



Heritage for Rural Regeneration

RURITAGE

Replication

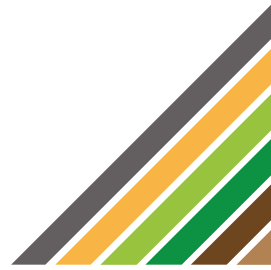
ToolBox

D5.4

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2. Background Information

Table 1: technical Information

Project Full title		Rural regeneration through systemic heritage-led strategies	
Project Acronym		RURITAGE	
Grant Agreement No.		776465	
Coordinator		University of Bologna (UNIBO)	
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Table 2: List of abbreviations

CNH	Cultural Natural Heritage
D	Deliverable
DSS	Decision Support System
M	Month
R	Replicator
RHH	Rural Heritage Hub
RM	Role Model
RRE	Ruritage Resource Ecosystem
WP	Work Package

3. Executive Summary

This deliverable describes the RURITAGE Replication Toolbox that is integrated into the Ruritage Resources Ecosystem (RRE). The tool aims to offer a step-by-step guide to developing a heritage-led rural regeneration process for any interested rural area framing the results from the RURITAGE project as replication resources. The tool is based on the WHAT-WHO-HOW framework, and functions as a wizard that suggests tools, examples, and documents that facilitate the implementation of each regeneration step (HOW) corresponding to specific Systemic Innovation Areas-SIAs (WHAT) and initiating actors (WHO). It allows non-expert users to explore the different activities and the recommended stakeholder engagement processes in a user-friendly interface. The interactive tool conceptualises the knowledge generated in RURITAGE in a step-by-step sequence that enables the upscaling of the RURITAGE framework for heritage-led rural regeneration with very diversified rural contexts. It also incorporates interactive relations among all the outputs of the project. The tool includes links to:

- Specific examples from the RURITAGE Practices Repository (Task 1.1) and RURITAGE Inventory of Lessons Learned (Task 1.2) through the link to the DSS (Task 5.3).
- Serious Game (Task 2.2)
- Deliverables, scientific papers and webinars produced within the project
- Links to the other tools within the Resources Ecosystem (DSS, ATLAS, My rural toolkit and Monitoring toolkit)
- Factsheets from meaningful Replicators and Role Model Actions.

4. Introduction

The main objective of the Replication toolbox is to offer a tailored step-by-step guide to frame the tools and resources generated within the RURITAGE project and facilitate the replication of the RURITAGE paradigm. The tool is part of the Ruritage Resource Ecosystem (RRE), which is conceived as the shared digital common environment of the RURITAGE project for the storage, the development and the dissemination of RURITAGE knowledge on Heritage-led regeneration (for more information about the RRE see Deliverable 5.3). Apart from the RURITAGE Replicator Toolbox, the RRE hosts and integrates all the RURITAGE digital tools that are Atlas, Decision Support System (DSS), Digital Rural Heritage Hub (DRHH), My Cult Rural Kit, and Monitoring platform.

It has been structured under the WHAT-WHO-HOW Framework, as can be seen in Figure 11:

