

## **RURITAGE Heritage-led Regeneration plans - updates from Rs**

D3.7

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# Table of Contents

<b>TABLE OF CONTENTS.....</b>	<b>2</b>
<b>1. BACKGROUND INFORMATION.....</b>	<b>3</b>
<b>2. SUMMARY.....</b>	<b>5</b>
<b>3. KARAVANKE/KARAWANKEN UNESCO GLOBAL GEOPARK (ARGE GK) HERITAGE-LED REGENERATION PLAN</b>	<b>6</b>
3.1 PROGRAMME FOR THE IMPLEMENTATION OF THE PLAN.....	7
3.1.1 WHAT IS NEW - EDITS SINCE D3.4.....	7
3.2 THE ACTIONS IN DETAIL.....	7
3.3 TIMELINE FOR THE IMPLEMENTATION .....	17
<b>4. MAGMA UNESCO GLOBAL GEOPARK (MAGMA UGG) HERITAGE-LED REGENERATION PLAN.....</b>	<b>18</b>
4.1 PROGRAMME FOR THE IMPLEMENTATION OF THE PLAN.....	19
4.1.1 WHAT IS NEW - EDITS SINCE D3.4.....	19
4.2 THE ACTIONS IN DETAIL.....	19
4.3 TIMELINE FOR THE IMPLEMENTATION .....	30
<b>5. GEO-NATURPARK BERGSTRASSE-ODENWALD UNESCO GLOBAL GEOPARK (GEO-N) HERITAGE-LED REGENERATION PLAN.....</b>	<b>31</b>
5.1 PROGRAMME FOR THE IMPLEMENTATION OF THE PLAN.....	32
5.1.1 WHAT IS NEW – EDITS SINCE D3.4 .....	32
5.2 THE ACTIONS IN DETAIL.....	33
5.3 TIMELINE FOR THE IMPLEMENTATION .....	50
<b>6. NEGOVA CASTLE (KIBLA, KULTPROTUR) HERITAGE-LED REGENERATION PLAN .....</b>	<b>51</b>
6.1 BACKGROUND INFORMATION.....	52
6.1.1 WHAT IS NEW - EDITS SINCE D3.4.....	52
6.2 THE ACTIONS IN DETAIL.....	52
6.3 TIMELINE FOR THE IMPLEMENTATION .....	63
<b>7. APPIGNANO DEL TRONTO (COAPP) HERITAGE-LED REGENERATION PLAN .....</b>	<b>64</b>
7.1 PROGRAMME FOR THE IMPLEMENTATION OF THE PLAN.....	65
7.1.1 WHAT IS NEW - EDITS SINCE D3.4.....	65
7.2 THE ACTIONS IN DETAIL.....	66
7.3 TIMELINE FOR THE IMPLEMENTATION .....	85
<b>8. IZMIR IN GEDIZ-BAKIRCAY BASINS (IZM, DEM, IZTECH) HERITAGE-LED REGENERATION PLAN .....</b>	<b>86</b>
8.1 PROGRAMME FOR THE IMPLEMENTATION OF THE PLAN .....	87
8.1.1 WHAT IS NEW - EDITS SINCE D3.4.....	87
8.2 THE ACTIONS IN DETAIL.....	88
8.3 TIMELINE FOR THE IMPLEMENTATION .....	102



# 1. Background Information

**Table 1: technical Information**

<b>Project Full title</b>	RURITAGE Heritage-led regeneration plans -updates from Rs	
<b>Project Acronym</b>	RURITAGE	
<b>Grant Agreement No.</b>	776465	
<b>Coordinator</b>	University of Bologna (UNIBO)	
<b>Project start date and duration</b>	June 2018 – August 2022 (51 months)	
<b>Project website</b>	www.ruritage.eu	
<b>Deliverable Nr.</b>	3.7	
<b>Deliverable due date</b>	30/11/2021	November 2021 (M42)
<b>Deliverable submission date</b>	30/11/2021	November 2021 (M42)
<b>Work Package No</b>	3	
<b>Work Package Title</b>	Co-developing and co-implementing heritage-led rural regeneration plans in Replicators	
<b>Responsible</b>	University of Bologna	
<b>Author(s)</b>	Hanna Elisabet Åberg, Claudia de Luca, Angela Santangelo, Simona Tondelli (UNIBO)	
<b>Contributor(s)</b>	Replicators: Reviewing of their own regeneration plan. List of contributors (in alphabetical order for each of the partners): Gerald Hartmann, Darja Komar, Antonia Weissenbacher (ARGE GK); Sara Gentilini, Pål Thjømøe (MAGMA UG); Maria Carciumarcu, Jutta Weber (GEO-N); Peter Tomaž Dobrila (KIBLA); Tatjana Kotnik Karba, Katja Bajec (KULTPROTUR); Antonella D'Angelo, Sara Moerschini, Gianluca Vagnarelli (CoApp); Gonca Akgül, Esra Demir, Oya Tabanoğlu (DEM); Zeynep Durmuş Arsan, Alper Baba, Koray Velibeyoğlu (IZTECH); Hüseyin Çırak, Banu Dayangaç, Zeliha Demirel, Demet Burçin Gezgin, Duygu Türkmen (IZM).	
<b>Reviewer(s) (if applicable)</b>	Name, surname; name, surname Acronym of organisation	
<b>Status:</b>	Final (F)	=
	Draft (D)	
	Revised draft (RV)	
<b>Dissemination level:</b>	Public (PU)	=
	Confidential, only for members of the consortium (CO)	

**Table 2: List of abbreviations**

<b>D</b>	Deliverable
<b>WP</b>	Work Package
<b>M</b>	Month
<b>RHH</b>	Rural Heritage Hub
<b>RM</b>	Role Model
<b>R</b>	Replicator
<b>KFP</b>	Knowledge Facilitator Partner
<b>SIA</b>	Systemic Innovation Area
<b>CNH</b>	Cultural and Natural Heritage
<b>CHMP</b>	Community based Heritage Management and Planning
<b>KPI</b>	Key Performance Indicator
<b>DRHH</b>	Digital Rural Heritage Hub
<b>C</b>	Challenges
<b>O</b>	Objectives
<b>SC</b>	Steering Committee

## 2. Summary

This report builds upon Del. 3.4 'Action plans for Rs' and includes deviations and adjustments made by Replicators during the implementation of their heritage-led regeneration plans. While this report was not foreseen at the beginning of the project, at the end of the second reporting period in May 2022, we felt the need of a revised version of 'Del 3.4 RURITAGE Heritage-led regeneration plans for Replicators'. Del. 3.4 contains the Action plans that Replicators (Rs) developed from June 2019 until January 2020. The COVID 19 pandemic raised in Europe, with all the restrictions and related lockdown, when the Rs were about to start the implementation of their heritage-led regeneration strategies. While all Rs managed to greatly adapt and react to the challenges raised by the pandemic, all of them had to partly change their actions, in terms of timeline and, sometimes, in term of content and activities.

The objective of this report is then to present the updated Replicators' heritage-led action plans, highlighting main changes and adaptation. To support the readers identifying and understanding the adjustments that Replicators implemented within the actions included in their Heritage-led Regeneration plans, all changes have all been collected in a table at the beginning of each plan (subsection "What is new - edits since D3.4"). Most of the actions have been edited in terms of timeline, meaning that one or several activities within an action have been anticipated and/or postponed. Some other actions have been modified to a minor degree only, meaning objectives and main activities didn't change, while the activities for their implementation did. On the other side, some actions have been influenced by major changes, bringing sometime to a full or partial reshape of the objectives and activities. Lastly, some among the Replicators decided to add new actions (i.e., as the case of Magma UNESCO Global Geopark).

### 3. Karavanke/Karawanken UNESCO Global Geopark (ARGE GK) Heritage- led regeneration plan



Photo from the RURITAGE photo contest 2021.  
Photographer: Eva Hoffman.

### 3.1 Programme for the implementation of the plan

No	Action	SIA
R1.1	Design a set of new touristic and cross border packs, integrating different cultural experiences	Local Food, Landscape
R1.2	The digital use of the Karavanke/Karawanken Geopark	Pilgrimage, Landscape
R1.3	Safeguarding and making the site of St. Hema mountain - St. Rosalia cave accessible again	Pilgrimage, Landscape
R1.4	Selection of “Geopark partners” sharing RURITAGE vision of local food as part of local heritage	Local food
R1.5	Boost local pride by making the heritage of area more accessible	Pilgrimage, Local Food, Landscape

#### 3.1.1 What is new - edits since D3.4

<b>Timeline edits</b>	<ul style="list-style-type: none"> <li>• R1.2 has been extended till June 2022</li> <li>• R1.3 has been extended to September 2021</li> <li>• R1.4 has been extended to May 2022</li> </ul>
<b>Minor revised Action(s)</b>	<ul style="list-style-type: none"> <li>• R1.3 - Because of the current Covid-19 situation the opening of the now restored Rosalia cave took place in on a very small size. It included all foreseen elements from the action plan press conference; diverse stakeholders, including journalists (regional and national journalists), local government, touristic association were invited.</li> <li>• R1.5 – During the pandemic it was harder to reach as many people as planned to inform them about the restoration of the Rosalia cave and the participation of the Geopark Karawanken in the RURITAGE project. Therefore, the Geopark decided to create a collection of stories of the inhabitants by developing a questionnaire. The questionnaire was handed out to the local schools and want to spread it via social media platforms (Facebook) in German and Slovene.</li> </ul>
<b>Major revised Action(s)</b>	<ul style="list-style-type: none"> <li>• R1.4 – There were several foreseen training activities which were rethought to take place online. During the pandemic, the interest for online training among the local community seemed low. After face-to-face meetings during 2021 with local food producers the training activities were dismissed. Instead, it was decided to create a food festival, with the aim to bring life to the Geopark local producers network and to bring local food producers and their product closer to local inhabitants (and tourists).</li> </ul>
<b>NEW Action(s)</b>	None

### 3.2 The actions in detail

<b>Code of the action</b>	<b>R1.1</b>
<b>Title of the action</b>	<b>Design a set of new touristic and cross border packs, integrating different cultural experiences</b>
<b>Relevant SIA or SIAs</b>	Local food, Landscape, Pilgrimage
<b>Relevant Heritage</b>	Tangible- Natural Heritage; Intangible - Knowledge and Practices



<b>Reference</b>	<b>RM</b>	RM 8-1, Creation of a set of tourist packs, composed by FOOD related activities (i.e. the "Middle Age Menus"), ART (i.e. Middle Age poetry performance), NATURALISTIC Activities, etc.
<b>Useful lesson/s Learned (code and name)</b>		<p>LL20. Innovative revenue models for CNH facilities, to maximise income and minimise costs, including efficient use of technology for income generation</p> <p>LL08. Create synergies and foster a collaborative approach with other organizations, programmes or local activities (i.e. festivals, arts, food, etc.) and attractors of the territory to increase impact of the actions</p> <p>LL04. Build sense of belonging, individual and community self-confidence and increased autonomy for promotion, safeguarding, management and well-being</p> <p>LL07. Create 'tourist pack and experiences' based on the different clusters (culture, food &amp; wine, nature, religion, etc.) and sell combined packages, including transport</p> <p>LL25. Take advantage from traditional events and make the typical characteristics of the area (food &amp; wine, handcraft, traditions) a tourist attraction</p> <p>LL28. Promote access to all ages and abilities and ensure fruition of cultural resources to all, including transport and online information provision</p> <p>LL11. Develop and improve transportation to make places accessible and to facilitate the launch of new touristic destinations</p> <p>LL16. Foster and promote sustainable tourism</p> <p>LL13. Ensure, at least, standard quality internet connection and mobile coverage</p>
<b>Responsible person</b>		ARGE Geopark Karawanken (Mag. Antonia Weissenbacher, Mag. Gerald Hartmann)
<b>Relevant involved</b>	<b>RM/KFP</b>	RM 8-1, The Living Village of the Middle Age Visegrad (Hungary)
<b>Brief description of the action</b>		Currently, the touristic offers in the area of Geopark Karavanke/Karawanken are not very well integrated to each other and they do not touch all the different possibilities that the area can offer. In the frame of this Action, the Replicator will connect various local attractions on the both side of the border and create different touristic packages composed by local food, local cross-border history/culture and new activities in nature, like wood rafting. Within this Action, tourists and local people get the chance to experience the multifaceted nature of our cultural and natural heritage as well as its crossborder character.
<b>Objective and target of the action (by the end of the project)</b>		<p>The main objective of this Action is to create an added value for the local tourist offer. In the frame of this Action, the Replicator will foster and promote sustainable tourism through informing and "organized tourism". The main target group of this action are visitors/pilgrims of our territory. In the long run however, the target group is our local communities' private business owners.</p> <p><u>The target audiences of the action are the follow:</u></p> <p>Pilgrims/Tourists visiting the Geopark. Quantitative target: 50 people. Qualitative target: awareness about the cultural factors of the Geopark.</p> <p>First year 1 touristic package will be created. During autumn, the first year will be evaluated, and adaptations and work on additional packages will be added. In total 3 different packages will be created (one per year, from 2020 to 2022).</p>
<b>Specific activities</b>		<p>Preparatory activities (activities done during the co-development phase, before M19):</p> <ul style="list-style-type: none"> <li>• Design with partners already involved their specific participation and contact other possible partners to be engaged;</li> <li>• to define different options included in the packages (food-nature combination, etc.)</li> </ul> <p>Activities implementation:</p> <ul style="list-style-type: none"> <li>• round table with key stakeholders;</li> <li>• designing and finalising the packages (content and visual identity for the integrated tourist packages);</li> <li>• implementation, promotion and communication of the 1st package through various channels (, Facebook page, Web page, Flyers, Brochures, etc.), including press-releases to inform journalists, public and stakeholders about the action;</li> <li>• Evaluation of the 1st package and creation of the new package;</li> <li>• implementation, promotion and communication of the 2nd package;</li> <li>• Evaluation of the 2nd package and creation of the new package;</li> <li>• implementation, promotion and communication of the 3rd package.</li> </ul>



<b>Monitoring plan and indicators</b>	CC-05 Number of posts mentioning RURITAGE at local level CC-10 Total number of arrivals of tourist in the current period
<b>Capital involved</b>	Cultural, Natural, Social, Human capitals
<b>Main stakeholders involved and their roles and contribution</b>	<b>Uroš Grabner</b> , photographer and graphic designer, role in the action: design and final visual identity of created packages <b>Franz Logar</b> , contribution of ideas for developing and implementation of the packages <b>Tourism agency Lavamünd/Labot</b> , managing and implementation of the packages Had'n Association, taking part in the implementation of the package
<b>Beneficiaries</b>	Local restaurants, local shops, local craftsmen, local SMEs, accommodation providers, museum, nature experience providers that will benefit from the tourists' arrival, since they could spend all-day in the area. Foreign tourists and visitors will get the opportunity to experience the cross-border area, its cultural and natural heritage. Local inhabitants, who could have more occasions to exchange with other communities living beyond the border.
<b>Formal partnership established (PPP, voluntary agreement, etc.)</b>	Voluntary agreement with stakeholders involved during the action implementation for defining the packages.
<b>Timeframe</b>	January 2020 - May 2022
<b>Indicative costs</b>	1,000 €
<b>Indicative funding sources</b>	Geopark Karavanke/Karawanken
<b>Sustainability of the action</b>	Geopark Karavanke/Karawanken is fully committed to promote and manage the touristic packages also beyond the project.
<b>Code of the action</b>	R1.2
<b>Title of the action</b>	<b>The digital use of the Karavanke/Karawanken Geopark</b>
<b>Relevant SIA or SIAs</b>	Pilgrimage, Landscape
<b>Relevant Heritage</b>	Tangible - Natural Heritage; Digital Heritage
<b>Reference RM Action/s (code and name)</b>	RM 1-6b, Digitalization of the pilgrimage - through websites, GIS maps, apps
<b>Useful lesson/s Learned (code and name)</b>	LL02. Apply IT technologies for natural and cultural heritage promotion and safeguarding LL28. Promote access to all ages and abilities and ensure fruition of cultural resources to all, including transport and online information provision LL07. Create 'tourist pack and experiences' based on the different clusters (culture, food & wine, nature, religion, etc.) and sell combined packages, including transport LL11. Develop and improve transportation to make places accessible and to facilitate the launch of new touristic destinations
<b>Responsible person</b>	ARGE Geopark Karawanken (Mag. Antonia Weissenbacher, Mag. Gerald Hartmann)
<b>Relevant RM/KFP involved</b>	RM 1-6, Camino de Santiago (Spain) Dr. John Martin, University of Plymouth Nils Brunet, Acir compostelle
<b>Brief description of the action</b>	In the frame of the action the Replicator will create a digital solution (mobile application), presenting the pilgrimage route and the entire Geopark and informing users about events, accommodation possibilities, touristic attractions, restaurants, etc. so it will be used by tourists visiting our Geopark for different reasons and interests. The digital solution will also be useful for local inhabitants to better know what is going on in the area and to generate contents thus making the digital solution a living tool.
<b>Objective and target of the action (by the end of the project)</b>	The objective of this action is to make the area more accessible for tourists/pilgrims and for local people, by gathering all the events and happenings from the municipalities in the cross-border region. Local offers and products, such as food and restaurants as well as all the various tourist sites will become more accessible.  The target audiences of the action are the follow:

	<ul style="list-style-type: none"> <li>Pilgrims/tourists. Quantitative target: 150 people. Qualitative target: better accessibility to local products such as food and to local sites will be more approachable.</li> <li>Local people. Quantitative target: 500 people. Qualitative target: better accessibility to local products such as food and to local sites will be more approachable.</li> </ul>
<b>Specific activities</b>	<ul style="list-style-type: none"> <li>Co-creation with the stakeholder Uroš Grabner of the first draft of mobile application (content)</li> <li>invitation to submit offers for the creation of the Geopark Karavanke/Karawanken mobile application;</li> <li>obtaining offers;</li> <li>evaluation of the received offers;</li> <li>choice of the appropriate company - and signing of the contract with the company for the creation of the Geopark Karavanke/Karawanken mobile application;</li> <li>developing the mobile application together with the chosen company;</li> <li>presentation and promotion of the mobile application (FB, web-page, press- release with the presentation of the mobile application).</li> </ul>
<b>Monitoring plan and indicators</b>	CC-07 Number of people reached by actions and cultural events produced by citizens at local level
<b>Capital involved</b>	Cultural, Natural, Social, Human capitals
<b>Main stakeholders involved and their roles and contribution</b>	<p><b>Tourism agency Tourism Region Klopeinersee-Südkärnten</b>, responsible stakeholder Robert Karhofer - support with data collection concerning events, touristic offers, accommodation providers, restaurants, ...;</p> <p><b>Development agency for Koroška (RRA Koroška)</b>, responsible person Primož Vodovnik - support with data collection concerning events, touristic offers, accommodation providers, restaurants;</p> <p><b>Uroš Grabner</b>, creation of first draft and content of the mobile application, co-working with external expert, maintaining a mobile application.</p>
<b>Beneficiaries</b>	Municipalities, tourists, local inhabitants, local SMEs (restaurants, hotels), all cultural active groups
<b>Formal partnership established (PPP, voluntary agreement, etc.)</b>	Voluntary agreement with Uroš Grabner, tourism agency and development agency
<b>Timeframe</b>	January 2020-June 2022
<b>Indicative funding source &amp; costs</b>	RURITAGE Project Total: 20.000 €
<b>Sustainability of the action</b>	Geopark Karavanke/Karawanken will use, promote and maintain the digital solution also after the project duration.

<b>Code of the action</b>	<b>R1.2</b>
<b>Title of the action</b>	<b>The digital use of the Karavanke/Karawanken Geopark</b>
<b>Relevant SIA or SIAs</b>	Pilgrimage, Landscape
<b>Relevant Heritage</b>	Tangible - Natural Heritage; Digital Heritage
<b>Reference RM Action/s (code and name)</b>	RM 1-6, Digitalization of the pilgrimage - through websites, GIS maps, apps
<b>Useful lesson/s Learned (code and name)</b>	<p>LL02. Apply IT technologies for natural and cultural heritage promotion and safeguarding</p> <p>LL28. Promote access to all ages and abilities and ensure fruition of cultural resources to all, including transport and online information provision</p> <p>LL07. Create 'tourist pack and experiences' based on the different clusters (culture, food &amp; wine, nature, religion, etc.) and sell combined packages, including transport</p> <p>LL11. Develop and improve transportation to make places accessible and to facilitate the launch of new touristic destinations</p>
<b>Responsible person</b>	ARGE Geopark Karawanken (Mag. Antonia Weissenbacher, Mag. Gerald Hartmann)

<b>Relevant involved</b>	<b>RM/KFP</b>	RM 1-6, Camino de Santiago (Spain) Dr. John Martin, University of Plymouth Nils Brunet, Acir compostelle
<b>Brief description of the action</b>		In the frame of the action, the Replicator will create a digital solution (mobile application), presenting the pilgrimage route and the entire Geopark and informing users about events, accommodation possibilities, touristic attractions, restaurants, etc. so it will be used by tourists visiting our Geopark for different reasons and interests. The digital solution will also be useful for local inhabitants to better know what is going on in the area and to generate contents thus making the digital solution a living tool.
<b>Objective and target of the action (by the end of the project)</b>		<p>The objective of this action is to make the area more accessible for tourists/pilgrims and for local people, by gathering all the events and happenings from the municipalities in the cross-border region. Local offers and products, such as food and restaurants as well as all the various tourist sites will become more accessible.</p> <p>The target audiences of the action are the follow:</p> <ul style="list-style-type: none"> <li>• Pilgrims/tourists. Quantitative target: 150 people. Qualitative target: better accessibility to local products such as food and to local sites will be more approachable.</li> <li>• Local people. Quantitative target: 500 people. Qualitative target: better accessibility to local products such as food and to local sites will be more approachable.</li> </ul>
<b>Specific activities</b>		<ul style="list-style-type: none"> <li>• Co-creation with the stakeholder Uroš Grabner of the first draft of mobile application (content)</li> <li>• invitation to submit offers for the creation of the Geopark Karavanke/Karawanken mobile application;</li> <li>• obtaining offers;</li> <li>• evaluation of the received offers;</li> <li>• choice of the appropriate company - and signing of the contract with the company for the creation of the Geopark Karavanke/Karawanken mobile application;</li> <li>• developing the mobile application together with the chosen company;</li> <li>• presentation and promotion of the mobile application (FB, web-page, press- release with the presentation of the mobile application).</li> </ul>
<b>Monitoring plan and indicators</b>		CC-06b Number of people reached by actions and cultural events produced by citizens at local level
<b>Capital involved</b>		Cultural, Natural, Social, Human capitals
<b>Main stakeholders involved and their roles and contribution</b>		<p><b>Tourism agency Tourism Region Klopeinersee-Südkärnten</b>, responsible stakeholder Robert Karlhofer - support with data collection concerning events, touristic offers, accommodation providers, and restaurants.</p> <p><b>Development agency for Koroška (RRA Koroška)</b>, responsible person Primož Vodovnik - support with data collection concerning events, touristic offers, accommodation providers, restaurants;</p> <p><b>Uroš Grabner</b>, creation of first draft and content of the mobile application, co-working with external expert, maintaining a mobile application.</p>
<b>Beneficiaries</b>		Municipalities, tourists, local inhabitants, local SMEs (restaurants, hotels), all cultural active groups
<b>Formal established partnership (PPP, voluntary agreement, etc.)</b>		Voluntary agreement with Uroš Grabner, tourism agency and development agency
<b>Timeframe</b>		January 2020-June 2022
<b>Indicative funding source &amp; costs</b>		RURITAGE Project Total: 20.000 €
<b>Sustainability of the action</b>		Geopark Karavanke/Karawanken will use, promote and maintain the digital solution also after the project duration.

Code of the action	R1.3
Title of the action	<b>Safeguarding and making the site of St. Hema mountain - St. Rosalia cave accessible again</b>
Relevant SIA or SIAs	Pilgrimage, Landscape
Relevant Heritage	Tangible - Natural, Built Heritage; Intangible - Social Practices, Rituals and Festive Events
Reference Action/s (code and name)	RM /
Useful lesson/s Learned (code and name)	LL16. Foster and promote sustainable tourism LL15. Identify heritage resources (formal and informal), foster a better understanding of the tangible and intangible values of natural and cultural heritage and create a recognized value as a driver for local development LL04. Build sense of belonging, individual and community self-confidence and increased autonomy for promotion, safeguarding, management and well-being LL19. Increased Health and Wellbeing services LL27. Official protection of cultural/natural/intangible good by national/international Authority
Responsible person	Background information: The most important pilgrimage site on St. Hemma mountain is the so-called St. Rosalia grotto or „St. Rosalia cave“. St. Rosalia has been the patron saint who is said to protect from the plague. Every year thousands of visitors and residents used to come to the cave and drink the healing water of the spring which is said to give the visitor eternal health and to heal eye-diseases. Unfortunately, in the last 5 years, because of a dangerous rockfall, the cave and the spring are closed and not accessible at all. Action: Protection and renovation of cultural and natural points - St. Rosalia cave on the St. Hemma mountain, to recover the cave and make it possible to visit it again.
Relevant involved	RM/KFP The objective of this action is to make the site of St. Rosalia cave accessible to visitors again. Restore the heritage, make it possible for people to go there. <u>The target groups are:</u> visitors/tourists/pilgrims as well as local inhabitants.
Brief description of the action	Preparatory activities (activities done during the co-development phase, before M19): <ul style="list-style-type: none"> <li>co-development of the Project for the restoration and protection of the cave with the Municipality of Globasnitz/Globasnica</li> <li>Invitation to submit offers for the Protection and renovation of cultural and natural points - St. Rosalia cave on the St. Hemma mountain (Municipality of Globasnitz/Globasnica, ARGE Geopark Karavanke/Karawanken)</li> <li>obtaining of offers (Municipality of Globasnitz/Globasnica, ARGE Geopark Karavanke/Karawanken);</li> <li>evaluation of the received offers (Municipality of Globasnitz/Globasnica, ARGE Geopark Karavanke/Karawanken);</li> <li>choice of the appropriate company (Municipality of Globasnitz/Globasnica, ARGE Geopark Karavanke/Karawanken);</li> <li>signing of the contract with the company for the renovation and protection (Municipality of Globasnitz/Globasnica, ARGE Geopark Karavanke/Karawanken);</li> </ul> Implementation activities: <ul style="list-style-type: none"> <li>working on the renovation and protection of the cave (this activity started before M19. The reason is that the Replicator and their stakeholders were ready to start the works before the implementation phase official start to ensure the good running of the restoration).</li> <li>official opening of the “St. Rosalia cave” (Municipality of Globasnitz/Globasnica, ARGE Geopark Karavanke/Karawanken).</li> </ul>
Objective and target of the action (by the end of the project)	Background information: The most important pilgrimage site on St. Hemma mountain is the so-called St. Rosalia grotto or „St. Rosalia cave“. St. Rosalia has been the patron saint who is said to protect from the plague. Every year thousands of visitors and residents used to come to the cave and drink the healing water of the spring which is said to give the visitor eternal health and to heal eye-diseases. Unfortunately, in the last 5 years, because of a dangerous rockfall, the cave and the spring are closed and not accessible at all.

	<ul style="list-style-type: none"> <li>Action: Protection and renovation of cultural and natural points - St. Rosalia cave on the St. Hemma mountain, to recover the cave and make it possible to visit it again.</li> </ul>
<b>Specific activities</b>	The objective of this action is to make the site of St. Rosalia cave accessible to visitors again. Restore the heritage, make it possible for people to go there. The target groups <ul style="list-style-type: none"> <li>are: visitors/tourists/pilgrims as well as local inhabitants.</li> </ul>
<b>Monitoring plan and indicators</b>	CC-06b Number of people reached by actions and cultural events produced by citizens at local level
<b>Capital involved</b>	Cultural, Natural, Social, Human capitals
<b>Main stakeholders involved and their roles and contribution</b>	<b>Municipality of Globasnitz/Globasnica</b> is in charge to look after the historical and cultural heritage of St. Hema mountain, because the mountain and St. Rosalien cave are located in their area. The Municipality also found additional funding for the renovation and protection of the St. Rosalia cave.
<b>Beneficiaries</b>	Tourists, local inhabitants, Tourism agency
<b>Formal partnership established (PPP, voluntary agreement, etc.)</b>	Official contract with the Municipality of Globasnitz/Globasnica
<b>Timeframe</b>	October 2019 - September 2021
<b>Indicative funding source &amp; costs</b>	70.000,00 € in the frame of the RURITAGE project. 71.500,00 € provided by the Municipality of Globasnitz/Globasnica in the framework of the National LE 14-20 (Entwicklung für den Ländlichen Raum) project „Rosalienpforte Hemmaberg Gemeinde Globasnitz“, supported by Federal Ministry Republic of Austria for Sustainability and Tourism, Land and European Union (LEADER PROGRAMME). Difference covered by the Municipality of Globasnitz/Globasnica with own resources. Total: € 176.976,26
<b>Sustainability of the action</b>	The Municipality of Globasnitz/Globasnica is meant to care for the maintenance of the object after the renovation and protection.

<b>Code of the action</b>	<b>R1.4</b>
<b>Title of the action</b>	<b>Selection of “Geopark partners” sharing RURITAGE vision of local food as part of local heritage</b>
<b>Relevant SIA or SIAs</b>	Local food
<b>Relevant Heritage</b>	Tangible – Natural; Intangible - Social Practices, Rituals and Festive Events
<b>Reference Action/s (code and name)</b>	<b>RM</b> RM 3-3, Definition of marketing and communication strategies for the products
<b>Useful lesson/s Learned (code and name)</b>	LL06. Create a ‘brand’ based on one of the cultural and natural resources and the added valued created LL25. Take advantage from traditional events and make the typical characteristics of the area (food & wine, handcraft, traditions) a tourist attraction
<b>Responsible person</b>	ARGE Geopark Karavanke/Karawanken (Mag. Antonia Weissenbacher, Dr. Darja Komar, Danijela Modrej)
<b>Relevant involved</b>	<b>RM/KFP</b> D.A.Re., Distretto Agroalimentare Regionale scrl, Puglia ICLEI (Community event) BITN
<b>Brief description of the action</b>	In the frame of this Action, the Replicator will engage with local food producers/farmers and sellers sharing RURITAGE principles based on local food as part of local heritage and as a mean to sustain economic growth of the territories. Selected and compliant partners will be awarded as “Geopark partners”. This will ensure that these partners are producing and selling traditional and sustainable products and will guarantee the establishment of a strong cooperation between them, binding them together through the Geopark identity.
<b>Objective and target of the action (by the end of the project)</b>	The overall objective of this action is to enhance local food as a part of local heritage; this consequently will give more visibility and will strengthen the quality of local products by selecting local business and producers who share the same approach for producing and selling local food products with specific requirements of sustainability and quality. At the same

	<p>time it valorises the local territory and heritage. The selection of these “Geopark partners” will certify that they share RURITAGE values and approach in enhancing CNH and will strengthen their partnership with the Geopark. During the implementation of the action, the possibility to join RURITASTE brand will be explored. The target groups are local business and also tourists.</p> <p><u>Quantitative target:</u> 5 local food producers involved.</p> <p><u>Qualitative target:</u> better and joint promotion of the Geopark Karavanke/Karawanken local food.</p>
<b>Specific activities</b>	<ul style="list-style-type: none"> <li>• Open event with key stakeholders, with the local food producers/sellers and farmers that could be involved in the action to explain the objective of the action and its steps;</li> <li>• Invitations to the all local food producers/sellers and farmers for collecting their interest in the action;</li> <li>• selection process in cooperation with Jauntaler Salami and Jauntaler Hadn association to choose the partners to be involved actively in the action as “Geopark partners”;</li> <li>• Developing criterias for local food producers</li> <li>• To involve Geopark partners in the Geopark hiking tours (“WeinKulTour”)</li> <li>• Together with an external expert - developing a strategy for marketing and promotion of the “Geopark partners” and the products the members produce, also taking into consideration the branding approach developed by RURITAGE and the possible adoption of the RURITASTE brand;</li> </ul> <p>Revised action contains:</p> <ul style="list-style-type: none"> <li>• Organizing a food festival in the Geopark, where all local producers present their products (15/5/2022); annual repeating of the event is planned in different municipalities of the GeoparkGeopark Karavanke/Karawanken will promote “Geopark Partners” network at different national-international fairs (Vienna, Klagenfurt, Ljubljana)</li> </ul>
<b>Monitoring plan and indicators</b>	CC-06b Number of people reached by actions and cultural events produced by citizens at local level
<b>Capital involved</b>	Cultural, Natural, Social capitals
<b>Main stakeholders involved and their roles and contribution</b>	<p><b>The Genussregion Jauntaler Had’n Association</b> – Buckwheat Association – Mr. Josef Hirm Sittersdorfer Wein – wine producer Association in Sittersdorf – Mr. Karoline Schippel Jauntaler Salamibauern – Association of home – made Salami producing farmers</p> <p>Many local producers are already a part of an above-mentioned association.</p>
<b>Beneficiaries</b>	Local food producers, local farmers, local stores, local customers, tourists
<b>Formal partnership established (PPP, voluntary agreement, etc.)</b>	Until now the Replicator does not have a formal partnership – this would be the result of the process. The plan is to develop partnership (agreement) with the Geopark partners (local food producers, sellers, etc.) and persons who will share the objective of the action.
<b>Timeframe</b>	January 2020 – May 2022
<b>Indicative funding source &amp; costs</b>	<p>10.000 € In the frame of the RURITAGE Project for selecting the “Geopark partners sharing the RURITAGE approach to local food</p> <p>10.000 € In the frame of the RURITAGE Project for activities related with SIA Food (organization of events related with local food production, development of online training courses for local producers)</p> <p>Total: 20.000,00 €</p>
<b>Sustainability of the action</b>	Geopark partners network will be promoted by Geopark Karavanke/Karawanken also after the project duration.

