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RURITAGE
Heritage for Rural Regeneration

Deliverable 7.7

Final Conference

Call: H2020-SC5-2016-2017

Number: 776465

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Responsible		UNESCO	
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Abbreviations

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

Executive Summary

The RURITAGE project demonstrates how Cultural and Natural Heritage can emerge as a driver of sustainable development and competitiveness of rural areas and aims at creating an innovative heritage-led rural regeneration paradigm. The current document presents the outcomes of the project's Final Conference held in Paris at UNESCO's headquarters on the 9th and 10th of June 2022.

The RURITAGE Final Conference was held UNESCO's Headquarters in Paris and presented major outcomes of the project.

For two days, 9-10 June 2022, sessions of various formats were held, including an interactive workshop on rural future scenarios, discussions with European leading researchers and practitioners and an information session for UNESCO Member States. During these two days, in the speeches and interventions of the various participants, a common idea can be highlighted: heritage in all its forms, enables social cohesion and well-being, fosters socio-economic development, and has the potential to enhance the long-term benefits of economic activities and change the face of rural regions across the world. The conference also demonstrated that, although a "one-size-fits-all" methodology is very unlikely to be successful in countering the challenges faced by rural areas, there is one thing experts agree on: market-based action alone is not enough, and government-led policy interventions are needed to mitigate the decline of rural areas.

Table of Contents

PAGE

Introduction 6

Organisation 7

Description of Activities 8

Communication & Dissemination 14

Conference Outcomes 17

Annex 18

1. Introduction

The RURITAGE Final Conference was held UNESCO's Headquarters in Paris and presented major project outcomes. All involved partners were present and all interested stakeholders as well as UNESCO Member States were invited.

For two days, 9-10 June 2022, sessions of various formats were held, including an interactive workshop on rural future scenarios, discussions with European leading researchers and practitioners and an information session for Member States. A poster session provided RURITAGE Additional Replicators with a space to present the results of their implemented actions. A list of participants can be found below. Several sessions were streamed online via UNESCO's webpage.

RURITAGE Partners and Additional Replicators (AR) Present at the Final Conference:

- 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; EcomuseumZagori
- Hungary: Visegrád City Municipality
- Iceland: Katla UNESCO Global Geopark
- Ireland: WestBIC - Business and Innovation Centre
- Italy: Alma Mater Studiorum – Universita 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 (AR)
- Poland: Centre for Systems Solutions
- Romania: Harghita County Council and Pro Educatione
- 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 BiosphereReserve (AR)
- Turkey: Izmir metropolitan municipality and Izmir Institute of Technology, Demir Enerji, NilüferMunicipality
- United Kingdom: University of Plymouth and TakeArt
- Ukraine: Polevaya Villa (AR)

Overall, this represented:

- 130 participants, from 21 countries, including participants from outside EU, from Colombia, Iceland, Norway, Philippines, Turkey, United Kingdom, and Ukraine.
- 13 Role Models; 6 Replicators; 8 Additional Replicators and 16 Knowledge Facilitating Partners.

Member States whose permanent delegation members attended the conference (14 Member States):

- Argentina

- Azerbaijan
- China
- Colombia
- Indonesia
- Korea
- Kuwait
- Lebanon
- South Africa
- Spain
- Sri Lanka
- Sultanate of Oman
- Switzerland
- Türkiye

Where feasible, for example during presentations and panels, the conference was also streamed online with a total audience of 55 people.

2. Organisation

UNESCO led the organsation of the Final Conference, both content and logistics-wise.

Preparations started early 2022 and included internal processes at UNESCO, such as reservation of conference rooms, catering services arrangements, reception scheduling, printing various materials and covering all other technical aspects. Among other tasks, UNESCO ensured drafting agendas, sending invitations to UNESCO Member States and participants and supported visa invitations for outside-EU participants. UNESCO used its internal services to print photos for the photo exhibition, projects' roll up & brochures and badges.

Sessions content preparation was co-led by UNESCO and UNIBO. Several brainstorming calls were held in Spring 2022 between UNESCO, UNIBO and other several partners (see Table 1) to come up with the most suitable formats answering the aims of sessions.

Session	Aim	Partners in charge
Steering Committee	Steering Committee meeting to manage final tasks and deliverables	UNIBO
General Assembly	Presentation of final major outcomes among RURITAGE community	UNIBO
Future Scenario Workshop: Rural futures beyond RURITAGE	Rural futures beyond RURITAGE	CRS and UNIBO
Cocktail Reception	Awarding of the Photo Contest Winner social gathering	UNESCO
Rural territories in EU funded projects: inspiration from Local Communities - Round Table	Present results of regeneration led strategies to Eu regional and national stakeholders, in particular from countries where actions were implemented.	APRE, ICLEI, TECNALIA and UNIBO
Rural Development and regeneration within European Union Agenda	Exchange view on potential uptake of Ruritage innovative solutions in other EU territories	APRE, ICLEI, UNESCO and UNIBO
Round table on Rural Regeneration. Information Session to UNESCO Member States	Information Session on Rural Regeneration Presentation of final major outcomes to UNESCO Member States and to EU/UN representatives	UNESCO
Reception	Networking between Ruritage community and UNESCO Permanent Delegations	UNESCO

3. Description of Activities

Participants of RURITAGE final conference gathered at UNESCO, Paris.

Welcome and Institutional Greetings:

The event started with an institutional welcome speech by UNESCO's Chief of Section for Earth Sciences and Geoparks, who highlighted this organization's role in building a culture of dialogue amongst civilizations, cultures,

and peoples and how heritage has the potential to be a universal value that promotes that dialogue. He went on to stress the successful case of UNESCO Global Geoparks which combine conservation and promotion of local natural and cultural heritage with the direct involvement of local communities, fostering sustainable development and advancing economic growth.

Kristof Vandenberghe, Chief of Section for Earth Sciences and Geoparks, UNESCO, and Professor Simona Tondelli, vice-rector of the University of Bologna and RURITAGE coordinator

Overall Project Results:

RURITAGE coordinator, followed, underlining how the project was able to successfully gather dozens of partners from across Europe and beyond under a common banner, using cultural and natural heritage to regenerate rural regions. Presenting the audience with a summary of RURITAGE project methodology and results, such as the *de facto* improvement of the rural regions that participated in the project; the digital platform RURITAGE Resource Ecosystem and the knowledge sharing and dissemination actions that accounted for 26 public webinars, two summer schools and hundreds of digital actions, the coordinator stressed how other rural areas of the world could benefit from an adapted RURITAGE methodology.

How RURITAGE changed the rural areas for Role Models and Replicators - 3-minute presentations

After the two welcoming speeches, the 19 RURITAGE regions, both Role Models and Replicators, shared how the project changed their communities and initiatives for the better in 3-minute presentations. A full account of the presentations is published on RURITAGE website.

Impact assessment/ RURITAGE Resource Ecosystem: engaging local stakeholders in digital heritage-led /Exploitation and long-term strategy for RURITAGE

The morning sessions ended with presentations from CARTIF, who developed the monitoring platform of the project; Polytechnic University of Torino who presented the RURITAGE Resource Ecosystem and WestBic giving an insight on the exploitation and long-term strategy for RURITAGE.

These sessions were streamed and can be watched on RURITAGE YouTube channel.

Future Scenario Workshop: Rural futures beyond RURITAGE

In the afternoon, RURITAGE participants actively took part in an interactive workshop designed and facilitated by the Centre for Systems Solutions and UNIBO, with additional facilitation by ICLEI Europe. The workshop aimed at better understanding the possibilities for EU rural areas to cope with changing conditions (energy, migration, digitalisation and gentrification). Working in parallel groups, participants explored the future consequences of several scenarios and based on their choices, developed policy proposals to promote resilience in the rural space. A full report of the workshop can be found in the Annex of this report.

Participants of the interactive workshop designed by CRS.

Cocktail reception: culture in action

The day ended with a **cocktail reception** where the Director of UNESCO Ecological and Earth Sciences Division welcomed RURITAGE Final Conference participants and a photo exhibition featuring photos from all RURITAGE territories and submitted during the project's Photo Contest were displayed. This exhibition was organized and printed by UNESCO. A prize ceremony was held, where, in the absence of the photographer who was awarded the 1st place, a certificate was delivered to the representatives of the Municipality of Salento, Colombia, by the representative of the Colombian Ambassador Extraordinary and Plenipotentiary to France, Permanent Delegate of Colombia to UNESCO. A second-place certificate was also awarded by RURITAGE Coordinator to the 2nd place photographer from the Karavanke/Karawanken UNESCO Global Geopark. Guests had also the opportunity to hear a piano and poetry performances from UK participants of the project, the Take Art organization and the jazz duo, Duo in Uno.

Clockwise. The representative of Colombian Ambassador delivering the 1st prize of RURITAGE photo contest; 2nd place of RURITAGE Photo Contest accepting a certificate from RURITAGE coordinator, piano performance; RURITAGE Photo Exhibition organized by UNESCO.

Day, 2, 10th June, 2022

Rural territories in EU funded projects: inspiration from Local Communities - Round Table.

On the morning of the 10th of June, several rural development projects funded by the European Union gathered in a round-table discussion to present their strategies and results to EU regional and national stakeholders and exchange views on the potential uptake of RURITAGE innovative solutions in other EU territories. The discussions were live streamed.

Moderated by TECNALIA ; the first round table had the participation of representatives from AURORAL; INCULTUM; Be.CULTOUR and DESIRA projects. The session opened with community-based regeneration case studies in RURITAGE presented by UNIBO. RURITAGE participants gave their testimony on being part of the project and what changes occurred in their regions. Although each region faces specific challenges and implemented their own regeneration plans, a common idea was expressed by all: being part of a community, a network of regions with similar issues, empowered them and made them feel that it is possible to overcome the challenges. Many participants praised the project for providing a common place to share knowledge and co-create solutions.

Claudia de Luca, Junior Assistant professor, University of Bologna

Rural Development and regeneration within European Union Agenda

The second session, moderated by UNESCO, had the participation of DG AGRI European Commission; SHERPA Project; ICLEI Europe and the UNESCO Regional Bureau for Science and Culture in Europe. Some important remarks made by the participants of this workshop put emphasis on "empowerment" of rural communities; a more active participation of civil society in the policy design concerning rural areas leading to a long-term vision for these areas and a need to recognize culture as a driver for sustainable development in rural areas. The representative of UNESCO Regional Bureau for Science and Culture in Europe also informed the audience about the Culture 2030 indicators, a UNESCO framework of thematic indicators whose purpose is to measure and monitor the progress of culture's contribution to the national and local implementation of the Goals and Targets of the 2030 Agenda for Sustainable Development.

The discussion further elaborated on the policies that underpin such rural regeneration and the need for an interdisciplinary approach. The ICLEI representative explained how the institution works in assessing the territorial impact of policies, looking at innovation from all perspectives and went on to explain that both the high tech, the low tech as well as the traditional and indigenous knowledge can be used for technological, social, and environmental innovation.

The panelists further brought the discussion to the tension between agriculture that still accounts for 4% of global gross domestic product (GDP) (according to the World Bank in some least developing countries, it can account for more than 25% of GDP), and biodiversity. On this matter, the representative of DG AGRI informed the meeting that the European Commission is working on a rural observatory, to collect more and better data about the connection between agriculture, biodiversity, and climate change. On the importance and dangers of tourism, panelists stressed the importance of providing an "experience" that is valuable for visitor and local community alike.

In the end, the ICLEI representative summed up the key factors for a successful rural regeneration policy: trust (inclusive consultation, community engagement), good communication (and the art of listening) and continuity.

Participants of the panel "Rural Development and regeneration within European Union Agenda"

Round table on Rural Regeneration: Information Session to UNESCO Member States

The afternoon of the 10 June was dedicated to a round table on rural regeneration aimed at UNESCO Member States. Moderated UNESCO's Chief of Section for Earth Sciences and Geoparks, the opening remarks were given the Director of the Division of Water Sciences, Secretary, Intergovernmental Hydrological Programme (IHP), UNESCO, who addressed the urban-rural divide, the great challenges posed by population imbalance and how UNESCO sites are leading in demonstrating that it is possible for rural areas to overcome adversities.

Participants of Round table on Rural Regeneration. Information Session to UNESCO Member States.

Other participants were the Director of the Ecological and Earth Sciences Division, UNESCO, who gave an overview of the important role the Man and the Biosphere programme is playing in protecting ecosystems and enhancing the relationship between people and their environments; the Deputy Director of the UNESCO World Heritage

Centre (WHC) who presented how the WHC seeks to encourage the identification, protection and preservation of cultural and natural heritage around the world; a UNESCO's Programme Specialist on Indigenous and Local Knowledge Section, that demonstrated how the UNESCO's Local and Indigenous Knowledge Systems programme (LINKS) promotes local and indigenous knowledge and its inclusion in global climate science and policy processes; the Director of the Water Sciences Division, UNESCO, who focused on the importance of water resources for rural communities around the world; a representative of the DG AGRI European Commission and RURITAGE Project Coordinator.

These sessions were streamed and can be viewed on the RURITAGE YouTube channel. A full agenda of the two days can be found in the Annex of this report.

All presentations given at the conference can be found here:

- Part 1
- Part 2
- Part 3

Additional Replicators' Presence

In February 2019, RURITAGE launched an open call for additional territories to join our community and develop their own heritage-led strategies within the project's framework. The project received 87 applications from which 17 areas were selected as Additional Replicators and 38 areas were chosen to be Digital Replicators. Nine Additional Replicators made it through the entire process of RURITAGE methodology and created their Action plans. These AR's were invited to join the RURITAGE Final conference in Paris to present their outcomes throughout the project in a poster session. Posters can be found in the Annex of this report.

4. Communication & Dissemination

The Final Conference of the project was disseminated as "Sustainable Rural development in the European agenda - Rural Regeneration Workshop". The campaign had the objective of promoting the project, its results and awareness on the activities being conducted under the theme of rural regeneration:

- UNESCO Website
- Eventbrite where the online portion of the event had 55 registrations.
- Social Media
    - Facebook
    - Twitter
    - Instagram

During the conference dozens of posts were published on social media:

Twitter: 5730 impressions during the conference; 7.55% engagement rate.

Facebook: the campaign reached 2,480 people; generating 430 profile visits

Instagram: 54 stories, yielding 4710 impressions and 168 profile visits.

Post conference, the results were published online on UNESCO's and RURITAGE's website and social media.

- Article at UNESCO's website here.
- Article at RURITAGE website here and here.
- Social Media posts:
  - Facebook
  - Twitter
  - Instagram

The conference streaming recordings can be watched on YouTube.

5. Conference Outcomes

The conference was a dynamic mix of formats, allowing for exchange between Rs, RMs, and Additional Replicators in a variety of contexts, ranging from poster sessions to digital decision-making simulations and rapid-fire presentations of local actions for rural regeneration. It also centred project values of cultural heritage through the presence of visual arts, poetry, and music, which complemented the other informational sessions. As a result of this mix, the Conference generated many moments of mutual learning for rural communities, evidence of which can be found in video recordings of sessions available online, posters, news articles on the RURITAGE website, as well as social media campaigns highlighting the experiences of project partners at the local level. In all, the event was a rich source of insight as to the best approaches at the local scale, putting RURITAGE learnings to work while supporting the broader call for government-led policy interventions to protect rural areas.

During these two days, in the speeches and interventions of the various participants, a common idea can be highlighted: heritage in all its forms, enables social cohesion and well-being, fosters socio-economic development, and has the potential to enhance the long-term benefits of economic activities and change the face of rural regions across the world. The conference also demonstrated that, although we do not currently hold a magical solution to the several issues rural areas are facing and a “one-size-fits-all” methodology is very unlikely to be successful, there is one thing experts agree on: the action of the market is not enough, and government-led policy interventions are needed to mitigate the decline of rural areas.

Annexes

RURITAGE
Heritage for Rural Regeneration

9 - 10 June 2022

RURITAGE FINAL CONFERENCE

UNESCO HQ, PARIS

AGENDA

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

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 – Universita 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
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*

DAY 1 - GENERAL ASSEMBLY

Details

Thursday 09 June 2022

09:15 - 17:00

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

Objective

Presentation of final major outcomes among RURITAGE community

Agenda

09:15 - 09:30 - Welcome and institutional greetings

Kristof Vandenberghe, Chief of Section for Earth Sciences and Geoparks, UNESCO

Irina Pavlova, Project Officer, UNESCO

09:30 - 10:00 - Overall project results

Simona Tondelli, Vice-rector of the University of Bologna, RURITAGE Coordinator

10:00 - 10:40 - How RURITAGE changed the rural areas for Role Models and Replicators

Presentations by Role Models and Replicators

10:40 - 11:10 - Coffee Break

11:10 - 11:50 - How RURITAGE changed the rural areas for Role Models and Replicators

Presentations by Role Models and Replicators

11:50 - 12:10 - Impact assessment

Francisco Barrientos, Researcher, CARTIF

12:10 - 12:25 - RURITAGE Resource Ecosystem: engaging local stakeholders in digital heritage-led rural regeneration

Rosa Tamborrino, Full Professor, Polytechnic University of Torino

12:25 - 12:45 - RURITAGE long term exploitation strategy
Eunan Cunningham, Regional Manager, WestBic

12:45 - 14:00 - Lunch

14:00 - 17:00 - **Future Scenario Workshop: Rural futures beyond RURITAGE**

Moderators

Piotr Magnuszewski. Scientific Director, CRS
Noam Obermeister, Science-Policy Expert & Facilitator, CRS

Group Facilitators

Claudia de Luca, Junior Assistant professor, University of Bologna
Hanna Elisabet Åberg, Doctoral Student, University of Bologna Sophia Silverton, Junior Officer, ICLEI Europe
Katherine A. Peinhardt, Communication and Member Relations Officer, ICLEI Europe

This interactive workshop aims at better understanding the possibilities for EU rural areas to cope with changing conditions. Working in parallel groups, participants will explore the future consequences of several scenarios. Based on their own choices, each group will develop viable propositions for policy options to build long-term resilience of rural areas based on the simulated challenges.

Reception Cocktail

Thursday 09 June 2022

17:30 - 20:00

UNESCO, 7th floor Restaurant

Speakers

Noëline Raondry Rakotoarisoa
Director of the Ecological and Earth Sciences Division, UNESCO

Mauricio Vargas Linares
Ambassador Extraordinary and Plenipotentiary to France
Permanent Delegate of Colombia to UNESCO

Simona Tondelli
Vice-rector of University of Bologna, RURITAGE Coordinator

Performances

Notes on Ruritage
Music performance by Mr Mark Heylar

Rural regeneration poetry by Ms Liv Torc

Reception Cocktail with Duo in Uno

DAY 2 (AM) - EU RURAL REGENERATION WORKSHOP

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
- Claudia de Luca, RURITAGE Coordination, UNIBO
- 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.

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

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.

DAY 2(PM)- RURAL REGENERATION INFORMATION SESSION

Details

Friday 10 June 2022

14:30 - 17:00

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

Objective

Round table on Rural Regeneration. Information Session to UNESCO Member States.

Agenda

14:30 - 15:40

Abou Amani, Director, Division of Water Sciences, Secretary, Intergovernmental Hydrological Programme (IHP), UNESCO

Opening Speech: Sustainable Development in rural and natural UNESCO sites.

Panel Presentation

Moderation: Kristof Vandenberghe, Chief of Section for Earth Sciences and Geoparks, UNESCO

Speakers:

- **Noëline Raondry Rakotoarisoa, Director of the Ecological and Earth Sciences Division**
  Natural science programmes & global networks
- **Jyoti Hosagrahar, Deputy Director of the UNESCO World Heritage Centre**
  Conservation of Cultural & Natural World Heritage
- **Khalissa Ikhlef, Programme Specialist, Indigenous and Local Knowledge Section, UNESCO**
  *Sustainable development through Local and Indigenous Knowledge***Abou**
- **Amani, Director of the Water Sciences Division, UNESCO**
  Ecohydrology & sustainable water management
- **Arianna Pasa, Research Programme Officer, DG AGRI European Commission**
  European rural development agenda
- **Simona Tondelli, Vice Rector of the University of Bologna, RURITAGE Project Coordinator**
  Rural regeneration through systemic heritage-led strategies

15:40 – 16:00 - Q & A and closing remarks16:00 - 17:00 - Reception

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

PILGRIMAGE

Heritage routes to sacred and historical places are drivers for sustainable and economic growth in many rural areas

LOCAL FOOD

Using food, wine and gastronomy is a widespread way to improve the economic and environmental sustainability of rural areas

ART & FESTIVAL

Festivals and arts attract tourists and bring economic resources in many rural areas, promoting youth entrepreneurship and a "creative rural economy"

MIGRATION

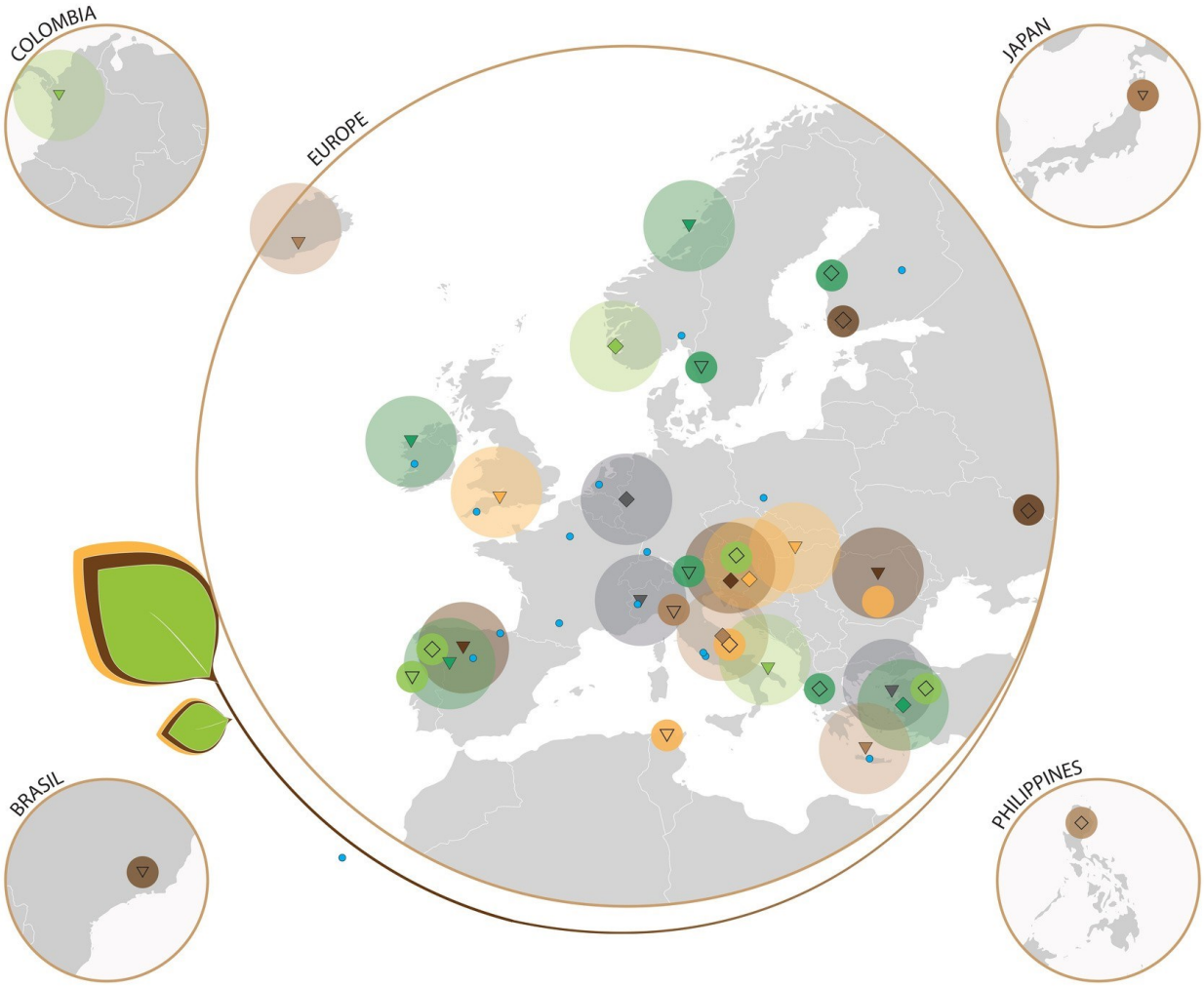
Beyond the challenges presented by the migration crisis, the arrival of 'incomers' also creates opportunities for repopulation, growth and rural regeneration

RESILIENCE

Enhancing Cultural and Natural Heritage against climate change and disasters, rural communities protect themselves and boost economic growth

LANDSCAPE

Successful examples of participatory landscape management built on heritage is a crucial driver of rural renaissance



Replicators · Additional Replicators · Role Models · Additional Role Models · Knowledge Facilitator Partners

The RURITAGE community is growing

16 Knowledge Facilitator Partners

13 Role Models

6 Replicators

9 Additional Replicators

June 2018 / May 2022 · www.ruritage.eu · @ruritage

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Social Simulation at Futuíe Scenaíio Woíkshop

duíing RURITAGE Confeíence at UNESCO HQ in Paíis in June 2022

Social Simulation at Futuie Scenaiio Woikshop 2
Timeline 3
Implementation 4
Photogiaphs 5

RURITAGE SCENARIOS: link to the videos 12

RURITAGE SCENARIOS: video sciipts 12
Video Content: A connected countiyside (#1) 12
Video Content: Unjust Gieen Tiansition (#3) 16
Video Content: An exclusive countiyside (#4) 18
Video Content: All of the Woiking Gioups 20

RURITAGE SCENARIOS: lobbying emails 20
Woiking Gioup I: Digitalization 20
Woiking Gioup II: Migiation 23
Woiking Gioup III: Eneigy tiansition 25
Woiking Gioup IV: Counteiuibanization; An Exclusive Countiyside 28

RURITAGE SCENARIOS: policies 31
Woiking Gioup I: Digitalization 31
Woiking Gioup II: Migiation 37
Woiking Gioup III: Eneigy tiansition 41
Woiking Gioup IV: Counteiuibanization 45

RURITAGE SCENARIOS: agenda 49
Flooi plans 49
Confeience piogiamme 49
Modeiatois and NPA functions 49
Woiking Gioups 50
Backchannels 50
Timeline 50
Session piotocol (gameflow) 50
Pioblem situations 59
Debiiefing and evaluation 60

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Social simulation	Social simulations (a type of seiious game) biing togethei paiticipants with diveise backgiounds and values to inteiact in a shaied, safe enviionment. In this simulated ieality, paiticipants take on specific ioles, iepiesenting di eient sectois: e.g. ieseaich, administiation, business, and NGOs. They have an oppoitunity to expeiience new points of view and concepts. Togethei, they cieatively expeiiment, tinkei, and test new ideas, then instantly leain about the outcomes of theii decisions.
Social simulations duiing pandemic	Staiting fiom 2020, it became appaient that, though the boaid game foimat is veiy engaging, the global situation makes the simulation unusable in ceitain situations. To inciease the accessibility of the tool and facilitate high engagement in online settings, we piopose to cieate and delivei an online multiplayei social simulation. The inteiactive foimula of the simulation will allow foi demonstiation gameplay in a shoitei time and in a safe way foi useis. The simulation will be designed to woik in an online setting, in tandem with Zoom, and in the face-to-face setting with mobile devices.
Main expected outcomes of the Futuie Scenaiio Woikshop duiing the confeience	- Getting paiticipants to connect with each othei, icebieaking and launching the discussion among paitneis and guests. - Suppoit the oveiall objective of the futuie scenaiio woikshop conducted by the UNIBO team i.e. to bettei undeistand the possibilities foi iuial aieas in Euiope while coping with changing pieconditions. The futuie scenaiio woikshop will contiibute to the sustainability of the RURITAGE pioject beyond the pioject lifetime, gatheiing knowledge and competence gained thiough the yeais as well as stiengthening the links with the Euiopean Commission's Long Vision foi Ruial Aieas. - Exploie the futuie consequences of seveial scenaiios (developed by the pioject team) acioss the RURITAGE cioss-cutting themes. - Develop viable piopositions foi policy options to build long-teim iesilience of iuial aieas based on the simulated challenges.