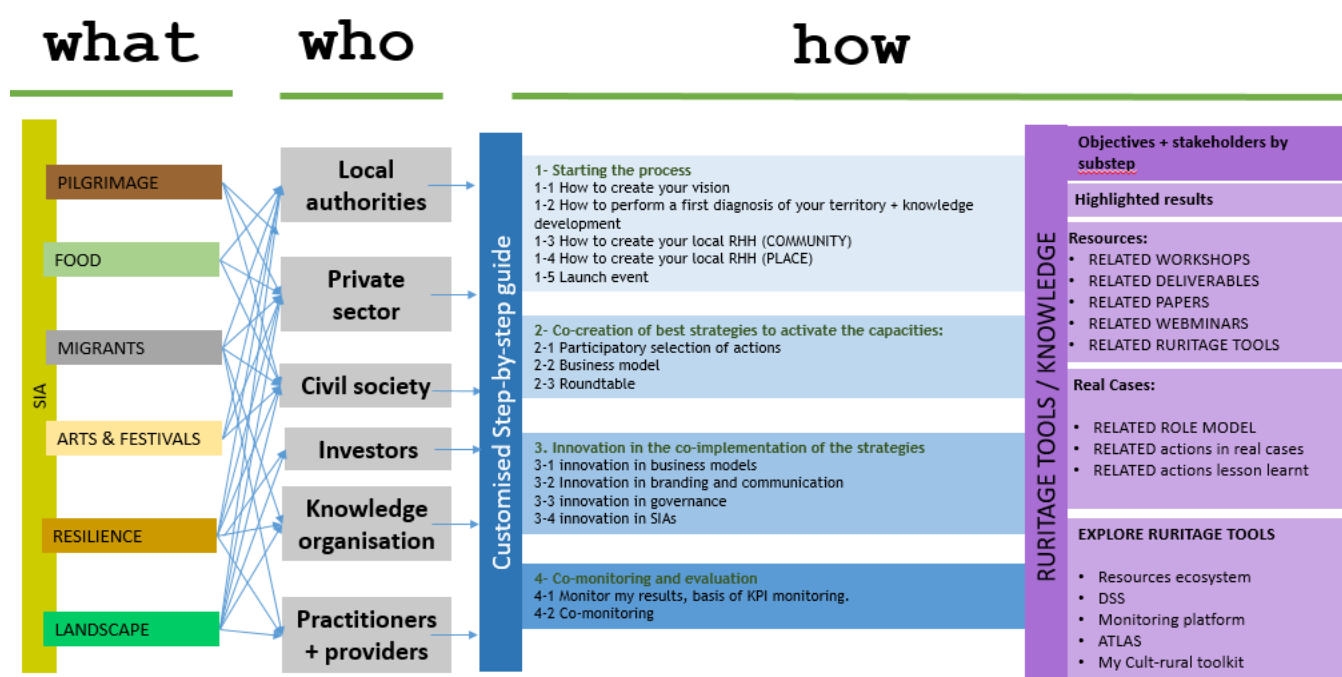


Figure 1. WHAT-WHO-HOW Framework for the Replication Toolbox

The tool is fully integrated within the RURITAGE Resource Ecosystem, which is the open and integrated RURITAGE digital platform available at URL (<https://www.ruritage-ecosystem.eu/>) where all digital RURITAGE tools are available. Within this ecosystem The Replication Toolbox integrates and frames all the outputs of the RURITAGE project, working as a wizard that offers tailored outputs according to the SIA and the initiating actor. The user (rural area representative) will be offered a step-by-step guide when aiming to develop a heritage-led rural regeneration process in its territory. Non-expert users will be able to explore the recommended activities and the stakeholder engagement processes in a user-friendly interface.

The toolbox guides rural areas in the development of their heritage-led rural regeneration processes through the RURITAGE methodology (see Figure 29. Functioning as a wizard, it enables rural communities to replicate the RURITAGE process through a step-by-step guide developed within this task, linking the objectives of each step with the key stakeholders.