<b>Code of the action</b>	<b>R1.5</b>
<b>Title of the action</b>	<b>Boosting local identity and sense of belonging by experiencing the local heritage</b>
<b>Relevant SIA or SIAs</b>	Pilgrimage, Local Food, Landscape
<b>Relevant Heritage</b>	Tangible - Natural Heritage; Intangible - Knowledge and Practices



<b>Reference</b>	<b>RM</b>	RM 2-3, Create a set of guided tours or organized travels tailored for different target groups
<b>Useful lesson/s Learned (code and name)</b>		<p>LL07. Create 'tourist pack and experiences' based on the different clusters (culture, food &amp; wine, nature, religion, etc.) and sell combined packages, including transport</p> <p>LL11. Develop and improve transportation to make places accessible and to facilitate the launch of new touristic destinations</p> <p>LL25. Take advantage from traditional events and make the typical characteristics of the area (food &amp; wine, handcraft, traditions) a tourist attraction</p> <p>LL16. Foster and promote sustainable tourism</p>
<b>Responsible person</b>		ARGE Geopark Karavanke/Karawanken (Mag. Antonia Weissenbacher)
<b>Relevant involved</b>	<b>RM/KFP</b>	<p>RM 2 Mária Út</p> <p>Nils Brunet, Acir compostelle</p> <p>John Martin (geocaching for groups, schools)</p>
<b>Brief description of the action</b>		<p>Background information: Geopark Karavanke/Karawanken already implements some guided tours regularly (April-October), like „Full Moon hiking“, Petzen panoramic circular hike, Family adventure hike, Culturally historical cross- border hike, Two wheels – two countries – a borderless cycle experience, “On the Border“ hike</p> <p>Action: Because the area of the cross-border Geopark Karavanke/Karawanken has very rich pilgrimage history and important pilgrimage points, the Replicator will add new guided tours with additional topics more targeted to local people including schools, elderly people and families.</p> <p>In the year 2020, the Replicator will offer guided hiking tours for different target groups with special focus on children. These tours include mainly the topic of the cultural heritage on St. Hema mountain.</p>
<b>Objective and target of the action (by the end of the project)</b>		<p>The objective of this action is to make the heritage of the Karavanke/Karawanken geopark more accessible for the whole community firstly, and then for visitors. This action focused on strengthening the awareness of our landscape and its cultural functions. Karavanke/Karawanken geopark will try to implement a broad understanding of landscape evolution to increase this knowledge among residents and visitors/pilgrims. The Replicator thus hope to encourage more people to participate and enjoy the cultural and natural heritage of the area.</p> <p>Number of participants per year: 120</p> <p>Number of tours run per year: each week there will be around one tour offer (in May, June, September and October), but if there will be no participants, the tour does not take place. Therefore the predicted number of tours per year is 8.</p> <p>Number of vulnerable people involved: 30 elderly people</p>
<b>Specific activities</b>		<p>Preparatory activities:</p> <ul style="list-style-type: none"> <li>The first step was reflecting the needs of different target groups in the community first and then of the visitors together with the representatives of different target groups (schools, officials in the municipalities dealing with different social groups) and the tourism agency. This actually happened in September/October 2019. The Replicator decided with their SH to start off with one new tour in summer 2020. The tour will be related to pilgrimage and will be run differently according with the different target groups hosted. That is why different approaches will be fulfilled, depending on the participants (school children, families, elderly people).</li> </ul> <p>Implementation activities:</p> <ul style="list-style-type: none"> <li>Actual definition of the different contents of the tours. Initial ideas are that the new tour will last up to 6 hours, depending on the type of participants and could include the visit of the local archaeological Pilgrimage – museum and the excavations and a lunch at a local restaurant.</li> <li>meeting with Mrs Enze from Hemmastüberl (restaurant on Hemmaberg) and clarifying all ideas and expectations; meeting with Mr. Glaser and Mrs Rutter concerning the visits of the museum;</li> <li>promotional material design, printing and distribution.</li> <li>start with the new tours to Hemma Mountain during summer 2020;</li> </ul>



	<ul style="list-style-type: none"> <li>• evaluation of the past season and developing a new tour for 2021</li> <li>• start with the new tours during summer 2021;</li> <li>• evaluation of the past season and developing a new tour for 2022 start with the new tours during summer 2022;</li> </ul> <p>Revised action contains:</p> <ul style="list-style-type: none"> <li>• To find out more about the emotional connections of the inhabitants with the Hemmaberg, the Replicator developed a questionnaire together with Plymouth University. The Replicator passed the questionnaire to the local schools. Children were meant to interview their parents or grandparents.</li> </ul>
<b>Monitoring plan and indicators</b>	CC-10 Total number of arrivals of tourist in the current monitoring period SC-07 Number of disadvantaged people engaged (elderly, migrants, unemployed)
<b>Capital involved</b>	Cultural, Natural, Built, Social, Human capitals
<b>Main stakeholders involved and their roles and contribution</b>	<p>Geopark Karavanke/Karawanken will provide guides running the tour Tourismusregion Klopeinersee – Robert Karlhofer (Tourism agency). They will promote all tours throughout the region.</p> <p>Archaeological Pilgrimage Museum of Globasnitz/Globasnica: Mr. Franz Glaser and Mr. Sandra Rutter. They will provide spaces and information about the museum Hemmastüberl – restaurant on St. Hemma Mountain: Victoria Enze – owner of the restaurant. They will be involved for providing food and refreshments for the visitors Municipality of Globasnitz/Globasnica: Mayor: Mr. Bernhard Sadovnik. They will be in charge of defining specific needs and promote the tour</p>
<b>Beneficiaries</b>	<p>Elderly people, children, families are the main beneficiaries of the tour, who will gain new experiences and knowledge of the local territory and heritage.</p> <p>Restaurants and local businesses that will also have the possibility to get more recognized within the community.</p>
<b>Formal partnership established (PPP, voluntary agreement, etc.)</b>	Partnership with the (Tourism agency) Tourismusregion Klopeinersee – they have been promoting our products in the last 2 years. In 2020 this partnership will be continued., Archaeological Pilgrimage Museum of Globasnitz/Globasnica and Hemmastüberl – restaurant on St. Hemma Mountain.
<b>Timeframe</b>	March 2020 – May 2022
<b>Indicative funding source &amp; costs</b>	Promotion costs are up to Tourism agency (Tourismusregion Klopeinersee Südkärnten) 200€
<b>Sustainability of the action</b>	The Geopark Karavanke/Karawanken will ensure the run and the promotion of the tour also beyond the project, to continue engaging the community and spreading knowledge and understanding to establish a common pride.

### 3.3 Timeline for the implementation

Action No:	Action Name:	19	2020												2021												2022							
		December	January	February	March	April	May	June	July	August	September	October	November	December	January	February	March	April	May	June	July	August	September	October	November	December	January	February	March	April	May	June	July	August
R1.1	Design a set of new touristic and cross border packs, integrating different cultural experiences	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51
R1.2	The digital use of the Karavanke/Karawanken Geopark																																	
R1.3	Safeguarding and making the site of St. Hema mountain - St. Rosalia cave accessible again																																	
R1.4	Selection of "Geopark partners" sharing RURITAGE vision of local food as part of local heritage																																	
R1.5	Boost local pride by making the heritage of area more accessible																																	



## 4. Magma UNESCO Global Geopark (Magma UGG) Heritage-led regeneration plan



## 4.1 Programme for the implementation of the plan

No	Action	SIA
R2.1	Create a common calendar for all 5 municipalities presenting festivals and other events in the geopark	Local Food, Landscape
R2.2	Promote the tourist offer in all 5 municipalities through the design of a tourist route that specifies restaurants, hotels, activity providers and producers	Local Food, Landscape
R2.3	Promote joint actions to enhance heritage resources and create an internationally recognized concept	Local Food, Landscape
R2.4	Develop our local pilgrimage route – Kystpilgrimsleden – to attract tourism, tell the local stories and link the pilgrimage route to other activities	Pilgrimage

### 4.1.1 What is new - edits since D3.4

<b>Timeline edits</b>	R2.2 and R2.3 have been extended till June 2022
<b>Minor revised Action(s)</b>	R2.1 – the common calendar has been created and launched. However, due to Covid-19, not as many events as planned have been organised and promoted through the new tool. Therefore, an activity has been added to following up the contact persons for event implementation of the calendar.
<b>Major revised Action(s)</b>	None
<b>NEW Action(s)</b>	R2.4 has been added since June 2020

## 4.2 The actions in detail

Code of the action	R2.1
<b>Title of the action</b>	Create a common calendar for all 5 municipalities presenting festivals and other events in the geopark
<b>Relevant SIA or SIAs</b>	Local Food, Landscape
<b>Relevant heritage</b>	Intangible – _Social practices, Rituals and Festive Events Intangible – _Performing arts Intangible – _Knowledge and Practices
<b>Reference RM Action/s (code and name)</b>	RM4-10 Design a calendar of each fair of folk heritage and festivals to promote tourism.
<b>Useful lesson/s Learned (code and name)</b>	LL25. Take advantage from traditional events and make the typical characteristics of the area (food & wine, handcraft, traditions) a tourist attraction. LL16. Foster and promote sustainable tourism. LL04, Build sense of belonging, individual and community self-confidence and increased autonomy through CNH.
<b>Responsible person</b>	Juste Druskinienė (Magma Geopark)
<b>Relevant RM/KFP involved</b>	RM4, the Colombian Federation of Municipalities (FCM)
<b>Brief description of the action</b>	This action is aimed at integrating the events that occur in Magma Geopark within one calendar which is jointly agreed and updated in collaboration with the 5 municipalities of the Magma Geopark. The starting point for this activity is the Region Stavanger calendar, that will be also available on the Magma website. Contact persons will be identified in all the municipalities, and supported by Magma, they will develop new skills to ensure the

	calendar is always updated. In this way, the calendar will be disseminated to make both local people and visitors aware of it.
<b>Objective and target of the action (by the end of the project)</b>	The main goal of this activity is to make people, both locals and guests, aware of the diversity and quantity of festivals and cultural offers in our region – leading to participation and “reason to come – reason to stay”. Hence this will lead to more activity locally, increasing economic growth and above all build local pride and identity.
<b>Specific activities</b>	<ul style="list-style-type: none"> <li>• Define which digital platform to use</li> <li>• Define where the calendar should be published.</li> <li>• Define a contact person in each municipality.</li> <li>• Define what kind of content is relevant for this calendar.</li> <li>• Workshop for contact persons, to make sure all 5 contact persons know how to access the calendar and how to publish in it. Agree on a common template.</li> <li>• Buy access to digital platform from Region Stavanger.</li> <li>• Launch calendar: contact local media and present the calendar with all stakeholders/representatives from all 5 involved municipalities present.</li> <li>• Following up the contact persons for event implementation of the calendar</li> </ul>
<b>Monitoring plan and indicators</b>	<p>Digital tracking of activities on all digital platforms; calendar on Magma webpage, but also social medias.</p> <p>CC-02 Number of mentions of CNH in social media, media and press.</p> <p>CC-03 Number of users registered in the Digital Hub or following the social networks</p> <p>CC-04 Number of posts in the digital hub</p> <p>CC-05 Number of posts mentioning RURITAGE at local level</p> <p>CC-08 Number of people trained in traditional skills</p> <p>CC-10 Total number of arrivals of tourist in the current period</p> <p>SC-01a Number of citizens engagement activities</p> <p>SC-01b Number of participants in citizen engagement activities</p> <p>SC-03 Number of local Association involved</p> <p>SC-04 Number of participants in formal or informal voluntary activities or active citizenship in the current period</p> <p>HC-07 Number of people trained in IT and tourism</p>
<b>Capital involved</b>	Cultural, Social, Human
<b>Main stakeholders involved and their roles and contribution</b>	<p><a href="#">Bjerkreim municipality</a>, represented by Annette; contact person for the calendar in Bjerkreim municipality, will attend workshop and is co-responsible for posting in the calendar.</p> <p><a href="#">Lund municipality</a>, represented by Hilde; contact person for the calendar in Lund municipality, will attend workshop and is co-responsible for posting in the calendar.</p> <p><a href="#">Sokndal municipality</a>, represented by Nils; contact person for the calendar in Sokndal municipality, will attend workshop and is co-responsible for posting in the calendar.</p> <p><a href="#">Flekkefjord municipality</a>, represented by Aleksander; contact person for the calendar in Flekkefjord municipality, will attend workshop and is co-responsible for posting in the calendar.</p> <p><a href="#">Eigersund municipality</a>, represented by Juste; contact person for the calendar in Eigersund municipality, will prepare the workshop and is main-responsible for posting in the calendar.</p> <p><a href="#">Region Stavanger</a>, will deliver the digital calendar and also provide assistance and digital support in the implementation process.</p>
<b>Beneficiaries</b>	<ul style="list-style-type: none"> <li>• All 5 municipalities</li> <li>• 2 counties; Rogaland county and Vest-Agder county</li> <li>• Local festivals and markets</li> <li>• Local producers (food &amp; art)</li> <li>• Local communities/cities</li> </ul>
<b>Formal partnership established (PPP, voluntary agreement, etc.)</b>	<ul style="list-style-type: none"> <li>• All 5 municipalities, and both counties, have signed a contract saying they support the Ruritage project.</li> <li>• All participants in this “Round Table” have signed contracts agreeing on their participation in this project and this task.</li> </ul>

<b>Timeframe</b>	The calendar will be up and running by the 31 <sup>st</sup> of March 2020. Workshops will be organised till 2022 to following up the contact persons for event implementation of the calendar.
<b>Indicative costs and funding source</b>	From RURITAGE budget: 1,300 euro From other sources: n.a.
<b>Sustainability of the action</b>	<p>Since Juste, the responsible person for this calendar, is an employee in Magma Geopark we have predictability within this connection. As long as Magma Geopark is her workplace the calendar will sustain. If she leaves, we will implement the calendar as a task for whoever gets her position.</p> <p>Since there are designated people in each municipality that is responsible for adding their content into the calendar, we believe that will ensure sustainability for this action.</p> <p>As long as this calendar is “kept alive” with new updates and inputs, tourists and locals will find it useful and appreciate the overview and variety it presents.</p>

<b>Code of the action</b>	<b>R2.2</b>
<b>Title of the action</b>	<b>Promote the tourist offer in all 5 municipalities through the design of a tourist route that specifies restaurants, hotels, activity providers and producers</b>
<b>Relevant SIA or SIAs</b>	Local Food, Landscape
<b>Relevant heritage</b>	Intangible – _Social practices, Rituals and Festive Events
<b>Reference RM Action/s (code and name)</b>	RM4-9 Promote the tourist offer of both municipalities through the design of a tourist route that specifies restaurants, hotels and shops.
<b>Useful lesson/s Learned (code and name)</b>	<p>LL23. Involvement of private and third sector in cultural heritage in order to optimize business model, answer to social needs and effectively manage heritage.</p> <p>LL07. Create 'tourist pack and experiences' based on the different clusters (culture, food &amp; wine, nature, religion, etc.) and sell combined packages, including transport.</p> <p>LL16. Foster and promote sustainable tourism.</p> <p>LL06. Create a 'brand' based on one of the cultural and natural resources and the added valued created.</p> <p>LL03. Bottom-up initiatives can be turned from informal and random experiences to well established ones.</p> <p>LL04. Build sense of belonging, individual and community self-confidence and increased autonomy through CNH.</p> <p>LL06. Create a “brand” based on one of the cultural and natural resources and the added valued created.</p> <p>LL12. Discover economic values of traditional food (e.g traditional fish processing, historical orchards and fruit production) and use it as a way to protect historical landscapes.</p> <p>LL17. Boost effective leadership, including through agencies, to promote and drive the actions, with strategic vision, enthusiasm and network of contracts.</p> <p>LL18. Implementation of participatory approach and involvement of local people, including private owners, from early stage.</p> <p>LL25. Take advantage from traditional events and make the typical characteristics of the area (a site, food &amp; wine, handcraft, traditions) a tourist attraction.</p>
<b>Responsible person</b>	Pål Thjømøe
<b>Relevant RM/KFP involved</b>	<p>RM13, the Wild Atlantic Way, might provide assistance and guidance concerning</p> <ul style="list-style-type: none"> <li>• establishing a route</li> <li>• contracts/agreements with stakeholders/partners</li> <li>• signs/visibility</li> <li>• content</li> <li>• digital promotion of the route</li> </ul> <p>RM4, the Colombian Federation of Municipalities (FCM)</p> <p>Also, ACIR will provide their expertise as KFP.</p>
<b>Brief description of the action</b>	The action consists of the design of a tourist route connecting local resources within the geopark area, including restaurants, accommodations, activity providers, producers. The



	idea is to disseminate as much as possible the tourist opportunities of the Magma geopark by building a network of different providers and producers identified as “Active Partners” (i.e. producers and service and tourist providers that are committed in strengthen the local identity and to enhance heritage resources). By working jointly in collaboration with each other and with the Magma geopark, the providers and producers will allow a multiplier effect. The tourist route will increase the visibility of the tourist offer, at the same time valorizing the local values and heritage.
<b>Objective and target of the action (by the end of the project)</b>	The main objective of this action is to increase the collaboration within the geopark between providers targeting tourists, like restaurants, hotels, activity providers and producers. Magma would like to take advantage of our cultural- and natural heritage and increase value from it.
<b>Specific activities</b>	<ol style="list-style-type: none"> <li>1. Gather all potential partners in all 5 municipalities.</li> <li>2. Define a tourist route including accommodation, restaurants, activity providers and local producers.</li> <li>3. Sign contracts with all partners/stakeholders involved in our tourist route.</li> <li>4. Distribute and promote the tourist route (social medias, webpages etc.).</li> <li>5. Create a designated page on the Magma webpage to present the tourist route, and maybe add the possibility to book.</li> <li>6. “Active partner” signs to all partners involved in the tourist route.</li> <li>7. Testing tourist route.</li> <li>8. Launch tourist route: event inviting press, stakeholders and local inhabitants to test parts of the route.</li> <li>9. Accessibility in the route: testing the trail with people with disability to make sure it is accessible for all visitors in the geopark.</li> </ol>
<b>Monitoring plan and indicators</b>	<p>Get numbers from local Active Partners on visitors and enquires.</p> <p>CC-02 Number of mentions of CNH in social media, media and press.</p> <p>CC-03 Number of users registered in the Digital Hub or following the social networks</p> <p>CC-10 Total number of arrivals of tourist in the current period</p> <p>NC-05 Number of companies and organisations with sustainability certification and labelling</p> <p>NC-06 number of shops restaurants and tourism facilities selling local products</p> <p>NC-07 Number of green tourism packages</p> <p>BC-01 Number of hotspots provided</p> <p>BC-03 Number of CNH objects mapped through Atlas</p> <p>BC-09 Number of shared transport services</p> <p>BC-12 Number of re used buildings</p> <p>SC-01a Number of citizens engagement activities</p> <p>SC-01b Number of participants in citizen engagement activities</p> <p>SC-02 Number par type of stakeholder involved</p> <p>SC-03 Number of local Association involved</p> <p>SC-04 Number of participants in formal or informal voluntary activities or active citizenship in the current period</p> <p>HC-02 Number of recreational facilities</p> <p>HC-07 Number of people trained in IT and tourism</p> <p>HC-09 Number of publications as recommendation and guidelines provided</p> <p>FC-03 Number of PPPs set and sign</p> <p>FC-05 Number of start-up and spin-off created</p>



	FC-06 Number of companies supported in defining new business models and innovative processes of production
<b>Capital involved</b>	Cultural, Natural, Built, Social, Human, Financial
<b>Main stakeholders involved and their roles and contribution</b>	<p><u>Bjerkreim municipality</u>, represented by Annette; will gather information on all accommodations, restaurants, activity providers and local producers in Bjerkreim municipality.</p> <p><u>Lund municipality</u>, represented by Hilde; will gather information on all accommodations, restaurants, activity providers and local producers in Lund municipality.</p> <p><u>Sokndal municipality</u>, represented by Nils; will gather information on all accommodations, restaurants, activity providers and local producers in Sokndal municipality.</p> <p><u>Flekkefjord municipality</u>, represented by Frode; will gather information on all accommodations, restaurants, activity providers and local producers in Flekkefjord municipality.</p> <p><u>Eigersund municipality</u>, represented by Juste; will gather information on all accommodations, restaurants, activity providers and local producers in Eigersund municipality.</p>
<b>Beneficiaries</b>	<ul style="list-style-type: none"> <li>• All 5 municipalities</li> <li>• 2 counties; Rogaland county and Vest-Agder county</li> <li>• Local accommodation providers</li> <li>• Local restaurants</li> <li>• Local activity providers</li> <li>• Local producers</li> <li>• The inhabitants of Magma Geopark</li> </ul>
<b>Formal partnership established (PPP, voluntary agreement, etc.)</b>	<ul style="list-style-type: none"> <li>• All 5 municipalities, and both counties, have signed a contract saying they support the Ruritage project.</li> <li>• All participants in this “Round Table” have signed contracts agreeing on their participation in this project and this task.</li> <li>• We will sign contracts with all partners in the tourist route (Active Partner), but we will have to wait until the route is defined and partners are involved.</li> </ul>
<b>Timeframe</b>	<p>Deadline for contacts in all 5 municipalities to provide overview from their municipality is 15<sup>th</sup> of December 2019.</p> <p>Deadline for test tourist route is 31<sup>st</sup> of December 2020.</p> <p>Deadline for our first tourist route to be promoted and implemented in the Geopark offer is June 2021.</p>
<b>Indicative costs and funding source</b>	<p>From RURITAGE budget: 9,300 euro</p> <p>From other sources: n.a.</p>
<b>Sustainability of the action</b>	<p>This tourist route will be part of the Magma Geopark general action plan and strategy. The tourist route will be a way for us to continue working towards the goals set by UNESCO and GGN for us as a geopark, giving us the possibility to enhance focus on local natural- and cultural heritage. Signing Active Partners will give Magma Geopark more visibility locally and increase the awareness and local identity connected to our heritage. It will also provide possibilities for sustainable economic growth for our partners and our area.</p> <p>Due to all these aspects, we are confident that this action will make a much-needed impact in our area and will be sustainable and contribute to growth locally.</p>

<b>Code of the action</b>	<b>R2.3</b>
<b>Title of the action</b>	<b>Promote joint actions to strengthen the local identity and to enhance heritage resources, in order to turn the Geopark into an internationally recognized concept</b>
<b>Relevant SIA or SIAs</b>	Landscape & Local Food
<b>Relevant heritage</b>	<p>Tangible – _Natural</p> <p>Intangible – _Knowledge and Practices</p> <p>Intangible – _Social practices, Rituals and Festive Events</p>

	Digital
<b>Reference RM Action/s (code and name)</b>	RM12-1 Promote joint actions (also through PPP) to enhance heritage resources and create an internationally recognized brand.
<b>Useful lesson/s Learned (code and name)</b>	<p>LL08. Create synergies and foster a collaborative approach with other organizations, programmes or local activities (i.e. festivals, arts, food, etc.) and attractors of the territory to increase impact of the actions.</p> <p>LL23. Involvement of private and third sector in cultural heritage in order to optimize business model, answer to social needs and effectively manage heritage.</p> <p>LL18. Implementation of participatory approach and involvement of local people, including private owners, from early stage.</p> <p>LL24. Long-term vision to build confidence among stakeholders and continuous communication to create long-lasting relationships.</p> <p>LL34. To define an action plan.</p> <p>LL15. Identify heritage resources (formal and informal), foster a better understanding of the tangible and intangible values of natural and cultural heritage and create a recognized value as a driver for local development.</p> <p>LL06. Create a 'brand' based on one of the cultural and natural resources and the added value created.</p> <p>LL17. Boost effective leadership, including through agencies, to promote and drive the actions, with strategic vision, enthusiasm and network of contacts.</p> <p>LL05. Collaborative approaches to achieve innovative financing solutions and access to funding.</p> <p>LL25. Take advantage from traditional events and make the typical characteristics of the area (a site, food &amp; wine, handcraft, traditions) a tourist attraction.</p>
<b>Responsible person</b>	Pål Thjømøe
<b>Relevant RM/KFP involved</b>	<p>RM11, Austrått and Ørland landscape, might provide valuable input on</p> <ul style="list-style-type: none"> <li>• how to approach the locals (bottom-up)</li> <li>• how to make our hub functional for local networking</li> </ul> <p>RM13, the Wild Atlantic Way, might provide assistance and guidance concerning</p> <ul style="list-style-type: none"> <li>• how to strengthen the local networks and valorise the heritage resources</li> <li>• how to promote the Magma Geopark as a brand</li> <li>• how to make locals see the value of participating in exploit the Magma Geopark as a brand</li> <li>• how to do the "ambassador courses" with locals</li> </ul>
<b>Brief description of the action</b>	<p>Get an overview of all potential partners in the geopark area. Sign agreements with all "Active Partners» and give them sign boards and information to enhance their awareness of belonging to an UNESCO Global Geopark area.</p> <p>Increase the local involvement through Magma Facebook and Instagram, and through partners social medias. Use the hub as a driver for growth and collaboration creating various networks.</p> <p>There will be defined 4 tourist highlights in each municipality in a bottom-up workshop/process. These will provide "Reasons to come" to our area. We will create an overview of all partners in our Magma Geopark App and integrate them on our website, create a plan for marketing in social medias/digital platform, and create the #tastemagma food trail. We will educate the front personell in tourism businesses and shops (Ambassador courses) to ensure guests will be met with local knowledge and pride when they visit our area.</p> <p>As part of building local identity, we will add content to geoVR which is our virtual reality system. We will use a portable system that can be placed in different municipalities for inhabitants to use and learn from.</p>
<b>Objective and target of the action (by the end of the project)</b>	Magma Geopark consists of 5 municipalities spread across 2 counties. Traditionally there has not been much successful collaboration between these municipalities and counties. Magma Geopark is the first, and only, "umbrella" gathering this area under one brand which is the Magma UNESCO Global Geopark.

<b>Specific activities</b>	<ul style="list-style-type: none"> <li>Promote and use Magma UNESCO Global Geopark logo on all partners webpages and social medias.</li> <li>Define 20 tourism "lighthouses" within the geopark. 4 in each municipality.</li> <li>"Active Partner" signs at all our partners/stakeholders.</li> <li>Integrate the active partners in our Magma Geopark App.</li> <li>Continue with our Instagram takeover to create local enthusiasm and identity.</li> <li>Create a plan for marketing in social media and digital platforms.</li> <li>Create food trail; #tastemagma</li> <li>Create a digital microlearning platform for guides and people working in tourism in the geopark region</li> <li>Welcome signs to Magma UNESCO Global Geopark</li> <li>Ambassador and guide courses</li> <li>Integrate digital automation tools into local tourism/partners websites and booking</li> <li>Establish a photo and video bank of destinations and activities in all 5 municipalities</li> <li>Update and upgrade our geoVR; new oculus rifts, technical support and develop more content (photos, films, information).</li> </ul>
<b>Monitoring plan and indicators</b>	<p>Get numbers from Active Partners on activity and enquiries.</p> <p>Gather number from counters at our most known localities.</p> <p>Reports on social medias and stakeholders' websites.</p> <p>CC-02 Number of mentions of CNH in social media, media and press.</p> <p>CC-03 Number of users registered in the Digital Hub or following the social networks</p> <p>CC-04 Number of posts in the digital hub</p> <p>CC-10 Total number of arrivals of tourist in the current period</p> <p>NC-05 Number of companies and organisations with sustainability certification and labelling</p> <p>NC-06 number of shops restaurants and tourism facilities selling local products</p> <p>NC-07 Number of green tourism packages</p> <p>SC-01a Number of citizens engagement activities</p> <p>SC-01b Number of participants in citizen engagement activities</p> <p>SC-02 Number par type of stakeholder involved</p> <p>SC-03 Number of local Association involved</p> <p>HC-07 Number of people trained in IT and tourism</p> <p>FC-03 Number of PPPs set and sign</p> <p>FC-05 Number of start-up and spin-off created</p> <p>FC-06 Number of companies supported in defining new business models and innovative processes of production</p> <p>We will monitor the counters at our main localities, and study numbers from statistics related to sleepovers at accommodations to measure impact from this action in our geopark. We will also provide ways to ask guests in the area directly to evaluate their visit here.</p>
<b>Capital involved</b>	Cultural, Natural, Social, Human, Financial
<b>Main stakeholders involved and their roles and contribution</b>	<u>Bjerkreim municipality</u> , represented by Annette, will actively represent the work involved with the brand in Bjerkreim municipality, and will be the Magma contact person. Will

	<p>participate in our <b>Round Table of Stakeholder</b> meetings and work towards implementing relevant projects related to this action in her municipality.</p> <p><u>Lund municipality</u>, represented by Hilde; will actively represent the work involved with the brand in Lund municipality, and will be the Magma contact persons. Will participate in our Round Table of Stakeholder meetings and work towards implementing relevant projects related to this action in their municipality.</p> <p><u>Sokndal municipality</u>, represented by Nils; will actively represent the work involved with the brand in Sokndal municipality, and will be the Magma contact person. Will participate in our Round Table of Stakeholder meetings and work towards implementing relevant projects related to this action in his municipality.</p> <p><u>Flekkefjord municipality</u>, represented by Frode; will actively represent the work involved with the brand in Flekkefjord municipality, and will be the Magma contact person. Will participate in our Round Table of Stakeholder meetings and work towards implementing relevant projects related to this action in his municipality.</p> <p><u>Eigersund municipality</u>, represented by Juste; will actively represent the work involved with the brand in Eigersund municipality, and will be the Magma contact person. Will participate in our Round Table of Stakeholder meetings and work towards implementing relevant projects related to this action in her municipality.</p> <p>A variety of stakeholders/active partners in the geopark. This is work in process, but there is an overview of our <u>active partners here</u>.</p> <p><u>Region Stavanger</u> is the regional destination company and will have a role promoting the brand and the area through their channels.</p>
<b>Beneficiaries</b>	<ul style="list-style-type: none"> <li>• All 5 municipalities</li> <li>• Both counties</li> <li>• Local producers</li> <li>• Local shops (as Active partners)</li> <li>• Local hotels (as Active partners)</li> <li>• Inhabitants in Magma Geopark</li> <li>• Museums (as Active partners)</li> <li>• Activity providers (as Active partners)</li> <li>• Local restaurants</li> </ul>
<b>Formal partnership established (PPP, voluntary agreement, etc.)</b>	<ul style="list-style-type: none"> <li>• All 5 municipalities, and both counties, have signed a contract saying they support the Ruritage project.</li> <li>• All participants in this “Round Table” have signed contracts agreeing on their participation in this project and this task.</li> <li>• All “Active Partners” (referring to webpage, “plan &amp; book”)</li> <li>• Region Stavanger has signed contract supporting the Ruritage project, and both Magma and 4 out of 5 municipalities pay a yearly fee to them for promoting our area.</li> <li>• All 5 mayors have signed intentional agreement supporting our activities and the implementation of the actions.</li> </ul> <p>We will sign contracts with new partners related to the branding of our area (Active Partner), but we will have to wait until the route is defined and partners are involved.</p>
<b>Timeframe</b>	<p>Promoting the area, integrating the visibility of the Magma Geopark UNESCO Global Geopark, and increase the numbers of Magma Geopark Partners is an ongoing task, and we cannot put a deadline on that.</p> <p>The 20 tourism “lighthouses” will be defined by June 2021.</p> <p>Create test food trail (connected with action R2.2) to be done by 31<sup>st</sup> of December 2021.</p> <p>Active Partners signs at existing partners is an on-going task.</p> <p>Training of local ambassadors will be done in all five municipalities within the end of 2021. Second ambassador course will be held by May 2022.</p> <p>Plan for marketing in social medias and digital platforms will be ready by the end of 2021.</p> <p>Instagram takeover is set for 2021 with 20 local inhabitants ready to present “their Magma Geopark” through the Magma Instagram account. We will continue with this Instagram takeover in the years to come.</p>

	The photo and video bank is hopefully ready by the end of 2021. Welcome signs to the geopark will be planned by the end of 2021.
<b>Indicative costs and funding sources</b>	From RURITAGE budget: 33,500 euro From other sources: 117,500 euro
<b>Sustainability of the action</b>	<p>Through the Ruritage project we have been given the possibility to work locally in our area. Through the tools provided in this project we've engaged the locals and the five municipalities at a new level. The Round Table of Stakeholders events have been very fruitful, and we can now see that we are filling a void; the entire area is working together to achieve change and growth.</p> <p>To turn the Geopark into an internationally recognized brand takes time, but our goal is that this project is just the start of this process. The collaboration that we have now started will go on because all parties can benefit from it and see the value of it. Building a local identity connected to the Magma UNESCO Global Geopark values is also an ongoing business. We have planted seeds and need to wait for the results to visualize. While we are waiting, we will implement the tasks in this action.</p> <p>Educating local inhabitants working in the tourism businesses will be part of building local identity, but also part of providing an offer to tourists and guests. In the long run this can generate economic value for our area.</p> <p>By joint promotion of our area, we can focus on our diversity and variety in local food and natural- and cultural heritage. Through a shared digitalization process, we will reach more potential visitors, but also build local pride. This is also done through our Instagram takeover where a lot of locals follow Magma Geopark and the posts done by our guest publishers.</p> <p>By implementing similar signs all over the geopark, Active Partners, the brand will be recognised, and people will understand that they are in Magma UNESCO Global Geopark.</p> <p>We believe that all of these tasks will be part of a sustainable and continuing growth in our area.</p>

<b>Code of the action</b>	<b>R2.4</b>
<b>Title of the action</b>	<b>Develop our local pilgrimage route, Kystpilgrimsleden, to attract tourism, tell the local stories and link the pilgrimage route to other activities</b>
<b>Relevant SIA or SIAs</b>	Pilgrimage
<b>Relevant heritage</b>	Tangible – _Natural Intangible – _Social practices, Rituals and Festive Events Digital
<b>Reference RM Action/s (code and name)</b>	RM1-3 Form a tourism body with the specific charter for developing these resources and attracting tourism. RM2-2 Expand the offer, promoting eco-tourism: link the pilgrimage route to other activities.
<b>Useful lesson/s Learned (code and name)</b>	<p>LL02. Apply IT technologies for natural and cultural heritage promotion and safeguarding.</p> <p>LL08. Create synergies and foster a collaborative approach with other organizations, programmes or local activities (i.e. festivals, arts, food, etc.) and attractors of the territory to increase impact of the actions.</p> <p>LL15. Identify heritage resources (formal and informal), foster a better understanding of the tangible and intangible values of natural and cultural heritage and create a recognized value as a driver for local development.</p> <p>LL16. Foster and promote sustainable tourism.</p> <p>LL25. Take advantage from traditional events and make the typical characteristics of the area (food &amp; wine, handcraft, traditions) a tourist attraction.</p>
<b>Responsible person</b>	Pål Thjømøe
<b>Relevant RM/KFP involved</b>	RM1 – Camino de Santiago – Way of Saint James (Spain) RM2 – Maria Ut – Mary's Way (Romania)

