

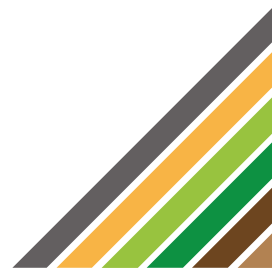


Progress report on networking with EU initiatives

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2. Background Information

Table 1: Technical Information

Project Full title		Rural regeneration through systemic heritage-led strategies	
Project Acronym		RURITAGE	
Grant Agreement No.		776465	
Coordinator		University of Bologna (UNIBO)	
Project start date and duration		June 2018 – August 2022 (51 months)	
Project website		www.ruritage.eu	
Deliverable Nr.	7.4		
Deliverable due date		31/07/2022	July 2022 (M50)
Deliverable submission date		31/07/2022	July 2022 (M50)
Work Package No		7	
Work Package Title		Dissemination and Communication of RURITAGE outcomes and results	
Responsible		Agency for Promotion of European Research	
Author(s)		Claudia Iasillo (APRE), Karolina Jurkiewicz (APRE), Alessio Livio Spera (APRE), Irina Pavlova (UNESCO)	
Contributor(s)		Hanna Elisabet Åberg (UNIBO), Katherine Peinhardt (ICLEI), Zahra Amirzada (UNESCO)	
Reviewer(s) (if applicable)		Sophia Silvertown (ICLEI)	
Status:		Final (F)	•
		Draft (D)	
		Revised draft (RV)	
Dissemination level:		Public (PU)	•
		Confidential, only for members of the consortium (CO)	

Table 2: Abbreviations

D	Deliverable
WP	Work Package
M	Month
RHH	Rural Heritage Hub
RM	Role Model
R	Replicator
SIA	Systemic Intervention Area
CNH	Cultural and natural heritage

3. Summary/Abstract

This report is prepared in relation to Subtask 7.3.1 “Link with similar initiatives at European level”. The main objective of this task is the creation of links with relevant European initiatives and projects in order to give a wider outreach to RURITAGE activities, results and events and, at the same time, to exchange knowledge and learn from other projects.

This report provides information about networking activities carried out by RURITAGE consortium. The current document comprises the information for the whole duration of the project. Two interim versions of this report were prepared by the Task Leader (APRE) at M18 (November 2018) and M36 (May 2021) and shared with the WP7 Leader (ICLEI) and the Coordinator (UNIBO), to monitor the activities carried out and discuss future plans for the networking. Both interim reports are available in RURITAGE sharepoint. This report, as the final and comprehensive version of the networking report, provides information about both the mapping methodology applied and the concrete results and tangible outputs of the networking activities carried out throughout the project.

Moreover, this report include a Section (7) on outcomes of international cooperation actions, led by UNESCO (Subtask 7.3.2). UNESCO and ICLEI ensured high level outreach of RURITAGE result to high level country representatives and international organisations. Based on identified interests from countries, two events (training and workshop) were organised for stakeholders in Latin America and Caribbeans.

In summary, RURITAGE carried out networking activities with 56 EU projects (listed in Annex I – List of EU projects), 38 EU networks and initiatives (listed in Annex II– List of EU networks and initiatives) and reached 14 territories in LAC.

4. Mapping of relevant projects and initiatives at EU level

4.1 Mapping methodology

With the aim of giving RURITAGE results and events a broader outreach and to maximize their impact, relevant EU projects and initiatives were identified in the first three months of the project (June-September 2018). The identification of relevant projects and initiatives was a first crucial step to develop an effective and targeted strategy of networking.

Projects/initiatives were identified as pertinent to RURITAGE as following:

1. **Group 1:** Correlation to RURITAGE overall objectives and/or activities (crosscutting relation to RURITAGE)
2. **Group 2:** Specifically connected to at least one of RURITAGE Systemic Innovation Areas (SIAs)

Projects or initiatives belonging to the first group were identified by using the following keywords (alone or in combination):

- Rural regeneration
- Cultural heritage
- Rural development
- Sustainable tourism

Projects or initiatives belonging to the second group were identified using as keywords the six RURITAGE SIAs (alone or in combination with the group 1 keywords used to identify projects broadly related to RURITAGE):

1. Art & festival
2. Landscape
3. Local food
4. Migration
5. Pilgrimage
6. Resilience

The research was conducted on European Commission projects' database ([CORDIS](#)) and on databases/websites of other funding programs directed to some of the most relevant themes for RURITAGE, as cultural heritage, tourism or rural development (e.g. [Creative Europe](#), the [European Network for Rural Development \(ENRD\)](#), [Interreg Europe](#), etc.). In addition, projects suggested by other consortium partners as well as by the Project Officer were considered.

For each project, the general description of the project objectives and activities, and any other additional information available online, was taken into account to assess if could be a good target for the networking activity. One of the selection criteria of the initial mapping was also the life-span of the projects, which should go at least until 2019 (as in early 2020 a second mapping exercise was carried out). Indeed, the methodology is meant as a flexible approach, which can be adapted to the progress of the project and project's emerging needs. Below, the main elements of the networking methodology are set out.

In **technical terms**, it was decided to primarily contact only the coordinators of the shortlisted projects, as they typically have the best overview of their projects and can take first decisions concerning networking with other projects. Further, the first contact is to be made via email, in order to give the chance to the contacted projects to get properly acquainted with RURITAGE activities (e.g. by exploring the RURITAGE website), prior to starting more detailed discussions about possible forms of collaboration. In the timeframe M1 – M18 (June 2018 – November 2019) APRE contacted via email about 40 projects and initiatives that were considered the most relevant for the RURITAGE ongoing activities. Following the first email, an online meeting is to be arranged with each project

expressing interest in the networking. The call is to be always preceded by careful studying of the contacted project, its website, social media and activities, to ensure that, during the first call concrete forms of collaboration, adjusted to the both project's objectives, planned actions, events, *etc.* can be offered.

To ensure that the contacted projects received clear and comprehensive information about RURITAGE networking potential, at the time of the first approach, APRE had prepared a list of RURITAGE activities that could be of direct interest for other projects and the basis for fruitful collaboration. The list is presented below in Figure 1 and it was updated as the project progressed. It was used as basis to be thoroughly discussed with each contacted project to properly define points of common interest with RURITAGE.

RURITAGE networking potential – activities

- Call for Additional Role Models (valid until December 2018)
- Call for Additional Replicators (valid until March 2019)
- Invitation for RURITAGE events (or organised by RURITAGE) open to public:
 - ILUCIDARE Playground, 20 November 2019, Brussels
 - Breakfast@Sustainability, May 2020, Brussels
 - Scientific Conference with a Call for Paper
- Exchange of social media accounts
- Invitation to RURITAGE webinars (both as speakers as well as participants)
- RURITAGE summer schools
- RURITAGE Master Programme
- RURITAGE Tools:
 - RURITAGE Atlas
 - Replication ToolBox
 - My Cult-Rural Toolkit
 - RURITAGE applications

Figure 1 - RURITAGE networking potential activities

The mapping methodology developed at the beginning of the project proved to be efficient and was used also in the second reporting period of the task (M19 – M36), with small updates/modifications, as explained below:

- While until M18 the mapping was almost entirely carried out by APRE (as the Task leader) based on its contacts and networks, in the next reporting period (M19-M36, M37-M48) we relied to a bigger extent on the feedback from and networks of other Beneficiaries, especially those directly involved in Task 7.3. This resulted in continuous and comprehensive growing on the project's database, ensuring that all relevant projects and initiatives were timely identified and contacted.
- While until M18, the mapping focused primarily on relevant EU projects (mostly funded by Horizon2020, Creative Europe and Interreg Europe), in the next reporting period (M19-M36, M37-M48) the mapping was substantially extended with relevant European networks and initiatives, taking into account the following key themes: rural regeneration/development, cultural and natural heritage and agriculture.

It is worth noting, that in the third reporting period (M37-M48) the mapping was enhanced by spontaneous contacts and requests of networking from EU projects in the early stages of their activities, acknowledging the role of RURITAGE as a leading project in the context of heritage-driven rural regeneration.

4.2 Outcomes of the mapping

As a result of the mapping exercise described above, a total of **56 EU projects** were identified as relevant for RURITAGE. The projects are compiled in a database maintained by APRE in the RURITAGE SharePoint. After each reporting period (M18, M36), the projects database was updated to ensure that only active projects closely related to RURITAGE activities were included. The update exercise allowed us to filter out those projects that have not expressed their interest in RURITAGE activities or which never answered to our networking attempts. The relevant projects are listed in Annex I – List of EU projects of this report. For each project, the following information is specified: project's name, the life-span, SIA/cross-cutting theme and the funding scheme. More than half of the projects identified are H2020 funded projects. All other projects are distributed over other funding programs, in particular Interreg or Creative Europe.

A total of **38 EU networks and initiatives** have been identified and compiled in a database maintained by APRE in the RURITAGE SharePoint. The selected networks and initiatives are listed in the Annex II– List of EU networks and initiatives of this report. In the database, for each of them, the following information is specified: weblink, contact details and the date of last monitoring of relevant activities and events to be shared with RURITAGE consortium.

5. Networking activities

5.1 Initial networking steps taken

On the basis of the mapping activity described in section 4 of the current report and in accordance with the networking methodology developed at the beginning of the project, APRE approached the representatives of the selected projects and networks/initiatives starting from mid-October 2018 and continued to keep contacts with them.