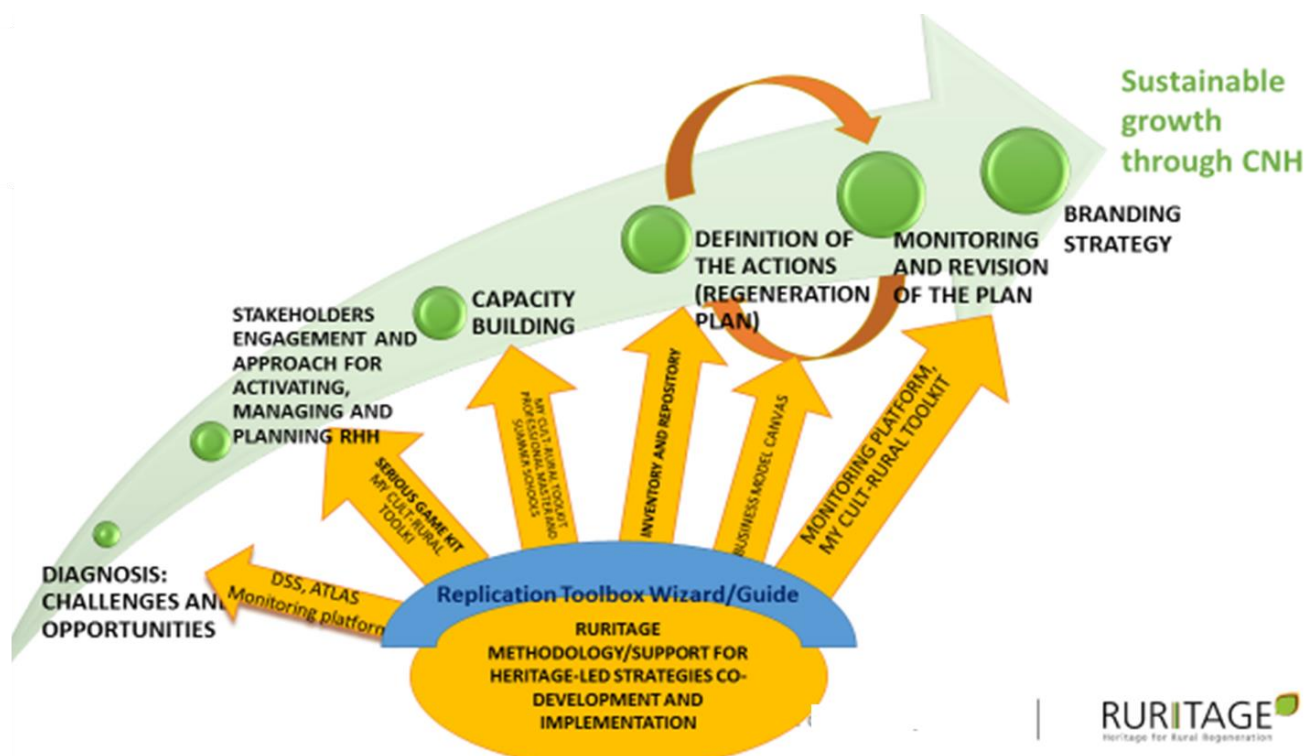


Figure 2: Replication Toolbox in the overall RURITAGE METHODOLOGY

To facilitate the implementation of each step, the tool frames the results from the project as tailored resources. It includes links to:

- Specific examples from the RURITAGE Practices Repository (Task 1.1) and RURITAGE Inventory of Lessons Learned (Task 1.2) through the link to the DSS (Task 5.3), to offer specific examples for each step, as well as factsheets from some of these meaningful actions developed by Replicators and Role Model. These Factsheets have been created within the task (see Figure 3)
- Serious Game (Task 2.2) as a resource to facilitate the creation of an inclusive regeneration vision.
- Deliverables, scientific papers and webinars produced within the project that offer specific recommendations and methodologies for each step.
- Links to the other tools within the Resources Ecosystem (DSS, ATLAS, My rural toolkit and Monitoring toolkit)

RESILIENCE



APPIGNANO DEL TRONTO (COAPP), ITALY



The action presented is part of the list from R51 to R511.



Objective of the action: investigate the feasibility of the Appignano del Tronto a Resilience Hub, to attract special groups for learning and capacity building activities, scientific congresses and cultural related activities



Target of the action: local community, schools – tourists – researchers



Brief description of the action and activities: The aim of the action is to design an innovative centre with scientific attractions, media tools and training activities based on resilience and prevention against natural calamities, including climate crisis

- Establish the study and design team
- Preliminary draft of the project
- Visit to scientific centres in order to study other good experiences
- Project final study
- Preliminary business plan
- Study of different funding channels



Capital involved: Human capital, Cultural capital, Natural capital



Main stakeholders involved: INGV National Institute of Geophysics and Volcanology; University of Camerino - Geology division - School of science and technology; Regione Marche-Ufficio speciale per la ricostruzione; register of certified geologists Marche



Beneficiaries: Appignano community



Timeframe: February 2020 – May 2022



Indicative costs and funding sources: EUR 2.500 – RURITAGE budget

IMPACT OF THE ACTION



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 the knowledge exchange with project partners and **will be funded by national funds** leveraged also thanks to RURITAGE project.

FOR FURTHER INFO, PLEASE CONTACT US
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RURITAGE

The project is co-funded by the European Union's Horizon 2020 research and innovation programme under grant agreement 101019150.



Figure 3: One of the factsheets developed in the task

4.1 Structure of the RURITAGE REPLICATION TOOLBOX

All the project results have been identified through a survey sent to the project technical partners. The results from this survey allowed characterising these results according to their function in the whole methodology and display interactive relations between the several tools available in the RURITAGE Resource Ecosystem. The Replication toolbox is linked to all the tools developed in the project to enhance its usefulness and provide a multitude of further resources for its users. Apart from the tools the Replication toolbox also provides links to the developments, publications and dissemination activities that have been developed through the project. The offered results are the following:

- RURITAGE Resources, including related workshops, deliverables, papers, webinars and RURITAGE tools
- Related Role Models, Actions and Lesson Learnt through a link to the DSS
- Links to the other RURITAGE Resources Ecosystem tools (DSS, Monitoring platform, ATLAS and My Cult-rural toolkit)
- Highlight content for each step: videos, photos, factsheets...