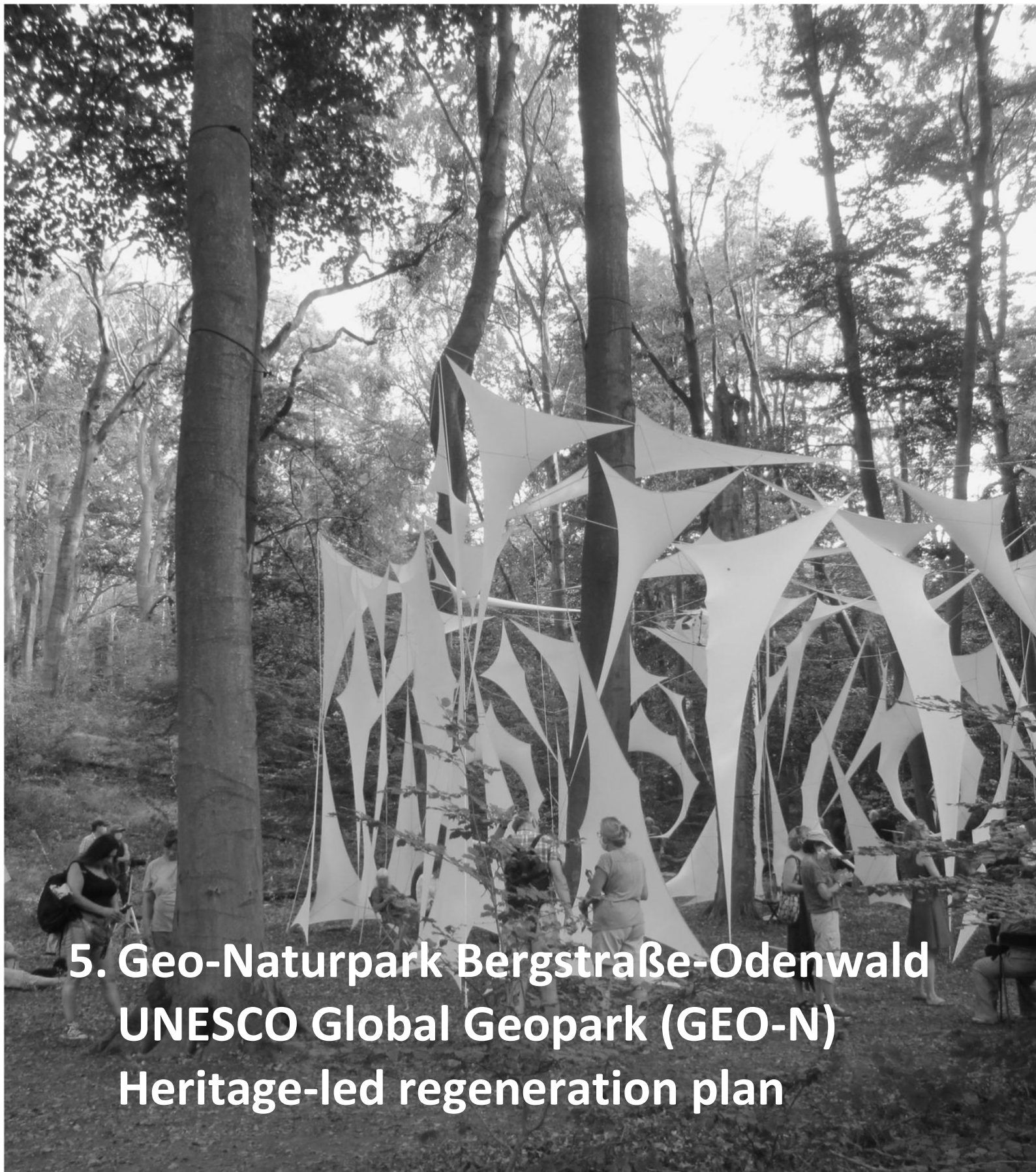
<b>Brief description of the action</b>	Develop our local pilgrimage route, Kystpilgrimsleden, to attract tourism, tell the local stories and link the pilgrimage route to other activities. Use geoVR to preserve and disseminate the tangible and intangible values along the route.
<b>Objective and target of the action (by the end of the project)</b>	The main goal of this activity is to make people aware of the tangible and intangible heritage along our local pilgrimage route. Developing Kystpilgrimsleden into a tourist attraction through a collaborative approach and through participation in building a local pilgrimage visitor centre together with the municipality, the Health Coordinator and the Coastal Route. Hence this will lead to more local activity, increasing economic growth and above all build local pride and identity.
<b>Specific activities</b>	<ul style="list-style-type: none"> <li>• Create educational trail (TeachOUT) along the pilgrimage route.</li> <li>• Develop digital content in our geoVR, both tangible and intangible heritage.</li> <li>• Identify spots along the route for posters and signs disseminating tangible and intangible heritage along the pilgrimage route.</li> <li>• Develop signs disseminating tangible and intangible heritage along the pilgrimage route.</li> <li>• Create educational trail (TeachOUT) along the pilgrimage route.</li> <li>• Work with local climbers to develop climbing routes along the pilgrimage route, and to disseminate the existing climbing routes.</li> <li>• Develop a suitable spot for bathing along the route (signs, infrastructure, landowner's agreement++)</li> <li>• Develop a suitable spot for fishing along the route (signs, infrastructure, landowner's agreement++)</li> </ul>
<b>Monitoring plan and indicators</b>	<p>Digital tracking of activities on all digital platforms; calendar on Magma webpage, but also social medias.</p> <p>List of KPI</p> <p>CC-02 Number of mentions of CNH in social media, media and press.</p> <p>CC-03 Number of users registered in the Digital Hub or following the social networks</p> <p>CC-05 Number of posts mentioning RURITAGE at local level</p> <p>CC-09 Number of places involved in the tourism offer</p> <p>CC-10 Total number of arrivals of tourist in the current period</p> <p>NC-07 Number of "green tourism packages"</p> <p>BC-01 Number of hotspots provided</p> <p>BC-06 Cycle paths (km)</p> <p>BC-07 Pedestrian/hiking paths (km)</p> <p>BC-10 Number of sites accessible by people with disabilities</p> <p>BC-12 Number of reused buildings</p> <p>BC-15 Number of sites or km of routes provided with signals and explanation panels to help describing the sites and orienteering visitors</p> <p>SC-03 Number of local associations involved</p> <p>HC-02 Number of recreational facilities/events</p> <p>HC-09 Number of publications as recommendation and guidelines provided</p> <p>FC-01 Nights spent at tourist accommodation establishments</p>
<b>Capital involved</b>	Cultural, Natural, Built, Social, Human, Financial
<b>Main stakeholders involved and their roles and contribution</b>	<p><u>Eigersund municipality</u></p> <p><u>Eigersund Næring- og havn</u>: development and tourism.</p> <p>Kjersti Søyland Bye, head of possibilities and development in Eigersund municipality, and also the local responsible person for developing the pilgrimage route.</p>

	<p><u>Region Stavanger</u>: as our destination company they will disseminate and promote our offers/our route.</p> <p><u>Sykkkelbyen Egersund</u>: will be a co-worker in this project.</p> <p><u>Dalane Kyststi</u>: The pilgrimage route is also the first lap of our coastal causeway and will naturally be our co-worker in this area.</p>
<b>Beneficiaries</b>	<ul style="list-style-type: none"> <li>• Eigersund municipality</li> <li>• Rogaland county</li> <li>• Local providers of accommodations and food</li> <li>• Activity partners</li> <li>• Dalane Kyststi</li> <li>• Sykkkelbyen Egersund</li> </ul>
<b>Formal partnership established (PPP, voluntary agreement, etc.)</b>	<ul style="list-style-type: none"> <li>• Eigersund municipality has signed a contract saying they support the Ruritage project.</li> <li>• Region Stavanger has signed a contract saying they support the Ruritage project.</li> <li>• Kjersti Søyland Bye has signed a contract participating in our Ruritage workshops.</li> <li>• Sykkkelbyen Egersund will sign a contract.</li> <li>• Dalane kyststi will sign a contract.</li> </ul>
<b>Timeframe</b>	The pilgrimage route will be fully up and running by the end of 2021.
<b>Indicative costs and funding sources</b>	<p>From RURITAGE budget: 19,000</p> <p>From other sources: n.a.</p>
<b>Sustainability of the action</b>	One of the main targets in the general Magma Action Plan is to get involved in local initiatives and contribute to generate growth. This action is directly related to this target and will therefore be part of the general Magma Action Plan implemented in our daily work for the next ten years.



### 4.3 Timeline for the implementation

			2019	2020												2021												2022							
			December	January	February	March	April	May	June	July	August	September	October	November	December	January	February	March	April	May	June	July	August	September	October	November	December	January	February	March	April	May	June	July	August
	Action Name:		19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51
R2.1	Create a common calendar for all 5 municipalities presenting festivals and other events in the geopark																																		
R2.2	Promote the tourist offer in all 5 municipalities through the design of a tourist route that specifies restaurants, hotels, activity providers and producers																																		
R2.3	Promote joint actions to strengthen the local identity and to enhance heritage resources, in order to turn the geopark into an internationally recognized concept																																		
R2.4	Develop our local pilgrimage route, Kystpilgrimsleden, to attract tourism, tell the local stories and link the pilgrimage route to other activities																																		



## 5. Geo-Naturpark Bergstraße-Odenwald UNESCO Global Geopark (GEO-N) Heritage-led regeneration plan

Photo from the RURITAGE photo contest 2021. Photographer:  
Ute Ritschel

## 5.1 Programme for the implementation of the plan

No	Action	SIA
R3.1	Connecting to landscape through sports. An introduction to MTB	Migration, Landscape
R3.2	Welcoming booths at Geopark-events	Migration, Landscape
R3.3	Climate Heroes - Citizen Science for Climate Protection	Migration, Landscape
R3.4	Educational material for language skills supporting migrants' understanding of natural and cultural heritage	Migration, Landscape
R3.5	Author reading and family events at visitor centre of UNESCO World Heritage Site Messel Pit	Migration, Landscape, Art & Festivals
R3.6	Increasing the awareness of cultural and natural heritage by cultural landscape interpretation	Migration, Landscape
R3.7	Local and new inhabitants are an active part in preserving Orchard meadows and old Fruit varieties.	Migration, Landscape
R3.8	Strengthening the bonds between migrants and residents through creative land art and forest art work	Migration, Landscape, Art & Festivals
R3.9	Migrant internships with International Forest Art Centre and international artists	Migration, Landscape, Art & Festivals

### 5.1.1 What is new – edits since D3.4

<b>Same Action(s), but extended timeframe due to Covid-19</b>	<ul style="list-style-type: none"> <li>R3.4 has been extended till June 2022</li> <li>R3.7 has been extended till June 2022</li> </ul>
<b>Minor revised Action(s)</b>	<ul style="list-style-type: none"> <li>R3.2: Four welcome booths at big events per year were initially planned. Due to Covid-19, not that many big events happened during the last 2 years. So, it was decided to change the format in "parking lot information booths", i.e., placing geopark rangers in parking lots in front of walking trails, giving out flyers, doing small activities with kids.</li> <li>R3.9: Due to the extension of the project, the action has been slightly revised specifying that at least two internships will be conducted between 2020 and 2022.</li> </ul>
<b>Major revised Action(s)</b>	<ul style="list-style-type: none"> <li>R3.1 – the previous title of the action "Organizing a Mountainbiking Event with tech-courses and forest-teaching by rangers for migrants" has been revised and changed in "Connecting to landscape through sports. An introduction to MTB", to take into account that MTB tours have been combined with tailor-made learning videos, to overcome the limitation in the number of participants due to covid-19, and to further maximise the impact. New activities have been added for the shooting of educational videos.</li> <li>R3.3 – the previous title of the action "Utilizing GIS-Tools to map citizen's opinion and interaction with the natural and cultural heritage on a personal level and in regard to climate change induced vulnerability" has been revised and changed in "Climate Heroes - Citizen Science for Climate Protection", to make the activity more attractive for potential participants and give it a "crispy" and distinctive branding. A new activity has been added to realize the joint exhibition called "Understanding Climate Change. Exploring the consequences in the geological record. Cenozoic ecosystems and the current threat" with RM6 and UNESCO WHS Messel Pit, one of the GEO-N key stakeholders. As a consequence,</li> </ul>



	<p>indicative cost has increased and unused resources from Action R3.5 have been moved here</p> <ul style="list-style-type: none"> <li>• R3.5 – the action ended in January 2021. Due to the pandemic, in 2020 the online author readings replaced the ones in presence. However, the outreached has been very low. Therefore, the decision to do not perform additional online author readings in 2021 has been made, and the costs foreseen for this action has been moved to the implementation of other actions.</li> <li>• R3.6 – the photographic landscape expedition foreseen has been upgraded to a joint photographic landscape exhibition “Exploring new home with my eyes” in cooperation with RM6. Photographs of an Afghan refugee Amir Ali in Lesvos and Iranian refugee Samira Jamali from Geo-N region will be exhibited from May till July 2022 in the Castle Lichtenberg, Fischbachtal. As a consequence, indicative cost has increased and unused resources from Action R3.5 have been moved here</li> <li>• R3.8 – the exchange land art training and festival with RM6 (Lesvos) initially planned in 2020 was converted into 2-days land art workshop and training in October 2021. As a consequence, indicative cost has increased and unused resources from Action R3.5 have been moved here</li> </ul>
<b>NEW Action(s)</b>	None

## 5.2 The actions in detail

<b>Code of the action</b>		<b>R3.1</b>
<b>Title of the action</b>		Connecting to landscape through sports. An introduction to MTB
<b>Relevant SIA or SIAs</b>		Migration; Landscape
<b>Relevant Heritage</b>		Tangible – Nature Intangible – Social Practices, Rituals and Festive Events
<b>Reference RM</b>	<b>Action/s (code and name)</b>	RM6-2; Educational programs and guided tours, specifically tailored for migrants to make them aware of the CNH of the territory RM19-3; Initiatives for the enhancement and protection of the historical, cultural, natural and local heritage
<b>Useful lesson/s (code and name)</b>	<b>Learned</b>	LL04; Build sense of belonging, individual and community self-confidence and increased autonomy through CNH LL15; Identify heritage resources (formal and informal), foster a better understanding of the tangible and intangible values of natural and cultural heritage and create a recognized value as a driver for local development
<b>Responsible persons</b>		Dr. Jutta Weber (Geo-N), Marcus Seuser (Geo-N)
<b>Relevant RM/KFP involved</b>		RM6; Boosting migrant integration with nature and outdoor sports like Mountainbiking in Lesvos Island (Greece) additional RM19; Ecomuseum (Alpi Apuane, Italy)
<b>Brief description of the action</b>		The aim of this action is to offer migrants the chance to explore our natural heritage by bike in cooperation with local mountainbike clubs, thus promoting integration through the valorisation of natural heritage. In the process, migrants shall overcome shyness and increase confidence to participate in sports. This will enable them to increase their options for experiencing the geopark, combining physical exercise with awareness activities. They get to know the possibilities of activities in our forests and how to protect them (through tailor-made learning videos and a one-day MTB tours distributed through vouchers by Geo-N and provided by an MTB trainer). Due to the current COVID-19 situation and the restrictions imposed, the tours are planned to be conducted in small groups of max. 4 people. During the MTB-tours, participants will learn how to use an MTB, all the tricks and technical must-to-knows, the landscape

	and use “rate-my-view” app. In general, the heritage should be more accessible to everyone.
<b>Objective and target of the action (by the end project)</b>	Improve and increase the participation of migrants in sports. Migrants feel confident enough to join local mountainbike clubs. They finally have the knowledge and the resources to organize themselves for outdoor activities in our natural heritage. The target group includes migrants with a general interest in outdoor sports and local bikers who have an interest in working and meeting with new residents and sharing their experiences.
<b>Specific activities</b>	<ul style="list-style-type: none"> <li>• Event planning meeting I (conducted in 2020 Muemlingtalradler)</li> <li>• MTB-Event in Lesvos, Marcus Seuser is going there to exchange knowledge and best practice examples (postponed due to COVID-19)</li> <li>• Event planning meeting II (conducted in 2020 with the cooperation partner Muemlingtalradler)</li> <li>• Meeting with logistic partner for food and beverages (conducted in 2020)</li> <li>• Meeting with the city of Michelstadt for event location (conducted in 2020)</li> <li>• Conduct a planning meeting with Muemlingtalradler</li> <li>• Prepare video shooting</li> <li>• Shoot 4 short educational videos on MTB technology, rules and regulations for MTB trails use</li> <li>• Public relation work advertising the MTB (upload the videos on Geo-N's YouTube channel and disseminate them through Facebook, WhatsApp etc.; raffle vouchers among refugees which will allow them to lend an MTB for one whole day)</li> <li>• Phase I: Conduct guided tours incl. use of rate-my-view app provided by RURITAGE partner University of Plymouth (UoP)</li> <li>• Stock taking and debriefing phase I</li> <li>• Phase II: Guided tours incl. use of rate-my-view app</li> <li>• Stock taking and debriefing phase II</li> </ul>
<b>Monitoring plan and indicators</b>	SC-03; Number of local associations involved SC-05b; Number of people involved in projects addressing migrants SC-01a; Number of citizens engagement activities SC-01b; Number of participants in citizen engagement activities
<b>Capital involved</b>	Cultural, Natural and Social capitals
<b>Main stakeholders involved and their roles and contribution</b>	Muemlingtalradler (Local MTB-Club): Training and Guiding Courses for migrants HessenForst (Forest Ranger): Lecture on natural heritage forest and behavior rules
<b>Beneficiaries</b>	<ul style="list-style-type: none"> <li>• migrants who are not aware of the sport opportunities in the local natural heritage and not sure how to participate in outdoor events.</li> <li>• bikers</li> </ul>
<b>Formal partnership established (PPP, voluntary agreement, etc.)</b>	support agreement with the mountainbike-club Muemlingtalradler signed already on the 10.12.2019
<b>Timeframe</b>	April 2020 – May 2022
<b>Indicative costs and funding sources</b>	From RURITAGE budget: 3,540 euro From other sources: 500 euro
<b>Sustainability of the action</b>	In case of a successful event we would like to encourage more local MTB-Clubs in our territory (around 30 exist), to host such welcoming and training events for migrants on their own in cooperation with the local municipality. These costs will then be covered by the Geo-N, partners and sponsors.

<b>Code of the action</b>	<b>R3.2</b>
<b>Title of the action</b>	<b>Welcoming booths at Geopark-events</b>
<b>Relevant SIA or SIAs</b>	Migration; Landscape

<b>Relevant Heritage</b>	Tangible – Nature Intangible – Social Practices, Rituals and Festive Events Intangible – Knowledge and Practices
<b>Reference RM Action/s (code and name)</b>	RM6-1; Developing integration and information programmes for migrants and citizens. RM9-2; Develop interactive exhibitions to attract a broader audience. RM19-2; Promote the awareness of the value of territorial heritage and its potential as a driver of local development.
<b>Useful lesson/s Learned (code and name)</b>	LL08; Create synergies and foster a collaborative approach with other organizations, programmes or local activities and attractors of the territory to increase impact of the actions. LL21; Integration of vulnerable groups in local value chain. LL25; Take advantage from traditional events and make the typical characteristics of the area (a site, food & wine, handcraft, traditions) a tourist attraction. LL28; Promote access to all ages and abilities and ensure fruition of cultural resources to all, including transport and online information provision.
<b>Responsible persons</b>	Dr. Jutta Weber (Geo-N), Manuel Bruckdorfer (Geo-N)
<b>Relevant RM/KFP involved</b>	RM6; Boosting migrant integration with nature in Lesbos Island (Greece) RM9; Teaching culture for learning resilience in Crete (Greece) additional RM19; Ecomuseum (Alpe Apuane, Italy)
<b>Brief description of the action</b>	Choose and/or develop adequate Geopark-events, local markets and festival events in the area with respect to the migrant target group. Contact local communities to organize tailored, multi-lingual information material about the cultural and natural heritage, which are combined with suitable activities to facilitate contact between migrants and residents at the booth.
<b>Objective and target of the action (by the end of the project)</b>	The main objective of this action is to increase the integration of inhabitants and migrants in community by talking about the surrounding landscape, its history and cultural and ecological function. Thus, on the one hand, the booth provides a communication base (cultural and natural heritage as a topic), on the other hand conversation between migrants and residents can lead to common outdoor activities.
<b>Specific activities</b>	<ul style="list-style-type: none"> <li>• contact and invite media, local communities, counties and migrant aid associations to choose local events with expected migrant participation probability</li> <li>• define time schedule preparing four welcoming booths per year</li> <li>• develop and produce multi-lingual invitation and information material</li> <li>• organizational meeting to define position and structure of the booth for each event and discuss presentation of specified local aspects.</li> <li>• plan of personnel resources for each event</li> <li>• realization</li> <li>• debriefing following each event – which aspects could be improved?</li> </ul>
<b>Monitoring plan and indicators</b>	CC-06a; Number of actions and cultural events produced by citizens at local level CC-06b; Number of people reached by actions and cultural events produced by citizens at local level SC-01a; Number of citizens engagement activities SC-01b; Number of participants in citizen engagement activities SC-03; Number of local associations involved SC-05b; Number of people involved in projects addressing migrants SC-06a; Number of projects addressing people with disabilities SC-06b; Number of people involved in projects addressing people with disabilities
<b>Capital involved</b>	Cultural and Social capitals

<b>Main stakeholders involved and their roles and contribution</b>	Geopark on site-guides: On site-guide teams help to staff the individual booths and to circulate local, authentic information about landscape, history and natural phenomena. UNESCO WHS Messel Pit and UBZ Kühkopf. All information facilities are located in the western part of the region, which is densely populated and therefore predestined for integration processes of migrants within the Geopark area. Furthermore, they provide rooms and regular program formats, which are already well-reputed and visited. Establishing welcoming booths for migrants promises successful implementation especially at these locations.
<b>Beneficiaries</b>	<ul style="list-style-type: none"> <li>Residents and migrants in participating municipalities</li> <li>Local festivals and markets</li> <li>Supporting information facilities</li> </ul>
<b>Formal partnership established (PPP, voluntary agreement, etc.)</b>	<ul style="list-style-type: none"> <li>Executive board and member communities have basically agreed to RURITAGE during annual general assembly (March 2019).</li> <li>Voluntary agreement of Geopark-on-site-guides (e.g. Fischbachthal team)</li> <li>support agreement of UNESCO World Heritage Site Messel Pit and UBZ Kühkopf.</li> </ul>
<b>Timeframe</b>	First welcoming booths will be planned until and realized from April 2020 until June 2022.
<b>Indicative costs and funding sources</b>	<p>From RURITAGE budget: 2,500 euro</p> <p>From other sources: 10,000 euro</p>
<b>Sustainability of the action</b>	Since the new concept of welcoming booths can easily be integrated in the existing Geo- N regional network, it provides a powerful tool to use Geopark-events as a platform to initiate a communication and integration process between migrants and residents. The common development of multi-lingual information material amplifies contacts and cooperation between engaged citizens, official stakeholders in municipalities and Geo-N. Once established, the new concept will be continued by the staff of the Geo-N and the volunteers associated with the Geoparks' philosophy. The internal evaluation (debriefing following each event) ensures quality and improvement of the concept during the duration of the project action. We also hope to generate volunteers out of the migrant target group, after they got integrated in the local communities and got familiar with the Geopark concept – in this case, integrated immigrant people could help to integrate recently arrived migrants.

<b>Code of the action</b>	<b>R3.3</b>
<b>Title of the action</b>	<b>Climate Heroes - Citizen Science for Climate Protection</b>
<b>Relevant SIA or SIAs</b>	Migration; Landscape
<b>Relevant Heritage</b>	<p>Tangible – Nature</p> <p>Intangible – Social Practices, Rituals and Festive Events Digital</p>
<b>Reference RM Action/s (code and name)</b>	<p>RM6-2; Educational programmes and guided tours, specifically tailored for migrants to make them aware of the CNH of the territory</p> <p>RM19-3; Initiatives for the enhancement and protection of the historical, cultural, natural and local heritage</p> <p>RM9-4; Participative mapping of the Heritage Features at risk</p> <p>RM11-1; Develop a participative process for the recognition and the evaluation of the tangible and intangible cultural and natural heritage features</p>
<b>Useful lesson/s Learned (code and name)</b>	<p>LL31; Improve resilience of natural and cultural environments against natural hazards</p> <p>LL35; Training on digital technologies</p> <p>LL15; Identify heritage resources (formal and informal), foster a better understanding of the tangible and intangible values of natural and cultural heritage and create a recognized value as a driver for local development</p>
<b>Responsible persons</b>	Dr. Jutta Weber (Geo-N), Marcus Seuser (Geo-N), Maria Carciumaru (Geo-N)



<b>Relevant RM/KFP involved</b>	<p>RM6; Boosting migrant integration with nature in Lesvos Island (Greece) RM9; Teaching culture for learning resilience in Crete (Greece)</p> <p>RM11; A CNH-led approach in Austrått manorial landscape (Norway) additional RM19; Ecomuseum (Alpi Apuane, Italy)</p> <p>RM 9 and RM10; Mapping techniques for natural hazards and climate change issues combined with mapping the opportunities for climate change resilience (Crete and Iceland)</p> <p>University of Plymouth</p>
<b>Brief description of the action</b>	<p>Together with RM6 and cooperation partner UNESCO WHS Messel Pit was agreed to conduct a joint exhibition "Understanding Climate Change. Exploring the consequences in the geological record. Cenozoic ecosystems and the current threat." The exhibition takes place at the Messel Pit Visitor's Center in summer and fall 2021. The aim of the exhibition is to introduce to the German public the unique natural monument of Lesvos and to raise public awareness on climate change. The exhibition includes parts of petrified tree trunks, leaves, branches, roots, fruits and volcanic rocks, as well as detailed information material in English and German about the Lesvos Petrified Forest and impacts of climate change.</p> <p>Citizens will use the digital resources (a data collection app "Survey123" by Esri) and the application knowledge to collect visual data on vulnerable places due to climate change, that need protection measures. Especially in the rural context it is often hard to organize people for action taking and analyzing the status quo situation in widespread areas. Therefore, the bottom-up approach by local citizens is most appropriate for the analyzing part. In applying the mapping process, citizens will more actively observe their surroundings and identify more with it, increasing the feeling of responsibility in citizens to protect it</p>
<b>Objective and target of the action (by the end of the project)</b>	<p>Learning new perspectives on our natural and cultural heritage from the eye of citizens and migrants and making them aware of the vulnerability of their local natural heritage. This is achieved by engaging people in local field work with the app, thematic workshops and creating a visual representation and maps exhibition from the data. Target groups of the action are migrants and citizens who are interested in mapping the vulnerabilities of their local natural and cultural heritage and want to make it more resilient towards climate change. The first part of the action, the activity "mental mapping" has been shifted to the Action R3.1 "Connecting to landscape through sports. An introduction to MTB". The development and use of the "mental mapping" app will be replaced with the "rate-my-view" app provided by the RURITAGE partner University of Plymouth (UoP) to avoid the overlapping of both apps.</p> <p>Introduce to the German public the unique natural Monument of Lesvos and to raise public awareness on past and present climate change and its local and global impacts. To strengthen and foster international cooperation and scientific research between project partners.</p>
<b>Specific activities</b>	<ul style="list-style-type: none"> <li>• Develop the collection app Survey123 from Esri (including integration of "rate-my-view" app from WP4 into the concept as well as a separate logo)</li> <li>• Workshop I: Introduction of the action, collection of feedback on the app and beyond</li> <li>• Improve the app and add necessary collection features according to the results from the Workshop I</li> <li>• Distribute the app to the registered participants via e-mail with download link and start the collection period</li> <li>• Workshop II: Forests and climate change, continuation of the collection period</li> <li>• Workshop III: Round table on climate change and high flood events</li> <li>• Final collection round and feedback on collection process at the end of collection period</li> <li>• Workshop IV: Presentation of results</li> <li>• Production of report / interactive webpublication, sharing the data with the Climate Change Manager of the municipality involved in the 1st trial</li> <li>• Realize a joint exhibition with RM 6 and UNESCO WHS Messel Pit, including documentation, dissemination, and public relations</li> </ul>

<b>Monitoring plan and indicators</b>	SC-03; Number of local associations involved SC-05b; Number of people involved in projects addressing migrants SC-01a; Number of citizens engagement activities SC-01b; Number of participants in citizen engagement activities HC-07; Number of people trained in IT
<b>Capital involved</b>	Social, Human, Natural capitals
<b>Main stakeholders involved and their roles and contribution</b>	Municipalities, stakeholders: municipalities and other stakeholder help to contact interested residents and migrants Agency for refugee issues
<b>Beneficiaries</b>	<ul style="list-style-type: none"> <li>• Migrants who were not able to communicate their experiences with their local natural and cultural heritage due to language barriers or lack of confidence</li> <li>• Migrants and citizens who want to get active in the fight against climate change and don't know where to get started in their local territory</li> <li>• Participating municipalities</li> <li>• Citizens (various target groups) visiting the exhibition</li> </ul>
<b>Formal partnership established (PPP, voluntary agreement, etc.)</b>	<ul style="list-style-type: none"> <li>• Executive board and member communities have basically agreed to RURITAGE during annual general assembly (March 2019)</li> </ul>
<b>Timeframe</b>	June 2020 – November 2020, extended due to COVID-19 till June 2022
<b>Indicative costs and funding sources</b>	From RURITAGE budget: 7,500 euro From other sources: 4,000 euro
<b>Sustainability of the action</b>	<p>In case of a successful event, we would like to encourage more municipalities in our territory to repeat the mapping process in the future. Geo-N will provide the digital and personnel resources, but the leadership would be transferred to the municipalities.</p> <p>Information panels produced for the exhibition are robust and may be used by the cooperation partners in “mobile” exhibitions in the region years after the initial exhibition has been conducted.</p>

<b>Code of the action</b>	<b>R3.4</b>
<b>Title of the action</b>	<b>Educational material for language skills supporting migrants' understanding of natural and cultural heritage</b>
<b>Relevant SIA or SIAs</b>	Migration; Landscape
<b>Relevant Heritage</b>	Tangible – Nature Intangible – Social Practices, Rituals and Festive Events Intangible – Knowledge and Practices
<b>Reference RM Action/s (code and name)</b>	RM6-1; Developing integration and information programs for migrants and citizens. RM3-6; Social innovation ideas RM5-2; Capacity building activities: Training to migrants and residents related with organic farming, arts, built heritage restoration, traditional crafts and trades, etc. RM19-2; Promote the awareness of the value of territorial heritage and its potential as a driver of local development. RM19-3; Initiatives for the enhancement and protection of the historical, cultural, natural and local heritage
<b>Useful lesson/s Learned (code and name)</b>	LL04; Build sense of belonging, individual and community self-confidence and increased autonomy through CNH. LL15; Identify heritage resources (formal and informal), foster a better understanding of the tangible and intangible values of natural and cultural heritage and create a recognized value as a driver for local development. LL08; Create synergies and foster a collaborative approach with other organizations, programs or local activities and attractors of the territory to increase impact of the actions.
<b>Responsible persons</b>	Dr. Jutta Weber (Geo-N), Maria Carciumaru (Geo-N)

<b>Relevant RM/KFP involved</b>	RM3; Agro-food production in Apulia (Italy) RM5; Migrants hospitality and integration in Asti Province (Italy) RM6; Boosting migrant integration with nature in Lesvos Island (Greece) RM9; Teaching culture for learning resilience in Crete (Greece)
<b>Brief description of the action</b>	Creation of didactic materials (ABC-card games, posters, flyers) for all ages. Making these materials available for our municipalities and rangers for integration work as well as for cooperation with partners like UNESCO WHS Messel Pit.
<b>Objective and target of the action (by the end of the project)</b>	Improvement of language skills through the application of the developed education material. Getting to know the geological, cultural, natural and historical heritage of the Geo-N to support the identification with the region. Getting in contact with inhabitants and typical places of the Geo-N.
<b>Specific activities</b>	<ul style="list-style-type: none"> <li>• concept of ABC Card game</li> <li>• layout of ABC Card game</li> <li>• production of Card game</li> <li>• editorial creation of information material to the subject “forest, meadow, water”</li> <li>• layout of CNH information posters</li> <li>• production of CNH information posters</li> <li>• development and production of additional education material</li> <li>• media presentation during special event</li> </ul>
<b>Monitoring plan and indicators</b>	SC-01a; Number of citizens engagement activities SC.01b; Number of participants in citizen engagement activities CC-06a; Number of actions and cultural events produced by citizens at local level CC-06b; Number of people reached by actions and cultural events produced by citizens at local level SC-03; Number of local associations involved
<b>Capital involved</b>	Cultural and Social capitals
<b>Main stakeholders involved and their roles and contribution</b>	UNESCO WHS Messel Pit: co-development of educational material and training facilities. Municipalities of Geo-N: support contact with local migration associations. Local migrant aid associations: establish contact with migrants and advise on what needs exist.
<b>Beneficiaries</b>	<ul style="list-style-type: none"> <li>• Residents and migrants</li> <li>• Participating municipalities</li> <li>• UNESCO World Heritage Site Messel Pit</li> </ul>
<b>Formal partnership established (PPP, voluntary agreement, etc.)</b>	<ul style="list-style-type: none"> <li>• Executive board and member communities have basically agreed to RURITAGE during annual general assembly (March 2019).</li> <li>• Support agreement of UNESCO WHS Messel Pit has been already signed</li> </ul>
<b>Timeframe</b>	Production of ABC Card Game 2020/2021. Creating and production of information material and posters starting from 2020. Extended due to COVID-19 till June 2022
<b>Indicative costs and funding sources</b>	From RURITAGE budget: 19,500 euro From other sources: 3,000 euro
<b>Sustainability of the action</b>	We develop educational material which gives rise to communicate about the cultural and natural heritage in the Geo-N region. The special form of a face-to-face card game dealing with CNH aspects provides possibilities to train general language skills as well as phonetics. The card game gives reason to talk and is designed for a multi-generational approach. Both card games and additional posters will be used by Geo-N rangers, Geopark-on-site guides and interested municipalities or their migrant aid associations, respectively. We therefore plan special short trainings to apply the material for these groups of multipliers.

