANTASTIC	5	0.34
14	BIRTHDAY	5	0.34
15	BEAUTIFUL	5	0.34
16	NORWAY	4	0.28
17	LUCK	4	0.28
18	LOCATION	4	0.28
19	BURREN	4	0.28
20	APP	4	0.28
21	TROLLPIKKEN	3	0.21
22	TRAIL	3	0.21
23	HIPP	3	0.21

Table 14:   R3's keywords.

N	Key word	Freq.	%
1	ODENWALD	3	1.54
2	BERGSTRA	3	1.54
3	GEO	3	1.54
4	UNESCO	2	1.03

Table 15:   R5's keywords.

N	Key word	Freq.	%
1	THANK/S	39	2.33
2	GOOD	31	1.85
3	EVENING	22	1.31
4	GREAT	18	1.08
5	FANTASTIC	14	0.84
6	CONGRATULATIONS	13	0.78
7	LUNA	11	0.66
8	EVERYONE	11	0.66
9	WONDERFUL	10	0.60
10	APPIGNANO	9	0.54
11	PHOTOS	9	0.54
12	RURITAGE	9	0.54
13	BRILLIANT	8	0.48
14	BEAUTIFUL	6	0.36
15	FOOD	6	0.36
16	HAPPY	6	0.36
17	VIDEO	6	0.36
18	LUNCH	5	0.30
19	SOON	5	0.30
20	WELCOME	5	0.30

21	CANTINA	4	0.24
22	CONTINUE	4	0.24
23	FOLLOW	4	0.24

Table 16:   R6's keywords.

N	Key word	Freq.	%
1	THANK	29	1.95
2	KOZAK	20	1.34
3	IZMIR	13	0.87
4	GOOD	12	0.81
5	RURITAGE	12	0.81
6	BEAUTIFUL	11	0.74
7	BERGAMA	11	0.74
8	CONGRATULATIONS	11	0.74
9	PLATEAU	9	0.61
10	WORK	9	0.61
11	LOCAL	6	0.40
12	MORNING	6	0.40
13	BAKIRÇAY	5	0.34
14	CONTINUE	5	0.34
15	FUTURE	5	0.34
16	BRANDING	4	0.27
17	MEETINGS	4	0.27
18	PLATFORM	4	0.27
19	WISH	4	0.27
20	AEGEAN	3	0.20
21	BASIN	3	0.20
22	BICYCLE	3	0.20
23	BLESS	3	0.20

24	GENERATIONS	3	0.20
25	HEAVEN	3	0.20
26	LUCK	3	0.20
27	TURK	3	0.20
28	TURKEY	3	0.20

Table 17.   Category 1: Positive adjectives Keywords classification

| Words | Replicator 2 | Replicator 5 | Replicator 6 |
	Frequence	Frequence	Frequence
Good	27	31	12
Great	18	18	
Exciting	10		
Fantastic	5	14	
Beautiful	5	6	11
Wonderful		10	
Heaven			3
Brilliant		8	
Interesting		4	
Thank/s	18	39	29
Congratulations	17	13	11
Happy	6	6	
Luck	4		3
Hip (hip hooray)	3		
Welcome		5	
Wish			4
Bless			3

Table 18.   Category 2: RURITAGE'S RHH & SIAs Keywords classification

| Words | Replicator 2 | Replicator 5 | Replicator 6 |
	Freq	Freq	Freq

Geopark	8		
Magma	8		
Norway	4		
Location	4		
Burren	4		
Trollpikken	3		
Luna		11	
Appignano		9	
Ruritage		9	12
Mayor		4	
Tronto		4	
Izmir			13
Turkey			3
GeoFood	5		
Food	5	6	
Continue		4	5
Cantina		4	
Kozak			20
Bergama			11
Plateau			9
Local			6
Bakirçay			5
Platform			4
Aegean			3
Basin			3
Trail	3		

Table 19.   Category 3: Activities keywords.