The Replication Toolbox is structured in the different methodological steps to implement the RURITAGE method for heritage-led rural regeneration. The method has been tested within the project through its implementation in the project Replicators. The method is divided into the following 4 STEPS and 13 SUB-STEPS:

1. Starting the process
 - How to create your vision through the Serious Game toolkit.
 - How to perform the first diagnosis of your territory and knowledge development based on the baselines produced by the RURITAGE replicators.
 - How to create your local Rural Heritage Hub-RHH (COMMUNITY)
 - How to create your local Rural Heritage Hub-RHH (PLACE)
 - Launch event
2. Co-creation of best strategies to activate the capacities
 - Participatory selection of actions
 - Creation of business models through the Business Model Canvas.
 - Roundtable
3. Innovation in the co-implementation of the strategies innovation in business models
 - Innovation in branding and communication through specific examples
 - Innovation in governance through specific examples
 - Innovation in SIAs through specific examples
4. Co-monitoring and evaluation
 - KPI monitoring through the monitoring platform.
 - Co-monitoring through the My Cult-Rural toolkit

To suggest tailored results, the tool is structured under a WHAT -WHO- HOW framework. Where the results from each step are tailored (HOW) according to the Systemic Innovation Area (SIA) that is being implemented (WHAT) and the initiating actors (WHO). In case the SIA is not clear for the end-user the tools support the selection of the most suitable SIA according to their key resources.

4.2 Mock-up

After the identification of the results and their characterisation, a mock-up was developed to test the usability of the concept. This mock-up was used as the basis to develop the web tool (see Figure 4).



PILGRIMAGE

STEP 1: Starting the process

How to start the process

Objectives

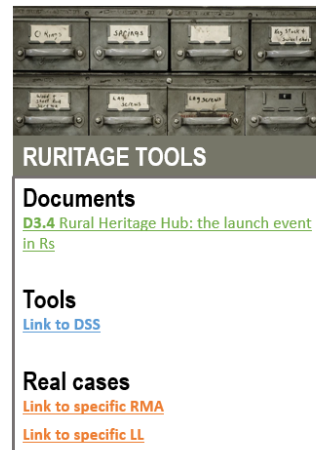
Setting the objectives of your heritage led regeneration process and set the Rural Heritage Hub (RHH).

Resources

RHH leader and coordinator.
RHH physical location (ideally) for the workshop.
All facilitating materials (catering, dissemination material, facilitator...). Logistics to partners (accommodation, restaurants, transport...).

Involved stakeholders

Presenting the process to local leaders and involve local community and target groups (regional and local governing bodies, local associations and action groups, civil society organizations, education institutions, universities and research institutions, etc)



Next step:
Identify the stakeholders



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

Figure 4: Mock-up of the Replication toolbox

4.3 Entering the Replication Toolbox

A user can directly enter the site or can reach the Toolbox by the RURITAGE Resources Ecosystem site (<https://ruritage-ecosystem.eu/>).



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Figure 5. Landing Page of the RURITAGE Resources Ecosystem with the link to the RURITAGE TOOLBOX highlighted in the red box (START HERE).