<b>Code of the action</b>	<b>R3.5</b>
<b>Title of the action</b>	<b>Author reading and family events at visitor centre of UNESCO World Heritage Site Messel Pit</b>
<b>Relevant SIA or SIAs</b>	Migration; Landscape; Arts & Festival

<b>Intangible – Knowledge and Practices</b>	Tangible – Nature Intangible – Oral traditions Intangible – Knowledge and Practices
<b>Reference RM Action/s (code and name)</b>	RM6-1; Developing integration and information programs for migrants and citizens. RM6-2; Educational programmes and guided tours, specifically tailored for migrants to make them aware of the CNH of the territory. RM3-6; Social innovation ideas.
<b>Useful lesson/s Learned (code and name)</b>	LL04; Build sense of belonging, individual and community self-confidence and increased autonomy through CNH. LL08; Create synergies and foster a collaborative approach with other organizations, programs or local activities and attractors of the territory to increase impact of the actions. LL15; Identify heritage resources (formal and informal), foster a better understanding of the tangible and intangible values of natural and cultural heritage and create a recognized value as a driver for local development. LL18; Implementation of participatory approach and involvement of local people, including private owners, from early stage.
<b>Responsible person</b>	Dr. Jutta Weber (Geo-N), Maria Carciumaru (Geo-N)
<b>Relevant RM/KFP involved</b>	RM6; Boosting migrant integration with nature in Lesbos Island (Greece) RM3; Agro-food production in Apulia (Italy)
<b>Brief description of the action</b>	UNESCO WHS Messel Pit and Geo-N will organize author lectures for migrant families, who have found a new home in Hesse, Germany, to bring them in contact with local families. Local, regional, national as well as international authors present their books and read stories from different cultural environments all over the world. The programme also involves local literature concerning legends, myths and fairy tales. This facilitates understanding foreign people, other ways of life and enhances tolerance. At the same time this action gives the opportunity for residents to exchange ideas with migrants. The event also includes a guided tour to the UNESCO WHS Messel Pit. Due to a lockdown in November / December 2020, it was agreed to conduct the author readings online, i.e. recording and uploading of 4 stories from the very famous time travel crew of the Messel Pit + one childrens book by Marion Gättinger-Vowinkel on <a href="#">our YouTube channel</a> . Five readings have been recorded with altogether 638 views ranging from 56 to 239 views per video. In comparison to other activities (especially face-to-face) conducted by the Messel Pit, the outreach of the online author readings has been very low while the resources involved, especially working hours, high (copyrights/ intellectual rights clarification with authors and publishing houses due to the online format; videos shooting and editing; PR). It is assumed that the saturation of the general public with online formats such as children books readings during the fall/ winter time has been achieved, especially after almost one year of homeschooling in Germany due to COVID-19. To avoid another online format at the end of 2021 (another lockdown during the fall / winter months 2021 / 2022 cannot be completely ruled out), it has been decided to stop the activity and replace it with activities which may be conducted more or less independent from the pandemic.
<b>Objective and target of the action (by the end of the project)</b>	The main objective is to use literature as a medium to bring people from all over the world into contact. The event rises arouses interest for local cultural and natural heritage and the German language. By participating in a guided tour, the guests become familiar with the geological heritage of the Geo-N.
<b>Specific activities</b>	<ul style="list-style-type: none"> <li>• concept development</li> <li>• scheduling</li> <li>• define and invite authors</li> <li>• public relation work</li> <li>• event planning</li> <li>• addressing the target groups</li> <li>• organize catering</li> <li>• invite and inform media</li> </ul>

	<ul style="list-style-type: none"> <li>• event realization</li> <li>• debriefing</li> </ul>
<b>Monitoring plan and indicators</b>	<p>SC-01a; Number of citizens engagement activities</p> <p>SC-01b; Number of participants in citizen engagement activities</p> <p>SC-05b; Number of people involved in projects addressing migrants</p> <p>CC-6a; Number of actions and cultural events produced by citizens at local level</p> <p>CC-06b; Number of people reached by actions and cultural events produced by citizens at local level</p>
<b>Capital involved</b>	Cultural, Social, Human capitals
<b>Main stakeholders involved and their roles and contribution</b>	<p>UNESCO WHS Messel Pit: the WHS provides the location for the author reading events and supports public relation work for the events which will be part of the WHS programme.</p> <p>Authors</p>
<b>Beneficiaries</b>	<ul style="list-style-type: none"> <li>• resident and migrant families</li> <li>• UNESCO WHS Messel Pit</li> <li>• authors get possibility to present new literature</li> </ul>
<b>Formal partnership established (PPP, voluntary agreement, etc.)</b>	<ul style="list-style-type: none"> <li>• support agreement of UNESCO World Heritage Site Messel Pit</li> <li>• each invited author will get a contract</li> </ul>
<b>Timeframe</b>	Ended in January 2021
<b>Indicative costs and funding sources</b>	<p>From RURITAGE budget: 500 euro</p> <p>From other sources: 500 euro</p>
<b>Sustainability of the action</b>	This action combines integrating literature arts with local CNH knowledge and also anchors the world heritage site as meeting and exchange place of different global cultures within the Geo-N region. We tested the concept in 2019 with success, so WHS Messel Pit and Geo-N naturally agreed to further development during RURITAGE and continuation of the action after termination the project.

<b>Code of the action</b>	<b>R3.6</b>
<b>Title of the action</b>	<b>Increasing the awareness of cultural and natural heritage by cultural landscape interpretation</b>
<b>Relevant SIA or SIAs</b>	Landscape; Migration
<b>Relevant Heritage</b>	<p>Tangible – Nature</p> <p>Intangible – Knowledge and Practices</p>
<b>Reference RM Action/s (code and name)</b>	<p>RM11-1; Develop a participative process for the recognition and the evaluation of the cultural and natural heritage features, both tangible and intangible features.</p> <p>RM2-3; Create a set of guided tours or organized travels, tailored for different targets.</p> <p>RM8-4; Enhance the narrative of the place and promote the discovering of the territory through history: guided tours, thematic excursions, games, re-enactment.</p> <p>RM 19-2; Promote the awareness of the value of territorial heritage and its potential as a driver of local development.</p>
<b>Useful lesson/s Learned (code and name)</b>	<p>LL04; Build sense of belonging, individual and community self-confidence and increased autonomy through CNH.</p> <p>LL15; Identify heritage resources (formal and informal), foster a better understanding of the tangible and intangible values of natural and cultural heritage and create a recognized value as a driver for local development.</p> <p>LL18; Implementation of participatory approach and involvement of local people, including private owners, from early stage.</p> <p>LL08; Create synergies and foster a collaborative approach with other organizations, programmes or local activities and attractors of the territory to increase impact of the actions.</p> <p>LL25; Take advantage from traditional events and make the typical characteristics of the area (a site, food &amp; wine, handcraft, traditions) a tourist attraction.</p>

<b>Responsible persons</b>	Dr. Jutta Weber (Geo-N), Manuel Bruckdorfer (Geo-N), Jochen Babist (Geo-N), Maria Carciumaru (Geo-N)
<b>Relevant RM/KFP involved</b>	RM6; Boosting migrant integration with nature in Lesvos Island (Greece) RM2; Maria Ut-Mary's way (Romania) RM8; The Living Village of the Middle Age, Visegrad (Hungary) RM11; A CNH-led approach in Austrått manorial landscape (Norway) additional RM19; Ecomuseum (Alpi Apuane, Italy)
<b>Brief description of the action</b>	Besides the ranger programmes, the Geo-N network comprises many voluntary groups engaged with documentation, preservation and teaching cultural and natural heritage at the local base. All these groups already "live" the heritage cycle in the sense of Thurley 2005 (understanding – valuing – caring – enjoying). The described action therefore involves advanced trainings for rangers, the geopark-on-site teams, volunteers as well as the development of local guided tours for visitors, residents and migrants based on the concept of cultural landscape interpretation. These activities will be complemented by "hands-on" workshops dealing with special aspects of the historical/cultural landscape as a joint photographic landscape exhibition and experimental historical mining (e. g. charcoal burning and building a historic smeltery).
<b>Objective and target of the action (by the end of the project)</b>	This action focuses on strengthening the awareness that our landscape is vulnerable in its cultural functions. Besides the touristic efforts, Geo-N now tries to implement a broader understanding of landscape evolution to increase this knowledge about the direct living environment for both residents and new inhabitants. We thus hope to encourage more people to take care and enjoy the cultural and natural heritage of the region at the local base according the motto "Only what you know let you feel home, only what you understand you will appreciate, only what you enjoy together will connect you with others and only of you learn to know each other, you lose fears."
<b>Specific activities</b>	<ul style="list-style-type: none"> <li>• Discuss almost unknown but specific phenomena and themes of landscape environment (which are particularly threatened and what should be done to minimize the threat?) with geopark-on-site teams Felsenmeer, Fischbachtal, the municipality of Fürth and the Historical Mining Association Odenwald.</li> <li>• Detailed planning of guided ranger tours and hands-on actions for each threatened CNH element, bringing together Geo-N, rangers, the abovementioned geopark-on-site guides and volunteers</li> <li>• Public relation work advertising the events</li> <li>• Realize the heritage cycle events: <ul style="list-style-type: none"> <li>○ Photographic landscape expedition (Fischbachtal) has been upgraded to a joint photographic landscape exhibition "Exploring new home with my eyes" in cooperation with RM6. Photographs of an Afghan refugee Amir Ali in Lesvos and Iranian refugee Samira Jamali from Geo-N region will be exhibited 2022 in Fischbachtal Castle,</li> <li>○ Charcoal burning at Wegscheide (Fürth),</li> <li>○ Building and driving a historical bloomery furnace (iron smeltery) in Michelstadt-Rehbach,</li> <li>○ Children's art construction trailer (Darmstadt) scheduled for 2020 (successfully took place), 2021 (successfully took place) and 2022 (envisaged without any changes)</li> </ul> </li> <li>• Guided ranger tours (incl. Marie Pit, Messel Pit, classic ranger tours)</li> <li>• Plan &amp; realize additional and further heritage cycle events based on the existing activities and specific hands-on activities of the rangers (ranger tours "forest, meadow, water")</li> <li>• Plan and realize training courses and materials for the mentioned programmes (learning materials and video series on topics "forest", "meadow", "water", "journey through the world of stones", online tour Messel pit, 3D tour Messel Pit as a result of knowledge exchange with R4 KIBLA)</li> <li>• Plan and realize a post-event advanced training for rangers, Geopark-on-site teams and other multipliers on methods, realization and results of the projects.</li> </ul>



<b>Monitoring plan and indicators</b>	<p>CC-06a; Number of actions and cultural events produced by citizens at local level</p> <p>CC-06b; Number of people reached by actions and cultural events produced by citizens at local level.</p> <p>SC-01a; Number of citizens engagement activities</p> <p>SC-01b; Number of participants in citizen engagement activities.</p> <p>SC-03; Number of local associations involved.</p> <p>NC-01; Type of ecosystem services (in particular outdoor recreation)</p>
<b>Capital involved</b>	Cultural, Social, Natural capitals
<b>Main stakeholders involved and their roles and contribution</b>	<p>Rangers: Rangers get involved in the action as regional experts of cultural and natural heritage of the area. This will facilitate the choice of abovementioned specific landscape phenomena to be interpreted.</p> <p>Geopark on site-guides Fischbachtal: The on-site-guide team provides voluntary support by organizing specific guided tours. Additionally, the Fischbachtal on site-guide team will support by the organization of the joint exhibition “Exploring new home with my eyes” in 2022.</p> <p>AG Altbergbau Odenwald (Historical Mining Association): This voluntary group carries out historical mining research and cultural landscape mapping in cooperation with the Hesse Department of Archeological Monument Conservation and therefore will act as multiplicator especially for cultural heritage (e. g. planned activities at visitor mine “Marie” in Weinheim, building an historical bloomery furnace in Michelstadt-Rehbach etc.).</p> <p>Municipality of Fürth: The municipality of Fürth supports the experimental charcoal burning near Wegscheide, which will be performed by the voluntary group “NaturAgenten”.</p>
<b>Beneficiaries</b>	<ul style="list-style-type: none"> <li>Residents and migrants in participating municipalities</li> <li>Supporting information facilities and voluntary groups – public relation work will communicate their commitment to CNH to a broader public</li> <li>Generating members for voluntary and organized preservation projects will enhance engagement for caring the CNH in the whole area of Geo-N.</li> </ul>
<b>Formal partnership established (PPP, voluntary agreement, etc.)</b>	<ul style="list-style-type: none"> <li>Rangers are linked to the Geopark by formal partnerships as freelancers.</li> <li>Support agreement of Felsenmeer Information Centre</li> <li>Support agreement of Geopark-on-site team Fischbachtal (business model workshop, 18.11.2019).</li> <li>The municipality of Fürth is member of the Geopark association. Executive board and member communities have basically agreed to RURITAGE during annual general assemblage (13.3.2019).</li> <li>Support agreement of the historical mining association to engage in CNH-related events.</li> </ul>
<b>Timeframe</b>	<p>The first four actions were planned to be carried out in 2020: Beekeeping-Workshop (April- October 2020), Photographic landscape expedition Fischbachtal (June 2020), Charcoal burning (July or August, depends on weather and soil humidity in the forest) and Bloomery Furnace (August 2020). The beekeeping workshop has been cancelled due to the withdrawal of the cooperation agreement with the Felsenmeer Information Centre. The photographic landscape expedition Fischbachtal was shifted to 2021 due to COVID-19 situation and converted into a joint photographic landscape exhibition “Exploring new home with my eyes” in 2022. Charcoal burning and Bloomery Furnace was shifted to 2021 due to drought and high fire hazard for German forests. In cooperation with the International Forest Art Association, Geo-N has been involved in organization of the Children’s art construction trailer incl. 5 workshops as well as production of 5 short workshop films as an inspiration for children and families during COVID-19 lockdown.</p> <p>In during 2020, continued CNH events for the next two years (2021/22) will be planned in detail.</p>
<b>Indicative costs and funding sources</b>	<p>From RURITAGE budget: 22,500 euro</p> <p>From other sources: 5,000 euro</p>

<b>Sustainability of the action</b>	The precious cultural and natural heritage of the Geo-N area is manifested in a particular diversified landscape. This cultural landscape is threatened by modern land-use as, for example, growth of settlements or forestry with heavy machines. The action should make both residents and migrants aware of the vulnerability of the CNH and engage them to develop methods to keep and care for the specific elements of the landscape. Whereas until now, Geo-N has focused on touristic aspect in guided tours predominantly, this action should especially integrate the idea of the heritage cycle by landscape interpretation and experimental features / working projects. Once established, we think this idea will (supported by the Geo-N staff) be continued by all participating groups, institutions and municipalities, because it combines individual knowledge acquisition, knowledge transfer and visible effects and results in the landscape.
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<b>Code of the action</b>	<b>R3.7</b>
<b>Title of the action</b>	<b>Local and new inhabitants are an active part in preserving Orchard meadows and old Fruit varieties</b>
<b>Relevant SIA or SIAs</b>	Migration; Landscape
<b>Relevant Heritage</b>	Tangible – Nature Intangible – Knowledge and Practices
<b>Reference RM Action/s (code and name)</b>	RM6-1; Developing integration and information programmes for migrants and citizens RM6-2; Educational programmes and guided tours, specifically tailored for migrants to make them aware of the CNH of the territory. RM19-2; Promote the awareness of the value of territorial heritage and its potential as a driver of local development. RM19-3; Initiatives for the enhancement and protection of the historical, cultural, natural and local heritage
<b>Useful lesson/s Learned (code and name)</b>	LL08; Create synergies and foster a collaborative approach with other organizations, programmes or local activities and attractors of the territory to increase impact of the actions. LL29; Recover and put in value the traditional skills and agricultural and farming methods LL31; Improve resilience of natural and cultural environments against natural hazards
<b>Responsible person</b>	Dr. Jutta Weber (Geo-N), Roland Mayer (Geo-N)
<b>Relevant RM/KFP involved</b>	RM6; Boosting migrant integration with nature in Lesvos Island (Greece) additional RM19; Ecomuseum (Alpi Apuane, Italy) Contact and exchange with the additional Replicator Styrian Eisenwurzen UNESCO Global Geopark (this additional Replicator is specialized on fruit trees)
<b>Brief description of the action</b>	Orchard meadows are a historical landscape type of the Geo-N. Their protection is an important contribution to the preservation of the cultural landscape. The aim of the project is the protection, retrieval and planting of historical varieties. Many of the existing orchards require extensive maintenance measures in order to maintain them. Based on this experience, we implement new trainings for volunteers and migrants to carry out tree care measures for communities. The measures also take place within the framework of public events in which both local inhabitants and migrants and their families can participate both in the preparation and the event.
<b>Objective and target of the action (by the end of the project)</b>	The objective of this action is twofold: to increase the integration of migrants, and to increase the awareness of local community and newcomers on the importance of preserving this type of landscape and its biodiversity. Through this activity, inhibitions are reduced and participants come into contact with each other. They get to know the local nature and the use of the regional fruit products. These activities will also contribute to the protection of the CNH.
<b>Specific activities</b>	<ul style="list-style-type: none"> <li>• conception phase: scientific and picture research concerning old fruit varieties</li> <li>• contact cooperation partners and migrant groups</li> <li>• meeting with local representatives and municipalities</li> </ul>

	<ul style="list-style-type: none"> <li>• contact tree nurseries for specific Fruit tree species – grafting of scions will be done by them</li> <li>• design, layout and print of flyers and information panel</li> <li>• implementation phase: writing invitation document for the representatives of the municipalities</li> <li>• coordinate event date and press</li> <li>• organize inauguration</li> <li>• buy trees for event and planting season in autumn, respectively</li> <li>• organizing planting equipment</li> <li>• realizing “Fruit of the Year” event</li> <li>• preparing tree trimming courses</li> <li>• contact cooperation partners, trainers and migrant groups</li> <li>• information meeting for interested persons and media</li> <li>• realization trimming course</li> <li>• final event and handover of certificates</li> <li>• debriefing</li> </ul>
<b>Monitoring plan and indicators</b>	<p>SC-01a; Number of citizens engagement activities</p> <p>SC-01b; Number of participants in citizen engagement activities</p> <p>SC-03; Number of local associations involved</p> <p>SC-05b; Number of people involved in projects addressing migrants</p> <p>CC-08; Number of people trained in traditional skills</p>
<b>Capital involved</b>	Cultural, Social capitals
<b>Main stakeholders involved and their roles and contribution</b>	<p>Municipalities: The communities provide contact to local migrant aid associations. Streuobstwiesenretter: advice on the selection of fruit varieties. They carry out training courses on tree planting and trimming.</p> <p>Local migrant aid associations: Establish contact with the families of the migrants and advise on what needs exist.</p>
<b>Beneficiaries</b>	<ul style="list-style-type: none"> <li>• residents and migrants</li> <li>• participating municipalities</li> <li>• tourists</li> </ul>
<b>Formal partnership established (PPP, voluntary agreement, etc.)</b>	<ul style="list-style-type: none"> <li>• Executive board and member communities have basically agreed to RURITAGE during annual general assembly (March 2019).</li> <li>• support agreement with Streuobstwiesenretter association</li> </ul>
<b>Timeframe</b>	<p>Presentation “Fruit variety of the year” each April 2020-2022. Due to COVID-19, the “Fruit of the Year” was shifted to November / December 2020. The planting events with communities were conducted without public participation.</p> <p>Tree trimming course has been conducted in March 2021. Due to COVID-19 situation, organization of the course as planned in November 2020 was not possible.</p>
<b>Indicative costs and funding sources</b>	<p>From RURITAGE budget: 14,250 euro</p> <p>From other sources: 500 euro</p>
<b>Sustainability of the action</b>	<p>Orchard meadows are a characteristic, but highly threatened feature of the cultural landscape in the Geo-N region. They involve an important bio-ecological function between forest and open landscape and represent an archive for the biodiversity of fruit trees. The action enables both residents and migrants to value orchards as an element of cultural landscape (CNH) as well as a source of healthy regional products. Tree trimming and planting of new trees is essential for the preservation of orchards. Training the practical skills also means a benefit to the municipalities and their touristic efforts. We intend to increase the regeneration and usage of untended orchard meadows by initiating local projects with the municipalities, which will continue the idea. Participating migrants and their families can acquire further skills in active landscape conservation. This offers the possibility to bring their competences into the communities and to advance their integration.</p>

<b>Title of the action</b>	<b>Strengthening the bonds between migrants and residents through creative land art and forest artwork</b>
<b>Relevant SIA or SIAs</b>	Migration; Arts & Festival; Landscape
<b>Relevant Heritage</b>	Tangible – Nature Intangible – Social Practices, Rituals and Festive Events Intangible – Performing Arts Intangible – Knowledge and Practices
<b>Reference RM (code and name)</b>	RM5-2; Capacity building activities: training to migrants and residents related with arts. RM6-1; Developing integration and information programs for migrants and citizens. RM6-2; Educational programmes and guided tours, specifically tailored for migrants to make them aware of the CNH of the territory. RM7-2; Provide opportunities for all ages and abilities to experience, participate and work in the arts within a predominantly rural context. RM8-3; Networking with other Festivals on the same topic: possibility of joint actions.
<b>Useful lesson/s Learned (code and name)</b>	LL15; Identify heritage resources (formal and informal), foster a better understanding of the tangible and intangible values of natural and cultural heritage and create a recognized value as a driver for local development. LL04; Build sense of belonging, individual and community self-confidence and increased autonomy through CNH. LL08; Create synergies and foster a collaborative approach with other organizations, programmes or local activities and attractors of the territory to increase impact of the actions.
<b>Responsible persons</b>	Ute Ritschel (International Forest Art Association), Dr. Jutta Weber (Geo-N), Maria Carciumaru (Geo-N)
<b>Relevant RM/KFP involved</b>	RM5; Migrants hospitality and integration in Asti Province (Italy) RM6; Boosting migrant integration with nature in Lesvos Island (Greece) RM7; Take Art: Sustainable Rural Arts Development (UK) RM8; The Living Village of the Middle Age, Visegrad (Hungary)
<b>Brief description of the action</b>	Both migrants and residents get involved in the concept of land art and forest art, respectively. We organize common events for migrant families and inhabitants to experience artistic work together with international land art/forest art experts (regularly and in the context of the International Forest Art Trail). It is also planned to have an exchange land art training and festival with RM6 (Lesvos). Due to COVID-19 restrictions land art training and festival was converted into a 2-days land art workshop / training in October 2021.
<b>Objective and target of the action (by the end of the project)</b>	The possibility to express creative skills and to work together with international artists will create an open atmosphere to communicate beyond prejudices and to find commonalities. Experiencing that landart and forest art does not depend on derivation nor social standing will strengthen the bonds between local and migrant groups. Additionally, the medium forest art will enhance the awareness of cultural and natural heritage, since the experience of art is emotionally and philosophically connected with reflecting the surrounding landscape.

<b>Specific activities</b>	<ul style="list-style-type: none"> <li>Plan a public workshop program associated with the Forest Art Trail performance and (as a second) accompanying Landart activities (e.g. Global Nomadic Art Project 2021)</li> <li>Develop a time schedule and prepare the landart exchange festival with RM6</li> <li>Define personnel resources for each event (International Forest Art Association / Geo-N)</li> <li>Invite migrant and resident groups separately (to overcome language barriers) and also together (to promote inclusion and collaboration) to workshops and events</li> <li>Invite and inform media to all events</li> <li>Realize workshops in 2020/2021</li> <li>Realize exchange festival Lesvos – Geo-N</li> <li>Prepare event documentation, publish a brochure/catalogue about the activities</li> <li>Workshop on continuation of the public forest art actions with migrants and residents by cooperation of International Forest Art Association and Geo-N, financed by both partners and sponsors.</li> </ul>
<b>Monitoring plan and indicators</b>	<p>CC-01; Number of enterprises in the cultural sector</p> <p>SC-01a; Number of citizens engagement activities</p> <p>SC-01b; Number of participants in citizen engagement activities</p> <p>SC-05b; Number of people involved in projects addressing migrants</p> <p>SC-06a; Number of projects addressing people with disabilities</p> <p>SC-06b; Number of people involved in projects addressing people with disabilities</p>
<b>Capital involved</b>	Cultural and Social capitals
<b>Main stakeholders involved and their roles and contribution</b>	International Forest Art Association: The International Forest Art Association, located in Darmstadt, is the main stakeholder of the action and provides the artist network and the aforementioned art caravan.
<b>Beneficiaries</b>	<ul style="list-style-type: none"> <li>Residents and migrants attending the workshops</li> <li>International Forest Artists</li> <li>Local inhabitants in general</li> </ul>
<b>Formal partnership established (PPP, voluntary agreement, etc.)</b>	<ul style="list-style-type: none"> <li>Formal partnerships with International Art Association</li> </ul>
<b>Timeframe</b>	Landart and Forest Art Workshops will be planned for 2020/2021. The Lesvos exchange art festival, initially scheduled in 2020 has been postponed to 2021 due to COVID-19 and converted into a 2-days land art workshop / training in October 2021.
<b>Indicative costs and funding sources</b>	<p>From RURITAGE budget: 25,500 euro</p> <p>From other sources: 10,000 euro</p>
<b>Sustainability of the action</b>	The frame of the presented concept consists of regular events as the “Forest Art Trail” in Darmstadt and the biannual “Global Nomadic Art Project”. The Forest Art Association and Geo-N have met several times to develop a new format of participation especially for migrant families coming together with local inhabitants (e.g. workshops, internships, art caravan). These offers will be accompanied by the regular, well-attended events, and therefore provide a maximum feeling of integration for the migrants as well as for the inhabitants. The action involves a planning workshop to ensure the continuity of the newly designed format for migrants after the termination of the RURITAGE Project.

<b>Code of the action</b>	<b>R3.9</b>
<b>Title of the action</b>	<b>Migrant internships with International Forest Art Centre and international artists</b>
<b>Relevant SIA or SIAs</b>	Migration; Arts & Festival; Landscape
<b>Relevant Heritage</b>	<p>Intangible – Social Practices, Rituals and Festive Events</p> <p>Intangible – Knowledge and Practices</p> <p>Intangible – Performing Arts</p>

<b>Reference RM Action/s (code and name)</b>	RM1-7; Foster training and employment: school workshops and internships. RM3-6; Social innovation ideas. RM5-2; Capacity building activities: training to migrants and residents related with arts. RM5-5; Internship for migrants in local businesses, farms, tourism related activities. RM7-1; To increase social capital and resilience by developing informal education resources.
<b>Useful lesson/s Learned (code and name)</b>	LL18; Implementation of participatory approach and involvement of local people, including private owners, from early stage. LL15; Identify heritage resources (formal and informal), foster a better understanding of the tangible and intangible values of natural and cultural heritage and create a recognized value as a driver for local development. LL21; Integration of vulnerable groups in local value chain. LL04; Build sense of belonging, individual and community self-confidence and increased autonomy through CNH. LL08; Create synergies and foster a collaborative approach with other organizations, programmes or local activities and attractors of the territory to increase impact of the actions. LL24; Long-term vision to build confidence among stakeholders and continuous communication to create long-lasting relationships.
<b>Responsible person</b>	Ute Ritschel (International Forest Art Association), Dr. Jutta Weber (Geo-N)
<b>Relevant RM/KFP involved</b>	RM1; Way of Saint James (Spain) RM3; Agro-food production in Apulia (Italy) RM5; Migrants hospitality and integration in Asti Province (Italy) RM7; Take Art: Sustainable Rural Arts Development (UK)
<b>Brief description of the action</b>	Offer regular internships to migrants who will create their own art piece in collaboration with international artists in residency.
<b>Objective and target of the action (by the end of the project)</b>	Creating an own art piece to refugees means reflecting their experiences of escape, their feelings about the country they now live in. On the other hand, working with international artists provides the possibility to get integrated in the artists' community in an equal way. Communicating with each other during the creative process gives rise to new ideas in land art and forest art. For migrants, the internship could present a social and economic perspective for further life.
<b>Specific activities</b>	<ul style="list-style-type: none"> <li>• Contact local migrant organization for cooperation</li> <li>• Invite migrants and artists for the land art internship</li> <li>• Develop a time schedule, prepare and conduct administrative processes, if necessary</li> <li>• Realize at least two internships in 2020/2021/2022 (see also timeframe)</li> <li>• Documentation work during the creation process of art pieces</li> <li>• Organize art exhibitions at the Centre for Forest Art in Darmstadt</li> <li>• Invite and inform media and organize opening event</li> <li>• Find sponsors to continue the internship program after termination of RURITAGE</li> </ul>
<b>Monitoring plan and indicators</b>	CC-01; Number of enterprises in the cultural sector SC-05b; Number of people involved in projects addressing migrants HC-03; Number of immigrants involved in educational-training programs HC-04; Number of internships for immigrants activated
<b>Capital involved</b>	Cultural, Social, Human capitals
<b>Main stakeholders involved and their roles and contribution</b>	International Forest Art Association: The International Forest Art Association, located in Darmstadt, is the main stakeholder of the action and provides the artist network and supervision as well as locality (International Forest Art Centre) for the migrant internships.
<b>Beneficiaries</b>	<ul style="list-style-type: none"> <li>• migrants attending the internship</li> <li>• International Artists</li> <li>• City inhabitants, migrants become part of the society</li> </ul>
<b>Formal partnership established (PPP, voluntary agreement, etc.)</b>	<ul style="list-style-type: none"> <li>• Formal partnership with International Forest Art Association</li> </ul>



<b>Timeframe</b>	Land art and Forest Art internships will be planned for 2020/2021 and 2022. One internship will be provided during the Forest Art Trail event 2020, another will be offered during the Global Nomadic Art Project 2021. Further possibilities will be proposed independent of these events throughout the years 2020, 2021 and spring 2022.
<b>Indicative costs and funding sources</b>	From RURITAGE budget: 2,500 euro From other sources: 14,000 euro
<b>Sustainability of the action</b>	The common idea of migrant internships is a new developed action by the International Forest Art Association and Geo-N and has already been tested this year with success. The Association and Geo-N at this stage work on a co-financing concept by sponsors which will ensure the continuation of the internship programme after termination of funding by RURITAGE. The International Forest Art Association highly appreciates the new type of activities and the new target group.