	Replicator 2	Replicator 5	Replicator 6

Words	Freq	Freq	Freq
Trip	6		
Sharing	5		
Birthday	5		
App	4		
Evening		22	
Photos		9	
Video		6	
Lunch		5	
Follow		4	
Work			9
Morning			6
Meetings			4
Bicycle			3

Table 20.   Category 4: Other keywords.

Words	Replicator 2	Replicator 5	Replicator 6
	Freq	Freq	Freq
Everyone		11	
Soon		5	
Facebook		3	
Participants		3	
Future			5
Branding			4
Generations			3
Turk			3

Table 21.   Cultural capital KPI description.

KPIs	Description
CC-02	Number of mentions of CNH in social media, media, press, etc.
CC-03	Number of users registered in the digital hub or following the social networks (facebook, twitter, etc.)
CC-05	Number of posts mentioning RURITAGE at local level
CC-06a	Number of actions and cultural events produced by citizens at local level
CC-06b	Number of people reached by actions and cultural events produced by citizens at local level
CC-08	Number of people trained in traditional skills

Table 22.   Cultural Capital KPI statistics.

KPI	Replicator 1			Replicator 2			Replicator 3			Replicator 4			Replicator 5			Replicator 6		
	total	Target	%	total	Target	%	total	Target	%	total	Target	%	total	Target	%	total	Target	%
CC-02	2	10	20	59	50	118	333	10	3330	15	50	30	116	50	232	529	50	1058
CC-03	6	50	12	9	50	18	6	50	12	2131	1875	114	141	50	282	3086	50	6172
CC-05	39	1044	4	65	1786	4	22	3776	1	31	811	4	175	16	1094	1052	1484	71
CC-06a	32	30	107	372	54	689	14	8	175	21	12	175	110	26	423	195	12	1625
CC-06b	319	345	92	30800	30025	103	3507	200	1754	15900	7025	226	21787	4025	541	44825	25	179300
CC-08	0	16	0	482	179	269	1620	57	2842	0	82	0	363	2	18150	9890	8149	121

Table 23.   Social and Human capital KPI description.

KPIs	Description
SC-01b	Number of participants in citizens engagement activities
SC-04	Number of participants in formal or informal voluntary activities or active citizenship in the current Monitoring Period
SC-05b	Number of people involved in projects addressing migrants
SC-06a	Number of projects addressing people with disabilities
SC-06b	Number of people involved in projects addressing people with disabilities
SC-07	Number of disadvantaged people engaged (elderly, migrants, unemployed)
HC-03	Number of immigrants involved in educational-training programs

Table 24.   Social Capital KPI statistics.

	Replicator 1			Replicator 2			Replicator 3			Replicator 4			Replicator 5			Replicator 6		
KPI	total	Target	%	total	Target	%	total	Target	%	total	Target	%	total	Target	%	total	Target	%
SC-01b	10367	12500	83	619	1350	46	721	200	361	11802	2500	472	6323	11000	57	2488	300	829
SC-04	0	1	0	6270	7838	80	124048	136508	91	102	125	82	756	250	302	25981	15945	163
SC-05b	0	1	0	6	9	67	65	4	1625	53	53	100	20	23	87	0	3	0
SC-06a	1	2	50	1	2	50	0	1	0	9	6	150	57	9	633	8	9	89
SC-06b	24	27	89	350	353	99	0	3	0	30	23	130	127	3	4233	0	3	0
SC-07	8	1250	1	5	135	4	147	20	735	1081	1100	98	0	1	0	0	3	0

12.   Annex III. Survey

RURITAGE Involvement Survey

DATA PROTECTION INFORMATION FOR DATA SUBJECTS (Annex III)
Do you accept to participate?

Yes ☐	No ☐

About you
E-mail**:**
This email address will not be used to contact you or analyse data.
Emails are saved only to be able to locate your data if you would like to delete it at some point.
Age

Under 18 ☐	18-25 ☐	25-40 ☐	40-65 ☐	Over 65 ☐

Gender

Male ☐	Female ☐	Other ☐

Which main group do you most identify with?