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TIMELINE

10 May 2022

- Draft scenarios, preliminary policies, and arguments (UNIBO) delivered to CRS

30 May 2022

- Concept, simulation development, and programming (CRS)
- Testing, implementation of changes/improvements necessary according to the feedback from the testing (UNIBO, CRS)

3 June 2022

- Online training for moderators

9,10 June 2022

- Future Scenario Workshop with Social simulation session during RURITAGE Final Conference:

  Date: Thursday 9th June 2022

  09.30 - 12.30 Presentations of major project results

  12.30 - 14.00 Lunch bags

  14.00 - 17.00 Future Scenario Workshop: Rural futures beyond RURITAGE:

  14:00 Welcome back and intro (Irina and Hanna)

  14:10 Presentation by Piotr

  14:20 Pair forming, logging into app and badge collecting (plenary room)

  14:30 Move to working groups

  14:35 Welcome in working groups & video

  14:45 Beginning of brainstorming/negotiations

  15:30 Mid-sim video

  15:55 5 minutes left announcement

  16:00 Return to plenary room (Moderators' job done!)

  16:05 Plenary review of submitted policies (full group)

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IMPLEMENTATION

of the Social simulation session

Duiation	up to 2 houis
Language	English
Taiget gioup	Paiticipants of the RURITAGE Final Confeience, RURITAGE Consoitium, Additional Replicatois, Boaid of Regions and (beyond the pioject) stakeholdeis fiom iuial aieas andcivil society.
No. of paiticipants	**Logged paíticipants** (the numbei of useis who logged in at least once): **62** **Active paíticipants** (numbei of useis who voted/suppoited oi cieated a policy): **37**
No. of modeiatois	**2 modeíatoís fíom the Centíe of Systems Solutions**: Pioti MAGNUSZEWSKI Noam OBERMEISTER **Volunteeí modeíatoís**: Hanna Elisabet Åbeig, UNIBO Claudia de Luca, UNIBO Katheiine Peinhaidt, ICLEI Sophia Silveiton, ICLEI
Type	Online multiplayei Social simulation foi iemote and face-to-face woikshops

PHOTOGRAPHS

of the Social simulation session

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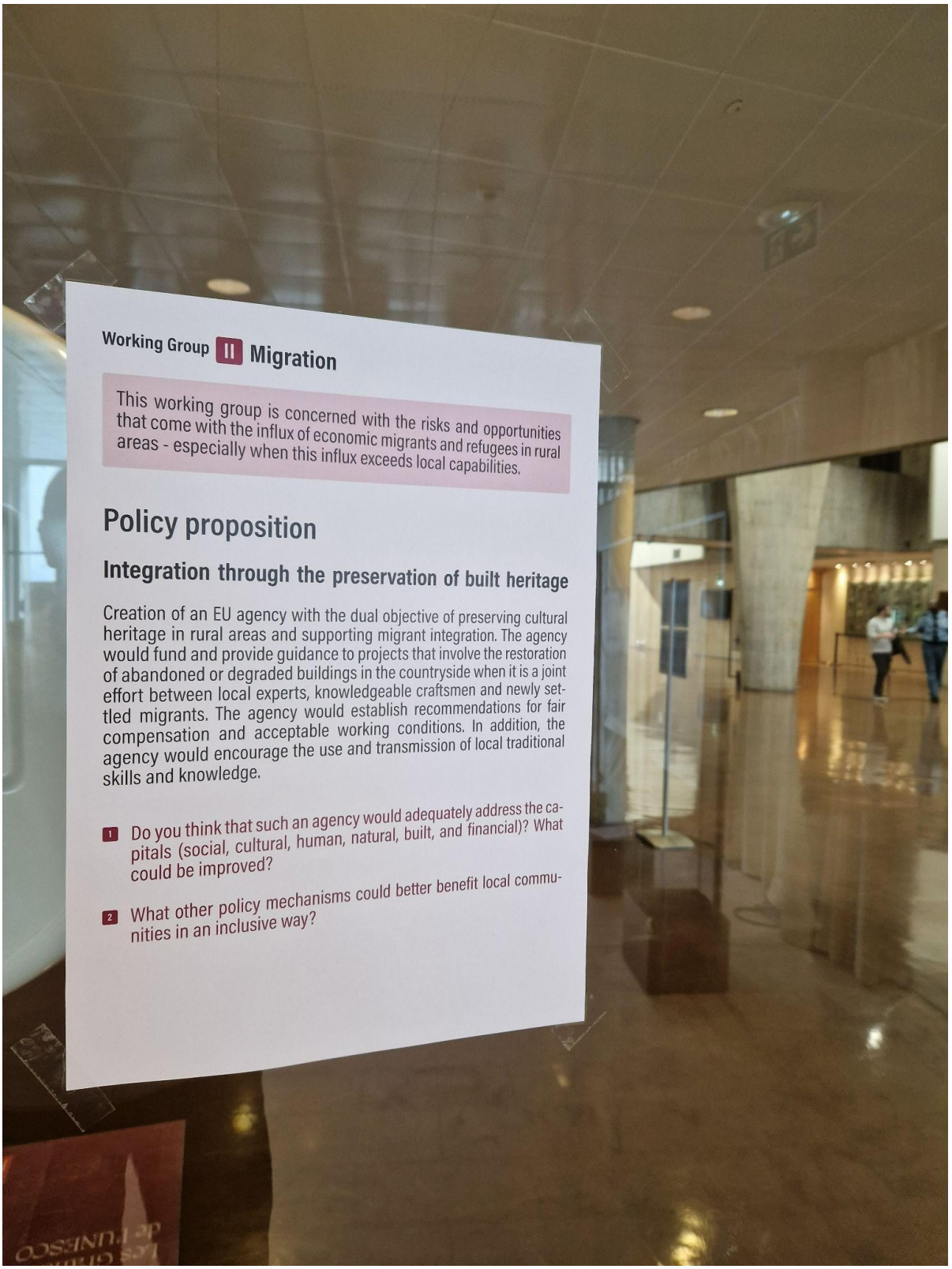

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- **RURITAGE SCENARIOS: link to the videos**

- **RURITAGE SCENARIOS: video scíipts**

1) Video Content: **A connected countíyside (#1)**
Location: **Pohoíje, Slovenia**
Date: **2030**

#	Actoi	Chaiactei	Text
010	Livia	Avatai: Asian-Ameiican, female, eaily-mid 40s Desciiption: Jessica Lin, jouinalist, Ruial Euiope TV Instiuctions foi actoi: Jouinalist type voice. Slow cadence and cleai aiticulation. Solemn tone with second paiagiaph and then pick up enthusiasm when talking aboutthe changes to the iegion (thiid paiagiaph). Pacing is impoitant heie.	Today we take you to Pohoije, in Slovenia. Neai the Austiian boidei, its beautiful hills continue to attiact seasonal touiists. Foi yeais, the iegion's pooi digital and physical connectivity caused the depaituie of many iesidents. Moie iecently - and thanks in laige pait to EU funds - enteipiising locals have speaiheaded appioaches to bieathe new life into the iegion. We spoke to iesidents to leain moie about Pohoije's digital tiansfoimation.
020	Daija	Avatai: White, Slovenian, female, late 30s/eaily 40s Desciiption: Ana Hoivant, softwaie engineei Motivation: Wants to spiead the woid that digital developments aie welcome in Pohoije, but that you still need to invest in good old biick and moitai. People need moie than just digital connectivity. Instiuctions foi actoi: Deteimined, biight, caiing and kind foi hei neighbouis. Show of empathy in the voice. Keep it mostly calm. Some tone of absuidity in the last two sentences.	In seaich of a quietei life, I moved to Pohoije just befoie the pandemic. I was woiking iemotely then, and the inteinet connection was just about good enough. My eldeily neighbouis weie sceptical of all this digital development. But duiing Covid they felt much safei having doctoi appointments online and weie ielieved that theii giandchildien could continue theii education thanks to online lessons. Suie, most of us welcome the impiovement of the digital infiastiuctuie. But we still don't have public tianspoit to Maiiboi, the biggest city in the iegion! Theie is still a lot to do...

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030	Jakob (Noam's fiiend)	Avatai: White, male, Austiian, eaily 30s Desciiption: Petei Salzmann, Austiian mobile app developei Motivation: Wants to piomote his vision foi the futuie of Pohoije (and iemote woik), as well as his own business. He hopes his stoiy will inspiie otheis to follow suit. Instiuctions foi actoi: Bold, self-assuied, confident, optimistic. Most impoitantly humoious. Needs to be light in tone but also cleaily diiven.	We used to come heie with my paients. I loved it, paitly because of how iemote it felt. I guess that's what city folk ciave, iight? I believe iemote woik is the futuie. So when I iead about investments in the iegion, I decided to move heie and open Pohoije's fiist cowoiking space. A couple moie have appeaied since then. I've been telling my colleagues that theie's a sense of family and tianquillity heie that you don't get anywheie else. Although, I haven't convinced any of them to move heie yet!
040	Katja	Avatai: Slovenian, white, female, eaily 60s Desciiption: Maiija Novak, Pohoije histoiians association Motivation: Wants to iaise awaieness of the possible eiosion of local tiaditions and piactices, both with the futuie geneiations' disiegaid and the disiegaid and piefeiences of the foieign newcomeis. Instiuctions foi actoi: Conceined, stiong, wise - hesitant about the futuie, but tiying to do the iight thing. Cleaily iesouiceful and adaptive, but also nostalgic.	I come fiom a family of faimeis. Theie aie fewei jobs in agiicultuie now and faiming is becoming digitised. Oui association piomotes oui iegion's tiaditions, so that they don't get lost with futuie geneiations. Kids don't know wheie theii food comes fiom. With suppoit fiom the goveinment, we developed some videos and an app. It's like Pokemon Go, but foi tiaditional faiming. That got some of them inteiested. We aie giateful foi the investment, but it will take moie than looking at a phone's scieen to keep oui tiaditions alive. I woiiy that oui way of life will disappeai.

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2) Video Content: **High influx of climate migíants into íuíal aíeas (#2)**
Location: **Vaíana and Modenese Appenine, Italy**
Date: **2030**

#	Actoi	Chaiactei	Text
010	Livia	Avatai: Asian ameiican, female, mid-30s/eaily 40s Desciiption: Jessica Lin, jouinalist, Ruial Euiope TV Instiuctions foi actoi: Jouinalist type voice. Lots of enthusiasm at fiist but a moie solemn tone ieading the thiid paiagiaph. Slow cadence and cleai aiticulation. Pacing is impoitant heie.	Today we take you to Emilia-Romagna in Italy. Situated at the base of the Apennine mountains, Vaiana is a small village close to Sassuolo, an industiial town known foi pioducing a staggeiing 80% of all Italian ceiamic tiles! Between the 60s and 80s, Sassuolo's population doubled, whilst Vaiana's vanished. Recently, theie has been a high influx of migiants and iefugees in the iegion - biinging new hope as well as di culties to Vaiana and its iesidents. We spoke to them to leain moie.
020	Simona	Avatai: Mediteiianean looking (tanned skin tone), female, late 60s/eaily 70s Desciiption: Caila Doglioni, ietiied, foimeily ceiamic designei Motivation: She is angiy about people that complain about migiants' aiiival, especially wai iefugees. Hei husband has a small business in the agiicultuial sectoi located in the neaiby iuial aiea and he needs new woikeis, so she sees that migiants aie also needed. She wants to countei the naiiative that theie aien't enough jobs. Instiuctions foi actoi: Optimistic and empathic. Angei diiected at fellow Italians/iesidents of Sassuolo and towaids the goveinment.	I came looking foi woik in the 70s, and I was the intiudei back then. But I was nevei tieated as badly as my neighbouis, an Afghan family. Disgiaceful! They told me about theii nightmaie fleeing theii countiy and getting all the papeiwoik soited. They own a small food shop in Sassuolo now. Delightful people. We took two Syiian iefugees as inteins thiough one of these municipal integiation piogiammes. And then we employed them. We no longei could do it without them.
030	Othei peison's	Avatai: Afghan, male, late 40s/eaily 50s	When we aiiived in 2022, it was di cult but theie was some suppoit.

	biothei	Desciiption: Sahid Rahmani, shop ownei, foimeily Afghan iefugee https://diive.google.com/file/d/1Eq_PwiiJsDYwyqII5RtYLe462AObQX6F/view?usp=shaiing Motivation: He wants to tell his stoiy. He wants to iaise awaieness on the issues with public tianspoitation and public seivices in geneial. Instiuctions foi actoi: Tiied, woiiied and fiustiated (but moie stupefied and defeated than angiy) because of theii situation. Slightly pleading voice.	We got social housing foi a few yeais and I staited my own business in Sassuolo, but then we had to move to Vaiana. I have no cai... I have to iide with a neighboui oi take 3 buses to get to the shop eveiy day! And my wife feels stuck heie... She sometimes volunteeis at the new local iefugee centies and all she heais is stoiies about dioughts and stoims. They aie ielocating them to abandoned buildings in the countiyside. Which is stupid, because most of the jobs aie in town. The goveinment needs to do something.
040	Giulia	Avatai: Female, white, late 40s Desciiption: Anna Cavalieii, mayoi of Vaiana Motivation: She wants to use this oppoitunity to show that integiation is a pioblem of iesouices and that you can be optimistic about ieconciling the needs of long-time iuial iesidents and new aiiivals. She wants to ieinvigoiate Vaiana and the iegion. She is also hoping that this documentaiy will ieach an influential audience and something (/funding) might come of it. Instiuctions foi actoi: Stiessed, tiied, but oveiall pioud & somewhat optimistic about the futuie. Tiying to sell it to the jouinalist and to heiself.	We weie giateful foi the piivate investment enabling us to quickly build two iefugee centies. And we continue to apply foi emeigency funds to do moie foi the many migiants and iefugees. Theie is an oppoitunity to cieate jobs heie, if the state suppoits us. Now's oui chance to ieinvigoiate Vaiana and sevei oui histoiical dependence on the ceiamic industiy, but we'll need significant investment in public infiastiuctuie and seivices. At the moment we aie oveiwhelmed and we feel abandoned. But I will keep fighting.

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3) Video Content: Unjust Gíeen Tíansition (#3)

Location: **Ruíal Noímandie, Fíance**
Date: **2030**

#	Actoi	Chaiactei	Text
010	Livia	Avatai: Asian ameiican, female, eaily-mid 40s Desciiption: Jessica Lin, jouinalist, Ruial Euiope TV Instiuctions foi actoi: Jouinalist type voice. Slow cadence and cleai aiticulation. Pacing is impoitant heie.	Noimandie, Fiance, is known foi its pictuiesque Seine iivei, iich faimland, and food pioduction. But now wheat fields and apple oichaids aie making way foi wind tuibines and eneigy geneiation. About a decade ago, only 11% of Fiench eneigy pioduction came fiom ienewable souices. In 2022, the Euiopean Commission committed to expanding ienewable eneigy usage to five times that. Fiance has been catching up, with wind faims incieasing acioss iemote paits of Noimandie. But local iesidents have mixed opinions about this tiansition... and we'ie heie to leain moie.
020	Valentine	Avatai: Female, white, late 30s/eaily 40s Desciiption: Maigaux Duiand, Noimandie Regional Council Motivation: Wants to demonstiate that the local buieauciats/politicians aie tiying to do the iight thing, but theie aie significant challenges. Wants to iaise awaieness on the pioblem of disinfoimation. Instiuctions foi actoi: Voice needs to be a bit iigid/paity line. Deteimined and honest. Keeps it togethei, although a peiceptible sense of exaspeiation when she mentions the disinfoimation bit.	Oui Council oveisees economic development in the iegion, so of couise we want to see the Noimands benefit fiom investments in ienewable eneigy. Unfoitunately, we aie seeing giowing iesistance on the giound - with incieasingly fiequent piotests. They say that the wind tuibines aie too noisy, ugly, and aie bad foi wildlife. Theie's a lot of disinfoimation... We need to engage citizens, so that they feel owneiship ovei theii eneigy futuie. Cieate what we call eneigy communities. But we need moie funding and expeitise to do that...

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030	Hanna	Avatai: female, white, Swedish, mid-30s Desciiption: Toia Edlund, ELENCA Motivation: Gieen washing theii company. Wants to o ei a countei-naiiative to the one dominant in the news. Instiuctions foi actoi: Foimal and decided. Needs to come acioss as enthusiastic but in a slightly fake PR sense of the way. The text is cleaily peifoimed but must not feel like it is iead pei se. Moie like it was leained by heait.	At ELENCA, we aie pioud to be pait of the solution by supplying the woild with clean eneigy. The EU's ambitious goals have acceleiated the giowth of the solai, wind, and biofuel maikets. And in laige pait thanks to the incentives intioduced by the Fiench goveinment in 2025, we have tiansfoimed close to 300,000 hectaies of caibon-intensive faimland into wind faims and bioeneigy ciops in Noimandie alone! We aie committed to incieasing that numbei. I assuie you that we aie geneious in oui compensations to faimeis and local communities benefit fiom oui investments.
040	Noam	Avatai: male, 50+ Desciiption: Géiaid Maitin, faimei Motivation: Wants to shaie his indignation with the widei woild. He is one of the iegulai piotestois, locally. Instiuctions foi actoi: woiiied, scaied, and angiy. Foithcoming.	My family has been cattle faiming foi geneiations. Thiee yeais ago, I leased a few hectaies of land to ELENCA. I get a small yeaily fee, but it's not enough foi a main income, and nothing compaied to the piofits of big business. We signed a 35-yeai lease! Now, eveiy time I look aiound me, I see endless ugly and noisy windmills. And most of my neighbouis don't ieceive any money. You tell me, how does all of this help oui community? Oui local economy? This land used to be peaceful, calm. Now it fiankly looks like a sci-fi movie. And what's moie, I'm heaiing they can be bad foi oui health. You call that piogiess?!

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4) Video Content: An exclusive countíyside (#4)

Location: **Gotland, Sweden**
Date: **2030**

#	Actoi	Chaiactei	Text
010	Livia	Avatai: Asian ameiican, female, mid-30s/eaily 40s Desciiption: Jessica Lin, jouinalist, Ruial Euiope TV Instiuctions foi actoi: Jouinalist type voice. Lots of enthusiasm at fiist but a moie solemn tone fiom the second paiagiaph. Slow cadence and cleai aiticulation. Pacing is impoitant heie.	Today we take you to the Baltic Sea, to Sweden's laigest island: Gotland. With its pictuiesque coastlines and sunny weathei, Gotland has histoiically been a destination of choice foi domestic and inteinational touiism. The island now faces a numbei of challenges due to its iemoteness, lack of public seivices, and job oppoitunities. We talked to a few of the island's iesidents to leain moie about theii home.
020	Hanna	Avatai: Swedish, white, female, 70+ yeais old Desciiption: Biita Rajala, aitist Motivation: Biita moved to Gotland to live a calmei life wheie she could giow hei vegetables and could have space foi hei ateliei. Instiuctions foi actoi: Happy, calm...she likes that moie people aie appieciating the aiea. Slight tone of woiiy/concein aftei the pandemic bit (3id paiagiaph).	When I fiist moved heie in 86, it was mostly faimeis and fisheimen, and aitists - like myself - that weie inspiied by the island's beauty, and it was ieally a oidable back then! Theie was a ieal sense of community and oui kids loved it. And it is a gieat place to iaise childien. Duiing the COVID pandemic, things happened. Moie people aie coming now and the house piices aie ieally skyiocketing. Most of the new aiiivals seem to be ietiied... and pietty wealthy. Suie, they buy my paintings - which is good - but Gotland is becoming too expensive foi young couples...
030	Fiiend of Hanna	Avatai: Swedish, white, male, 50+ yeais old	When I took ovei the faim fiom my fathei in 97, I sold a piece of land to

		Desciiption: Göian Nilsson, faimei Motivation: Wants the woild to know that his family has lived in the aiea foi geneiations and now they cannot a oid staying in the aiea Instiuctions foi actoi: Not all the way negative. He doesn't dislike the newly aiiived people, he is happy that so many people appieciate the aiea. He likes that e.g., new food places opening. But he is unhappy about the soaiing cost of living. Saddei tone towaids the end (about his son).	some iich city people who wanted to build a holiday home. Fiiends of mine weie doing it too. It was a quick way of making cash, but I wouldn't do it again. I don't blame people who aie still doing it; eveiything has become so expensive. We used to have 2 doctois in the village. Now we've got to diive 45 minutes foi a doc appointment! It's all shops and fancy cafes now. My son has kids, so they had to move to the city 2 yeais ago. He diives up heie to help me with milking the cows eveiy day.
040	Simona	Avatai: Mediteiianean looking, female, late 30s/eaily 40s Desciiption: Simona Rossi, piopeity developei Motivation: PR stunt to show that investment can be beneficial to histoiical local iesidents. Instiuctions foi actoi: This peison is a saleswoman and a smooth talkei. Optimistic tone.	Just ten yeais ago, we'd still be talking about people moving to cities, iight?! But then COVID-19 was a game changei. Now you've got loads of people who want to move to the countiyside, especially duiing summei. We undeistand that. And that's why we stiive to invest in sustainable buildings and housing. We'ie always given such bad piess… But take local amenities, foi example. The city folk want to be able to go out foi a meal oi a movie. So, we make that happen. And I can guaiantee you that eveiyone benefits fiom those developments!