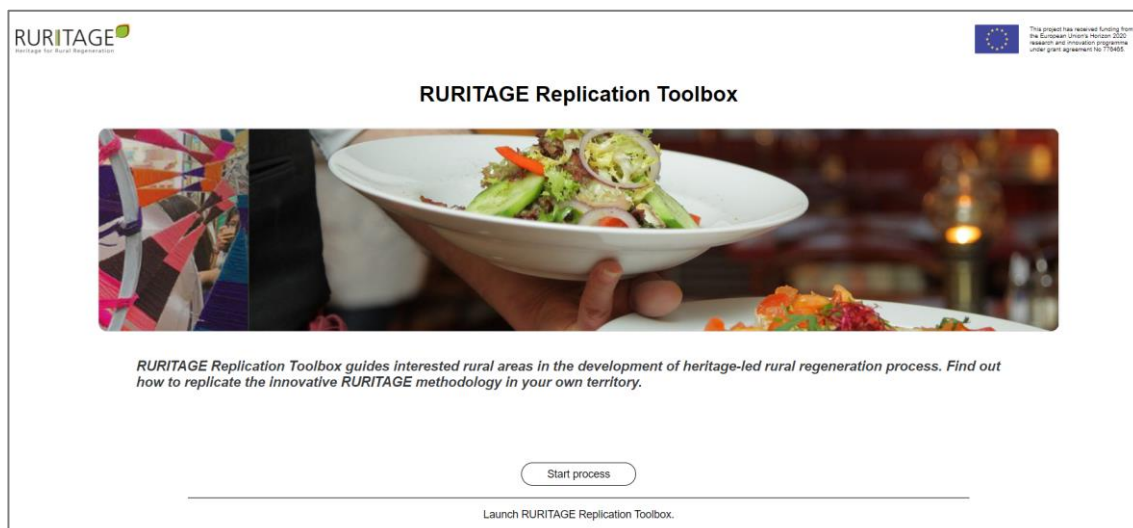


Figure 6. Landing Page of the RURITAGE REPLICATION TOOLBOX.

4.4 User identification

The first step for the user is to identify themselves. The tool provides different results according to the user profile and its situation in the community. The five options the tool provides, are (see Figure 7) :

- **Local authority:** including policymakers, international organizations, governing bodies (regions, municipalities) and public institutions.
- **Civil society:** including civil society organizations (NGOs, Interest groups, Associations, Citizens and Rural residents, Museums, geoparks and natural parks, and Art & creative sector).
- **Practitioners & key service providers in rural areas.**
- **Knowledge organizations:** including universities and research institutions, schools, and other educational and training centres.
- **Investors:** including public and private investors.

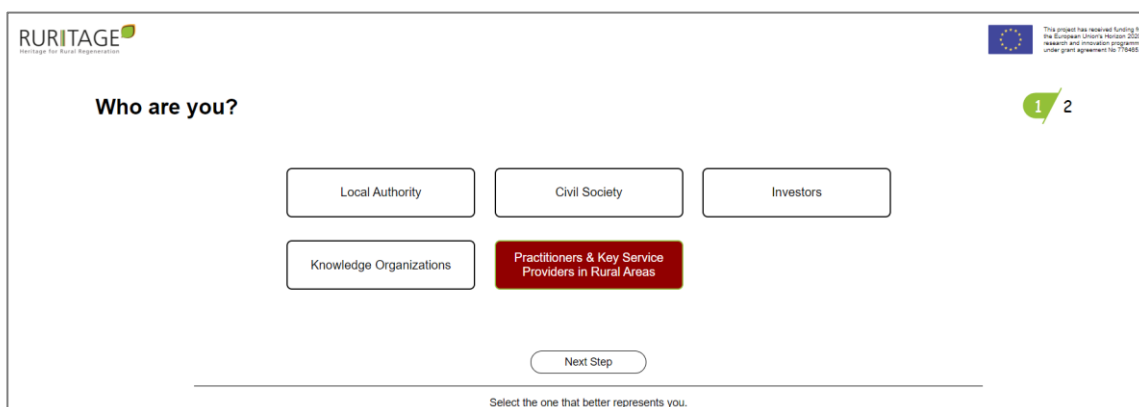


Figure 7. Selection of the user profile.

4.5 SIA selection

The user is asked to select the Systemic Innovation Area (SIA) that better fits its case (see Figure 8):

Do you know your SIA?

Pilgrimage
Heritage routes as drivers for sustainable and economic growth in rural areas.

Sustainable local food production
Using food, wine and gastronomy to improve the economic and environmental sustainability.

Migration
Tackles the challenges of migration to create opportunities for repopulation, growth and rural regeneration.

Art and festivals
As a means to attract tourists and as an economic leverage in rural areas.

Resilience
Enhancing the role of cultural and heritage in building resilience against the threats.

Integrated landscape management
Protecting, conserving and maintaining its heritage value, resilient to other changes brought about by economic, social or environmental necessity, and in its planning.

Restart process

I DONT KNOW Need more help?

Select the Systemic Innovation Area (SIA) better fits with your site. If you do not know it, ask for help in "Need more help?"

Figure 8. Selection of SIA.

When the user is not sure about the SIA better represents their case, the tool offers another way of selecting it: a three-step selection process related to the resources, objectives and aims that the rural site has. When finishing this short selection process, the Toolbox provides a range of the SIAs more related to the characteristics of their case (see Figure 9 and Figure 10):

Do you have these key resources?