Policy maker ☐	Public / user ☐	Research ☐	Industry / service / investors ☐

Are you from any of these groups?

Youth ☐	Older than 65 ☐	Immigrant ☐	Person with disabilities ☐	Resident of protected or rural areas ☐	None of the groups listed above ☐

About RURITAGE

Have you ever heard about the RURITAGE project?

Yes	No
☐	☐

How did you first get to know the project?

☐ A friend / family
☐ School
☐ Posters
☐ Facebook
☐ Instagram
☐ Twitter
☐ Local press
☐ Radio
☐ Word of mouth
☐ Website

How much do you feel you have engaged with the project?

☐ 1 - Not at all
☐ 5 - Very much

Have you participated in the co-development phase of the regeneration plan in 2019?

Yes	No
☐	☐

Which activities from the project have you attended since 2020?

Which activities did you like the most?

How did you like the activities and why?

What can we improve on?

About Rx

After getting to know Rx, to what extent do you feel connected to it?

☐ **1 - Not at all**

☐ **5 - Very much**

Do you feel that the connection with/perception of your territory changed after you participated in the project activities?

Yes	No	Maybe
☐	☐	☐

If yes, how?

If yes, which activity/ies had the strongest impact on the connection with/perception of your territory?

My perception of Migration has changed

1 – strongly disagree	5 – strongly agree
☐	☐

My perception of Landscape has changed

1 – strongly disagree	5 – strongly agree
☐	☐

My perception of pilgrimage has changed

1 – strongly disagree	5 – strongly agree
☐	☐

My perception of local food has changed

1 – strongly disagree ☐	5 – strongly agree ☐

My perception of arts & festivals has changed

1 – strongly disagree ☐	5 – strongly agree ☐

My perception of resilience has changed

1 – strongly disagree ☐	5 – strongly agree ☐

I have visited the [insert the RHH's name] more than before

1 – strongly disagree ☐	5 – strongly agree ☐

RURITAGE has encouraged me to visit [insert the RHH's name] more often

1 – strongly disagree ☐	5 – strongly agree ☐

The activities organized have encouraged me to visit [insert the RHH's name]

1 – strongly disagree ☐	5 – strongly agree ☐

I have visited the Rx more than before

1 – strongly disagree ☐	5 – strongly agree ☐

RURITAGE has encouraged me to visit Rx more often

1 – strongly disagree	5 – strongly agree
☐	☐

I feel more attached now to my territory

1 – strongly disagree	5 – strongly agree
☐	☐

I have created stronger connection with other people/organisations of my territory

1 – strongly disagree	5 – strongly agree
☐	☐

My perception of Rx has changed

1 – strongly disagree	5 – strongly agree
☐	☐

I have discovered new appeals to some places

1 – strongly disagree	5 – strongly agree
☐	☐

I feel this place has changed in the last four years due to RURITAGE

1 – strongly disagree	5 – strongly agree
☐	☐

I feel that my territory 'improved' because of RURITAGE

1 – strongly disagree	5 – strongly agree
☐	☐

Gender & Diversity

To what extent do you consider to be familiar with the concept and principle of Gender Equality?

1 – Not at all	5 – Very Much
☐	☐

To what extent do you feel the Gender Equality principles have been properly addressed?

1 – Not at all	5 – Very Much
☐	☐

I have not felt discriminated because of my gender, origin, ethnicity, disability, language, religion or sexual orientation

1 – Strongly disagree	5 – Strongly agree
☐	☐

I feel the language has been gender inclusive in most of the activities

1 – Strongly disagree	5 – Strongly agree
☐	☐

I feel the activities were accessible enough

1 – Strongly disagree	5 – Strongly agree
☐	☐

Participation to online and physical activities were compatible with family-work conciliation practices

1 – Strongly disagree	5 – Strongly agree
☐	☐

I have felt more comfortable participating online than in person

1 – Strongly disagree	5 – Strongly agree
☐	☐

What do you prefer?