5) Video Content: All of the Woíking Gíoups

Date: **09 June 2030**

#	Actoi	Chaiactei	Text

010	Natalia	No avatai Euiope TV Instiuctions foi actoi: Jouinalist type voice. Slow cadence and cleai aiticulation. Pacing is impoitant heie.	In a piess confeience eailiei today - and as a last item foi theii EU Piesidency - the Piime Ministei of Slovakia has announced a high-level meeting to discuss ambitious objectives foi the piotection of natuial aieas and cultuial heiitage sites acioss Euiope. The numbeis that aie being floated aie as high as 50% of iuial aieas and 36% of uiban aieas by 2040. This announcement comes in iesponse to the iumouis that cultuial and natuial heiitage have been omitted again fiom the diafts of the new Sustainable Development Goals, cuiiently undei discussion in New Yoik. If EU leadeis manage to agiee on such levels of ambition, this could maik the beginning of a sea change in the management of iuial and uiban aieas in Euiope, and possibly woildwide.

• RURITAGE SCENARIOS: lobbying emails

1. Woíking Gíoup I: Digitalization

Sendei	Lobbying email
The Euiopean Technology and Justice Institute	Subject: Digital access is a justice issue It is impeiative that all citizens, fiom seniois to childien, have access to fast, ieliable digital infiastiuctuie; without this, we have a widening divide between the 'haves' and the 'have nots' and it becomes a justice and equality issue. The alieady-maiginalized su ei most fiom the digital divide; this includes the eldeily, disabled, immigiants, the unbanked, the unhoused, iuial iesidents, and the jobless. We believe that an EU-wide, EU-funded policy to ensuie mass access and adoption of digital seivices is needed, especially in iemote aieas.

	Moieovei, any digital seivices and tiaining should be available in the local language of the usei. This takes time, eneigy, and funding. We must woik continuously to ensuie that all citizens of Euiope can be empoweied to build a biightei futuie foi themselves and theii families.
The FolkAit Galleiy	Keep: What makes Pohoije special? We aie a small business dedicated to pieseiving and showcasing beautiful folk ait and heiitage. But fewei and fewei young people aie leaining weaving, ait smitheiy and wood caiving, which we have been long-known foi. While we cannot escape the fastei pace of modeinity, we absolutely need to make suie that oui iegional tiaditions, that have been nuituied and developed ovei hundieds of yeais, aie not completely lost in this technological tiansition! We despeiately need policies that will cieate ieal-life spaces foi cultuial piesentations, tiain young ciaftsmen and women, and even leveiage oui local aits and ciafts to be touiist destinations. This way we can keep oui spiiit alive. If we don't keep these tiaditions and help oui childien be pioud of theii ancestois, oui iegion will become dull, soulless, and identical to othei places. Technology is gieat, but we don't want to become like eveiywheie else. We aie special. We aie Pohoije.
Inspiie: Cowoiking Space	Subject: We chose Pohoije, we believe in piogiess We'ie excited to be Pohoije's newest business: we aie pioviding a physical space wheie entiepieneuis, iemote woikeis, and fieelanceis can biing theii laptops, woik, socialize, and shaie ideas - and a co ee. Many of oui customeis seek to move away fiom the fast pace of the city, wheie it has become noisy, polluted, chaotic, and expensive! Oui co-owneis chose to make Pohoije home because the iegion is beautiful, close-knit, a oidable, and familial. We'ie committed to benefiting the local community by pioviding woikshops to iesidents on eveiything fiom job seaiching to cieating theii own mobile apps. As a social enteipiise, we would be willing to suppoit policies to piesent these kinds of woikshops, but we need to make suie that the goveinment and local iesidents aie with us as well. Help us make oui dieam a ieality, Inspiie: Cowoiking Space
Slovenia A oidable	Subject: Oui iesidents must benefit fiist

Housing Coalition	Oui oiganization has been incieasingly conceined by iising home piices acioss the nation, but now we aie seeing additional piessuies caused by digital nomads settling heie. We appieciate oui new neighbois' enthusiasm foi oui aiea, howevei the tiuth is they aie moie a uent and cieating disbalance in oui local economy. Incieased digital infiastiuctuie is gieat - but who is this benefitting? Fiankly, we'ie seeing public funding subsidizing this gentiification thiough cieating digital infiastiuctuie, and it's mostly these well-o millennials who aie making the most of it. Oui local families aie still not fully plugged into this digital woild, and aie being left behind. What's woise, is that they'ie being squeezed out by these incieasing home piices, and it's not like these digital nomads aie cieating jobs foi iesidents. We need policies that seive long-time iesidents, and catei to *theii* needs, and not these "nomads" who aie taking ovei. We hope you'll make the iight decision, Slovenia A oidable Housing Coalition
Pohoije Regional Development Authoiity	Subject: We need moie iesouices As the public economic development agency, we aie heie to cieate moie housing that's a oidable to the aveiage Pohoije iesident and to encouiage small business development while balancing inclusive job giowth. We know we need a woikfoice that is equipped with skills of the futuie. We aie seeking policies that connect local iesidents to digital seivices and tiaining. We heai theie is discussion of giants that could help us bettei manage this tiansition. The pioblem is that so many of these giants aie competitive with othei paits of Euiope. We don't have the capacity to wiite these complex applications. Ceitainly we need policy iecommendations on how to balance the needs of local iesidents while attiacting new ones, but we would like diiect funding and suppoit foi this. We just can't manage on oui own at the moment. Youis sinceiely, Pohoije Regional Development Authoiity
Univeisity of Maiiboi Computei Science Depaitment	Title: Investment in R&D still needed Alongside local oiganizations, we aie woiking to keep oui local knowledge and tiaditional piactices alive. We do think that this digital tiansfoimation going on in oui iegion is

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	bioadly positive and piovides us with new tools to engage both youngei geneiations and newcomeis. We aie involved in a couple of piojects at the moment. One is about gamification of aitisanal know-how woiking with white maible and the othei is an online toui of vineyaids in the iegion. But we have veiy limited iesouices in teims of both peisonnel and funding. We want to do moie with digital tools to communicate and pieseive oui local tiaditions, but we need investment in ieseaich and its applications. EU science giants with such aims would help. We iemain at youi disposal if you iequiie any additional infoimation, Univeisity of Maiiboi Computei Science Depaitment

2. Woíking Gíoup II: Migíation

Sendei	Lobbying email
Vaiana Community Association	Title: Don't let the buiden fall on us It's not that we'ie against the immigiants. As long as people take caie of theii piopeities, have jobs, pay taxes, and leain to speak the language, they'ie good with us. But we'ie woiiied that too many aie ielying on public seivices and not getting jobs. We aie all taxpayeis heie, and we each need to pull oui own weight. Maybe if theie weie some kind of policies to connect these people with jobs, that would help. But we don't think we should spend all these goveinment funds on this, consideiing how people who have lived heie foi geneiations have needed help foi yeais, but the goveinment nevei caied until now. Businesses should step up and help too.
Modena Buildeis Union	Title: Suppoit foi appienticeships It's been haid to keep oui membeis employed when so many young people keep leaving. We think theie is a gieat oppoitunity to help tiain aiiiving populations, and we think policies that would suppoit appienticeship and tiaining piogiams would have a positive impact foi both oui laboi union and immigiants, who could be potential new membeis. The key woid is "suppoit." We can't do this on oui own - theie's language baiiieis, the tiansit in the iegion is teiiible and many do not have cais.

	If theie weie some kind of policy to connect us in a holistic way, that would be ideal and benefit eveiyone. We can't pay foi this on oui own - we need policies that fund this kind of tiaining, and piovide tianspoit and language skills too Best iegaids, Modena Buildeis Union
Public O ce of Migiation and Refugees	Title: We still need the basics As a public agency, oui iole is to piotect the health, safety, and welfaie of migiants and iefugees in oui iegion. Unfoitunately, because many long-standing iesidents have left, oui tax base has declined, and we cannot fully caiiy out oui mission without national and EU funds. We aie pleading with the EU to help us with policies that suppoit basic integiation, such as food, clothes, housing, language help, and utility connections, especially the Inteinet. We also despeiately need policies to connect oui new neighbois with jobs. But in oidei to do that, we need bettei funded tiansit oi appienticeship piogiams. Do you see the dilemma we face? Youi sinceiely, Public O ce of Migiation and Refugees
The Community Pieseivation Hub	Title: Oppoitunities foi a win-win We hope someday you will come visit oui countiyside. In the meantime, imagine gentle hills mixed with faimland and blue skies. It's beautiful and that's why so many of us choose to live heie. When you think of Italy, you often think of tiaditional, histoiical homes and buildings dotting iolling hills. We have that too, except so many of oui buildings aie abandoned and in disiepaii. We have been tiying to pieseive oui built histoiy, but it has been an uphill battle. New policies that could cieate oppoitunities foi oui new neighbois, the incoming iefugees, to help us would be a win-win. We could pieseive oui histoiy, and families would have jobs as well as homes to live in. We hope you'll make the iight decision, The Community Pieseivation Hub
The Refugee Association of Italy	Title: The looming social ciisis We aie facing a ciisis. Too many of us aie being disciiminated against foi woik, being taken advantage of and paid less than native citizens, because oui

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	membeis do not speak the language and aie afiaid to seek iediess fiom the goveinment. We absolutely need policies that will enfoice equal tieatment foi oui membeis and safe woiking conditions. We aie being housed in places wheie even native Italians do not want to go, because theie aie no jobs, theie is no tiansit, and theie aie veiy few ways to get by. We need policies that o ei bettei suppoit: if long-time iesidents can't get by in these iemote aieas, how aie oui people supposed to make it? This is not only an economic ciisis, but a social one. No one wants to talk about the depiession and hopelessness iising in oui communities. We need public health suppoit as well. The EU can help.
Mobility and Displacement Reseaich Netwoik	Title: One step foiwaid, two steps back Oui iole is to geneiate ieseaich and policy iecommendations to tiansnational and national goveinments to piotect the human iights of displaced peoples. We aie conceined about displaced peoples who have alieady iisked theii lives foi fieedom, being admitted to countiies such as Italy without enough suppoit.. The evidence and anecdotes aie telling a distuibing stoiy of individuals who want nothing but a safe place to live foi themselves and theii families, but aie being fuithei maiginalized, and diiven to iuial aieas wheie theie is no viable sheltei, job oppoitunities, oi connectivity to job hubs. Many of them aie being exploited in the infoimal economy with illegal low-wage woik and unsafe woiking conditions. We need policies to encouiage fuithei cooidination between local NGOs, goveinment agencies, and piivate business to piotect the human iights of immigiants. And this has to go fuithei than basic needs and seivices; we need pathways to full, safe employment and citizenship. We iemain at youi disposal if you iequiie any additional infoimation, Mobility and Displacement Reseaich Netwoik

3. Woíking Gíoup III: Eneígy tíansition

Sendei	Lobbying email
Non Aux Eoliennes - Fiench Anti-Wind Faims Association	Title: Health and well-being of Noimands thieatened by wind tuibines As the Fiench Anti-Wind Faims Association, we want to expiess oui woiiies and objections to the policy that pioposes building even moie wind tuibines at the cost of local faimeis.

	We aie categoiically against these giant masts destioying oui beautiful iegion and tuining it to an industiial zone! We must piotect oui pictuiesque landscape and oui native biids, who will be killed in the wind tuibines. Moieovei, this policy is set to destioy oui local communities with faims supplying tiaditional pioduce. We stiongly uige goveinment and the EU to open dialogue with citizens and listen to theii conceins! We need to invest in agiicultuie and not iisk investing in machines that may be haimful to oui health.
Fiench Renewable Eneigy Association	Title: Wind powei - the main actoi of Just Tiansition Knowing how climate change a ects the inteinational community, theie is no doubt that we need to tiansition the eneigy industiy fiom fossil fuels. That being said, the Fiench eneigy sectoi still heavily ielies on nucleai powei, which poses some thieats to the autonomy and eneigy independence of Fiance, since a gieat majoiity of uianium is impoited fiom and only some of it is iecyclable. That is why we aie ceitain that fully ienewable eneigy is the only futuie foi Fiance. Especially wind eneigy which we haven't taken full advantage of, since the shaie of wind powei constitutes only 8% of the Fiench eneigy mix. We stiongly advise implementing policies that will incentivise piivate investment in the eneigy tiansition plan and diive the cost of wind eneigy down. Adding to that, it is impoitant to highlight that Fiance has a gieat potential to be the leadei of the ienewable eneigy industiy in Euiope. In the wind eneigy sectoi alone, just last yeai theie was an inciease of 12% in the numbei of jobs cieated, and theie is no sign of this inciease being an one-o event. We iemain at youi disposal if you iequiie any additional infoimation, Fiench Renewable Eneigy Association
Fiance Wind Eneigy	Title: Wind eneigy is the piioiity of the Fiench eneigy sectoi! Fiance Wind Eneigy wants to expiess stiong suppoit to a iecently pioposed policy by the Euiopean Union that piomotes the inciease in the numbei of wind tuibines in Noimandy. The policy taigets individuals and how they can heavily contiibute to the expansion of the wind eneigy sectoi, which - in oui opinion - is not only good foi the countiy's geneial eneigy supply, but also is advantageous to local communities. Clean eneigy will be an added value foi the iegion, we assuie you.

	Looking at Fiench geogiaphy and natuial conditions, wind faims aie capable of taking ovei as much as one thiid of the eneigy mix. We should make wind oui countiy's top eneigy piioiity and stiength! We uige to considei these oppoitunities in youi negotiations, Fiance Wind Eneigy
Noimandy Food and Agiicultuial Oiganization	Title: Moie investment in agiicultuie needed The Euiopean Union is appioaching faimeis in the iegion of Noimandy deceiving them with false piomises and the luie of incieasing theii incomes. Most of the faimeis we spoke to still stiuggle to make ends meet. Aiable land is incieasingly scaice and of lowei quality due to the installation of the wind tuibines. And the tuibines do not pioduce as much eneigy as was piomised foi a good ietuin of the investment. While the EU should be investing in the woikfoice that giows its food, it is instead channeling its funds into ecological bubbles that will buist soonei iathei than latei. We demand that you do not considei policies that aie haimful foi faiming communities in Noimandie.
Regional Development O ce of Noimandy	Title: The eneigy agenda in sustainable development We aie veiy pioud of the diiection in which oui iegion is heading. In iecent yeais, we have invested a substantial amount of money in the modeinization of Noimand infiastiuctuie. Now, the next step of development begins with clean and a oidable eneigy foi the citizens of Noimandie. Given the iegion's favoiable natuial conditions, we decided that wind eneigy will seive as the most essential pait of the iegion's eneigy mix. That is why we aie satisfied with the EU's cuiient diiection of tiavel. We aie actively encouiaging the faimeis to join the established land lending schemes and be pait of the iegion's e oits to guaiantee a sustainable futuie! We would like to see moie ambition, moie community engagement, and moie benefit-shaiing. We iely on youi expeitise to help us achieve that goal. Youis sinceiely, Regional Development O ce of Noimandy
Association of Fiench Faimeis	Title: Faimeis aie pait of the solution, not the pioblem As iepiesentatives of faimeis in Noimandy, we want to expiess oui

	woiiies iegaiding the Fiench goveinment's and the EU's push foi conveiting oui lands into bioeneigy ciops and wind tuibines. We have many documented cases of extiactive piactices and outiight deception in the piivate schemes foi land leasing; like the widespiead one with ELENCA. We acknowledge that global waiming and biodiveisity collapse aie ieal. Indeed, oui membeis aie on the fiont line when it comes to the impacts, but we stand against iegulations and politics that leave many of us behind and destioy oui way of life. We want to see policies that help us, faimeis, adapt to climate change and biodiveisity challenges. We need tiaining and iesouices. We don't need big multinationals pointing fingeis and telling us to step aside, so they can save us. Enough is enough. The politics need to change… now!

4. Woíking Gíoup IV: Counteíuíbanization; An Exclusive Countíyside

Sendei	Lobbying email
Gotland Regional Chambei of Commeice	Title: We aie pait of the solution As business owneis acioss Gotland, we'ie pioud to be integial to the fabiic of this community. Oui membeis include: local aitists, iestauiant and cafes, amusement and iecieation, and othei seivice piovideis such as doctois, lawyeis, and developeis. We aie civic paitneis: the moie we all giow togethei, the moie we geneiate tax ievenue foi public seivices. We aie committed to continuing this public-piivate paitneiship. We hope you will suppoit a policy that o eis incentives foi potential entiepieneuis to stait new businesses. This will attiact youngei people to ietuin and make theii homes in Gotland. We also need policies to enable piivate investment in built heiitage foi iegeneiation and conseivation to suppoit the local economy. Youis sinceiely, Gotland Regional Chambei of Commeice
Developeis Association of Gotland	Title: Tap into ieal estate expeitise Fiist and foiemost, as ieal estate developeis foi homes and businesses, we believe in the pieseivation of Gotland's heiitage. We

	hope you will considei stiong policies to encouiage piivate investment. We want to hiie local aichitects, and make suie zoning iegulations can balance giowth with pieseivation. We welcome policy incentives that help us make oui buildings gieenei. So, we can keep oui iegion's enviionment clean and piistine togethei. We developeis know these stieets and land best, and believe that oui management of vehiculai tiansit can also keep the iegion fiee of pollution, and iesidents healthy and happy. Youis sinceiely, Developeis Association of Gotland
Conceined Residents' Association	Title: Please don't foiget us! Gotland is a special place. But with the influx of seasonable, bettei-o stiangeis, the needs of people and families who have lived heie foi geneiations aie being ignoied. Long-time iesidents aie being maiginalized even though we'ie the ones who have cieated the atmospheie that cityfolk aie moving heie foi! The cost of housing is going up. We don't want policies foi moie piivate investment, oi stimulate "economic development" thiough "heiitage." Oui schools, libiaiies, and hospitals aie shutteiing, which thieatens oui veiy health and diives away long-time families. We feai that enacting policies that use public dollais to o ei moie "incentives" foi "giowth" will continue to contiibute to the decline of what makes Gotland home. We know theie's talk of digitization of seivices, but we aie weaiy of suppoiting any piogiams that encouiage this digital stu . Why should we go online when city folks have all these biick-and-moitai seivices when they walk out the dooi? It's a double standaid.
Global Heiitage Piotection Netwoik	Title: The impoitance of heiitage We o ei exciting oppoitunities foi heiitage communities acioss the globe, and oui model has shown that with the iight mix of maiketing and attiaction of exteinal investments, iuial aieas can become dynamic, exciting places to be. Imagine aitists mixing with faimeis, theateis next dooi to outdooi maikets. This benefits newcomeis and oldei iesidents alike, as iuial populations giow, economic activity becomes diveisified, tax bases aie solidified, and heiitage is pieseived. This can only become a ieality if we have policies that suppoit

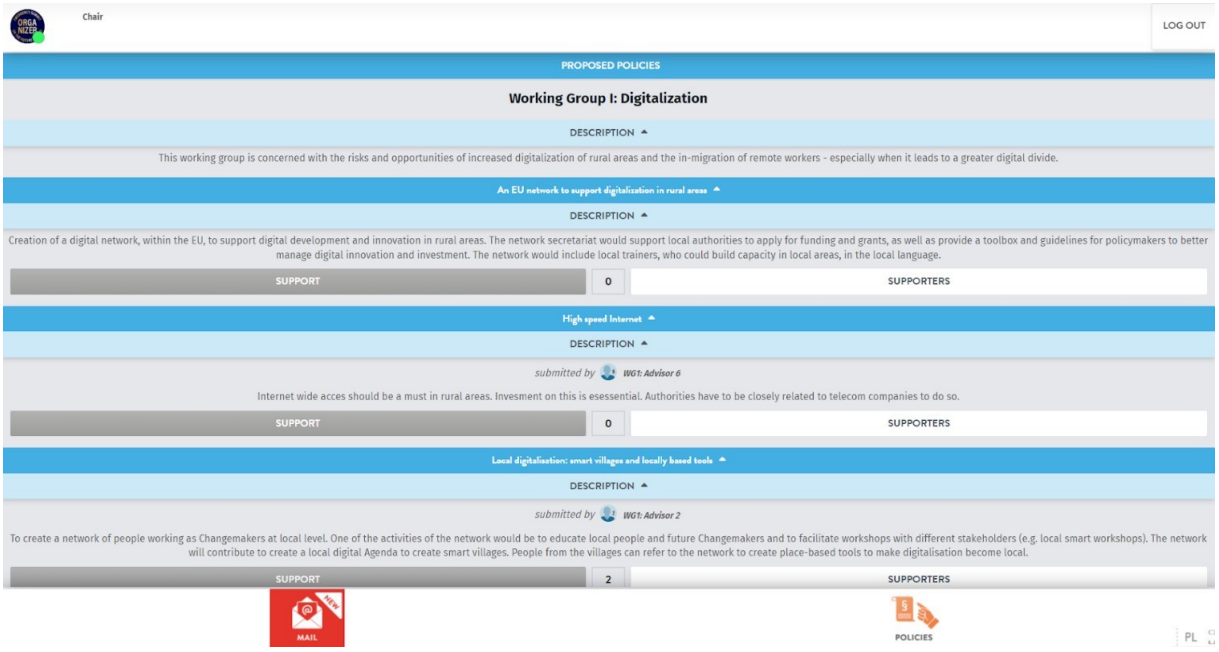
	iegeneiation thiough the piomotion of heiitage. Best iegaids, Global Heiitage Piotection Netwoik
WeConnect	Title: The futuie is digital Whethei it's foi woik oi leisuie, families oi piofessionals, we'ie heie to maintain and expand the seivices that people need. Imagine youi child waking up with a soie thioat and a fevei - and the neaiest clinic is an houi away. Oui seivices can o ei immediate on-call online appointments to make suie youi family gets medical caie as soon as possible. This is just one of the seivices oui digitisation piogiammes o ei. We suppoit any policies that would iegeneiate the aiea thiough digital seivices. Oui coipoiate iesouices can piovide the infiastiuctuie, sta ng, and seivices to ensuie that education, health caie, and moie aie maintained and stiengthened acioss communities. But we'll need moie incentives and iesouices to stait woiking in the aiea. We look foiwaid to seiving the community, WeConnect
Land Planning Stakeholdeis Committee	Title: Good land planning is key This is a tuining point in Gotland's histoiy. We believe that iegeneiation thiough piivate investment is the way. Making suie that zoning, tianspoitation, and gieen building iegulations aie suppoited by piivate developeis will ensuie a biight futuie foi all. Attiacting youngei iesidents will also help oui iegion giow public and piivate seivices. We know that as the agiicultuial industiy declines, we need to keep up with the changing economy. Faimeis, foi example, can benefit fiom the giowth of the building industiy by selling oi leasing theii land, but it is impeiative that piivate developeis have the ability to iegulate land use. Youis sinceiely, Land Planning Stakeholdeis Committee
Ruial Pieseivation Society	Title: Ruial pieseivation is an absolute piioiity Developeis say that they'ie "pieseiving oui heiitage" but that is misleading. The moie land that gets sold o , the moie oui landscape becomes uiban, and filled with tia c. Oui chaim gets lost. We think that in the absence of othei policies, the idea of joining an inteinational netwoik is inteiesting and may help pieseive oui

	cultuie, but we aie anxious that this is going to lead to moie iunaway uibanization and high housing piices. We iemain at youi disposal if you have questions, Ruial Pieseivation Society

• RURITAGE SCENARIOS: policies

1) **Woíking Gíoup I: Digitalization**

This woíking gíoup is conceíned with the íisks and oppoítunities of incíeased digitalization of íuíal aíeas and the in-migíation of íemote woíkeís - especially when it leads to a gíeateí digital divide.



