Transferability plans of all partners with summary

THETRIS project

output 5.1.4

Prepared by:
Dr. Jasna Fakin Bajec

PP9, **Znanstvenoraziskovalni center Slovenske akademije znanosti in umetnosti, Raziskovalna postaja v Novi Gorici** – Research Centre of the Slovenian Academy of Sciences and Arts, Research Station Nova Gorica

Nova Gorica, June 2014

INTRODUCTION – HOW THE TRANSFERABILITY PLANS WERE PREPARED

The common document of transferability plans of all partners (output 5.1.4) was prepared in the framework of WP5. Its aims are to mainstream earlier project's results achieved in WP3 and WP4 and to ensure their sustainability.

The process of preparation of the transferability plans consisted of many steps, realised during the different project activities.

According to the main purpose of the THETRIS project, i.e. to sustainably preserve, present, manage and use sacral cultural heritage in order to support the development of rural areas, a special attention of activities was focused also on sharing common European knowledge. The attitude towards the cultural heritage, especially sacral tangible and intangible cultural heritage among local residents in involved regions is varied; in some regions locals successfully manage and use cultural heritage for the development purposes (etc. in Malopolska region in Poland, Styria in Austria …), however, in others Central European regions (in the Upper-Tisza area in Hungary, Bohemian Switzerland in Czeck Republic, the Goriška region in Slovenia …) people are not enough aware about the added values that culture heritage has. Because of that the specific objective of the project was also to present some good practices of the partners, which are connected with cultural heritage and to share experiences among the partners about their impacts, effects and sustainability. Besides, important aims of the project are also to increase the competitiveness of different regions by the capitalization of cultural heritage, to develop the long-term strategies for the preservation and the sustainable exploitation of churches, and to reinforce the awareness for the preservation and uses of tangible and intangible cultural heritage to improve the quality of future life in rural areas.

In the frame of sharing some good practices and jointly develop transferability tools and methods for sustainable use of cultural heritage, the first task in WP3 was that each partner presented **three best practices of preserving, managing and using cultural heritage** (the focus was on preservation, accessibility, competitiveness and entrepreneurship), which were then discussed, analysed and synthesised in second Transnational working group meeting in Presov (Slovak Republik, 21st of January 2013). Afterwards, the **good practices collection** (output 3.3.2) was prepared, which served as a basic document for preparation of transnational peer reviews (output 3.3.5), transferability training (output 5.1.2) and plans (output 5.1.4)

Another task in the framework of transnational cooperation, commitment and sharing knowledge was **transnational peer reviews** (output 3.5), which served as a support in the preparation process of regional strategies. The purpose of transnational reviews activities was to acquire knowledge and experience from external experts and to throw an external point of view on the regional assets. The THETRIS project foresees a total of five transnational reviews that were implemented from September to October 2013. Each partner visited three host regions in couple with another partner, in the frame of 3 days. After the visits, the peers prepared the review reports with recommendations (the topics were gained experiences, lessons learnt, highlights, missed links, steps for further activities, suggestion and recommendations). The partners who hosted the peer activity used all proposed suggestions for elaboration of innovative and sustainable regional strategies. Besides, the peer reviews served also as an opportunity for observing, discussing and thinking about good practices that the partners showed and which can be implemented in other regions.

www.thetris.eu

THEmatic Transnational church Route development with the Involvement of local Society

CENTRAL EUROPE
COOPERATING FOR SUCCESS.

EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND

The important steps in the preparation of transferability plan were carried in WP4, which was dedicated to **implementation of various pilot activities** (output 4.2), where partners tested innovative methods and shared their experiences within the partnership. The pilot activities include various types of tools of how to use heritage elements and activities for different sustainable development approaches, especially for developing cultural tourism, network among stakeholders, private-public partnership, application for smart phones, management trainings and revitalization of heritage monuments. The implementations of results of seven different pilot actions were between May 2013 and February 2014. Each partner had to visit at least three activities and afterwards prepared evaluation with the focus on transferability, efficiency and transnational character of implemented actions.

The last step before the preparation of transferability plan was **transferability training** (output 5.1.2), which was prepared by the leader of WP5 - The Scientific Research Centre of the Slovenian Academy of Sciences and Arts. The training was based on the principals of theory of experiential learning, contemporary concepts of sustainable preserving, managing and using cultural heritage and the aims of THETRIS project. The training activities took place on the 8th of May 2014 in the surroundings of the Franciscan Monastery Kostanjevica above Nova Gorica in Slovenia. The educational activities were divided into five steps (a lecture about development potentials of cultural heritage, working in small groups about problems, experiences and concrete ideas of how to establish private-public partnerships among different stakeholders, plenary sessions about the results of working in groups, a discussion about the preparation of a transferability plan and a conclusion, where the recommendations for EU decision makers were exposed). A special attention was dedicated to different added values of cultural heritage practices in order to make partners more aware of potentials that culture can give in establishing sustainable development (social, cultural, environmental and economic values). The examples of practices were used from activities conducted in WP3 and WP4.

According to training results, project application form and contemporary theories of managing and uses of cultural heritage the transferability template (output 5.1.3) was prepared. Each partners had to choose **three or four elements**, which can be adopted in region and to explain for what reasons the transferability elements were chosen.

SHORT SUMMARY OF TRANSFERABILITY PLANS

The analysis of the transferability plans shows that almost all partners (8 altogether) would like to transfer the THETRIS pilot actions conducted by PP7 – Diocese Graz – Seckau from Austria, which refer to the application game the for smart phone „The Golden Cathedral". There are different reasons for its implementation, but in general, the action is very innovative, it uses contemporary information technologies for the new way of communication with audiences, and above all, it can mainly affect young people, who are at the moment less involved in heritage practices. Besides, partners have also exposed, that mobile application can involve other visitors, who can get information about sights and other regional particularities by playing games, and also local residents, who can help programmers of the games and in this way become more aware of know-how potentials that heritage has. Partner from Germany (PP3) will combine the application game with audio guide instrument, which was developed by LP – Association of Municipalities in the Upper-Tisza Area. The next most transferred element from Thetris pilot action will be "Setting up a local network" by a stemp system and a bicycle route, which includes various local stakeholders interested in preservation, promotion and uses of local heritage. The pilot action was led by PP3 – ZTS GmbH from Germany and its implementation will realize PP6, PP7, PP9, PP11. The visitor of

www.thetris.eu

cultural treasures, which are included in stemp system or route, can get a special stemp confirming his/her presence and potentially the collection of stemps can bring special discount in tourist infrastructure. Quite similar is good practice "Sussa Card" from Sussa Valley in Italy, which was presented by PP 5 – Province of Turin and works like a stemp system. As PP11 – Province of Padova presented this practice is a good initiative to solve the problems associated with tourists' stays, their returning, their mingling with the locals, their appreciation of the places. A special attention was also given to understanding that cultural heritage, especially intangible cultural heritage" is an important source for constructing local product, local brands, competitive content for tourist programmes or church events. In this field different elements from pilot action or good practices were emphasised by the partners, especially by LP, PP3, PP5, PP6, PP7, PP8, PP11, who emphasised that a legend can enrich tourist paths (PP5 will implement good practices "The way of Szatmár Legend" from Hungary and on its base they will construct "A walk in history"), the content for the construction of marketing stories (this objective was exposed by LP and PP8), or enrich events in churches and in this way give the churches new cultural function (this was exposed by PP3, PP5, PP6, PP7). Furthermore, intangible cultural heritage (legend, poems, different craft's skills, dialects etc.) could be an interesting tool for making friendly relationships between residents and tourist, what make cultural heritage useful for an alleviation of social and economic problems. But, to make residents aware of the development potentials of local cultural heritage special trainings lessons or workshops are needed. Because of that, some partners (PP2, PP4, PP7) will implement pilot activity "Management trainings" from Poland partners (PP8), who focused on the organisation of a set of the management trainings and the development of the training materials. The partner from Czech Republic also highlight the need of other learning activities, which are connected with survey and reconstruction of sacral sights in the frame of building open-air museums (good practices presented from PP4 from Slovakia) or "the Great Ruin" good practices from Poland, where the main idea of the activity was to introduce the works connected with surveys and reconstructions of churches and other sacral sights to the general public.

However, at the end of a short presentation it can be highlighted that all the partners are aware that cultural heritage cannot be a source or media for successful sustainable development of rural areas, if the local people are not involved in heritage practices. Because of that, almost all transfer elements or activities are refereeing to resolving this problem.

LP, Association of municipalities on the Upper Tisza-Area, HUNGARY

General data	
Name of the institution and PP number:	Association of municipalities on the Upper Tisza-Area, LP
Name of project manager filling out the template:	Dr. Zsuzsanna Antal
Phone:	0036 52 502 791
E-mail address:	zsuzsanna.antal@eszakalfold.hu

1. Transferability element	
Transferability element from good practices, transnationals reviews, pilot actions and regional strategies: Please describe which **transferability element** is chosen and the contexts of it. Min. 1000 – max. 2000 characters with spaces	**Involving young people & children in the preservation of cultural heritage** The pilot action dedicated to the usage of IT solutions in sacral heritage management, what was realized by Diocese Graz-Seckau from Austria, is a good idea to be transferred to our region for the sake of involving young people & children in the preservation of local cultural heritage. **The transferability element is the innovative mobile application** for planning, orientation and promotion of cultural heritage and pilgrimage routes. The application **for smartphones called "Golden Cathedral"** is an innovative IT-tool to make especially the youth more aware of the cultural heritage and treasures they have in their homeland. It was decided to propose the Smartphone-application as a game/treasure hunt to discover the local cultural heritage, tailored for the youth between 14 and 17 years. This idea was discussed with local stakeholders in order to get them involved in the implementation process of the pilot action. The App became a mobile quiz adventure. In this mobile quiz adventure the user have to follow mysterious tracks in search of a golden cathedral. The adventure, thanks to its mobile form can begin at any place – at home on a comfy couch, on the school bus or even in the classroom.
Please describe **why** the transferability	**The mobile application is a new innovative mobile**

element is chosen? Min. 300 – max. 600 character with space	application that can **promote the involvement of young people and even children in the preservation of cultural heritage. The mobile App** is the first step towards reaching this overall objective: **attract youngsters into the churches and teach them to observe even the pieces of art represented in the churches with more seeing eyes.**
Which is the **added value** of transferability element for your region? Min.500 – max. 1000 characters with spaces	For the sake of preserving the already existing cultural heritage, **we need to link the past, the present and the future**. The elements from the past need to be identified, developed and improved now for future generations. Linking the church route with its cultural heritage content to the interests of the **local teenagers (young generation)** and make them **aware about their material and intangible richness they can find in their region** is the basis of how young people can be taught to find up-to-date relevance of cultural values. Afterwards we can have a right to expect that **future generation will also feel that the heritage is their own, therefore they are likely continue conserving these values** with their technological possibilities according to the ultimate moral standards.
Describe which **problems** the transferability element will resolve (please, concentrate on socio-economic situation of the region, accessibility of the route, preservation and uses of cultural heritage, identity and local commitment)? Min. 1000 – max. 2000 character with spaces	There are several academic studies showing that the frequency of visiting cultural, mainly sacral heritage sites is in correlation with godliness of people that is highly relevant conclusion for the young generation. Being religious is a factor influencing the sensitiveness to cultural values, interest in cultural heritage positively (Schultze, 2007[1]). Due to the changes in godliness of the local society, it can be stated that however the level of godliness was higher after the changing of the regime in Hungary as an average, but the increase slowed down in the 1990's and a slight decrease started even among elder people (Hegedűs, 2000[2]). Due to the aforementioned changes and to the altered lifestyle of nowadays families, **local people, mainly the youth are not paying enough attention to the sacral cultural heritage**. The **children do not go to churches** on their own for the sake of visiting these priceless cultural heritage sites. Even though the children who are visiting the

---

[1] Schultze, J. Q. (2007): Az Isten-probléma" a kommunikációkutatásban. In: Kopics M – P. Szilczi D. (ed.): Szakrális kommunikáció. A transzcendens megmutatkozása. Budapest: Typotex. 35–54.

[2] Hegedűs, R. (2000): A vallásosság alakulása Magyarországon a kilencvenes évek vizsgálatainak tükrében. Doctoral thesis. Budapesti Közgazdaságtudományi és Államigazgatási Egyetem. Budapest. 203 p.

www.thetris.eu

THEmatic Transnational church Route development with the Involvement of local Society

CENTRAL EUROPE COOPERATING FOR SUCCESS.

EUROPEAN UNION EUROPEAN REGIONAL DEVELOPMENT FUND

	churches with school groups or with the family, **most of them are not aware of the works of art represented there**. **The mobile App might change the attitude of children towards their interest in the cultural heritage**. It can even help to attract children of non-religious families into churches by catching their interest through an up-to-date smartphone application.
Please describe the **expected time** the transferability element will be implemented and start/begin to work.	1 year
Please describe **expected budget** for the implementation of transferability element and **resources for the money**	**Expected budget:** ☒ **European Union projects** ☐**National projects** ☒**Local funds** ☒**Donations** ☐**Other: (please, describe the possible resources here)**
Which **target groups** the transferability element will attract or involved?	☒ **Local residents** ☐ **Local authorities** ☐**Pilgrims** ☒**Tourist** ☐**Others (Please, describe which ones?)**
Please, describe the **detailed process of the implementation** of the chosen elements and **partner's role** in the implementation process Min. 1000 – max. 2000 characters with spaces	According to the pilot action experiences of Diocese Graz-Seckau from Austria, there are several steps of implementation that should be followed. During the first phase **the implementation shall start with a series of workshops organised for different stakeholders affected in the project.** The possibilities and opportunities will be discussed that are significant in creating an IT-tool to make especially the youth more aware of the cultural heritage and treasures they have in their homeland. The regional meetings will be set up with locals from different sectors such as tourism/ economy, church and education/ leisure time in order to get a wide-range of perspectives and opinions on the topic and the pilot-actions. **The second phase of implementation is dedicated to the selection of the IT-company** that will be responsible for the technical construction of the smartphone application. Together with the chosen IT-company a design will

	proposed for the App. After the idea is clear and felt to be sound, it will be discussed with local stakeholders in order to get them involved in the implementation process of the pilot action. **The last, but not negligible phase is to develop a marketing campaign for the new App with taking the necessities of the target group into account. The campaign itself will be amongst the last steps of implementation.** **The later monitoring and evaluation of the transferred element will close the process.**

2. Transferability element

Transferability element from good practices, transnationals reviews, pilot actions and regional strategies: Please describe which **transferability element** is chosen and the contexts of it. Min. 1000 – max. 2000 characters with spaces	**Local products as cultural heritage** The local products are very important in many terms. The ideas of how to produce local, mainly food products and how to marketise and merchandise these are transferable in our region. As the overall objective of the transferability project to be implemented is to ensure the preservation and sustainable exploitation of the cultural heritage connected to the traditional local food production linked to traditional landscape management and economy available in Fehérgyarmat and in the Szatmár region, w**e choose an idea seen in Germany that is showing good examples for a good production chain: The Noodle Centre (Riesa, DE)** The **open production facilities** of the reconstructed pasta factory at Teigwaren Riesa GmbH enable visitors to experience how the pasta is made during a tour through the production area. The guided tour lasts 90 minutes and shows how the pasta is shaped, dried, and packaged. In the open production facilities the visitors get an insight into all of the secrets and a little bit more about quality pasta. For history enthusiasts, the First German **Pasta Museum** was also erected where the history of the pasta noodle and how Teigwaren Riesa GmbH got where it is today is introduced. The museum shows historical pictures from production, old machines, and advertising posters from long ago and a lot of the products from times long past.

THEmatic Transnational church Route development with the Involvement of local Society

thetris

CENTRAL EUROPE
COOPERATING FOR SUCCESS.

EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND

	Besides, the centre runs the **restaurant** "Makkaroni" where all products can be tasted. The new **Live-Cooking-Studio** offers a pleasurable experience about various cooking themes.
Please describe **why** the transferability element is chosen? Min. 300 – max. 600 character with space	Traditionally the region is dealing with agriculture. Fehérgyarmat, the central city has remarkable gastronomic traditions too, including local food and traditional ways of cooking. These l**ocal - mainly food - products are elements of cultural heritage produced by local people, from locally produced raw materials** and through their marketing and merchandise these can be an **important income source for the local economy.** This element chosen from the above mentioned examples as it is **not merely** about **the production** but also about **the marketing and merchandise of the finished products.**
Which is the **added value** of transferability element for your region? Min.500 – max. 1000 characters with spaces	Besides income opportunities it is important to emphasize that local products requires significant manual labour. Therefore **the transferability element supports the local economy either in terms of income sources or related to the decrease of local unemployment.** Apart from economical values, **teaching how to produce the products can even become a bridge between generations**. Learning the traditional methods of producing local food products that are particular for the region is a **possibility to preserve intangible cultural heritage**.
Describe which **problems** the transferability element will resolve (please, concentrate on socio-economic situation of the region, accessibility of the route, preservation and uses of cultural heritage, identity and local commitment)? Min. 1000 – max. 2000 character with spaces	The **problems** that can be resolved by the transferability element **are manifold as this area is one of the most disadvantageous parts of Hungary** – due to its **problems with accessibility, lack of investment capitals and high rate of unemployment**. These problems can be listed as the following: 1) Local products themselves, that can be regarded as a cultural value, traditional products even as a cultural heritage are existing in the region but sometimes hidden from visitor's eye, and neglected in their significance. The marketing and merchandise of these products is lagging behind. 2) The region is traditionally dependent on agricultural production with no industrial production and with lacking investment capitals.

www.thetris.eu

THEmatic Transnational church Route development with the Involvement of local Society

CENTRAL EUROPE COOPERATING FOR SUCCESS.

EUROPEAN UNION EUROPEAN REGIONAL DEVELOPMENT FUND

	3) With the alterations in agricultural production, the rate of unemployment is high and the available labour force is unskilled. 4) The society is ageing, and with elder people the traditions might pass away without possibilities of teaching young people how to preserve the local traditions. 5) The nowadays incomes of the tourism sector are lower than the potentials.
Please describe the **expected time** the transferability element will be implemented and start/begin to work.	1.5 year
Please describe **expected budget** for the implementation of transferability element and **resources for the money**	**Expected budget:** ☒ **European Union projects** ☒ **National projects** ☒ **Local funds** ☒ **Donations** ☐ **Other: (please, describe the possible resources here)**
Which **target groups** the transferability element will attract or involved?	☒ **Local residents** ☒ **Local authorities** ☐ **Pilgrims** ☒ **Tourist** ☐ **Others (Please, describe which ones?)**
Please, describe the **detailed process of the implementation** of the chosen elements and **partner's role** in the implementation process Min. 1000 – max. 2000 characters with spaces	The first step of implementation is to find an appropriate place for the building infrastructure. According to our plans the revitalisation of the Community Centre of the settlement could serve this aim well. The infrastructure development in order to ensure that the Center fulfils the requirements of the 21th century to become a meeting place and a location to examine, discuss and preserve cultural heritage lively is as important as it was in case of The Noodle Centre seen in Riesa. The content development is to fill up the Centre with life to give a lead to local people to become more aware of their heritage and to even serve tourism aims as a museum and a market place for traditional arts and crafts and mainly food products is the next step. According to our plans in the garden of the Community Centre we will create a local producers' market with mobile stalls of a traditional style

www.thetris.eu

where the experience-oriented introduction of agricultural product processing and the final products, such as local food can be merchandised. According to the good practice of The Noodle Centre we are planning to involve local citizens and even tourists into the processes of making local products (e.g. "pálinka" cooking; jam cooking) and later can widen our activities by creating a cooking studio for local learning how to prepare local dishes.