☐ **Online Events**
☐ **In person events**
☐ **Hybrid Events**

I feel that my voice has been heard on online events and activities such as webinars or forums

1 – Strongly disagree	5 – Strongly agree
☐	☐

I feel that my voice has been heard on on-site events and activities

1 – Strongly disagree	5 – Strongly agree
☐	☐

How did you keep up to date with the activities in the Rural Heritage Hub?

☐ **A friend / family**
☐ **School**
☐ **Posters**
☐ **Facebook**
☐ **Instagram**
☐ **Twitter**
☐ **Local press**
☐ **Radio**
☐ **Word of mouth**
☐ **Website**

13.   Annex IV. General Data Protection Regulation

DATA PROTECTION INFORMATION FOR DATA SUBJECTS

RURITAGE INVOLVEMENT SURVEY

In compliance with articles 12 and 13 of Regulation (EU) 2016/679

Dear Mr/Ms/Dr/Prof,

your involvement in the RURITAGE project as participant to any of the Rural Heritage Hubs (RHH) implies that CONSULTA EUROPA as partner in charge of the hub will process some of your personal data.

As you may know, since 25 May 2018 the EU General Data Protection Regulation (hereinafter GDPR) has become applicable.

The GDPR imposes an obligation of transparency, which is to provide data subjects with detailed information on the processing of their personal data.

Therefore, in compliance with the GDPR, we inform you that your data will be processed by CONSULTA EUROPA lawfully and fairly, only where necessary, using paper and electronic means, adopting adequate technical and organisational security measures, for purposes related to your participation in the RURITAGE project.

Your data will be processed by duly authorised CONSULTA EUROPA employees and collaborators, andsome external suppliers (e.g. providers of hosting/cloud services), and will not be used for sending commercial communications or for profiling purposes. Other RURITAGE partners will only have access to anonymous data in aggregated form, for statistical purposes.

You may exercise your rights at any time in accordance with the GDPR, such as requesting access todata, their correction if there are errors, their deletion (e.g. if they are no longer necessary), processing limitation and portability, as well as filing a complaint with the Supervisory Authority.

Before freely expressing your consent in a conscious manner, we invite you to read carefully the detailed information below.

Should you have any doubt, please do not hesitate to contact us: we will provide you with all the necessary clarifications.

Best regards

Teresa Gubern (CONSULTA EUROPA)

WHO WILL BE IN CHARGE OF DATA PROCESSING? IDENTITY AND CONTACT DETAILS OF THE CONTROLLER

The controller is CONSULTA EUROPA PROJECTS AND INNOVATIONS

Address: Leopoldo Matos, 16

35006 Las Palmas de Gran Canaria

E-mail: teresa.gubern@consulta-europa.com

Telephone: +34 828 041 258

WHO IS THE CONTROLLER'S REFERENCE PERSON FOR DATA PROTECTION ISSUES? CONTACT DETAILS OF CONSULTA EUROPA DATA PROTECTION OFFICER (DPO)

The CONSULTA EUROPA DPO contacts are:

E-mail: michelle.perello@consulta-europa.com

WHAT DATA WILL BE COLLECTED?

Your email, age, gender, group you identify with, if you are part of a vulnerable group and feelings and perceptions about RURITAGE and the Rural Heritage Hub (RHH).

WHAT WILL HAPPEN WITH MY DATA? PURPOSES OF THE PROCESSING FOR WHICH THEPERSONAL DATA ARE INTENDED

The results of this survey will be published in aggregated form in the deliverable 3.6 "Report on the involvement of communities in cultural heritage". This questionnaire will be filled out by individuals that have participated in the Replicators' activities at any point. They will participate anonymously. Your personal data will only be

processed for the purposes of the RURITAGE project, in particular to analyse community involvement in the Rural Heritage Hub (RHH). By means of this survey, primarily sentiment change and involvement in activities will be studied.