One of the main objectives of the RURITAGE networking is to ensure that **RURITAGE networking activities are closely connected with other tasks of the project**, in order to maximize the impact of RURITAGE activities and give them the widest possible visibility, and, at the same time, to establish fruitful connections with relevant actors in the field of heritage-driven rural regeneration so to expand the knowledge exchange beyond RURITAGE consortium. Following this objective, the first step of networking activities was related to the call for Additional Role Models (Task 1.1), which opened in October 2018. Among all selected projects, APRE had identified 12¹ initiatives, whose profile was matching the conditions of the call for Additional Role Models and which, potentially, could be interested in joining RURITAGE in that capacity. Subsequently, the shortlisted projects have been approached with an invitation email, introducing the RURITAGE project and the objectives of the call for Additional Role Models. Following this email, the majority of projects expressed their interest and asked for additional information and explanation, which was provided to them during separate phone calls arranged by APRE in November and December 2018. A similar approach was applied in relation to the call for Additional Replicators (Task 6.2) in February 2019, whereby six projects² have been selected and contacted by APRE with an invitation to the call for Replicators. One of those projects - Saint Olav's Mainland Route – became an Additional Replicator.

Starting from March 2018, APRE commenced an **intense networking campaign**, whereby the projects, which have not been contacted with reference to the call for Additional Role Models and Replicators, have been approached by APRE. March 2019 was chosen as an adequate date to start this activity as at time the several RURITAGE deliverables and results were already produced and the RURITAGE website was fully operational and populated with up-to-date information about the project, providing the interested projects with valuable information about RURITAGE objectives, activities and recent results. As a result of the networking campaign, 23 projects have been initially approached by APRE, following the networking methodology.

In November 2018, RURITAGE participated to the **Fair of European Innovators in Cultural Heritage** where first contacts have been made with several projects, namely, FEAL project, Emotive project, representatives of several cultural routes (<https://www.coe.int/en/web/cultural-routes/by-theme>), Hercules (<http://www.hercules-landscapes.eu/>), CHIME (<http://chimeproject.eu/>) and PLUGGY (<https://www.pluggy-project.eu/>).

In addition, and in parallel, to the above mentioned steps, RURITAGE also carried out its networking activities based on the **previously established networks** of its partners, especially networks of UNIBO and ICLEI. This cooperation resulted in concrete networking activities with the following Horizon 2020 projects: ROCK, ROBUST, OpenHeritage and CLIC (for detailed information about those networking activities, see section 5.2).

5.2 Two levels of cooperation

The networking activities with projects firstly approached for the cooperation were carried out on two levels:

¹ [Saint Olav's Mainland Route](#), [Danube GeoTour Valorisation of geo-heritage for sustainable and innovative tourism development of Danube Geoparks](#), [OpenHeritage](#), [Life SIC2SIC](#), [STORM](#), [LIFE HABITATS CALANQUES](#), [Bâti-Botte - Identification and promotion of local heritage to the wider public](#), [Be SpectACTIVE!](#), [SPARSE](#), [2020 Troubadours](#), [European Atlantic Geotourism Route](#), [Green Pilgrimage](#)

² [ROBUST](#), [Boost GeoKnowledge](#), [LAND](#), [REACH](#), [CoHERE](#), [Saint Olav's Mainland Route](#).

5.2.1 Level 1 – close collaboration

This level of collaboration covers co-organization of events with other projects and participation in each other's events, including invitations to present RURITAGE at other projects' events, as well as drafting of common papers/statements. All those projects and their respective networking activities are described on the RURITAGE website, in the section entitled '[Networking](#)'. As of June 2022, there are 20 projects in this section of RURITAGE website.

5.2.2 Level 2 – regular cooperation

This level of collaboration covers mutual following on social media, and exchange of information about the projects' progress and results via emails and calls. This level of collaboration includes also invitations to participate in events organized (or co-organized) by RURITAGE as well as invitations to RURITAGE webinars and other events relevant for entities outside the consortium (e.g. summer schools or the master programme).

5.3 RURITAGE networking methodology – updates and novelties

The networking methodology, initially set out in the first 18 months of the project, was then updated and adjusted according to the outcomes of the previous networking activities. In particular, this section of the report provides information about:

- the updates and novelties that have been introduced to the networking methodology and activities after M19 of the project, and
- an overview of concrete networking activities carried out and their outcomes and tangible results.

5.3.1 Identification of relevant EU networks and initiatives

While in the first 18 months of the project, the networking task focused mostly on collaboration with relevant EU projects, afterwards, RURITAGE networking activities have been extended to cover also relevant EU networks and initiatives active in the field of: rural regeneration, local development, cultural and natural heritage and agriculture. The first mapping of those networks and initiatives has been prepared in cooperation with WP7 leader (ICLEI) in M22 of the project and the mapping has been subsequently updated on a monthly basis. The selected networks and initiatives are compiled in a database maintained by APRE in the RURITAGE SharePoint. For each network/initiative, the following information is specified: name, web link, contact details and the date of last monitoring. Currently, the database contains 38 networks and initiatives (see Annex II– List of EU networks and initiatives for details).

5.3.2 Continuous collaboration with relevant EU projects

The two-level cooperation, as described in section 5.2 Two levels of cooperation, has been maintained throughout the whole duration of the project. Close-level collaboration covers co-organization of events with other projects and participation to each other events, including invitations to present RURITAGE at other projects' events, as well as drafting of common papers/statements. Regular collaboration covers, among others, mutual following on social media and periodic/ad hoc exchange via emails and calls of information about the projects' progress, results and events.

5.3.3 Monthly monitoring and updates about networking activities

In order to ensure that the EU networking task ran smoothly and that all potential collaboration activities were timely and effectively addressed, websites and social media of the mapped projects and networks/initiatives were screened by the Task Leader (APRE) on a monthly basis. In case interesting events/activities/project materials are identified:

- the RURITAGE beneficiaries were immediately informed through the Digital Rural Heritage Hub (DRHH), using a dedicated hashtag '#EU networking'. At the time of the preparation of this report (June 2022), 75 messages with the mentioned hashtag have been uploaded on the DRHH (see Figure 2):

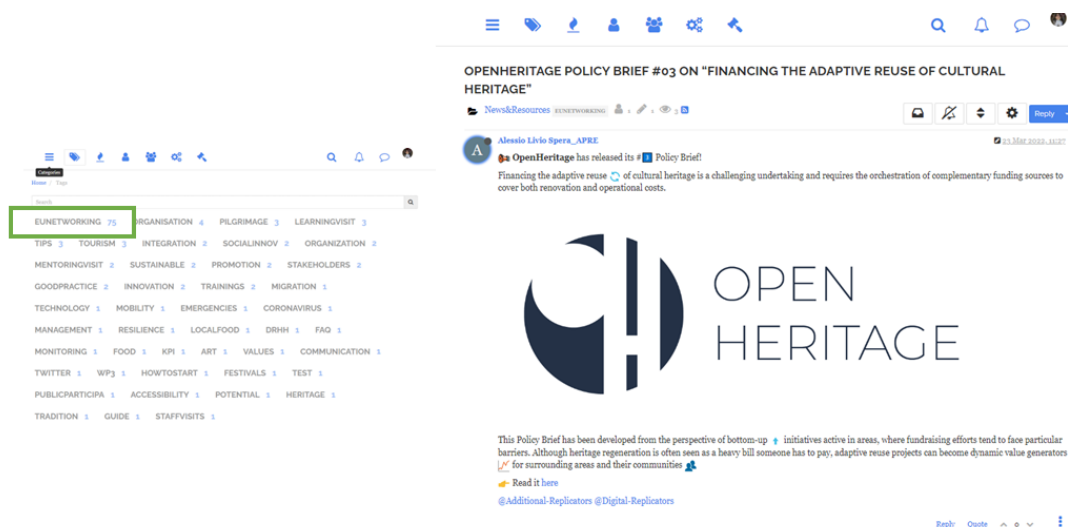


Figure 2 - Example of EUnetworking post on DRHH

- A Google Calendar of Events has been created by the Task Leader (APRE) in collaboration with WP7 Leader (ICLEI) and WP7 partners. Following the monthly monitoring of projects and networks/initiatives, the selected events relevant for RURITAGE activities are entered into the calendar, indicating who, when, how and at which event will represent RURITAGE. This allows for effective coordination of RURITAGE partners representing the project at external events, ultimately increasing the outreach of the project's activities to the external public.
- The mapped projects and networks/initiatives were periodically (every 3-4 months) informed, through dedicated emails, about developments in the RURITAGE project, to ensure to provide them with the recent projects results and materials. In addition, selected projects and networks/initiatives were also contacted on an hoc basis when necessary (e.g. for a promotion of a specific project activity like the RURITAGE Photo Contest or regarding participation, as speakers, in RURITAGE public events like webinars).

The results of the carried out networking activities are described below, in section RURITAGE networking activities - outcomes of the report.

5.3.4 Establishment of qualitative networking KPIs

Although the Description of Action does not foresee any KPIs in relation to subtask 7.3.1 on EU Networking, after the first reporting period (M18), the Task Leader (APRE) together with WP7 Leader (ICLEI) decided to set KPIs for the task, in order to more effectively plan and implement the networking activities. The following categories of KPIs have been established:

- Attendance of online events organized by other EU projects and networks/initiatives. If possible, mentioning RURITAGE in Q&A sessions or chat discussions
- Presentation of RURITAGE news bits in newsletters/blogs of other EU projects and networks/initiatives
- Presentations of RURITAGE at external events organized by other EU projects and networks/initiatives

Each year, APRE and the WP Leader (ICLEI) revised the KPIs and established together the most effective strategy to achieve them, to make the networking effort the most focused and targeted as possible.