### 5.3 Timeline for the implementation

		2019	2020												2021												2022							
		December	January	February	March	April	May	June	July	August	September	October	November	December	January	February	March	April	May	June	July	August	September	October	November	December	January	February	March	April	May	June	July	August
Action No:	Action Name:	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51
R3.1	Connecting to landscape through sports. An introduction to MTB																																	
R3.2	Welcoming booths at Geopark-events																																	
R3.3	Climate Heroes - Citizen Science for Climate Protection																																	
R3.4	Educational material for language skills supporting their understanding of natural and cultural heritage																																	
R3.5	Author reading and family events at visitor center of UNESCO World Heritage Site Messel Pit																																	
R3.6	Increasing the awareness of cultural and natural heritage by cultural landscape interpretation																																	
R3.7	Local and new inhabitants are an active part in preserving Orchard meadows and old Fruit varieties																																	
R3.8	Strengthening the bonds between migrants and residents through creative land art and forest art work																																	
R3.9	Migrant internships with International Forest Art Centre and international artists																																	

## 6. Negova Castle (KIBLA, KULTPROTUR) Heritage-led regeneration plan



Photo from the RURITAGE photo contest 2021.  
Photographer: Dijana Božić

## 6.1 Background information

No	Action	SIA	Challenge(s)	Objective(s)
R4.1	<b>Making Negova Castle accessible and connectable</b>	Pilgrimage, Landscape	C1, C2, C3	O1, O2, O4
R4.2	<b>Festival of Love: Days of Summer</b>	Art&Festival, Local food	C2, C3	O1, O4
R4.3	<b>Festival of Love: Spring and Autumn Day / The Herb Day</b>	Art&Festival, Local food	C2, C3	O1, O3, O4
R4.4	<b>Festival of Love: Autumn day / Medieval day</b>	Art&Festival, Local food	C2, C3	O1, O4
R4.5	<b>Building new skills and knowledge about rural creativity</b>	Art&festival, Local food, Pilgrimage, Landscape	C2, C4	O3, O4

### 6.1.1 What is new - edits since D3.4

<b>Timeline edits</b>	<ul style="list-style-type: none"> <li>R4.1 has been extended till January 2022</li> <li>R4.2 has been extended to June 2022</li> <li>R4.3 has been extended to May 2022</li> <li>R4.4 has been extended to May 2022</li> <li>R4.5 has been extended to May 2022</li> </ul>
<b>Minor Action(s) revised</b>	<ul style="list-style-type: none"> <li>R4.1 – Initially e-bikes would be used to connect the castle to other tourist activities in the area. Unfortunately, the financier of the e-bikes decided not to invest in a connection with the tourist pack developed by Kultprotur. Instead, Kultprotur decided to link the tourist package with the rental bicycles (RECIKEL), whose network of rental points is already managed by them. Additionally, new stakeholders joined the campaign to ensure that the work will continue with the tourist pack.</li> <li>R4.5 As stakeholders were fearing another cancellation of the events, if kept as a series, stakeholders and organisers decided to arrange one full day of workshops and trainings when restrictions were easier.</li> </ul>
<b>Major Action(s) revised</b>	<ul style="list-style-type: none"> <li>R4.2 –The changes in this action were largely influenced by measures taken to prevent the spread of COVID-19 pandemic: rescheduling of the festival (from June to September in 2020 and in 2021), the festival became more regional oriented, instead international, as initially planned. In particular, there are noticeable changes in the targets: in both years we had to limit the number of visitors, due to Covid-19 emergency. Additionally, the Replicator had an exhibition of the bests photos of the RURITAGE photo contest during summer 2021. A simpler version of the Sensory dinner was arranged during 2020 and 2021.</li> <li>R4.3 - The changes in this action were largely influenced by measures taken to prevent the spread of COVID-19 pandemic. The event was rescheduled on several occasions. For the last event there was a low participation interest from producer side and therefore there was no market, instead there were smaller lectures and workshops held for the visitors.</li> <li>R4.4 - Also this action was largely affected by COVID-19 epidemic: rescheduling (instead of the Medieval day in 2020 we are preparing one in 2022), regional orientation instead of international, both in terms of performers as well as advertising and target audiences. The main role model in SIA, Višegrad, couldn't contribute to the program at the Negova Castle during this period but will during the last.</li> </ul>
<b>NEW Action(s)</b>	None

## 6.2 The actions in detail

<b>Code of the action</b>	<b>R4.1</b>
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<b>Title of the action</b>	<b>Making Negova Castle accessible and connectable</b>
<b>Relevant SIA or SIAs</b>	Landscape, Pilgrimage
<b>Relevant Heritage</b>	Tangible – Built, Intangible – Knowledge and Practices Digital
<b>Reference RM Action/s (code and name)</b>	RM2.1 improve services: eco-mobility, WI-Fi connection, tourism services, signals, maps, radio
<b>Useful lesson/s Learned (code and name)</b>	LL07. Create 'tourist pack and experiences' based on the different clusters (culture, food & wine, nature, religion, etc.) and sell combined packages, including transport LL08. Create synergies and foster a collaborative approach with other organizations, programmes or local activities (i.e. festivals, arts, food, etc.) and attractors of the territory to increase impact of the actions LL11. Develop and improve transportation to make places accessible and to facilitate the launch of new touristic destinations LL13. Ensure, at least, standard quality internet connection and mobile coverage LL16. Foster and promote sustainable tourism LL23. Involvement of private and third sector in cultural heritage in order to optimize business model, answer to social needs and effectively manage heritage LL28. Promote access to all ages and abilities and ensure fruition of cultural resources to all, including transport and online information provision LL23. Involvement of private and third sector in cultural heritage in order to optimize business model, answer to social needs and effectively manage heritage
<b>Responsible person</b>	Tatjana Kotnik Karba (Kultprotur)
<b>Relevant RM/KFP involved</b>	RM2 - Maria Ut-Mary's way
<b>Brief description of the action</b>	<p>With this action the Replicator will encourage other means of transport trying to make the castle more accessible to visitors, who are tourists but also local inhabitants. In the frame of the RURITAGE project we are introducing a new, more sustainable means of transport: recycled bicycle sharing system, with 1 renting station at the Negova castle (16 bicycles provided by RECIKEL, the first sustainable, green and responsible bike-sharing service in Pomurje region), and setting up a broadband communication system in the Negova Castle.</p> <p>The system can easily connect the castle with the stations in Gornja Radgona (Youth centre Gornja Radgona, Gornja Radgona Tourist information centre). This will make it easier for residents, visitors and tourists to move between points of interest in the area.</p> <p>RECIKEL bicycle rental service will also be included in the new tourist pack, that will include accommodation, renting bike, rafting, local food and sightseeing., With main stakeholders in this action we are preparing joint brochures, maps, promotional film and general promotion, which is the secondary aim of this activity. The pack is designed regionally and connects Gornja Radgona with Veržej (Terme Banovci). The region is known for its many mineral and thermal springs and has already in the past focused on thermal and spa tourism. Terme Banovci are known as one of the most renowned spas in the region who are aware that the structure of guests has changed and that they must give their guests easy access to the experience of the region if they want the guest to return. We are connected to Veržej (Terme Banovci) by a cycling route as well as the Mura river (rafting – partner Mura rafting). We designed 2 versions of the pack (3 and 5 days) which will allow some possibility of adaptation - the problem is especially rafting, which can not be realised in all (weather) conditions. With this action, we are connecting more closely with key stakeholders in the region, based on what the region already has and what it is known for.</p> <p>At present, at the Negova Castle visitors do not have access to a broadband communication system. In the frame of the RURITAGE project we are also setting up a broadband communication system in the Negova Castle, thus ensuring guests, visitors, residents, artists and local community to freely access and to organise their work also through the ICT. This will also open the doors to the conference tourism, as well as more modern exhibitions and performances.</p>

<b>Objective and target of the action (by the end of the project)</b>	<p>With this action the Replicator will make the castle more accessible for the community and for its visitors. Moreover, we want to promote reduction of waste, reuse, sustainable mobility and green tourism.</p> <p>Beyond that, the Replicator want to connect the castle to other networks and straighten the tights with other relevant partners in the field of art and tourism in the neighbourhood. This also takes the form of a joint promotion and of a new tourist package that will include both sightseeing, local food and bike rentals.</p> <p>Target:</p> <ul style="list-style-type: none"> <li>No. of rented bicycles per week: 5 in the first year (in good weather conditions).</li> </ul>
<b>Specific activities</b>	<p>RECIKEL bike-sharing service:</p> <ul style="list-style-type: none"> <li>To prepare all the needed documentation for renting bikes (Kultprotur have to prepare the documents in line with GDPR, that customers will fulfil and sign by renting)</li> <li>Event planning meeting for the official launch of the new service (part of a Launch event of the implementation phase)</li> <li>Meeting with logistic partners for food and beverages, choosing and hiring the caterer</li> <li>Preparation and printing of invitations, press releases and other informational material</li> <li>Inviting media representatives, stakeholder and general public</li> <li>Final meeting and organisation of logistic</li> <li>Venue preparation (The Negova Castle)</li> <li>Realisation</li> </ul> <p>Broadband communication system in the castle:</p> <ul style="list-style-type: none"> <li>Obtaining offers from different bidders</li> <li>Selecting the bidder and signing the contract</li> </ul> <p>Implementation</p> <p>Preparation of the tourist pack:</p> <ul style="list-style-type: none"> <li>Meeting with main stakeholder in this action, Radgonske gorice d.d., to define the tourist pack (target audience, timeframe, which partners to invite,...)</li> <li>Contacting and inviting potential partners Meeting with Radgonske gorice d.d., Sikalu Zoo, Terme Banovci, and Mura rafting to further discuss about the possibility of preparation of a tourist pack (renting bike (Recikel), rafting, lunch and sightseeing), joint brochures, maps, promotional film, etc., selection of advertising methods and dividing the tasks, responsibilities.</li> <li>Shooting a promotional film Meeting (online) with main stakeholders: viewing and discussing a promotional film, brochures and other promotional activities. <ul style="list-style-type: none"> <li>Meeting with main stakeholders: I)presentation and review of the work done by each partner, final defining the prices for tourist pack, dividing tasks and responsibilities ; II) meeting with main stakeholders: final definition of promotion and marketing strategies, final design of visual; III) meeting with main stakeholders: review and validation of visuals, texts and other promotional material, last corrections and updates before printing / publication</li> </ul> </li> <li>Publishing and presentation of the new tourist pack</li> </ul>
<b>Monitoring plan and indicators</b>	<p>BC-9 Number of shared transport services (bike sharing, car sharing, etc.)</p> <p>BC-1 Number of hotspots provided</p>
<b>Capital involved</b>	Human capital, Built capital, Social capital, Natural Capital
<b>Main stakeholders involved and their roles and contribution</b>	<p>Rastišče (NGO) contributed the initial concept for Recikel. Responsible for promotion and dissemination together with Kultprotur.</p> <p>Radgonske gorice d.d., Terme Banovci, Mura rafting and Sikalu zoo – they will be involved in preparing a new tourist pack (renting bike, lunch and sightseeing), joint brochures, maps, promotional film and general promotion.</p> <p>Municipality of Gornja Radgona will provide the missing funds for the implementation of this action and support the promotion.</p>



	Municipality of Gornja Radgona will also cover all the cost regarding realisation of setting up a broadband communication system at the Negova Castle.
<b>Beneficiaries</b>	Local population, tourists, artists, students, etc
<b>Formal partnership established (PPP, voluntary agreement, etc.)</b>	Voluntary agreement with NGO Rastišče, Radgonske gorice d.d., Mura rafting, Sikalu zoo, Terme Banovci, Municipality of Gornja Radgona
<b>Timeframe</b>	February 2020 - January 2022
<b>Indicative funding source &amp; costs</b>	600,00 EUR (RURITAGE – Launch event of the implementation phase - Kultprotur) 750,00 EUR (Kultprotur) 750,00 EUR (Radgonske gorice) 5000,00 EUR (Municipality of Gornja Radgona) 750,00 EUR (Mura rafting) 750,00 EUR (Terme Banovci) 750,00 EUR (Sikalu Zoo) Total: 8.600,00 EUR
<b>Sustainability of the action</b>	If the action is successful, visitors will explore the surrounding area of Negova. Hopefully, locals will choose to use a bike instead of taking the car to the castle. The bikes are supposed to be maintained out of rental income, if those will not be enough at first, Kultprotur will cover the difference with its own resources. Wi-Fi access will be maintained by Kultprotur.

<b>Code of the action</b>	<b>R4.2</b>
<b>Title of the action</b>	<b>Festival of Love: Days of Summer</b>
<b>Relevant SIA or SIAs</b>	Art & Festival, Local food
<b>Relevant Heritage</b>	Tangible – Natural, Tangible – Artefacts, Intangible – Social Practices Rituals and Festive Events, Intangible – Knowledge and Practices, Intangible – Oral traditions, Intangible – Performing arts, Intangible – Traditional craftsmanship, Digital
<b>Reference RM Action/s (code and name)</b>	Our own action
<b>Useful lesson/s Learned (code and name)</b>	LL05 Collaborative approaches to achieve innovative financing solutions and access to funding LL06 Create a 'brand' based on one of the cultural and natural resources and the added value created LL08. Create synergies and foster a collaborative approach with other organizations, programmes or local activities (i.e. festivals, arts, food, etc.) and attractors of the territory to increase impact of the actions LL24 Long-term vision to build confidence among stakeholders and continuous communication to create long-lasting relationships LL25. Take advantage from traditional events and make the typical characteristics of the area (food&wine, handcraft, traditions) a tourist attraction
<b>Responsible person</b>	Tatjana Kotnik Karba (Kultprotur), Aleksandra Kostič (Kibla)
<b>Relevant RM/KFP involved</b>	RM7 - Take Art
<b>Brief description of the action</b>	Festival of Love is conceived as a series of events that will be held throughout the year at the Negova Castle and its surrounding, indoor and outdoor, with connection with events held in the city of Maribor (not on RURITAGE budget). Moreover, there will be a yearly Festival of Love week during the first week of June (5-7 in 2020 4-6 in 2021 and 3-5 2022) leading and influencing all the other events. Specific theme days throughout the year

	<p>within the Festival of Love are found under Actions R4.3, R4.4. Notably the first edition of the Medieval day will be hosted in the first edition of the Festival of love (see action R.4). The Festival's program covers all generations and it strategically merges different art forms into the unique Castle experience to attract various audiences. The Festivals will start with an opening of the visual arts exhibition and continues with a concert. <b>Within this opening day organizers will introduce RURITAGE approach to local community as local dissemination event foreseen in Task 3.5.</b></p> <p>Each evening ends with enlightened façade and projections on the Castle. Mornings are reserved for workshops and afternoons for discussions, performances and concerts.</p> <p>In parallel Food Events (food and beverages tastings and Sensory dinners) will be organized. They will be both innovative culinary events as well as promotional events of local products (e.g. Sensory dinner: Food will be presented in innovative way with use of sensory dishes and cutlery, with use of different multimedia tools like sound, video, performance; Penina fejest event: tasting of sparkling wines with a masterclass workshop led by the sommelier Jože Rozman gathering producers from all Slovenia).</p> <p>Special attention is being paid to the children's program, with an aim of developing and encouraging their cultural and creative and artistic sensibility of young generations and their families.</p> <p>The Role Model Take Art will host one of their programs as an international input .</p>
<b>Objective and target of the action (by the end of the project)</b>	<p>Through the Festival of Love the castle will be better recognized as the cultural and creative and art &amp; festival centre on local, regional, national and international level. Moreover, our objective is to make art and creativity more accessible to the local community, and to increase the interest of the population about art, and to get new people entrusted in art, and to give locals and visitors of all ages new opportunities to participate in art events or just to enjoy them, and to make art more accessible to the communities of Negova and its area. With the Festival also the visibility of the Negova Castle will rise, and the area will be more known and attractive for visitors.</p> <p>We are enriching the programme with food events promoting local food production and preparation and local producers and chefs collaborating with artists.</p> <p>Targets:</p> <ul style="list-style-type: none"> <li>• No. of visitors per year: at least 1200 visitors on the Festival of Love.</li> <li>• No. of events organized in the frame of the Festival of Love in each edition: at least 10 (concerts (3-4), performances (2-3), discussions (1-2), literature readings (1-2), projections (2), art &amp; food events (1-2)).</li> <li>• No. of editions organized in the framework of the RURITAGE project: at least 3 editions</li> </ul>
<b>Specific activities</b>	<p>Each edition will foresee the following activities:</p> <ul style="list-style-type: none"> <li>• to set a plan (preparatory activity for the 1<sup>st</sup> edition)</li> <li>• to get in contact with stakeholders and local, national and international artist, producers, art centres, organizers (preparatory activity for the 1<sup>st</sup> edition)</li> <li>• defining the program framework (preparatory activity for the 1<sup>st</sup> edition)</li> <li>• Preparing Sensory dinner: hire chefs, setting up audio and performance</li> <li>• Preparing Penina fejest event (sparkling wine tasting)</li> <li>• Particularly prepare Children's program</li> <li>• selecting the program participants</li> <li>• preparation of promotional and advertising material</li> <li>• program realisation, dividing tasks and responsibilities</li> <li>• concluding agreements with performers and other providers</li> <li>• preparations of all the required legal documentation</li> <li>• to set artist-in-residence</li> <li>• organisation</li> <li>• preparation of the venue</li> <li>• implementation</li> <li>• analysing the results and the search for improvements for the next edition</li> <li>• Prepare cooperation with RM Take Art</li> </ul>

	<p><u>Revised action contains:</u></p> <ul style="list-style-type: none"> <li>RURITAGE Photo Contest exhibition at the Negova Castle (4 June- 31 August 2021)</li> </ul>
<b>Monitoring plan and indicators</b>	<p>CC-02 Number of mentions of CNH in social media, media, press etc.  CC-05 Number of posts mentioning RURITAGE at the local level  SC-01a Number of citizens engagement activities  SC-01b Number of participants in citizen engagement activities  SC-02 Number per type of stakeholders involved (according to the ones defined in D.3.1)  SC-03 Number of local associations involved</p>
<b>Capital involved</b>	Cultural capital, Built capital, Social capital, Human capital, Financial capital
<b>Main stakeholders involved and their roles and contribution</b>	<p>Artists Saša Bezjak, Robert Jurak, Bojana Križanec: co-development of programme festival and art performances  Tourism association Negova – Spodnji Ivanjci, Tourism association Majolka, Art association Gornja Radgona: direct involvement in the programme definition  College of Hospitality and Tourism Maribor, High Culinary School Maribor: direct involvement in the programme definition of the food related events</p>
<b>Beneficiaries</b>	local citizens and artists, local restaurants, local SME's, visitors, tourists, children, families, wider audience
<b>Formal partnership established (PPP, voluntary agreement, etc.)</b>	There have been already discussions and round table with stakeholders. The exact type of agreement will be set during the implementation phase
<b>Timeframe</b>	<p>January 2019 – September 2020: first edition  September 2020 – September 2021: second edition  September 2021 – June 2022: third edition</p>
<b>Indicative funding source &amp; costs</b>	<p>32.000,00 EUR (RURITAGE – Kibla)  1.500,00 EUR (RURITAGE – Kultprotur)  Total: 33.500,00 EUR (for 3 editions)</p>
<b>Sustainability of the action</b>	Festivals can act as a magnet, attracting visitors. We are planning to carry out this festival also after the project duration in 2023 and beyond – we will try to find other ways of financing it, e.g. national and international and local funds, sponsors and donors, self-financing

<b>Code of the action</b>	<b>R4.3</b>
<b>Title of the action</b>	<b>Festival of Love: Spring and Autumn Day / The Herb Day</b>
<b>Relevant SIA or SIAs</b>	Art & Festival, Local Food
<b>Relevant Heritage</b>	<p>Tangible – Natural,  Intangible – Social Practices Rituals and Festive Events  Intangible – Knowledge and Practices,  Intangible – Oral traditions</p>
<b>Reference RM Action/s (code and name)</b>	Our own action
<b>Useful lesson/s Learned (code and name)</b>	<p>LL04 Build sense of belonging, individual and community self-confidence and increased autonomy through CNH  LL 05 Collaborative approaches to achieve innovative financing solutions and access to funding  LL17 Identify heritage resources (formal and informal), foster a better understanding of the tangible and intangible values of natural and cultural heritage and create a recognized value as a driver for local development  LL18 Implementation of participatory approach and involvement of local people, including private owners, from early stage  LL25 Take advantage from traditional events and make the typical characteristics of the area (a site, food &amp; wine, handcraft, traditions) a tourist attraction</p>

<b>Responsible person</b>	Tatjana Kotnik Karba (Kultprotur), Aleksandra Kostič (Kibla)
<b>Relevant RM/KFP involved</b>	RM3 - Dare Puglia
<b>Brief description of the action</b>	<p>The Herb day was already organised in 2019 as a one-day event. We engaged mainly local stakeholders, but some of them also were coming from different parts of Slovenia. Majority didn't get any financial stimulation for their involvement, but they could sell their products on The Herb day and, on the other hand, Kultprotur also offered them the possibility to sign the contract to sell their product in the tourist office in the castle throughout the year. Within this action we want to further increase the participation of producers and local people by introducing new activities and themes, thus stimulating interest and knowledge about traditions mainly related with food and herb production and use. Vulnerable groups are also involved in this action. <b>A workshop for care receivers (people with disabilities)</b> from VDC Gornja Radgona is planned, on which they will get to know more about the Herbs, their practical use and prepare signboards for herbs on the Herb garden on the castle's Herb garden. This workshop is one of the activities foreseen in Task 3.5.</p> <p>Local population, living in the Negova and its area will also be actively engaged in the programme with presentations of their products, workshops (on herbs, food products and cooking) and a concert.</p> <p>Workshops about foraging and using wild plants and herbs for culinary and healing, foraging in the area around the Negova Castle, preparing and tasting the food will be organised at each Herb Day. Also, a workshop will be set at the castle for preparing the traditional Prlekija cake (Prleška gibanica) and local food by local and invited chefs preparing the old recipes in a new way. Participants will be directly invited and also welcomed through the public call to reach more providers and herbal products makers. Stakeholders and media representatives will also be directly invited to each event.</p> <p>The programme will be focused on showing traditional herbs and their usage for different occasions (as food, beverages, cosmetics, medicine, plant) as well as traditional food and cuisine.</p>
<b>Objective and target of the action (by the end of the project)</b>	<p>Our objective is to promote herbs and their usage to stimulate new opportunities in terms of knowledge and promotion of local resources and at the same time to enhance the local economy based on herbs production and selling and on the use of herbs for various purposes. We want to raise awareness about healthy food, inform about herbs and show several possibilities of their usage and treatment, increase herbal usage on daily basis, increase the overall interest in herbs, attract herb products makers and visitors, give locals and visitors of all ages new opportunities to get new knowledge about herbs and participate in organised events and workshops or just to enjoy the offer and the atmosphere. The Herb Day also promotes the activities at the Negova Castle, and it emphasises the visibility of the Castle and the area, which will be more known and attractive to visitors.</p> <p>Targets:</p> <ul style="list-style-type: none"> <li>No of editions per year: 2 Herb Days per year (Spring and Autumn editions)</li> <li>No. of editions within RURITAGE: 5.</li> <li>No of visitors per each edition: at least 500 visitors at every Herb Day.</li> <li>No. of visitors per year: 1.000</li> <li>Increased knowledge: good level of information about herbs and their usage and herbal products.</li> </ul>
<b>Specific activities</b>	<p>Each edition will foresee the following activities:</p> <ul style="list-style-type: none"> <li>set the plan (preparatory activity for the 1<sup>st</sup> edition)</li> <li>contacting providers and engage them</li> <li>prepare the programme</li> <li>selection and hiring of lecturers and other contractors for workshops</li> <li>preparation of advertising material and all the required documentation</li> <li>promotion and dissemination</li> <li>preparation of the venue</li> <li>implementation</li> </ul>

	<ul style="list-style-type: none"> <li>debriefing and search for potentially better solutions for the next edition</li> </ul>
<b>Monitoring plan and indicators</b>	<p>CC-02 Number of mentions of CNH in social media, media, press etc.</p> <p>BC-14 Number of fairs and tourism events per year related to the promotion of the area and related products</p> <p>SC-01a Number of citizens engagement activities</p> <p>SC-01b Number of participants in citizen engagement activities</p> <p>SC-03 Number of local associations involved</p> <p>SC-07 Number of disadvantaged people engaged</p>
<b>Capital involved</b>	Cultural capital, Natural capital, Social capital, Human capital
<b>Main stakeholders involved and their roles and contribution</b>	<p>Tourism Association Negova – Spodnji Ivanjci: direct involvement in event organisation and implementation (workshop)</p> <p>Tourism association Majolka: direct involvement in event organisation and implementation (workshop)</p> <p>VDC Gornja Radgona: direct involvement in the workshop for vulnerable groups</p>
<b>Beneficiaries</b>	local citizens, local food producers and restaurants, local SME's, visitors, tourists
<b>Formal partnership established (PPP, voluntary agreement, etc.)</b>	There have been already discussions and round table with stakeholders. The exact type of agreement will be set during the implementation phase.
<b>Timeframe</b>	January 2020 – May 2022
<b>Indicative funding source &amp; costs</b>	<p>10.000,00 EUR (RURITAGE - Training related with the interested SIA (food) – Kibla)</p> <p>16.000,00 EUR (RURITAGE - Kultprotur)</p> <p>Total: 26.000,00 EUR</p>
<b>Sustainability of the action</b>	The Herb day has been already run once in the past and the results were encouraging. We are planning to carry out this event also after the project duration in 2022 and beyond – we will try to find other ways of financing it, e.g. national and international and local funds, sponsors and donors, self-financing.

<b>Code of the action</b>	<b>R4.4</b>
<b>Title of the action</b>	<b>Festival of Love: Autumn day / Medieval day</b>
<b>Relevant SIA or SIAs</b>	Art & Festival, Local food
<b>Relevant Heritage</b>	<p>Tangible – Artefacts,</p> <p>Intangible – Social Practices Rituals and Festive Events,</p> <p>Intangible – Oral traditions,</p> <p>Intangible – Performing arts,</p> <p>Intangible – Traditional craftsmanship</p>
<b>Reference RM Action/s (code and name)</b>	our own action
<b>Useful lesson/s Learned (code and name)</b>	<p>LL04. Build sense of belonging, individual and community self-confidence and increased autonomy for promotion, safeguarding, management and well-being</p> <p>LL07. Create 'tourist pack and experiences' based on the different clusters (culture, food &amp; wine, nature, religion, etc.) and sell combined packages, including transport</p> <p>LL08. Create synergies and foster a collaborative approach with other organizations, programmes or local activities (i.e. festivals, arts, food, etc.) and attractors of the territory to increase impact of the actions</p> <p>LL25. Take advantage from traditional events and make the typical characteristics of the area (food &amp; wine, handcraft, traditions) a tourist attraction</p>
<b>Responsible person</b>	Tatjana Kotnik Karba (Kultprotur), Aleksandra Kostič (Kibla)
<b>Relevant RM/KFP involved</b>	RM8 - Višegrad
<b>Brief description of the action</b>	Medieval stories are already present on the Negova Castle - in cooperation with Tourism association Negova – Spodnji Ivanjci we organise annually The Castle Camp (Grajski tabor) for children, which traditionally ends with a Medieval afternoon. However, it is a micro-event with a very limited program that addresses a small number of target audiences. In

	<p>the frame of the RURITAGE project we are upgrading and evolving this story, also on the basis of the know how/ experiences and networks of the Role Model from our main SIA, Art&amp;festival, Višegrad. An enriched and expanded program will address a wider target audience, raised the visibility of the castle and further contributed to the positioning of the castle as an international cultural center.</p> <p>The foreseen program consists of workshops, representations of medieval life, medieval dances, concerts of medieval music. Stakeholders and media representatives will also be directly invited to each event.</p> <p>Were planning 2 editions, in 2021 and in 2022.</p>
<b>Objective and target of the action (by the end of the project)</b>	<p>Medieval day is one of the events, with which we are trying to make the castle recognized as the international cultural centre on local, regional, national and international level.</p> <p>Targets:</p> <ul style="list-style-type: none"> <li>No. of visitors per event: 600.</li> <li>No. of editions per year: 1</li> <li>No. of edition in the lifespan of the project: 2</li> </ul>
<b>Specific activities</b>	<p>Each edition will foresee the following activities:</p> <ul style="list-style-type: none"> <li>contacting providers and engage them (preparatory activity for the 1<sup>st</sup> edition)</li> <li>to prepare the programme</li> <li>selection and hiring of lecturers and other contractors</li> <li>preparation of advertising material</li> <li>promotion and dissemination (in conjunction with other Festival of Love related events)</li> <li>preparation of the venue</li> <li>implementation</li> <li>debriefing and search for potentially better solutions</li> </ul>
<b>Monitoring plan and indicators</b>	<p>SC-01a Number of citizens engagement activities</p> <p>SC-01b Number of participants in citizen engagement activities</p> <p>SC-02 Number per type of stakeholder involved (according to the ones defined in D.3.1)</p>
<b>Capital involved</b>	Cultural capital, Built capital, Social capital
<b>Main stakeholders involved and their roles and contribution</b>	Tourism Association Negova – Spodnji Ivanjci: direct involvement in the program
<b>Beneficiaries</b>	Municipality, local citizens, local restaurants, local SME's
<b>Formal partnership established (PPP, voluntary agreement, etc.)</b>	Tourism association Negova Spodnji Ivanjci: voluntary agreement.
<b>Timeframe</b>	January 2020 – June 2022
<b>Indicative funding source &amp; costs</b>	<p>10.000,00 EUR (4.000 in 2020 in conjunction with the budget for the Festival of Love: Days of summer; 6.000 in 2021 as an independent event)</p> <p>Total: 10.000,00 EUR (RURITAGE – Kultprotur)</p>
<b>Sustainability of the action</b>	Festivals and events can act as magnets attracting visitors. As in the case of the other festivals and with the help from RM8 (Višegrad – their networks and experiences) we would like to make this event reoccurring.

<b>Code of the action</b>	<b>R4.5</b>
<b>Title of the action</b>	<b>Building new skills and knowledge about rural creativity</b>
<b>Relevant SIA or SIAs</b>	Art & Festival, Local food, Pilgrimage, Landscape
<b>Relevant Heritage</b>	<p>Tangible – Natural,</p> <p>Tangible – Artefacts,</p> <p>Intangible – Social Practices Rituals and Festive Events,</p> <p>Intangible – Knowledge and Practices,</p>



	Intangible – Performing arts, Intangible – Traditional craftsmanship, Digital
<b>Reference RM Action/s (code and name)</b>	Our own action
<b>Useful lesson/s Learned (code and name)</b>	LL04. Build sense of belonging, individual and community self-confidence and increased autonomy for promotion, safeguarding, management and well-being LL15. Identify heritage resources (formal and informal), foster a better understanding of the tangible and intangible values of natural and cultural heritage and create a recognized value as a driver for local development LL24. Long-term vision to build confidence among stakeholders and continuous communication to create long-lasting relationships LL15 Identify heritage resources (formal and informal), foster a better understanding of the tangible and intangible values of natural and cultural heritage and create a recognized value as a driver for local development LL29. Recover and put in value the traditional skills and agricultural and farming methods LL39. Get the trust of all land tenures and develop the common agreement that give benefits to all partners
<b>Responsible person</b>	Tatjana Kotnik Karba (Kultprotur), Aleksandra Kostič (Kibla)
<b>Relevant RM/KFP involved</b>	University of Plymouth
<b>Brief description of the action</b>	At the Negova Castle we are now running some workshops on different topics for children and adults, but we would like to make this range broader, offering new workshops for actual target groups but also for businesses, entrepreneurs, producers and artists that aspire to increase their knowledge and business. The aim is to involve broader spectre of moderators and speakers (individuals, institutions etc.). In 2021 we are planning to carry out 3 new workshops in cooperation with University of Maribor and Local development agency of Gornja Radgona, PORA and one more in 2022 on the topics of art-related tourism and to present local providers the opportunities to improve, upgrade and expand their core business.
<b>Objective and target of the action (by the end of the project)</b>	To increase knowledge and participation on art and culture related topics of local people and to increase skills of local entrepreneurs  Target: <ul style="list-style-type: none"> <li>No. of participants per workshop: at least 15</li> <li>No. of editions: 4.</li> <li>Level of knowledge achieved on the topics touched by the workshops: good</li> </ul>
<b>Specific activities</b>	Each edition will foresee the following activities: <ul style="list-style-type: none"> <li>to analyse specific learning needs of the different target groups (preparatory activity for the 1<sup>st</sup> edition)</li> <li>finding experts for the topics and engage them</li> <li>preparation of the advertisement material and promotion</li> <li>purchase and preparation of small catering (water, coffee, snacks)</li> <li>preparation of the venue</li> <li>implementation</li> <li>debriefing</li> </ul>
<b>Monitoring plan and indicators</b>	SC-01a Number of citizens engagement activities SC-01b Number of participants in citizen engagement activities SC-03 Number of local associations involved HC-07 Number of people trained in IT and tourism (in specific SIA)
<b>Capital involved</b>	Social capital, Financial capital, Human capital, Natural capital, Built capital
<b>Main stakeholders involved and their roles and contribution</b>	Local development agency PORA: direct participation in the organization and implementation of workshops. University of Maribor: direct participation in the organization and implementation of workshops.

<b>Beneficiaries</b>	Municipality, local citizens of different ages, local entrepreneurs, local artists, vulnerable groups
<b>Formal partnership established (PPP, voluntary agreement, etc.)</b>	There have been already discussions and round table with stakeholders. The exact type of agreement will be set during the implementation phase.
<b>Timeframe</b>	December 2020 – May 2022
<b>Indicative funding source &amp; costs</b>	100,00 EUR (Kultprotur) 100,00 EUR (Kibla) Total: 200,00 EUR
<b>Sustainability of the action</b>	Investments in human and social capital are the crucial elements for further developments of the region. We foresee these workshops will be very popular therefor new editions will be foreseen.