Your confidentiality will be protected at all times. Only emails will be collected to ensure that there are no repetitive participants. The submissions will be pseudorandomised after the completion of the survey; the analysis of the data will operate with the pseudo-anonymised dataset.

This will be done as follows:

Once the survey is finished, the information with the emails will be saved only by Consulta Europa and no other partners would have access to it. A second document will be created in which emails are converted into numbers (ids) to ensure anonymity. This second document with aggregated information will be the one to be used in the deliverable.

You can interrupt the survey at any time before the final submission. Once you finalise your submission by clicking the "Submit" button on the last page of the survey, you cannot delete your submission anymore.

You can request the deletion of your submission by writing an email to the survey administrator providing your email. The first document saved only by Consulta Europa will be opened to delete your data. Your submission is anonymous since no personal identifier is stored with your entry in the results table.

WHAT IS THE LEGAL BASIS FOR THE PROCESSING?
The legal basis for the processing of your personal data is your express consent, as foreseen by art.6, par. 1, lett. a) of the GDPR.

WHO WILL HAVE ACCESS TO MY DATA? RECIPIENTS OR CATEGORIES OF RECIPIENTS OF YOURPERSONAL DATA
Beside CONSULTA EUROPA, some other subjects will have access to your personal data, insofar as it is needed for the RURITAGE project. This will happen in full compliance with applicable laws and regulations at EU and national level.

These subjects include:

Technology providers (i.e. providers of hosting and cloud services)

Competent authorities in charge of monitoring the project (i.e. the European Commission).

In compliance with the data minimisation principle, the other RURITAGE partners will not receive your personal data, but will only receive anonymous aggregated data, which will be entered into the RURITAGE database without any personal data, for statistical purposes.

WILL MY DATA BE EXPORTED OUTSIDE THE EU? OR TO INTERNATIONAL ORGANISATIONS?
No, your personal data will not be transferred outside the European Union, nor to international organisations.

HOW LONG WILL MY PERSONAL DATA BE KEPT? PERIOD FOR WHICH THE PERSONAL DATA WILLBE STORED
Your personal data will be kept by CONSULTA EUROPA for 5 (five) years after project end, (i.e2027); it is the period during which there is an obligation by CONSULTA EUROPA to demonstrate to the European Commission that the project tasks have been fully carried out. In any case, your data will be storedfor no longer than necessary in consideration of the purposes for which they have been processed.

WHAT ARE MY RIGHTS? RIGHTS OF THE DATA SUBJECT
As data subject, you have all the rights specified in sections 2, 3 and 4 of Chapter III of the GDPR.In particular, you have the following rights:

- to request from the controller access to and rectification or erasure of personal data or restriction of processing;
- to object to processing;

- to request data portability;
- to withdraw consent at any time, without affecting the lawfulness of processing based on consent before its withdrawal;
- to lodge a complaint with the competent Supervisory Authority.

You also have the right to withdraw from the RURITAGE project at any time without any prejudice.However, the data collected and processed up to that moment will remain available to the CONSULTA EUROPA researchers in compliance with the rules and storage periods indicated above.
These rights can be exercised by writing to the Data Protection Officer.

AM I OBLIGED TO PROVIDE MY PERSONAL DATA? CAN I REFUSE?
Providing the requested personal data is necessary for your participation in the RURITAGE Involvement survey, if you fail to provide the required data, it will be impossible for you to be involved in the survey.

AUTOMATED DECISION-MAKING
No automated decision will be made on the basis of your personal data collected for the RURITAGEproject.
Your data will not be used for profiling purposes.