5.4 RURITAGE networking activities - outcomes

This section presents the main results and tangible outputs of the networking activities carried out throughout the duration of the project, according to the KPIs established in the second reporting period (see Section 5.3.4). Section 5.4.1 describes the presentation of RURITAGE in newsletters/blogs and/or scientific journals as result of the collaboration with other EU projects and networks/initiatives, while section 5.4.2 provides an overview of RURITAGE representation in external events organized by other EU projects and networks/initiatives. Section 5.4.3 provides an overview of joint activities between RURITAGE and other EU projects and networks/initiatives, while, finally, Section 5.4.4 provides information about external events attended by RURITAGE in the framework of subtask 7.3.1.

5.4.1 RURITAGE represented in external newsletters/blogs and scientific journals

As a result of collaboration with **SPOT** and **IMPACTOUR** projects – both working on the topic of sustainable and cultural tourism – RURITAGE was invited to prepare three scientific papers in the special issue of the **Sustainability Journal**³. The following papers have been already published:

- de Luca, C.; López-Murcia, J.; Conticelli, E.; Santangelo, A.; Perello, M.; Tondelli, S. Participatory Process for Regenerating Rural Areas through Heritage-Led Plans: The RURITAGE Community-Based Methodology. *Sustainability* **2021**, *13*, 5212. <https://doi.org/10.3390/su13095212>
- Egusquiza, A.; Zubiaga, M.; Gandini, A.; de Luca, C.; Tondelli, S. Systemic Innovation Areas for Heritage-Led Rural Regeneration: A Multilevel Repository of Best Practices. *Sustainability* **2021**, *13*, 5069. <https://doi.org/10.3390/su13095069>
- Martin, J.; Williamson, D.; Łuczniak, K.; Guy, J.A. Development of the My Cult-Rural Toolkit. *Sustainability* **2021**, *13*, 7128. <https://doi.org/10.3390/su13137128>

It should be noted that a RURITAGE partner (John Martin/Plymouth University) became an Assistant Guest Editor for the Special Issue of the Sustainability Journal, so RURITAGE has played an active role the production of the Issue.

- 1) PLUGGY published news about RURITAGE on their website: <https://www.pluggy-project.eu/2019/05/02/ruritage/>.
- 2) Promotion of the RURITAGE Calls for Actions ‘Rural resilience actions in times of COVID-19’ in **EIP-AGRI newsletter in May 2020**, available at: <https://ec.europa.eu/eip/agriculture/en/news/rural-resilience-actions-times-covid-19>
- 3) In the framework of networking activities with **RURALIZATION project** – which works on the topic of innovation for rural regeneration – RURITAGE activities were promoted two times in the RURALIZATION newsletter:
 - In **June 2020** – RURITAGE was presented in the section of the newsletter titled ‘Other EU Projects and rural initiatives’, available at: <https://mailchi.mp/3a9f4d4388fc/ruralizationnewsletter1-9305084>,
 - In **December 2020** – RURITAGE promoted the Vision Paper ‘Thinking beyond the COVID-19 crisis: heritage-based opportunities for rural regeneration’, available at : <https://mailchi.mp/c873be11396c/ruralizationnewsletter1-9311988>.
- 4) Promotion of the RURITAGE Webinar “Thinking beyond the COVID-19 crisis: heritage-based opportunities for rural regeneration” in the framework of the collaboration with **Cultural Routes of the Council of Europe**,

³ https://www.mdpi.com/journal/sustainability/special_issues/Regional_Resilience

represented and contributing to the webinar, on the Council of Europe website in **July 2020**: <https://www.coe.int/en/web/cultural-routes/-/ruritage-cultural-routes-of-the-council-of-europe-programme-presented-at-webinar-on-heritage-based-opportunities-for-rural-regeneration>

- 5) The RURITAGE Vision Paper 'Thinking beyond the COVID-19 crisis: heritage-based opportunities for rural regeneration' was promoted in the **ENRD Newsletter** in **January 2021**, available at: https://ec.europa.eu/newsroom/agri/newsletter-specific-archive-issue.cfm?archtype=specific&newsletter_service_id=239&newsletter_issue_id=29411&page=1&fullDate=Thu%2028%20Jan%202021&lang=en
- 6) In **April 2021**, a RURITAGE profile has been established in the **Heritage Research Hub**, run by the Joint Programming Initiative on Cultural Heritage, with the overall objective to advance cultural heritage-related research. The RURITAGE profile is available at: <https://www.heritageresearch-hub.eu/project/ruritage/>
- 7) Promotion of the RURITAGE board of regions call through the **DG REGIO** channels RegioFlash and INFOREGIO in **May 2021**: https://ec.europa.eu/regional_policy/en/newsroom/news/2021/05/05-07-2021-regions-taking-action-to-integrate-cultural-and-natural-heritage-into-regional-development-strategies
- 8) The RURITAGE Professional Master Programme 2022 was promoted in **May 2021** through the **ENRD website and social media**: https://enrd.ec.europa.eu/news-events/news/ruritage-professional-masters-programme-2022_en.
- 9) Promotion of RURITAGE policy recommendations via the LinkedIn group "Smart Cultural Tourism Destinations" (via the promotion to **IMPACTOUR** project) in **February 2022** : <https://www.linkedin.com/feed/update/urn:li:activity:6904683019979083776>
- 10) RURITAGE policy recommendations was promoted on **SHERPA** website and newsletter on **February 2022**: <https://rural-interfaces.eu/news-or-events/policy-recommendations-cultural-heritage/>
<https://mailchi.mp/rural-interfaces/newsletter-february-2022>
- 11) RURITAGE policy recommendations was promoted through **SPOT** project website: <http://www.spotprojecth2020.eu/post/the-last-ruritage-publication-policy-recommendations> on **February 2022**
- 12) RURITAGE policy recommendations was promoted via **INCULTUM** channels and on their blog on **February 2022**: <https://www.digitalmeetsculture.net/article/ruritage-policy-recommendations/>
- 13) Promotion of RURITAGE Policy Recommendation Policy on **EIP-AGRI** newsletter and website in **April 2022**: <https://ec.europa.eu/eip/agriculture/en/news/bridging-gap-between-cultural-natural-heritage-and>
- 14) **INCULTUM** added a paper about the RURITAGE methodology among the bibliography resources in their Training Portal <https://incultum.eu/training-portal/>
- 15) RURITAGE Travelling Voices book was promoted on **INCULTUM** blog in **April 2022**: <https://www.digitalmeetsculture.net/article/newly-released-ruritage-travelling-voices-book/>
- 16) RURITAGE summer school dedicated to heritage-based regeneration at regional level was promoted on **INCULTUM** channels and on DigitalMeetsCulture's website on **April 2022**: <https://www.digitalmeetsculture.net/article/ruritage-summer-school-dedicated-to-heritage-based-regeneration-at-regional-level/>

5.4.2 RURITAGE represented in external events and activities organized by other EU projects and networks/initiatives

- 1) RURITAGE was presented during the **PLUGGY** Final Conference that took place in Athens in **November 2019**, during the roundtable discussions on 'EU advances for Cultural Heritage promotion: Best practices & lessons learned' <https://www.pluggy-project.eu/final-event/programme/>