1 / 3

Disperse cultural heritage **A pilgrimage route** Agricultural infrastructure **Hostelry infrastructure**

Intangible heritage in form of food traditions Agricultural and human resources The community is open and inclusive

A sound housing stock Open society Significant infrastructure to host events A recognizable brand

Intangible cultural heritage in form of music and traditions A relevant knowledge of the risks in the territory

Community is aware about the risks A valuable landscape Significant knowledge in cultural heritage

Sound participatory mechanisms

Are you willing to develop these aspects?

1 / 3

Tourism / transport infrastructure Capacity building on cultural heritage Cross-region governance

Hostelry infrastructure Capacity building on sustainable feeding Collaboration between stakeholders & community

Hostelry infrastructure Capacity building on inclusion Collaboration between stakeholders & community

Infrastructure for events Human resources for events **Management of crafts and cultural activities**

Recompilation of local knowledge Risk knowledge & awareness Collaboration between stakeholders & community

Knowledge building on landscape Training on territorial management

Collaboration between stakeholders & community

What would you like to obtain?

2 3

☒ Broad dissemination of cultural heritage
 ☐ Broad dissemination of natural heritage

☐ Improvement of built cultural heritage
 ☐ Networking governance

☐ Jobs and business opportunities through cultural tourism
 ☐ Broad dissemination of the heritage related to gastronomy

☐ A more sustainable agriculture
 ☐ Jobs through services and industry
 ☐ Integrative nature of the community

☐ A more sustainable agriculture
 ☐ Jobs for all in cultural sector
 ☐ Cultural enrichment related to arts

☐ Cultural heritage restoration for diverse uses
 ☐ New infrastructures in cultural sector

☐ Job/business opportunities in cultural sector
 ☐ Better safeguarding of cultural heritage

☒ Better safeguarding of natural heritage
 ☐ Better safeguarding of built heritage

☐ Safer conditions for the community in the near future
 ☐ Economic development of the area

☐ Cultural heritage conservation
 ☐ Natural heritage conservation
 ☐ A sound networking governance

☐ Business and jobs opportunities through cultural tourism

Figure 9. Three-step help to select the most suitable SIA.

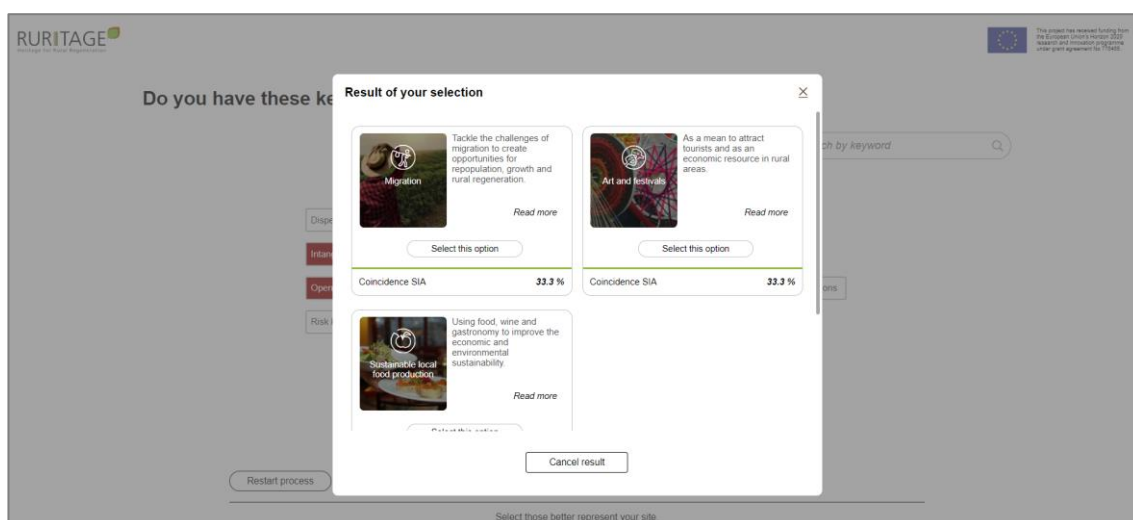


Figure 10. Recommendation of SIA after the three-step help.

4.6 Step-by-step guide

Once the user characteristics and needs are defined, the tool shows all the knowledge generated in RURITAGE in a step-by-step sequence that enables replicating the heritage-led rural regeneration processes defined and tested in RURITAGE into diverse rural contexts (see Figure 11).