14.   Annex V. Mini-Landscapes data collection sheet

Name of Workshop	
Date:	
Participants: *Please describe your participants:* • *number of people* • *age group (adults, school children, etc.)* • *basic sociometric characteristics (e.g., inhabitants of the XXX region, school students from XXX, tourists)*	
Location: *Where did you run the workshop?* *Please add a map (e.g., google map screenshot) to the data folder too.*	
General description: *Please, in a few sentences, share your experience/observations about running the workshops.*	
Concerns: *Please share here any difficulties with the workshop materials or procedure.*	
Recommendations: *Please, feel free to share here your reflections what would you like to add or modify in the tool/workshop.*	

Open Questions *(Step 3)*	

The Exhibition

Please, record the data for each of group separately.

- In the first column insert the photo
- In the second column identify related question (if relevant)
- In the third column provide an associated text translation

Please, feel free to add as many rows as needed to each table. In the bottom of each table there is an extra space for transcribing the general presentation, group finding discussion from the group presentations (from voice recordings).

Group 1		
Please, insert a general photo of vivarium here (up to 4 photos)		
Photo	**Question (no)**	**Description**

General Discussion:

Group 2

Please, insert a general photo of vivarium here (up to 4 photos)

Photo	Question (no)	Description

General Discussion:

Group 3

Please, insert a general photo of vivarium here (up to 4 photos)

Photo	Question (no)	Description

General Discussion:

RUR▌TAGE

15. Annex VI. Object Mapping data collection sheet

Name of Workshop	
Date:	
Participants: *Please describe your participants:* • *number of people* • *age group (adults, school children, etc.)* • *basic sociometric characteristics (e.g., inhabitants of the XXX region, school students from XXX, tourists)*	
Location: *Where did you run the workshop? Please add a map (e.g., google map screenshot) to the data folder too.*	
General description: *Please, in a few sentences, share your experience/observations about running the workshops.*	
Concerns: *Please share here any difficulties with the workshop materials or procedure.*	
Recommendations: *Please, feel free to share here your reflections what would you like to add or modify in the tool/workshop.*	

Building the landscape (STEP 3)

Health & Wellbeing	Tourism
(please insert a photo here)	(please insert a photo here)
Aesthetic Appreciation	**Sense of place**
(please insert a photo here)	(please insert a photo here)

Description of each of the segments *(transcribed from voice recordings, STEP 3)*

Health & Wellbeing	
Tourism	
Aesthetic Appreciation	
Sense of place	

Please, record the object data bellow (STEP 4).
- In the first column insert the photo
- In the second column identify related segment

- In the third column provide an associated text description (from mini-interviews *'What it is and Why did they choose it?'* conducted by participants).

Please, feel free to add as many rows as needed to each table.

Personal Objects		
Photo	**Segment**	**Associated story/description**

16. Annex VII. Walking Maps data collection sheet

Name of Workshop	
Date:	
Participants: *Please describe your participants:* • *number of people* • *age group (adults, school children, etc.)* • *basic sociometric characteristics (e.g., inhabitants of the XXX region, school students from XXX, tourists)*	
Location: *Where did you run the workshop? Please add a map (e.g., google map screenshot) to the data folder too.*	
General description: *Please, in a few sentences, share your experience/observations about running the workshops.*	
Concerns: *Please share here any difficulties with the workshop materials or procedure*	
Recommendations: *Please, feel free to share here your reflections what would you like to add or modify in the tool/workshop.*	

Questions asked *(Step 3, Exploring the*	1)

deeper meaning)	2)
	3)
	4)
	5)
	6)

The Exhibition *(Step 4)*

Please, record the data for each of group separately.
- In the first column insert the photo
- In the second column identify related question (if relevant)
- In the third column provide an associated text description (if provided by participants).

Please, feel free to add as many rows as needed to each table. In the bottom of each table there is an extra space for transcribing the general presentation, group finding discussion from the group presentations (from voice recordings).

Group 1		
Photo	**Question (no)**	**Description**

General Discussion:

Group 2		
Photo	**Question (no)**	**Description**

General Discussion:

Group 3		
Photo	**Question (no)**	**Description**

General Discussion:

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