- 2) As a result of cooperation with **RURALIZATION** project, RURITAGE was also invited to make a presentation at their webinar titled 'Impact of COVID-19 on young people in EU rural and urban areas' that took place on **15 September 2020**. RURITAGE presented 'Thinking beyond the COVID-19 crisis: heritage-based opportunities for rural regeneration', based on the initiatives that the project collected during spring 2020 and the recently published Vision paper. Also the Role Model PIAM presented their COVID-19 action targeting migrants' integration. More information about the event and RURITAGE involvement is available at: <https://www.ruritage.eu/news-events/ruralization-webinar-impact-of-covid-19-on-young-people-in-rural-and-urban-areas/>.
- 3) Cooperation with the **DESIRA** project, which works on assessing the socio-economic impact of digitalization in rural areas, lead to the presentation of RURITAGE at the DESIRA First meeting of the Rural Digitalisation Forum on **10 September 2020**. RURITAGE had a presentation titled 'Heritage for Rural regeneration', where the features of the RURITAGE Atlas, Decision Support System, Practices Repository and the Inventory of Lessons Learnt were explained to the public, describing how the tools can be used in practice to support development of local rural areas. More information about the event and the RURITAGE presentation is available at: <https://desira2020.eu/event/first-meeting-of-the-rural-digitisation-forum/>
- 4) Cooperation with the **SHERPA** project, which works on assessing the socio-economic impact of digitalization in rural areas, lead to the presentation of RURITAGE at the SHERPA Annual conference on **30 November 2020**. RURITAGE had a presentation during the session on "Diversification of the rural economy" on the topic of 'Rural regeneration through systemic heritage-led strategies'. More information about the event and the RURITAGE presentation is available at: <https://rural-interfaces.eu/news-or-events/sherpa-annual-conference/>
- 5) RURITAGE achievements were presented at the Thematic Workshop of the **ROBUST** project that took place on **18 February 2021**. The purpose of this workshop was to discuss ideal types of rural-urban governance arrangements and which steps should be taken to reach these ideal governance arrangements. More information about the event and the RURITAGE intervention is available at: <https://rural-urban.eu/news-events?page=1>
- 6) RURITAGE was active during the **Rural Vision Week** organized by **ENRD** that took place between **22 and 26 March 2021**. In specific, RURITAGE had a stand (virtual stall) at the 'OUR RURAL' Marketplace, where the Vision Paper 'Thinking beyond the COVID-19 crisis: heritage-based opportunities for rural regeneration' was promoted. Furthermore, RURITAGE partners participated actively in different sessions of the Rural Vision Week, promoting the project during Q&A sessions and chat discussions, notably in the Workshops about "Rural and inclusive rural futures" and "Vibrant rural areas". More information about the RURITAGE Virtual Stall is available at: https://enrd.ec.europa.eu/news-events/events/rural2040-vision-week/our-rural-marketplace/h2020-projects-category/ruritage_en.
- 7) In the framework of collaboration with **RUBIZMO** project – which works on developing entrepreneurship and successful business models in high potential sectors such as food and agriculture, new bio-based value chains and ecosystem services - two RURITAGE Replicators: Appignano del Tronto and Izmir Buyuksehir Belediyesi presented their activities during the RUBIZMO online event "Café Talks: Business Models in Agriculture" that took place on **25 May 2021**. Appignano del Tronto made a presentation on 'Turning a problem into an opportunity: the Appignano del Tronto HUB for Community resilience' and Izmir Buyuksehir Belediyesi talked about 'Increasing rural tourism capacity in Kozak plateau, Izmir, Turkey'. More information about the event and RURITAGE presentations can be found here: <https://rubizmo.eu/news/view/699a9dc4-4487-4705-aae2-59f18c1fd68a.XXX> .
- 8) RURITAGE was presented during the **RURALIZATION** Conference (Room Rural Research, session: EU rural initiatives and insights from research projects) that took place on **8 November 2021**. UNIBO was presenting the project. <https://ruralization.eu/news-events/ruralizationconference/>
- 9) UNIBO represented RURITAGE at the webinar on Practical Aspects of SSH Integration organized by the NCPs of Research Council of Lithuania on **25 November 2021**.

<https://www.lmt.lt/lt/doclib/omsopar1jcck7qpt26g3s9q6y4qwa15b>

- 10) RURITAGE participated to **AURORAL** online events in cooperation with fellow H2020 projects, held on **7th December 2021**. The aim of the meeting was to get to know potential partners, peers and create synergies of mutual interest as well as to organize and coordinate communication activities aiming at engaging and exchanging the knowledge with fellow H2020 projects. What synergies could be achieved between the projects was discussed and plan the work that can be done together in dissemination activities, meetings and future applications. <https://www.auroral.eu/#/p-news>
- 11) RURITAGE participated to the **DESIRA** Second meeting of the Rural Digitalisation Forum (scenario planning) on **7th December 2021** <https://desira2020.eu/event/second-meeting-of-the-rural-digitalisation-forum/>
- 12) ICLEI promoted the Policy Recommendation at "International seminar on long-term vision for rural areas in the EU" seminar on the long-term vision for the EU rural areas held on **4th April 2022**, organized by the European Rural Development Network and the Institute of Rural and Agricultural Development of the Polish Academy of Sciences. The European Rural Development Network is a member of the **SHERPA** project consortium and the **RURALIZATION** project results were also presented. <https://www.irwirpan.waw.pl/index.php/offer/show/844/events/long-term-vision-for-rural-areas-in-the-eu/events/long-term-vision-for-rural-areas-in-the-eu>
- 13) UNIBO and RURITAGE Role Model Fundacion Santa Maria La Real del Patrimonio Historico represented RURITAGE at the Policy roundtable on Pilgrimage routes organized by rurAllure project held on **13th June 2022**.

5.4.3 Joint activities between RURITAGE and other EU projects and networks/initiatives

- 1) **ROCK** and RURITAGE signed a Memorandum of Understanding whereby both projects undertake to: (i) exchange good practices and experience in urban and rural contexts, (ii) organize joint project events, (iii) jointly draw a European Vision paper for urban and rural regeneration through Cultural and Natural Heritage. In **June 2018**, RURITAGE and ROCK gathered for the first time in Berlin, on the occasion of the first European Cultural Heritage Summit in order to explore together with other 7 projects on cultural heritage, the connections between European funded projects on cultural heritage and its valorization at the European level. The projects took this further on **15-16 November 2018** in Brussels at the Fair of European Innovators in Cultural Heritage, where they gathered input to support the newly founded Urban Agenda Partnership for Culture and Cultural Heritage.
- 2) Focused on rural-urban linkages, the **ROBUST** project shares the RURITAGE objectives related to ensuring sustainable development and incisive growth of rural areas in Europe and beyond. One of the main points of connection between the two projects are activities related to sustainable and local food production. In **April 2019**, RURITAGE participated to the 29th Breakfast at Sustainability's titled: "Fostering the Circular Food Economy through Stronger Rural-Urban Linkages", co-organized by ROBUST. The event aimed at exploring how rural-urban linkages can be strengthened to improve city-region synergies and sustainability, support rural economies, and promote a circular food economy. The RURITAGE Coordinator took part in the Panel discussion and shared some interesting international examples of rural regeneration processes that include sustainable food systems and cultural heritage. Details about the event and its main conclusions are available [here](#).
- 3) A joint high-level event between RURITAGE, **ROCK**, **ILUCIDARE** and **CLIC** projects took place in **November 2019** in Brussels to combine the findings and networks of those projects – and thus leverage the outcomes to a higher level and wider public. A dedicated session is foreseen for RURITAGE and ROCK to discuss urban-rural regeneration and present the draft paper on European Vision for urban and rural regeneration through Cultural and Natural Heritage.
- 4) Since **PLUGGY** enables the citizens of Europe, including in its less developed regions, to be actively involved in cultural heritage activities, several RURITAGE Replicators and Role Models have been invited to upload their stories on the PLUGGY Social Platform. RURITAGE is also listed in the Liaison section of the PLUGGY website.

- 5) On 8 July 2020, RURITAGE organized a webinar titled “**Thinking beyond the COVID-19 crisis: heritage-based opportunities for rural regeneration**”, where representatives of, inters alia, European Commission, Council of Europe and **ENRD** were invited as speakers. More information about the event is available at: <https://www.ruritage.eu/news-events/webinar-thinking-beyond-the-covid-19-crisis-heritage-based-opportunities-for-rural-regeneration/>
- 6) RURITAGE has been registered on the **Heritage Research Hub**, a free and collaborative platform on and for the cultural heritage research community. Covering tangible, intangible, digital heritage and their connection to natural heritage, its main objective is to be an online location where users can search and share different types of content such as news, events, documents, and collaborate all together. Besides providing information about the **JPI Cultural Heritage** and its main activities, the Heritage Research Hub was mainly designed to be a communication platform where the Heritage Science stakeholders can present their organizations, promote and valorize their work and share their research projects. In this light and given the importance of your RURITAGE project funded within the Horizon 2020 framework programme. <https://www.heritageresearch-hub.eu/project/ruritage/>
- 7) RURITAGE and **RURALIZATION** collaborate in the framework of the [Horizon Results Booster](#), which is a package of specialised services, developed by the European Commission, with a view to maximise the impact of R&I public investment. Both projects applied to Service 1 – Module B: helping projects from the portfolio to design and execute a portfolio dissemination plan. This module focuses on helping the project group to design a common dissemination plan for the portfolio and to carry out the actual dissemination of the portfolio results.
- 8) In collaboration with Task 2.5 ‘Digital knowledge sharing and mutual learning on the Digital RHH’, a series of RURITAGE webinars called ‘**Rural Connections - knowledge exchange with EU Rural projects**’ was created. It is a set of three webinars involving RURITAGE Role Models and Replicators and a group of European rural projects. The main objective of this series is to exchange knowledge and best practices between EU projects working on different aspects related to rural development, with the view to support RURITAGE Role Models and Replicators in the implementation of their rural regeneration action plans. While the target audience are RURITAGE Role Models and Replicators, the webinar series will be open to public and streamed on RURITAGE Facebook to ensure wide outreach of the message.
 - a. The first webinar of the series took place on **12 April 2021** and was related to the topic of “Rural tourism and marketing”. Four EU project working in the area of sustainable local tourism – namely **SmartCulTour**, **SPOT**, **IMPACTOUR** and **EuropeTour**, were invited to present the topic from their perspective. The event gathered 56 participants. More information about the event is available at: <https://www.ruritage.eu/news-events/events/#1489503959261-4697954d-1d499c31-6e5f>. The recording link is available here: <https://www.facebook.com/ruritage/videos/191540462780910>.
 - b. The second webinar of the series took place on **7 June 2021** and was related to the topic of “vision for the future of rural areas”. Two projects working in this area, namely **Sherpa** and **RURALIZATION**, were invited to participate to the discussion alongside with RURITAGE experts discussing the RURITAGE Vision Paper “Thinking beyond the COVID-19 crisis: heritage-based opportunities for rural regeneration”. The recording link is available here: <https://www.facebook.com/ruritage/videos/rural-connection-webinar-2-vision-for-the-future-of-rural-areas/1929486720554722/>
 - c. The third webinar of the series took place on **15th November 2021** and was related to the topic of “Disaster Risk Reduction for Resilience”. Two projects working on this are, namely **SHELTER** and **OPERANDUM**, were invited to participate to the discussion with RURITAGE representatives. Each project presented a case study in the field of Risk Reduction and Resilience. The recording link is available here: <https://www.facebook.com/ruritage/videos/rural-connections-3-disaster-risk-reduction-for-resilience/365045845416691>

More details about the webinars are available in RURITAGE Deliverable 2.5 Report on Digital Knowledge sharing and mutual learning on the Digital RHH.