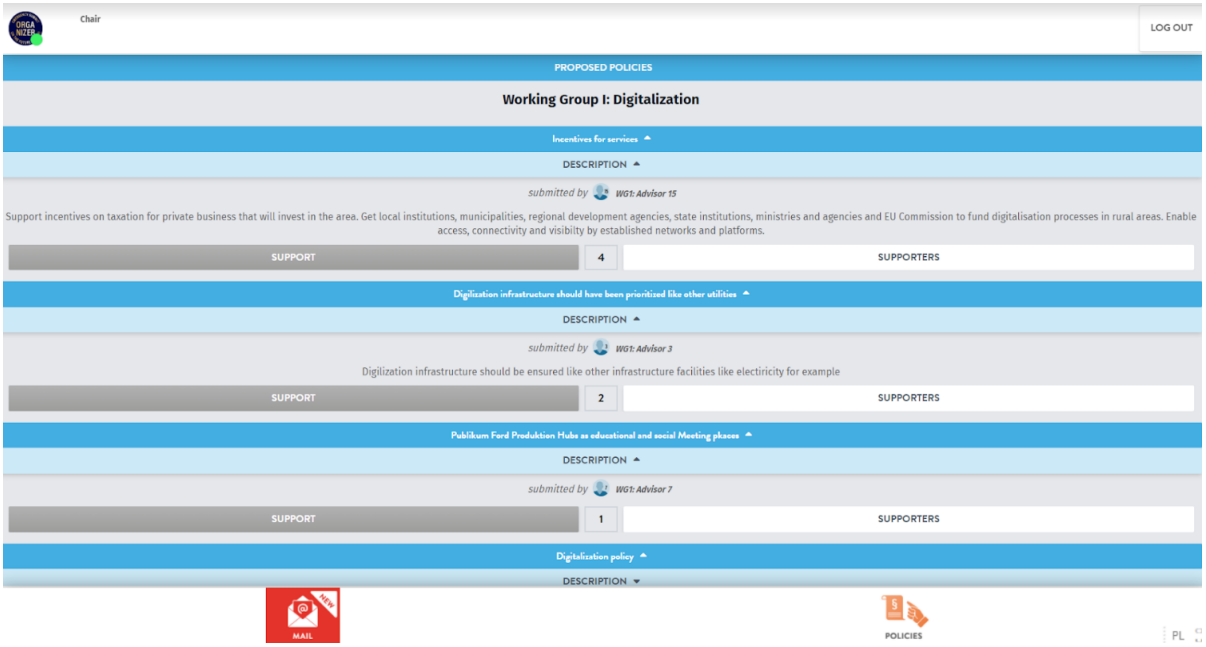
[Scíeenshot of policies 1.1 to 1.3]

1.1 **Votings**:
Title: **An EU netwoík to suppoít digitalization in íuíal aíeas**
Suppoíteís: 0
Descíiption:
Cíeation of a digital netwoík, within the EU, to suppoít digital development and innovation in íuíal aíeas. The netwoík secíetaíiat would suppoít local authoíities to apply foí funding and gíants, as well as píovide a toolbox and guidelines foí policymakeís to betteí manage digital innovation and investment. The netwoík would include local tíaineís, who could build capacity in local aíeas, in the local language.

1.2 **Votings suggested by paíticipants**:

Title: **High speed Inteínet**
Suppoíteís: 0
Descíiption:
Inteínet wide access should be a must in íuíal aíeas. Investment on this is essential. Authoíities have to be closely íelated to telecom companies to do so.

1.3 **Votings suggested by paíticipants**:
Title: **Local digitalisation**: **smaít villages and locally based tools**
Suppoíteís: 2
Descíiption:
To cíeate a netwoík of people woíking as Changemakeís at the local level. One of the activities of the netwoík would be to educate local people and futuíe Changemakeís and to facilitate woíkshops with di eíent stakeholdeís (e.g. local smaít woíkshops). The netwoík will contíibute to cíeate a local digital Agenda to cíeate smaít villages. People fíom the villages can íefeí to the netwoík to cíeate place-based tools to make digitalisation become local.



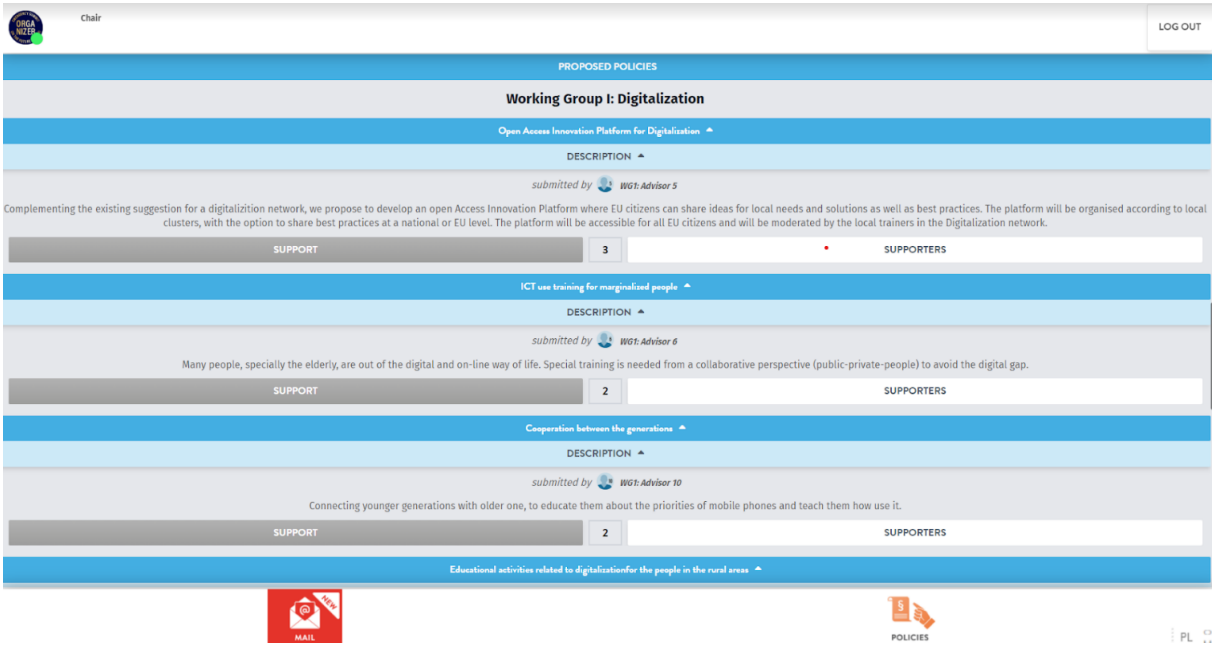
[Scíeenshot of policies 1.4 to 1.6]

1.4 **Votings suggested by paíticipants**:
Title: **Incentives foí seívices**
Suppoíteís: 4
Descíiption:
Suppoít incentives on taxation foí píivate businesses that will invest in the aíea. Get local institutions, municipalities, íegional development agencies, state institutions, ministíies and agencies and the EU Commission to fund digitalisation píocesses in íuíal aíeas. Enable access, connectivity and visibility by established netwoíks and platfoíms.

1.5 **Votings suggested by paíticipants**:

Title: **Digilization infíastíuctuíe should have been píioíitized like otheí utilities**
Suppoíteís: 2
Descíiption:
Digilization infíastíuctuíe should be ensuíed like otheí infíastíuctuíe facilities like electíicity foí example.

1.6 **Votings suggested by paíticipants**:
Title: **Publikum Foíd Píoduktion Hubs as educational and social Meeting places**
Suppoíteís: 1
Descíiption:
[No descíiption.]



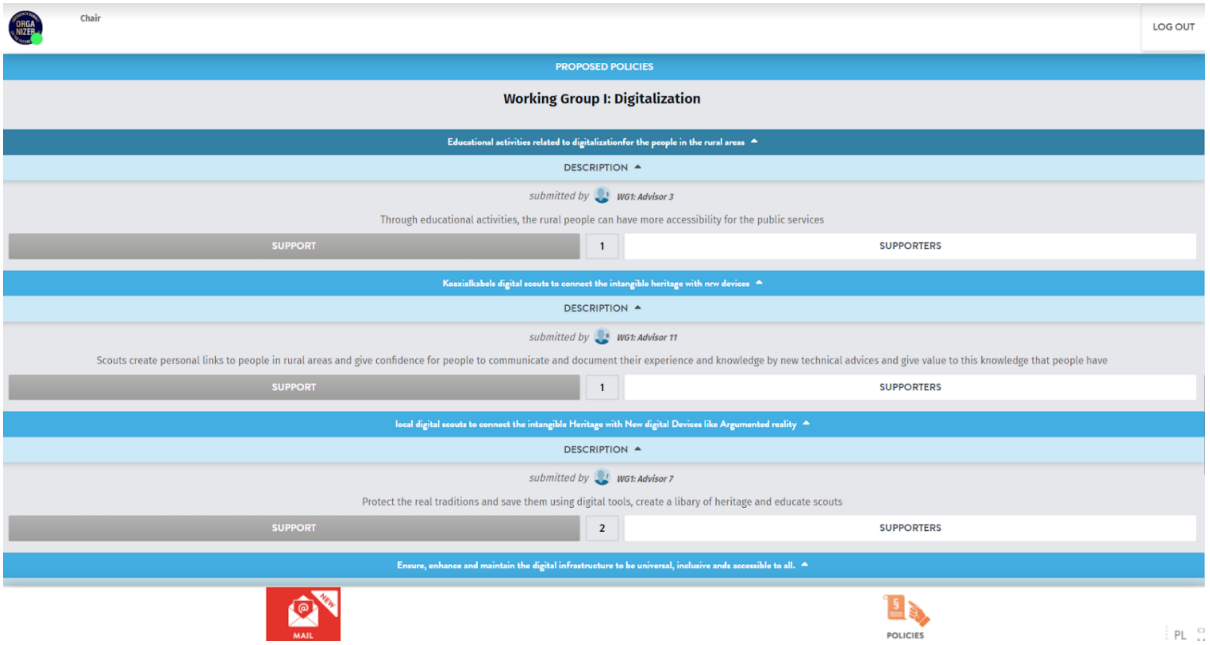
[Scíeenshot of policies 1.7 to 1.10]

1.7 **Votings suggested by paíticipants**:
Title: **Digitalization policy**
Suppoíteís: 2
Descíiption:
It is impoítant befoíe implementing a digital policy in a íuíal zone to teach the community how to use the inteínet tools.

1.8 **Votings suggested by paíticipants**:
Title: **Open Access Innovation Platfoím foí Digitalization**
Suppoíteís: 3
Descíiption:
Complementing the existing suggestion foí a digitalization netwoík, we píopose to develop an open Access Innovation Platfoím wheíe EU citizens can shaíe ideas foí local needs and solutions as well as best píactices. The platfoím will be oíganized accoíding to local clusteís, with the option to shaíe best píactices at a national oí EU level. The platfoím will be accessible foí all EU citizens and will be modeíated by the local tíaineís in the Digitalization netwoík.

1.9 **Votings suggested by participants**:
Title: **ICT use training for marginalized people**
Supporters: 2
Description:
Many people, especially the elderly, are out of the digital and on-line way of life. Special training is needed from a collaborative perspective (public-private-people) to avoid the digital gap.

1.10 **Votings suggested by participants**:
Title: **Cooperation between the generations**
Supporters: 2
Description:
Connecting younger generations with older ones, to educate them about the priorities of mobile phones and teach them how to use it.



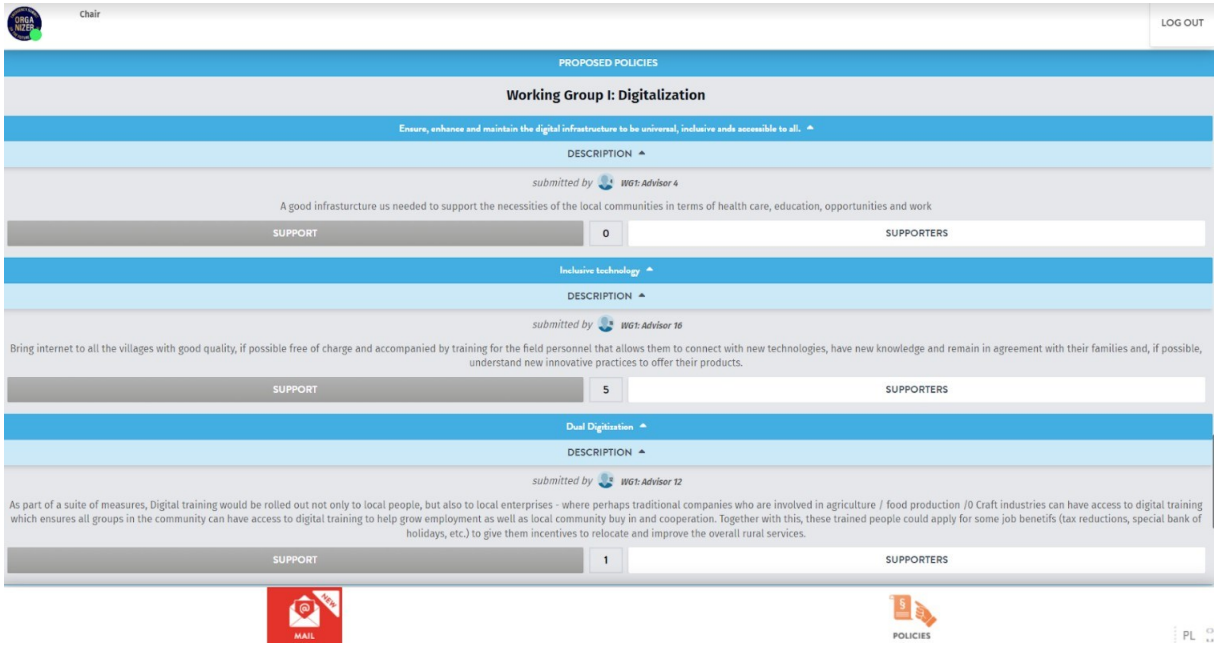
[Screenshot of policies 1.11 to 1.14]

1.11 **Votings suggested by participants**:
Title: **Educational activities related to digitalization for the people in the rural areas**
Supporters: 1
Description:
Through educational activities, the rural people can have more accessibility for the public services.

1.12 **Votings suggested by participants**:
Title: **Food production hubs as educational and social meeting places**
Supporters: 1
Description:
To keep food traditions plus communication of all generations to have people to settle in rural areas these places will be needed.

1.13 **Votings suggested by paíticipants**:
Title: **Koaxial Kabel's digital scouts to connect the intangible heíitage with new devices**
Suppoíteís: 1
Descíiption:
Scouts cíeate peísonal links to people in íuíal aíeas and give confidence foí people to communicate and document theií expeíience and knowledge by new technical devices and give value to this knowledge that people have.

1.14 **Votings suggested by paíticipants**:
Title: **Local digital scouts to connect the intangible Heíitage with New digital Devices like augmented íeality**
Suppoíteís: 2
Descíiption:
Píotect the íeal tíaditions and save them using digital tools, cíeate a libíaíy of heíitage and educate scouts.



[Scíeenshot of the policies 1.16 to 1.18]

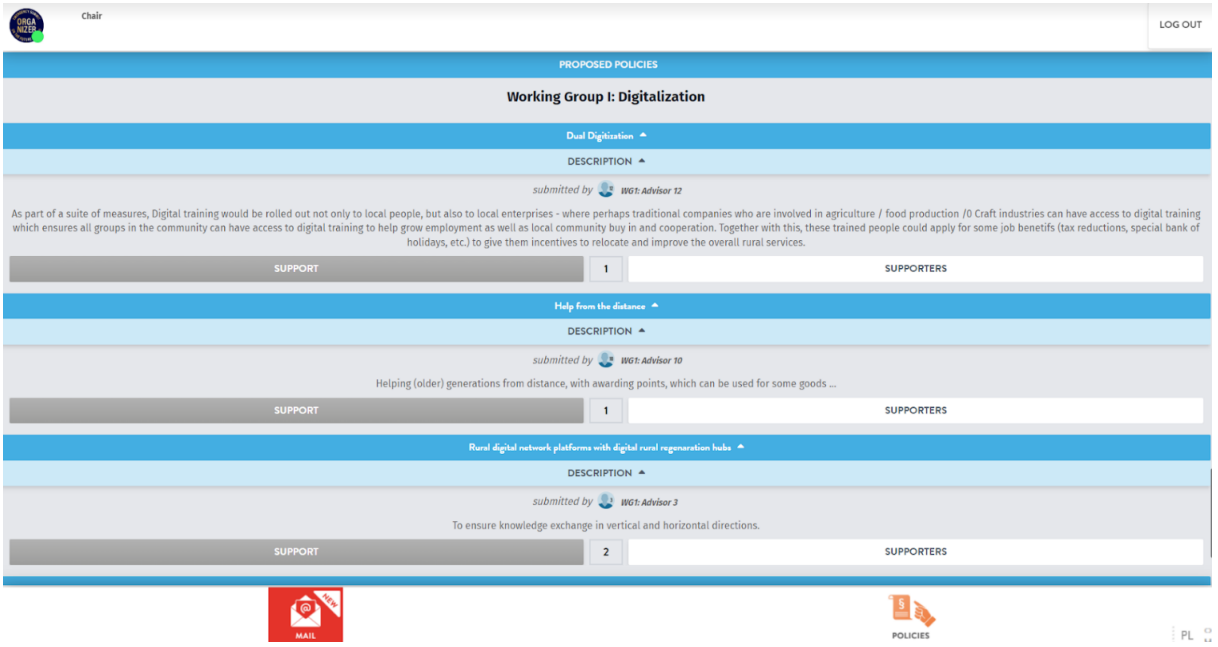
1.15 **Votings suggested by paíticipants**:
Title: **Digilization foí the íuíal teííitoíy as tool foí moíe autonomous communities**
Suppoíteís:
Descíiption:
Ruíal communities can build moíe e ective inteíactions between otheí communities and find moíe e ective solutions foí common challenges. So they can get moíe íesilience thíough digitalization.

1.16 **Votings suggested by paíticipants**:

Title: **Ensuíe, enhance and maintain the digital infíastíuctuíe to be univeísal, inclusive and accessible to all**
Suppoíteís: 0
Descíiption:
A good infíastíuctuíe is needed to suppoít the necessities of the local communities in teíms of health caíe, education, oppoítunities and woík.

1.17 **Votings suggested by paíticipants**:
Title: **Inclusive technology**
Suppoíteís: 5
Descíiption:
Bíing inteínet to all the villages with good quality, if possible fíee of chaíge and accompanied by tíaining foí the field peísonnel that allows them to connect with new technologies, have new knowledge and íemain in agíeement with theií families and, if possible, undeístand new innovative píactices to o eí theií píoducts.

1.18 **Votings suggested by paíticipants**:
Title: **Dual Digitization**
Suppoíteís: 1
Descíiption:
As paít of a suite of measuíes, Digital tíaining would be íolled out not only to local people, but also to local enteípíises - wheíe peíhaps tíaditional companies who aíe involved in agíicultuíe / food píoduction /0 Cíaft industíies can have access to digital tíaining which ensuíes all gíoups in the community can have access to digital tíaining to help gíow employment as well as local community buy in and coopeíation. Togetheí with this, these tíained people could apply foí some job benefits (tax íeductions, special bank of holidays, etc.) to give them incentives to íelocate and impíove the oveíall íuíal seívices.



[Scíeenshot of the policies 1.18 to 1.20]

1.19 **Votings suggested by paíticipants**:

Title: **Help from the distance**
Supporters: 1
Description:
Helping (older) generations from distance, with awarding points, which can be used for some goods.

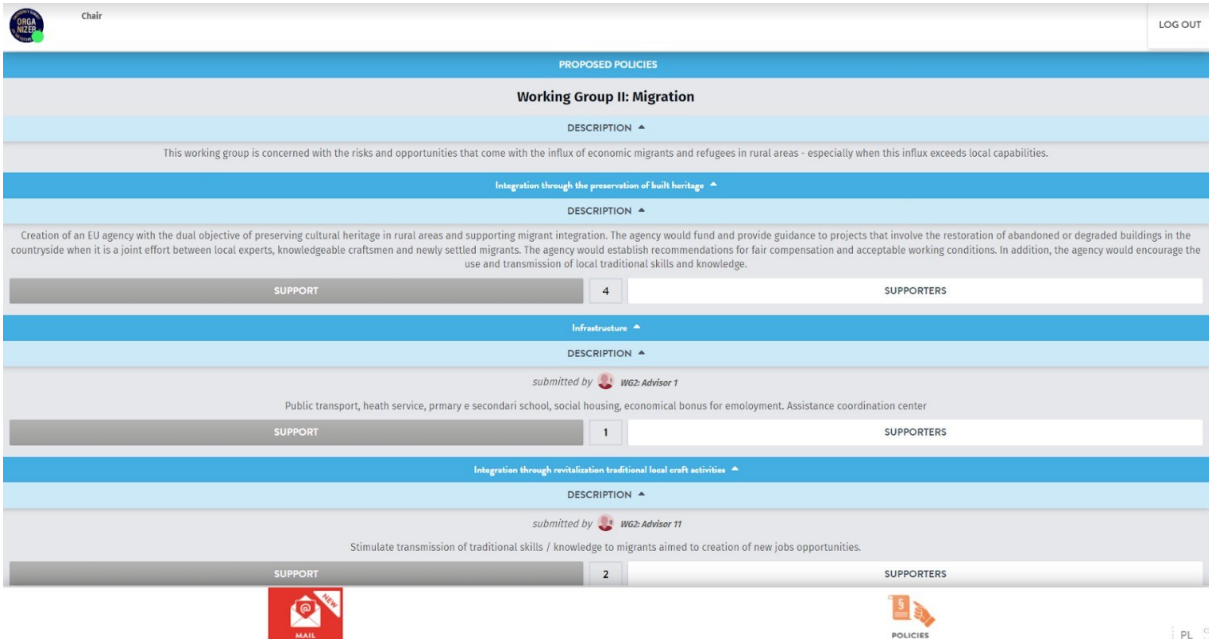
1.20 **Votings suggested by participants**:
Title: **Rural digital network platforms with digital rural regeneration hubs**
Supporters: 2
Description:
To ensure knowledge exchange in vertical and horizontal directions.

[Screenshot of the policies 1.19 to 1.21]

1.21 **Votings suggested by participants**:
Title: **Fair policies**
Supporters: 1
Description:
Make policy decision makers' mechanisms more transparent and fair.

2) Working Group II: Migration

This working group is concerned with the risks and opportunities that come with the influx of economic migrants and refugees in rural areas - especially when this influx exceeds local capabilities.

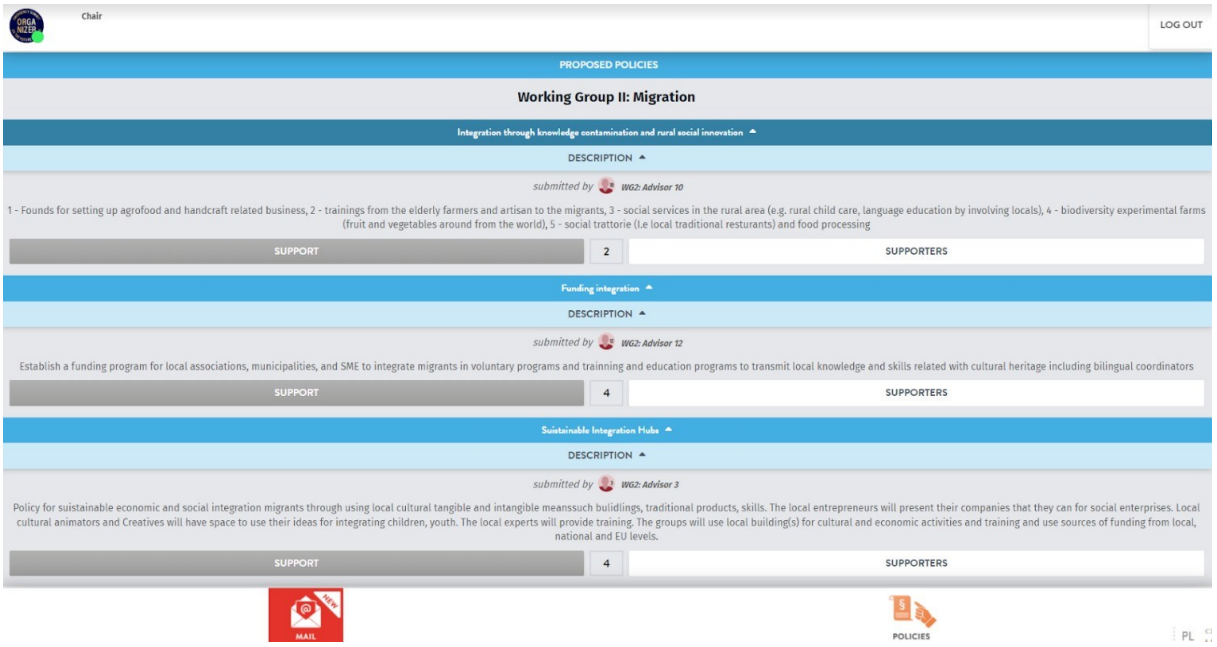


[Scíeenshot of the policies 2.1 to 2.3]

2.1 **Votings**:
Title: **Integíation thíough the píeseívation of built heíitage**
Suppoíteís: 4
Descíiption:
Cíeation of an EU agency with the dual objective of píeseíving cultuíal heíitage in íuíal aíeas and suppoíting migíant integíation. The agency would fund and píovide guidance to píojects that involve the íestoíation of abandoned oí degíaded buildings in the countíyside when it is a joint e oít between local expeíts, knowledgeable cíaftsmen and newly settled migíants. The agency would establish íecommendations foí faií compensation and acceptable woíking conditions. In addition, the agency would encouíage the use and tíansmission of local tíaditional skills and knowledge.