After all necessary infrastructure is ready and the number of traditional producers is found that is appropriate to start the operation of the Centre, it is important to create a marketing plan for the Centre and for the products parallelly with the development of tourism dissemination and promotional materials to make local people and tourist familiar with the new development.

To enhance the acquaintance of the Centre organising local events is the next step of implementation.

3. Transferability element	
Transferability element from good practices, transnationals reviews, pilot actions and regional strategies: Please describe which **transferability element** is chosen and the contexts of it. Min. 1000 – max. 2000 characters with spaces	**New functions to preserve cultural heritage** During project THETRIS we have seen several **good ideas on how to give new functions to invaluable masterpieces of cultural heritage sites that lost their one-time importance and became deserted. This is a very important element to transfer to our region as abandoned buildings start to decay in a very short period of time and if we want to avoid degradation processes we need to be ready to have plans for the revitalisation of old buildings** regarding ethical (in terms of preserving cultural heritage) considerations. Among the good examples what we have seen in foreign countries we would like to highlight **the valorisation of the Monumental Complex of Bosco Marengo** from the many excellent ideas. **The Monumental Complex of Bosco Marengo** was originally built under Pope Saint Pius V (works started in 1566), and it is composed of a church and a Dominican convent. Through the centuries, the Complex has undergone several changes. Today the Complex is owned by the local Municipality that promotes its use for various

www.thetris.eu

THEmatic Transnational church Route development with the Involvement of local Society

CENTRAL EUROPE
COOPERATING FOR SUCCESS.

EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND

	activities. Presently the Complex **is used as a museum, and also functions as a congress facility and also as a place for weddings and events (cultural and music events). Besides all what have been mentioned, there are guided tours available for tourists.**
Please describe **why** the transferability element is chosen? Min. 300 – max. 600 character with space	**The restoration of the Monumental Complex of Bosco Marengo kept the original architectural features of the buildings but the project filled the complex up with life again.** This is a nice example on how to insert one-time values to modern life, how to give new purpose to the priceless cultural heritage sites. **The project also managed to create a volunteer cultural association for the operation and management of the Complex.** Due to all mentioned efforts **the increased visibility of the Complex at regional, national and international level is traceable, that results in the increased number of visitors.**
Which is the **added value** of transferability element for your region? Min.500 – max. 1000 characters with spaces	**Thanks to the involvement of citizens** in an association managing and operating a cultural heritage site with new functions, the **local employment can be increased**. By establishing high cooperation among public authorities and private stakeholders **the personal interest of local people in the preservation of a cultural heritage site can be attracted. Through restoration works the valorisation of the buildings can be realized and afterwards the visibility gained will increase the visits in the region that is strengthening tourism as a source of income.**
Describe which **problems** the transferability element will resolve (please, concentrate on socio-economic situation of the region, accessibility of the route, preservation and uses of cultural heritage, identity and local commitment)? Min. 1000 – max. 2000 character with spaces	**There are several priceless cultural heritage sites (e.g. former villas and castles) in our region, though unfortunately due to the lack of usage conditions of these buildings is decaying constantly.** The municipalities are not willing to invest much in the restoration of these buildings as they do not have proper plans how to utilize the nowadays abandoned buildings. **The multifarious use of the Monumental Complex of Bosco Marengo: operating as a museum, as a tourism attraction, as a conference facility and a place for weddings is exemplary for our region as well.** With the restoration and with giving new functions to the abandoned buildings important valorisation can be realized. The facilities can live further on with having new purposes for

www.thetris.eu

THEmatic Transnational
church Route development
with the Involvement of
local Society

thetris

CENTRAL EUROPE
COOPERATING FOR SUCCESS.

EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND

	satisfying nowadays needs. Besides the decaying cultural sites, **addressing unemployment is also among the solutions for problems characteristic in the region.** There are a lot of young people emigrating to other regions because of the lacking employment possibilities while there are also local people in place who live on unemployment assistance. By creating associations for the management and operation of cultural heritage in the region, unemployment can be decreased. **As the local income sources are rather scarce the increasing visits in the might support local economy.**
Please describe the **expected time** the transferability element will be implemented and start/begin to work.	3 years
Please describe **expected budget** for the implementation of transferability element and **resources for the money**	Expected budget: ☒ **European Union projects** ☒**National projects** ☒**Local funds** ☒**Donations** ☐**Other: (please, describe the possible resources here)**
Which **target groups** the transferability element will attract or involved?	☒ **Local residents** ☒ **Local authorities** ☒**Pilgrims** ☒**Tourist** ☐**Others (Please, describe which ones?)**
Please, describe the **detailed process of the implementation** of the chosen elements and **partner's role** in the implementation process Min. 1000 – max. 2000 characters with spaces	**The most important kick-off step is to survey the presently abandoned buildings and make a catalogue of these sites with all the important data and features.** To start the strategic planning of the revitalisation of the building(s), **it is also necessary to involve regional actors, concerned stakeholders within the series of workshops.** Upon the good practice of the transferability element **the involvement of saving/banking Foundations to ensure financial feasibility of the project**, especially where grand restoration works are foreseen is also of outstanding importance. **Involvement of cultural associations to ensure also a bottom-up approach in the valorisation and exploitation of cultural heritage**

www.thetris.eu

THEmatic Transnational church Route development with the Involvement of local Society

CENTRAL EUROPE COOPERATING FOR SUCCESS.

EUROPEAN UNION EUROPEAN REGIONAL DEVELOPMENT FUND

<table>
<tr><td>

assets is a next step further on.

By the cooperation of the already mentioned stakeholders **strategic plans are to be developed for the re-utilization of deserted sites. By the final plan, a timeline for the revitalization must be determined, the sites to be restored must be chosen. Afterwards restoration of architectural and artistic components of the sites might start with all important background administration tasks (e.g. public procurement for building works).**

As the restoration works of buildings are ready to set up of a Museum can be the next step along with the setting up of a volunteer Association for the daily management and operation of the related cultural heritage sites.

The promotion of the new facilities through existing Regional networks and tools is an important closing step of the transferability process.

</td></tr>
</table>

PP2, Bohemian Switzerland, Public Benefit Corporation, CZECH REPUBLIC.

General data	
Name of the institution and PP number:	PP2, Bohemian Switzerland PBC
Name of project manager filling out the template:	Josef Miškovský
Phone:	+420 737 487585
E-mail address:	miskovsky@spfgroup.org

1. Transferability element	
Transferability element from good practices, transnational reviews, pilot actions and regional strategies: Please describe which **transferability element** has been chosen and its context. Min. 1000 – max. 2000 characters	**Local Youth as Guides at Church Events** The transferability element is focused on an important target group: children and the youth. This target group represents the "future of the region". Pupils and young people can be involved in cultural and spiritual life through their families and schools in particular. Schools as public institutions seem to be a more convenient way

with spaces	The element was transferred from PP9 ZRC-SAZU Nova Gorica (Slovenia), where there is the pilgrimage and spiritual centre of Sveta Gora (The Holly Mountain). This centre works with the youth, especially with socially-excluded or drug-addicted young people. A way to include them back to society is based on various works. One of them is having local young people work in services for visitors, pilgrims etc. The way this idea is being run was examined during Transferability Training in Nova Gorica in May 2014. A similar project "Domenico" was also implemented by PP7 – Diocese Graz-Seckau (Austria). This project was aimed at unemployed people who are jobless due to social disadvantages. In the conditions of the Bohemian Switzerland region, which is much more oriented on tourism and which is suffering from a low local consciousness, this idea was transformed. Local youth might work as guides at several church events, which can on the one hand help young people to be included in society, and on the other hand to consolidate regional consciousness and identity.

NGOs, providers of social services as well as schools might take part in this transferability process. Young people and students of secondary schools (maybe also pupils of elementary schools) in the region will "work" as guides in selected sacral sights. In the first phase of the project, selected providers and NGOs will be involved into the project and schools will integrate this topic into their educational program. Young people will visit sacral sights in the region. They will meet local historians, tourist guides, priests etc., read books and articles about these sights and collect information from them. They will prepare a short educational excursion. Then they will perform guides at several church (or other) events, when local churches and other sacral sights will be made accessible. According to poor maintenance of churches and other sacral sites and current level of spiritual life in the region, guiding linked to main church events seems to be more suitable and feasible than a permanent system of guiding.

Preparation of events guided by local pupils and students is to be accompanied by a promotion campaign and media exposure. Several regional organizations might be engaged in this transferability element. |
| Please describe **why** the transferability element has been chosen?
Min. 300 – max. 600 characters with | This transferability element deals with children and the youth, who are considered a convenient target group in forming local identity and consciousness. Children and the youth can easily absorb information and attitudes. |

spaces	Local knowledge expressed by the motto "think globally, act locally" is an important element of current educational systems. Guiding provided by pupils and students will be attractive for local inhabitants and will make them more likely to visit sacral sights.
What is the **added value** of the transferability element for your region? Min. 500 – max. 1000 characters with spaces	The transferability element increases the diversity of education in regional schools. It increases local inhabitants' awareness and knowledge of regional tangible (and also intangible) heritage and indirectly supports the forming of a regional identity. The transferability element has long-term impacts on the cultural and spiritual life of the region because it involves children and the youth (and through them other age groups, especially their parents).
Describe which **problems** the transferability element will resolve (please, concentrate on socio-economic situation of the region, accessibility of the route, preservation and uses of cultural heritage, identity and local commitment)? Min. 1000 – max. 2000 characters with spaces	The transferability element responds to several problems described in the SWOT analysis. It transfers information about tangible and intangible cultural heritage of Bohemian Switzerland as well as awareness of the need for its maintenance within the general public (especially local children and the youth, but also their parents and other locals). Problems such as the lack of a local consciousness, discontinuity of local identity and low general support and political demand for cultural heritage preservation are indirectly affected by the project as well. Guiding provided by pupils and students will strengthen their regional consciousness in the long term. Related church and cultural events will help develop cultural and spiritual life in the region. The transferability element strengthens regional cooperation and networking of various actors. It can be remarkable in terms of Czechia which can positively influence the image of Bohemian Switzerland, and thus attract other visitors and the media.
Please describe the **expected time** it will take for the transferability element to be implemented and start/begin to work.	The transferability element could be implemented in 2016–2017 (duration of the project will be 1 year, then followed by the ordinary operation of project outputs).
Please describe the **expected budget** for the implementation of the transferability element and **resources for the money**	Expected budget: • organizational and factual preparation of the project EUR 5,000 • material and overhead costs EUR 10,000

<table>
<tr><td></td><td>

- promotion campaign EUR 5,000

- personnel costs – experts EUR 40,000

- personnel costs – administration EUR 20,000

EUR 80,000 in total

☒ **European Union projects**
☐ **National projects**
☒ **Local funds**
☐ **Donations**
☐ **Other: (please, describe the possible resources here)**

Note: The implementation of the transferability element strongly depends on external financial resources (only a small part of the activities can be carried out without them in full extent). It could be part of wider regional projects focused on networking, cultural heritage, education etc.

</td></tr>
</table>

Which **target groups** will the transferability element attract or involve?	☒ **Local residents** ☒ **Local authorities** ☐ **Pilgrims** ☐ **Tourists** ☒ **Others (children and the youth)**
Please, describe the **detailed process of the implementation** of the chosen elements and the **partners' role** in the implementation process Min. 1000 – max. 2000 characters with spaces	Following partners should be included into the project: • municipalities, • parishes, • schools, • owners of churches and other sacral sights, • local historians and other experts. Key participants are schools which should adopt the transferability element into their educational program. Several regional experts should participate in the factual preparation of guiding, meeting pupils and students and providing information for them. Municipalities, parishes and owners of sacral sights should take part in organization of events at which pupils and students will act as guides. Their role in the marketing and promotion campaign is important, too.

2. Transferability element

Transferability element from good practices, transnational reviews, pilot actions and regional strategies: Please describe which **transferability element** has been chosen and its context. Min. 1000 – max. 2000 characters with spaces	**Survey and Reconstruction of Sacral Sights: Lessons for the General Public** The element was transferred from PP4 Regional development agency of Prešov (Slovakia), where a project of Open-air wooden churches museum was implemented, and from PP8 Association of Communes and Cities of Małopolska Region (Poland), where a rebuilding process of "The Great Ruin" was implemented. The main idea of the project of PP4 was to bring the wooden temples as cultural and historical sites to the general public via the establishing of an open-air museum. As part of this project, the general public was informed about traditional procedures and techniques of rebuilding and reconstruction of sacral sights. A similar idea can be observed in the project of PP4 which was implemented in Kraków. In Bohemian Switzerland, the main principle of the transferability element is to introduce the works connected with surveys and reconstructions of churches and other sacral sights to the general public. Therefore, lessons presenting reconstruction of church and sacral sights, construction and historical surveys might be a "by-product" of the actual reconstruction itself. They seem to be a good way of involving the general public into the cultural life of the region, of strengthening their consciousness of the spirituality of the region and their relationship to its cultural (both tangible and intangible) heritage. Lessons are primarily targeted on local inhabitants; nevertheless, they can also be made accessible for tourists and visitors. Lessons should make use of interactive "learning-by-doing" methods. Lessons might be located at selected sacral sights which are currently under reconstruction, and can be approached as specific local events. Local people and visitors can try exploring historical buildings, making historical and construction surveys and studying reconstructions of churches and other sacral sights. The lecturers (restorers, archaeologists, historians etc.) should demonstrate their work and local inhabitants and visitors can try several of the activities involved in the process. The preparation of lessons is to be accompanied by a promotion campaign and media exposure. Several regional organizations might be

www.thetris.eu

	engaged in this transferability element.
Please describe **why** the transferability element has been chosen? Min. 300 – max. 600 characters with spaces	The region of Bohemian Switzerland has been strongly influenced by the changes in the ethnic and social structure of its population during the 20th century. Therefore, it faces various social and economic problems and a low level of regional consciousness. Strengthening ties within the local community and local heritage and (re-)involving local people in the cultural and spiritual life is a key challenge for all entities active in the region. Lessons of church reconstructions fulfil these aims and can transfer the project principles to the general public, which is one of the main target groups of this project. This transferability element can also increase local formal and informal contact and contribute to networking and removing barriers among entities and organizations active in the region.
What is the **added value** of transferability element for your region? Min. 500 – max. 1000 characters with spaces	The transferability element helps strengthen regional identity and consciousness, the attitude of local people to cultural values and heritage of the region. Implementation of the project should increase local people's knowledge and awareness of local cultural heritage. It can indirectly increase believers´ donations, sponsoring and philanthropy. Political demand for sacred heritage preservation should be stimulated.
Describe which **problems** the transferability element will resolve (please, concentrate on socio-economic situation of the region, accessibility of the route, preservation and uses of cultural heritage, identity and local commitment)? Min. 1000 – max. 2000 characters with spaces	The transferability element responds to several problems described in the SWOT analysis. It spreads information about the tangible and intangible cultural heritage of Bohemian Switzerland as well as the awareness of the need for its maintenance within the general public (especially local inhabitants, but also tourists). Problems such as the lack of a local consciousness, discontinuity of local identity and low general support and political demand for cultural heritage preservation are indirectly affected by the project as well. Lessons will take place in churches, other sacral buildings or their surroundings, which increases their accessibility for local inhabitants and tourists. Those parts of sacral buildings which are closed for visitors can be opened for that time. The transferability element supports regional cooperation and networking of stakeholders. It can improve the image of Bohemian Switzerland in the media and among the general public.
Please describe the **expected time**	The transferability element could be implemented in

it will take for the transferability element to be implemented and start/begin to work.	2016–2017 (duration of the project will 1 year, then followed by ordinary operation of project outputs).
Please describe the **expected budget** for the implementation of transferability element and **resources for the money**	Expected budget: • organizational and factual preparation of the project EUR 10,000 • material and overhead costs EUR 10,000 • promotion campaign EUR 10,000 • personnel costs – lecturers EUR 25,000 • personnel costs – administration EUR 20,000 EUR 75,000 in total ☒ **European Union projects** ☐**National projects** ☒**Local funds** ☐**Donations** ☐**Other: (please, describe the possible resources here)** **Note:** The implementation of the transferability element strongly depends on external financial resources (only a small part of the activities can be realized without them in full extent). It can be part of wider regional projects focused on networking, cultural heritage, education etc.
Which **target groups** will the transferability element attract or involve?	☒ **Local residents** ☐ **Local authorities** ☐**Pilgrims** ☒**Tourists** ☐**Others (Please, describe which ones?)**
Please, describe the **detailed process of the implementation** of the chosen elements and the **partners' role** in the implementation process Min. 1000 – max. 2000 characters with spaces	Following partners should be included into the project: • municipalities, • parishes, • National Heritage Institute, • owners of churches and other sacral sights, • universities and research centres, • local historians, archaeologists and other scientists, • local restorers. Key participants are experts and scientists from regional

www.thetris.eu

THEmatic Transnational church Route development with the Involvement of local Society

thetris

CENTRAL EUROPE
COOPERATING FOR SUCCESS.

EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND

institutions, the National Heritage Institute, universities and research centres. These experts should participate in the factual preparation of the lessons and then they should hold lessons for the general public. Municipalities, parishes and owners of sacral sights should take part in organization of lessons. Their role in marketing and promotion campaign is important as well.

3. Transferability element

<table>
<tr>
<td>Transferability element from good practices, transnational reviews, pilot actions and regional strategies:

Please describe which **transferability element** has been chosen and its context.

Min. 1000 – max. 2000 characters with spaces</td>
<td>

A Game for the Visitors to Bohemian Switzerland

This transferability element is inspired by PP7 Diözese Graz-Seckau, Austria, where an IT game for children was successfully implemented, using especially electronic tools and media. A mobile application was created by PP7. The aim of the application was to inform visitors about sights and pilgrimage routes and it contained a small game for families, too.

In the conditions and particularities of the Bohemian Switzerland region, the element was modified. Visitors (though children and families are still preferred) are a target group of the game because they are one of main target groups of the regional strategy. Furthermore, a printed version of the game is preferred, so that visitors would learn to use "traditionally presented information" and seek it in real space, not in tablets or mobile phones.

A visitors' card based on the game (i.e., a variation of the Thetris game can be used as a link to the original project) is chosen to include visitors (especially children and through them of them their parents) into Bohemian Switzerland, to increase their sense of belonging to the region, to involve them in finding the solutions to its current problems. The visitor's card is linked to the tourism product which should be developed for the region.

The visitors' card should be designed as a game for visitors. Visitors will get the card with a game scheme at several places in the region (all places that are involved into its production). Thus, churches, other sacral sights, hotels, guest houses, information centres etc. should be included into the system of the visitors' card. Visitors should find indications or passwords at particular churches and other sacral sights. This information should
</td>
</tr>
</table>

THEmatic Transnational church Route development with the Involvement of local Society

thetris

CENTRAL EUROPE
COOPERATING FOR SUCCESS.

EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND

	make visitors find information, think about the cultural history of the region and strengthen their identification with the region. After filling in the majority (not all) cells of the card, they can play a game (if necessary, the game can be played in regional information centres, where game desks can be placed). Winners of the game could get a present, be interviewed, get a significant discount for services or for next visit of the region etc. They can also be addressed by next promotion campaigns (direct marketing). The visitors' card is to be prepared in several language versions. (Details of the game, its visual style, marketing strategy, and promotion tools should be still elaborated.) Other elements of the cultural/sacral tourism product (web sites, applications for mobile phones, tourism maps, social networking services, marketing of other partner regions of Thetris project etc.) are closely linked to the transferability element. A regional promotion campaign of the card should be implemented, so that visitors could get information about it before their trip and/or during their trip.
Please describe **why** the transferability element has been chosen? Min. 300 – max. 600 characters with spaces	The transferability element deals with visitors and tourists in a region that is home to many natural and cultural highlights and monuments. Therefore, tourists form an important part of local life and economy and have a distinct impact on the socio-cultural milieu. Members of this target group come to the region for a short time (mostly a day or a few days). They have lower general knowledge of the region and the main motivation of their trip is relaxation, entertainment and cognizance. Therefore, the transferability is more complicated and must use short term activities. A game is a proven way of approaching visitors and involving them in the local community (to as extent defined by their ties to the region).
What is the **added value** of transferability element for your region? Min. 500 – max. 1000 characters with spaces	The transferability element helps strengthen visitors' and tourists' links to the region (via children who are very perceptive visitors), so that they could feel as members of the local community and appreciate its cultural values. Then some of visitors can come to Bohemian Switzerland again. It is proven that repeated, multiple visits of the region positively change the visitors' approach and behaviour and help sustainable development of tourism both in the environmental and economic sense. It also helps develop regional economy and entrepreneurship. The game will mediate the transfer

www.thetris.eu

THEmatic Transnational church Route development with the Involvement of local Society

CENTRAL EUROPE
COOPERATING FOR SUCCESS.

EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND

	of the spirituality of the sacral and cultural heritage especially to visitors, who come to Bohemian Switzerland for pleasure.
Describe which **problems** the transferability element will resolve (please, concentrate on socio-economic situation of the region, accessibility of the route, preservation and uses of cultural heritage, identity and local commitment)? Min. 1000 – max. 2000 characters with spaces	The transferability element helps attract visitors, lengthen the duration of their stay in the region, increase the demand for tourism services and tourism incomes. It indirectly increases the entrepreneurial spirit and activity in the region. The project makes use of existing tourism infrastructure (especially information centres, public transport and transport network) and long-term experience and skills of Bohemian Switzerland PBC in the field of marketing. The transferability element increases the level of regional and cross-border cooperation and contacts within the region. Therefore, it contributes to a better accessibility of the region. The transferability element supports the base for using cultural heritage for developing of local identity and commitment and economic development. It helps include visitors in a wider regional community, widen their awareness and strengthen their ties to the region.
Please describe the **expected time** it will take for the transferability element to be implemented and start/begin to work.	The transferability element could be implemented in 2016–2017 (duration of the project will be 1 year, then followed by ordinary operation of project outputs).
Please describe the **expected budget** for the implementation of transferability element and **resources for the money**	Expected budget: • organizational and factual preparation of the game EUR 20,000 • material and overhead costs EUR 15,000 • marketing strategy and promotion EUR 20,000 • promotion campaign EUR 20,000 • personnel costs-administration EUR 25,000 EUR 100,000 in total ☒ **European Union projects** ☐**National projects** ☒**Local funds** ☐**Donations** ☐**Other: (please, describe the possible resources here)** **Note:** The implementation of this transferability element fully depends on external financial resources. It can be

www.thetris.eu

THEmatic Transnational church Route development with the Involvement of local Society
thetris

CENTRAL EUROPE
COOPERATING FOR SUCCESS.

EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND

	part of wider regional projects focused on tourism development.
Which **target groups** will the transferability element attract or involve?	☐ **Local residents** ☐ **Local authorities** ☐**Pilgrims** ☒**Tourists** ☐**Others (entrepreneurs and other subjects in the field of tourism)**
Please, describe the **detailed process of the implementation** of the chosen elements and the **partners' role** in the implementation process Min. 1000 – max. 2000 characters with spaces	Following partners should be included into the project: • municipalities, • parishes, • owners of churches and other sacral sights, • entrepreneurs in the field of tourism, • information centres. The transferability element uses the tourism infrastructure of the region. The owners of this infrastructure should be involved in the implementation of the transferability element both in the first phase (preparation of the visitors' card, distribution of the cards) and in following phases. Parishes, municipalities and owners of churches and sacral buildings will participate in the preparation of the game in more detail. Information centres will be the main distribution centres, where visitors can play the game after gathering of the indications or passwords. Municipalities and information centres are the main actors of marketing and promotion campaign of the project (transferability element).

PP3, The Centre for Technology Structure Development - ZTS GmbH. GERMANY

General data	
Name of the institution and PP number:	ZTS GmbH, PP3
Name of project manager filling out the template:	Jana Barth
Phone:	0049 35265 51102

www.thetris.eu

THEmatic Transnational church Route development with the Involvement of local Society
thetris

CENTRAL EUROPE
COOPERATING FOR SUCCESS.

EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND

E-mail address:	barth@zts.de

1. **Transferability element**	
Transferability element from good practices, transnationals reviews, pilot actions and regional strategies: Please describe which **transferability element** is chosen and the contexts of it. Min. 1000 – max. 2000 characters with spaces	**A combination from the church APP-Austria and the audioguide – system Hungary**
Please describe **why** the transferability element is chosen? Min. 300 – max. 600 character with space	In our region the church route can be discovered by usual ways. To integrate historic facts and knowledge about traditions will be an innovative approach to attract more people to discover their region. Awareness for cultural heritage of the region will be created in a more modern playful way. The user will get beside information also positive emotions. There will be feelings of success when solving a task. Therewith, also positive emotion and connection to religion and cultural heritage will arise. People will not only visit the church nearby, they will also be motivated to visit further places and learn more about the cultural heritage on the church route. By solving different tasks the interaction of user and church members will be more stimulated- this will help to overcome possible barriers also for people, who are not religious. On a later stage the app can also be used during school lessons (for example religion, ethic, history, English lessons…).
Which is the **added value** of transferability element for your region? Min.500 – max. 1000 characters with spaces	By the creation of an innovative tool, which attracts elderly and young people at the same time, people have the opportunity to explore the THETRIS church route out of the usual way. The Application will have a learning character by learning with practical tasks and on real places. People will learn more about their region, their tangible/intangible culture and this will create local identity. Furthermore, the already existing network which has been developed within the project THETRIS will be extended and more intensified. The app can be used from anywhere else where the person is located, but it is needed to be on-site to reach a new level. QR-codes on the spot have to be found and scanned

	and only with this, new levels can be reached. This will have the effect, that there is a high incentive to discover new monuments, historic facts, etc. in a playful way, and on the other hand positive effects for health (promotion of health-conscious behavior) will be visible, since the user has to cycle from place to place. Since the app is also available for tourists and extra offer will be developed for them, which help to strengthen local economy (tourism).
Describe which **problems** the transferability element will resolve (please, concentrate on socio-economic situation of the region, accessibility of the route, preservation and uses of cultural heritage, identity and local commitment)? Min. 1000 – max. 2000 character with spaces	Tourism is not developed for inhabitants and tourists in rural areas that well. For the moment the church route is established. With this the basis was created for further ways to involve both, local society and tourists. Usually, the promotion is focused on well known routes and sights. With the app a playful element will be created, which will help to promote the region adn their uniqueness. In our region often information about sights or churches exists very sporadic and not in a continous way. The app will combine all information about the region into one product and for this, existing information as well as new facts will be documented. Foreign-language/ multilingual information is completely lacking- The app can also be translated into English language with special hints for foreign tourists. Lack of guidance system- The app will further provide information about local actors and about next railway or bus stations.
Please describe the **expected time** the transferability element will be implemented and start/begin to work.	Expected time for app-development, evaluation and promotion: 36 month
Please describe **expected budget** for the implementation of transferability element and **resources for the money**	**Expected budget:** ☐ **European Union projects** ☒ **National projects** ☐ **Local funds** ☒ **Donations** ☐ **Other: (please, describe the possible resources here)**

Which **target groups** the transferability element will attract or involved?	☒ **Local residents** ☐ **Local authorities** ☒**Pilgrims** ☒**Tourist** ☐**Others (Please, describe which ones?)**
Please, describe the **detailed process of the implementation** of the chosen elements and **partner's role** in the implementation process Min. 1000 – max. 2000 characters with spaces	WP1: Management&Coordination WP2: Communication and dissemination WP3: Extend the existing THETRISnetwork and integrate new local actors (church, tourism, municipalities, associations,...) by organizaiotn of Working groups, common creation of a concept for the app, working on the content with pedagogic personnel, translation, app development together with experts WP4: Evaluation/ Organisation of evaluation on the spot in cooperation with schools, senior associations, sport clubs,... to test the APP The results will be potsprocessed by experts and the APP will finally be available. Technical University Dresden WP5: all documents will be collected and a guide sd well a paper for sutainability use will be developed Partners: Lutheran church Saxony will support all activities. ZTS will work as coordinator. Furthermore, support can be available by using the THETRISnetwork.

2. Transferability element	
Transferability element from good practices, transnationals reviews, pilot actions and regional strategies: Please describe which **transferability element** is chosen and the contexts of it. Min. 1000 – max. 2000 characters with spaces	During the **PEER Reviews (eg Poland) and Pilot seminars (Hungary, Italy, Austria) we have "felt" the local residents in form of museum, which was connected to the church.** Often a shop was located directly nearby the church where religious and local products were sold. Furthermore, as seen in Austria, events have been organized nearby the churches (mental training).
Please describe **why** the transferability	In our region, in many churches no real connection of the

element is chosen? Min. 300 – max. 600 character with space	church and residents is visible, although a lot of people are engaged. On the other hand, many local producers are located in our region. To involve them also our regions tradition and the way of live would be more tangible. This was also seen by our reviewing partners (Padova, Presov): They have recommended that a brochure explaining the history of the monument and its connections with local social life … should be created and provided to visitors. Furthermore, they have noticed that we should increase "…the visibility of the local wine and food production thanks to the organisation of events that involve manufacturers (for example wine tasting events in the cafe near the George Bähr church)."Additionally they have suggested to "present" interesting objects to visitors and to integrate the personality of residents, eg by organizing contests. Results could be later presented in the churches. In our region, church music is playing a significant role as well. Mostly, choirs and organ players are engaged. This could be also integrated in regional events.
Which is the **added value** of transferability element for your region? Min.500 – max. 1000 characters with spaces	Our region would be more visible for visitors on the one hand and, on the other hand it might strengthen the local identity by involve locals more to present themselves and their traditions. Churches will not even be sacral monuments, which are available for services. They are also the bridge to the people who live in this region and this should be visible.
Describe which **problems** the transferability element will resolve (please, concentrate on socio-economic situation of the region, accessibility of the route, preservation and uses of cultural heritage, identity and local commitment)? Min. 1000 – max. 2000 character with spaces	As it was described before, in our region tourism is not well developed. The church route already offers the basis now for further activities, like involving local residents more intensive. Usually, the promotion is focused on well known routes and sights. To integrate local identity into religious rooms, churches will be more attractive and emotional experience than before. To involve locals in this way will also help to strengthen their identity and local commitment. Churches as place for social life and to show identity might make people aware of that what they have and to preserve this cultural heritage. Foreign-language/ multilingual information is completely

	lacking. The brochure could also be translated into English language.
Please describe the **expected time** the transferability element will be implemented and start/begin to work.	24 month (creation brochure, involve people, organize contest)
Please describe **expected budget** for the implementation of transferability element and **resources for the money**	**Expected budget:** ☒ **European Union projects** ☒**National projects** ☒**Local funds** ☒**Donations** ☒**Other: (please, describe the possible resources here)**
Which **target groups** the transferability element will attract or involved?	☒ **Local residents** ☐ **Local authorities** ☒**Pilgrims** ☒**Tourist** ☐**Others (Please, describe which ones?)**
Please, describe the **detailed process of the implementation** of the chosen elements and **partner's role** in the implementation process Min. 1000 – max. 2000 characters with spaces	WP1: Management&Coordination WP2: Communication and dissemination WP3: Organize regular working group meetings, analyse the region and involve residents&local producer, find the intangible heritage which should help to revive churches WP4: Organisation of events which combine traditions and religion, organise a contest and show results in exhibitions, create a brochure which contains the history of the monument and its connections with local social life Partners: Lutheran church Saxony will support all activities. ZTS will work as coordinator. Furthermore, support can be available by using the THETRISnetwork.

3. Transferability element	
Transferability element from good practices, transnationals reviews, pilot actions and regional strategies: Please describe which **transferability**	As seen during the Pilot seminar in Italy, Torino: We attended the **"Church and music" event in Torino** and this inspired Saxon partners to organize more events, which combine those to elements.

element is chosen and the contexts of it. Min. 1000 – max. 2000 characters with spaces	Saxony is well known for its extraordinary church known musical diversity. Church music is one of the "trademarks" of the Saxon church. This is visible by about 1500 organ in Saxon churches and chapels, which are an extremely valuable cultural heritage. Furthermore, the basis and source of sacred music is the singing of the congregation in worship and other community events. This singing is in a time when not many people sing, but watch how others sing has a high cultural and formative for the spiritual life of the country church property. The musical activities in the local church are broad and include effective quality musical performances. On Sundays, within almost all parishes chorale or figural church music can be heard.
Please describe **why** the transferability element is chosen? Min. 300 – max. 600 character with space	In the rural area around the THETRISroute often this music is intended for parishioners or to be heard during the Christmas time (then more people visit the churches). There should be also a link to tourists and residents during the year and not even on special days (Christmas). On the one hand, a collection of the intangible heritage will be documented and on the other hand, the link of this to the local actors and residents will be build. The result might be a series of events which are also available for tourists.
Which is the **added value** of transferability element for your region? Min.500 – max. 1000 characters with spaces	By collecting the intangible heritage it will be visible how rich the region is. Additionally, the collection of church music will be documented and will be made available for tourists and residents. The collection will be made by local actors, priests... and also involves residents opinion (eg by questionnaires..). To know about the cultural richness of your region and to feel it by being involved will strengthen local identity and commitment. It will further give the opportunity to integrate regional music directly into the presentation of churches along the church cycle route, which can also be an emotional highlight for tourists.
Describe which **problems** the transferability element will resolve (please, concentrate on socio-economic situation of the region,	No collection about churches and their music is available for the moment. The project can help to document typical music (songs, choirs, organ playing) by involving local society and actors, which will help them to strengthen local identity.

www.thetris.eu

THEmatic Transnational church Route development with the Involvement of local Society

thetris

CENTRAL EUROPE COOPERATING FOR SUCCESS.

EUROPEAN UNION EUROPEAN REGIONAL DEVELOPMENT FUND

accessibility of the route, preservation and uses of cultural heritage, identity and local commitment)? Min. 1000 – max. 2000 character with spaces	By the implementation of a series of events (eg literature/church and music) the local traditions can be presented to tourists (as a touristic offer), and also to local residents (which should not only be visitors, but also be directly involved as singer...). These events might also be addressed to young people. If young people understand today which cultural richness they have in their region, they will be more aware about it and preserve it tomorrow.
Please describe the **expected time** the transferability element will be implemented and start/begin to work.	24 month
Please describe **expected budget** for the implementation of transferability element and **resources for the money**	**Expected budget:** ☒ **European Union projects** ☒ **National projects** ☒ **Local funds** ☒ **Donations** ☐ **Other: (please, describe the possible resources here)**
Which **target groups** the transferability element will attract or involved?	☒ **Local residents** ☐ **Local authorities** ☒ **Pilgrims** ☒ **Tourist** ☐ **Others (Please, describe which ones?)**
Please, describe the **detailed process of the implementation** of the chosen elements and **partner's role** in the implementation process Min. 1000 – max. 2000 characters with spaces	WP1-Management, WP2-Communication (typical communication activities),Documentation of traditional music in churches which is linked to church presentation, eg QR codes, etc. and available on regional websites, WP3-Analysis. analysis about the intangible heritage (link to music) of each country, documentation of different use of music in churches, involvement of churches from the THETRIS route, Involvement of public, implementation of a series of events which will be the basis for the touristic offer named church music tour- explore intangible heritage of the region. WP5-Sustainability-activities Partners: Lutheran church Saxony will support all activities. Church parishes and local associations, ZTS will work as coordinator. Furthermore, support can be available by using

	the THETRISnetwork.

PP4, Regional development agency of the Prešov, SLOVAK REPUBLIC

General data	
Name of the institution and PP number:	Regional development agency of the Prešov, PP4
Name of project manager filling out the template:	Mgr. Jakub Ivančo
Phone:	+421 911 606 827
E-mail address:	Ivanco.jakub@gmail.com

1. Transferability element	
Transferability element from good practices, transnationals reviews, pilot actions and regional strategies: Please describe which **transferability element** is chosen and the contexts of it. Min. 1000 – max. 2000 characters with spaces	**Via Sacra** Via Sacra is a good practice incorporated by project partner Bohemian Switzerland. Its main idea is networking between nations for the result of a higher flow of visitors to sacral monuments between the nations, thus guaranteeing sustainable development and preservation of cultural heritage. The project includes accommodation services and general information about the region and other services. Via Sacra uses networking in a form of joint promotion of the monuments and cultural heritage of once historically and culturally connected regions. Joint project helps tourism sector in small villages. Project focuses on strong marketing activities to promote the Via Sacra route. After the creation of the historical route, new ideas for joint event creation arose, giving even bigger potential for networking and tourism activities. Transferability itself depends on the private sector and regional organizations of tourism of both countries, mostly on their will to cooperate in such a big networking project involving touristic package creation.
Please describe **why** the transferability element is chosen? Min. 300 – max. 600 character with	The Via Sacra good practice was chosen because of the close resemblance of the issue in Slovakia and its transferability. Prešov municipality region is a boardering region with Poland. There are many wooden churches in the

space	area which is not demarked by geopolitical boarders, because culture does not limit itself that way. Slovak and Polish wooden churches could use the same business model and help exchange tourists from both countries. Discounts and tourists packages working as a pulling element.
Which is the **added value** of transferability element for your region? Min.500 – max. 1000 characters with spaces	Networking program and tourism package as the one working as Via Sacra church route would significantly help with visibility and thus tourist flow in Malopolska and Prešov region, helping international tourism of both regions. Ľutina miniskanzen project was created in cooperation of these two regions. Via Sacra practice would extend the partnership into more permanent form, connecting the two regions that are culturally very similar. Joint touristic package would have promotional and supportive effect on both regions.
Describe which **problems** the transferability element will resolve (please, concentrate on socio-economic situation of the region, accessibility of the route, preservation and uses of cultural heritage, identity and local commitment)? Min. 1000 – max. 2000 character with spaces	Promotional aspect of the good practice transferred would help the local small and middle enterprises generate income from providing services (accommodation, culinary, sports etc.) for tourists, thus promoting tourism and cultural tourism sector in the regions. Poland and Slovakia are connected by first class roads, accessibility thus being a strong point for the heavier flow of tourists. Complete number of wooden churches could not be incorporated in the project in full scale, but their partial usage would help preserve their cultural and historical value. Wooden churches are mostly well preserved, but their accessibility is dependent on the availability of volunteers that administer the opening hours of the churches. Larger flow of tourist might start a creation of low cost jobs for pensioners or handicapped citizens, which in small villages like Tročany and Bodružal mean a growth of job availability by 100% and guarantee availability of the churches for the tourist by stable opening hours.
Please describe the **expected time** the transferability element will be implemented and start/begin to work.	The implementation will take at least two years from the starting point of the joint project.
Please describe **expected budget** for the implementation of transferability element and **resources for the money**	**Expected budget:** ☒ **European Union projects** ☒ **National projects** ☐ **Local funds** ☒ **Donations**

www.thetris.eu

THEmatic **T**ransnational church **R**oute development with the **I**nvolvement of local **S**ociety

thetris

CENTRAL EUROPE COOPERATING FOR SUCCESS.