- 9) RURITAGE was invited to participate to a Coordination meeting among projects on sustainable cultural tourism, initiated by **IMPACTOUR** project coordinator, on 11th March 2022. The projects invited in the meeting hosted by IMPACTOUR were **INCULTUM**, **SPOT**, **TEXTOUR**, **BE-CULTOUR**, **SMARTCULTOUR** and **RURITAGE**, to establish collaboration and synergies on the common strands of work and the common challenges. <https://www.digitalmeetsculture.net/article/coordination-meeting-sustainable-cultural-tourism/>

5.4.4 Participation in external events at EU level

In the framework of subtask 7.3.1., RURITAGE participated in the following events organized at EU level by various projects, networks and initiatives:

Event name		Date	Web link (if available)
EUROMONTANA Network meeting		20 January 2020	https://www.ruritage.eu/news-events/ruritage-in-euromontana-network/
BE-Rural Conference: “Exploring the bioeconomy as a central pillar of regional recovery plans during and after COVID-19”	Mid-term	8 September 2020	https://be-rural.eu/event/be-rural-mid-term-conference/
European Heritage Days – “Heritage and Education: Learning for Life”		25-27 September 2020	https://www.ruritage.eu/news-events/european-heritage-days-25-27-september-2020-heritage-and-education-learning-for-life/
RUBIZMO Café Talks - ‘How can Europe anticipate and support rural innovation?’		3, 10, 17 And 24 November 2020	https://rubizmo.eu/news/view/156a7787-efe5-4195-b368-f5ddf2d55701
EuropaNostra event - ‘International Heritage: A roundtable discussion with John Darlington (WWF)’		24 February 2021	https://www.europanostra.org/events/international-heritage-a-roundtable-discussion-with-john-darlington-wmf/
RURALIZATION Webinar for Policy Makers – ‘Trends affecting regeneration of rural areas in Europe’		25 February 2021	https://mailchi.mp/0bb545b5b564/ruralization-webinar-trends-affecting-regeneration-of-rural-areas
RUBIZMO Café Talks - 4th Cycle (innovative ideas for rural business)		2, 9, 16 and 23 February 2021	https://rubizmo.eu/news/view/d5941987-35f3-404f-8523-b6652206136d

RURITAGE Virtual Stall in the Our Rural Marketplace during the Rural Vision Week organized by the ENRD	22-26 March 2021	https://enrd.ec.europa.eu/news-events/events/rural2040-vision-week/our-rural-marketplace/h2020-projects-category/ruritage_en
European Cultural Heritage Green Paper - "Putting Europe's shared heritage at the heart of the European Green Deal"	22 March 2021	https://www.europanostra.org/putting-europes-shared-heritage-at-the-heart-of-the-european-green-deal/
Interreg webinar – "Challenges and solutions to cope with ageing in rural Europe: the role of the Silver Economy"	21 April 2021	http://www.interregeurope.eu/silversmes/events/event/4233/silver-smes-mid-term-conference/
ESACH Talks! April 2021 - World Heritage Challenges and Opportunities	22 April 2021	https://www.europanostra.org/events/esach-talks-world-heritage/
SMARTVillages Final Conference: 'How could your rural community become smart?'	29 April 2021	https://www.alpine-space.eu/projects/smartvillages/en/news-events/events
IMPACTOUR workshop - ReDiscover Europe	9 May 2021	https://impactourworkshop.pt/
Rubizmo Café Talk - Innovative Business Models for Rural Areas	11 and 18 May 2021	https://rubizmo.eu/news/view/699a9dc4-4487-4705-aae2-59f18c1fd68a
9th Informed Cities Forum	26 and 28 October 2021	https://informedcities.eu/events/9th-informed-cities-forum/
Annual Policy Conversation – A Cultural Deal for Europe	1 February 2022	https://www.europanostra.org/events/new-date-annual-policy-conversation-a-cultural-deal-for-europe/
Second "Sharing stories" webinar series on "Adaptive reuse of (industrial) buildings with a history"	4 April 2022	https://www.europanostra.org/events/second-sharing-stories-webinar-series-on-adaptive-reuse-of-industrial-buildings-with-a-history/

6. RURITAGE Final Conference

The RURITAGE Final Conference took place at UNESCO HQ in Paris, on 8-10 June 2022, to present all the outcomes of the RURITAGE project (see RURITAGE Deliverable D7.7 Final conference, forthcoming in August 2022). The second day of the Conference included the workshop “**EU Rural Regeneration Workshop**”, organized by APRE in collaboration with RURITAGE sister projects in the framework of the networking activities carried out in Task 7.3.1 (see the workshop agenda in Annex III - EU Rural Regeneration Workshop).

The workshop aimed at presenting results of regeneration led strategies to EU regional and national stakeholders providing some examples of locally based and community driven rural regeneration from different perspectives and discussing Rural Development and Regeneration within the European Union Agenda.

It consisted of two sessions:

- The first session, “**Rural territories in EU funded projects: inspiration from Local Communities**”, focused on the **role of local communities** in rural areas. It gave an overview of some concrete examples of locally based activities triggering rural development, in the context of EU funded projects. Taking part in this session were: RURITAGE, **AURORAL**, **INCULTUM**, **Be.CULTOUR** and **DESIRA**.
- The second session, “**Rural Development and regeneration within European Union Agenda**”, focused on the **policies on rural development** with a particular attention to the role of communities in the future scenarios of rural areas. A roundtable took place representatives of the European Commission (DG AGRI), UNESCO, **SHERPA** project and RURITAGE.

First session

Given the focus of the first session on local communities, projects encompassing close collaboration with rural local communities (e.g. co-creation activities, living labs, local hubs, etc), were invited to participate to the workshop. Examples of the impact that their project had at local level were discussed during this session. In particular:

- **RURITAGE** introduced the local hubs (Replicators, Role models and Additional Replicators) focusing on what impact the hubs had at local level thanks to the project,
- **AURORAL** presented the project’s approach and its ecosystem, giving a final overview of the lessons learnt so far in their pilots, with a specific pattern in mind: *from co-innovate to co-invest*,
- **INCULTUM** showed the key role and challenges of tourism within the project, focusing the presentation on two pilots: Altiplano de Granada (Spain) and Campina de Faro (Portugal). A new specific *INCULTUM “product”* in each pilot, as well as the *participatory approach*, were the main points that characterized these local experiences,
- **Be.CULTOUR** brought some inspiration from Serbia on stage, talking about the project’s transversal innovation approaches and emerging trends in Cultural Tourism. Local stakeholders from the private, public, academic and civil society sector are involved in the development of a *local Action Plan* aimed at *circular cultural tourism*,
- **DESIRA** presented the Flanders pilot case, highlighting the main emerging questions in those rural regions, including *tensions between natural and cultural heritage, distrust of governments* and the *potential for digital technologies*.

Second session

The focus of this session was on the policies on rural development and their link to the future of rural areas. The session was a roundtable that started with a statement from each speaker about one key aspect they would like to see happening in EU rural areas before 2040. The speakers discussed interesting points such as: the key role of *empowerment* and *awareness* at local level, *data* as a trigger for local-centered policies, the integration of culture in rural development and the need for a *mentality shift* about rural areas. After this first round of initial statements, speakers were invited to discuss about how to build policies supporting rural areas in going beyond agriculture, farming, forestry, and fishing and the role that heritage can play in improving rural areas. The discussion highlighted how *innovation is not only technology driven*, but embeds other dimensions, such as the social one,

which has to be taken into consideration. Moreover, the need to *distinguish between different levels of governance and policies* when reflecting on rural areas, and to *collect data about those areas*, have been highlighted, in order to have a better picture of their real situation and, in turn, their needs in terms of policies. One final thought has been dedicated to *culture and heritage as the glue connecting communities*.

7. International cooperation outside EU

In line with RURITAGE Communication strategy, UNESCO, ICLEI, APRE and other partners ensured that primary and secondary policymakers and public institutions (see in a Table below) are fully informed about RURITAGE.

RURITAGE Primary and secondary policymakers and public institutions

Primary policymakers and public institutions	
Regional agencies and national authorities responsible for rural development, CNH management, social inclusion, tourism, employment	<ul style="list-style-type: none"> Inputs for UNESCO country briefings Informing UNESCO National Commissions Information sessions at UNESCO HQ
European institutions and instruments: EC, EP, CoR, JPICH, EIB	<ul style="list-style-type: none"> EU cooperation by APRE (Subtask 7.3.1) Dialogue Breakfast and joint events by ICLEI (Subtask 7.5.1)
International organisations: UNESCO, UNDP, UN World Tourism Organisation, ICOMOS	<ul style="list-style-type: none"> Side events at international conferences Synergies during UN days (Section
Secondary policymakers and public institutions	
National agencies responsible for SIA topics	<ul style="list-style-type: none"> Informing UNESCO National Commissions Training
Relevant media	<ul style="list-style-type: none"> Synergies during UN days

7.1 Communication with international community, decision-makers and UNESCO Member States

UNESCO ensured continuous informing the international organisations high management as well as the governmental representatives of RURITAGE participating Member States, including countries of RURITAGE consortium as well as Additional Replicators, by providing RURITAGE related inputs to country briefings for UNESCO Director General and Assistant Director General for Natural Sciences (see Table below). Moreover, from the beginning of the Project, UNESCO RURITAGE team has been informing and raising the interest about the project [UNESCO national Commissions](#) by bilateral communications and mailing.