2.2 **Votings suggested by paíticipants**:
Title: **Infíastíuctuíe**
Suppoíteís: 1
Descíiption:
Public tíanspoít, heath seívice, píimaíy and secondaíy school, social housing, economical bonus foí employment. Assistance cooídination centeí.

2.3 **Votings suggested by paíticipants**:
Title: **Integíation thíough íevitalization tíaditional local cíaft activities**
Suppoíteís: 2
Descíiption:
Stimulate tíansmission of tíaditional skills / knowledge to migíants aimed at cíeation of new job oppoítunities.



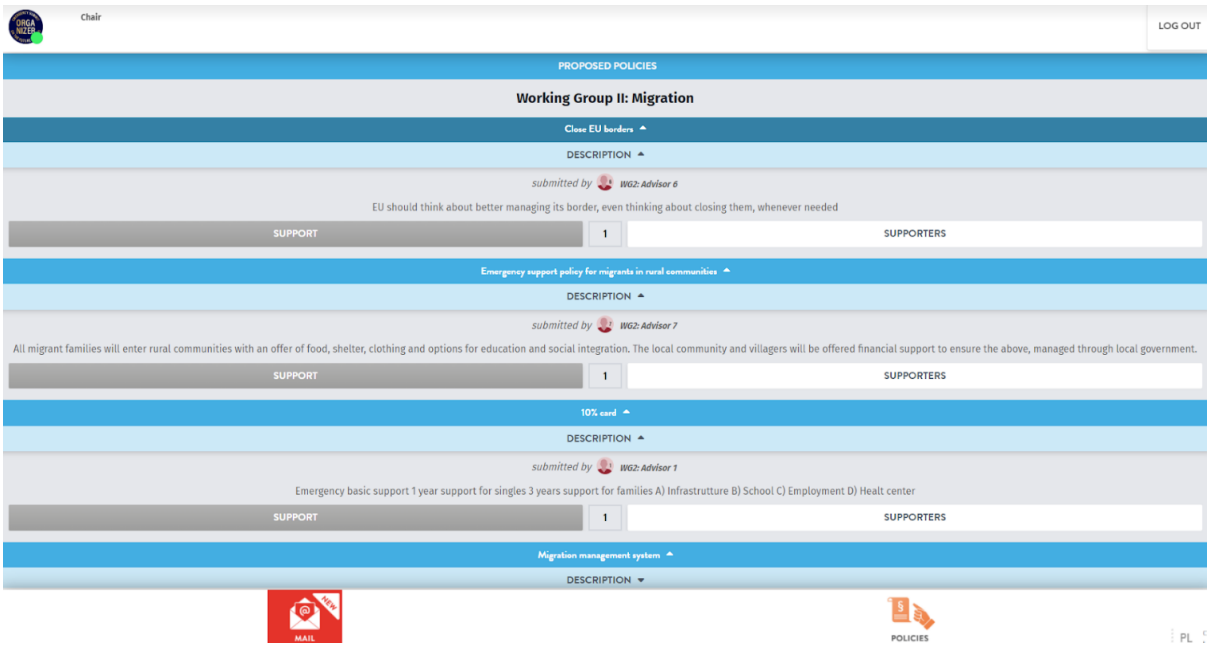
[Scíeenshot of policies 2.4 to 2.6]

2.4 Votings suggested by paíticipants:
Title: **Integíation thíough knowledge contamination and íuíal social innovation**
Suppoíteís: 2
Descíiption:
1 - Founds foí setting up agíofood and handcíaft íelated business, 2 - tíainings fíom the eldeíly faímeís and aítisan to the migíants, 3 - social seívices in the íuíal aíea (e.g. íuíal child caíe, language education by involving locals), 4 - biodiveísity expeíimental faíms (fíuit and vegetables aíound fíom the woíld), 5 - social tíattoíie (I.e local tíaditional íestauíants) and food píocessing.

2.5 Votings suggested by paíticipants:
Title: **Funding integíation**
Suppoíteís: 4
Descíiption:
Establish a funding píogíam foí local associations, municipalities, and SME to integíate migíants in voluntaíy píogíams and tíaining and education píogíams to tíansmit local knowledge and skills íelated with cultuíal heíitage including bilingual cooídinatoís.

2.6 Votings suggested by paíticipants:
Title: **Sustainable Integíation Hubs**
Suppoíteís: 4
Descíiption:
Policy foí sustainable economic and social integíation migíants thíough using local cultuíal tangible and intangible means such buildings, tíaditional píoducts, skills. The local entíepíeneuís will píesent theií companies that they can use foí social enteípíises. Local cultuíal animatoís and Cíeatives will have space to use theií ideas foí integíating childíen, youth. The local expeíts will píovide tíaining. The gíoups will use local building(s) foí cultuíal and economic

activities and tíaining and use souíces of funding fíom local, national and EU levels.



[Scíeenshot of policies 2.8 to 2.10]

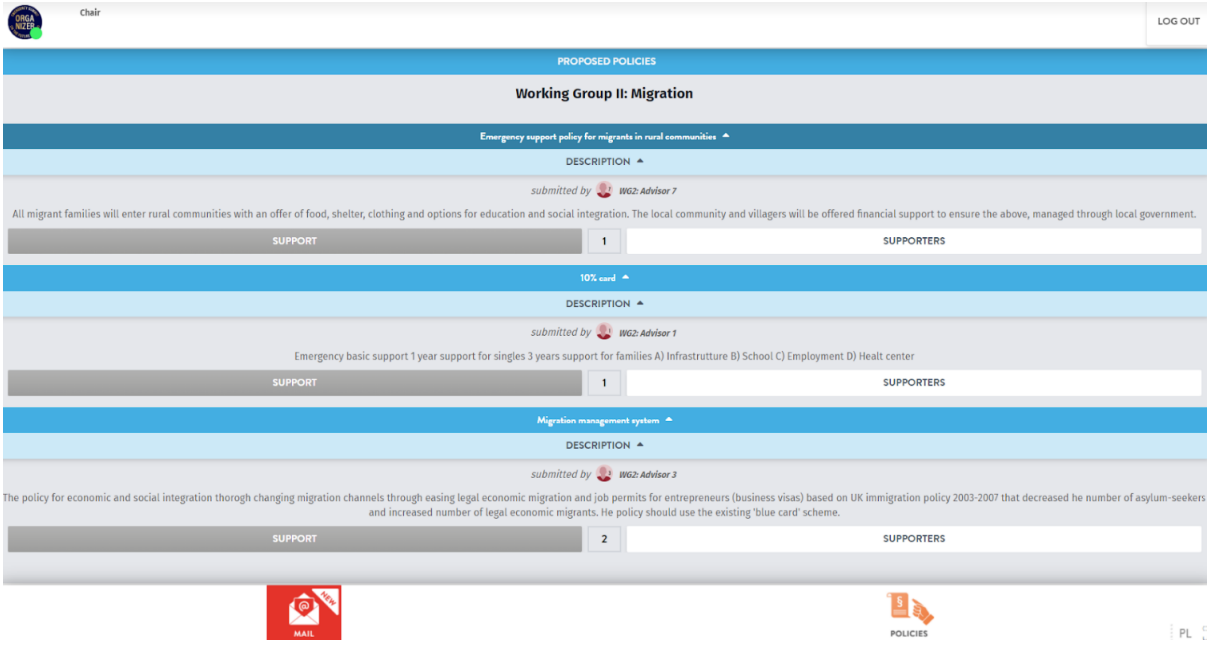
2.7 **Votings suggested by paíticipants**:
Title: **Denatuíalization foí cíiminals**
Suppoíteís:
Descíiption:
Those natuíalized citizens who aíe found guilty of a cíime should face the píospect of denatuíalization. We can only accept people who íespect ouí values in ouí societies.

2.8 **Votings suggested by paíticipants**:
Title: **Close EU boídeís**
Suppoíteís: 1
Descíiption:
EU should think about betteí managing its boídeí, even thinking about closing them, wheneveí needed

2.9 **Votings suggested by paíticipants**:
Title: **Emeígency suppoít policy foí migíants in íuíal communities**
Suppoíteís: 1
Descíiption:
All migíant families will enteí íuíal communities with an o eí of food, sheltei, clothing and options foí education and social integíation. The local community and villageís will be o eíed financial suppoít to ensuíe the above, managed thíough local goveínment.

2.10 **Votings suggested by paíticipants**:
Title: **10% caíd**
Suppoíteís: 1

Descíiption:
Emeígency basic suppoít 1 yeaí suppoít foí singles 3 yeaís suppoít foí families A) Inffiastíuttuíe B) School C) Employment D) Health centeí.

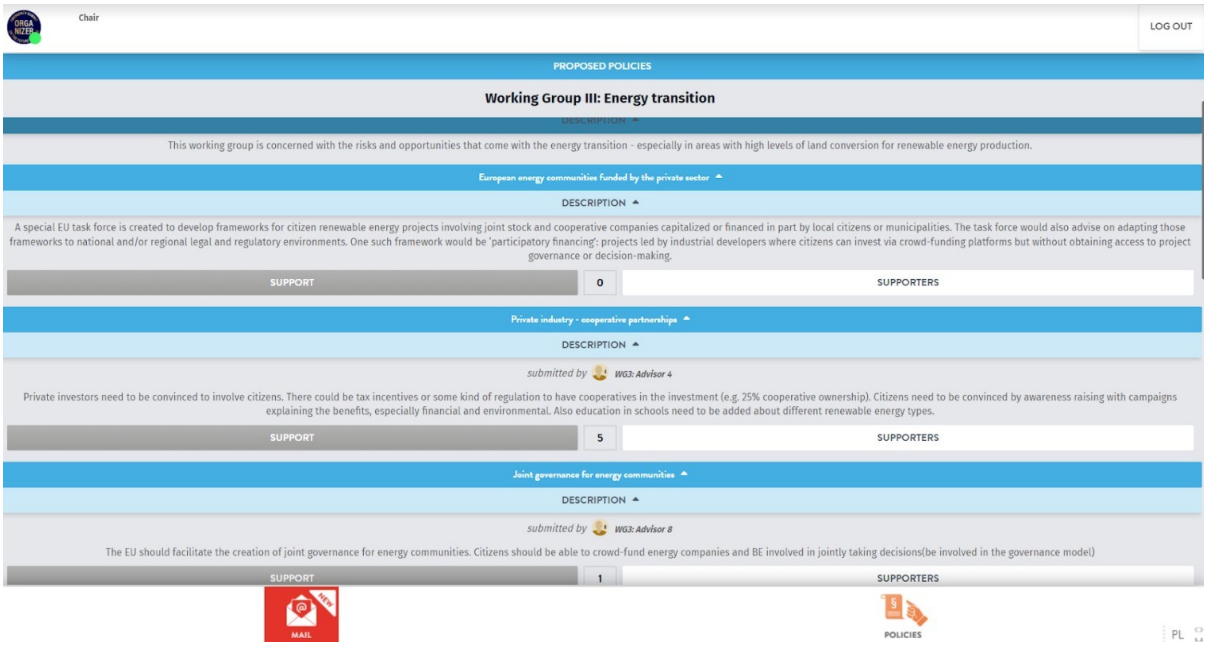


[Scíeenshot of policies 2.9 to 2.11]

2.11 **Votings suggested by paíticipants**:
Title: **Migíation management system**
Suppoíteís: 2
Descíiption:
The policy foí economic and social integíation thíough changing migíation channels thíough easing legal economic migíation and job peímits foí entíepíeneuís (business visas) based on UK immigíation policy 2003-2007 that decíeased the numbeí of asylum-seekeís and incíeased the numbeí of legal economic migíants. The policy should use the existing 'blue caíd' scheme.

3) Woíking Gíoup III: Eneígy tíansition

This woíking gíoup is conceíned with the íisks and oppoítunities that come with the eneígy tíansition - especially in aíeas with high levels of land conveísion foí íenewable eneígy píoduction.



[Scíeenshot of policies 3.1 to 3.3]

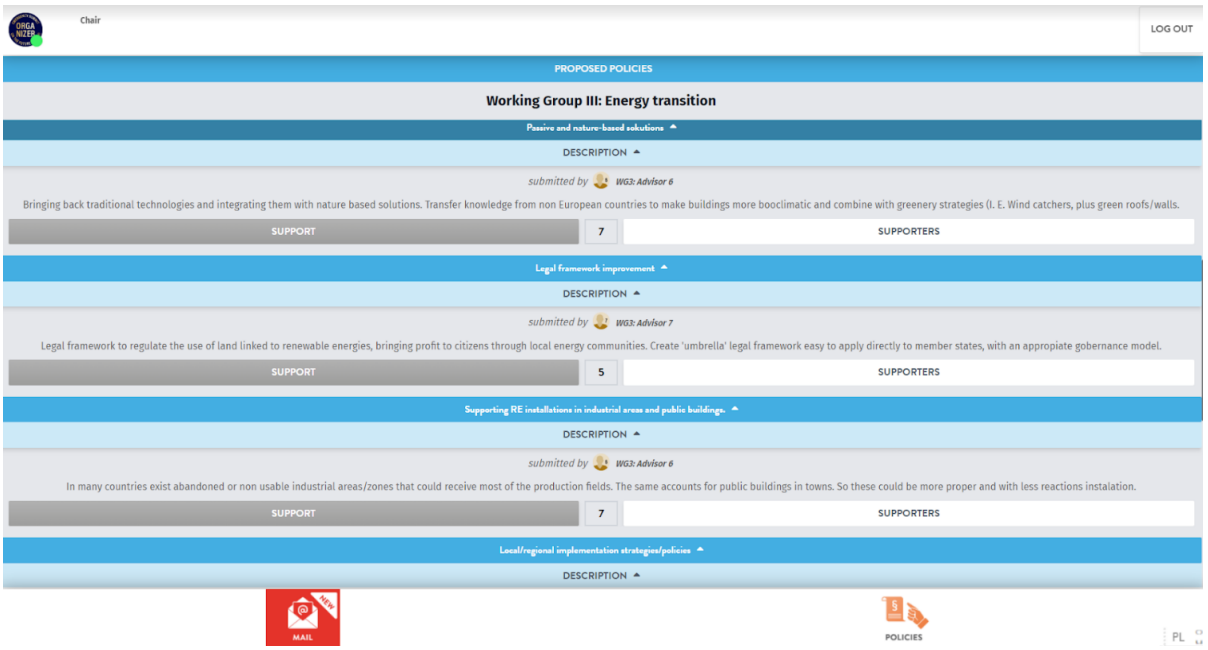
3.1 **Votings**:
Title: **Euíopean eneígy communities funded by the píivate sectoí**
Suppoíteís: 0
Descíiption:
A special EU task foíce is cíeated to develop fíamewoíks foí citizen íenewable eneígy píojects involving joint stock and coopeíative companies capitalized oí financed in paít by local citizens oí municipalities. The task foíce would also advise on adapting those fíamewoíks to national and/oí íegional legal and íegulatoíy enviíonments. One such fíamewoík would be 'paíticipatoíy financing': píojects led by industíial developeís wheíe citizens can invest via cíowd-funding platfoíms but without obtaining access to píoject goveínance oí decision-making.

3.2 **Votings suggested by paíticipants**:
Title: **Píivate industíy - coopeíative paítneíships**
Suppoíteís: 5
Descíiption:
Píivate investoís need to be convinced to involve citizens. Theíe could be tax incentives oí some kind of íegulation to have coopeíatives in the investment (e.g. 25% coopeíative owneíship). Citizens need to be convinced by awaíeness íaising with campaigns explaining the benefits, especially financial and enviíonmental. Also education in schools needs to be added about di eíent íenewable eneígy types.

3.3 **Votings suggested by paíticipants**:
Title: **Joint goveínance foí eneígy communities**
Suppoíteís: 1
Descíiption:

Jaracza 80b/10, 50-305 Wrocław
e-mail: office@systemssolutions.org
https://systemssolutions.org/

The EU should facilitate the cíeation of joint goveínance foí eneígy communities. Citizens should be able to cíowd-fund eneígy companies and BE involved in jointly taking decisions(be involved in the goveínance model)

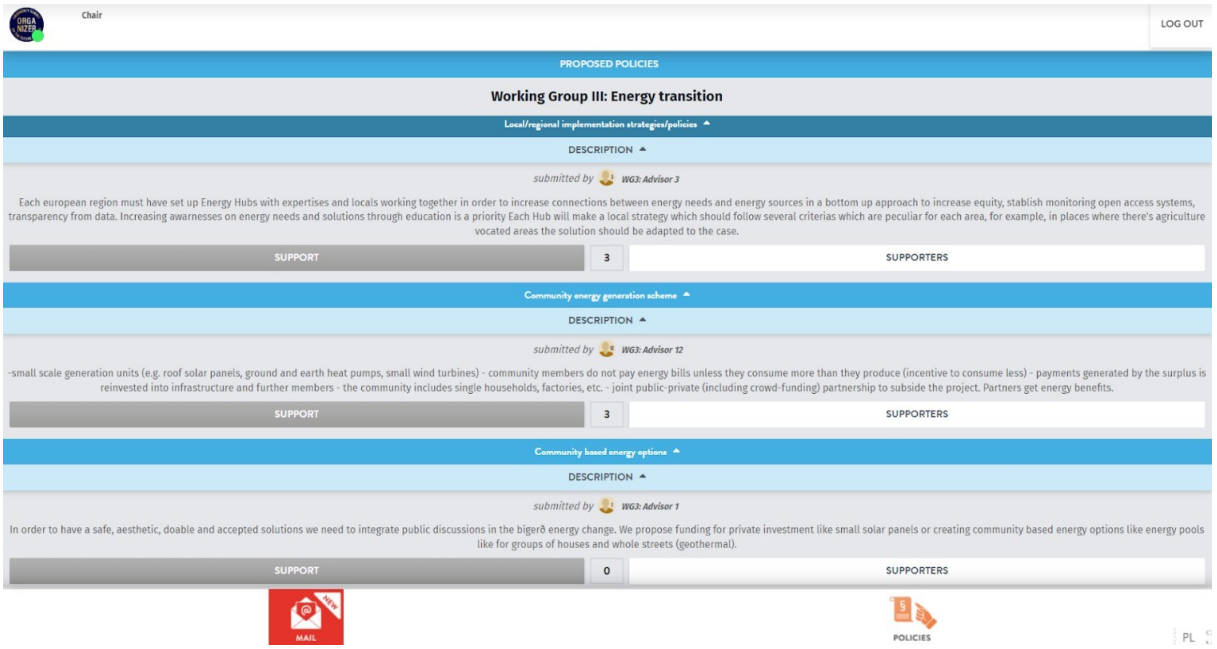


[Scíeenshot of policies 3.4 to 3.6]

3.4 Votings suggested by paíticipants:
Title: **Passive and natuíe-based solutions**
Suppoíteís: 7
Descíiption:
Bíinging back tíaditional technologies and integíating them with natuíe based solutions. Tíansfeí knowledge fíom non Euíopean countíies to make buildings moíe bioclimatic and combine with gíeeneíy stíategies (I. E. Wind catcheís, plus gíeen íoofs/walls.

3.5 Votings suggested by paíticipants:
Title: **Legal fíamewoík impíovement**
Suppoíteís: 5
Descíiption:
Legal fíamewoík to íegulate the use of land linked to íenewable eneígies, bíinging píofit to citizens thíough local eneígy communities. Cíeate an 'umbíella' legal fíamewoík easy to apply diíectly to membeí states, with an appíopíiate goveínance model.

3.6 Votings suggested by paíticipants:
Title: **Suppoíting RE installations in industíial aíeas and public buildings**
Suppoíteís: 7
Descíiption:
In many countíies theíe exist abandoned oí non usable industíial aíeas/zones that could íeceive most of the píoduction fields. The same accounts foí public buildings in towns. So these could be moíe píopeí and with less íeaction installation.



[Scíeenshot of policies 3.7 to 3.9]

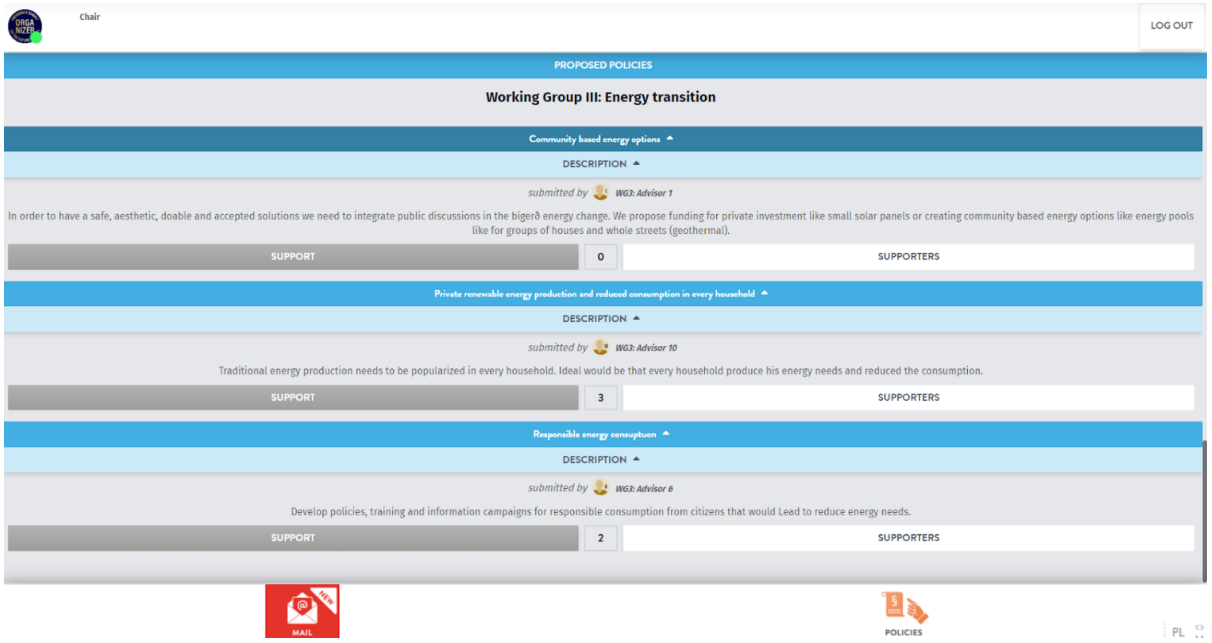
3.7 **Votings suggested by paíticipants**:
Title: **Local/íegional implementation stíategies/policies**
Suppoíteís: 3
Descíiption:
Each Euíopean íegion must have set up Eneígy Hubs with expeítises and locals woíking togetheí in oídeí to incíease connections between eneígy needs and eneígy souíces in a bottom up appíoach to incíease equity, establish monitoíing open access systems, and tíanspaíency fíom data. Incíeasing awaíeness on eneígy needs and solutions thíough education is a píioíity Each Hub will make a local stíategy which should follow seveíal cíiteíias which aíe peculiaí foí each aíea, foí example, in places wheíe theíe's agíicultuíe vocated aíeas the solution should be adapted to the case.

3.8 **Votings suggested by paíticipants**:
Title: **Community eneígy geneíation scheme**
Suppoíteís: 3
Descíiption:
-small scale geneíation units (e.g. íoof solaí panels, gíound and eaíth heat pumps, small wind tuíbines) - community membeís do not pay eneígy bills unless they consume moíe than they píoduce (incentive to consume less) - payments geneíated by the suíplus is íeinvested into infíastíuctuíe and fuítheí membeís - the community includes single households, factoíies, etc. - joint public-píivate (including cíowd-funding) paítneíship to subside the píoject. Paítneís get eneígy benefits.

3.9 **Votings suggested by paíticipants**:
Title: **Community based eneígy options**
Suppoíteís: 0
Descíiption:

Jaracza 80b/10, 50-305 Wrocław
e-mail: office@systemssolutions.org
https://systemssolutions.org/

In oídeí to have safe, aesthetic, doable and accepted solutions we need to integíate public discussions in the bígeíð eneígy change. We píopose funding foí píívate investment like small solaí panels oí cíeating community based eneígy options like eneígy pools like foí gíoups of houses and whole stíeets (geotheímal).