EUROPEAN UNION EUROPEAN REGIONAL DEVELOPMENT FUND

	☐**Other: (please, describe the possible resources here)** **Resources from private sector wishing to cooperate on the touristic package creation**
Which **target groups** the transferability element will attract or involved?	☒ **Local residents** ☒ **Local authorities** ☒**Pilgrims** ☒**Tourist** ☒**Others (Please, describe which ones?)** **Local entrepreneurs**
Please, describe the **detailed process of the implementation** of the chosen elements and **partner's role** in the implementation process Min. 1000 – max. 2000 characters with spaces	1. Kick-off meeting with stakeholders and all the partners, creating distinct groups for the main pillars of the project, Promotion, Package creation, Internet administrators and IT developers 2. Package creation would include entrepreneurs and public authorities, where the discounts to museums and products/services from private sector would be targeted 3. Promotion would include entrepreneurs, public authorities and partners, where the main project name, banner, logo and image would be created 4. Internet and IT developers would take care of creating a specific website and a small mobile application for the purposes of tracking the benefits and visitation of the specific churches and Ľutina miniskanzem museum. 5. Whole project would be operated by both Slovak and Polish side. Most of the work on every level would mostly likely be generated by Polish partner, due to the difference in number of churches. **6.** Everything would be promoted from the day one after the finalisation of the project, ensuring proper dissemination of the information.

2. Transferability element	
Transferability element from good practices, transnationals reviews, pilot actions and regional strategies: Please describe which **transferability**	Austrian partner from Graz region implemented a pilot action, which created **mobile application containing a small minigame and 3d visualisation of churches**. We find this a fun way of introducing cultural heritage in an education way. Application is a great way for providing fun

element is chosen and the contexts of it. Min. 1000 – max. 2000 characters with spaces	activities connected to education for the whole family. After a set of questions is answered correctly, 3d visualisation of a church is presented as a reward. Application includes all the churches from the church route set by the Austrian project partner. Mobile applications are a new way of communicating with people in an era of hypercommunication. Mobile applications lead the way in modern marketing because of the possibilities that they provide. This new way speaks to younger audiences and thus is one of the ways to communicate important information to them. This might be a way of bringing cultural heritage closer to younger audiences.
Please describe **why** the transferability element is chosen? Min. 300 – max. 600 character with space	Pilot action was chosen because of its potential to communicate cultural heritage to the younger audience, because it keeps up the pace with the technological innovations of the society. Website is a must, mobile application is an added value, a means of advanced communication with public. Mobile application are capable of notifying the owner of smartphone on regular basis, reminding the existence of cultural heritage, informing about upcoming events etc.
Which is the **added value** of transferability element for your region? Min.500 – max. 1000 characters with spaces	Introducing mobile application focused on cultural heritage of the region brings the heritage closer to generations that are more interested in the future. Possibilities of networking cultural heritage around the region, providing a modern way of communicating with the users on regular basis. This all has a huge potential of increasing interest in cultural heritage. Mobile application would be used to contain information on cultural heritage, environmental sites nearby, service providers and entrepreneurs that a tourist could need on their path, a small minigame encouraging exploration of the heritage
Describe which **problems** the transferability element will resolve (please, concentrate on socio-economic situation of the region, accessibility of the route, preservation and uses of cultural heritage, identity and local commitment)? Min. 1000 – max. 2000 character with	Socio-economic element would be addressed in a lesser way then other areas concerned. It, however might increase the income of small and medium business in the area as an effect of higher flow of tourist to the area. Main effect would be on accessibility and preservation elements. Information about the cultural sites, opening hours and information about the events that would regularly pop-up as a notification would increase the informedness of the public, possibly increasing attendance of the events and

www.thetris.eu

THEmatic Transnational church Route development with the Involvement of local Society

thetris

CENTRAL EUROPE
COOPERATING FOR SUCCESS.

EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND

spaces	monuments as a whole. All the information needed in a touch of a screen. This would help preserve the cultural heritage in an intangible way, by regularly reminding the user of the application of its existence, but also of activities around the monuments. Local commitment would gradually rise if the efforts put into the creation and continual updating of the mobile application would be professional.
Please describe the **expected time** the transferability element will be implemented and start/begin to work.	Expected time depends on the funding. Whole application could be done in 3 months of work of IT specialists. The application should be done with more information and more monuments involved then just THETRIS, increasing the importance and value of the product. Application as a whole might start working after a year of intense work.
Please describe **expected budget** for the implementation of transferability element and **resources for the money**	**Expected budget:** ☐ **European Union projects** ☒ **National projects** ☒ **Local funds** ☐ **Donations** ☐ **Other: (please, describe the possible resources here)**
Which **target groups** the transferability element will attract or involved?	☒ **Local residents** ☒ **Local authorities** ☐ **Pilgrims** ☒ **Tourist** ☐ **Others (Please, describe which ones?)**
Please, describe the **detailed process of the implementation** of the chosen elements and **partner's role** in the implementation process Min. 1000 – max. 2000 characters with spaces	1. Requesting funds (circa 15 000 EUR) 2. Creation of a team – local administrators of monuments, IT experts, managers, local entrepreneurs 3. Gathering information about the monuments, entrepreneurs, local environmental sites 4. Creation of a minigame concerning the monuments 5. Creation of the application source code by IT specialists 6. Operational meetings concerning the image, content of the application 7. Finalisation of documented information 8. Creation of a notification pattern 9. Setting a guarantor for the applications updating

THEmatic Transnational church Route development with the Involvement of local Society

thetris

CENTRAL EUROPE
COOPERATING FOR SUCCESS.

EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND

	10. Creation of the website for the application 11. Creating a management model for the application 12. Finalisation of the application, operational correction of "bugs" 13. Creation of promotional materials (brochures, signposting(?)) 14. Promotion of the application, putting the application on the websites of every stakeholder 15. Putting QR codes on sign posts (either new signposts or on the ones that are already near the monuments)

3. Transferability element	
Transferability element from good practices, transnationals reviews, pilot actions and regional strategies: Please describe which **transferability element** is chosen and the contexts of it. Min. 1000 – max. 2000 characters with spaces	Last element we wish to transfer is pilot action implemented by partner from Malopolska region, Poland. The Pilot action focused on **organizing training sessions for local stakeholders** that focused on cultural heritage management in the light of the concept of territorial marketing, managing a site on a cultural route on the example of the Wooden Architecture Route in Malopolska, Guide services standards at the wooden architecture route in Malopolska – including object on the THETRIS route. Programme educated tour guides, members of non-governmental organizations, civic organizations, members of local government and other stakeholders. Its aim is to educate the stakeholders, creation of specific educational materials for trainers to hand out and use as syllabus. Trainers are people with practical experience in the specific area of work. Trainings were organized in cooperation with local stakeholders such as local governments, civic organizations, and regional organizations of tourism and so on.
Please describe **why** the transferability element is chosen? Min. 300 – max. 600 character with space	Transferability training was chosen because it teaches local stakeholders, decision makers and so on, how to manage cultural heritage sites, how to manage cultural networks and how to professionalize tour guide services. These are the pillars for successful sustainability and for development of local communities working in the area of cultural heritage.

Which is the **added value** of transferability element for your region? Min.500 – max. 1000 characters with spaces	In the light of Prešov region strategy created during the THETRIS project, pilot action implemented by Malopolska region fits the needs of Prešov region. Creation of a network and sub-networks led by guarantors demands a proper management model of both cultural heritage sites and cultural networks. Educating programs will be created aiming to educate guarantors and later on every stakeholder, tour guide, civic organization that is included in the cultural network or working in museums, galleries, churches or other cultural organizations.
Describe which **problems** the transferability element will resolve (please, concentrate on socio-economic situation of the region, accessibility of the route, preservation and uses of cultural heritage, identity and local commitment)? Min. 1000 – max. 2000 character with spaces	Training, apart from having an impact on the qualifications and knowledge of their participants, contributed also to strengthening the cooperation between various stakeholders involved in the management of cultural heritage, both on local and regional levels. For the matter of accessibility, managers with better understanding of cultural heritage site and network management, with focus on promotion, would increase the flow of tourists due to more effective promotional activities. We believe that thanks to the training program, its participants will be more aware of the consequences of their actions and will be making more aware decisions about preservation of local cultural heritage. Well led management will lead to better preservation of cultural monuments, raising awareness of the cultural heritage, which should also increase the number of local citizens willing to be involved in the matter of cultural heritage.
Please describe the **expected time** the transferability element will be implemented and start/begin to work.	One year from the end of THETRIS project
Please describe **expected budget** for the implementation of transferability element and **resources for the money**	**Expected budget: 10 000 EUR** ☐ **European Union projects** ☒ **National projects** ☒ **Local funds** ☐ **Donations** ☐ **Other: (please, describe the possible resources here)**
Which **target groups** the transferability element will attract or involved?	☒ **Local residents** ☒ **Local authorities**

www.thetris.eu

THEmatic Transnational church Route development with the Involvement of local Society
thetris

CENTRAL EUROPE COOPERATING FOR SUCCESS.

EUROPEAN UNION EUROPEAN REGIONAL DEVELOPMENT FUND

	☐Pilgrims ☐Tourist ☒**Others (Please, describe which ones?)** **Tour guides, local religious administrators, civic organizations.**
Please, describe the **detailed process of the implementation** of the chosen elements and **partner's role** in the implementation process Min. 1000 – max. 2000 characters with spaces	1. Creation of a group of experts that will transfer the educational materials into Prešov region dcharacteristics and willing to teach. 2. Creation of the materials 3. Creation of a class (contacting local stakeholders such as: religious administrators, local citizens, local government representatives, local organizations of tourism and other stakeholders. Biggest focus is on teaching of the guarantors of every specific region included in THETRIS project in Prešov region.) 4. Lectures > first about management of cultural sites, then about management of cultural networks and lastly about promotion of cultural heritage networks, sites, products etc. 5. After the end of the educational program, class attenders will have to pass the test. The ones that passed will receive honorary certificate. 6. Experts, teachers and guarantors will gradually work on the materials, updating them, adding case studies and practical experiences.

PP5, The Province of Turin, ITALY

General data	
Name of the institution and PP number:	Provincia di Torino – PP5
Name of project manager filling out the template:	Sandro Petruzzi - Mario Burgay
Phone:	+39 011 861 6060
E-mail address:	sandro.petruzzi@provincia.torino.it

www.thetris.eu

THEmatic Transnational church Route development with the Involvement of local Society

thetris

CENTRAL EUROPE COOPERATING FOR SUCCESS.

EUROPEAN UNION EUROPEAN REGIONAL DEVELOPMENT FUND

1. Transferability element	
ansferability element from good practices, transnationals reviews, pilot actions and regional strategies: Please describe which **transferability element** is chosen and the contexts of it. Min. 1000 – max. 2000 characters with spaces	**"A walk in history"** On the basis of Good Practice of the LP "The way of Szatmár Legends" the transferable idea is to create a guided tour that could be called "A walk in history" in the context of Regional Route of the Susa Valley. This path may touch the 4 churches and villages, which are part of our Regional Route and allow a reconstruction of the historical context and the main events that, have taken in this territory as a focal point, with particular reference to the life and functions of the various abbeys. The journey can be done by car, bike or (at least for some parts) on foot and in particular focused on tourists, as particularly significant stretch of the Via Francigena, but will be addressed in a particular way to schools of the area and of the province. Because the path will require the presence of specialized guides, a local employment can be activated. In addition to the historical aspects it will be possible to explore the themes of environment and landscape that are major factors of attraction. It is scheduled the publication of brochures and guides dedicated to this topic.
Please describe **why** the transferability element is chosen? Min. 300 – max. 600 character with space	The transferability of this project is considered significant because it allows, on one hand, the involvement of citizens (especially schools) in the knowledge of their historical roots and, secondly, to offer to tourists and to the pilgrims on the Via Francigena, a fascinating point of view of their visit.
Which is the **added value** of transferability element for your region? Min.500 – max. 1000 characters with spaces	The added value for our area of this element of transferability is the strengthening of local identity which is an essential element of the specificity of the tourist product (history and culture) of this area. The primary involvement of students is essential to ensure cultural continuity and to leverage on the ability of young people to act as ambassadors of their territory. For tourists it is a further element of distinctiveness of the tourist offer.
Describe which **problems** the transferability element will resolve (please, concentrate on socio-	This initiative makes it possible to deal with some weakness in various areas: • socio-economic situation the activation of guided tours

www.thetris.eu

THEmatic Transnational church Route development with the Involvement of local Society

CENTRAL EUROPE COOPERATING FOR SUCCESS.

EUROPEAN UNION EUROPEAN REGIONAL DEVELOPMENT FUND

economic situation of the region, accessibility of the route, preservation and uses of cultural heritage, identity and local commitment)? Min. 1000 – max. 2000 character with spaces	can allows an increase in employment (guides and escorts) and, by inducing an increase in visitors at the various sites, can strengthen the local economy • uses and preservation of cultural heritage: the dissemination of knowledge of the history of the region through active knowledge of the most significant locations, allows local people to be more careful and respectful of its heritage and can become active and conscious part in the relationship with tourists. • identity and local commitment: the same considerations apply to the previous point: conscious citizens establish a stronger bond with their history and culture.
Please describe the **expected time** the transferability element will be implemented and start/begin to work.	Due to the future role of the Province of Turin, like Metropolitan City in a situation of lack of resources, it is still possible during 2015 begin to raise awareness of local cultural associations and professional associations of tourist guides to verify the practical feasibility of the initiative.
Please describe **expected budget** for the implementation of transferability element and **resources for the money**	**Expected budget:** X **European Union projects** X **National projects** X **Local funds** ☐**Donations** X **Other: Banking foundation**
Which **target groups** the transferability element will attract or involved?	X **Local residents** X **Local authorities** X **Pilgrims** X **Tourist** X **Others: local school and all the schools of the Province of Turin**
Please, describe the **detailed process of the implementation** of the chosen elements and **partner's role** in the implementation process Min. 1000 – max. 2000 characters with spaces	1. Activities to raise awareness of local cultural associations and professional associations of tourist guides, in order to verify the practical feasibility of the initiative - *by the Province, by the involved municipalities by the Plan of development "Susa Valley. Treasures of Art and Alpine Culture" and ATL Turismo Torino e Provincia.* 2. Preparation of a feasibility study and subsequent fund raising - *by the Province, the directors involved, the Plan*

	of development "Susa Valley. Treasures of Art and Culture Alpine " and ATL Turismo Torino e Provincia. 3. Preparation of the final project for the involvement of professional guides and for the preparation of information material - *by the Valorisation plan "Susa Valley. Treasures of Art and Alpine Culture" and ATL Turismo Torino e Provincia.*

2. Transferability element

Transferability element from good practices, transnationals reviews, pilot actions and regional strategies: Please describe which **transferability element** is chosen and the contexts of it. Min. 1000 – max. 2000 characters with spaces	**Historical performance in Susa Valley** On the basis of projects and initiatives carried out by the partners, in particular with reference to Good Practice PP3 "Creation of an event from the museum Riesa (and involvement of local actors)" and that of PP6 "Valorisation of the Monumental Complex of St. Francis's Church" and in view of the multi-year activities of the province in the implementation of events of historical performance in several municipalities in its territory ("Time Travel" and "Enchanted Province") it would be interesting to encourage the creation of a series of events of historical performance related to sites on the Regional Route. In synergy with the previous project "Walking into History" you can have a greater valorisation of local history in a way that will appeal to a wider audience and not just to people strictly interested in history and culture, focusing on a more spectacular way to present it. It will be also possible involve directly Historical Groups, many in the province, which are part of the special Albo promoted by the Province itself.
Please describe **why** the transferability element is chosen? Min. 300 – max. 600 character with space	The reason for the choice of this element of transferability lies in its ability, on the one hand, to strengthen further the enhancement of local heritage and, on the other hand, will allow for an expansion of the elements of exploitation (in addition to the history and cultural heritage including local products and handicrafts) with a more playful mode and also suitable for a non-specialist audience. In addition, it can meet the needs of participation of the local historical groups, giving them a showcase for their quality initiatives.

www.thetris.eu

THEmatic Transnational church Route development with the Involvement of local Society

CENTRAL EUROPE COOPERATING FOR SUCCESS.

EUROPEAN UNION EUROPEAN REGIONAL DEVELOPMENT FUND

Which is the **added value** of transferability element for your region? Min.500 – max. 1000 characters with spaces	The added value for our area of this element of transferability is the strengthening of local identity which is an essential element of the cultural specificity of the tourist area.
Describe which **problems** the transferability element will resolve (please, concentrate on socio-economic situation of the region, accessibility of the route, preservation and uses of cultural heritage, identity and local commitment)? Min. 1000 – max. 2000 character with spaces	This initiative makes it possible to deal with some weakness in various areas: • socio-economic situation: the realization of events open to the large public may produce an increase in terms of number of visitors at the various sites thereby strengthening the local economy • uses and preservation of cultural heritage: the dissemination of knowledge of the history of the region through active knowledge of the most significant facts, causes local people to be more careful and respectful of its assets and can become active and conscious part in the relationship with tourists. • identity and local commitment: conscious citizens establish a stronger bond with their history and culture.
Please describe the **expected time** the transferability element will be implemented and start/begin to work.	Due to the future role of the Province of Turin, like Metropolitan City in a situation of lack of resources, it is still possible that during 2015 we can begin to raise awareness of local Cultural Associations and Historical Groups to see concretely the feasibility of the initiative.
Please describe **expected budget** for the implementation of transferability element and **resources for the money**	**Expected budget:** ☐ **European Union projects** ☐**National projects** X **Local funds** ☐**Donations** ☐**Other: (please, describe the possible resources here)**
Which **target groups** the transferability element will attract or involved?	X **Local residents** X **Local authorities** ☐**Pilgrims** X **Tourist** ☐**Others (Please, describe which ones?)**
Please, describe the **detailed process of the implementation** of the chosen elements and **partner's role** in the	1. Activities to raise awareness of local cultural associations and professional associations of tourist guides, in order to verify the practical feasibility of

implementation process Min. 1000 – max. 2000 characters with spaces	the initiative - *by the Province, by the involved municipalities by the Plan of development "Susa Valley. Treasures of Art and Alpine Culture" and ATL Turismo Torino e Provincia.* **2.** Preparation of a feasibility study and subsequent fund raising - *by the Province, the directors involved, the Plan of development "Susa Valley. Treasures of Art and Culture Alpine " and ATL Turismo Torino e Provincia.* **3.** Preparation of the final project for the involvement of professional guides and for the preparation of information material - *by the Valorisation plan "Susa Valley. Treasures of Art and Alpine Culture" and ATL Turismo Torino e Provincia.*

3. Transferability element	
Transferability element from good practices, transnationals reviews, pilot actions and regional strategies: Please describe which **transferability element** is chosen and the contexts of it. Min. 1000 – max. 2000 characters with spaces	**Communication and Information Tools** Following the example of the partners PP7 with the pilot project "IT Pilot Project - Smartphone App - The Golden Cathedral" and the LP with the audio-guide made of mp3 download, it was considered interesting to predict the development of similar tools for the area involved in the project. And in fact it is more and more widespread the use of mobile devices to provide information in every place and in every time. In addition, these technologies respond very well to the needs of a tourist or a user that not necessarily planned the trip and its various visits, and especially in the Susa Valley in which the tourist is not frequently cultural tourist, these tools can adequately respond to a need of extemporaneous information. The example of the "Golden Cathedral" then opens a ludic perspective very well suited to the user, specially for the school which is one of the main targets of the tourism product "Novalesa."
Please describe **why** the transferability element is chosen? Min. 300 – max. 600 character with space	The main reason to make App and audio guides is, on one hand, to adapt to the new technologies that are used by tourists more and more, and on the other, in reference to the target school, to adopt a technology that students "digital natives" appreciate and use naturally, overcoming the barrier of the instruments too scholastic and approaching culture in a more playful way

Which is the **added value** of transferability element for your region? Min.500 – max. 1000 characters with spaces	The added value lies mainly in its ability to provide an information tool user friendly especially in an area in which the fixed locations of tourist information are inadequate.
Describe which **problems** the transferability element will resolve (please, concentrate on socio-economic situation of the region, accessibility of the route, preservation and uses of cultural heritage, identity and local commitment)? Min. 1000 – max. 2000 character with spaces	This initiative can deal with some critical issues in relation to: • uses and preservation of cultural heritage: the dissemination of knowledge on the history of the region through tools potentially available to everyone, and especially the younger generation, facilitates the diffusion of the knowledge of historical and cultural resources, and also strengthens the identity and local commitment.
Please describe the **expected time** the transferability element will be implemented and start/begin to work.	Due to the future role of the Province of Turin, like Metropolitan City in a situation of lack of resources, it is still possible that in the course of 2015, we can start looking for technology partners for the implementation of these tools
Please describe **expected budget** for the implementation of transferability element and **resources for the money**	**Expected budget:** **X European Union projects** ☐**National projects** **X Local funds** ☐**Donations** **X Other: Banking foundation**
Which **target groups** the transferability element will attract or involved?	**X Local residents** **X Local authorities** ☐**Pilgrims** **X Tourist** **X Others : school**
Please, describe the **detailed process of the implementation** of the chosen elements and **partner's role** in the implementation process Min. 1000 – max. 2000 characters with spaces	1. Searching for a technical partner for the realization of the App and audio-guide in mp3 - *by the Province, the involved municipalities, the Plan of development "Susa Valley. Treasures of Art and Alpine Culture".* 2. Fund raising for the creation of the tools - *by the Province, the involved municipalities, the Plan of development "Susa Valley. Treasures of Art and Alpine*

www.thetris.eu

THEmatic Transnational church Route development with the Involvement of local Society

CENTRAL EUROPE COOPERATING FOR SUCCESS.