## 6.3 Timeline for the implementation

Action No:	Action Name:	2019				2020												2021												2022							
		September	October	November	December	January	February	March	April	May	June	July	August	September	October	November	December	January	February	March	April	May	June	July	August	September	October	November	December	January	February	March	April	May	June	July	August
		16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51
R4.1	Making Negova Castle accessible and connectable																																				
R4.1.1	Recikel bike sharing service																																				
R4.1.2	Preparation of the tourist pack																																				
R4.1.3	broadband communication system																																				
R4.2	Festival of Love: Days of Summer																																				
R4.3	Festival of Love: Spring and Autumn Day / The Herb Day																																				
R4.4	Festival of Love: Autumn day / Medieval day																																				
R4.5	Building new skills and knowledge about rural creativity																																				

## 7. Appignano del Tronto (CoApp) Heritage-led regeneration plan



Photo from the RURITAGE photo contest 2021.  
Photographer: Mauro Corinti

## 7.1 Programme for the implementation of the plan

No	Action	SIA
R5.1	Natural Heritage: awareness raising, Capacity building and training activities for resilience	Resilience
R5.2	Natural Heritage: awareness raising, capacity building and training activities for sustainable local food production	Resilience, Local food
R5.3	Capacity building and training activities for local companies through enchantment of cultural and natural heritage	Landscape, Migrants, Local Food
R5.4	Development of toolkit for resilient citizens	Resilience
R5.5	Appignano HUB for Community Resilience, Training and Education	Resilience, Landscape
R5.6	RURITAGE Stories	Landscape, Resilience, Local food
R5.7	RURITAGE Art festival	Art & Festival
R5.8	Creation of an integrated green pack based on Nature and Cultural Heritage products, paths and sites	Landscape, Local food, Art & Festival
R5.9	Natural Heritage: path of the Grey-Blue Badlands	Landscape, Local food, Pilgrimage
R5.10	Definition of measures to increase private investments at Appignano del Tronto related with resilience and Cultural and Natural Heritage	Resilience, Landscape
R5.11	Preserving old tradition integrating migrants	Migrants, Local food

### 7.1.1 What is new - edits since D3.4

<b>Timeline edits</b>	<ul style="list-style-type: none"> <li>• R5.4 start of the activities postponed and the action extended until November 2021</li> <li>• R5.7 start of the activities postponed and the action extended until May 2022</li> <li>• R5.8 start of the activities postponed and the action extended until May 2022</li> <li>• R5.9 start of the activities postponed and the action extended until May 2022</li> <li>• R5.10 start of the activities postponed and the action extended until January 2022</li> </ul>
<b>Minor change Action(s)</b>	<ul style="list-style-type: none"> <li>• R5.1, R5.2 and R5.3 Most of the training activities moved online because of restrictions define by the COVID19 pandemic</li> <li>• R5.6 Some of the activities of this action have been adapted, because of the limitations in organizing meetings with young and elderly people to collect stories. Instead of face-to-face meetings , phone calls and online meetings have been preferred. Stronger link with action R5.9 has been created, through the integration of the RURITAGE storied within the digital and virtual reality developed within the Path of the blue and greylands-</li> <li>• R5.7 The international scope of the RURITAGE Art Festival has been readapted because of the restrictions imposed by COVID19; the scope and the content of the festival have been rearranged and adapted with local stakeholders</li> <li>• R5.9 a connection with R5I6 'RURITAGE stories' was created – storied will feed the digital narrative of the path.</li> </ul>
<b>Major change Action(s)</b>	None
<b>NEW Action(s)</b>	None

## 7.2 The actions in detail

Code of the action	R5.1
<b>Title of the action</b>	<b>Natural Heritage: awareness raising, capacity building and training activities for resilience</b>
<b>Relevant SIA or SIAs</b>	Resilience
<b>Relevant Heritage</b>	Tangible - Natural, Intangible - Knowledge and Practices
<b>Reference RM Action/s (code and name)</b>	RM 9-1 Organizing training, also using informal education methodology, to improve the resilience of local people
<b>Useful lesson/s Learned (code and name)</b>	LL04 Build sense of belonging, individual and community self-confidence and increased autonomy for promotion, safeguarding, management and well-being LL35 Training on digital technologies LL18 Implementation of participatory approach and involvement of local people, including private owners, from early stage
<b>Responsible person</b>	Antonella D'Angelo
<b>Relevant RM/KFP involved</b>	RM9-RM10-UNESCO
<b>Brief description of the action</b>	The aim of the action is to improve community resilience through training activities addressed to different targets. This action will allow to increase the resilience of the community through the development of a renewed knowledge of the territory, its peculiar landscapes and geology.
<b>Objective and target of the action (by the end of the project)</b>	In the general context of strengthening resilience at Appignano Del Tronto (citizens toolkit, innovative technologies etc), this action will focus on Knowledge transfer through training activities. The target audiences of the action are the following: <ul style="list-style-type: none"> <li>Local school students. Quantitative target: 150 people. Qualitative target: awareness about emergency procedures and base knowledge about natural risks and hazards and connect it to their reality – the area of COAPP.</li> <li>Elderly people. Quantitative target: 80 people. Qualitative target: awareness about emergency procedures and prevention of psychological impacts of natural hazards</li> <li>Citizens. Quantitative target: 100 people. Qualitative target: awareness about emergency procedures and natural hazards and risks and connect it to their reality – the area of COAPP.</li> <li>Professionals (engineers, geologists): 150 people</li> </ul>



<b>Specific activities</b>	<ul style="list-style-type: none"> <li>• Press release at the beginning of each training activity (2020, 2021);</li> <li>• Preparation of training exercises for various group that will take place during training activities;</li> <li>• Training for local school students</li> <li>• One training course for kinder garden: 1 online meeting (because covid_19) of 1h and half and at the end a final certificate of “resilience” child will be given to each participant; One training activity for primary school students- duration: 1 online meeting (because covid_19) 1 hour and a half- at the end a final certificate of resilient student” will be given to each participant. One training activity for secondary school students- duration: 1 online meeting (because covid_19) 1 hour and a half- at the end a final certificate of resilient student” will be given to each participant.</li> </ul> <p>Awareness Training activities for adult and elderly people</p> <ul style="list-style-type: none"> <li>○ four online events “Resilience Dialogues” in collaboration with experts on Resilience. Each event will focus on a topic: 1) Resilience under Pandemic; 2) Resilience toward Earthquake; 3) Resilience toward Climate Change; 4) Resilience toward Ideological Risks. Each event will be stream through the facebook page “Ruritage – Appignano del Tronto”. Four events organized in collaboration with the local elderly club. Each event will be divided into two parts - first part: vision of a film, documentary etc. about natural risks and hazards; -second part: discussion with an expert</li> <li>○ Drills according to developed plans</li> </ul> <ul style="list-style-type: none"> <li>• Capacity building activities for adults about knowledge of the territory and civil protection plans <ul style="list-style-type: none"> <li>○ two events to increase the knowledge of the territory (the first about history of the landscape and geology, the second about the RURITAGE resilience stories and about earthquake experience</li> </ul> </li> <li>• One event about seismic risk to explain the technical sites of civil protection plan in conjunction with the explanation of the technical toolkit for resilience citizens</li> <li>• Training for geologists: geologists with professional training credits</li> <li>• One event dedicated to local seismic response, using measurements recorded by local seismograph and hydro geological risks, using local weather stations.</li> </ul>
<b>Monitoring plan and indicators</b>	<p>CC-02 Increment in number of mentions of CNH in social media, media, press, etc.</p> <p>CC-05 Number of posts mentioning RURITAGE at local level</p> <p>CC-07 Number of people reached by actions and cultural events produced by citizens at local level</p> <p>SC-01 Number of citizens engagement activities</p> <p>SC-02 Number of participants in citizens engagement activities</p> <p>SC-03 Number per type of stakeholder involved (according to the ones defined in D.3.1)</p> <p>SC-04 Number of local associations involved</p> <p>SC-10 Number of disadvantaged people engaged (elderly, migrants, unemployed)</p> <p>New indicator: Number of people trained</p> <p>Monitoring timeline: every six months</p>
<b>Co-Monitoring</b>	NA
<b>Capital involved</b>	Social capital, Cultural capital, Human capital
<b>Main stakeholders involved and their roles and contribution</b>	<p>INGV- human capital</p> <p>Unicam-geology division-School of science and technology- human capital</p> <p>Regione Marche-Ufficio speciale per la ricostruzione- human capital</p> <p>Federazione regionale ordine ingegneri Marche</p> <p>Ordine regionale geologi Marche</p> <p>Circolo una nuova primavera</p>
<b>Beneficiaries</b>	The whole community of Appignano del Tronto, including vulnerable groups.
<b>Formal partnership established (PPP, voluntary agreement, etc.)</b>	Six formal partnership agreement (The agreement will refer to all the actions in which the stakeholders are involved)
<b>Timeframe</b>	Start of the action: April 2020 – end of the action April 2022

<b>Indicative costs and funding sources</b>	5.000 RURITAGE budget
<b>Sustainability of the action</b>	If the training courses will be effective, local stakeholders and municipality will make the experience permanent.

<b>Code of the action</b>	<b>R5.2</b>
<b>Title of the action</b>	<b>Natural Heritage: awareness raising, capacity building and training activities for sustainable local food production</b>
<b>Relevant SIA or SIAs</b>	Resilience
<b>Relevant Heritage</b>	Tangible - Natural, Intangible - Knowledge and Practices
<b>Reference RM Action/s (code and name)</b>	RM3-1 Support local farmers and producers in innovation projects RM15-8 Development of multifunctional farms
<b>Useful lesson/s Learned (code and name)</b>	LL01 Adapt agricultural techniques to climate change LL37. Engage knowledge partners (universities, research center, etc.) in the process
<b>Responsible person</b>	Antonella D'Angelo- Massimiliano Fazzini
<b>Relevant RM/KFP involved</b>	RM3-RM15-Unesco
<b>Brief description of the action</b>	The aim of the action is to improve community resilience through training activities and capacity building related to climate change adaptation, particularly in agriculture. This action will support sustainable local food production through the knowledge of the territory, in its particular environmental conditions.
<b>Objective and target of the action (by the end of the project)</b>	<p>In the general context of strengthening resilience at Appignano Del Tronto (citizens toolkit, innovative technologies etc.), this action will focus on citizens and farmers capacity building about climate change.</p> <p>The target audiences of the action are the following:</p> <ul style="list-style-type: none"> <li>• Local school students (from 10 to 14 years old): 40 people. Qualitative target: awareness about base knowledge and correct behaviors about climate change and consequently hydrogeological hazards and risks through local meteo-climatic database.</li> <li>• Elderly: 30 people. Qualitative target: awareness about correct behaviors relative to climate change and prevention of psychological impacts of natural hazards through local meteo-climatic database.</li> <li>• Adults: 100 people. Qualitative target: awareness about correct behaviors about climate change and consequently hydrogeological hazards and risks through local meteo-climatic database.</li> <li>• Farmers: 20 people. Qualitative target: awareness about correct behaviors about climate extreme and soil erosion through local meteo-climatic database applied to sustainable food cultivation.</li> <li>• Professionals (engineers, geologists, agronomists): 100 people. Qualitative target: application of local data in environmental planning.</li> </ul>

<b>Specific activities</b>	<ul style="list-style-type: none"> <li>• Automatic control about activities of local weather station network;</li> <li>• Implementation of a digital platform to collect data from different sources available in the field of climate change (seismograph, weather stations...);</li> <li>• Implementation of a specific web application to show the dataset;</li> <li>• Organization of one field trip for local school students from 10 to 14 years old;</li> <li>• Training on bioeconomy in collaboration with APRE</li> </ul> <p>☐ Training for engineers,: organization of one public event open to professionals to explain the application of local data in environmental planning;</p> <p>☐ Drafting of a monthly report that analyzes the local weather climate conditions, published on the municipality's website, RURITAGE section;</p> <p>☐ Drafting of an annual report that assesses the effects of climate change in the area and publication on the institution's website, RURITAGE section;</p> <p>☐ Special issue of probabilistic weather forecast before and during severe weather addressed to all population (heatwaves, strong thunderstorm, downburst, heavy snowfall...). During severe weather, every 24 hours a special bulletin that contains weather forecast and includes guidance on appropriate behavior of the population will be drawn up and published on the website of the Municipality-RURITAGE section and on the Facebook page;</p> <p>☐ Dedicated issue of probabilistic weather forecast linked to local cultivation needs (dry timespan, late frost, hailstorms, heatwaves, strong thunderstorm, downburst, heavy snowfall)-During severe weather for cultivation needs, every 24 hours a special bulletin that contains weather forecast and includes guidance for cultivations will be drawn up. The municipality has the list of local farmers that are involved in another project about climate change adaptation in agriculture. The bulletin will be widespread by WhatsApp to all farmers and published using common channels.</p> <p>☐ Proper communication and dissemination activities.</p>
<b>Monitoring plan and indicators</b>	<p>CC-02 Increment in number of mentions of CNH in social media, media, press, etc. CC-05 Number of posts mentioning RURITAGE at local level CC-07 Number of people reached by actions and cultural events produced by citizens at local level SC-01 Number of citizens engagement activities SC-02 Number of participants in citizens engagement activities SC-03 Number per type of stakeholder involved (according to the ones defined in D.3.1) SC-04 Number of local associations involved SC-10 Number of disadvantaged people engaged (elderly, migrants, unemployed) HC-09 Number of publication as recommendation and guidelines provided</p> <p>New indicator: Number of people trained Number of people reached by dedicated issue of probabilistic forecast Monitoring timeline: every six months</p>
<b>Co-Monitoring</b>	Object mapping and walking maps Landscape Connect
<b>Capital involved</b>	Social capital, Cultural capital
<b>Main stakeholders involved and their roles and contribution</b>	Unicam-geology division-School of science and technology- human capital Regione Marche Federazione regionale ordine ingegneri Marche Ordine regionale geologi Marche Circolo una nuova primavera
<b>Beneficiaries</b>	The whole community of Appignano del Tronto, including vulnerable groups.
<b>Formal partnership established (PPP, voluntary agreement, etc.)</b>	Five formal partnership agreement (The agreement will refer to all the actions in which the stakeholders are involved)
<b>Timeframe</b>	Start of the action: February 2020 – end of the action April 2022

<b>Indicative costs and funding sources</b>	€ 5.000,00 RURITAGE budget
<b>Sustainability of the action</b>	If the training courses will be effective, local stakeholders and municipality will make the experience permanent.

<b>Code of the action</b>	<b>R5.3</b>
<b>Title of the action</b>	<b>Capacity building and training activities for local companies through enchantment of cultural and natural heritage</b>
<b>Relevant SIA or SIAs</b>	Local food, Landscape
<b>Relevant Heritage</b>	Tangible - Natural
<b>Reference RM Action/s (code and name)</b>	RM 3-1 Support local farmers and producers in innovation projects RM 3-6 Social Innovation ideas RM 3-5 Promote the environmental sustainability of the agro-food production, packaging and selling RM 5-2 Capacity building activities: Training to migrants and residents related with organic farming, arts, built heritage restoration, traditional crafts and trades, etc.
<b>Useful lesson/s Learned (code and name)</b>	LL15 identify heritage resources (formal and informal), foster a better understanding of the tangible and intangible values of natural and cultural heritage and create a recognized value as a driver for local development LL17 Booster effective leadership, including through agencies, to promote and drive the actions, with strategic vision, enthusiasm and network of contacts
<b>Responsible person</b>	Gianluca Vagnarelli
<b>Relevant RM/KFP involved</b>	Savonia University, APRE, CARTIF
<b>Brief description of the action</b>	The action consists in providing 2 guidelines/learning material and 9 training activities for stakeholders, especially local companies, in order to boost their capacities, abilities and skills in 5 different fields: a) Entrepreneurial skills; b) English skills; c) Social media and e-commerce skills; d) EU funds opportunities for SME; e) Service Design skills.
<b>Objective and target of the action (by the end of the project)</b>	The main objective of the action is to boost the human and financial capital of Appignano del Tronto. As RURITAGE baseline data shows, local companies need to be supported in in defining new business models and innovative processes of production and, more generally, creation of a more favourable pro-business environment. The targets of the actions are: <ul style="list-style-type: none"> <li>• Companies: 10 people. Qualitative target: awareness, knowledge and skills about entrepreneurship, business budget, e-commerce, English language, Service Design.</li> <li>• Associations: 5 people. Qualitative target: awareness, knowledge and skills about entrepreneurship, English language.</li> <li>• Citizens: 50 people. Qualitative target: awareness, knowledge and skills about English language.</li> <li>• Migrants or other vulnerable groups: 5 people. Qualitative target: awareness, knowledge and skills about English language.</li> </ul>

<b>Specific activities</b>	<p>a) Call for training. Before starting training activity in the field of Entrepreneurial skills, English skills, Social Media and e-commerce and EU funds (2020, 2021) the municipality of Appignano del Tronto will publish a “Call for training” to find participating companies from Appignano and Marche region. .</p> <p>b) pre-training activity (2020, 2021) with the online-training course developed by INNO-4-AGRIFOOD (Horizon2020 project) and supported by APRE focusing on small and medium companies in the food sector.</p> <p>c) training course for developing entrepreneurial skills: 8h training course on “An Introduction on How to manage companies and business budget” in 2021.. training course to foster English skills: 50 hours of English Language Course divided in three levels: Beginner, Intermediate, Upper Intermediate) in 2021. training course on Social media and e-commerce skills: 4 hours training course on “Introduction to e-commerce opportunities for micro-companies” + 4 hours training course on “An introduction to Social media platforms” in 2020 and 4 hours training course on “Introduction to e-commerce opportunities for micro-companies” + 4 hours training course on “An introduction to Social media platforms” in 2021.</p> <p>g) Webinar Series “Fits for Sme’s”, online training activity with the aim to increase the innovation capabilities in the food sector micro-companies. “Fits for Sme’s” is co-designed by Municipality of Appignano and Savonia University. The webinar series programme consists in 5 online events: Innovation(18 February 2021); E-Commerce (25 February 2021); Food packaging design (4 March 2021); Food storytelling (18 March 2021); New Digital Solutions (25 March 2021) by Savonia University on “Innovation for SME”</p> <p>Training activity, provided by APRE on “EU funds opportunities for SME”. The training activity will be provide by APRE to Ruritage staff, local companies and stakeholders in order to improve EU project management skills to put in practice in the context of the new EU Funds Programme (2021-2027).</p>
<b>Monitoring plan and indicators</b>	<p><b>Quantitative indicators:</b> HC-07 Number of people trained (in specific SIA) [Human Capital]: HC-03 Number of migrants involved in educational-training programs, over the total amount of migrants [Human Capital]: HC-08 Number of people involved in professional management training course (e.g. summer school and master) [Human Capital]: HC-09 Number of publications as recommendation and guidelines provided [Human Capital]: FC-06 Number of companies supported in defining new business models and innovative processes of production [Financial Capital]: Number of people reached by Training material/Guidelines:</p> <p><b>Qualitative indicators:</b> Evaluation questionnaire Focus group with local companies</p> <p><b>Modality to monitor activity:</b> Appignano del Tronto detailed plan for monitoring RURITAGE Activity</p> <p><b>Timeline of the monitoring:</b> Every six months (starting from January 2020) + At the end of each single activity (questionnaire at the end of each training course etc.)</p>
<b>Co-Monitoring</b>	Online survey
<b>Capital involved</b>	Financial Capital, Human Capital, Social capital
<b>Main stakeholders involved and their roles and contribution</b>	Stakeholders involved within RURIATGE will mainly be beneficiaries, RURITAGE partners will be actively involved in this action (SAVONIA UAS, APRE)
<b>Beneficiaries</b>	The direct beneficiaries of the action are local companies, associations and, more generally, citizens of Appignano del Tronto. A special attention will be paid in order to involve in the activity migrants and vulnerable groups.
<b>Timeframe</b>	Start of the action: March 2020. End of the action: May 2022

<b>Indicative costs and funding sources</b>	7.000 RURITAGE project
<b>Sustainability of the action</b>	The empowerment of the financial and human capital through training course and learning material will increase the level of sustainability of the action. Thanks to the knowledge, abilities and skills acquired during the activity, local stakeholders will improve their capacities permanently and for a long-term period that overcome RURITAGE project.

<b>Code of the action</b>	<b>R5.4</b>
<b>Title of the action</b>	<b>Development of toolkit for resilient citizens</b>
<b>Relevant SIA or SIAs</b>	Resilience
<b>Relevant Heritage</b>	Intangible - Knowledge and Practices
<b>Reference RM Action/s (code and name)</b>	RM 9-3 Development of toolkit for resilient citizens
<b>Useful lesson/s Learned (code and name)</b>	LL31. Improve resilience of natural and cultural environments against natural hazards LL02. Apply IT technologies for natural and cultural heritage promotion and safeguarding
<b>Responsible person</b>	Antonella D'Angelo
<b>Relevant RM/KFP involved</b>	RM9-RM10-UNESCO
<b>Brief description of the action</b>	The aim of the action is to increase personal resilience of citizens in a small community providing a kit for each family
<b>Objective and target of the action (by the end of the project)</b>	In the context of strengthening resilience at Appignano Del Tronto (citizens toolkit, innovative technologies etc), this action will focus on personal resilience of citizens and families, than can be increased providing an emergency toolkit and explaining how to use it. Target of the action: each Appignano family (700 families). A special toolkit will be developed for disabled people. One report will be produced after the delivery of the toolkit.
<b>Specific activities</b>	<ul style="list-style-type: none"> <li>• Standard Toolkit design by a scientific group of experts;</li> <li>• Toolkit for disabled people design together with associations of disabled people;</li> <li>• Purchase and delivery of the kit to each family (one-to-one delivery through municipal employees);</li> <li>• Toolkit explanation through public events.</li> </ul>
<b>Monitoring plan and indicators</b>	SC-01 Number of citizens engagement activities SC-02 Number of participants in citizens engagement activities One report after the toolkit delivery
<b>Capital involved</b>	Human capital, Cultural capital
<b>Main stakeholders involved and their roles and contribution</b>	INGV- human capital Unicam-geology division-School of science and technology- human capital Regione Marche-Ufficio speciale per la ricostruzione- human capital Federazione regionale ordine ingegneri Marche Ordine regionale geologi Marche
<b>Beneficiaries</b>	Each Appignano family, including vulnerable groups.
<b>Formal partnership established (PPP, voluntary agreement, etc.)</b>	Five formal partnership agreement (The agreement will refer to all the actions in which the stakeholders are involved)
<b>Timeframe</b>	Start of the action: February 2020 – end of the action April 2022
<b>Indicative costs and funding sources</b>	7.000 RURITAGE budget – private sponsors for Euro 1.500 [local companies]
<b>Sustainability of the action</b>	The action presents a low sustainability in terms of long-term duration because it is a unique event.



Code of the action	R5.5
<b>Title of the action</b>	<b>Appignano HUB for Community Resilience, Training and Education</b>
<b>Relevant SIA or SIAs</b>	Resilience
<b>Relevant Heritage</b>	Tangible – Built, intangible - Knowledge and Practices
<b>Reference RM Action/s (code and name)</b>	RM9-2 Develop interactive exhibitions to attract a broader audience RM9-4 Participative mapping of the Heritage Features at risk RM20-1 Designating the Sanriku Fukko National Park
<b>Useful lesson/s Learned (code and name)</b>	LL36. Transform prevention against natural calamity and integration process into local development opportunities (creation of a geologic museum, companies, integration of migrants in the agro-food and tourism sector) LL31. Improve resilience of natural and cultural environments against natural hazards
<b>Responsible person</b>	Antonella D'Angelo
<b>Relevant RM/KFP involved</b>	RM9-RM10-UNESCO- BITN-UNIBO
<b>Brief description of the action</b>	The aim of the action is to design an innovative centre with scientific attractions, media tools and training activities based on resilience and prevention against natural calamities, including climate crisis.
<b>Objective and target of the action (by the end of the project)</b>	This action will investigate the feasibility of making Appignano del Tronto a Resilience Hub, able to attract special groups (scientist and researchers, schools, families, travellers etc.) for learning and capacity building activities, scientific congresses and cultural related activities. This action together with Action 1, 2, 3 and 4 aims at increasing local community resilience and at transforming natural risks into local regeneration opportunities. Potential target of the action: local community and schools – tourists – researchers. The precise target of the action will be defined in the preliminary draft phase.
<b>Specific activities</b>	<ul style="list-style-type: none"> <li>• Establish the study and design team (the team will include one representative for each stakeholder, the earthquake office staff of Appignano del Tronto municipality and other members that will be selected through a public notice)</li> <li>• Preliminary draft. It will analyse other stakeholders to involve, the possible target audiences, other scientific centres to visit and learn from, other best practices, the possible location and the size of a building to host a Resilience Hub/knowledge centre, how to equip it, the management mode. The design time will last for 9 months, at the end the preliminary draft study will be first submitted to CoApp RURITAGE team, and then to the RM and KFP involved.</li> <li>• Visit to scientific centres in order to study other good experiences (i.e. Trento Science Museum to visit the “Science on a sphere”, Earthquake simulator in Italy...)</li> <li>• Project final study- The project team, following all the suggestions received and the good practices studied, will draw the project final study that will include urban context, architectural study, study of the target and the functionality, equipment, management mode, budgets.</li> <li>• Based on the results of the previous activity, development of a preliminary business plan for the Resilience Hub/Knowledge centre.</li> <li>• Study of different funding channels, possible public funds to apply for, or private investors identification to realize the innovation hub</li> </ul>
<b>Monitoring plan and indicators</b>	SC-03 Number per type of stakeholder involved SC-01 Number of citizens engagement activities SC-02 Number of participants in citizens engagement activities
<b>Capital involved</b>	Human capital, Cultural capital, Natural capital

<b>Main stakeholders involved and their roles and contribution</b>	INGV- human capital UNICAM-geology division-School of science and technology- human capital Regione Marche-Ufficio speciale per la ricostruzione- human capital Federazione regionale ordine ingegneri Marche Ordine regionale geologi Marche
<b>Beneficiaries</b>	Appignano community
<b>Formal partnership established (PPP, voluntary agreement, etc.)</b>	Five formal partnership agreement (The agreement will refer to all the actions in which the stakeholders are involved)
<b>Timeframe</b>	Start of the action: February 2020 – end of the action May 2022
<b>Indicative costs and funding sources</b>	3.500 RURITAGE budget
<b>Sustainability of the action</b>	The action, once carried out, will give to Appignano Municipality- in short and medium term- a good chance to develop an innovative and international center for preventing natural risks and hazards

<b>Code of the action</b>	<b>R5.6</b>
<b>Title of the action</b>	<b>RURITAGE Stories</b>
<b>Relevant SIA or SIAs</b>	Local food, Pilgrimage, Resilience, Landscape, Art&Festival
<b>Relevant Heritage</b>	Intangible - Oral traditions
<b>Reference RM Action/s (code and name)</b>	RM 3.3 Definition of marketing and communication strategies for the products RM 8.4 Enhance the narrative of the place and promote the discovering of the territory through history RM 10.1 Discover and diffuse the traditional Storytelling and superstitions as means to understand the natural environment and to promote the place ownership RM 19-2 Promote the awareness of the value of territorial heritage and its potential as a driver of local development
<b>Useful lesson/s Learned (code and name)</b>	LL-04 Build sense of belonging, individual and community self-confidence and increased autonomy through CNH LL-06 Create a “brand” based on one of the cultural and natural resources and the added value created. LL08 Create synergies and foster a collaborative approach with other organizations, programmes or local activities and attractors of the territory to increase impact of the actors. LL15 Identify heritage resources (formal and informal), foster a better understanding of the tangible and intangible values of natural and cultural heritage and create a recognized value as a driver for l.d. LL25 Take advantage from traditional events and make the typical characteristics of the area (a site, food & wine, handcraft, traditional) a tourist attraction
<b>Responsible person</b>	Gianluca Vagnarelli
<b>Relevant RM/KFP involved</b>	ICLEI KATLA Geopark local hero LCP
<b>Brief description of the action</b>	The action consists in a collection – through a participatory approach – of 10 local stories related to resilience, local identity and tradition of Appignano del Tronto. The stories will be collected mainly by local young people who will interview elderly people of their community (grandparents, relatives etc.). The most interesting stories will be selected as “RURITAGE Stories” and published Facebook page, municipality website, multilingual pdf file free downloadable etc.

<b>Objective and target of the action (by the end of the project)</b>	<p>The objectives of the action are essentially three:</p> <ul style="list-style-type: none"> <li>a) Community building. To generate awareness, sense of belonging in the Appignano community, also abroad, through stories related to its resilience, identity and tradition. In short, storytelling not only as emotional communication but as a strategy of community building; this is in line also with Task 7.4</li> <li>b) To stimulate participation by young people. The protagonists of the stories collection will be the group of 40 young people of the Appignano del Tronto local Oratorio. Thanks to this activity they will have an active role in the RURITAGE project rediscovering their local identity through a human exchange with the elderly people of their community.</li> <li>c) To make Appignano del Tronto more attractive for people – especially tourists – using local stories as distinctive element.</li> <li>d) To widespread and promote local identity coherent with RURITAGE values.</li> </ul> <p>Main aim of this action is to create a local RURITAGE storytelling, enhancing local values, traditions and identities, also looking at most vulnerable groups.</p>
<b>Specific activities</b>	<ul style="list-style-type: none"> <li>• Launch of a Call for Stories: Participatory approach in collecting local stories</li> <li>• Selection of the most interesting stories with a potential narrative capital and linked to the Augmented Reality Pathway</li> <li>• To convert the plots outlines in written texts, audio files, illustrations and other narrative contents;</li> <li>• To publish stories in online platforms and into the Augmented Reality pathway Storytelling event: launch and communicate “RURITAGE Stories” and Augmented Reality Pathway with local journalists</li> </ul>
<b>Monitoring plan and indicators</b>	<p><b>Quantitative indicators:</b></p> <p>Number of actions and cultural events produced by citizens at local level: [Cultural Capital]:</p> <p>Number of people reached by actions and cultural events produced by citizens at local [Cultural Capital]:</p> <p>Number of citizens engagement activities [Social Capital]:</p> <p>Number of citizens engagement activities participants [Social Capital]:</p> <p>Number of participants in formal or informal voluntary activities or active citizenship in the last 12 months [Social Capital]:</p> <p>Number of disadvantaged people engaged (elderly, unemployed, etc.) over the total people addressed [Social Capital]:</p> <p>Number of like on Facebook page “RURITAGE – Appignano del Tronto” sharing “RURITAGE Stories” posts sharing “RURITAGE Stories”.</p> <p>Number of visualizations on Facebook page “RURITAGE – Appignano del Tronto” sharing “RURITAGE Stories” video sharing “RURITAGE Stories”.</p> <p>New local indicators: number of people “called” after the Call for Stories, number of people involved in the storytelling event</p> <p><b>Qualitative indicators:</b></p> <p>Evaluation questionnaire</p> <p>Focus group with young people involved in the stories collection</p> <p><b>Timeline of the monitoring:</b></p> <p>Every six months</p>
<b>Co-Monitoring</b>	<p>On line survey</p> <p>Aop Landscape Connect</p> <p>All physical tools</p>
<b>Capital involved</b>	Cultural capital, Social Capital
<b>Main stakeholders involved and their roles and contribution</b>	<p>Associazione Culturale 7/8 chili: Cultural Capital.</p> <p>Centro Studi Francesco d’Appignano: Cultural Capital. Pro</p> <p>Loco: Cultural Capital.</p> <p>Oratorio: Social Capital.</p>
<b>Beneficiaries</b>	The direct beneficiaries of the action are young and elderly people of Appignano del Tronto, cultural associations, tourists and citizens. A special attention will be paid in order to promote social inclusion for migrants and vulnerable groups through storytelling.
<b>Timeframe</b>	Start of the action: February 2020. End of the action: May 2022

<b>Indicative costs and funding sources</b>	7.000 RURITAGE project
<b>Sustainability of the action</b>	The action presents a high level of sustainability in terms of long-term duration. Once local stories are collected, the community of Appignano del Tronto will build an Intangible Cultural Heritage that can be exploited in different way: scientific research, creativity, local history etc.

<b>Code of the action</b>	<b>R5.7</b>
<b>Title of the action</b>	<b>RURITAGE Art Festival</b>
<b>Relevant SIA or SIAs</b>	Art&Festival, Local food
<b>Relevant Heritage</b>	Intangible - Social Practices, Rituals and Festive Events, Performing arts
<b>Reference RM Action/s (code and name)</b>	RM 4-9 Promote the tourist offer of both municipalities through the design of a tourist route that specifies the restaurants, hotels and shops. RM7:5 Promote rural touring opportunities to artists and companies RM7:2 Provide opportunities for all ages and abilities to experience, participate and work in the arts within a predominantly rural context RM 8-1 Creation of a set of tourist's packs, composed by FOOD related activities, ART, NATURALISTIC activities RM 8-3 Networking with other Festivals on the same topic: possibility of joint actions (i.e. Festival passport) RM 8-4 Enhance the narrative of the place and promote the discovering of the territory through history: guided tours, thematic excursion, games, re-enactments RM 14-2 Develop resources and expand tourism
<b>Useful lesson/s Learned (code and name)</b>	LL-02 Apply IT technologies for natural and cultural heritage promotion LL-04 Build sense of belonging, individual and community self-confidence and increased autonomy through CNH LL-08 Create synergies and foster a collaborative approach with other organizations, programmes or local activities and attractors of the territory to increase impact of the actors. LL-16 Foster and promote sustainable tourism LL-25 Take advantage from traditional events and make the typical characteristics of the area (a site, food & wine, handcraft, traditional) a tourist attraction
<b>Responsible person</b>	Gianluca Vagnarelli
<b>Relevant RM/KFP involved</b>	Take Art Visegrad
<b>Brief description of the action</b>	The RURITAGE Art Festival at Appignano del Tronto is a 2 days Summer Festival through which performing arts, taste local food and communicating RURITAGE values. The action refers to two Festival editions: 2021 and 2022.
<b>Objective and target of the action (by the end of the project)</b>	The objective of the action is to launch a 2 days Spring/Summer Festival called "RURITAGE Art Festival" at Appignano del Tronto through which performing arts, taste local food and communicating RURITAGE values. Appignano del Tronto already experienced a first edition of the Festival in 2019 and through this action the event will be implemented and fostered. The targets of the action are: Tourists: 150 tourists involved in the Festival. Qualitative target: to foster the cultural offer at Appignano del Tronto increasing the number of cultural tourists at Appignano. Local stakeholders involved in cultural/tourism sector: at least 3 stakeholders from cultural/tourism sector involved. Qualitative target: having an active contribution from at least 3 stakeholder in order to co-create the Festival. Appignano del Tronto community: 50 citizens of Appignano del Tronto involved in the Festival. Qualitative target: active participation from local community in organization/promotion/management of the Festival. This is in line also with Task 7.4

<b>Specific activities</b>	<ul style="list-style-type: none"> <li>Co-creation of the Festival Programme with local stakeholders Communication campaign through different communication channels: a) press release to online and off-line local newspapers, radio and regional tv; b) posts and promotional video (sponsored) through Facebook Page “RURITAGE – Appignano del Tronto”; c) putting-up posters in Appignano del Tronto and in the in nearby cultural sites (public library, bookshops etc.)</li> <li>Implementation of the 2 days Festival (2 days in 2021, 2 days in 2022)</li> <li>Video of the Festival</li> </ul>
<b>Monitoring plan and indicators</b>	<p>Quantitative indicators:</p> <p>CC-06a Number of actions and cultural events produced by citizens at local level [Cultural Capital]:</p> <p>CC-06b Number of people reached by actions and cultural events produced by citizens at local [Cultural Capital]:</p> <p>CC-09 Number of places involved in the tourism offer (Places located in the Replicator area that are relevant as tourist destinations) [Cultural Capital]:</p> <p>CC-10 Total number of arrivals of tourist in the last year [Cultural Capital]:</p> <p>NC-07 Number of "green tourism packages" [Natural Capital]:</p> <p>BC-07 Pedestrian/hiking paths (km) [Built Capital]:</p> <p>BC-15 Number of sites provided with signals [Built Capital]:</p> <p>SC-01a Number of activities [Social Capital]:</p> <p>SC-01b Number of participants [Social Capital]:</p> <p>SC-04 Number of participants in formal or informal voluntary activities or active citizenship in the last 12 months Info [Social Capital]:</p> <p>FC-01 Nights spent at tourist accommodation establishments [Financial Capital]:</p> <p>Qualitative indicators:</p> <p>Evaluation questionnaire for International Artists</p> <p>Timeline of the monitoring:</p> <p>Every six months (starting from January 2020) + questionnaire after Festival</p>
<b>Co-Monitoring</b>	<p>App Landscape Connect</p> <p>Object mapping</p>
<b>Capital involved</b>	Cultural Capital, Natural Capital, Built Capital, Social Capital, Financial Capital
<b>Main stakeholders involved and their roles and contribution</b>	Conca d'Oro. Oleificio Stipa. Pasticceria Oneiro. Azienda Agricola Valle San Martino. Azienda Agricola Biologica Mari Anna Maria. Pro-LoCo. Ristorante Santa Lucia. Agriturismo “Il Gigante”. Alessi Ceramica. Adesso Pasta di Cinzia Alessi Panificio Allevi Carolina. Associazione 7/8 Chili, Associazione Frammenti, Oratorio di Appignano del Tronto, Minimo Teatro, Compagnia dei Folli. All stakeholders will be involved in the organization and implementation of the festival activities
<b>Beneficiaries</b>	The direct beneficiaries of the action will be tourists and citizens of Appignano del Tronto. The indirect beneficiaries are International artists and local stakeholders of Appignano.
<b>Timeframe</b>	Start of the action: May 2020. End of the action: May 2022
<b>Indicative costs and funding sources</b>	Euro 27.000 RURITAGE project
<b>Sustainability of the action</b>	The action presents a medium level of sustainability in terms of long-term duration, also depending on the reaction of local public and stakeholders to the festival.