Country/ Organisation	Thematic briefing
European Union	Director-General (DG) meeting with EU Ambassadors to UNESCO in March 2018.
Germany	DG meeting with Minister of Foreign Affairs of Germany. DG visit to Germany for GEM Report launch in November 2018.
European Union External Action	25 April 2019, Assistant Director General (ADG) meeting with Acting Deputy Director-General
Norway	13 November 2019, ADG meeting with Minister of Research and Higher Education
UK	10 July 2019, DG briefing the occasion of the Media Freedom Conference
Colombia	DG visit to Colombia in December 2019.
Netherlands	DG visit of the World Press Freedom Day (22 to 24 April, The Hague)

Turkey	DG visit with the Minister of Foreign Affairs of Turkey in March 2020
Iceland	DG meeting with the new Ambassador of Iceland in July 2020
Poland	DG meeting with the new Ambassador of Poland in August 2020
Netherlands	DG's scheduled meeting with Minister for Foreign Trade and Development Cooperation of the Netherlands in August 2020
Greece	DG meeting with the new Ambassador of Greece in Sept 2020
Spain	Director-General's meeting with the Ambassador of Spain in November 2020
Italy	DG meeting with Minister for Environment, Land and Sea Protection in November 2020
Slovenia	DG's telephone conversation with the President of Slovenia in November 2020
EU	DG meeting with an EU Commissioner in January 2021
Group II	DG's meeting with the Electoral Group II in April 2021
Italy	DG's meeting with Ministry of Culture in April 2021
Germany	DG's meeting with Vice-President of Bundestag in June 2021
Austria	ADG meeting with Ambassador of the Austrian Permanent Delegation in September 2021
Norway	DG visit to New York in September 2021
UK	DG visit to UK for "Women in Science; Girls' and women's education; gender equality" conference in September 2021.
Greece, Slovenia & Spain	DG briefing for the General Conference in October 2021
Norway	DG meeting with Prime Minister in February 2022
Iceland	ADG visit to Iceland in April 2022
Greece	ADG visit to Greece in May 2022

UNESCO used its direct links with its Member States, through a network of Permanent Delegations and National Commissions, to organize the information session on "Rural Regeneration" for UNESCO Member States during the Ruritage Final Conference at UNESCO HQ. More details in the according Deliverable 7.7 on the Final Conference Report.

Moreover, on 07 July 2021, UNESCO organised an additional information session for [UNESCO Country Groups](#), particularly interested in RURITAGE tools/solutions.

ICLEI created cooperation with the countries covered by the European Neighbourhood Policy (ENP). It identified relevant conferences and events in the ENP region that were most suitable for disseminating the RURITAGE methodologies and tools. It also monitored the challenges that non-EU areas face in taking up the tools and knowledge from RURITAGE by sharing project outcomes with the additional Replicators from ENP regions (selected in Task 6.2) and support them in integrating these into their respective areas. This will result in Deliverable D7.6, which will draw key lessons for the CNH-led rural regeneration outside of the EU.

Global awareness through the celebration of UN international days

Outreach to the international community was further ensured through synergies within thematic UN and UNESCO International days:

- 18 April International Day for Monuments and Sites
- 22 April International Mother Earth Day
- 5 June World Environment Day (also celebrated by UNESCO)
- 18 June Sustainable Gastronomy Day
- 27 September World Tourism Day
- 13 October International Day for Disaster Reduction (also celebrated by UNESCO)

In practice, international actions included mainly thematic on-line social media campaigns, linking RURITAGE actions with thematic of UN days.

7.2 Capacity building outside EU: training and workshop in Latin America

Based on Member States' interest and their priorities in line with UNESCO's Natural Science programmes in regions, the two on-line events were held in January and April 2022 and aimed at sharing and considering key challenges for heritage-led strategies for rural development in Latin America and Caribbeans (LAC), examining regional good practices and lessons learned together with challenges and potential pathways for the uptake of innovative solutions, such as the RURITAGE model (the full report is available on –line https://es.unesco.org/sites/default/files/regional_workshop_training_mtd_summary_report_final.pdf). Events were organised by UNESCO's Section for Earth Sciences and Geo-Hazard Risk Reduction together with UNESCO's Science Bureau for Latin America and the Caribbean (Montevideo) together with RURITAGE experts.

During “Regional Policy Workshop on Cultural and Natural Heritage for Rural Regeneration in Latin America and the Caribbean”, which was held on 26-27 January 2022 on-line from Montevideo, participants shared good practices for rural development based on cultural and natural heritage from LAC and EU countries and examined experiences, challenges and solutions from various countries in the LAC region on enhancing rural development through the integration of cultural and natural heritage in the post-COVID19 context.

The interest in the RURITAGE methodology on the part of participants of the January workshop, resulted in a training workshop dedicated to the “Enhancement of Cultural and Natural Heritage for Rural Regeneration” on 20-21 April 2022, hosted on-line from Montevideo. The training invited representatives of UNESCO Sites in LAC for further exploration of their territories potential to undergo the heritage-led transformation process. 14 territories were selected through the open call for participation. Participants from the LAC region learnt in detail about the RURITAGE model, methodologies and tools for rural regeneration in view of their regional application. By the end of the training, a preliminary Action plan for rural regeneration was outlined for each territory.

Regional Policy Workshop: Cultural and Natural Heritage for Rural Regeneration in Latin America and the Caribbean (26-27 January 2022)

Day 1: <https://www.youtube.com/watch?v=LmkBFQ98sVM>

Day 2: https://www.youtube.com/watch?v=o1tnHwHw_7Y

Training workshop: “Enhancement of Cultural and Natural Heritage for Rural Regeneration” (20-21 April 2022)

Day 1: <https://www.youtube.com/watch?v=LmkBFQ98sVM>

Day 2: https://www.youtube.com/watch?v=o1tnHwHw_7Y

8. Conclusions

This deliverable represents a report describing the networking activities carried out during RURITAGE implementation to establish synergies with other EU funded projects and to maximize the impact of RURITAGE results, through joint activities with similar projects.

Overall, networking and building synergies with other projects has proven to be very effective during RURITAGE implementation. Being a complex project with several partners and different aspects all equally important in its approach, a high level of effort was dedicated at the beginning of the project, in the identification of relevant projects through a mapping methodology that was regularly applied and that led to the establishment of a living database constantly kept updated.

Beyond the mapping, the importance of keeping regular contact with sister projects has been evident since the beginning. Regular exchanges and mutual effort led both to promotion of each other's results and to learn from each other's experiences. Finally, the organization of a joint workshop with sister projects during the RURITAGE final conference was a great opportunity to present their results to the whole RURITAGE community gathered at the Conference and to discuss future opportunities for collaboration.

9. Annex I – List of EU projects

Project name	Related SIA/Thematic areas	Start	End	Funded
2020 Troubadours	Art and festivals	1/12/18	30/11/20	Creative Europe
Africalia	Crosscutting-rural development	01/06/2019	31/05/2022	Interreg
ARCH	Crosscutting-rural development	01/06/2019	31/05/2022	Interreg
AURORAL	Digitalisation of rural areas	01/01/2021	31/12/2024	H2020
Be.CULTOUR	Circular cultural tourism	01/02/21	31/01/2024	H2020
BE-Rural	Bio-based strategies and roadmaps for enhanced rural and regional development in the EU	01/04/2019	01/03/2022	H2020
Be SpectACTIVE!	Art and festivals	1/12/2014	30/11/2018	Creative Europe
BuildERS	Resilience	01/05/2019	30/04/2022	H2020
CD-ETA	Digitization policy for natural and cultural heritage	01/04/2016	31/03/2021	Interreg
CLIC	Integrated Landscape management	01/12/2017	30/11/2020	H2020
Coral - Innovative Training Network	Collaborative workspaces in rural and peripheral areas	01/01/2021	01/01/2024	H2020 (Marie Skłodowska Curie Innovative Training Network)
DANURB+	Cultural heritage	01/07/2020	31/12/2022	Interreg
DESIRA	Digitization in rural areas, agriculture and forestry	01/06/2019	31/05/2023	H2020
EdiCitNet	Sustainable local food production	01/09/2018	31/08/2023	H2020
eHERITAGE	Cultural heritage	01/11/2015	31/10/2018	H2020
European Atlantic Geotourism Route	Integrated landscape management, sustainable tourism	31/05/2017	28/11/2019	Interreg
EUROPETOUR	Sustainable models			Erasmus+
FINCH	Sustainable models of capitalization of cultural heritage.	01/06/2018	30/11/2022	Interreg
Food is Culture	Sustainable local food production	01/07/2018	30/06/2020	Creative Europe
Global Eco	Green economy and sustainable businesses in rural areas	2018	2021	EAFRD