EUROPEAN UNION EUROPEAN REGIONAL DEVELOPMENT FUND

	Culture".

PP6, LAMORO Development Agency, ITALY

General data	
Name of the institution and PP number:	PP6 LAMORO Development Agency (Italy)
Name of project manager filling out the template:	Sonia ABLUTON
Phone:	+39 0141 532516
E-mail address:	sonia@lamoro.it

1. Transferability element	
Transferability element from good practices, transnational reviews, pilot actions and regional strategies: Please describe which **transferability element** is chosen and the contexts of it. Min. 1000 – max. 2000 characters with spaces	One of the most relevant element that can be transferred to the pilot region of Bosco Marengo-Cassine-Sezzadio is constituted by the **capitalization and enhancement of intangible cultural heritage**. Through the examination of the pilot projects and the participation to the pilot seminars and study tours it has been possible to know interesting models and practices of valorization of intangible cultural heritage. In the pilot region Bosco Marengo-Cassine-Sezzadio it's possible to discover a rich intangible cultural heritage: history, traditions, craftsmanship, rites and legends, but also natural and landscape resources, agriculture and enogastronomic products. This huge heritage is well sustained by the civil society's effort aiming at promoting activities related to the identity and the history of the area. The missing link is the ability to coordinate the efforts and join forces with a view to planning common initiatives and involving young generations in this implementing process. The first element to transfer is linked to the experience of Novalesa and Susa Valley (PP5, Province of Turin, Italy) with the valorization of tales, legends and narrative at the local level. The second element comes from an experience realized in

www.thetris.eu

THEmatic Transnational church Route development with the Involvement of local Society

CENTRAL EUROPE
COOPERATING FOR SUCCESS.

EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND

	Saxony (PP3, Centre for Technology, Germany) where the local citizens are involved in the identification of sounds and music of the region. At the local level a collection of music (music played in churches, traditional music, dance music, ethno-contemporary music ...) can be realized, combining the sounds and "noises" of the area, involving local people in research and musicians and artists in the production (in Saxony an artist is recording the sound of the wind). The third practice that can be transferred to our territorial context is the project realized by the Association of Municipalities in the Upper-Tisza region (LP) focused on the research and dissemination of legends and local traditions.
Please describe **why** the transferability element is chosen? Min. 300 – max. 600 character with space	The several local meetings that took place in the framework of the THETRIS project point out the importance of the valorization of traditions, local customs and rites. All stakeholders agree that the rich intangible cultural heritage of the region is not adequately enhanced; the results can be, on one hand, the loss of a local common identity and, on the other hand, the loss of important development potential for the economic growth of the area. It is essential the preservation of the intangible cultural heritage for future generations.
Which is the **added value** of transferability element for your region? Min.500 – max. 1000 characters with spaces	Intangible cultural heritage is something that is part of everyday lives of people: it's closely related to traditions, customs, rites, landscape and nature. The valorization of cultural intangible heritage activates the development potentials of the region and inspires the creation of innovative products or economic branches sectors. It means economic benefits (e.g. job creation ….), environmental benefits (e.g. encouraging the sustainable use of locally available raw materials and ecologically responsible production methods) and socio-cultural benefits (e.g. binding the community together through a shared sense of pride in their heritage). In this sense, the added value of the transferability elements is the deeper involvement of the civil society (especially young people) in the process of the valorization of the region. This process will improve the tourist offer with a growth in tourist demand and positive consequences from an employment perspective. So it would be possible to obtain an added value to the actual situation

	by project activities.
Describe which **problems** the transferability element will resolve (please, concentrate on socio-economic situation of the region, accessibility of the route, preservation and uses of cultural heritage, identity and local commitment)? Min. 1000 – max. 2000 character with spaces	The pilot area located in the municipalities of Bosco Marengo, Cassine and Sezzadio is rich in historical and religious monuments and the presence of strong historical traditions is still perceptible. The main problem is the risk that the traditions and customs of the past may be lost: the intangible cultural heritage is in the hands of a few dedicated volunteers who are trying to implement initiatives acting within the local cultural associations. The young are little involved and the know-how of the older generations risk to disappear. Furthermore the local associations act without a coordination and their actions are not much effective on the perspective of improving the standards of cultural services. These type of risks could be solved with a pro-active approach in order to promote valorization with attention to local needs. Some important examples of valorization of history and legends are present at the local level: the Medieval Feast in Cassine is nowadays the only historical re-enactment on the territory of the province of Alessandria. It represents an in-depth cultural analysis at both regional and national level: during the re-enactment, Cassine lives again for two days its suggestive medieval past. The local citizens are involved in this process but stakeholders have to invest much more money in this valorization process and such actions should not rely solely on the goodwill of volunteers. These good examples could be amplified by the transferability elements, chosen from the THETRIS experience. In facts they can fortified the local identity, especially for younger people that are difficult to reach with heritage deals. In this sense, the transferability elements could help the local development, basing the future actions on the contribution of the intangible local patrimony. Actions as the capitalization of experiences can ensure a new deal for the local historical and cultural goods, in order not to spoil this important patrimony.
Please describe the **expected time** the transferability element will be implemented and start/begin to work.	Years 2015-2018
Please describe **expected budget** for the implementation of transferability	Expected budget: Eur 50.000 **X European Union projects**

www.thetris.eu

THEmatic Transnational church Route development with the Involvement of local Society

thetris

CENTRAL EUROPE COOPERATING FOR SUCCESS.

EUROPEAN UNION EUROPEAN REGIONAL DEVELOPMENT FUND

element and **resources for the money**	X National projects X Local funds: X Donations ❑ Other: (please, describe the possible resources here)
Which **target groups** the transferability element will attract or involved?	X Local resident: especially young people, schools, volunteers X Local authorities: Municipalities, Province of Alessandria, Alexala (local tourism board), University of Eastern Piedmont, Chamber of Commerce ❑ Pilgrims: X Tourist ❑ Others (Please, describe which ones?):
Please, describe the **detailed process of the implementation** of the chosen elements and **partner's role** in the implementation process Min. 1000 – max. 2000 characters with spaces	The process can be detailed in the following phases: 1) Identifying the intangible cultural heritage of the region. It will be necessary to identify the region's cultural intangible heritage from several perspectives and involving young people and schools. These elements may appear in different forms: talents, skills, expertise and knowledge, social practices, artworks, traditions, rites … Students can be involved in this process: they can interview local stakeholders to map the intangible cultural heritage of the region. 2) Networking. In order to be successful many actors must be involved in the valorization process: Municipalities, the Province of Alessandria, Alexala, local cultural associations, schools. 3) Selection of the areas within which to implement development strategies. Some examples could be: the construction of a tourist route based on the characteristic sounds of the region or on traditional music (religious or not), the construction of a tourist route based on the legends and history of the area, the identification of some traditional industries of the region (the "wood" supply chain, the "bread" production chain ...). 4) Communication and dissemination. It is important to do a good and active communication in order to diffuse information, results, intermediate activities.

This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF.

www.thetris.eu

THEmatic **T**ransnational
*church Route development
with the Involvement of
local Society*

CENTRAL EUROPE
COOPERATING FOR SUCCESS.

EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND

2. Transferability element	
Transferability element from good practices, transnational reviews, pilot actions and regional strategies: Please describe which **transferability element** is chosen and the contexts of it. Min. 1000 – max. 2000 characters with spaces	A second element that can be transferred to the pilot region of Bosco Marengo-Cassine-Sezzadio is constituted by the **networking of religious goods and their valorization through the implementation of projects capable to attract young people**. In the framework of the THETRIS project it was possible to draw a route of religious goods which can be linked to various forms of local intangible cultural heritage: the route called "The revelations of the sacred" which links the religious itineraries of the municipalities of Bosco Marengo, Cassine and Sezzadio. Henceforth, in order to enhance this route making it accessible to as many people as possible, some strategies for sustainable tourism must be applied. One of the potential strategies consists in implementing actions aiming at improving the attractiveness of religious goods for young people and with a focus on IT solutions. For all these reasons the transferability element chosen is the pilot experience implemented by the Diocese of Graz "Improving the attractiveness of religious buildings with focus on youth and IT solutions". The main objectives of the project implemented by the Diocese of Graz are: make art, history and social traditions accessible and understandable to young people, create curiosity and interest connected to the churches and consolidate synergies between churches, tradition, tourism and young people. The Graz experience is relevant for this pilot region as one of the main findings of the working groups has been the demand of local stakeholders to integrate the IT tools into the tourism policies. In fact stakeholders and policy makers agree that IT could help the competitiveness of the tourism sector in the rural regions and to work with the aim to attract young people means to introduce digital innovation and ICT development plans.
Please describe **why** the transferability element is chosen? Min. 300 – max. 600 character with space	Data on tourist arrivals show that the age of the people visiting the province of Alessandria in 2012 is far above the regional average. Symmetrically the number of young tourists (below the age of 30) was under the average of the region. In this sense, young people could become a key

	factor in increasing the tourist influx. In this perspective it will be necessary to create a product based on the historical, religious and cultural identity that meets the tastes and the demands of young people. In fact, smart solutions have high impact on younger minds and could attract easily younger people.
Which is the **added value** of transferability element for your region? Min.500 – max. 1000 characters with spaces	The added value of the transferability element is the exploitation of the tourism potential of the region. The results of the actions will be: the spread of digital know-how in the area, the integration of digital issue in local and regional touristic development plans and the creation of multisensorial approaches for visitors and locals. Local actors and policy makers of the tourism sector need to improve their expertise for the implementation of ICT services and technology. They can share experiences with European partners that already tested IT solutions applied to tourism sector and can create new opportunities and provide new expertise. Smart technologies are much more diffused in European countries than in Italian territories. The idea of transferring the experience of Graz Diocese to pilot area is an interesting test for smart technologies applied to sacred places. These type of IT devices permit a different approach to the classic touristic one. With their help it could be possible to reach much more tourists and obtain a deeper impact on their experience.
Describe which **problems** the transferability element will resolve (please, concentrate on socio-economic situation of the region, accessibility of the route, preservation and uses of cultural heritage, identity and local commitment)? Min. 1000 – max. 2000 character with spaces	The main findings of the working groups organized in the framework of the THETRIS project put in evidence the difficulties experienced by the local actors to create an attractive touristic-cultural product that could become the object of more effective promotion and communication strategies. In fact, the region has a high tourism potential that hasn't been exploited yet: each village has valuable cultural and historical sites, beautiful landscapes, typical products and traditions but the capacity to create an attractive tourism product is still missing. Furthermore, the statistics on tourism flows show that the age of the people visiting the province of Alessandria is far above the regional average: in this perspective young people seems to be a key factor in increasing the tourist influx. In the framework of the THETRIS project the product based on the religious identity of the region has been identified (the route called "The revelations of the sacred"). In the regional strategy the

www.thetris.eu

THEmatic Transnational church Route development with the Involvement of local Society

thetris

CENTRAL EUROPE
COOPERATING FOR SUCCESS.

EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND

	necessity to enhance this itinerary has been pointed out and during the pilot project implementation a governance model based on the use of new communication tools has been developed. The idea to develop some tools to attract young people and to convince them to visit the religious monuments in the will enhance the product-destination called "The revelations of the sacred" and will stimulate further development of digital devices. Smart application to tourism can produce a positive impact and result on the economic hand: IT tools are useful to attract people and, on the other hand, the possibility to have helpful instruments give a good potential to the territory.
Please describe the **expected time** the transferability element will be implemented and start/begin to work.	Years 2015-2018
Please describe **expected budget** for the implementation of transferability element and **resources for the money**	Expected budget: Eur 100.000 **X European Union projects** **X National projects** ❑ **Local funds:** **X Donations** ❑ **Other: (please, describe the possible resources here)**
Which **target groups** the transferability element will attract or involved?	**X Local resident: local cultural associations, volunteers** **X Local authorities: Municipalities, Province of Alessandria, Alexala (local tourism board), University of Eastern Piedmont, Chamber of Commerce** **X Pilgrims:** **X Tourist: young people** ❑ **Others (Please, describe which ones?):**
Please, describe the **detailed process of the implementation** of the chosen elements and **partner's role** in the implementation process Min. 1000 – max. 2000 characters with spaces	The process of implementation will be focused on the following objectives: - to link valuable cultural heritage sites and intangible elements - to develop innovative mobile services along the regional route which support information brokering, travel mobility and additional services for visitors as well as local people - to support new businesses ideas - to create income and jobs for rural areas - to make local identity and history visible and accessible for people (especially for young generations). The implementation process can be detailed as follows:

www.thetris.eu

THEmatic Transnational church Route development with the Involvement of local Society

thetris

CENTRAL EUROPE COOPERATING FOR SUCCESS.

EUROPEAN UNION EUROPEAN REGIONAL DEVELOPMENT FUND

<table>
<tr>
<td></td>
<td>
1) To share experiences and knowledge related to ICT in tourism policies in rural areas.

In this phase the Diocese of Graz will be involved to acquire more information about their pilot action process implementation and the concrete digital good practices realized.

2) To involve local actors for the implementation of the digital devices in order to attract young people.

Local meeting with stakeholders will define the aims for the development of IT solutions in tourism sector.

3) To identify the appropriate digital solutions.

The IT solutions to be implemented will be analyzed and identified: 360° panorama videos, on-line spiritual texts and meditations, interactive games for smartphones, treasure hunts for young people ….

4) To realize one or two of the digital solutions identified at the local level and to promote them.

The smart solutions would be important for the local valorization of the intangible cultural heritage and they can involve local stakeholder for a bigger diffusion of local goods.
</td>
</tr>
</table>

3. Transferability element

| Transferability element from good practices, transnational reviews, pilot actions and regional strategies:

Please describe which **transferability element** is chosen and the contexts of it.
Min. 1000 – max. 2000 characters with spaces | The third transferability element is **the creation of local cycle routes by linking existent circuits or paths which valorise the cultural sites of the region** (religious sites and not).
In this perspective the pilot experience implemented in Saxony (Germany) and presented by PP3, Centre for Technology and Regional Development seems very interesting. In the pilot region Elbe-Roder-Dreieck a short cycle route has been implemented: this is a route which connects various churches ("Kirchenradweg") with stamps to collect in the various staging points.

This idea can be transferred to the pilot region of Bosco Marengo-Cassine and Sezzadio and enlarged to the province of Alessandria. In fact the province has a natural vocation for cycling, thanks also to Novi Ligure, the town of the champions Fausto Coppi and Costante Girardengo, whose careers are celebrated in the largest European |

	museum on history and myths of the bicycle. The main objective of the project is to enhance the natural, cultural and religious heritage, through the creation of a bike route that links the churches at the local level. The project provides for the opening of the churches with the presence of guides (or e-guides). This action is crucial to boost to religious tourism, with a special focus on the preservation of cultural intangible heritage. The project aims at increasing the number of tourists, through the dissemination and exploitation of the local culture and the socio-economic development of the area.
Please describe **why** the transferability element is chosen? Min. 300 – max. 600 character with space	This element has been chosen as the pilot region is characterized by a valuable richness in cultural and natural resources which have never been deeply exploited because of a lack of coordination at the local level. In the region many routes exist but tourists (and also local inhabitants) don't know them. Furthermore the province has a natural vocation for cycling and to link religious sites to this feature will enhance tourism and local development.
Which is the **added value** of transferability element for your region? Min.500 – max. 1000 characters with spaces	The regional THETRIS church route connects the main religious sites between the three municipalities of Bosco Marengo, Cassine, and Sezzadio. This route marks a historical, artistic, and cultural itinerary combining elements of the sacred tradition with the upshot of the main local resources (high-quality handicrafts, enogastronomic niche. The implementation of this church route through a cycle path aims at endorsing the economic potential of some underutilised resources like the landscape artistic, cultural, historical, and architectural heritage which represent the typical traits of the territory but are running the risk of not being utilised in an appropriate and sustainable way.
Describe which **problems** the transferability element will resolve (please, concentrate on socio-economic situation of the region, accessibility of the route, preservation and uses of cultural heritage, identity and local commitment)? Min. 1000 – max. 2000 character with	The main problem is that a global project involving all local stakeholders is missing. The local route "The revelations of the sacred" is far from main touristic places and risk to have not a good accessibility and diffusion. Furthermore, when the intangible cultural heritage at the local level is not entirely valorized, the development potentials of the region will not be exploited. On the contrary the valorized intangible cultural heritage can be used to create new products, new services and social cohesion.

www.**thetris**.eu

THEmatic Transnational church Route development with the Involvement of local Society

thetris

CENTRAL EUROPE COOPERATING FOR SUCCESS.

EUROPEAN UNION EUROPEAN REGIONAL DEVELOPMENT FUND

spaces	The transferability element will allow the following results:
	- the creation of a connection among different religious sites
	- the enhancement of the tourist product "The revelations of the sacred"
	- the promotion of an environmental sustainable product that will not spoil the natural heritage but it could produce valorization.
	The creation of a cycle path could promote local economic activities (local producers will be involved in the project as "sellers" of local basket products).
Please describe the **expected time** the transferability element will be implemented and start/begin to work.	Years 2015-2018
Please describe **expected budget** for the implementation of transferability element and **resources for the money**	Expected budget: Eur 80.000 **X European Union projects** **X National projects** **X Local funds: Municipalities and SMEs (hotels, restaurants)** **X Donations** ❑ **Other: (please, describe the possible resources here)**
Which **target groups** the transferability element will attract or involved?	**X Local residents: local cultural associations, volunteers** **X Local authorities: Municipalities, Province of Alessandria, Alexala (local tourism board), University of Eastern Piedmont, Chamber of Commerce** **X Pilgrims: Connection to the Francigena Way** **X Tourist:** ❑ **Others (Please, describe which ones?): hotels, restaurants …**

Please, describe the **detailed process of the implementation** of the chosen elements and **partner's role** in the implementation process
 	
Min. 1000 – max. 2000 characters with spaces
	The process implementation can be detailed as follows:
	    1) Networking with partners implementing the pilot experience in Saxony region.
	Particular attention will be reserved to the process implementation of the experience (stakeholders involved, funding ….)
	    2) Involvement of municipalities.
	The municipalities will allow the process of georeferencing of the local cycling paths. Possible connections to other regional and national routes will be mapped.
	    3) Analysis and classification of the existing paths. In this phase the Piedmont region will be involved. All

THEmatic Transnational church Route development with the Involvement of local Society

thetris

CENTRAL EUROPE
COOPERATING FOR SUCCESS.

EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND

	existing routes will be mapped.
	4) Involvement of local actors and SMEs.
	In order to implement local routes all stakeholders have to be involved: museums, farms, bed and breakfasts, hotels, restaurants…
	5) Routes proposal.
	The existing routes will be linked and new routes will be created. The religious sites will be used as staging points or as places where it's possible to rent bicycles.
	6) Cycling routes project and logo approval.
	7) Signpostings and valorization of the route.
	8) Communication and dissemination.

PP7, Diocese Graz-Seckau, AUSTRIA

General data	
Name of the institution and PP number:	Diocese Graz-Seckau
Name of project manager filling out the template:	Mag. Martina Linzer
Phone:	0043 676 87422825
E-mail address:	Martina.linzer@graz-seckau.at

1. Transferability element	
Transferability element from good practices, transnationals reviews, pilot actions and regional strategies: Please describe which **transferability element** is chosen and the contexts of it. Min. 1000 – max. 2000 characters with spaces	**PP6 & PP9: Creating a strong network between public bodies and private entrepreneurs – to turn competition to cooperation** Through the implementation of the pilots of PP6 and PP9 a very important step towards touristic collaboration between church members and municipality offices was realized. After the project's end there will still remain the network that connects the "hidden" treasures of the rural area and this is interesting not just for visitors from outside but also for local people and families. It is important to work together for the preservation of cultural heritage on a larger level then just one municipality. Aslo the mix of public and private stakeholders and entrepreneurs is important when it comes to the

thetris | THEmatic Transnational church Route development with the Involvement of local Society

CENTRAL EUROPE COOPERATING FOR SUCCESS.

EUROPEAN UNION EUROPEAN REGIONAL DEVELOPMENT FUND

	implementation of long-term strategies and financing mechanism like it is the case in cultural heritage preservation. Especially the stakeholders from the different churches and sites were taught to appreciate also the others and find a common strategy to promote not just only the one they are directly responsible for, but see an added value in the collection of several churches as a whole package that could attract more visitors.
Please describe **why** the transferability element is chosen? Min. 300 – max. 600 character with space	In order to ensure the sustainability of implemented actions there is a need for continuous work with the local community, for this reason an important element of the pilot action was development of cooperation with other local stakeholders (culture institutions and NGOs) that could continue the activities. The use of new channels and social media as well as the website that was elaborated by our Project Partners from Piedmont region called " lerivelazionedelsacro" is very well designed and gives a good overview of the church route. Also the facebook page and the marketing that is done, will hopefully attract more and more tourists from other countries and is an important step towards web 2.0 based marketing for cultural heritage. The mayors and regional stakeholders have learnt to work together on a common goal, and this is a good basis for future events and organizations along the church route, that should be transferred to our region as well.
Which is the **added value** of transferability element for your region? Min.500 – max. 1000 characters with spaces	The creation of a common network and marketing platform helps the participating entities to see the "bigger picture" of their identity, not just only to focus on one church, but feel also the connection to other churches and sites in the same region. Through the representation of the network and marketing platform through the website and the social media channels the church route will be more accessible also for the young generation.
Describe which **problems** the transferability element will resolve (please, concentrate on socio-	Concerning the setting up of a governance model, we already talked about it at the regional working group meetings, that have been expanded to 6 sessions and the

economic situation of the region, accessibility of the route, preservation and uses of cultural heritage, identity and local commitment)? Min. 1000 – max. 2000 character with spaces	participants want to keep up this frequency of meetings on their own also after the project lifetime. The problem is that the people already work a lot as volunteers and it is also a matter of time to establish another network, where there are no resources for paying the people who work to keep it alive. But is it hard to commit the politicians to such actions so that they also would finance the organization of meetings and events on a frequent basis and not just depend on volunteers. The most important problem that has been faced during the implementation process of the transferability element was the difficulty of individual stakeholders to work in the network in order to pursue common goals. There are many small associations at the local level that work for the promotion of our cultural heritage but an organization that coordinates the various actions is lacking. It was decided that in order to ensure the sustainability of the project an external association was founded that will be responsible for implementation of the network.
Please describe the **expected time** the transferability element will be implemented and start/begin to work.	Start in October 2014
Please describe **expected budget** for the implementation of transferability element and **resources for the money**	**Expected budget:** x☐ **European Union projects** x☐**National projects** x☐**Local funds** ☐**Donations** ☐**Other: (please, describe the possible resources here)**
Which **target groups** the transferability element will attract or involved?	x☐ **Local residents** x☐ **Local authorities** ☐**Pilgrims** ☐**Tourist** ☐**Others (Please, describe which ones?)**
Please, describe the **detailed process of the implementation** of the chosen elements and **partner's role** in the implementation process	Interested People, Politicians and Entrepreneurs along our church route will sign a "Letter of Commitment" and so define their tasks and duties. A Finance plan for the costs and the common events and promotion materials will be

www.thetris.eu

THEmatic Transnational church Route development with the Involvement of local Society

thetris

CENTRAL EUROPE
COOPERATING FOR SUCCESS.

EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND

elaborated. We will try to find sponsors or apply for project for civil society engagement at the Europe for Citizens programme and/ or on national level at the ministry for Culture.

2. Transferability element	
Transferability element from good practices, transnationals reviews, pilot actions and regional strategies: Please describe which **transferability element** is chosen and the contexts of it. Min. 1000 – max. 2000 characters with spaces	**LP: to give the churches and the historical monuments new functions.** Not only use the churches (as concert halls, as a classroom) but also the parish houses can be refurbished and get a new use for the community (for seminars, accommodation for pilgrims and tourists etc).
Please describe **why** the transferability element is chosen? Min. 300 – max. 600 character with space	For the inhabitants of this region it is important to know, what kind of heritage they have. So by refurbishing the parishes and the churches and making them more accessible through events and concerts as "community places" the people are suddenly more aware of their cultural treasure. According to the goals of Thetris people should be proud of their region. In my opinion, this element of giving the churches a new use has contributed a lot to get there. Especially the stakeholders from the tourism, church and society work together with the same aim and learn to appreciate also the others and find a common strategy to promote not just only their own interest but see an added value for the region in the collection of several events as a festival or as a whole package.
Which is the **added value** of transferability element for your region? Min.500 – max. 1000 characters with spaces	By making churches and sacral or historical places more accessible and attractive to the individual citizens through concerts or other community events, there is a win-win situation created. The local inhabitants are more aware about the value of cultural heritage in their churches and see more sense in maintaining them, when having the possibility to use it not only for the holy services but also for other events. If the tourists and visitors can stay in the parish house, it is a cheaper and more authentic option for them when getting to

	know the region and its sacral cultural heritage. Also the priests and the church could get in touch with people that normally are not interested in spiritual issues and get a better and more open-minded image.
Describe which **problems** the transferability element will resolve (please, concentrate on socio-economic situation of the region, accessibility of the route, preservation and uses of cultural heritage, identity and local commitment)? Min. 1000 – max. 2000 character with spaces	The problem is that in remote areas and small villages there is usually no big space for events or community meetings. The churches that are mainly "unused" can offer such a space and maybe use the "symbolic entrance fees" for the renovation of the cultural heritage and artworks. In most of the cases these smaller churches do not receive sufficient financial resources for preserving the artworks.
Please describe the **expected time** the transferability element will be implemented and start/begin to work.	Start in November 2014
Please describe **expected budget** for the implementation of transferability element and **resources for the money**	**Expected budget:** ☐ **European Union projects** ☐**National projects** X **Local funds** X ☐**Donations** ☐**Other: (please, describe the possible resources here)**
Which **target groups** the transferability element will attract or involved?	x☐ **Local residents** ☐ **Local authorities** x☐**Pilgrims** x☐**Tourist** ☐**Others (Please, describe which ones?)**
Please, describe the **detailed process of the implementation** of the chosen elements and **partner's role** in the implementation process Min. 1000 – max. 2000 characters with spaces	As the Diocese Graz Seckau we have direct contact through our network to all parishes and church administrators in our region. We will prepare a draft proposal in German about the possible use of the churches and spread it among the responsible stakeholders. In a second step we will involve the municipality and tourism offices as well as volunteer´s association in order to ask them and find out which events could be held inside the church and what are their

expectations and the infrastructure needed. After this step the a calendar of events and cultural agenda can be made up among the interested groups. Sponsors for the events can be found. Concerning the refurbishing of parish houses and their using as accommodation places we will search for examples that already exist in our region, make interviews with the responsible project managers and priests to get more insight in the practical preparation of a parish house to an accommodation place and then find priests who want to follow this example and organize the funding for the reconstruction and adaptation.

3. Transferability element	
Transferability element from good practices, transnationals reviews, pilot actions and regional strategies: Please describe which **transferability element** is chosen and the contexts of it. Min. 1000 – max. 2000 characters with spaces	**PP8: training of citizens for the management of cultural heritage sites.** Local people need more information in this area, to learn how to maintain their heritage – multigenerational approach to link elders and the youth
Please describe **why** the transferability element is chosen? Min. 300 – max. 600 character with space	The polish partners elaborated a very useful guide on how to do the management training and we can see the necessity in our region of upskilling the local people (elders and youth) on this topic, we would like to offer these courses to them in order to become "ambassadors" and "tourist guides" but also "cultural heritage (event) managers".
Which is the **added value** of transferability element for your region? Min.500 – max. 1000 characters with spaces	The transferability element of offering a management training on cultural heritage will result in long-term social and economic effects that will be visible both on local and regional level. First of all, the management trainings result in growth of awareness on the importance of sacral heritage and necessity or its sustainable management between various heritage stakeholders. And, as the stakeholders participating in the trainings are currently implementing their new knowledge and skills into practice, it will have an impact on the community and its perception of sacral heritage management: in greater understanding and appreciation of sacral heritage on local level.

www.thetris.eu

THEmatic Transnational church Route development with the Involvement of local Society

thetris

CENTRAL EUROPE COOPERATING FOR SUCCESS.

EUROPEAN UNION EUROPEAN REGIONAL DEVELOPMENT FUND

	Also the implemented activities will have an economic effect. The guides who participated in the trainings will now offer better services for tourists and that will result in higher number of tourists willing to visit the sacral heritage objects on the route.
Describe which **problems** the transferability element will resolve (please, concentrate on socio-economic situation of the region, accessibility of the route, preservation and uses of cultural heritage, identity and local commitment)? Min. 1000 – max. 2000 character with spaces	One problem that can be solved by the Implementation of an effective training on management strategies of sacral heritage objects on local level is that the people do not get access to this kind of information and that there is no one offering to them this know-how for free. Another problem is that old and young people usually do not work together and also it is hard to put volunteers and professionals, priests and tourism officers etc. on a table to work together because they have a lot of prejudices towards each other. Through the management training they can get a better understanding for the necessity of the involvement of various stakeholders (e.g. local authorities, NGOs, priests, local community, tourists) in the process of sacral heritage management.
Please describe the **expected time** the transferability element will be implemented and start/begin to work.	Preparation of the training material in German language until December 2015, recruiting of participants Start of the Training Courses in January 2015 6 month training durance Start with first "ambassadors" in summer 2015, then second course starts, end until December 2015
Please describe **expected budget** for the implementation of transferability element and **resources for the money**	**Expected budget:** ☒ **European Union projects** ☒**National projects** ☐**Local funds** ☐**Donations** ☐**Other: (please, describe the possible resources here)**
Which **target groups** the transferability element will attract or involved?	☒ **Local residents** ☒ **Local authorities** ☐**Pilgrims** ☐**Tourist** ☐**Others (Please, describe which ones?)**

THEmatic Transnational church Route development with the Involvement of local Society

CENTRAL EUROPE COOPERATING FOR SUCCESS.

EUROPEAN UNION EUROPEAN REGIONAL DEVELOPMENT FUND

Please, describe the **detailed process of the implementation** of the chosen elements and **partner's role** in the implementation process Min. 1000 – max. 2000 characters with spaces	We will offer the implementation of the training course to the "Katholische Bildungswerk" of the Catholic Action Austria, who is very experienced in doing trainings with people from all different backgrounds. At the same time we will apply for a funding for the training course at the Europe for Citizens Programme and involve partners from our neighboring regions and countries such as Slovenia or Italy: the programme line "civil society project" in order to foster social cohesion, active participation and the citizen´s knowledge about our cultural heritage would fit very well to the content of our management training. Our big advantage is that the content of the Program of management trainings-after small adjustments to specific regional conditions (e.g. Austrian law)- can be implemented very easily in our region. - Training materials, that are already translated into English have to be put in German Language to make it accessible to a bigger audience. Again the materials have to be adjusted to local circumstances and focus on the cultural heritage sites and peculiarities in our region. Due to the low costs connected with the realization of the proposed activities, we do not need big financial resources during the implementation phase. Still we will try to get some money from the Europe for Citizens´programme to be able to offer the course for free or even to make an e-learning version to reach more people over the internet. It is also important to involve the target groups to the process of designing and setting up the training course. So we will start making a list using our regional stakeholders from the regional working groups and ask them to spread the idea of offering a training course on cultural heritage management in their network. The interested people should come back to us as coordinators via e-mail, so we can establish a list of interested people and organizations. From this list, a selection should be made of the most important stakeholder groups who are or should be the focus of management action at the site (the number will depend on the site's management capacity to engage with stakeholders, but is likely to be between five and ten

stakeholder groups).
Like this we will create a good basis for the promotion of the training course itself as well as the acceptance/ recognition of the certificate that the participants will receive after completing the actions.

PP8, Association of Communes and Cities of Małopolska Region, POLAND

General data	
Name of the institution and PP number:	PP8 Association of Communes and Cities of Małopolska Region
Name of project manager filling out the template:	Anna Góral
Phone:	+48 12 421 74 65
E-mail address:	a.goral@regiony.org.pl

1. Transferability element	
Transferability element from good practices, transnationals reviews, pilot actions and regional strategies: Please describe which **transferability element** is chosen and the contexts of it. Min. 1000 – max. 2000 characters with spaces	**"The Golden Cathedral" pilot action** We have chosen as the first transferability element to implement in our region: the application prepared by The Dioceze Graz-Seckau within THETRIS pilot action. The application is a mobile quiz adventure which aim is to attract especially young people in sacral heritage of the region. The user of the application is tasked with finding 6 secret keys that are hidden at 6 different locations in the Mur valley (Styria). He will collect one clue after another, will decode secret inscriptions and, in doing so, will explore exciting places such as remote ruins or an abbey of the famous Benedictine Monks. He will only be rewarded with the golden cathedral if he will manage to find all six keys. These locations are all shown on a virtual map within the App. In this way he can easily navigate from place to place, without getting lost or straying off his path. In our opinion the implemented action has mainly effect on young people from the pilot action area but also for visitors from other places, as it is using the tools attractive for them. Young people can cherish the cultural heritage of the region

	and get access to this know-how by doing a treasure-hunt on their mobile phones. Also the cultural heritage mentioned in the IT-pilot will be given a higher value by the users and so they are more eager to contribute to the preservation.
Please describe **why** the transferability element is chosen? Min. 300 – max. 600 character with space	We have chosen "The Golden Cathedral" pilot action as we have found it as an interesting proposal for young people. By implementing similar activity in our region we would like to: first of all raise the awareness of young people about the cultural heritage of the region, and secondly to encourage them to get actively involved in preservation of the cultural heritage. Also taking into consideration the rapid development of new technologies and their generalization in all spheres of life we believe that it can be good idea to implement them also in the objects on the THETRIS route in Małopolska, as it will have an impact on the attractiveness of those objects both among tourists and locals.
Which is the **added value** of transferability element for your region? Min.500 – max. 1000 characters with spaces	Małopolska is a region situated on the south of Poland. Its greatest advantage is richness of culture and traditions. Cultural heritage is the flagship product of the region. Implementation of project based on the idea of "the Golden Cathedral" except from bringing benefits in the field of promotion of cultural heritage and tourism will stimulate the development of innovations and creativity in the region. We believe that it will encourage people and organizations responsible for cultural heritage management to propose new, innovative solutions in field of cultural heritage. Also in our opinion it will have an impact on regional education.
Describe which **problems** the transferability element will resolve (please, concentrate on socio-economic situation of the region, accessibility of the route, preservation and uses of cultural heritage, identity and local commitment)? Min. 1000 – max. 2000 character with spaces	As mentioned before Małopolska is a region characterized with its cultural heritage richness. However still cultural heritage is not recognized by local communities as valuable resource that can help them to solve both economic and social problems. Also there are not many information resources (especially e-resources) about the cultural heritage of the region and those existing at the moment present it in very formal and schematic way (mainly websites of local and regional government), which is not really attractive for tourists and/or locals. Also because in the application there will be included information about the location of the objects they will become more attractive and popular between visitors, as currently due to the lack of proper information their

	accessibility is not high. Thus it is worth underlying that: - The application will gather information about the sacral heritage of the region: thanks to that they will be more accessible to both tourists and locals (especially young ones). In this way it will have an impact on the awareness about the cultural richness of the region - the information will be also more accessible as it will be present on various devices and in more user-friendly way - at the moment local communities are not very involved in preservation of their cultural heritage. They think it is obligation of church and public institutions to take care for cultural heritage. We believe that when they will see that it can be presented in interesting way that will attract tourists, they will be willing to get more involved in activities connected with cultural heritage of their region.
Please describe the **expected time** the transferability element will be implemented and start/begin to work.	We expect to start implementation in 2015. At the first stage of the implementation we will focus on our regional 'pilot area' that well be the municipality of Lipnica Murowana, where 4 churches are located (all of them are monuments). In this way we want to encourage our regional stakeholders to get actively involved in the project. We expect the first stage of the project to last about 10 months. After its evaluation in 2016 we will expand the project on the whole region.
Please describe **expected budget** for the implementation of transferability element and **resources for the money**	**Expected budget:** **X European Union projects** **X National projects** **X Local funds** **X Donations** ☐**Other: (please, describe the possible resources here)**
Which **target groups** the transferability element will attract or involved?	☒ **Local residents** ☒ **Local authorities** ☒**Pilgrims** ☒**Tourist** ☐**Others (Please, describe which ones?)**
Please, describe the **detailed process of the implementation** of the chosen elements and **partner's role** in the implementation process Min. 1000 – max. 2000 characters with spaces	We plan to implement the action during 1 year in our regional 'pilot area' that will be municipality of Lipnica Murowana. The implementation will take about 12 months and will start in July 2015. The first phase of implementation will be dedicated to collecting information needed for creating the content of the application. We will use the regional working group that we created within THETRIS project in order to coordinate the process. In the next step

	the application will be created: we hope to receive help especially from the municipality that is supposed to help financially the process. The first half of 2016 will be dedicated to testing of the application between locals and tourists.