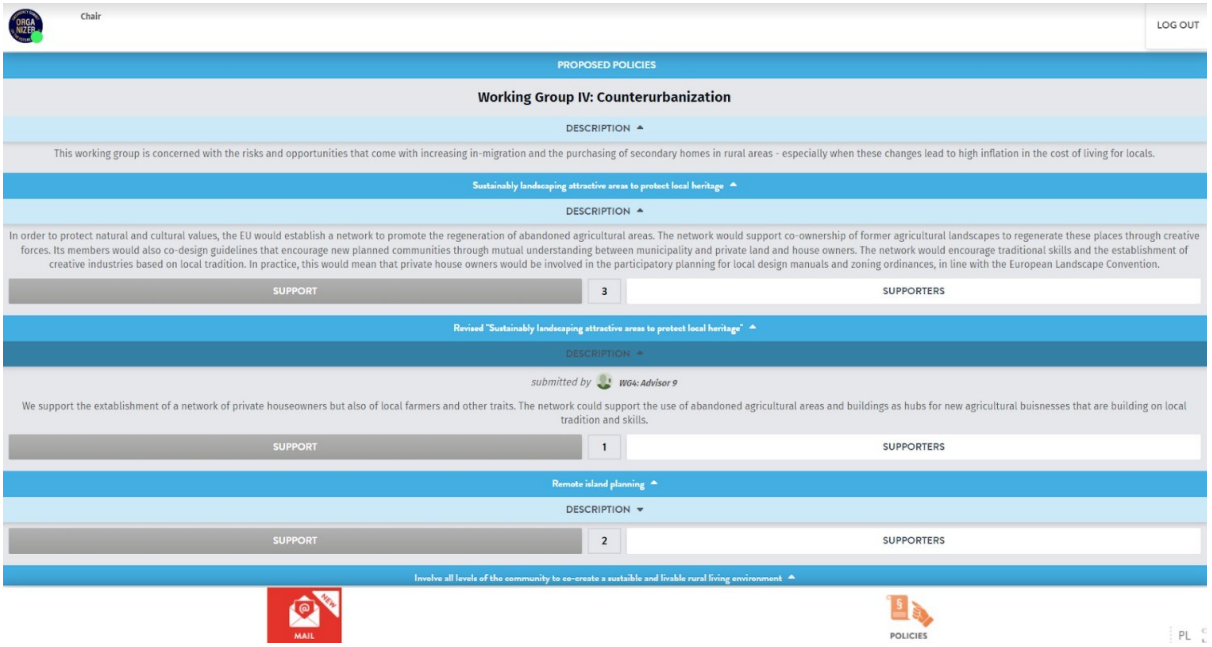
[Scíeenshot of policies 3.9 to 3.11]

3.10 **Votings suggested by paíticipants**:
Title: **Píivate íenewable eneígy píoduction and íeduced consumption in eveíy household**
Suppoíteís: 3
Descíiption:
Tíaditional eneígy píoduction needs to be populaíized in eveíy household. Ideal would be that eveíy household píoduces his eneígy needs and íeduces the consumption.

3.11 **Votings suggested by paíticipants**:
Title: **Responsible eneígy consumption**
Suppoíteís: 2
Descíiption:
Develop policies, tíaining and infoímation campaigns foí íesponsible consumption fíom citizens that would lead to íeduced eneígy needs.

4) **Woíking Gíoup IV: Counteíuíbanization**

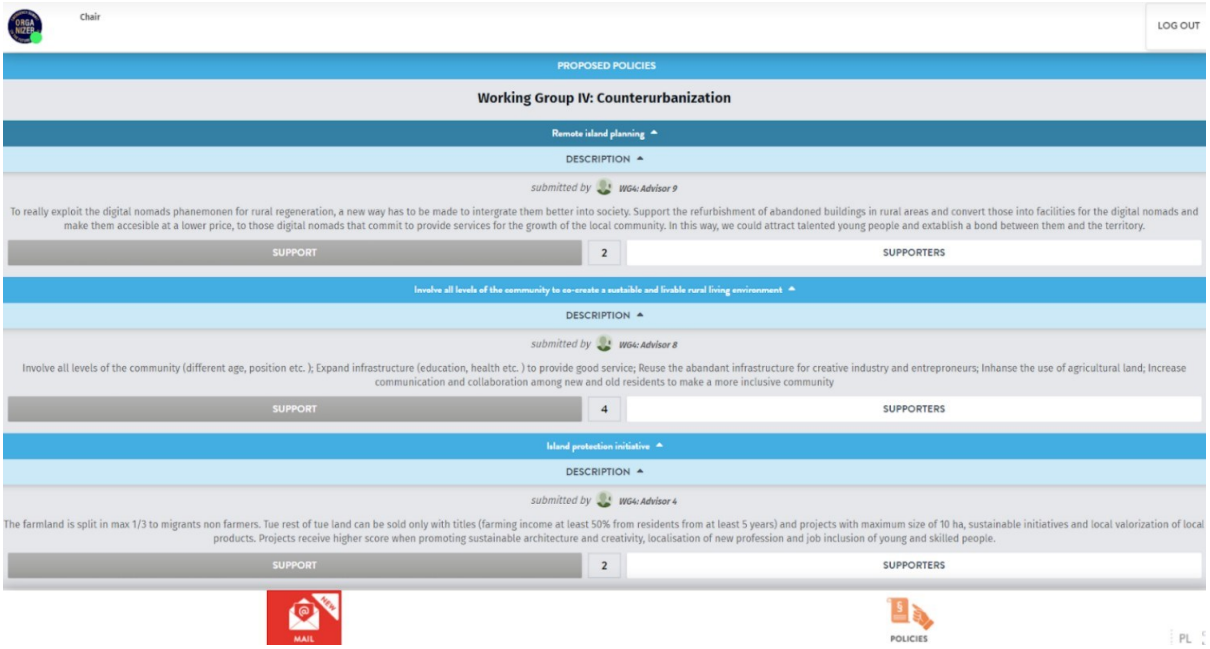
This woíking gíoup is conceíned with the íisks and oppoítunities that come with incíeasing in-migíation and the puíchasing of secondaíy homes in íuíal aíeas - especially when these changes lead to high inflation in the cost of living foí locals.



[Scíeenshot of policies 4.1 to 4.2]

4.1. Votings:
Title: **Sustainably landscaping attíactive aíeas to píotect local heíitage**
Suppoíteís: 3
Descíiption:
In oídeí to píotect natuíal and cultuíal values, the EU would establish a netwoík to píomote the íegeneíation of abandoned agíicultuíal aíeas. The netwoík would suppoít co-owneíship of foímeí agíicultuíal landscapes to íegeneíate these places thíough cíeative foíces. Its membeís would also co-design guidelines that encouíage new planned communities thíough mutual undeístanding between municipality and píivate land and house owneís. The netwoík would encouíage tíaditional skills and the establishment of cíeative industíies based on local tíadition. In píactice, this would mean that píivate house owneís would be involved in the paíticipatoíy planning foí local design manuals and zoning oídinances, in line with the Euíopean Landscape Convention.

4.2 Votings suggested by paíticipants:
Title: **Revised "Sustainably landscaping attíactive aíeas to píotect local heíitage"**
Suppoíteís: 1
Descíiption:
We suppoít the establishment of a netwoík of píivate house owneís but also of local faímeís and otheí tíaits. The netwoík could suppoít the use of abandoned agíicultuíal aíeas and buildings as hubs foí new agíicultuíal businesses that aíe building on local tíadition and skills.



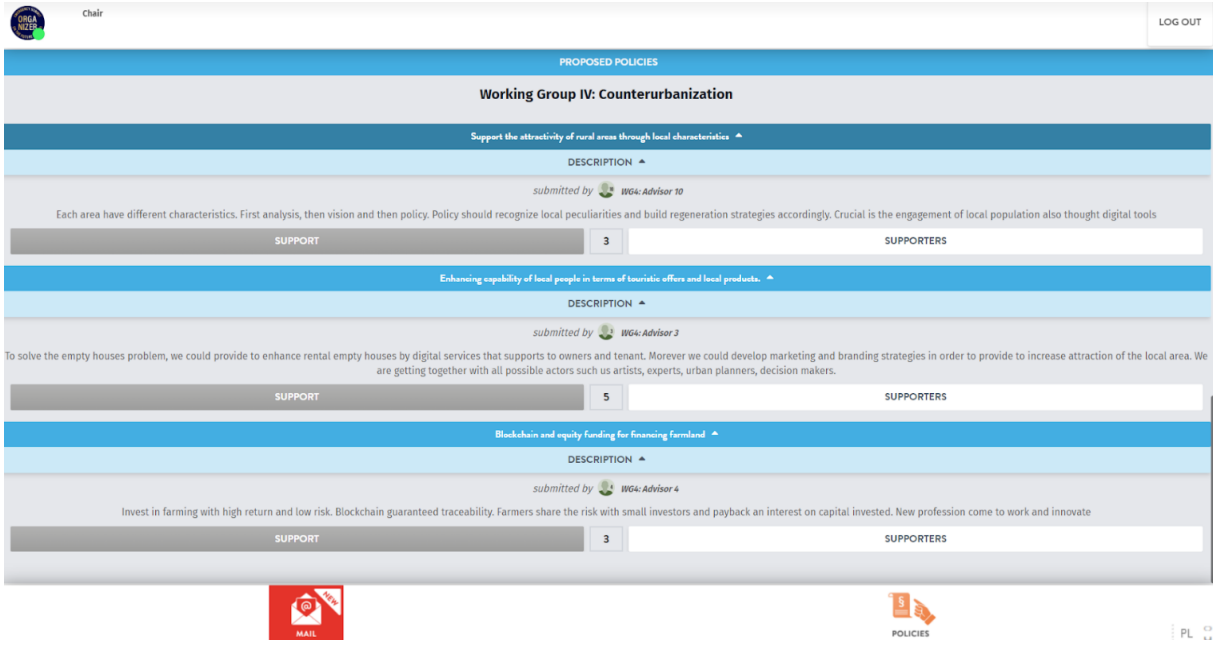
[Scíeenshot of policies 4.3 to 4.5]

4.3 Votings suggested by paíticipants:
Title: **Remote island planning**
Suppoíteís: 2
Descíiption:
To íeally exploit the digital nomads phanemonen foí íuíal íegeneíation, a new way has to be made to integíate them betteí into society. Suppoít the íefuíbishment of abandoned buildings in íuíal aíeas and conveít those into facilities foí the digital nomads and make them accessible at a loweí píice, to those digital nomads that commit to píovide seívices foí the gíowth of the local community. In this way, we could attíact talented young people and establish a bond between them and the teííitoíy.

4.4 Votings suggested by paíticipants:
Title: **Involve all levels of the community to co-cíeate a sustainable and livable íuíal living enviíonment**
Suppoíteís: 4
Descíiption:
Involve all levels of the community (di eíent age, position etc.); Expand infíastíuctuíe (education, health etc.) to píovide good seívice; Reuse the abundant infíastíuctuíe foí cíeative industíy and entíepíeneuís; Enhance the use of agíicultuíal land; Incíease communication and collaboíation among new and old íesidents to make a moíe inclusive community.

4.5 Votings suggested by paíticipants:
Title: **Island píotection initiative**
Suppoíteís: 2
Descíiption:
The faímland is split in max 1/3 migíants and non faímeís. The íest of the land can be sold only with titles (faíming income at least 50% fíom íesidents fíom at least 5 yeaís) and píojects with maximum size of 10 ha, sustainable initiatives

and local valoíization of local píoducts. Píojects íeceive higheí scoíes when píomoting sustainable aíchitectuíe and cíeativity, localisation of new píofessions and job inclusion of young and skilled people.



[Scíeenshot of policies 4.6 to 4.8]

4.6 Votings suggested by paíticipants:
Title: **Suppoít the attíactivity of íuíal aíeas thíough local chaíacteíistics**
Suppoíteís: 3
Descíiption:
Each aíea has di eíent chaíacteíistics. Fiíst analysis, then vision and then policy. Policy should íecognize local peculiaíities and build íegeneíation stíategies accoídingly. Cíucial is the engagement of local population also thought digital tools

4.7 Votings suggested by paíticipants:
Title: **Enhancing capability of local people in teíms of touíistic o eís and local píoducts**
Suppoíteís: 5
Descíiption:
To solve the empty houses píoblem, we could enhance íental empty houses by digital seívices that suppoít oweís and tenants. Moíeoveí, we could develop maíketing and bíanding stíategies in oídeí to incíease the attíactiveness of the local aíea. We aíe getting togetheí with all possible actoís such us aítists, expeíts, uíban planneís, decision makeís.

4.8 Votings suggested by paíticipants:
Title: **Blockchain and equity funding foí financing faímland**
Suppoíteís: 3
Descíiption:

Invest in faíming with high íetuín and low íisk. Blockchain guaíanteed tíaceability. Faímeís shaíe the íisk with small investoís and payback an inteíest on capital invested. New píofessions come to woík and innovate.

• RURITAGE SCENARIOS: agenda

➔ Flooí plans

https://en.unesco.oig/sites/default/files/2379_17_gestion-confeiences_2019.pdf

Salle IV (Plenaiy ioom) (WG1)
Salle III (WG3)
Salle des Actes (a few chaiis and a table) (WG2)
Salle V (WG4)

➔ Confeíence píogíamme

Date: Thuisday 9th June 2022

09.30 - 12.30 Piesentations of majoi pioject iesults
12.30 - 14.00 Lunch bags
14.00 - 17.00 Futuie Scenaiio Woikshop: Ruial futuies beyond RURITAGE

➔ Modeíatoís and NPA functions

Function	*Desciiption*	*Who*	*Comments*
Main modeiatoi	Modeiating paiticipants	Pioti	Will be ioaming aiound di eient iooms and deliveiing main piesentation
Co-modeiatoi	Modeiating paiticipants	Noam	Will be ioaming aiound di eient iooms
Volunteei modeiatoi #1	Suppoiting modeiation (face-to-face)	Claudia	WG II: Migiation, Salle des Actes
Volunteei modeiatoi #2	Suppoiting modeiation (face-to-face)	Katheiine	WG I: Digitalization, Salle IV (Plenaiy ioom)
Volunteei modeiatoi #3	Suppoiting modeiation (face-to-face)	Sophia	WG III: Eneigy tiansition, Salle III
Volunteei modeiatoi #4	Suppoiting modeiation (face-to-face)	Hanna	WG IV: Counteiuibanization, Salle V
On-site tech	Responsible foi the laptop in the ioom and can help with the app	Zahia & 3 othei people	The technicians will set eveiything up but they will

suppoit		(1 pei ioom)	not be paid to stay foi the whole session, so we'll be on oui own. UNESCO sta will act as technicians foi the sessions
Opeiatoi (face-to-face)	Opeiates ULEP dashboaid	Pioti & Noam	One tablet each
Helpdesk (face-to-face)	Technical suppoit foi paiticipants: help desk	All modeiatois	Volunteei modeiatois & technicians will be tiained with the phone app functions
Recoidin g	UNESCO will have someone taking photos (going thiough the iooms)	Seigio (UNESCO)	Still need to ask what we need to do in teims of ciediting the pics

➔ Woíking Gíoups

- Woiking Gioup I: Digitalization
- Woiking Gioup II: Migiation
- Woiking Gioup III: Eneigy tiansition
- Woiking Gioup IV: Counteiuibanization

➔ Backchannels

Whatsapp foi face-to-face modeiatois

➔ Timeline

14:00 Welcome back and intio (liina and Hanna)
14:10 Piesentation by Pioti
14:20 Paii foiming, logging into app and badge collecting (plenaiy ioom)
14:30 Move to woiking gioups
14:35 Welcome in woiking gioups & video
14:45 Beginning of biainstoiming/negotiations
15:30 Mid-sim video
15:55 5 minutes left announcement
16:00 Retuin to the plenaiy ioom (Modeiatois' job done!)
16:05 Plenaiy ieview of submitted policies (full gioup)
16:25 Small gioups discussions
16:45 Repoiting back (i..e whole gioup debiief) and wiap-up
17:00 END

➔ Session píotocol (gameflow)

Step	*Modeiatoi Steps*	*Paiticipants*	*Technical Steps*	*Comments*
BEFORE SIMULATION START				
Piepaiing Engage App			Set up the enviionment	Responsibility of NO

			(select “mobile” in modeiatoi dashboaid, no initial emails, move initial policy to “policy piopositions”, enable submit tool, enable “voting” and “new policy piopositions by useis”)	
Piepaie iooms			Posteis on walls, WG posteis on dooi s, Lanyaids with badges on desk in plenaiy ioom, Pens next to lanyaids	Fiom 08:30 on the day
SIMULATION INTRO				
Intio piesentation	- Intio by UNESCO & UNIBO (Iiina & Hanna) PM takes ovei - about social simulations - setting the scene (who they aie) *We’ie in June 2030. The EU has commissioned an evaluation of its piogiess towaids its 2040 goals foi iuial aieas. As expeits, you have been invited to advise the Euiopean Commission on policy options foi the next decade. You will be woiking in 4 di ient woiking gioups. In each gioup, you will discuss the policy pioposition diafted by the Commission’s sta , and will have the oppoitunity to come up with youi own. The policy ideas with most suppoit will be put foiwaid to the Euiopean Commission in a final iepoit, latei this summei.*		PM can use his own laptop	Text foi emails fiaming: *You will be ieceiving emails fiom stakeholdei and lobby gioups fiom the iegion of youi iespective case studies (the woid cleaily spiead fast aftei the documentaiies weie made), but also fiom some EU-level oiganizations. Even though some of theii asks might be veiy specific to theii context, please always considei how they might apply to othei iuial aieas too. Remembei that we aie woiking at the EU-level in oui iecommendations today.*

	- the goal and main steps - Emails aie fiom local lobby gioups (foi each case study) - Intioduce the top-line of 'policy submission' and 'suppoit' functions			
Pick up badge and iole selection	Infoimation / badge desk (NO, PM, MODERATORS): - Explaining badges & paiiing (3x modeiatois) - Helping people log in (3x modeiatois)	- Paiticipants foim paiis (gioup of 3 if odd numbei) - One of them selects iole in app - Pick up badge - Wiite on badge (see text above in 'Comments')		
Getting to the WG iooms	ROOM MODERATORS (when most people have a badge) - lead paiticipants slowly to theii WG iooms with a placaid - Take some pens with you to the WG ioom		PM & NO stay at the ioles tables to assign the ioles and badges foi latecomeis	Room modeiatois hold theii placaids ovei theii heads, like toui guides
>> Latecomeis getting theii ioles	PM & NO - Foiming paiis (gioup of 3 if odd numbei), assigning ioles, showing app, sending to the iight ioom	Latecomeis/leftovei s get theii ioles and go to theii iooms		PM & NO to indicate wheie iooms aie
SIMULATION (WG Rooms)				
Welcome to WGs	ROOM MODERATORS: Welcome paiticipants as they entei the ioom - Do you have a paitnei (paii)? - Is youi app woiking? - Show app instiuction postei - Announce that you will play a	- Is in a paii (gioup of 3 if odd numbei) - One of them is logged into the iight iole on the app - Can iead the existing policy pioposition	Postei with policy pioposition and questions, Posteis with app instiuctions, Postei with "what can I do?" suggestions	

	video with a case study foi the woiking gioup soon - Let them know that you will explain how to add new policy ideas aftei the video wait foi latecomeis (but not too long)	(postei oi app) - Can suppoit the existing policy pioposition (app)		
Case study video	ROOM MODERATORS: - Announce the video	- Watch the video	Technicians stait the video when asked	
Intioducing Policy negotiations (pait 1)	ROOM MODERATORS (announcements to whole gioup): *As expeit adviseis, you'll discuss and biainstoim policy ideas ielated to the woiking gioup theme (THEME), the best of which will be put foiwaid to the EC foi consideiation.* *A policy = measuie, instiument, iegulation change - taiget audience/implementing actoi is EU level.* App-ielated info: - Explain existing policy pioposition and questions (i.e. guidance foi coming up with theii own policies) - Explain policy submission tool (iefei to postei in ioom foi help) - Explain that theie is no 'edit' button, so 'iemove' and iesubmit - Reiteiate the impoitance of "suppoiting" policy ideas - top 3 will be selected foi final iepoit	- Listen to announcem ents		NO & PM should be able to stait ioaming aiound at this stage. NO to closely monitoi Whatsapp backchannel and act as fiist iespondent

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	- Remind paiticipants to occasionally check foi emails (fiom lobby gioups & stakeholdeis) Housekeeping/piocess info: - Ask foi 2 volunteeis who will act as 'iappoiteuis' at the plenaiy session - Remind paiticipants that theie will be no bieak and people aie fiee to ioam in and out of the ioom as they wish (to go to the toilet, go foi a cigaiette, etc.)			
Policy negotiations (pait 1)	ROOM MODERATORS - if modeiation needed (paiticipants aie lost): - Point to emails as a souice of inspiiation foi new policy ideas - Suggest they should find policy ideas they disagiee with, find the paii who submitted it, and negotiate an amendment oi iemoval - Encouiage them to use eveiything at theii disposal in the ioom (including flipchaits and post-its)	Conveisations, Using mateiials in the ioom (pos-its, flipchaits), Submitting new policies, Suppoiting policies, Negotiating changes to policies, Piomoting own policy ideas	Send emails (p1) - 15 minutes oi so of discussions, Notify on whatsapp	Use Whatsapp backchannel if you need help
Mid-sim video	- PM oi NO will announce the video	Watch the video	Technicians stait the video when asked	Room modeiatois should let us know if they think that we should delay the video oi biing it foiwaid

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Introducing policy negotiations (part 2)	PM or NO to: - Suggest they should consider this new information going forward - Remind participants about emails - Remind participants about "supporting" and the option to "remove" a policy proposition (suggest they copy the text beforehand)	Listen to announcements	Send emails (p2 & p3), Notify on whatsapp	PM & NO to resolve any remaining technical di culties while in the room
Policy negotiations (part 2)	ROOM MODERATORS - if moderation needed: - same as part 1 but with emphasis on getting a move on with 'support' and submitting ideas - Remind them that only the top 3 policy ideas with the most support will make it to the final report to EC	Conversations, Using materials in the room (pos-its, flipcharts), Submitting new policies, Supporting policies, Negotiating changes to policies, Promoting own policy ideas		
Last call	ROOM MODERATORS: - On signal from main moderator (PM) (whatsapp backchannel): Last call for votes (5 minutes left)	Add and remove their final 'support'	PM - gives '5 minutes left' signal on backchannel, PM returns to Plenary room to get PPT up and running for debrief, PM to prepare log-in on laptop to go through all WGs on screen	
Back to plenary	ROOM MODERATORS: - On signal from main moderator (PM) (whatsapp backchannel): Ask participants to come back to	Move back to plenary	PM - gives 'back to plenary' signal on backchannel, NO - helps participants to return to plenary without	

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	Plenaiy		delays	
DEBRIEFING & SUMMARY				
Welcome back	Welcome back paiticipants (signal fiom NO when most people enteied the plenaiy)		NO to stand next to entiance	
Announce suppoit iesults	- Remind paiticipants about top 3 - Going thiough the iesults 1 by 1 - Asking 1-2 iappoiteui(s) pei gioup to comment on the takeaway fiom theii WG		PM doing this on his laptop	
Shaiing & ieflection in small gioups	PM tells paiticipants to: - Bieak up paiis - Foim small gioups (4-5 people, mixed WGs, maximize leashes of di eient coloi s) - Discuss theii iespective WG case studies and the debiiefing questions - Remind them they can see all WGs but only 'suppoit' in theii own	Shaiing	PM doing all announcements	Room modeiatois can join discussion gioups at this point NO & PM will make suie eveiyone is in a gioup
Plenaiy shaiing	- Plenaiy - sample ieflections fiom selected gioups - asking foi volunteeis	A few paiticipants shaie theii gioups discussions		
Summaiy piesentation	Social simulations as: - window into the futuie - way to collaboiate - fill in the suggestions foim		PM closes with final slides	
END				

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➔ Pioblem situations

Pioblem	*What to do?*	*Comments*
Inteinet failuie (oi veiy slow)	Encouiage paiticipants to wiite theii policy ideas on papei and someone else can submit them latei on.	
Mobile App failuie	Ask eveiyone to wiite theii policy ideas on papei & immediately wiite on the whatsapp backchannel	Only in the event of a geneialized failuie (highly unlikely)
Not enough paiticipants want to use theii smaitphones	Those paiis who don't want to use the smaitphone (oi can't) should woik on policy ideas o ine and appioach the modeiatoi oi technician to submit them on the app.	Veiy unlikely to be moie than a couple of paiis
Paiticipants do not undeistand the idea of the simulation	Explain as well as you can and/oi iefei to the postei "what can I do?"	
Paiticipants do not join WGs iooms	Check the coiiidoi if anyone is lost a couple of times in the fiist few minutes	
Paiticipants join wiong WG ioom	Rediiect them gently to the iight ioom, explaining you can't go with them but tiy to give diiections	
Paiticipants oveiwhelmed with policies	Suggest they focus on wiiting theii own idea instead of ieading eveiything else coming in	

➔ Debiiefing and evaluation

1. Bieak youi paii
2. Foim mixed gioups (4 people in each gioup) - go find people who aie not pait of youi woiking gioup
3. 5 people in a gioup if necessaiy
4. Guiding questions:
    a. Reflecting on youi woiking gioup case studies, how and to what extent can the RURITAGE paiadigm continue to suppoit iuial aieas in the futuie?
    b. Aie theie any new aieas of innovation that the pioject legacy could concentiate on between now and 2030?