HERILAND	Crosscutting-heritage	01/04/2019	31/03/2023	H2020
ILUCIDARE	International network promoting heritage	01/12/2018	30/11/2021	H2020
IMPACTOUR	Tourism and rural regeneration	01/01/2020	30/06/2023	H2020
INCULTUM	Cultural tourism	01/05/2021	30/04/2024	H2020
INSIDE T	Sustainable tourism in rural areas	12/2019		Erasmus +
KEEP ON	Public policies in the cultural heritage sector	01/06/2018	31/05/2023	Interreg
LIVERUR	Living Labs as innovative business models developed in rural areas	01/05/2018	01/04/2021	H2020
MATILDE	Migration Impact Assessment to Enhance Integration and Local Development in European Rural and Mountain Areas	01/02/2020	01/01/2023	H2020
MOMAr	Cultural and natural heritage, rural development, business models	01/08/2019	31/07/2023	Interreg
OpenHeritage	Integrated landscape management	01/06/2018	31/05/2022	H2020
OUR WAY	Conserving, protecting, promoting and developing natural and cultural heritage in Europe	01/06/2018	30/11/2022	Interreg
PERICLES	Integrated landscape management; Resilience	01/05/2018	30/04/2021	H2020
PLUGGGY	Cultural heritage	01/12/2016	30/11/2019	H2020
PoliRural	rural development; policies	01/06/2019	31/05/2022	H2020
PROSPERA	rural, peri-urban and regional development, natural heritage	01/08/2019	31/07/2023	Interreg
RAMSAT	Tourism, rural development	01/08/2019	31/07/2023	Interreg
REACH	Cross-cutting: cultural Heritage	01/11/2017	31/10/2020	H2020
RENATUR	Promotion and protection of the natural heritage of the peri-urban open spaces in planning practice	01/08/2019	31/07/2023	Interreg
ROBUST	Rural-urban synergies	01/06/2017	31/05/2021	H2020
ROCK	urban regeneration	1-5-17	30-6-20	H2020
RUBIZMO	Empowering rural communities, business models development	1-5-18	30-4-21	H2020
Rural Employability Network	Fostering social inclusion and employment in local rural areas	11/2020		ESF

RURALIZATION	Rural regeneration and access to land	01/05/2019	30/04/2023	H2020
urAllure	Promotion of rural museums and heritage sites in the vicinity of European pilgrimage routes	01/01/2021	31/12/2023	H2020
SHELTER	Resilience	01/06/2019	31/05/2023	H2020
SHERPA	Rural development; policies	01/10/2019	30/09/2023	H2020
Smart Rural 21	Preparatory Action on Smart Rural Areas in the 21st Century			H2020
SMARTCHAIN	Sustainable local food production	01/09/2018	31/08/2021	H2020
SmartAGRIhubs	Food	01/11/2018	31/10/2022	H2020
SmartCulTour-Smart	Sustainable tourism	01/01/2020	30/06/2023	H2020
SO-CLOSE	Migration; Arts&festivals	01/01/2020	31/12/2022	H2020
SoPHIA	Policy	01/01/2020	31/12/2021	H2020
SPICE	Fostering participation in the heritage domain through a process of citizen curation	01/05/2020	30/04/2023	H2020
SPOT	Tourism and rural regeneration	01/10/2020	31/12/2022	H2020
TExTOUR	Cultural tourism	01/01/2021	30/06/2024	H2020

10. Annex II– List of EU networks and initiatives

Network Name	Link
A European Network For Rural And Cultural Resilience Of Remote Areas	https://www.cultrural.eu/
ARC2020 - Agricultural & Rural Convention	https://www.arc2020.eu/
CEJA - European Council of Young Farmers	https://www.ceja.eu/
Communities for future (by ECOLISE)	https://www.communitiesforfuture.org
Copa Sogeca - EU farmers' association	https://copa-cogeca.eu/
Council of Europe	https://www.coe.int/en/web/cultural-routes/about
Creative Europe	https://ec.europa.eu/programmes/creative-europe/node_en
Cultural Diplomacy Platform	https://www.cultureinexternalrelations.eu/
Culture Action Europe	https://cultureactioneurope.org/
DG AGRI	https://ec.europa.eu/info/departments/agriculture-and-rural-development_en
ECOLISE - European network for community-led initiatives on climate change and sustainability	https://www.ecolise.eu/
EIP AGRI	https://ec.europa.eu/eip/agriculture/en
ERRIN - European Regions Research & Innovation Network	https://errin.eu/
ESPON - Inspire Policy Making with territorial evidence	https://www.espon.eu/
Euromontana - European association of mountain areas	https://www.euromontana.org
Europa Nostra	https://www.europanostra.org
European Alliance for Culture and the Arts	https://allianceforculture.com
European Association of historic towns and regions	http://www.historic-towns.org
European Cultural Foundation	https://www.culturalfoundation.eu/
European Heritage Alliance	http://europeanheritagealliance.eu
European Institute of Cultural Routes	https://www.coe.int/en/web/cultural-routes
European Network of Cultural centers	https://encc.eu/
European Network of Rural Development	https://enrd.ec.europa.eu/
Europeana	https://www.europeana.eu/en
EUSALP - EU strategy for alpine region	https://www.alpine-region.eu
Farm Europe - Think tank to stimulate thinking on rural economies in Europe	https://www.farm-europe.eu/
Forum Synergies	http://www.forum-synergies.eu/
Gaia Education	https://www.gaiaeducation.org/
GEN Europe - Global Ecovillage Network	https://gen-europe.org
HEREIN European Cultural Heritage Information Network	https://www.coe.int/en/web/culture-and-heritage/herein-heritage-network
ICOMOS	https://www.icomos.org/en

IETM - International network for contemporary performing arts	https://www.ietm.org/
Innovators in cultural heritage	https://www.innovatorsinculturalheritage.eu/registeredarea/index
Slow Food	https://www.slowfood.it
Smart Villages Network	https://www.smart-village-network.eu/
Standing Committee on Agricultural Research - SCAR AKIS	https://scar-europe.org/index.php/akis
Trans Europe Halles	http://www.teh.net/
Voices of Culture	https://voicesofculture.eu/

11. Annex III - EU Rural Regeneration Workshop







RURITAGE
Heritage for Rural Regeneration

10 June 2022

**SUSTAINABLE RURAL DEVELOPMENT IN
THE EUROPEAN AGENDA**
RURAL REGENERATION WORKSHOP - PUBLIC SESSION

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

RURAL REGENERATION WORKSHOP, 10 JUNE 2022

ABOUT RURITAGE PROJECT <https://www.ruritage.eu/>

RURITAGE project created a new paradigm for the regeneration of the rural areas by using their unique Cultural and Natural Heritage (CNH) as a driver to boost sustainable development and increase competitiveness.

To achieve this, RURITAGE created a unique methodology that involves 13 Role Models and 6 Replicators which work on six Systemic Innovation Areas - Pilgrimage, Resilience, Sustainable Local Food Production, Integrated Landscape Management, Migration, and Art & Festivals. Within these, they work together building and sharing knowledge as way of boosting rural communities economic and social development.

RURITAGE Partners and Additional Replicators

Austria: Styrian Eisenwurzen UNESCO Global Geopark

Austria/Slovenia: Karawanken-Karavanke UNESCO Global Geopark

Colombia: Colombian Federation of Municipalities

Finland: Savonia University of Applied Sciences; *University of Vaasa, Pargas*

France: UNESCO and ACIR Compostelle

Germany: ICLEI European Secretariat GMBH and Bergstrasse-Odenwald UNESCO Global Geopark

Greece: Natural History Museum of the Lesvos Petrified Forest and University of Crete; *Ecomuseum Zagori*

Hungary: Visegrád City Municipality

Iceland: Katla UNESCO Global Geopark

Ireland: WestBIC - Business and Innovation Centre

Italy: Alma Mater Studiorum – Università di Bologna, Turin Polytechnic University, Agency for the Promotion of European Research, Borghi Italia tour network, Project for the Integration and Welcoming of Immigrants, Regional agri-food district, Municipality of Appignano del Tronto; *Borgofuturo*

Norway: Norwegian University of Life Sciences, Magma UNESCO Global Geopark

Netherlands: ALMENDE

Philippines: *Wood Identification of Ifugao Traditional Houses*

Poland: Centre for Systems Solutions

Romania: Harghita County Council and Pro Educatione (association)

Slovenia: Zavod za kulturo, turizem in promocijo Gornja Radgona and Kulturno Izobrazevalno Drustvo

Spain: Consulta Europa, Tecnalia Foundation, Cartif Foundation, Santa Maria la Real Historical Heritage Foundation, Innovative Business Grouping for Efficient Construction, *Marinas Corunesas Biosphere Reserve*

Turkey: Izmir metropolitan municipality and Izmir Institute of Technology, Demir Enerji, *Nilüfer Municipality*

United Kingdom: University of Plymouth and TakeArt

Ukraine: *Polevaya Village*



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RURAL REGENERATION WORKSHOP, 10 JUNE 2022




SUSTAINABLE RURAL DEVELOPMENT IN THE EU AGENDA



Details

 Friday 10 June 2022

 10:00 - 14:30

 UNESCO, Room IV (entrance from 125 Avenue de Suffren)

Objective

- Present results of heritage-led regeneration strategies to EU regional and national stakeholders, in particular from countries where actions were implemented.
- Exchange view on potential uptake of Ruritage innovative solutions in other EU territories

Agenda

10:00 - 11:30 - Rural territories in EU funded projects: inspiration from Local Communities

Moderation: Aitziber Egusquiza Ortega, Senior Researcher at TECNALIA

Participants:

- RURITAGE Local Hubs
- Andrea Gioseffi, AURORAL Chief Editor
- Antonella Fresa, INCULTUM Communication & Dissemination Manager
- Igor Pucarevic, Be.CULTOUR National Project Coordinator
- Daniel van der Velden, DESIRA PhD researcher

AURORAL www.auroral.eu

AURORAL (Architecture for Unified Regional and Open digital ecosystems for Smart Communities and wider Rural Areas Large scale application) focuses on increasing connectivity and delivering a digital environment of smart objects interoperable services platforms able to trigger dynamic rural ecosystems of innovation chains, applications and services.