2. Transferability element	
Transferability element from good practices, transnationals reviews, pilot actions and regional strategies:

Please describe which **transferability element** is chosen and the contexts of it.
Min. 1000 – max. 2000 characters with spaces | **"The stamp system"**

The second transferability element that we would like to implement in Małopolska region is the Stamp system that was developed by the German Partner (PP3) in frames of THETRIS WP4 activities.
The stamp system is based on the idea that during the visit in the sacral objects included in the system (church, chapel, etc.) the visitor receives a special stamp confirming his/her presence. Then this stamp allows him/her to receive a special discount in the premises of other members of the stamp system (e.g. restaurants, hotels, souvenir shops, museums, etc.).
The stamp system is a kind of network of various local stakeholders interested in preservation and promotion of local sacral heritage: churches, NGOs, local entrepreneurs. The common marketing strategy is designed for all of them: they are linked with the special map where visitors can collect stamps from the places that they are visiting. The cooperation is bringing benefits to all of them: the churches are popular between tourists (the information about them is present more places) and also the other members of the network are being chosen more often by the visitors thanks to special offers linked with the stamp system that they have. |
| Please describe **why** the transferability element is chosen?

Min. 300 – max. 600 character with space | We have chosen the "stamp system' as a transferability element for two main reasons:
1. first of all to create a complex touristic product. As the visitors nowadays are not looking only for monuments to see but they also want to additional activities and to receive "an all-inclusive offer" that allows them to experience the cultural heritage product more deeply. In this way they do not only visit the monument, but also try local products (in local restaurants), can buy local handicraft work (from souvenir shops or directly from local artists), learn more about the region (by visiting nearby museums), etc.
2. secondly we want to stimulate the cooperation between various entities in the region |

Which is the **added value** of transferability element for your region? Min.500 – max. 1000 characters with spaces	Cooperation between entities representing different sectors is not a common thing in Małopolska Region. It is seen as difficult and not very effective. Also the law on public-private partnership is quite unclear and thus discourages actors to cooperate. The implementation of stamp system in the region will be, in our opinion, a good example of public-private partnership and will encourage various actors to undertake common activities also in other spheres.
Describe which **problems** the transferability element will resolve (please, concentrate on socio-economic situation of the region, accessibility of the route, preservation and uses of cultural heritage, identity and local commitment)? Min. 1000 – max. 2000 character with spaces	The proposed transferability element will have an impact on the local cohesion: the actions undertaken by various stakeholders will finally be coordinated and that will bring profit to everyone. At this point the model of the cultural heritage resource management at the local level can be considered as diffused, since every agent acts on its own without consulting the others. Initiation of cooperation between different actors will favor the initiation of new activities in the area of cultural heritage resource. The exchange of knowledge, experiences, expectations and ideas conducive for the development of creativity, innovation, and these are a precondition for development. 'The stamp system' will also be a new tourist product area that in the assumptions of regional members of the working group of potential interest to tourists, especially since the implementation of the system will take place in rural areas, which are characterized by the low level of activities undertaken by members of local communities and the low level of innovation.
Please describe the **expected time** the transferability element will be implemented and start/begin to work.	We think that we need about 12 months to introduce the system to local stakeholders, than another 6 months to test it. In this way we believe that it can start to work in our region in 2016.
Please describe **expected budget** for the implementation of transferability element and **resources for the money**	**Expected budget:** **X European Union projects** **X National projects** **X Local funds** **X Donations** ☐**Other: (please, describe the possible resources here)**
Which **target groups** the transferability element will attract or involved?	**X Local residents** **X Local authorities** ☐**Pilgrims** ☐**Tourist** **X Others (Please, describe which ones?)** Local entrepreneurs, NGOs, public culture institutions

Please, describe the **detailed process of the implementation** of the chosen elements and **partner's role** in the implementation process Min. 1000 – max. 2000 characters with spaces	The implementation of the stamp system in Małopolska Region will be divided into 3 main phases: 1. Establishment and development of regional working group. It will be built on the base of existing one but it will be expanded with more entities: including local entrepreneurs (which are not included at this moment) and NGOs. This group will be responsible for coordination and monitoring of all activities of its members. In its first phase it will be based on municipalities included in THETRIS project, later it will be expanded also on other municipalities in the region. 2. setting up the rules for stamp system. The member of regional working group should elaborate by themselves the rules of the system (under the supervision of external moderator, that could be for example Małopolska Tourism Organisation that is responsible in the region for management of Wooden Architecture Route around which the stamp system would work). 3. promotion of the system combined with its testing. The system would be promoted together with the whole Route, as its integral part. In this way both tourists, locals and potential members of the system. 4. after receiving positive feedback about the system expansion on other municipalities and promotion especially between its potential members in order to develop the offer on the Route in Małopolska Region.

3. Transferability element	
Transferability element from good practices, transnationals reviews, pilot actions and regional strategies: Please describe which **transferability element** is chosen and the contexts of it. Min. 1000 – max. 2000 characters with spaces	**"Branded local products from Slovenia and Italy as a good example for development of branded local products in Małopolska Region"** During the implementation of THETRIS project we had a chance to observe various good practices based on development of branded local products, especially during visits to Italy and to Slovenia. The idea of branded local products can be explained as: A local heritage product is a product or service, specific to a given place or region, which is not mass-produced, but makes use of local natural resources and is environmentally friendly. Local heritage products build an association with the specific and unforgettable character of a region by involving local people in their manufacture and sale and as a means of promoting local enterprise. In Slovenia, for example, during the visit to the town of Bled we had an opportunity to see how the local products, recognized as a part of local cultural heritage, can be

	offered to visitors and how they can attract them. The brand of "Bled" is already well known in the area and association with highly-valued local products. The local producers (including food-industry and local artists producing handicrafts) to receive the "Bled" label need to fulfil many various criteria, including originality, authenticity and they need to be made in traditional way typical for the region. In this way visitors coming to the region receive a new experience that is based not only on the monuments but also linked strongly with the intangible cultural heritage of the region.
Please describe **why** the transferability element is chosen? Min. 300 – max. 600 character with space	Local heritage products generate environmental benefits (use of local natural resources), economic benefits (new business initiatives, additional income for local residents, higher tax income for the municipality, revitalization of local economy), social benefits (new jobs, interesting activities, fulfilling life-styles, improved quality of life and stronger links to the region). Local heritage products provide an opportunity for economic improvement in the region, while contributing also to environmental and social benefits. Thus, they are a means for achieving sustainable development. Local heritage products are associated inextricably with those who make them, and who realize through them their passion for cultivating family and local traditions. At the same time new jobs are created, along with new opportunities for additional income generation. Creating jobs through promotion of local heritage products requires generating interest among potential buyers. Competition nowadays is so great that a decision to buy a local heritage product is not just a matter of price and quality, but also additional information and values evoked by the heritage product.
Which is the **added value** of transferability element for your region? Min.500 – max. 1000 characters with spaces	The project of creation of certified brand for local products along the THETRIS route in Małopolska Region will not only enrich the cultural and tourists offer of the region. We believe that it will also have an impact on the employment in the region and will cause the diversification of economic activities in rural areas. The branding will be hopefully seen as an innovative idea that will attract especially young people to start activities based on cultural heritage resources (especially in the field of handicraft).
Describe which **problems** the transferability element will resolve (please, concentrate on socio-economic situation of the region, accessibility of the route, preservation and uses of cultural heritage, identity	Except from rich tangible cultural heritage resources (such as monuments) Małopolska is also famous for its intangible cultural heritage: living and still cultivated traditions, cultural festivals, traditional cuisine and handicraft (typical especially for the mountain area). However those activities are not integrated with each other and because of that they are not very visible, especially among visitors coming to the region.

and local commitment)? Min. 1000 – max. 2000 character with spaces	Also the locals usually do not have enough knowledge and skills to promote their products and often they loose with cheaper mass-products imported from abroad. Moreover by acting also it is more difficult for them to be recognized by the broader public. Małopolska is also a region with relatively high unemployment and lack of economic diversity on rural areas. Promotion and development of regional brand based on cultural heritage resources may encourage locals to start new initiatives based on that recourse.
Please describe the **expected time** the transferability element will be implemented and start/begin to work.	The implementation of the chosen transferability element requires lots of time, especially in context of its sustainability. For the first phase of the project the minimum amount if time needed is 24 months. We plan to start work from the beginning of 2015. However the implementation depends on the availability of financial resources for the planned activities.
Please describe **expected budget** for the implementation of transferability element and **resources for the money**	**Expected budget:** **X European Union projects** **X National projects** **X Local funds** **X Donations** ☐**Other: (please, describe the possible resources here)**
Which **target groups** the transferability element will attract or involved?	**X Local residents** **X Local authorities** ☐**Pilgrims** ☐**Tourist** **X Others (Please, describe which ones?)** Local entrepreneurs, NGOs, public culture institutions
Please, describe the **detailed process of the implementation** of the chosen elements and **partner's role** in the implementation process Min. 1000 – max. 2000 characters with spaces	The implementation process will be divided into 4 main phases: 1. training and seminars for local stakeholders on territorial marketing, cultural heritage management, branding, etc. in order to rise their awareness and to increase their knowledge about the development potential of cultural heritage resources. 2. creation of the 'cultural heritage brand' linked with establishment of the institution that will be responsible for its management. We plan to create a cultural cluster that will gather representatives of various sectors interested in the cultural brand that we create. The institution will be responsible for certification of local products, creation of the sales network, promotion and development of the brand. 3. promotion of the brad, both between locals and tourists b

	order to attract them in the brad. The promotion will be very intensive at the beginning, and then it will be run continuously 4. development of the brand

PP9, Scientific Research Centre of the Slovenian Academy of Sciences and Arts, Research Centre Nova Gorica, SLOVENIA

General data	
Name of the institution and PP number:	Znanstvenoraziskovalni center Slovenske akademije znanosti in umetnosti (PP9)
Name of the project manager filling out the template:	Jasna Fakin Bajec, Neva Makuc, Špela Ledinek Lozej
Phone:	++039/5 335 73 25 /24 /22
E-mail address:	jasna.fakin@zrc-sazu.si; neva.makuc@zrc-sazu.si; spela.ledinek@zrc-sazu.si

1. Transferability element	
Transferability element from good practices, transnationals reviews, pilot actions and regional strategies: Please describe which **transferability element** is chosen and the contexts of it. Min. 1000 – max. 2000 characters with spaces	**GUIDED TOUR THROUGH THE MOONLIGHT - event from the city museum in Riesa (Germany)** Every year in the German town Riesa, well known for its steelwork-history and sport centre, the city museum organizes a special event called "*Guided tour through the moonlight*". Different cultural places in the city Riesa become stages where amateur actors present local stories from the historical times. Diverse events from local history are rewritten in a humorous text for stage interpretation and the volunteers from the city become actors, who impersonate historical characters from about 100 years ago. The plays take place in areas, where historical event really happened, and some local churches are involved, too. Some priests/pastors take opportunity to present the architecture and historical curiosities of the churches. The stages are located at the distance of 20 minutes and the

	visitors/viewers can learn about the local history and become aware of local cultural heritage during a two-hour walk. Different stakeholders, like members from local associations, schools, music groups, craftsman, trades and members from the evangelist-Lutheran church parishes are invited to participate in the event. The main goal of the performance is to make ancient culture alive, to incorporate residents and tourists and to use tangible and intangible cultural heritage as a potential for social cooperation and an opportunity for interesting and competitive presentation of local treasures.
Please describe **why** the transferability element is chosen? Min. 300 – max. 600 character with space	The huge problems of the Goriška region are achieving innovative economic and cultural development results. There is little cooperation among sub-regions and unsuccessful collaboration among residents, private and public sector, local authorities and scientists. Each region and actors of development are in a way successful in their fields, but uncompetitive in wider national or global fields. Because of that, informal cultural heritage events where lots of different stakeholders from different areas are presented, can give opportunities for meetings, conversations, new acquaintances, exchanging ideas and needs, achieving compromises. Such cultural activities can also give opportunities to surpass individualism, competitiveness, pursuit of one's own economic interests, and to benefit local communities, where somebody live or work.
Which is the **added value** of transferability element for your region? Min.500 – max. 1000 characters with spaces	Tangible and intangible cultural heritage can give lots of opportunities to resolve contemporary social and economic problems, especially in the field of renewal of basic social values, like empathetic attitude towards other people, reciprocal trust and networking, and respect for ethics. Close-kneed communities with friendly and understandable residents present also possibilities for creative environment, where new innovative ideas can develop. Cultural heritage practices, as informal activities that involve many practitioners, also give possibilities for the introduction of networking among different sectors and residents, which will be of crucial importance for successful progress in the future.
Describe which **problems** the transferability element will resolve (please, concentrate on socio-economic situation of the region,	The huge problems that the Goriška region is faced with and which prevent successful innovative development of rural areas are lack of connections between the private and

www.thetris.eu

accessibility of the route, preservation and uses of cultural heritage, identity and local commitment)? Min. 1000 – max. 2000 character with spaces	public sectors, ineffective and unconnected marketing of the cultural heritage elements and lack of cooperation and connections between municipalities. Cultural heritage activities as village celebrations or other historical events can enable opportunities for informal connections and interactions, which potentially can grow in other forms of economic cooperation. The process of preparation of such historical activities as "The guided tour through the moonlight" do not activate only the workers from heritage institutions (like museums) and amateur players, but also practitioners from handcrafts, arts, restaurants or tourist farms, the youth organisations, producing industries etc., who present their products and enrich the content of performer. Furthermore, such historical events can continue the tradition of village/town, what is of crucial importance in order to strengthen the local/regional identities and to gather inhabitants, who are the main constructors of healthier/sustainable communities and creative environment. The problem which arises is how to convince the locals to take active part in the event, and to see a social and economic significance of such performances. Maybe the answer lies in good content of the events, which have to satisfy all generations (children, younger, business man, workers, elderly, etc) and every year they must offer something new - the content that will be in accordance with contemporary needs (debate evenings, workshops etc.).
Please describe the **expected time** the transferability element will be implemented and start/begin to work.	2 years
Please describe **expected budget** for the implementation of transferability element and **resources for the money**	**Expected budget:** ☐ **European Union projects** ☒ **National projects** ☒ **Local funds** ☒ **Donations** ☐ **Other: (please, describe the possible resources here)**
Which **target groups** the transferability element will attract or involved?	☒ **Local residents** ☒ **Local authorities** ☐ **Pilgrims**

www.thetris.eu

THEmatic Transnational church Route development with the Involvement of local Society

thetris

CENTRAL EUROPE COOPERATING FOR SUCCESS.

EUROPEAN UNION EUROPEAN REGIONAL DEVELOPMENT FUND

	☒**Tourist** ☒**Others (Please, describe which ones?)** __business man/economists, artist, tourist workers, craftsmen _____
Please, describe the **detailed process of the implementation** of the chosen elements and **partner's role** in the implementation process Min. 1000 – max. 2000 characters with spaces	The concept of the event can be transferred to the centre of the Upper Vipava valley (sub-region of the Goriška region), in the town of Ajdovščina, which has many cultural remnants from different historical periods (Roman times, Hapsburg times (industrial remnants), socialist times (two halls)), active public heritage institutions (Library, gallery of Veno Pilon, branch of the Goriška Regional Museum, University for Adults, private art gallery (Lična hiša), local associations, two primary schools, a secondary school and an active youth organisation with a beautiful centre for its activities (a youth hostel and a younger house), but the problem is that the institutions, associations, youngsters and schools do not cooperate. Because of that Ajdovščina does not have a recognised cultural performance, which can identify area, attract people and potentially give the opportunity for the development of creative environment, where different stakeholders can express their potentials. The event can provide a challenge for common performance, where in the beginning in all historical areas each institution can present their activities and products, which are connected with local heritage. If the event is successful, the next years the practitioners can work on common products. Another problem that the inhabitants of Ajdovščina face is a huge unemployment. Because of contemporary economic crisis lots of industries closed their door. People have become very passive, uninterested and moody. The event can give an occasion for the new entertainment, where the main purpose will be not only pleasure, but also informal education about local history and discussion about the potentials that cultural heritage can give for the economic recovery. The preparation of the event in the first phase includes the introductory meeting where all private and public institutions will be invited to discuss about the content. In the next steps each institution will propose their role in the event, which they will then develop during the preparation. Industry and small and medium enterprises, which can help with donators and present their business, will also be invited. The

	coordinator of the event will be the tourist office, which is a part of the municipality, the Research station ZRC SAZU of Nova Gorica will help in the preparation of content, which has to base on the local history and tradition. Besides, we can also be a mediator for successful reciprocal cooperation among different practitioners.

2. Transferability element

| Transferability element from good practices, transnationals reviews, pilot actions and regional strategies:

Please describe which **transferability element** is chosen and the contexts of it.
Min. 1000 – max. 2000 characters with spaces | **SOCIAL WORK PROJECT 'DOMENICO' - the Benedictine monastery of St. Lambrecht (Austria)**

The social project 'Domenico' implemented in the Benedictine monastery of St. Lambrecht gives the possibility from 8 to 11 persons with different difficulties and personal problems to find employment in the charitable organization Domenico. The organisation was founded in 2004 by the abbot of the Benedictine monastery of St. Lambercht Otto Strohmaier and the St. Lambrecht mayor Johann Pirer. The employees perform tasks in the planting and caring for the garden, harvesting and processing of fruit. Moreover, they sale the self-produced products. Thanks to this project the garden of the Benedictine monastery, the garden walls, the Baroque garden pavilion and the old-monastery mill were renovated. In the garden workshops related to works of wood and willow are organized. There was also established the network between the monastery, the Tourist Board and the Natural Park Grebenzen. The garden is now a nice and well-organized place of peace that can be used by locals as a recreational area and by monks. The garden, a place of different cultural events (lectures, concerts, etc.), is now open to public.
The organizations enable sustainment to persons with physical and/or mental disabilities, with mental health problems, long-term unemployed, youth, elder and/or single parents. The employment is temporary full-time or part-time (for approximately 12-18 months). The goal is to get, after this experience, a permanent job on first labour market, or in some cases to get a permanent job in the project. |
| Please describe **why** the transferability element is chosen?

Min. 300 – max. 600 character with | This transferability element is chosen because in the Goriška region the unemployment has become in the last years a very huge problem. In Slovenia and in the Goriška |

space	region the rate of unemployment was very high (for example, in 2013 at national level 13,1 % and in the municipality of Nova Gorica 12,8%). In this situation the unemployment of disadvantage people represent a huge problem, too. For this reason the chosen transferability element could represent a good example to be transferred to our region.
Which is the **added value** of transferability element for your region? Min.500 – max. 1000 characters with spaces	The added value of this element can be the support of the most disadvantaged people in finding job, acquiring different skills etc. This example can prevent social exclusion of disadvantaged people from the region and their inclusion in work environment and in a work team. It is very important that unemployed people, especially people with some difficult social or health problems, remain active and feel useful. Moreover, the benefits can result also from the connection of the job experiences with local cultural heritage that can offer a positive work environment. On the other side, the employees with their work contribute actively to the preservation and valorisation of cultural heritage sites.
Describe which **problems** the transferability element will resolve (please, concentrate on socio-economic situation of the region, accessibility of the route, preservation and uses of cultural heritage, identity and local commitment)? Min. 1000 – max. 2000 character with spaces	This transferability element can be very important in the Goriška region and also on national level, because of the financial and economic, social, political crisis that Slovenia is overcoming /has overcame in the last years. For this reason good examples of solving this problem are very precious. The chosen transferability element can reduce the unemployment rate and mitigate/alleviate the social and economic problems that unemployed persons and the society deal with (social exclusion, permanent unemployment, discouragement and disappointment, etc.). Moreover, in the Goriška region a lot of churches face the problem of lack of funds and volunteers for maintenance and urgent renovation works. Also the picturesque and precious cultural heritage site of the Church of the Assumption of Virgin Mary on the top of the Vitovlje hill (in the surroundings of Nova Gorica) needs urgent renovation works on the retaining walls. Part of the walls of the defensive fort which in the period of the Ottoman incursions in the region encircled the church, needs urgent intervention works, too. The church which is included in the regional church route of PP9 (in the framework of the THETRIS project), will fall to ruin if urgent works do not take place. This is a huge problem of our regional church route and in case the pulling down happenes, it would threaten our church route.