<b>Code of the action</b>	<b>R5.8</b>
<b>Title of the action</b>	<b>Creation of an integrated green pack based on Natural and Cultural Heritage products, paths and sites</b>
<b>Relevant SIA or SIAs</b>	Local food, Landscape
<b>Relevant Heritage</b>	Tangible – Built and Natural

<b>Reference RM Action/s (code and name)</b>	RM 4-9 Promote the tourist offer of both municipalities through the design of a tourist route that specifies restaurants, hotels and shops RM 8-1 Creation of a set of tourist packs composed by food, art and naturalistic related activities RM 14-2 Develop resources and expand tourism
<b>Useful lesson/s Learned (code and name)</b>	LL16 Foster and promote sustainable tourism. LL25 Take advantage from traditional events and make the typical characteristics of the area (a site, food & wine, handcraft, traditional) a tourist attraction.
<b>Responsible person</b>	Gianluca Vagnarelli
<b>Relevant RM/KFP involved</b>	Distretto Agroalimentare Regionale srl Borghi Italia Tour Network srl
<b>Brief description of the action</b>	At this stage, the tourist offer of Appignano del Tronto is split in different fields that are not linked each to another. Through the action “Creation of an integrated green pack based on Natural and Cultural Heritage products, paths and sites” we would like to put together any kind of local tourist “attraction” [landscape (“Path of the blue-grey Badlands”), architecture, folklore, food etc.]] with the purpose to concentrate all local strengths point in only one “product”. In this sense this action is linked with Action 9 on the new path of blue and grey Badlands and with Action 5 of Appignano Hub for resilience since both of them can become important attractors for the area. The possibility of building on the RURITAGE brand and the specific SIAs brands developed in WP6 will be assessed. Specifically, RURITASTE and RURISCAPE brands’ exploitation will be explored and the idea of building a RURibox will be considered.
<b>Objective and target of the action (by the end of the project)</b>	The main objective of the action is to create an added value for tourists through an integrated approach. An additional value in terms of: a) better quality and diversity of tourist offer, b) a better communication of local tourism offer, c) a tourism-experience approach, d) a better environmental sustainability of local tourism e) more job opportunities for local tourism sector. The targets of the actions are: <ul style="list-style-type: none"> <li>Local stakeholder involved in tourism offer: 11 Local stakeholders involved in tourism offer (farms, restaurant, pro-loco, companies, agriturismo). Qualitative target: have an active contribution from each stakeholder in order to create an effective integrated tourist pack.</li> <li>Tourists: 100 targeted by the tourist pack. Qualitative target: to experience Appignano through one of the activity/experience/products/event/sites presents in the tourist pack</li> </ul>



<b>Specific activities</b>	<ul style="list-style-type: none"> <li>• Destination Management Study provided by professional with the aim to identify Appignano del Tronto distinctive identity elements;</li> <li>• Gathering information about activities and product local stakeholders can offer on the base of the previous destination management study suggestions;</li> <li>• select, from the information gathered, the best products/experiences/services to design an integrated tourist pack</li> <li>• include the attractors developed within this action plan in the kit – i.e the blue grey Path and, in the future, the Resilience Hub /knowledge centre.</li> <li>• define an innovative visual identity for the integrated tourist pack</li> <li>• explore the possible use of the RURITASTE and RURISCAPE brand and explore the possibility of launching the integrated tourist pack as the first RURibox for rural travel experience</li> <li>• publish the integrated green tourist pack</li> <li>• upload it in the municipality website, in the websites of each stakeholder involved</li> <li>• promotion and communication of the package through various channels: a) press release to online and off-line local newspapers, radio and regional tv; b) posts on Facebook Page “RURITAGE – Appignano del Tronto”; c) posters in Appignano del Tronto bad&amp;breakfast; d) c) posters in every stakeholders involved; d) posters in tourism information points of Marche region; ;</li> </ul>
<b>Monitoring plan and indicators</b>	<p><b>Quantitative indicators:</b></p> <p>NC-06 Number of shops, restaurants and tourism facilities selling local products (km0) [Natural Capital]</p> <p>NC-07 Number of "green tourism packages [Natural Capital]</p> <p>CC-09 Number of places involved in the tourism offer [Cultural Capital]: CC-10 Total number of arrivals of tourist in the last year [Cultural Capital]:</p> <p>FC-06 Number of companies supported in defining new business models and innovative processes of production [Financial Capital]</p> <p>FC-01 Nights spent at tourist accommodation establishments [Financial Capital]</p> <p>BC-07 Pedestrian/hiking paths (km) [Built Capital]</p> <p>BC-13 Number of brands and labels granted for local products and services: 5 (DOC, DOCG, BIO (ITBIO009/BB25), DOP, IGP) [Built Capital]</p> <p>BC-14 Number of fairs and tourism events per year related to the promotion of the area and related products [Built Capital]</p> <p><b>Qualitative indicators:</b></p> <p>Evaluation questionnaire</p> <p><b>Timeline of the monitoring:</b></p> <p>Every six months (starting from January 2020) + questionnaire after having produced the Tourist pack</p>
<b>Co-Monitoring</b>	<p>Waling maps</p> <p>Online survey</p> <p>Apps, Rate My View and Landscape Connect</p>
<b>Capital involved</b>	Natural Capital, Cultural Capital, Built Capital, Financial Capital
<b>Main stakeholders involved and their roles and contribution</b>	<p>Conca d’Oro. Oleificio Stipa. Pasticceria Oneiroi.</p> <p>Azienda Agricola Valle San Martino. Azienda Agricola Biologica Mari Anna Maria.</p> <p>Pro-Loco. Ristorante Santa Lucia. Agriturismo “Il Gigante”. Alessi Ceramica. Adesso Pasta di Cinzia Alessi. Panificio Allevi Carolina. All the stakeholders will actively contribute to the co-creation of Tourist pack.</p>
<b>Beneficiaries</b>	The direct beneficiaries of the action will be tourists who, through an integrated tourist pack, will have the possibility to experience Appignano del Tronto from different point of view: cultural activities, local food&wine, natural paths etc.
<b>Formal partnership established (PPP, voluntary agreement, etc.)</b>	

<b>Timeframe</b>	Start of the action: June 2020. End of the action: June 2021
<b>Indicative costs funding sources</b>	Euro 5.000 Euro 2000 RURITAGE budget At least Euro 3.000 through a local crowdfunding campaign
<b>Sustainability of the action</b>	The action presents a high level of sustainability in terms of mid-term duration. Once the integrated green tourist pack has been realized, the local stakeholders will have an instrument to better promote Appignano del Tronto and its Cultural and Natural Heritage in tourism fields.

<b>Code of the action</b>	<b>R5.9</b>
<b>Title of the action</b>	<b>Natural Heritage: The path of the Grey-Blue Badlands</b>
<b>Relevant SIA or SIAs</b>	Pilgrimage, Landscape, Resilience
<b>Relevant Heritage</b>	Tangible – Natural, Digital
<b>Reference RM Action/s (code and name)</b>	RM2-1 Improve services: eco-mobility, Wi-Fi connection, tourism services (hostels, bar & restaurants), signals, maps, radio...
<b>Useful lesson/s Learned (code and name)</b>	LL11. Develop and improve transportation to make places accessible and to facilitate the launch of new touristic destinations LL08. Create synergies and foster a collaborative approach with other organizations, Programs or local activities (i.e. festivals, arts, food, etc.) and attractors of the territory to increase impact of the actions LL02. Apply IT technologies for natural and cultural heritage promotion and safeguarding LL09. Create companies and start-ups in cultural services and products (hotels, restaurants, museums, handcraft, etc.) LL28. Promote access to all ages and abilities and ensure fruition of cultural resources to all, including transport and online information provision LL07. Create 'tourist pack and experiences' based on the different clusters (culture, food & wine, nature, religion, etc.) and sell combined packages, including transport L16. Foster and promote sustainable tourism
<b>Responsible person</b>	Antonella D'Angelo
<b>Relevant RM/KFP involved</b>	RM1-RM2 – Agence des Chemins de Compostelle
<b>Brief description of the action</b>	"Path of the Grey-Blue Badlands" ("Cammino dei Calanchi Grigio-Azzurri") will take tourists into a sensory trip that alternates the visit to sacred and culturally valuable places and the meetings with local producers of honey, cheese, cold cuts, beef, saffron, olive oil, wine, olives and typical products in a unique landscape. The path will be equipped with signals and QR-codes which will get the tourist to the description of each attraction.
<b>Objective and target of the action (by the end of the project)</b>	Objective: Strengthening the tourism sector and enlarge the tourism offer (28 km of routes provided with signals and explanation panels). Promote local business for sustainable production (+15% increase of the number of shops, restaurants and tourism facilities selling local products) Quantitative target: 100 tourists targeted by the tourist pack (action 8) that will include this path. 28 km of route improved

<b>Specific activities</b>	<ul style="list-style-type: none"> <li>- Installation of tourist signs indicating the route: <ul style="list-style-type: none"> <li>• main signs (direction signs with km or journey times): about 2 per km; TOT: 54</li> <li>secondary signs (continuity flag and path confirmation): about 10 per km; TOT: 144</li> </ul> </li> <li>Installation of tourist signs with indication of local producers (who have signed the partnership)</li> <li>• main signs (road type signs): about 2 per local producers; TOT: 28</li> <li>- Installation of explanatory and information signs indicating the architectural and landscape emergencies encountered along the Path: punctual totems with description of the place of interest and QR code for interactive experience: 1 per point of interest; TOT: 24</li> <li>- Implementation of the Augmented Reality Appignano Pathway. The Augmented Reality Appignano Pathway consists in: a) digital infrastructure to manage and upload contents about Appignano del Tronto (info, stories, pictures and 3D models); b) a physical pathway of QR codes disseminated into the village; c) digital App through which it will be possible to navigate contents; Promotion and communication of the new path, integration with existing paths in the region (done by RURITAGE staff)</li> <li>- Promotion of the new path together with the integrated green pack (action 8) and Ruritage Stories (Action 6)</li> </ul>
<b>Monitoring plan and indicators</b>	<p>CC-02 Increment in number of mentions of CNH in social media, media, press, etc.</p> <p>CC-11 Total number of arrivals of tourist in the last year</p> <p>NC-07 Number of shops, restaurants and tourism facilities selling local products (KM0) 10 NR</p> <p>NC-08 Number of "green tourism packages"</p> <p>BC-16 Number of km of routes provided with signals and explanation panels to help describing the sites and orienteering visitors</p> <p>SC-04 Number of local associations involved</p>
<b>Co-Monitoring</b>	App Landscape Connect, Rate My View
<b>Capital involved</b>	Cultural, Natural, Social
<b>Main stakeholders involved and their roles and contribution</b>	Adesso Pasta di Alessi Cinzia, Alessi Events, Azienda Agricola Biologica Cantina Sesi, Azienda agricola biologica Conca D'oro, Confettificio Alessi snc, Azienda Agricola Valle San Martino, Azienda Agricola Il Colle, Il Gigante, L'Arte di realizzare sogni, Gal Piceno, Linea Verde, Azienda Agricola Biologica Mari Anna Maria, Azienda Agricola Biologica Martelli Alessia, Natura Viva, Oleificio Stipa Felice, Panificio Allevi, Ristorante Santa Lucia, Zafferano de lu Repà, Oneiroi di, Chiara Vagnoni, Parrocchia San Giovanni Battista, Giovanni D'Ercole - Vescovo di Ascoli Piceno Comune di Castignano
<b>Beneficiaries</b>	Pilgrims, excursionists, walkers, cyclists
<b>Formal partnership established (PPP, voluntary agreement, etc.)</b>	21 formal partnership agreement (The agreement will refer to all the actions in which the stakeholders are involved)
<b>Timeframe</b>	Start of the action: May 2021 – end of the action December 2021
<b>Indicative costs and funding sources</b>	€ 23.000,00 RURITAGE budget
<b>Sustainability of the action</b>	The growing interest in hiking and cycling routes suggests that "Path of the Blue-Grey Badlands" can live its own long life. It can have a continuous increase in visitors in the time.

<b>Code of the action</b>	<b>R5.10</b>
<b>Title of the action</b>	<b>Definition of measures to increase private investments at Appignano del Tronto related with resilience and Cultural and Natural Heritage</b>
<b>Relevant SIA or SIAs</b>	Local food, Landscape, Pilgrimage, Resilience, Art&Festival

<b>Relevant Heritage</b>	All
<b>Reference RM Action/s (code and name)</b>	RM 16-3 Promote the creation of new companies and jobs RM 19-1 Promote a new governance model with a network of public/private subjects processing an alternative development project for the territory
<b>Useful lesson/s Learned (code and name)</b>	LL-05 Collaborative approaches to achieves innovative financing solutions and access to funding LL-23 Involvement of private and third sector in cultural heritage in order to optimize business model, answer to social needs and effectively manage heritage LL-40 Use economic incentives (e.g. lower tax, lower renting fees if the use of building/land fits in the overall management goals) owners or tenants
<b>Responsible person</b>	Gianluca Vagnarelli
<b>Relevant RM/KFP involved</b>	N/A
<b>Brief description of the action</b>	The action consists in finding technical measures (tax exemption especially) to stimulate private investments (banks, foundations, business angels etc.) in the heritage-based rural regenerations model developed at Appignano del Tronto. In particular this action will be relevant in connection with Action R5.1 that will produced a business model to make Appignano a European resilience centre.
<b>Objective and target of the action (by the end of the project)</b>	The main objective of the action is to increase the possibility of gathering private investments at Appignano del Tronto after the ending of RURITAGE project. The challenge of the action is to find additional funds to boost and follow up the rural regeneration model experienced thanks to RURITAGE in order to guarantee its long term sustainability. The target of the actions are: <ul style="list-style-type: none"> <li>• Banks contacts: 10</li> <li>• Foundation contacts:10</li> <li>• Private investors contacts: 20 people.</li> </ul>
<b>Specific activities</b>	a) asking advisor expert in companies and bank taxation in order to identify practical measures to promote private investments b) data collecting of banks, foundations and private investors potentially interested in Cultural and Natural Heritage projects c) definition of an Appignano/RURITAGE investment plan, co-created with local stakeholders, for the period 2022-2025 d) video-presentation of Appignano del Tronto/RURITAGE investment plan e) contacts with investors to submit it them underlining the advantages from incentives
<b>Monitoring plan and indicators</b>	<p><b>Quantitative indicators:</b> FC-03 Number of PPPs set and signed [Financial Capital]: FC-04 Unemployment rate (tra 0 e 100) [Financial Capital]: FC-05 Number of start-ups and spin-off created / Birth of enterprises [Financial Capital]: FC-06 Number of companies supported in defining new business models and innovative processes of production [Financial Capital]:</p> <p><b>Qualitative indicators:</b> Evaluation questionnaire</p> <p><b>Modality to monitor activity:</b> Appignano del Tronto detailed plan for monitoring RURITAGE Activity</p> <p><b>Timeline of the monitoring:</b> Every six months (starting from January 2021)</p>
<b>Co-Monitoring</b>	NA
<b>Capital involved</b>	Financial Capital
<b>Main stakeholders involved and their roles and contribution</b>	Fondazione Cassa di risparmio GAL

<b>Beneficiaries</b>	The direct beneficiaries of the action are local companies, associations and, more generally, the citizens of Appignano del Tronto. Thanks to the action Appignano del Tronto will be able to continue in implementing the Rural Regeneration Model of RURITAGE even after the end of the project.
<b>Timeframe</b>	Start of the action: March 2021. End of the action: February 2022
<b>Indicative costs and funding sources</b>	2.000 RURITAGE project
<b>Sustainability of the action</b>	The action aims to guarantee the maximum long-term impact and follow-up of the project. RURITAGE thanks to private investments able to support the further developing of the RURITAGE model.

<b>Code of the action</b>	<b>R5.11</b>
<b>Title of the action</b>	<b>Preserving old traditions integrating local migrants</b>
<b>Relevant SIA or SIAs</b>	Local Food, Migrants
<b>Relevant Heritage</b>	Intangible - Social Practices, Rituals and Festive Events
<b>Reference RM Action/s (code and name)</b>	RM3-1 Support local farmers and producers in innovation projects
<b>Useful lesson/s Learned (code and name)</b>	LL24. Long-term vision to build confidence among stakeholders and continuous communication to create long-lasting relationships LL17. Boost effective leadership, including through agencies, to promote and drive the actions, with strategic vision, enthusiasm and network of contacts LL29. Recover and put in value the traditional skills and agricultural and farming methods
<b>Responsible person</b>	Antonella D'Angelo
<b>Relevant RM/KFP involved</b>	RM3
<b>Brief description of the action</b>	The activity is based on a <u>social event/per year</u> (a dinner) with a combination of typical local food and foreign food. Senior farmers bring their products and tell their stories for others. Similarly, migrants present their own products and traditions. They become friends and start to stay in touch. The experience produces collaborations and cooperation projects.
<b>Objective and target of the action (by the end of the project)</b>	<b>Objective:</b> Include immigrants and outcasts by exploring similarities and differences. Deepen the knowledge on typical dishes and on foreign food. Handing down the uses and traditions of typical local cuisine.  <b>Target:</b> Migrants (10), people from Appignano who lives in other villages (10), senior farmers and youth generation (10).
<b>Specific activities</b>	Organization of a face to face training course on "Ethnic food". The course will be structured in four events: 1) «Gastronomy of Marche region» 2) «The traditional food of Morocco» 3) «Culinary Traditions from Est-Europe» 4) «Dishes from South-America»
<b>Monitoring plan and indicators</b>	CC-07 Number of people reached by actions and cultural events produced by citizens at local level CC-09 Number of people trained in traditional skills SC-02 Number of participants in citizens engagement activities SC-04 Number of local associations involved SC-06 Number of projects addressing migrants SC-07 Number of people involved in projects addressing migrants
<b>Co-Monitoring</b>	App, Landscape Connect Online Survey

	Object mapping
<b>Capital involved</b>	Social and Human capitals
<b>Main stakeholders involved and their roles and contribution</b>	Adesso Pasta di Alessi Cinzia, Alessi Events, Azienda Agricola Biologica Cantina Sesi Azienda agricola biologica Conca D'oro, Confettificio Alessi snc, Azienda Agricola Valle San Martino, Azienda Agricola Il Colle , Il Gigante, L'Arte di realizzare sogni, Gal Piceno, Linea Verde Azienda Agricola Biologica Mari Anna Maria, Azienda Agricola Biologica Martelli Alessia, Natura Viva, Oleificio Stipa Felice, Panificio Allevi, Ristorante Santa Lucia, Zafferano de lu Repà , Oneiroi di Chiara Vagnoni, Pro Loco di Appignano del Tronto, Parrocchia San Giovanni Battista, Giovanni D'Ercole - Vescovo di Ascoli Piceno, Oratorio San Vincenzo Ferreri, Oratorio I Discepoli di Emmaus, U.N.I.T.A.L.S.I.
<b>Beneficiaries</b>	Migrants, outcasts, citizens.
<b>Formal partnership established (PPP, voluntary agreement, etc.)</b>	
<b>Timeframe</b>	Start of the action: August 2021
<b>Indicative costs and funding sources</b>	€ 1.500,00 RURITAGE budget
<b>Sustainability of the action</b>	The event is sustainable over time, as it requires low costs. Dinner is easy to organize with the help of Pro Loco, local associations and farmers.



## 7.3 Timeline for the implementation

		2020												2021												2022							
		January	February	March	April	May	June	July	August	September	October	November	December	January	February	March	April	May	June	July	August	September	October	November	December	January	February	March	April	May	June	July	August
Action No:	Action Name:	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	
1	Natural Heritage: awareness raising, Capacity building and training activities for resilience																																
2	Natural Heritage: awareness raising, capacity building and training activities for sustainable local food production																																
3	Capacity building and training activities for local companies' through enchantment of cultural and natural heritage																																
4	Development of toolkit for resilient citizens																																
5	Appignano HUB for Community Resilience, Training and Education																																
6	RURITAGE Stories																																
7	RURITAGE Art festival																																
8	Creation of an integrated green pack based on Nature and Cultural Heritage products																																
9	Natural Heritage: path of the blue grey Badlands																																
10	Definition of measures to increase private investments at Appignano del Tronto related with resilience and Cultural and Natural Heritage																																
11	Preserving old tradition integrating migrants																																

## 8. Izmir in Gediz-Bakircay Basins (IZM, DEM, IZTECH) Heritage-led regeneration plan

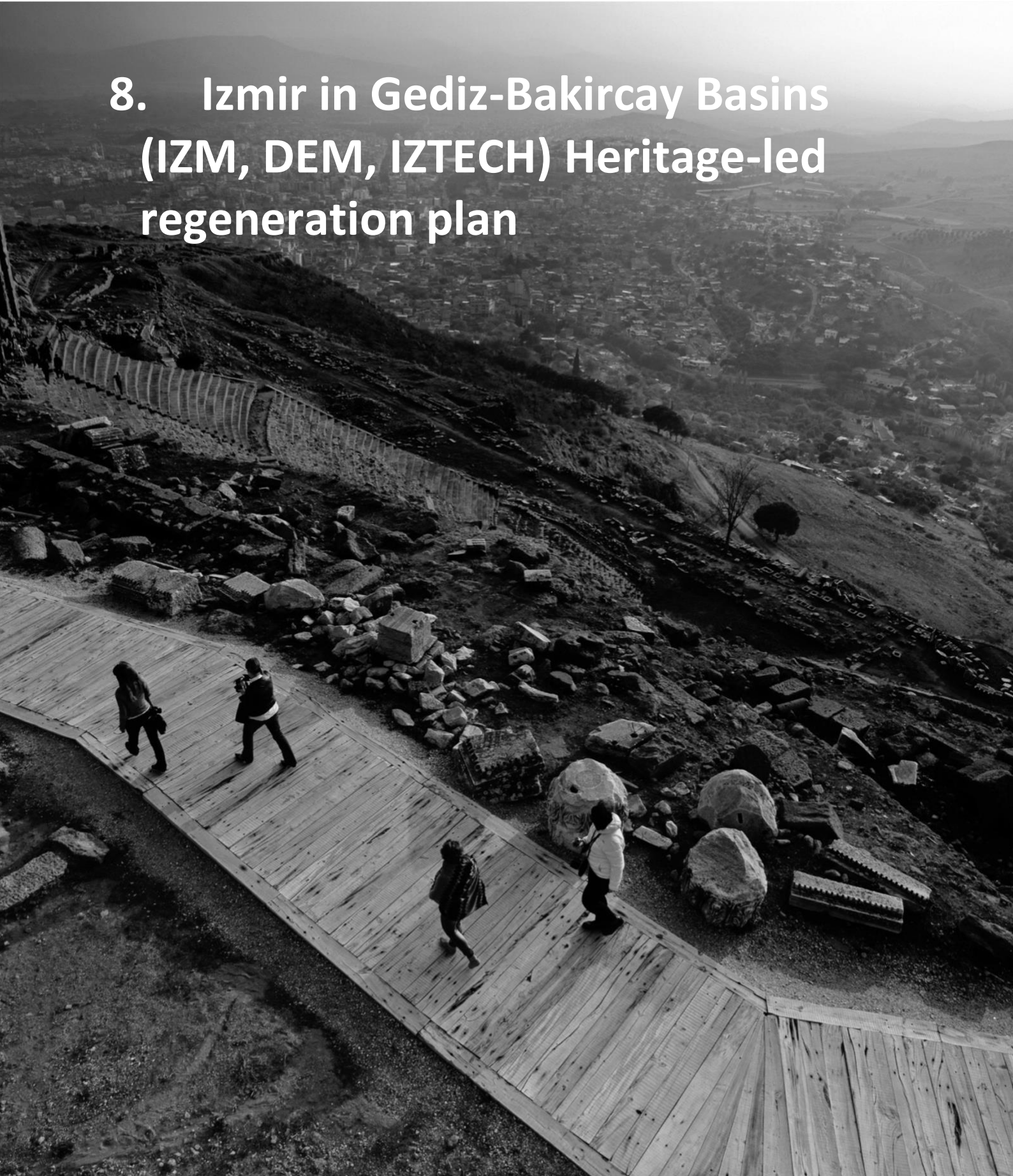


Photo from the RURITAGE photo contest 2021.  
Photographer: Serkan Çolak

## 8.1 Programme for the implementation of the plan

No	Action	SIA
R6.1	Building of a Geology Road map through Citizen science	Landscape
R6.2	Researching agroforestry to improve economic resilience in forest villages	Resilience, Landscape
R6.3	Developing ethnobotanic activities in Bergama region	Landscape, Resilience, Local Food
R6.4	Creating cultural musical heritage map in Bakircay Basin	Art & Festival
R6.5	Improve and promote the connection routes between cultural and natural assets in Bakircay Basin.	Pilgrimage, Landscape
R6.6	Investigating rural accommodation and tourism capacity in Kozak Plateau: feasibility study and capacity building	Landscape, Resilience
R6.7	Promotion of basket weaving in Bakircay Basin	Art & Festival
R6.8	Promote ownership of cultural and natural heritage of Bakircay Basin via nature awareness activities with children	Landscape
R6.9	Enhancing region recognition through the development of a local brand and marketing strategy'	Local Food

### 8.1.1 What is new - edits since D3.4

<b>Timeline edits</b>	<ul style="list-style-type: none"> <li>R6.1 extended until May 2022</li> <li>R6.2 start postponed and extended until March 2022</li> <li>R6.5 start postponed</li> <li>R6.7 start postponed</li> <li>R6.8 start was postponed and extended until May 2022</li> </ul>
<b>Minor changes to Action(s)</b>	<ul style="list-style-type: none"> <li>R6.1 The organization of the international summer school was hampered because of the pandemic restrictions, while it will be replaced by several events involving local communities, as further detailed in the action description</li> <li>R6.8 Due to the difficulties in organizing full forest school because of COVID19 restriction, the Forest school will be changed into nature awareness activities. The title. of the action was then adapted accordingly (previous title: '<i>Promote ownership of cultural and natural heritage of Bakircay Basin via Forest School.</i>'), edited into '<i>Promote ownership of cultural and natural heritage of Bakircay Basin via nature awareness activities with children</i>'.</li> </ul>
<b>Major changes to Action(s)</b>	<ul style="list-style-type: none"> <li>R6.4 While this action was intended to develop a music festival due to issues of event's organization in Turkey within the COVID-19 restrictions the celebration of the cultural diversity fits into the creation of a cultural heritage map, describing the diverse art and music culture of the Bakircay Basin. The title of the action was then adapted accordingly (previous title: Celebrating cultural diversity of Bakircay Basin, edited into Creating cultural musical heritage map in Bakircay Basin) and most of the activities and related budget have also been modified</li> </ul>



	<ul style="list-style-type: none"> <li>• R6.6 The main edits of this action did not raised because of COVID-19 pandemic, but they were decided after discussions with local experts and population. This action was adapted to better respond to the objective of increasing potential tourism attractiveness of the regions. Specifically, the scope changed from providing basic tourism training to the population to developing a basic understanding of the potential tourism capacity of the areas. In these steps the local population is involved in the identification of possible accommodation capacity to host tourists and in the whole development of the feasibility study. The title. of the action was then adapted accordingly (previous title: <i>‘Increasing the capacity of locals for more touristic offers (accommodation, waitressing, hosting etc.)’</i>, edited into <i>‘Investigating rural accommodation and tourism capacity in Kozak Plateau: feasibility study and capacity building’</i>).</li> <li>• R6.9 The focus of this action became broader because of the interest of Izmir municipality in making a recognizable local brand for the region, going beyond just food production, but including also cultural diversity, landscape, etc. This action is now acting also as a ‘fil rouge’ of many other actions (6.1, 6.4, 6.5, 6.6) that aims at creating a recognized sustainable tourism destination. The focus then moved from mere food enhancement to the development of a local branding and marketing strategy of the whole region. The title. of the action was then adapted accordingly (previous title: <i>‘Enhancing the local food culture in Bakircay Basin’</i> edited into <i>‘Enhancing region recognition through the development of a local brand and marketing strategy’</i>).</li> </ul>
<b>NEW Action(s)</b>	None

## 8.2 The actions in detail

<b>Code of the action</b>		<b>R6.1</b>
<b>Title of the action</b>		<b>Building of a Geology Road map through Citizen science</b>
<b>Relevant SIA or SIAs</b>		Landscape
<b>Relevant Heritage</b>		Tangible – Natural, Intangible - Knowledge and Practices
<b>Reference RM (code and name)</b>	<b>Action/s</b>	<p><b>RM 8-4</b> Enhance the narrative of the place and promote the discovering of the territory through history</p> <p><b>RM 11-1</b> Develop a participative process for the recognition and the evaluation of the tangible and intangible cultural and natural heritage features</p> <p><b>RM12-1</b> Promote joint actions (also through PPP) to enhance heritage resources and create an internationally recognized brand</p>
<b>Useful lesson/s Learned (code and name)</b>		<p><b>LL15</b> Foster a better understanding of the tangible and intangible values of natural and cultural heritage and create a recognized value as a driver for local development</p> <p><b>LL37</b> Engage knowledge partners (universities, research centre, etc.) in the process</p> <p><b>LL15</b> Identifying your natural heritage resources</p>
<b>Responsible person</b>		Koray Velibeyoğlu (IZTECH), Alper Baba (IZTECH)
<b>Relevant RM/KFP involved</b>		<p>RM6 Boosting migrant integration with nature in Lesvos Island (Greece): Our territory is really close to Lesvos Island and has geographical similarities, RM6 will share experiences on their geopark management.</p> <p>UNESCO can help us to create “RURITAGE volunteer” certificate for non-official stakeholders/participants in the project.</p>

<b>Brief description of the action</b>	This action requires specific research and application examples in the field of geology with citizen science. Expert support in these specific areas will be provided from the Chamber of Geological Engineers. All field research, reports and plans for the application processes related to the geo route designs will be developed by Chamber of Geological Engineers. It will be created a participatory map of tangible heritage by using “citizen science” as a participation tool in which local volunteers will be involved in data collection and analysis. The results of geo route design will be discussed with local citizens to be tailored and adopted by them. Besides it will be connected with new cycling route which will be developed in action 5 result. This is also in line with task 7.4 ‘Community outreach’. After the completion of the geology route map, promotional activities will be carried out and the geological potential of the region will be announced with other actions’ results during the project.
<b>Objective and target of the action (by the end of the project)</b>	The main objective of this event is to create first draft of geological road map of the region that is an important first step to attract geo-tourists in the area. It also aims to initiate efforts becoming a geopark. 1 online workshops in the RHH with local citizens and stakeholders – at least 20 - to tailor and validate the geo-route design.
<b>Specific activities</b>	<ul style="list-style-type: none"> <li>Geological features will be investigated by establishing cooperation with professional teams to create geo-route</li> <li>Promotion and communication of the geology route map through the project communication channel <ul style="list-style-type: none"> <li>Public discussion (with locals) of the results of the geology route</li> </ul> </li> <li>Publication of material (maps, apps, to be decided)</li> </ul>
<b>Monitoring plan and indicators</b>	SC-01 Number of citizens engagement activities SC-02 Number of participants in citizens engagement activities SC-05 Number of participants in formal or informal voluntary activities or active citizenship in the last 12 months HC-08 Number of people involved in professional management training course (summer school and master)
<b>Capital involved</b>	Natural capital (geological assets), Human capital
<b>Main stakeholders involved and their roles and contribution</b>	Izmir Institute of Technology, Izmir Metropolitan Municipality and Demir Energy (project partners) will provide basic training about the project, site and the scientific surveying methods in geology. Izmir Metropolitan Municipality will also provide domestic transfers to the site and nearby attractions. Izmir Institute of Technology and Chamber of Geology Engineers will provide national citizen science summer school organization. Yukarıbey Tourism Development Cooperative will provide basic logistics such as food, shelter (volunteer villagers in Kozak Plain) and local cultural activities. Chamber of Geology Engineers (Izmir Chapter) will provide technical assistance in site surveying.
<b>Beneficiaries</b>	The people in Kozak Plain where the RURITAGE Izmir Coordination Centre locates will largely benefit from this action. National students will benefit from learning basic scientific methods.
<b>Formal partnership established (PPP, voluntary agreement, etc.)</b>	Formal partnership with Chamber of Geology Engineers (izmir)
<b>Timeframe</b>	November 2020- May 2022
<b>Indicative costs and funding source</b>	€ 31.600 - The main funding sources will be RURITAGE (around 19.000) and Izmir Metropolitan Municipality. (12,500€) Bergama Chamber of Commerce, Bergama and Dikili Municipalities (district), UNIBEL also want to contribute to the studies. Some of the costs covered by the project might decrease

<b>Sustainability of the action</b>	After the project, the collaborative data obtained from citizen science activity will be refined by the experts involved in the process. The geology road map production process will be launched. It mainly contributes to attract geo-tourists to the region as well as a background material to Izmir Geopark application. With the announcement and promotion of the new geology route, it is expected that the income sources within the scope of geo tourism will increase in the region.
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<b>Code of the action</b>	<b>R6.2</b>
<b>Title of the action</b>	<b>Researching agroforestry to improve economic resilience in forest villages</b>
<b>Relevant SIA or SIAs</b>	Resilience, Landscape
<b>Relevant Heritage</b>	Tangible- Natural, Intangible - Knowledge and Practices
<b>Reference RM (code and name)</b>	<b>RM3-3</b> Definition of marketing and communication strategies for the products <b>RM13-2</b> External Monitoring Group to ensure robust systems in place to ensure that there are no adverse effects on the environment. <b>RM13-4</b> Action Plan for Jobs developed for the region and the State <b>RM11-1</b> Design a framework for integrated management <b>RM3-6</b> Social innovation ideas
<b>Useful lesson/s Learned (code and name)</b>	<b>LL05</b> Collaborative approaches to achieve innovative financing solutions and access to funding <b>LL15</b> Identify heritage resources (formal and informal), foster a better understanding of the tangible and intangible values of natural and cultural heritage and create a recognized value as a driver for local development <b>LL37</b> Engage knowledge partners (universities, research centre, etc.) in the process <b>LL31</b> Improve resilience of natural and cultural environments against natural hazards <b>LL18</b> Implementation of participatory approach and involvement of local people, including private owners, from early stage. <b>LL01</b> Adapt agricultural techniques to climate change
<b>Responsible person</b>	Koray Velibeyoğlu (IZTECH), Zeynep Durmuş Arsan (IZTECH)
<b>Relevant RM/KFP involved</b>	RM13-Wild Atlantic Way (Ireland) RM9- Teaching culture for learning resilience in Crete Museum from university (Greece) UOP – University of Plymouth
<b>Brief description of the action</b>	The drop in the harvesting of pine nut in Kozak Plateau has led to search for new income sources related to by-products of pine trees and other forest resources. This action proposes diversified sources of income for Kozak community by using natural assets of the region as a driver for new economic sources, understanding value of ethnobotanics and flora with high biodiversity in the region.
<b>Objective and target of the action (by the end of the project)</b>	Objectives of the action: <ul style="list-style-type: none"> <li>· To prevent the cutting of pine nut trees due to the decrease of pine nuts yield</li> <li>· To create alternative income instead of pine nut production</li> <li>· To define biodiversity of territory</li> </ul> Quantifiable targets of the action can be listed as: <ul style="list-style-type: none"> <li>· One map of local biodiversity</li> <li>· One report on economic feasibility of the proposed alternative</li> <li>· At least 2 citizens will be trained to boost learning on alternative products</li> <li>· Rising income levels will reflect on the decrease of migration trend from rural to urban</li> <li>· Number of villager family that have additional sources of income instead of pine nut <ul style="list-style-type: none"> <li>- at least two within the timeline of the project</li> <li>-Number of villager family, changed their main sources of income - at least two within the timeline of the project</li> </ul> </li> </ul>



<b>Specific activities</b>	<ul style="list-style-type: none"> <li>Organizing meeting on biodiversity of Bakircay Basin with local people</li> <li>Collaborating with experts for field survey to define biodiversity</li> <li>Preparing economic feasibility report on pine trees and other forest resources in Kozak Plateau to determine alternative income sources.</li> <li>Ensuring the involvement of citizens to encourage in order to create their new business</li> <li>Knowledge transfer for the best production method for pine resin</li> </ul>
<b>Monitoring plan and indicators</b>	SC-01 Number of citizens engagement activities SC-02 Number of participants in citizens engagement activities SC-03 Number per type of stakeholder involved HC-05 Number of self-employees FC-03 Number of PPPs set and signed
<b>Capital involved</b>	Social capital, human capital, financial capital
<b>Main stakeholders involved and their roles and contribution</b>	Izmir Metropolitan Municipality Izmir Institute of Technology Istanbul University
<b>Beneficiaries</b>	Local people Natural heritage Pine nut trees Regional economy RURITAGE volunteers
<b>Formal partnership established (PPP, voluntary (agreement, etc.))</b>	Formal partnership with Istanbul University
<b>Timeframe</b>	September 2021 – March 2022
<b>Indicative costs and funding sources</b>	RURITAGE budget € 8000 Co-funding by İzmir € 9000
<b>Sustainability of the action</b>	Through this action we will provide to economic resilience for local people offering alternatives to the harvesting of pine nut in Kozak Plateau. If the new income sources will result to be sustainable the action will be further boosted and sustained.