RURAL REGENERATION WORKSHOP, 9-10 JUNE 2022

INCULTUM <https://incultum.eu/>

The project deals with the challenges and opportunities of cultural tourism with the aim of promoting sustainable social, cultural and economic development. It explores the full potential of marginal and peripheral areas when managed by local communities and stakeholders. Innovative participatory approaches are being adopted, transforming locals into protagonists, able to reduce negative impacts, learning from and improving good practices to be replicated and translated into strategies and policies.

Be.CULTOUR <https://becultour.eu/>

Be.CULTOUR stands for "Beyond CULTural TOURism: heritage innovation networks as drivers of Europeanisation towards a human-centred and circular tourism economy". It expresses the goal to move beyond tourism through a longer-term human-centred development perspective, enhancing cultural heritage and landscape values.

DESIRA <https://desira2020.eu/>

DESIRA aims to improve the capacity of society to respond to the challenges and opportunities of digitalisation in rural areas. Through a network of 20 Living Labs in the European rural areas, the project will assess the past, current and future socio-economic impacts of ICT-related innovation. DESIRA will also facilitate a Rural Digitisation Forum to discuss how policies could address the opportunities and challenges of digitalisation.

11:30 - 12:00 - Coffee break
12:00 - 13:30 - Rural Development and regeneration within European Union Agenda

Moderation: Philippe Pypaert, Programme Specialist, UNESCO

Participants

- Arianna Pasa, Research Programme Officer, DG AGRI European Commission
- Olivier Chartier, SHERPA Project Coordinator
- Alexandru Matei, Senior Officer, ICLEI Europe
- Matteo Rosati, Programme Officer, UNESCO Regional Bureau for Science and Culture in Europe

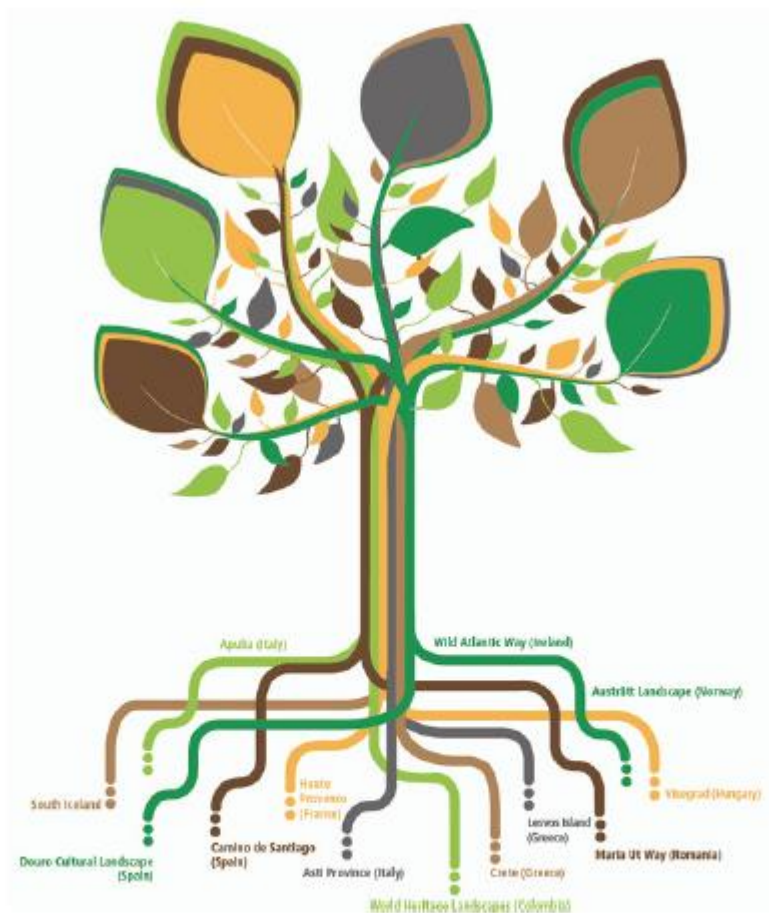
RURAL REGENERATION WORKSHOP, 9-10 JUNE 2022


DG AGRI https://ec.europa.eu/info/departments/agriculture-and-rural-development_en

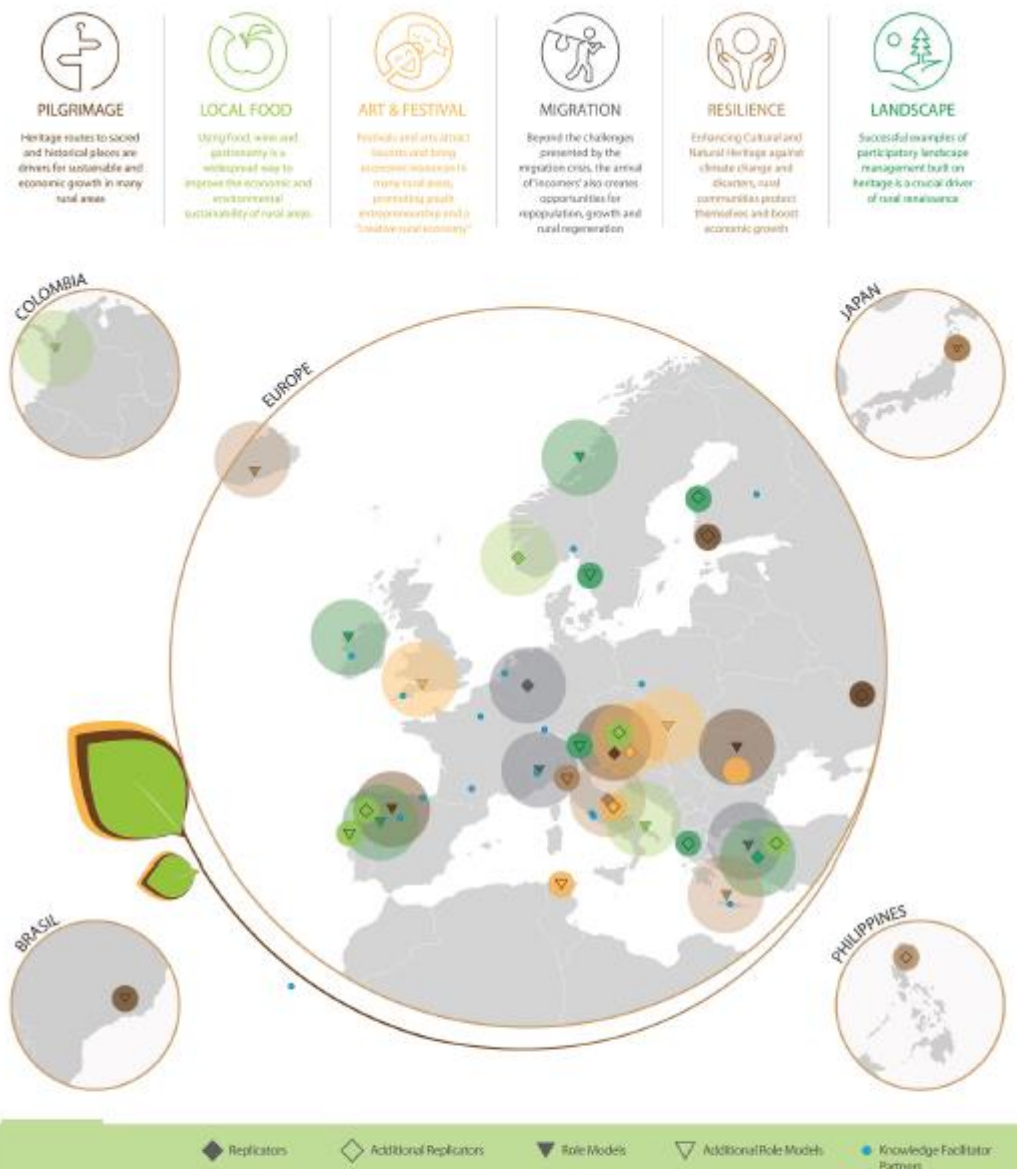
The Directorate-General for Agriculture and Rural Development is responsible for the European Union policy area of agriculture and rural development. The work of the DG AGRI is closely linked with the Common Agricultural Policy (CAP).

SHERPA Project <https://www.rural-interfaces.eu/>

Sustainable Hub to Engage into Rural Policies with Actors (SHERPA) is a four-year project (2019-2023) funded by the Horizon 2020 programme. It aims to gather knowledge that contributes to the formulation of recommendations for future policies relevant to EU rural areas, by creating a science-society-policy interface which provides a hub for knowledge and policy.



RURITAGE seeks to transform rural areas in sustainable development laboratories, through the enhancement of their unique cultural and natural heritage potential.



The RURITAGE community is growing



June 2018 / May 2022

www.ruritage.eu


This project has received funding from the European Union under the Marie Skłodowska Curie grant agreement No 101019718.