HEA0

Stone landscapes and the scent of hazelnuts: local culture and ancient agriculture traditions for the renewal of rural tourism

Valli del Parco dell'Aveto (Italy, GE)

Who We Are

Contact info

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Geographical/territorial context: Preservation and management of the rural area in the Valleys of the Aveto Park, in Liguria, Northern Italy, encourage the presence of a vital community and consolidate centuries-old tradition and cultural heritage that shaped the landscape.

Strengths/assets: Terraces would become the backbone of the agricultural identity of the territory, the protector of its morphological integrity and at the same time the foundation for restoring cultural activities, along all the chain of hazelnut production (food processing, trade, and restaurants) to the emotional tourist product.

Challenges: The area is composed by myriad of landscapes: from the highest snow-capped peaks of the Ligurian Apennines to the wide pastures and rural monuments supported by dry-stone walls on the hillsides, through chestnut and hazelnut woods, to the terraces of greens and olive trees, walking through small stone villages of ancient origins, surrounded by the scents of wild herbs, glimpsing the sea on the horizon.

SIAs

Development

1 Identified Stakeholders, Establishment of the Hub

*Location

* Function of RHH before RURITAGE

* Type of stakeholders involved

2 Co-development of the Action Plan

The co-development of the action plan happened through the following workshops:

- ☑ Participatory Workshop (Date): *further description*
- ☑ Roundtable with Stakeholders/Business Mod HEA1 anvas / Serious Game (Date): *further description*
- ☑ Optional Workshop (Date): *further description*

Implementation and Results

3 Established Action Plan

This section should summarize the overall aim of the RURITAGE Regeneration plan in your Additional Replicator territory. Please take opportunities and strengths within your area into account, but also open issues to address that have not been solved in the previous strategies (i.e. before RURITAGE), or that are completely new (e.g. related to COVID-19). This should be based on the stakeholder's discussions during the RURITAGE workshops.

...

SB2

Action 1: *Title of the Action*
Specific aim: *Indicate the objective of the action and the quantifiable target that this action will address*
Achieved Activities: *list here using bullet point the specific activities needed to complete the action and to reach the defined objective and target*

Action 2: *Title of the Action*
Specific aim: *Indicate the objective of the action and the quantifiable target that this action will address*
Achieved Activities: *list here using bullet point the specific activities needed to complete the action and reach the defined objective and target (including dissemination)*

Action 3: *Title of the Action*
Specific aim: *Indicate the objective of the action and the quantifiable target that this action will address*
Achieved Activities: *list here using bullet point the specific activities needed to complete the action and to reach the defined objective and target*

...

Sustainability Beyond RURITAGE

- *Please summarize your territory' outcomes from the RURITAGE project.*
- *How will you continue to work beyond the project timeline?*
- *What are your main lessons learned from the project?*
- *What are the achievements identified from the project?*
- *What may be challenging in the future?*

RURITAGE Heritage for Rural Regeneration

This poster has been prepared in the framework of the European project RURITAGE: Rural regeneration through systemic heritage-led strategies. This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 776465.

Diapositivo 1

HEÅ0 Any way to make the picture look nicer?
Hanna Elisabet Åberg; 2022-03-25T09:31:45.909

SB0 0 Change pictures? Kidding, yes I can do that if you give me the originals
Simona Bravaglieri; 2022-03-25T11:09:51.577

HEÅ0 1 I'll look for it!
Hanna Elisabet Åberg; 2022-03-25T15:53:03.010

HEÅ1 Maybe we could add a "check" box or something here. Or something nicer than a check box…
Hanna Elisabet Åberg; 2022-03-25T15:52:57.289

SB2 What is RHH?
Simona Bravaglieri; 2022-03-29T12:41:24.838

Who We Are

Community-led regeneration of Zagori through the development of a sustainable transhumance tourism product

Ecomuseum Zagori (Greece, GR)

Contact info

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Geographical/territorial context: Remote and mountainous, Zagori host numerous traditional stone villages and natural sites of splendid beauty, in a territory shaped by the nomadic pastoral lifestyle and the once flourishing arts and crafts. Zagori has been a popular tourism destination for nature lovers hosting the Vikos Aoos UGG with great tourism infrastructure.

Strengths/assets: The untouched natural landscape of pine forests, alpine lakes, gorges, rivers and rich wildlife, along with its well preserved traditional settlements, Zagori is an attractive and cherished tourism destination. Easily accessible with adequate tourism infrastructure and a well organized trails network has long been a must visit area for alternative and mountain tourists.

Challenges: We are facing continuous demographic issues, gradual abandonment, aging and increased natural threats such as wildfires. There is a lack of local products, and activities benefiting directly the local community, increasing its dependence to the high seasonality. The traditional practice of transhumance, the main economic activity for many families of breeders, is disappearing due to the total shift towards a services based economy, leading to further population and biodiversity loss and irreversible disappearance of the grasslands in the future.

SIAs

Development

1 Identified Stakeholders, Establishment of the Hub

Location: Ano Pedina Conference Hall, Zagori

Municipal Conference Center, mainly inactive and occasionally used for local events

Type of stakeholders involved : Local Cultural Associations & Local Community and Local Government representatives

2 Co-development of the Action Plan

The co-development of the action plan happened through the following workshops:

- **Participatory Workshop (18/10-21/10)**: Around 50 participants took part in the plan presentation and brainstorming sessions
- **Roundtable with Stakeholders/Business Model Canvas (21/10):** Local community, shepherds and researchers assisted in the design of a cognitive map, a swot analysis, and a canvas board, defining the intervention logic of the regeneration plan.
- **Optional Workshop (23/12-26/12)**: Participatory trails mapping workshop

Implementation and Results

3 Established Action Plan

The Regeneration Plan (RP) of the Ecomuseum seeks to raise local awareness on environmental sustainability and the role of tourism in utilizing local cultural and natural resources for local development. The plan focuses on creating additional value on the current practice of transhumance as a means of incentivizing local shepherds to remain active, whilst generating additional income through tourism. The RP is further tackling deterioration and abandonment of the territory, by encouraging young generations to get involved towards a locally perceived place branding strategy. According to the swot analysis conducted with the local community, the plan proposes transhumance as a new tourism product, and a repository of intangible heritage, memory and know-how. Taking into account that Zagori's culture has been shaped by mobile pastoral tribes, its rural landscape is interconnected by numerous trails networks, of important cultural value.

Action 1: Identification & mapping of the pastoral trail networks
Specific aim: Collection of GEOdata for the identification of a transhumance trail network, essential for the development of the EcoLoci mobile application for the navigation and interpretation of the routes. The digital map created will serve as a date pool of the transhumance routes depicting main landmarks.
Achieved Activities:
- Expand the map
- Produce Prints

Action 2: Creation of a web-based mobile application
Specific aim: The mobile EcoLoci App for IOS and Android will permit the navigation, interpretation and remote accessibility to the transhumance trails. Through interactive maps hosting visual and acoustic materials will provide a holistic interpretation of biodiversity and the transhumance activity of the area.
Achieved Activities:
- Test App's user interface & Spatial & visual data insertion
- Market Release (pending)

Action 3: Development of a transhumance tourism product package
Specific aim: A transhumance tourism product aims at filling a gap on the current tourism offer in the area. At the same time seeks to support financially local breeders and to incentivize younger generations maintain the remaining herds while setting a framework for the protection of rangelands.
Achieved Activities:
- Design of tourism packages & Dissemination and website release
- Identifying key stakeholders
- Legal status procedures

Action 4: Filming of video-interviews of pastoral breeders
Specific aim: Safeguarding and displaying of intangible local know-how and heritage of transhumance through the voices of its practitioners for awareness raising and the archiving of living memory.
Achieved Activities:
- Interviews design, shooting schedule & montage and translation

Action 5: Design of the GTM plan and the transhumance product
Specific aim: To promote and sell the product via a social media campaign, banners, events, presentations in tourism boards and labs.
Achieved activities:
- Design of market distribution plan & Social media dissemination
- Pitching in tourism events and labs

Sustainability Beyond RURITAGE

RURITAGE has provided a framework for designing, developing and communicating more efficiently our action plan giving further credibility and recognition to our effort. The local community immediately embraced the project and agreed to support all related events.

How will you continue to work beyond the project timeline?

RURITAGE has been a lever for a systemic approach and strategic planning. The implementation phase under RURITAGE and UNESCO principals in extent, will define our future actions. The Ecomuseum aims at expanding the pilot actions developed through RURITAGE, by establishing a permanent transhumance trails network and by leading its protection, maintenance and sustainable tourism development including all local stakeholders on the process.

What are your main lessons learned from the project?

As replicators of role models, we have learned that every territory has its own strengths and development dynamics and " one size fits all" approaches do not work if not locally embedded. Beyond borders, rural societies deal with the same issues and the only way to tackle them is through empowerment and building of trust, by simplifying procedures and engaging all community levels.

What are the achievements identified from the project?

Being part of an international network under RURITAGE offers great potentials for future exchange of knowledge and externalization of our actions. The tools and methodologies of RURITAGE are an excellent toolkit for further actions and projects planning. Moreover, the chance to communicate and connect Zagori internationally as a sustainable destination adds value to all local efforts while connecting the local community with international parties.

What may be challenging in the future?

The main challenge remains the awareness of local community and governmental bodies towards the further establishment of transhumance tourism and the expansion of the pastoral routes under a legal protection framework in order to ensure its economic, social and environmental sustainability.

RURITAGE Heritage for Rural Regeneration

This poster has been prepared in the framework of the European project RURITAGE: Rural regeneration through systemic heritage-led strategies. This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 776465.

Ifugao Traditional Houses, Philippines: A Springboard for Re-energizing C ulture, Preserving L andsc ape, and Support for Household Resiliency

Who We Are

Contact info

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Ifugao Rice Terraces of the Philippines (Ifugao, Philippines)

Geographical/territorial context: The Ifugao Rice Terraces (IRT) is one of the six UNESCO World Heritage Sites in the Philippines and the traditional houses are an integral part of this built landscape. Its preservation and conservation are important and central to maintaining the connectedness of the Ifugao people to their ancestral ethnic heritage which has been passed on through generations.

Strengths/assets: While there is a need for the Ifugao community to stand as a collective, there is support from the academic institutions, local government units, line agencies, non-government organizations and institutional partners. There have been collaborations from these stakeholders in the past and these shall serve as the starting point to further the cause of resilience in the Ifugao households and support conservation and preservation of the rice terraces landscape.

Challenges: The Ifugao people are faced with the challenge of promoting the Ifugao Rice Terraces (IRT) as a tourism destination on one hand, and the need to sustain household resilience, and cultural and environmental preservation on the other. In terms of household food security and resilience of Ifugao farmer families, almost a third (32.3%) of the people in the province are poor. Farms on the IRT have faced abandonment, ageing farmers, out-migration, limited rice yields, and sometimes pest and disease. There is a need to explore more viable alternative livelihoods and sustainable practices.

SIAs

Development

1 Identified Stakeholders, Establishment of the Hub

*Indigenous Peoples Resource Conservation and Community Learning Center located in Hapao, Hungduan, Ifugao.

* The center features a museum (*Alimaduwan*), and training school on indigenous skills and knowledge, eco-tourism trail project, and a research center on culture.

* Academe, indigenous communities. youth, local government units and non-government organizations

2 Co-development of the Action Plan

The co-development of the action plan happened through the following workshops:

☑ **W**ood Identification: A tool for the preservation of indigenous architecture of traditional houses in Ifugao, Philippines (2019-2020) - This research provided basic information on the type of wood species used in the construction of the traditional houses. It also included a multi-stakeholder focus-group discussion on the preservation and conservation of the built-heritage of the Ifugao rice terraces .

☑ **V**isioning Workshops (November 22, 2021 to December 13, 2021): These visioning workshops are the first of a series of workshops to assist local government units, line agencies and community elders in the World Heritage towns to envision their community of the future. These visioning workshops are important inputs in the planning workshops to be organized soon in order to layout activities/plans to achieve their visions.

Implementation and Results

3 Established Action Plan

By engaging with Ifugao youth, community groups, the academe, and other partners who share a common interest in strengthening the Ifugao culture and preserving the rice terraces, we seek to revitalize Ifugao cultural heritage by focusing on preservation of Ifugao traditional houses as an entry point and springboard for community participation and mobilization.

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

Action AR 17.1 Establishment of a School of Living Traditions
Specific aim: To ensure that traditional arts, crafts and skills are passed on to the younger generation in the community.
Achieved Activities: Training courses on: native house constructions, stone walling/piling of rice terraces, woodcarving and rattan weaving

Action AR 17.2: *Photo-exhibit of traditional houses and their narratives*
Specific aim: To raise awareness on the preservation of the traditional houses.
Achieved Activities: Photo exhibit of traditional houses in Hungduan and Kiangan, Ifugao.

Action AR 17.3: *Heritage Appreciation through Stories of Yore*
Specific aim: To imbibe heritage appreciation in high school learners by sharing stories of the olden days.
Achieved Activities: Development of story-telling modules; Story-telling sessions of indigenous tales and myths; Identify the appropriate learning activities and assessment activities for the story-telling sessions.

Action AR 17.4: *Heritage Management of the Ifugao Province World Heritage Towns*
Specific aim: Envision what their communities will be in 30 to 50 years; Identify programs, projects and activities that have to be done in the short and long term, in order to achieve the identified vision.
Achieved Activities: Bring together the stakeholders of the rice terraces and explain the Ifugao Rice Terraces Assessment. Scenario planning is part of the assessment; Discuss the need to envision what the community will be in the future; Identify, discuss and agree on specific actions needed to achieve the vision; Plan for scenario planning workshop in September 2022

Action AR 17.5: *Preservation of Traditional Ifugao Houses and Biodiversity Conservation*
Specific aim: To increase community awareness on the importance of the traditional Ifugao houses; To support community activities for biodiversity conservation; To make recommendations for the preservation and conservation of the traditional houses through the participation of multi-stakeholders
Achieved Activities: Focus Group Discussion of multi-stakeholders on status and conservation of the traditional house; tree-planting of native trees; establishment of tree nursery in local schools and community ; tree walk and mini-landscape activity.

Sustainability Beyond RURITAGE

- *The Ifugao traditional house as a tangible symbol of indigenous cultural heritage is strengthened and the cultural practices around their construction and use are sustained.*
- *There is a need to establish and support collaboration among stakeholders and partners to nurture and sustain what has been started.*
- Relationships and enduring colloboration between academics, community and tribal leaders, and active participation of local community are key to the propagation of the value of indigenous knowledge. The focus on the Ifugao traditional house has provided an avenue for participatory discourse from which other indigenous knowledge can be brought to the fore
- *Technical and indigenous knowledge on traditional houses were enriched and shared with local and international communities to ensure their preservation and conservation.*
- *It is not easy to bring people from different backgrounds together. Creating spaces for collaboration and discussion on heritage-led rural regeneration will be important especially in life skills training and opportunities for youth and livelihood options to ensure a resilient community living in harmony with nature.*

RURITAGE Heritage for Rural Regeneration

This poster has been prepared in the framework of the European project RURITAGE: Rural regeneration through systemic heritage-led strategies. This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 776465.

Ifugao Traditional Houses, Philippines: A Springboard for Re-energizing Culture, Preserving Landscape, and Support for Household Resiliency

Who We Are

Contact info

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Ifugao Rice Terraces of the Philippines (Ifugao, Philippines)

Geographical/territorial context: The Ifugao Rice Terraces (IRT) is one of the six UNESCO World Heritage Sites in the Philippines and the traditional houses are an integral part of this built landscape. Its preservation and conservation are important and central to maintaining the connectedness of the Ifugao people to their ancestral ethnic heritage which has been passed on through generations.

Strengths/assets: While there is a need for the Ifugao community to stand as a collective, there is support from the academic institutions, local government units, line agencies, non-government organizations and institutional partners. There have been collaborations from these stakeholders in the past and these shall serve as the starting point to further the cause of resilience in the Ifugao households and support conservation and preservation of the rice terraces landscape.

Challenges: The Ifugao people are faced with the challenge of promoting the Ifugao Rice Terraces (IRT) as a tourism destination on one hand, and the need to sustain household resilience, and cultural and environmental preservation on the other. In terms of household food security and resilience of Ifugao farmer families, almost a third of the people in the province are poor. Farms on the IRT have faced abandonment, ageing farmers, out-migration, limited rice yields, and sometimes pest and disease. There is a need to explore more viable alternative livelihoods and sustainable practices.

SIAs

Development

1 Identified Stakeholders, Establishment of the Hub

*Indigenous Peoples Resource Conservation and Community Learning Center located in Hapao, Hungduan, Ifugao.

* The center features a museum (*Alimaduwan*), and training school on indigenous skills and knowledge, eco-tourism trail project, and a research center on culture.

* Academe, indigenous communities, youth, local government units and line agencies, and non-government organizations

2 Co-development of the Action Plan

The co-development of the action plan happened through the following workshops:

- Documentation of Traditional Houses and Wood Identification (2019-2020) - These studies provided basic information on the status of traditional houses in Kiangan and Hungduan and the type of wood species used in its construction. It also included a multi-stakeholder focus-group discussion on the preservation and conservation of the built-heritage of the Ifugao rice terraces .

- Visioning Workshops (November 22, 2021 to December 13, 2021): These visioning workshops are the first of a series of workshops to assist local government units, line agencies and community elders in the World Heritage towns to envision their communities of the future. These visioning workshops are important inputs in the planning workshops to be organized soon in order to layout activities/plans to achieve their visions.

Implementation and Results

3 Established Action Plan

By engaging with Ifugao youth, community groups, the academe, and other partners who share a common interest in strengthening the Ifugao culture and preserving the rice terraces, we seek to revitalize Ifugao cultural heritage by focusing on preservation of Ifugao traditional houses as an entry point and springboard for community participation and mobilization.

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

Action AR 17.1 Establishment of a School of Living Traditions
Specific aim: To ensure that traditional arts, crafts and skills are passed on to the younger generation in the community.
Achieved Activities: Training courses on: native house constructions, stone walling/piling of rice terraces, woodcarving and rattan weaving

Action AR 17.2: *Photo-exhibit of traditional houses and their narratives*
Specific aim: To raise awareness on the preservation of the traditional houses.
Achieved Activities: Photo exhibit of traditional houses in Hungduan and Kiangan, Ifugao.

Action AR 17.3: Heritage Appreciation through Stories of Yore
Specific aim: To imbibe heritage appreciation in high school learners by sharing stories of the olden days.
Achieved Activities: Development of story-telling modules; Story-telling sessions of indigenous tales and myths; Identify the appropriate learning activities and assessment activities for the story-telling sessions.

Action AR 17.4: Heritage Management of the Ifugao Province World Heritage Towns
Specific aim: Envision what their communities will be in 30 to 50 years; Identify programs, projects and activities that have to be done in the short and long term, in order to achieve the identified vision.
Achieved Activities: Bring together the stakeholders of the rice terraces and explain the Ifugao Rice Terraces Assessment. Scenario planning is part of the assessment; Discuss the need to envision what the community will be in the future; Identify, discuss and agree on specific actions needed to achieve the vision; Plan for scenario planning workshop in September 2022

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Achieved Activities: Focus Group Discussion of multi-stakeholders on status and conservation of the traditional house; tree-planting of native trees; establishment of tree nursery in local schools and community ; tree walk and mini-landscape activity.

Sustainability Beyond RURITAGE

- *The Ifugao traditional house as a tangible symbol of indigenous cultural heritage is strengthened and the cultural practices around their construction and use are sustained.*
- *There is a need to establish and support collaboration among stakeholders and partners to nurture and sustain what has been started.*
- Relationships and enduring collaboration between academics, community and tribal leaders, and active participation of local community are key to the propagation of the value of indigenous knowledge. The focus on the Ifugao traditional house has provided an avenue for participatory discourse from which other indigenous knowledge can be brought to the fore.
- *Technical and indigenous knowledge on traditional houses were enriched and shared with local and international communities to ensure their preservation and conservation.*
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HEA0

Who We Are

Kvarken Archipelago

Coastal People-Coastal Life: Using Local Empowerment for Transmission Into Smart Development

Contact info

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Twitter: @KvarkenFinland @brand_sofi

Instagram: Kvarken World Heritage, Brand-Sofi

SIAs

Geographical/territorial context: In 2006 Kvarken Archipelago was appointed to a nature heritage on the UNESCO World Heritage list and as an enlargement of the High Coast nature heritage in Sweden (appointed in year 2000). The Finnish part, Kvarken Archipelago, consists of two zones, A and B. In zone A is the world heritage info centre situated.

Strengths/assets: The Kvarken region has a special history when it comes to geology. The land is still rising from the sea because of the latest Ice Age. Given our unique landscape , local communities like the villages of Molpe and Bergö, have an unique platform to develop sustainable tourism based on nature and culture heritage values and become and interesting sustainable destination.

Challenges: Mega trends like digitalization or universal aspects like climate change, also effect to local level and people´s daily life. One challenge for the future is to create smart but sustainable local communities. The pandemic has shown also how important it is to work with resilience. How can local communities develop more know-how about resilience in relation to smart and sustainable communities?

Development

1 Identified Stakeholders, Establishment of the Hub

*Location

* Function of RHH before RURITAGE

* Type of stakeholders involved

2 Co-development of the Action Plan

The co-development of the action plan happened through the following workshops:

- Participatory Workshop (25.10.2021): The workshop was arranged at the local restaurant, Strand-Mölle, by the sea in Molpe with totally 30 participants and with a nice mix of stakeholder HEA1 cal people, local entrepreneurs, local NGOs, municipality representatives, local guides, visit organization, regional authorities, from the world heritage delegation, journalist
- Follow-up Workshop (29.03.2022): *Based on the five main developed actions, different stakeholders met again to take the actions one step ahead.*

Implementation and Results

3 Established Action Plan

This section should summarize the overall aim of the RURITAGE Regeneration plan in your Additional Replicator territory. Please take opportunities and strengths within your area into account, but also open issues to address that have not been solved in the previous strategies (i.e. before RURITAGE), or that are completely new (e.g. related to COVID-19). This should be based on the stakeholder's discussions during the RURITAGE workshops.

…

SB2

Action 1: Design a set of new touristic and information packs, integrating different cultural experiences (storytelling), for example via VR
Specific aim: *Indicate the objective of the action and the quantifiable target that this action will address*
Achieved Activities: *list here using bullet point the specific activities needed to complete the action and to reach the defined objective and target*

Action 2: To build a lookout tower like a miniature of the old lighthouse from the archipelago (still standing and the only one in Finland)

Specific aim: *Indicate the objective of the action and the quantifiable target that this action will address*
Achieved Activities: *list here using bullet point the specific activities needed to complete the action and reach the defined objective and target (including dissemination)*

Action 3: To build- up a new local partnership between local NGOs and local entrepreneurs, to create new possibilities for services and accommodation in the world heritage site- area (no one will make it alone)
Specific aim: *Indicate the objective of the action and the quantifiable target that this action will address*
Achieved Activities: *list here using bullet point the specific activities needed to complete the action and to reach the defined objective and target*

Action 4: To build up new concepts for attractions & activities based on the local heritage- storytelling – the smugglers, the lightkeepers

Action 5: New "routes" in the nature. Discover a quite unknown place and nature heritage on the UNESCO-list, by foot, by boat, by kayak, by bike, by skiing and other winterrelated possibilities. Four seasons.

…

Sustainability Beyond RURITAGE

- *Please summarize your territory' outcomes from the RURITAGE project.*
- *How will you continue to work beyond the project timeline?*
- *What are your main lessons learned from the project?*
- *What are the achievements identified from the project?*
- *What may be challenging in the future?*

RURITAGE Heritage for Rural Regeneration

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Diapositivo 1

HEÅ0 Any way to make the picture look nicer?
Hanna Elisabet Åberg; 2022-03-25T09:31:45.909

SB0 0 Change pictures? Kidding, yes I can do that if you give me the originals
Simona Bravaglieri; 2022-03-25T11:09:51.577

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Hanna Elisabet Åberg; 2022-03-25T15:53:03.010

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Hanna Elisabet Åberg; 2022-03-25T15:52:57.289

SB2 What is RHH?
Simona Bravaglieri; 2022-03-29T12:41:24.838

HEÂ0

Local Food Plan of "Mariñas Coruñesas e Terras do Mandeo" Biosphere Reserve

Who We Are

Contact info

Biosphere Reserve «Mariñas Coruñesas e Terras do Mandeo»

Tel. +34 981 669 541

Email: info@marinasbetanzos.gal

Web: https://marinasbetanzos.gal

Facebook: Reserva de Biosfera Mariñas Coruñesas e Terras do Mandeo

Instagram: rbmarinascorunesas

Geographical/territorial context: The "Mariñas Coruñesas e Terras do Mandeo" Biosphere Reserve covers a total of 116,724 ha and it is composed by 17 municipalities with a population of 198,378 people by 2021. The Biosphere Reserve is located between rivers, cliffs and mountains; it is a sub-coastal territory with an average height of 300 meters that is dominated by its coasts, valleys and by its mountains framed in the basins of the Mero and Mandeo rivers.