<b>Code of the action</b>	<b>R6.3</b>
<b>Title of the action</b>	<b>Developing ethnobotanic activities in Bergama region</b>
<b>Relevant SIA or SIAs</b>	Landscape, Resilience, Local Food
<b>Relevant Heritage</b>	Tangible - Natural
<b>Reference RM Action/s (code and name)</b>	<b>RM3-1</b> Support local farmers and producers in innovation projects <b>RM12-1</b> Promote joint actions (also through PPP) to enhance heritage resources and create an internationally recognized brand <b>RM3-6</b> Social innovation ideas <b>RM4-5</b> Define an action plan for the communication of the biodiversity of the area.
<b>Useful lesson/s Learned (code and name)</b>	LL06 Create a 'brand' based on natural resources and added value created LL15 Identifying your natural heritage resources LL37 Engage knowledge partners (universities, research centre, etc.) in the process LL01 Adapt agricultural techniques to climate change
<b>Responsible person</b>	Assoc. Prof. Dr. Zeynep Durmuş Arsan (IZTECH)
<b>Relevant RM/KFP involved</b>	RM12- Douro cultural landscape, driver for economic and social development (Spain) UOP – University of Plymouth
<b>Brief description of the action</b>	Planned activities under this action aims to build knowledge on ethnobotanical potential, train local people /producers and to have value-added products. Some of the villagers might start growing new herbs/products that can increase their income level. 17 villages of the plateau will be involved.

<b>Objective and target of the action (by the end of the project)</b>	<p>This action aims to bring a new business area with a high economic return to local people basing on the enhancement of the natural resources of the landscape.</p> <p>Quantifiable targets can be listed as:</p> <ul style="list-style-type: none"> <li>· List of ethnobotanical plants and products of the region – coming from Action R6_2</li> <li>· At least 2 organized online workshop activities on ethnobotanical herbs</li> <li>· At least 2 online meeting organized with local stakeholders (with villages of Kozak Plateau – beginning and end of the action)</li> <li>· At least 10 trained citizens (locals)</li> <li>· At least 2 experimental study on ethnobotanical products</li> </ul> <p>Qualitative targets can be listed as:</p> <ul style="list-style-type: none"> <li>· Locals will reach knowledge about ethnobotanical presence</li> </ul>
<b>Specific activities</b>	<ul style="list-style-type: none"> <li>· Organize meeting with the leaders of Kozak villages in the Hub to inform about planned ethnobotanical activities in the Plateau, introduce the research team, explain the purposes, and announce the field study (related action 2)</li> <li>· Prepare the list of ethnobotanical herbs and products of the region, having cultural heritage value, based on the literature survey</li> <li>· Perform the field work within totally 50 days in the villages</li> <li>· Organize meeting with the leaders of Kozak villages in the Hub to present the results, underline specific ethnobotanical products with high economic added value and open discussion about encouraging for new entrepreneurship</li> <li>· Organize workshops and trainings in the Hub to carry out experimental study on particular ethnobotanical products and show the dynamic relations between plants and land-owners to have additional income (in parallel with action 2) (Local media and journalist can be invited to the online workshop for a wider dissemination)</li> </ul>
<b>Monitoring plan and indicators</b>	<p>SC-02 Number of participants in citizens engagement activities</p> <p>SC-03 Number per type of stakeholder involved (according to the ones defined in D.3.1)</p> <p>SC-04 Number of local associations involved</p> <p>SC-05 Number of participants in formal or informal voluntary activities or active citizenship in the last 12 months</p> <p>HC-02 Number of recreational facilities/events</p>
<b>Capital involved</b>	Natural capital, social capital, human capital
<b>Main stakeholders involved and their roles and contribution</b>	<p>Izmir Metropolitan Municipality</p> <p>Ege University, Department of Biology -human capital</p> <p>Ege University, Faculty of Agriculture - human capital</p>
<b>Beneficiaries</b>	<p>Local people, especially women</p> <p>Natural resources</p> <p>Academics</p> <p>Local producers</p>
<b>Formal partnership established (PPP, voluntary agreement, etc.)</b>	Formal partnership with Ege University (Department of Biology, Faculty of Agriculture )
<b>Timeframe</b>	March 2021 – May 2022
<b>Indicative costs and funding sources</b>	<p>€13,000. Ruritage budget: € 9,000</p> <p>Co-funding budget: € 4000</p>
<b>Sustainability of the action</b>	The region has substantial potential about ethnobotanic however there is need for R&D activities to obtain value-added products for expanding income sources and articulate. Participation of Agriculture Faculty of Ege University will ensure research sustainability.

<b>Code of the action</b>	<b>R6.4</b>
<b>Title of the action</b>	<b>Creating cultural musical heritage map in Bakircay Basin</b>
<b>Relevant SIA or SIAs</b>	Art & Festival

<b>Relevant Heritage</b>	Intangible - Social Practices, Rituals and Festive Events - Performing arts
<b>Reference RM Action/s (code and name)</b>	<b>RM8-2</b> Promote and support local traditional activities <b>RM8-4</b> Enhance the narrative of the place and promote the discovering of the territory through history
<b>Useful lesson/s Learned (code and name)</b>	<b>LL15</b> Identify heritage resources (formal and informal), foster a better understanding of the tangible and intangible values of natural and cultural heritage and create a recognized value as a driver for local development. <b>LL08</b> Collaborative approach with other organizations or local activities to increase impact of the actions <b>LL07</b> Create 'tourist pack and experiences' based on the different clusters (culture, food & wine, nature, religion, etc.) and sell combined packages, including transport
<b>Responsible person</b>	Demet Burçin Gezgin (IZM), Onur Yıldırım (IZM)
<b>Relevant RM/KFP involved</b>	RM7 Take Art: Sustainable rural arts development (United Kingdom) RM8 The Living Village of the Middle Age, Visegrad (Hungary) UNESCO
<b>Brief description of the action</b>	Within the scope of the action, it is aimed to determine the cultural music heritage of the region by both literature and field studies in Bakircay Basin. It will also increase the recognition of the region and the ownership of local heritage by citizens. This is also in line with Task 7.4.
<b>Objective and target of the action (by the end of the project)</b>	The main aim of this action is sustaining music culture of the region, building sense of identity by using unifying power of music through creating cultural music map Quantifiable targets can be listed as: <ul style="list-style-type: none"> <li>- At least 5 visits to local area for collection videos, recordings and photos</li> <li>- At least 5 materials restorations</li> <li>- Qualitative targets can be listed as:</li> </ul> Creation cultural music heritages map
<b>Specific activities</b>	<ul style="list-style-type: none"> <li>- Matching musical contents and their locations on the map</li> <li>- Get in touch with local people</li> <li>- Restoration of the compiled written and audio cultural heritages</li> <li>- Making all cultural musical heritage materials ready for publication</li> <li>- Mapping the relationship between actors</li> <li>- Preparing visual materials for publication</li> <li>- Recording missing materials which are oral history, performance record with field work</li> <li>- Making all obtained materials from field work ready for publication</li> <li>- Completing the cultural musical heritage map</li> <li>- Promoting cultural music map</li> </ul>
<b>Monitoring plan and indicators</b>	CC-05 Number of posts mentioning RURITAGE at local level CC-02 Increment in number of mentions of CNH in social media, media, press, etc. CC-03 Number of users registered in the digital hub or following the social networks (facebook, twitter) CC-04 Number of posts in the digital hub CC-05 Number of posts mentioning RURITAGE at local level CC-09 Number of people trained in traditional skills CC-11 Total number of arrivals of tourist in the last year SC-05 Number of participants in formal or informal voluntary activities or active citizenship in the last 12 months BC-14 Number of fairs and tourism events per year related to the promotion of the area and related products
<b>Capital involved</b>	Cultural capital, social capital, built capital
<b>Main stakeholders involved and their roles and contribution</b>	TEOS Culture Art Association (knowledge transfer, national and international relations, and management) UNIBEL is participation of IZM

<b>Beneficiaries</b>	Local musicians Tourists International Cultural Associations RURITAGE volunteers Cultural heritage Music culture Trumpet tradition
<b>Formal partnership established (PPP, voluntary agreement, etc.)</b>	Formal partnership with TEOS Culture and Arts Association Working with UNIBEL
<b>Timeframe</b>	June 2021 – May 2022
<b>Indicative costs</b>	€ 16,000. RURITAGE budget € 11,000. Co-funding by Izmir Metropolitan Municipality € 5000
<b>Sustainability of the action</b>	The creation of the cultural music heritage map will provide to enable to transfer of the musical heritage, which is in danger of extinction in the Bakircay Basin, to future generations. Besides, access to a digital library for cultural heritage map will be an example for the protection of other cultural heritages in the region.

<b>Code of the action</b>	<b>R6.5</b>
<b>Title of the action</b>	<b>Improve and promote the connection routes between cultural and natural assets in Bakircay Basin</b>
<b>Relevant SIA or SIAs</b>	Landscape, Pilgrimage
<b>Relevant Heritage</b>	Tangible – Natural
<b>Reference RM Action/s (code and name)</b>	<b>RM1-6</b> Digitalization of the pilgrimage - through websites, GIS maps, apps. <b>RM2-2</b> Expand the offer, promoting eco-tourism: link the pilgrimage route to other activities
<b>Useful lesson/s Learned (code and name)</b>	<b>LL02</b> Application of IT technologies <b>LL16</b> Foster and promote sustainable tourism <b>LL06</b> Create a 'brand' or 'tourist pack and experiences' based on the natural resources and the added valued created – synergies with other local activities
<b>Responsible person</b>	Demet Burçin Gezgin (IZM), Onur Yıldırım (IZM)
<b>Relevant RM/KFP involved</b>	RM1- Camino de Santiago (Spain) RM2-Via Maria (Romania) BORGHI
<b>Brief description of the action</b>	In collaboration with the transportation department, the connection routes between Pergamon-Smyrna-Ephesus corridor will be improved adding new cycle lanes, increasing alternative ways of accessing to the replicator area through bike and pilgrimage routes with the additional signs the hikers, bikers will be oriented much better. The routes will be promoted to attract more visitors to the area.
<b>Objective and target of the action (by the end of the project)</b>	This action aims to increase accessibility to rural areas where cultural and natural assets exist and have insufficient accessibility. Specifically, this action aims at promoting "connection routes" between Pilgrimage Route (Pergamon-Smyrna-Ephesus historical corridor), Eurovelo Route in the north region and IZBAN line. This action fits with the overall aim of promoting integrated landscape management within this replicators' case in the RURITAGE project. Quantifiable targets can be listed as: <ul style="list-style-type: none"> <li>- at least 1 sub-cycling route will be defined</li> <li>- at least 80 km cycling route will be defined</li> <li>- at least 3 historical landmarks will be defined to connect cycling route</li> <li>- 2 workshops organize to define new sub-cycling routes</li> <li>- By the end of 2020, there will be further discussion on feasible quantitative target and timeline of this action that can be reviewed afterwards</li> </ul>

<b>Specific activities</b>	<ul style="list-style-type: none"> <li>Promoting “connection routes” between Pilgrimage Route (Pergamon-Smyrna-Ephesus historical corridor), Eurovelo Route in the north region and IZBAN line</li> <li>Collaboration with transportation department of greater municipality and other district municipalities. Organizing coordination meetings and workshop</li> <li>Organizing a participatory (online) workshop to define the route through the region</li> <li>Organizing a cycling tour to test the draft route</li> <li>Making the necessary arrangements by driving on the Draft Bicycle Route and determining the final version of the route</li> <li>Implementation of RURITAGE Izmir Cycle Route as a sub-route to the EUROVELO</li> <li>Creating the necessary visuals (map video brochure, etc.) for promotion</li> </ul> <p>Launch event of the new RURITAGE Izmir Cycle Route -maybe to be integrated with other foreseen communication activities</p>
<b>Monitoring plan and indicators</b>	<p>BC-06 Cycle paths (Km)</p> <p>BC-07 Pedestrian/hiking paths (km)</p> <p>BC-08 Share of people served by public transport services</p> <p>BC-09 Number of shared transport services (bike sharing, car sharing, etc.)</p> <p>BC-15 Number of sites provided with signals and explanation panels to help describing the sites and orienteering visitors</p> <p>BC-16 Number of km of routes provided with signals and explanation panels to help describing the sites and orienteering visitors</p>
<b>Capital involved</b>	Cultural, built and social capital
<b>Main stakeholders involved and their roles and contribution</b>	<p>Izmir Metropolitan Municipality Department of Transportation (IZM)</p> <p>IZBAN</p> <p>Cyclists Association Bergama</p> <p>Other District Municipalities (Selcuk, Bergama)</p>
<b>Beneficiaries</b>	<p>Bike users</p> <p>Tourists</p> <p>Local people of Ephesus, Smyrna, Pergamon</p>
<b>Formal partnership established (PPP, voluntary agreement.)</b>	<p>Most of the actions will be done by the Transportation Department of the Municipality. The local district Municipalities will support the Metropolitan Municipality within their jurisdiction areas. (already supports of RURITAGE project)</p>
<b>Timeframe</b>	October 2021 – May 2022
<b>Indicative costs and funding sources funding</b>	<p>€ 21.000. RURITAGE budget € 8,500</p> <p>Co-financing by İzmir € 12,500</p> <p>Support from other district municipalities</p>
<b>Sustainability of the action</b>	<p>The Transport Department of Izmir Municipality gets involved to this action that will bring a metropolitan scale accessibility approach. Accessibility network will be designed large scale and implementation will continue after also RURITAGE project.</p>

<b>Code of the action</b>	<b>R6.6</b>
<b>Title of the action</b>	<b>Investigating rural accommodation and tourism capacity in Kozak Plateau: feasibility study and capacity building</b>
<b>Relevant SIA or SIAs</b>	Landscape, Resilience
<b>Relevant Heritage</b>	Tangible – Built

<b>Reference RM Action/s (code and name)</b>	<b>RM3-3</b> Definition of marketing and communication strategies for the products <b>RM8-4</b> Enhance the narrative of the place and promote the discovering of the territory <b>RM9-1</b> Organizing training - also using informal education methodology- to improve the resilience of local people (children, adults and elderly people, professionals, public authorities etc...)
<b>Useful lesson/s Learned (code and name)</b>	<b>LL18</b> Implementation of participatory approach and involvement of local people, including private owners, from early stage. <b>LL06</b> Create a 'brand' or 'tourist pack and experiences' based on the natural resources and the added valued created – synergies with other local activities (i.e. festival, food, etc.)
<b>Responsible person</b>	Demet Burçin Gezgin, Onur Yıldırım (İzmir Metropolitan Municipality), Koray Velibeyoğlu, Zeynep Durmuş Arsan (İZTECH)
<b>Relevant involved RM/KFP</b>	RM3, RM8 RM9 BITN
<b>Brief description of the action</b>	This action is about investigating the rural accommodation and tourism capacity in Kozak Plateau. It concentrates on the feasibility of area including local physical infrastructure (traditional dwelling culture and local settings, extant and possible accommodation and touristic offers), cultural and natural heritage assets essential for touristic activities, and local social and production settings. Accordingly, training local people about pensioning will be established.
<b>Objective and target of the action (by the end of the project)</b>	<p>The main objective of this action is to analyze local accommodation capacity of Kozak Plateau for rural tourism purposes and enhance the capabilities of the local people that shows the culture of the area.</p> <p>Quantifiable targets can be listed as:</p> <ul style="list-style-type: none"> <li>Two trainings</li> <li>20-25 people involved in the training</li> </ul>
<b>Specific activities</b>	<ul style="list-style-type: none"> <li>- Conceptual meeting with Tourism Department of Izmir Metropolitan Municipality</li> <li>- Fieldwork will be about: <ul style="list-style-type: none"> <li>• Opportunity for rural tourism (baseline) /challenges &amp; opportunities</li> <li>• Site survey (preliminary investigation of local values, infrastructures etc.)</li> <li>• Determination of Character Areas (sub-regions according to characteristic features)</li> <li>• Stakeholder Analysis</li> <li>• User survey with local participants</li> <li>• Organizing training courses for pensioning to increase capacity building for home boarding and local services</li> </ul> </li> </ul>
<b>Monitoring plan and indicators</b>	CC-05 Number of posts mentioning RURITAGE at local level CC-02 Increment in number of mentions of CNH in social media, media, press, etc. BC-04 Number of beds BC-05 Number of restaurants BC-11 Number of buildings restored/retrofitted BC-12 Number of reused buildings BC-13 Number of brands and labels granted for local products and services HC-05 Number of self-employees
<b>Capital involved</b>	Human capital, social capital, financial capital
<b>Main stakeholders involved and their roles and contribution</b>	Izmir Metropolitan Municipality Vocation Factory (IZM) Local Cooperatives Related academics and experts Local people attending to trainees



<b>Beneficiaries</b>	Unemployed people Small hotels and pensions Owners of underutilized building to introduce them to the possibility they have Other locals that will be affected indirectly (selling food, arts, crafts to tourists, job opportunities in pensions – local economy in general)
<b>Formal established Partnership (PPP, voluntary agreement, etc.)</b>	İzmir Metropolitan Municipality already has a training program that will be used in the area and they are official RURITAGE partners
<b>Timeframe</b>	April 2021 – May 2022
<b>Indicative costs and funding sources</b>	€ 6.000 RURITAGE budget € 5000 İzmir Metropolitan Municipality – co financing – € 1000
<b>Sustainability of the action</b>	The training has already been developed and used in other areas. It will be adapted to other area conditions, in case is successful.

<b>Code of the action</b>	<b>R6.7</b>
<b>Title of the action</b>	<b>Promotion of basket weaving in Bakircay Basin</b>
<b>Relevant SIA or SIAs</b>	Art & Festival
<b>Relevant Heritage</b>	Intangible - Traditional craftsmanship
<b>Reference RM Action/s (code and name)</b>	<b>RM8-2</b> Promote and support local traditional activities (branding, high quality standards, clustering, internationalization, etc.) <b>RM8-4</b> Enhance the narrative of the place and promote the discovering of the territory through history
<b>Useful lesson/s Learned (code and name)</b>	<b>LL08</b> Collaborative approach with other organizations or local activities to increase impact of the actions <b>LL15</b> Identify heritage resources (formal and informal), foster a better understanding of the tangible and intangible values of natural and cultural heritage and create a recognized value as a driver for local development <b>LL28</b> Promote access to all ages and abilities and ensure fruition of cultural resources to all, including transport and online information
<b>Responsible person</b>	Oya Tabanoğlu (DEM), Gonca Akgül (DEM), Esra Demir (DEM)
<b>Relevant RM/KFP involved</b>	BITN, UNESCO, RM8
<b>Brief description of the action</b>	To prevent the extinction of traditional crafts more people and especially young people need to learn about how to weave a basket.
<b>Objective and target of the action (by the end of the project)</b>	This action is about preventing the extinction of the traditional crafts, increasing awareness about the traditions of the local people to increase the feel of identity as well as increasing the recognition of the visitors of the area. Quantifiable targets can be listed as: <ul style="list-style-type: none"> <li>At least 8 people to be trained for basket weaving</li> <li>Organizing a workshop about basket weaving</li> </ul>
<b>Specific activities</b>	<ul style="list-style-type: none"> <li>Organizing a workshop about basket weaving local media will be also invited to further disseminate this action</li> <li>Define new master candidates for basket weaving</li> <li>Organizing training activities for new basket weaving masters</li> <li>Promotion of the courses</li> <li>Promotion of baskets</li> </ul>

<b>Monitoring plan and indicators</b>	CC-09 Number of people trained in traditional skills CC-06 Number of actions and cultural events produced by citizens at local level CC-07 Number of people reached by actions and cultural events produced by citizens at local level CC-10 Number of places involved in the tourism offer CC-11 Total number of arrivals of tourist in the last year
<b>Capital involved</b>	Human capital, cultural capital
<b>Main stakeholders involved and their roles and contribution</b>	Demir Enerji Izmir Metropolitan Municipality (co-financing) Vocation Factory Public Education Center
<b>Beneficiaries</b>	Cultural heritage of parchment Cultural heritage (basket weaving) Izmir and Turkey New masters Masters' weaving Traditions
<b>Formal partnership established (PPP, voluntary agreement, etc.)</b>	Formal partnership with public education center
<b>Timeframe</b>	April 2021 – May 2022
<b>Indicative costs and funding sources</b>	€ 6,000. RURITAGE project 5000€ Izmir Metropolitan Municipality (co-financing) 1000€ Vocation Factory Public Education Center
<b>Sustainability of the action</b>	Sustainability of the action depends on the number of people that the knowledge will be transferred. There are people willing to learn basket weaving. After training of the people, they will be offered to teach to other people interested or even people from their own families.

<b>Code of the action</b>	<b>R6.8</b>
<b>Title of the action</b>	<b>Promote ownership of Cultural and Natural Heritage of Bakircay Basin via nature awareness activities with children</b>
<b>Relevant SIA or SIAs</b>	Landscape
<b>Relevant Heritage</b>	Tangible – Natural, Intangible - Knowledge and Practices
<b>Reference RM Action/s (code and name)</b>	<b>RM8-2</b> Promote and support local traditional activities <b>RM8-4</b> Enhance the narrative of the place and promote the discovering of the territory through history: guided tours, thematic excursions, games, re-enactments.
<b>Useful lesson/s Learned (code and name)</b>	<b>LL06</b> Create a 'brand' based on natural resources and added value created <b>LL15</b> Identifying your natural heritage resources <b>LL18</b> Implementation of participatory approach and involvement of local people from early stage <b>LL21</b> Integration of vulnerable groups of value chain <b>LL07</b> Create 'tourist pack and experiences' based on the different clusters (culture, food & wine, nature, religion, etc.) and sell combined packages, including transport <b>LL08:</b> Collaborative approach with other organizations or local activities to increase impact of the actions
<b>Responsible person</b>	Oya Tabanoğlu (DEM), Gonca Akgül (DEM), Esra Demir (DEM)
<b>Relevant RM/KFP involved</b>	RM10, UNESCO

<b>Brief description of the action</b>	This action focuses on building ownership of Natural and Cultural Heritage by the local community. Organizing training activities, storytelling occasions and playing games that are related with natural and cultural assets with children and young adults form the activities under this action. Collaboration with associations and schools will be established for this aim where consultations will be provided by story writers, game builders, psychologists, sociologists, historians, local contributors. This action is in line with the objective of Task 7.4 'Community Outreach' and could make use of the co-monitoring tool developed in Task 5.2.
<b>Objective and target of the action (by the end of the project)</b>	<p>Main objectives: to transfer and sustain cultural identity, to prevent loss of cultural and natural heritage and to create sense of belonging among local people and especially younger generations. Forest school is an inspiring learning method applied in forest or wooded areas that provides an environment in which all students or young adults with active participation where they can develop self-esteem.</p> <p>Quantifiable targets can be listed as:</p> <ul style="list-style-type: none"> <li>· 45 trainees (students)</li> <li>· 4 nature awareness activities</li> </ul> <p>Qualitative targets can be listed as:</p> <ul style="list-style-type: none"> <li>· The interaction and sharing between local people will increase.</li> </ul>
<b>Specific activities</b>	<ul style="list-style-type: none"> <li>-Define nature awareness activities with children schedule</li> <li>-Collaboration with nature awareness activities with children leader</li> <li>-Organizing 4 nature awareness activities with children in the local region</li> </ul>
<b>Monitoring plan and indicators</b>	<p>CC-09 Number of people trained in traditional skills</p> <p>CC-06 Number of actions and cultural events produced by citizens at local level</p> <p>CC-07 Number of people reached by actions and cultural events produced by citizens at local level</p>
<b>Capital involved</b>	Cultural capital, natural capital, human capital
<b>Main stakeholders involved and their roles and contribution</b>	Izmir Metropolitan Municipality (IZM) local cooperative
<b>Beneficiaries</b>	<p>Local people</p> <p>Local associations</p> <p>Local children in elementary education: urban explorer kids</p> <p>Local students in high school education</p> <p>Students in elementary and high school institutions</p>
<b>Formal partnership established (PPP, voluntary agreement.)</b>	Local cooperative
<b>Timeframe</b>	November 2021 – May 2022
<b>Indicative costs and sources funding</b>	<p>€ 2,750. RURITAGE budget € 2000</p> <p>co-funding budget, the NGO will also fund the game activities with human resources € 750</p>
<b>Sustainability of the action</b>	<p>Through RURITAGE project, we will have opportunity to connect children with nature, and raise awareness about their own natural and cultural heritage values. After the project, it is possible to expect that the same children will become the guardians of region, and will influence for younger generations.</p> <p>The nature awareness activities with children organized through the project will increase the number of young trainers and local practitioners working for new children-family related activities.</p>

<b>Code of the action</b>	<b>R6.9</b>
<b>Title of the action</b>	<b>Enhancing region recognition through the development of a local brand and marketing strategy</b>

<b>Relevant SIA or SIAs</b>	Local Food
<b>Relevant Heritage</b>	Tangible – Natural, Intangible - Social Practices, Rituals and Festive Events
<b>Reference RM Action/s (code and name)</b>	<p><b>RM13-1</b> To set out a strategy and an implementation framework and programme for the sustainable implementation of the Wild Atlantic Way (food strategic plan)</p> <p><b>RM3-5</b> Promote the environmental sustainability of the food production, packaging and selling</p> <p><b>RM3-3</b> Definition of marketing and communication strategies for the products</p> <p><b>RM3-1</b> Support local farmers and producers in innovation projects</p> <p><b>RM4-10</b> Design a calendar of each fair of folk heritage and festivals to promote tourism</p> <p><b>RM3-6</b> Social innovation ideas</p>
<b>Useful lesson/s Learned (code and name)</b>	<p><b>LL04</b> Build sense of belonging, individual and community self-confidence and increased autonomy through CNH.</p> <p><b>LL08</b> Create synergies and foster a collaborative approach with other organizations, programs or local activities and attractors of the territory to increase impact of the actions.</p> <p><b>LL07</b> Create 'tourist pack and experiences' based on the different clusters (culture, food &amp; wine, nature, religion, etc.) and sell combined packages, including transport</p> <p><b>LL37</b> Discover economic values of traditional food (e.g. traditional fish processing, historical orchards and fruit production) and use it as a way to protect historical landscape</p>
<b>Responsible person</b>	Demet Burçin Gezgin (IZM), Onur Yıldırım (IZM)
<b>Relevant RM/KFP involved</b>	<p>RM3 Preserving old traditions for innovating agro-food production in Apulia (Italy)</p> <p>RM13 Wild Atlantic Way (Ireland)</p> <p>BORGHI</p>
<b>Brief description of the action</b>	<p>This action helps to define local products which already had a marketing value and also creates added value. Lack of well-known food brands, absence of standardization, weak food security, and insufficient organizational activities about gastronomical qualities of Kozak villages requires joint actions for the valorization of local food production and selling. This framework, creates a Kozak brand, will help to recognize the place and raise touristic attractions regarding visiting numbers. Branding Kozak also helps small entrepreneurs to find new markets. Place branding process will also include a marketing strategy plan which includes current and new product ideas for not only local food-based ideas but idea for rural economic diversity. This action tries to create new small and medium-sized enterprises and new entrepreneurs in Kozak villages. The recognition of Kozak regional products will be ensured by creating a certain promoting quality assurance and relating it with an improved image of the territory for the target buyers with the Kozak brand.</p>
<b>Objective and target of the action (by the end of the project)</b>	<p>The objective of this action is to have raise the awareness on local food standard and to create a Kozak Brand. It will enable to add value to the products, services offered and raise the livelihood of locals.</p> <p>Quantifiable targets can be listed as:</p> <ul style="list-style-type: none"> <li>- At least 15 villagers trained for local food standardization</li> <li>- Open-air exhibition</li> </ul>

<b>Specific activities</b>	<ul style="list-style-type: none"> <li>- Organizing a roundtable meeting with BERTO about branding, benefits</li> <li>- Designing Kozak Brand Marketing Strategic Plan in coordination with local stakeholders                             <ol style="list-style-type: none"> <li>1.Strategic Planning Process Design</li> <li>2. The Research</li> <li>3.Situation Analysis</li> <li>4. Target Group Analysis</li> <li>5. Ruritage Project Role Model Analysis</li> <li>6. BERGAMA Value Map</li> <li>7.KOZAK Value Map</li> <li>8. Kozak Branding Positioning</li> <li>9.Brand Essence Core Definition</li> <li>10. Brand Name Creation and Choice of Final Brand Name</li> <li>11. Marketing Strategy</li> <li>12. Design Process of Visual Identity of KOZAK</li> <li>13. Market Research and Product Range Proposals</li> <li>14. Logo / Pattern implementations on current and new products</li> <li>15. Prototype implementations</li> </ol> </li> <li>- Organize a promotional meeting with Kozak villages to inform about Kozak brand</li> <li>- Organizing “training course” about food standardization</li> <li>- Organizing open-air exhibition with local products to disseminate and promote local brands</li> </ul>
<b>Monitoring plan and indicators</b>	<p>NC-07 Number of shops, restaurants and tourism facilities selling local products (KM0)</p> <p>HC-07 Number of people trained in IT and tourism (in specific SIA)</p> <p>HC-02 Number of recreational facilities/events</p> <p>BC-14 Number of fairs and tourism events per year related to the promotion of the area and related products</p>
<b>Capital involved</b>	Natural capital, human capital, built capital, financial capital
<b>Main stakeholders involved and their roles and contribution</b>	<p>İzmir Metropolitan Municipality</p> <p>Bergama Chamber of Commerce (BERTO)</p> <p>Vocation Factory</p> <p>Yasar University</p> <p>İzmir Vakfi</p>
<b>Beneficiaries</b>	<p>Local people</p> <p>Tourists</p> <p>Bakircay Basin</p> <p>Local producers</p> <p>Local restaurants</p>
<b>Formal partnership established (PPP, voluntary agreement.),</b>	<p>Formal partnership with Yasar University</p> <p>Public Private Partnership</p>
<b>Timeframe</b>	November 2020 - May 22
<b>Indicative cost and funding sources</b>	<p>€ 34.500. RURITAGE budget € 15.000</p> <p>İzmir Metropolitan Municipality (co-financing) € 19,500</p>
<b>Sustainability of the action</b>	Once the strategy and prototypes are out with the cooperation of local producers the strategy and the designs will be in use. The branding process requires time and consistent work that will continue after the project. The attempts taken though the project will create a locomotive effect in 17 Kozak villages to develop more standardized local food brands. Increasing demands for food-based products will increase to cope with challenges of poverty and depopulation.

## 8.3 Timeline for the implementation

		2020												2021												2022							
		January	February	March	April	May	June	July	August	September	October	November	December	January	February	March	April	May	June	July	August	September	October	November	December	January	February	March	April	May	June	July	August
Action No:	Action Name:	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	25	26	27
1	Building of a Geology road map through Citizen science																																
2	Researching agroforestry to improve economic resilience in forest villages																																
3	Developing ethnobotanic activities in Bergama region																																
4	Celebrating cultural diversity of Bakircay Basin																																
5	Improve and promote the connection routes between cultural and natural assets in Bakircay Basin																																
6	Investigating rural accommodation and tourism capacity in Kozak Plateau: feasibility study and capacity building																																
7	Promotion of craft making in Bakircay Basin																																
8	Promote ownership of cultural and natural heritage of Bakircay Basin via nature awareness activities with children																																
9	Valorization of local food production and selling via creation of Kozak brand																																