- The process explained is structured within the Steps and Sup-steps described in section 4.1 of the present deliverable. It provides the objective of each step, the description and the stakeholders that should be involved per step.
- Also, per step, it shows the Resources that RURITAGE has generated and it presents Real Cases that have developed the same or similar strategies in their sites through specific links to the cases of the DSS.
- As previously mentioned, the tool also incorporates interactive relations among all the outputs of the project (see section 4.1).

iv. And it also provides help or a possibility for further questions.

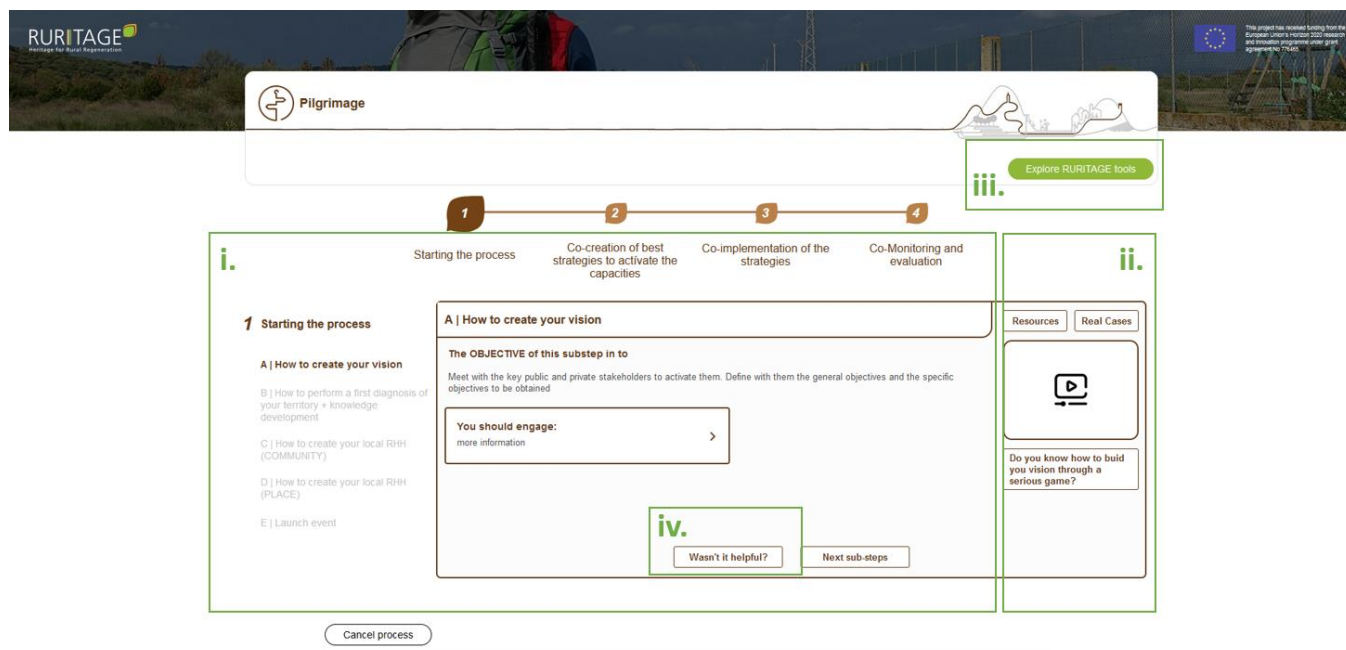


Figure 11. Step-by-step guide.

5. Concluding remarks and exploitation

The RURITAGE Replication toolbox aims to offer the rural areas a user-friendly and intuitive step-by-step self-guide to take advantage of the results developed within the project to replicate the heritage-led rural regeneration processes tested in RURITAGE. The tool, structured as a step-by-step guide, offers tailored results according to the initiating actors and the SIA of each case. In each step and substep the objectives and related stakeholders are described and the tools offer links to the DSS with related real cases and lesson learnt. As resources, related deliverables, papers, webinars and tools are linked to facilitate the implementation of this substep. In each substep also, a specific resource is highlighted due to its meaningfulness.

As stated in the RURITAGE Exploitation plan, the exploitation of the Replication Toolbox is linked to its integration within the website and overall RURITAGE service offering. Its utility will be its role in demonstrating the benefits of using Ruritage. It can also act as a 'taster' or promotional tool to attract users to the comprehensive suite of tools delivered in RURITAGE.