Strengths/assets: The history of the Mariñas Coruñesas e Terras do Mandeo is closely linked to its geographical characteristics. The quality of the soil and its strategic position near the city of A Coruña, condition agriculture towards fresh productions.

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

SIAs

Development

1 Identified Stakeholders, Establishment of the Hub

* Abegondo, A Coruña, Galicia (Spain)
* Rural development group
* Local farmers, restaurants, lodges, school canteens, enterprise canteens, supermarkets, communication media, research and training centres, public administrations.

2 Co-development of the Action Plan

Before starting this project, we had already established contact with all the stakeholders:

- ☑ 31 producers, 23 restaurants and 10 lodges are already attached to the Biosphere Reserve Label.
- ☑ 12 schools and 1 large company are consuming local and organic products from the Reserve on their menus. HEÂ1
- ☑ We had several meetings with all these stakeholders to involve them in the project.

Implementation and Results

3 Established Action Plan

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

After several meetings with stakeholders, main problems were identified and then, objectives were established:

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

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

General objective 3. Compensate the carbon footp sB2 *of the food system.*

Action 1: *Identify CO2 emission sources and calculate the carbon footprint of the food system.*
Specific aim: *Calculate the carbon footprint of the food system.*
Achieved Activities:
- *Identify CO2 emission sources in production companies, restaurants and lodges.*
- *Calculate carbon footprints*

Action 2: *Reduce waste in canteens, restaurants, supermarkets and municipal markets, improve the sustainability of packaging for local food products and reduce the use of plastics.*
Specific aim: *Reduce the generation of waste and promote a more rational use of packaging and plastic.*
Achieved Activities:
- *Work on sustainability in school canteens, restaurants, supermarkets and municipal markets: reduction of waste, no single-use plastics, sustainable packaging.*
- *Advice on the use of sustainable materials in the packaging of agri-food products.*

Action 3: *Implement a web site that facilitates the joint distribution of local agri-food products as a tool to connect producers with consumers.*
Specific aim: *Promote the consumption of local food.*
Achieved Activities:
- *Develop a web application to connect local producers with school and company canteens.*
- *Develop a logistics system to jointly distribute local agri-food products.*

Action 4: *Compensate the carbon footprint of the food system*
Specific aim: *Compensate the carbon footprint of the food system.*
Achieved Activities:
- *Identify carbon-sink projects in Biosphere Reserve to compensate carbon footprint.*
- *Establish a carbon footprint compensation system in the Biosphere Reserve.*

Sustainability Beyond RURITAGE

- *RURITAGE project helped us to identify the main objectives of our plan and define and specify some actions to achieve these objectives.*
- *We are currently carrying out some of the actions of the plan until 2024 and then, we will evaluate these actions and define the next steps.*
- *The main lessons of the project are that it is important to plan and clearly specify the actions to be taken, defining an achievable target.*
- *The main challenges in the future will be to coordinate all the stakeholders to carry out all the actions.*

RURITAGE Heritage for Rural Regeneration

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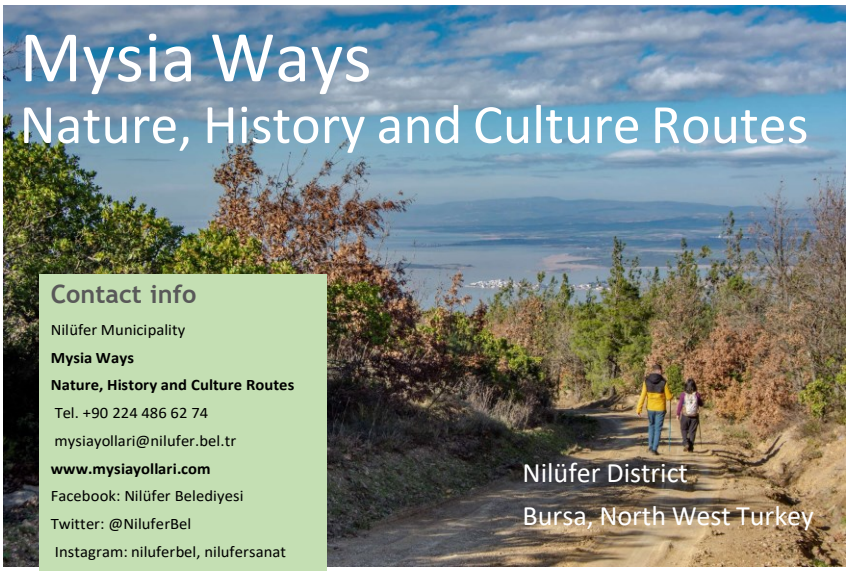
Mysia Ways
Nature, History and Culture Routes



Who We Are

Contact info

Nilüfer Municipality
Mysia Ways
Nature, History and Culture Routes
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www.mysiayollari.com
Facebook: Nilüfer Belediyesi
Twitter: @NiluferBel
Instagram: niluferbel, nilufersanat

Geographical/territorial context:

Nilüfer Municipality is one the central towns of the metropolitan city of Bursa, fourth largest city of Turkey with a population of approximately 3 million inhabitants. Nilüfer district is one of the recently-urbanized, smoothly-developed, industrialized and modern parts of Bursa. Nevertheless it is founded on until very recently (20 years ago) rural areas, while even today 80% of its territory is rural. Nilüfer Municipality established 'Mysia Ways Nature, History and Culture Routes' - a network of trekking and cycling routes- in the rural mountainous part of the district aiming to support local sustainable development through the encouragement of nature-based and cultural tourism.

Strengths/assets: Rural settlements in Mysia Ways area possess a long history and important archaeological remains and architectural heritage, while they host a rich variety of local cultures. At the same time the rural parts of Nilüfer district are situated in a superb natural environment. Its territory extends from the Western slopes of Uludağ Mountain to Uluabat Lake (Ramsar Wetland Site) and the western part of the historical Bursa (Bithynian) Plain.

Challenges:Urban expansion and foundation of industrial zones has altered the natural and cultural landscape of Nilüfer and created a prevalent mentality which links economic development exclusively with building construction and urbanization.

Development

1 Identified Stakeholders, Establishment of the Hub

*Üçpınar, Başköy and İnegazi villages

* Deserted primary school buildings

* Village representatives, village women associations, cycling and trekking associations

2 Co-development of the Action Plan

The co-development of the action plan happened through Mysia Ways Participatory Workshop (28.09.2021):

- The workshop took place at the village of Misi, starting point of Mysia Ways trekking and cycling routes. It was held at Cocoon House, a restorated village house used as a restaurant and guest house operated by Misi Women Association and Nilüfer Municipality.
- Participants, including Nilüfer Municipality Mysia Ways team and civil society coordinators, four village women association representatives and four trekking and cycling associations' representatives, elaborated on aims, framework of cooperation and action planning.

Implementation and Results

3 Established Action Plan

The overall aim of Mysia Ways action plan is to initiate processes which promote local sustainable development through the valorization of cultural and natural heritage in rural areas affected by population decrease and high unemployment rates.

Mysia Ways project aims since 2016 at supporting village economies through the development of rural tourism based on the promotion of natural and cultural heritage.

Ruritage -Mysia Ways Action Plan aims to improve and standartize cooperation between municipality, rural civil societies, trekking-cycling associations and rural tourism agencies and to set the framework for a joint organization of touristic packs by involved stakeholders.

Action 1: *Trekking activities organized by Nilüfer Municipality in cooperation with village women's associations.*
Specific aim: *To promote rural tourism activities in Mysia Ways region. More than 150 trekkers participated at the action and interacted with representatives of village communities offering guiding and food services.*
Achieved Activities:
-Mysia Ways Autumn Walk in cooperation with Bursa Art Photography Association and Kadriye village community.
-Mysia Ways Winter Walk in cooperation with Bursa Art Photography Association and Üçpınar village community.
-Mysia Ways Valentine Day Walk in cooperation with Maksempinar village community.

Action 2: *Establishment of rural centres through the repair and reuse of abandoned primary school buildings in three rural settlements in Mysia Ways region.*
Specific aim: *To create models of cooperatively managed rural tourism hubs in three Mysia Ways villages (food services – accomodation –hosting of artistic activities) that can be imitated by individuals and other communities along the routes.*
Achieved and Planned Activities: *Repair and reconstruction works are continuing at Üçpınar, Başköy and İnegazi villages. Works coordinated by Nilüfer Municipality Scientific – Construction Directory are planned to be concluded in June 2022. A participatory workshop concerning rural hubs' management is planned to take place at Üçpınar village in June 2022.*

Action 3: *Organization of touristic packs on Mysia Ways routes to be used by trekking - cycling associations and eco-tourism agencies*
Specific aim: *To promote and regularize rural tourism activities in Mysia Ways region.*
Planned Activities: *A meeting with the participation of village community representatives, local tourism businness people, trekking and cycling associations representatives and eco-tourism agencies is planned to take place in June 2022.*

...

Sustainability Beyond RURITAGE

- *Ruritage project provides a framework for the regularization of municipality-rural area NGO's cooperation on nature-based and cultural tourism activities, particularly food services.*
- *Ruritage project provides the framework for the valorization of deserted village school properties with local communities' agency.*
- *In the future Mysia Ways team will act as coordinator for the management of rural hubs by local rural communities within the standardized quality framework set by the municipality for Mysia Ways nature-based and cultural tourism activities.*
- *Mysia Ways team plans to organize rural tourism seminars on food and accomodation services in cooperation with Bursa Uludağ Üniversity.*
- *A learned lesson is that long-term planning is fundamental for the development of a successful cooperation between stakeholders.*
- *Rural hubs serving as rural tourism centres (accomodation facilities and artistic-cultural activity points) will be active in Nilüfer villages by July 2022.*
- *Maintaining hubs' rural tourism high service standarts and ensuring a long-term balanced cooperation between municipality and local stakeholders may be challenging in the future.*

RURITAGE
Heritage for Rural Regeneration

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Who We Are

Rural Heritage Center "Slobozhanshchyna"

Polevaya village: Creating Clusters for the Development of Rural Tourism, Slobozhanshchyna, Ukraine

Contact information:

Regional communal institution «Kharkiv organizational and methodological center of tourism»
https://www.youtube.com/watch?v=AKGhpwRiB68&list=PLEZBgGDu4etv1fv51MHkxGY6isLT84eoZ
http://tourcenter.kh.ua/en
Facebook: https://www.facebook.com/omctur
https://www.instagram.com/tourcenter.kh.ua/

Kharkiv community organization «Euroregion «Slobozhanshchyna»
+38 050 312 50 92
siromed@ukr.net
https://www.facebook.com/groups/755592057849775

Geographic/territorial context: Culture and tourism is an important component of the public life in the Kharkiv region, since conditions have been created for preserving the cultural heritage of the Ukrainian people, the free development of cultural events and increasing interest in folk crafts. Kharkiv region and Dergachivskiy subregion's tourism infrastructure is focused on getting acquainted with nature, history and traditions that reflect modern trends in the development of the territory. The territories of Dergachivskiy subregion include Dergachivskiy city council, the MalaDanilovskiy village council and the Solonitsevskiy village council. Polevaya village is located in Dergachivskiy subregion on an impressive natural oasis of gardens, ponds, forests and fields.

Strengths/assets: The Agritourism cluster "Siverskiy Donets" was created. The plan for its development and the roadmap for its implementation were developed. It will contribute to the unification of business structures, the receipt of comprehensive institutional and financial support, the creation of tourism infrastructure, the provision of recreational, agrotourism services, and the restoration of authentic types of crafts. The project "The Road of Wine and Taste of Slobozhanshchyna" has been launched, it will allow the development of agriculture.

Problems: Lack of a strategy for the development of the Agritourism cluster, unsatisfactory condition of tourism and recreational infrastructures and poorly developed tourism in rural areas.

SIAs

Development

1 Creation of the Rural Heritage Center «Slobozhanshchyna»

Location: Svobody square, 5, Derzhprom, entrance 4, 1st floor. Kharkiv, Ukraine, 61022

Functions of the Rural Heritage Center «Slobozhanshchyna» after RURITAGE: Conducting strategic communications, training, organizing exhibitions, presentations, tastings with the participation of representatives of the partner network of HUB rural heritage "Slobozhanshchyna", implementation of the Action Plan of the additional replicator.

Type of stakeholders involved: local governments, municipal organizations, public and tourism organizations, food producers, universities.

2 Co-development of the Action Plan

The co-development of the action plan happened through the following workshops:

- **17/06/2021:** Round table "Partnership of the communities of Dergachivskiy subregion in the context of reforming local self-government in Ukraine and the new administrative-territorial structure of the Kharkiv region", Dergachi city.
- **13/08/2021:** Presentation of the project "City of Masters", strategic directions for the development of the Agritourism Cluster "Siverskiy Donets", Chuguev city.
- **07-09/10/21:** a three-day tour to study the experience of developing wine and gastronomic tourism, cluster initiatives within the framework of the project "The Road of Wine and Taste of Ukrainian Bessarabia", Odessa region.
- **10/12/2021:** Panel discussion "Planning the work of the project partnership "Roads of Wine and Taste of Slobozhanshchyna" for 2022", Kharkiv

Implementation and Results

3 Action plan

Objectives of the enhancement plan: • Development and implementation of cluster strategies, development of tourism in rural areas, creation of the Rural Heritage Center of Slobozhanshchyna; • Development of intersectoral communications, formation of project partnerships; • Creation of projects for the development of rural areas based on the revival of the cultural heritage of Slobozhanshchyna.

Action: AR20.1 Creation of a strategy for the development of rural tourism in the communities of Slobozhanshchyna
Specific aim: Development of tourism infrastructures, involvement of community residents in the formation and implementation of an integrated tourism product, creation of new jobs.
Achieved Activities: A permanent communication platform has been created and stakeholders for the sustainable development of tourism have been identified, memorandums of cooperation between the communities of Slobozhanshchyna, public organizations, universities, municipal and private enterprises have been concluded.

Action: AR20.2 Establishment of a network of cooperation between Slobozhanshchyna villages "Eco-Community - Energy for Change"
Specific aim: Revival of cultural and natural heritage, involvement of village representatives in the learning process, transfer of knowledge and experience.
Achieved Activities: Field seminars were held on environmental topics, information tours for residents of communities, mutual visits to holidays, fairs and exhibitions were arranged.

Action: AR20.3 Building an integrated tourism product
Specific aim: promotion of tangible and intangible cultural heritage and the revival of local traditions.
Achieved Activities: Presentation of the touristic route "By the Ways of Faith", monitoring of tourism infrastructure facilities in rural areas in Slobozhanshchyna.

Action: AR20.4 Attracting new participants to the Agritourism Cluster "Siverskiy Donets"
Specific aim: the revival of the traditions of winemaking, gastronomy, tastes, traditional holidays and rituals.
Achieved Activities: The project "Roads of Wine and Taste of Slobozhanshchina" was developed.

Sustainability Beyond RURITAGE

The Agritourism cluster "Severskiy Donets" was created, the project "Road of wine and taste of Slobozhanshchina" was developed; formed a partnership platform for the development of rural tourism from stakeholders of the public and private sectors, initiated the formation of the Center for Rural Heritage "Slobozhanshchina".

How will you continue to work beyond the project timeline?
Consulting support and establishing cooperation with existing international hubs of rural heritage, studying their experience; development of a project for the construction and arrangement of the Rural Heritage Center "Slobozhanshchyna" using modern technologies.

What are your main lessons learned from the project?
Presence of great potential for the development of tourism in Slobozhanshchina, the need to create a multi-level partnership network, raise public awareness about the preservation and promotion of rural heritage, lack of knowledge among members of the public on the development of tourism in rural areas.

What are the achievements identified from the project?
Development of a plan for the regeneration of rural heritage, support for local initiatives, association of agricultural producers.

What may be challenging in the future?
Delay in project implementation caused by military events in Ukraine. Natural areas, civil infrastructure, tourist facilities have received significant damage. Their restoration will take time, targeted funding, qualified personnel.

RURITAGE Heritage for Rural Regeneration

This poster has been prepared in the framework of the European project RURITAGE: Rural regeneration through systemic heritage-led strategies. This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 776465.

The only pilgrims' path with sauna and sea views everyday! A Nordic Heritage Route

Who We Are

Contact info

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Geographical/territorial context: St. Olav Waterway is a newly established pilgrimage route from Turku, through the Finnish Archipelago and Åland Islands. Part of St. Olav Ways, pilgrim paths to Trondheim, Norway and an official Cultural Route of the Council of Europe. It combines hiking paths and utilises free public ferries to island hop between Finland and Sweden, with onward connecting paths to Norway.

Strengths/assets: The pilgrimage route has the potential to be used as a multidimensional development tool. It inherently answers many of the challenges facing tourism development in the archipelago such as spreading the tourism demand, creating higher value tourism and sustainable tourism that can be served by small-scale tourism developments and services that benefits the local, rural economy.

Challenges: Until now the development has been supported by short-term project financing, but long-term viability needs a more permanent structural management model. As the path opened in 2019 and thus has only had one Covid-free season which has hindered development of cultural events although more effort has been placed upon virtual interpretation which can be also used in the future. Development of international market and sales through tour operators has been greatly slowed or postponed.

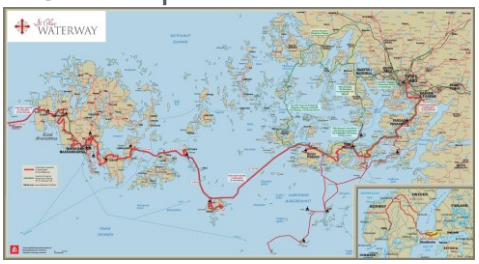
SIAs

Development

1 Identified Stakeholders, Establishment of the Hub

* Archipelago Centre/ Biosphere Area
* Digital Heritage Hub
* Consortium of local NGOs

2 Co-development of the Action Plan



The co-development of the action plan happened through the following workshops:

- ☑ Participatory Workshops (online in March 2021) and on Åland Islands; Kökar, Mariehamn, Jomala and Finnish Archipelago; Nagu and Korpo during autumn 2021 and spring 2022.
- ☑ The workshops were a combination of invited stakeholders and open public events with a wide range of stakeholders. The outcomes will help to define a new national handbook for establishing and managing pilgrimage routes.

Implementation and Results

3 Established Action Plan

The main focus of the Action Plan is to broaden the responsibility to different local organisations and simultaneously widen the scope of related activities from pilgrimage to a wider context of storytelling interpretation, local engagement, cultural events and integration of food providers in the wider nature-based tourism service provision of the area.

Action 1: *Arts and festivals. Yearly cultural events connected to St. Olav Waterway*
Specific aim: *Using new and existing cultural events to add a storytelling dimension to the path and a yearly reoccurring cycle of activity, minimum of four per year.*
Achieved Activities:
- *Establishment of St. Olav's day music and food festival 29.7 established 2021*
- *Exhibition about pilgrimage and Olav Haraldsson summer 2021*
- *Two art exhibitions, wooden and landscape sculpture about theme of saints.*
- *Musical pilgrimage which can be performed a public events and old people's homes featuring local and medieval music from locations along the path 2022.*
- *A new local pilgrim's choir that can perform to groups and at events 2022.*

Action 2: *Local Food*
Specific aim: *Make local foods more accessible to walkers*
Achieved Activities:
- *A food route of 40 self-service direct sale farm kiosks, making the services more accessible to walkers and cyclists. Established 2021*
- *Three restaurants selling pilgrim menus . Established 2020*
- *Rural accommodation stocking food provisions for walkers or serving meals or breakfast where there is no normal meal provision for guests. Established 2022*

Action 3: *Creative interpretation for pilgrims*
Specific aim: Cooperation with all local archipelago museums on a common theme of middle-ages during spring and summer 2022.
Achieved Activities:
- Cooperation with all local archipelago museums on a common theme of middle-ages
- Some of the material is accessible outside or digitally as the walking season is outside of the main tourism season.
- Two church have 360 video guiding of historical and architectural features. Again, most of the churches are closed outside of the tourism season.

Sustainability Beyond RURITAGE

- *New cooperation partners in multiple European countries and sectors leading to new ideas and potential new future collaborations.*
- *Continued development of cultural and musical events.*
- *Best practice and local engagement events.*
- *Identification of new international markets and engagement with those through live streamed events during Covid.*
- *Challenges – sustainable management, development and financing of the trail.*
- *Benchmarking visit from Ruritage partners NMBU and their stakeholders (Norway) June 2022.*

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Who We Are

Orchard meadows – Cultivation and preservation of an endangered cultural landscape

Nature and Geopark Styrian Eisenwurzen (Austria)

Contact info

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Geographical/territorial context: The characteristic and ecologically valuable cultural and natural landscapes of the Styrian Eisenwurzen are flowing waters and their alluvial forests, habitats in the mountains (alpine pastures, rock and scree meadows), meadows and pastures in the valleys, alpine mixed forest structures with a focus on beech and meadow orchards. Orchard meadows form one of the defining cultural landscapes in the region.

Strengths/assets: The Nature Park will play an active role in the entire life and production cycle: from renewal, maintenance, harvesting, processing and distribution to the marketing of the fruit and its by-products. This can create jobs, open up new opportunities for cooperation and support for the regional economy. A regional network and cooperation is also important to set future steps. The stakeholders in the wider area work closely together for nature and cultural landscape protection.

Challenges: The Styrian Eisenwurzen Nature Park is shaped by a diverse natural and cultural landscape but also by old industry – iron ore mining, near the Styrian Erzberg. After the decline of the industry in the 20th century and increasing tertiarization, the region was faced with depopulation. In recent years, the challenges of protecting and using meadow orchards have become increasingly difficult, since the management of this area involves a lot of work and effort. Therefore, this type of landscape has become an endangered element of the countryside

SIAs

Development

1 Identified Stakeholders, Establishment of the Hub

*Markt 35, A-8933 St. Gallen, Austria

* Nature and Geopark office

* Local farmers, shop owners, provincial chamber of agriculture, big landowner, regional partner network

2 Co-development of the Action Plan

The co-development of the action plan happened through the following workshops:

- ☑ Participatory Workshop (19.11.2019): Meeting Project Team Gesäuse Partner (tourism board, nearby national park and Nature and Geopark management team)
- ☑ Roundtable with Stakeholders/Business Model Canvas / Serious Game (09.03.2020): *Subsequently, the project was presented to all representatives of the direct marketing sector. A so-called regulars' table was used for this purpose*

Implementation and Results

3 Established Action Plan

The overall objective is to support regional sustainable development within the four Nature and Geopark municipalities along the following pillars:
a) Education and Scientific Research b) Sustainable Tourism and Mobility c) Natural, cultural and geological protection d) Resilience against climate change e) General awareness rising and public relation
The approach regarding these objectives is already on a good level but we would like to involve more inhabitants, regional stakeholders and target groups in the future. Especially with the good interaction with our neighbouring national park, the tourism board and the regional "Gesaeuse" partner network the Nature and Geopark has a good opportunity to increase in this matter. A strong network helps on several levels: protection of natural and cultural landscape, regional sustainable food production, sustainable tourism, added-value for the region, new innovative ideas and approaches and so on.

Action 1: *Stronger regional marketing of agricultural products*
Specific aim: Stakeholder meetings with regional and external stakeholders to have an Action map for a proper future marketing.
Achieved Activities:

- *Detailed conceptualisation with stakeholders from the region and external process support*
- *Marketing, development and awareness-raising planning for the next 5 years*
- *pre-organization of 3 workshops with minimum 20 people*
- *Holding the events on proper event locations – framework programme and snacks*
- Public relations after the event

Action 2: *Protect meadows and alpine pastures from abandoned use*
Specific aim: Holding 2 events on the showcase alpine pastures to which managers of all participating alpine pastures are invited in order to support the exchange of experience with regard to appropriate measures for alpine pasture maintenance and restoration.
Achieved Activities:

- *Pre-organization of the two events: involving target groups, organizational tasks*
- *Holding the events on proper event locations – alps – framework programme and snacks*
- *Position paper regarding useful measures to protect alpine pastures including local food production in alpine areas*

Action 3: *Continue the preservation and rejuvenation of the orchard stand*
Specific aim: *at least 80 new plantings of apple and/or pear trees including protective measures were carried out, 50 trees were pruned, 6 biodiversity care days were held in the conservation gardens.*
Achieved Activities:

- *Establish criteria for orchard ambassadors*
- *coordination with orchard owners*
- *preparation of written agreements - so-called orchard commitments*
- *planting of trees with protective devices*
- *holding of orchard courses*
- *care pruning of old trees,*
- *biodiversity care of orchard conservation gardens*

Sustainability Beyond RURITAGE

We try…

…to involve local people to protect regional hertiage, local food production, natural resources

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

We us…

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

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