Please describe the **expected time** the transferability element will be implemented and start/begin to work.	1 year
Please describe **expected budget** for the implementation of transferability element and **resources for the money**	**Expected budget:** ☒ **European Union projects** ☒ **National projects** ☒ **Local funds** ☐ **Donations** ☐ **Other: (please, describe the possible resources here)**
Which **target groups** the transferability element will attract or involved?	☒ **Local residents** ☐ **Local authorities** ☐ **Pilgrims** ☐ **Tourist** ☐ **Others (Please, describe which ones?)**
Please, describe the **detailed process of the implementation** of the chosen elements and **partner's role** in the implementation process Min. 1000 – max. 2000 characters with spaces	The concept of the project can be transferred on national and transnational level, but also to the Goriška region. There are a lot of cultural heritage sites that need renovation and maintenance works, some of them are very urgent such as the above mentioned example of the Church of the Assumption of Virgin Mary on the top of the Vitovlje hill. Before the process of implementation starts, the societal agreement about the usefulness of such social project has to be reached through dialogue with the private and public sector, the experts and the local inhabitants. Then the authorities shall develop a set of financial tools and mechanisms that will enable a successful inclusion of the private sector into the project (donations, sponsorship, tax incentives etc.). The additional finance sources shall be obtained through national or municipal funds and European Union projects. A non-profit organization which will coordinate the preforming of the project shall be founded. ZRC SAZU can help in the preparatory stage (mediation between different stakeholders, suggestions about the cultural heritage sites, etc.).

www.thetris.eu

THEmatic Transnational church Route development with the Involvement of local Society

3. Transferability element	
Transferability element from good practices, transnationals reviews, pilot actions and regional strategies: Please describe which **transferability element** is chosen and the contexts of it. Min. 1000 – max. 2000 characters with spaces	**Smartphone application "The golden cathedral" (upper Styria, Diocese Graz-Seckau)** The smartphone application "The golden cathedral" is a pilot action, implemented by PP7 (Dioces Graz-Seckau) together with different external experts (IT company, pedagogic experts from the field of history and graphic designers) in the Upper Styria region and is involving six religious monuments near the town of Judenburg: the church of St. Lambrecht, Seckau abbey, the church of St. George above Judenburg, the church of St. George above Murau, the church of Maria Buch and the church of St. Oswald. The users of the application are taken on the quest for the keys in six above mentioned churches by answering questions, visiting the churches on the spot and scanning QR codes. After resolving six quests the golden cathedral the users are rewarded with the apparition of the golden Cathedral by directing of a camera to the ground plan of the church. It is a very innovative solution ensuring the preservation especially of the intangible cultural heritage of involved churches and the sustainability of the regional church route by motivating the young with attractive tool to visit churches and implicitly informing them with rich cultural heritage.
Please describe **why** the transferability element is chosen? Min. 300 – max. 600 character with space	The transferability element is chosen on the basis of its innovativity, that is, the possibility of attracting youngsters and other local and foreign visitors to resolve the quest and visit the churches and also because of the reason that as a research institution we have access to the content resources and we find it as a challenge to cooperate with IT, pedagogic and graphic experts in order to develop a comparable application dedicated to regional church route's contents.
Which is the **added value** of transferability element for your region? Min.500 – max. 1000 characters with spaces	The possible added values of implementing the similar smartphone application for the Goriška region might be the following: - attraction of local and foreign visitors, especially the young (pupils, students, schools and families), to visit churches included in the application;

	- familiarization of smartphone users with the tangible and intangible cultural heritage contents, historical, ethnological, art historical, architectural and similar knowledge; - raising the awareness of the importance of sacral heritage and building of local identity and commitment.
Describe which **problems** the transferability element will resolve (please, concentrate on socio-economic situation of the region, accessibility of the route, preservation and uses of cultural heritage, identity and local commitment)? Min. 1000 – max. 2000 character with spaces	The impact on the the socio-economic context and entrepreneurship by the implementation of comparable smartphone applications in the Goriška region may be foreseen in the increased number of visitors of the regional church route and in connecting public and different stakeholders of the private sector in the process of development of the application. In that way it might be a small contribution to the decrease of the unemployment. The church route wold became more accessible, at least virtually, and may act as the virtual connection to the unconnected churches of different parishes. Cultural heritage, historical facts and local stories of the involved churches would be presented to (young) users in attractive visual and scheming textual form, which implicitly evokes the interest; it can be presumed that it might act as the promoter of the sacral cultural heritage. That would have also the impact on local identity and commitment, because by playing the computer game and resolving the quest the implicit process of the familiarization with churches might start and lead to the raising of the awareness about the importance of sacral cultural heritage. It may be a builder in local identification and commitment process.
Please describe the **expected time** the transferability element will be implemented and start/begin to work.	- Preparation of the contents by historians, art historians, ethnologists, educators etc: 6 months - Development of meta-scheme and graphic design: 3 months - Implementation: 3 months - Testing and corrections: 1 month - Dissemination: 2 months Altogether: around 1 year (because some activities can take place parallel)
Please describe **expected budget** for the implementation of transferability element and **resources for the money**	**Expected budget:** ☒ **European Union projects** ☒**National projects**

www.thetris.eu

THEmatic Transnational church Route development with the Involvement of local Society

thetris

CENTRAL EUROPE
COOPERATING FOR SUCCESS.

EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND

	☒**Local funds** ☐**Donations** ☒**Other:** some work on the providing of the content can be done in the framework of the programme activities of the ZRC SAZU
Which **target groups** the transferability element will attract or involved?	☒ **Local residents** ☐ **Local authorities** ☒**Pilgrims** ☒**Tourist** ☒**Others:** youngsters, pupils, students, families
Please, describe the **detailed process of the implementation** of the chosen elements and **partner's role** in the implementation process Min. 1000 – max. 2000 characters with spaces	The steps of the implementation process would be comparable: - Working with different local stakeholders (priests, priors, local communities) in order to obtain their commitment to the development and implementation of the application; - Finding of appropriate and interesting historical, ethnological, folkloristic material on which the content of the application can be developed; - Development of the textual content in cooperation with educator and writers; - Development of the graphic design of the application in cooperation with graphic designers or visual artists. - Programming of the meta-structure in cooperation with IT technologists; - Testing of the application by IT technologists, youngsters, smartphone application users etc.; - Promotion and dissemination; - Evaluation. ZRC SAZU can provide appropriate historical, ethnological and folkloristic material for the development of the application. It can also coordinate mediation with different local stakeholders, as well as development, implementation dissemination and evaluation of the application.

PP11, Province of Padova, ITALY

General data	
Name of the institution and PP number:	PP11: Province of Padua (Italy)
Name of project manager filling out the template:	Centro Studi l'Uomo e l'Ambiente Giuseppina Vittadello
Phone:	+39 049 8806109
E-mail address:	giuseppina.vittadello@scienzaegoverno.org

1. Transferability element	
Transferability element from good practices, transnationals reviews, pilot actions and regional strategies: Please describe which **transferability element** is chosen and the contexts of it. Min. 1000 – max. 2000 characters with spaces	From the "Good practices collection" we have appreciated the experience entitled **"The way of Szatmár legends"** carried out by the Leader Partner – Association of Municipalities in the Upper – Tisza Area (Hungary), in the County of Szatmár. The good practice covers an area of 1,263 km^2, a population of 8,311 inhabitants and as many as 30 churches or religious buildings. The Hungarian good practice has been chosen for a possible transfer to the Saccisica, an area in the South-east of the Province of Padua. In the County of Szatmár the promotion of tourism has top priority. The natural and landscape heritage, with beautiful rivers, marshes, churches, and historical buildings, is enhanced by local myths and legends. The object of the project was searching for and spreading the legends of the typical cities of the County of Szatmár linked to the churches. The marketing material included publications, advertisements, creation of websites, and general information on the sites of the legends and of tourist attractions. The Saccisica area is also rich in legends and traditions. The main aim of transferring the Hungarian project to this area is enhancing the tourist potential of the municipalities in the area and promoting international recognition of its interest. Many local operators will be involved: associations, schools, music bands, artisans, tradespeople and members of the nearby churches. The project intends to revive the fascination of the ancient culture, establish relationships between residents and tourists, and use the cultural heritage to aid social and economic cooperation.
Please describe **why** the transferability	Revisiting the traditional legends of Saccisica, an area in the

www.thetris.eu

element is chosen. Min. 300 – max. 600 character with space	South-east of the Province of Padua (Italy). Saccisica is an area rich in churches and Benedictine Abbeys. Its socio-economic and cultural history is closely connected with such heritage. The chosen transferability element is the revisitation of the many myths and legends of the area. To spread traditional legends and increase tourism the plan is to set up a route that includes moments of gastronomic and craftsmanship interest, realise videos and use the web to describe the territory, and then publish such videos.
Which is the **added value** of transferability element for your region? Min.500 – max. 1000 characters with spaces	Transferring knowledge of traditions to the new generations and to tourists allows the preservation of the past cultural heritage while increasing the chance of enhancing the church route. To increase tourists' interest a detailed programme will use leisure times to explore and make known the connections between the towns and the Churches that are at the base of the Saccisica legends. Local tourism will be enhanced, but there will also be increased opportunities for tourist and *Pro Loco* offices, hotels, business catering and other service organisations. Going in depth into the local history also through its legends helps to recreate an atmosphere of understanding and collaboration among the locals of all ages. That will lead to positive consequences on the social and economic environment, also thanks to the retrieval of craft activities either forgotten or so far neglected.
Describe which **problems** the transferability element will resolve (please, concentrate on socio-economic situation of the region, accessibility of the route, preservation and uses of cultural heritage, identity and local commitment). Min. 1000 – max. 2000 character with spaces	The Lower province, which includes Saccisica, is the area with the least socio-cultural development. The heritage of the area is mainly connected with the activities of the parish Churches and the Benedictine Abbeys, which contributed to its economic development (agriculture and hydraulic configuration of the territory). The planning activity should help to overcome the current phase of economic stagnation. The chosen transferability element involves the revisitation of ancient legends, traditions, and myths linked to the religious and agricultural (rogations) world, but with their roots in the Palaeo-Venetian culture and in the cult of the water gods. The problem of the limited development of the area can be dealt with also through the retrieval and dissemination of local legends, whether of religious inspiration or not. The activities disseminating the cultural heritage on the origin of cities, on religious and historical events, on traditions can offer opportunities for informal interactions which can subsequently develop into concrete actions of economic cooperation. The plan involves activities of research, study, cataloguing and disseminating legends and traditions with the help and collaboration of representatives of cultural institutions (museums and

www.thetris.eu

	schools) and of key figures of the local economy: artisans, farmers, restaurateurs, teaching farms. These initiatives will have a 'promotional' stage to spread the local history in all its aspects, especially among the young. Knowledge of traditions strengthens local identity, establishes constructive relationships among inhabitants of all ages and conditions, stimulates cultural development, and encourages economic development.
Please describe the **expected time** the transferability element will be implemented and start/begin to work.	Two years of preparation will be necessary before concrete initiatives of dissemination of legends and traditions can be started through the use of the web and the promotion of festivals and anniversaries.
Please describe **expected budget** for the implementation of transferability element and **resources** for the **money**	Expected budget: €50,000.00 ☒ **European Union projects** ☒ **National projects** ☒ **Local funds** ❑ **Donations** ☒ **Other:** Local Sponsors in return for visibility on communication media, such as the web; informational brochure; fliers of events.
Which **target groups** the transferability element will attract or involved?	☒ **Local residents**: city and town dwellers, inhabitants of nearby places, cultural and sports associations, trade associations (agricultural producers, artisans). ☒ **Local authorities**: local authorities, members of the local councils, parish priests, schools, cultural and religious associations, libraries. ☒ **Pilgrims**: visitors to the local churches and the religious sites linked to the Church route, pilgrims to holy places and churches of the territory. ☒ **Tourists**: slow tourists, who follow the church route by bike or on foot. ☒ **Others (Please, describe which ones)**: entrepreneurs, artisans, shop owners.
Please, describe the **detailed process of the implementation** of the chosen elements and **partner's role** in the implementation process Min. 1000 – max. 2000 characters with spaces	- Contacts with LP – Association of Municipalities in the Upper – Tisza Area (Hungary), which has implemented the good practice we intend to transfer to our territory. - Specific requests on the ways followed for the implementation of the activities. - Exchange of materials realised by LP. - Involvement of the local Authorities (Departments of Culture, Town libraries, Schools, Parishes, *Pro Locos*) by means of specific information on the activities of the project when identifying the individuals with knowledge of legends and local stories linked to the territory and the worship places. Involvement of local stakeholders in finding the advertising material to include in the brochures: 6

<table>
<tr>
<td></td>
<td>
months.
- Preparing a statement for the residents, parish priests, museum curators, and all the associations that have an interest in starting the project. Collection of material on the myths and legends linked to the rural and religious world by contacting senior citizens and scholars of the traditions of the territory: 6 months.
- Drafting and publication of paper and on-line brochures recounting the myths and traditions both in Italian and in English: 6 months.
- Promotion of the materials realised and their dissemination on the territory of the Province of Padua: 6 months.
- Identifying places, private and public partners, associations that can engage in historical reconstructions or commemorations, also through plays, costume processions, challenges, outdoor games.
</td>
</tr>
</table>

2. Transferability element

| Transferability element from good practices, transnationals reviews, pilot actions and regional strategies:

Please describe which **transferability element** is chosen and the contexts of it.

Min. 1000 – max. 2000 characters with spaces | **The transferability element chosen from the "Good Practices Collection" is the one presented by *PP3 The Centre for Technology, Structure Development Region (Germany)* called the "*Church Bicycle Route*".**

We believe the building of a short cycle lane, the pilot action of the Elbe-Roder-Dreieck region, is a good practice transferable to other partners region of Thetris whose objective is the revival of the religious and cultural roots of the areas considered.
Elbe-Roder-Dreieck – triangle of the Elbe river – is located in the North-west of the County of Meissen (Saxony). It counts about 30,800 inhabitants, distributed over seven municipalities covering an area of about 298.5 km^2. Three sizeable chemical and steel industries and several medium and small enterprises operate in the region.
In collaboration with the parish church of Wildenhain and the body that runs the Elbe-Roder-Dreieck e.V., a short bicycle lane has been planned. Using a sustainable means of transport such as the bicycle, people can explore and discover the religious heritage along its course while keeping in close touch with Nature.
Six sites, four of which are of religious interest, are included in the route.
Given the similar religious, cultural, and socio-economic characteristics, the implementation of a "Religious Tourist route on a cycle lane" seems a good practice for our region |

www.thetris.eu

	too. The main goal of the project is to enhance the local natural, cultural, and religious heritage, while the specific action is to link the churches of the area along a cycle route easily spotted by the tourist. The project plans for the churches to have set opening times and for wardens/guides to be in attendance. This is a crucial action to boost religious tourism, and, above all, it encourages the conservation of the local heritage, be it material or not. The project envisages an increased number of tourists, dissemination and enhancement of the local culture, socio-economic development.
Please describe **why** the transferability element is chosen. Min. 300 – max. 600 character with space	The Lower area of the Province of Padua has a natural, historical, and religious heritage worthy of dissemination. Linking the churches of the area through sustainable tourist routes (dedicated cycle and/or pedestrian lanes) by transferring Saxony's good practice can actually facilitate the route promotion already started by Thetris with the upgrading of the Correzzola Abbey. The practicability of the cycle lanes that connect the six sites achieves the completing of the Bacchiglione route, which goes from Correzzola to the Abbazia di Santa Giustina in the centre of Padua.
Which is the **added value** of transferability element for your region? Min.500 – max. 1000 characters with spaces	The Lower area of the Province includes the municipalities of Piove di Sacco, Arzergrande, Bovolenta, Brugine, Codevigo, Correzzola, Legnaro, Polverara, Pontelongo, and S. Angelo, which altogether cover 253 Km^2, with about 54,000 inhabitants. Agriculture was for centuries the population's staple activity. However, several artisan, commercial, and industrial enterprises have recently been established which have modified both the economy and the territory (e.g., rejection of a past identified with years of sacrifice and extreme poverty). The added value of the project is the support given to the community to learn more about the territory's socio-cultural heritage. The residents will be involved in activities that promote constructive relationships between different generations. Important is also the population's socio-cultural development thanks to experiences shared with tourists, and the advantage for the environment through the realisation of the eco-sustainable route.
Describe which **problems** the transferability element will resolve (please, concentrate on socio-economic situation of the region, accessibility of the route, preservation and uses of cultural heritage, identity	The main problems of the area are due to the disorderly urban and economic development that since the 1960s has changed the aspect of the territory and the character of the peasant community, with the consequent loss of identity awareness and solidarity spirit typical of these communities. In the past, the local communities were very close.

THEmatic Transnational church Route development with the Involvement of local Society

thetris

and local commitment). Min. 1000 – max. 2000 character with spaces	Everything pivoted around the parishes and all activities were linked to farming the fields run with technical precision by the Benedictine monks. Today, farming the fields mixes with a variety of activities, while the tertiary sector witnesses the large shopping centres take business away from the small shops that were once the centre of the social and economic life. The chosen tourist route will allow the retrieval of the cultural and religious spirit as well as of the spirit of participation. A connection will be established between a site of great historical and religious interest, the Correzzola Abbey, and other religious and historical sites: the Torre Colombara, the only vestige of the religious buildings in Polverara, where until the year 1000 three Monasteries existed (S. Margherita, S. Maria e S. Agnese); the Santuario Madonna delle Grazie, Chiesetta di S. Nicolò, Duomo, Chiesa di S. Francesco in Piove di Sacco; the Santuario del Cristo di Arzerello in Piove di Sacco; the Duomo di San Michele in Candiana; the Corte Benedettina and Chiesetta di Volparo in Legnaro. The route will be easily accessible and will contribute to rebuild the old social fabric hinged on the solidarity and participation of the peasant communities. The involvement of a number of tour operators, associations, local and religious bodies to actually implement the project will solve the problem of fragmentation and dispersion of the forces devoted to the social and economic development of the area and will improve collaboration between the private and the public.
Please describe the **expected time** the transferability element will be implemented and start/begin to work.	The building of the cycle lanes underway/planned, the adjustment of the already existing ones, and the preparation of communication for the specific route are expected to take three years.
Please describe **expected budget** for the implementation of transferability element and **resources for** the **money**	Expected budget: €125,000.00 ☒ **European Union projects** ☒ **National projects** ☒ **Local funds** ☐ **Donations** ☐ **Other:** (please, describe the possible resources here)
Which **target groups** the transferability element will attract or involved?	☒ **Local residents**: citizens of the towns where the churches are located ☒ **Local authorities:** local administrators, parish priests, school heads ☒ **Pilgrims:** the faithful that visit the Basilica del Santo in Padua and then wish to widen their interests. ☒ **Tourists**: slow tourists, cycle tourists who cycle along dedicated lanes. ☒ **Others (Please, describe which ones)**: local farmers, restaurateurs, hotel owners, holiday farm managers, service

www.thetris.eu

	suppliers
Please, describe the **detailed process of the implementation** of the chosen elements and **partner's role** in the implementation process Min. 1000 – max. 2000 characters with spaces	Transfer of the good practice implemented by *PP3 The Centre for Technology, Structure Development Region (Germany)*. Activities: - Contacts with PP3, who realised the project we wish to transfer to our territory. - Specific requests on the ways followed to realise the activities. - Exchange of materials realised by PP3. - Participation of the parish priests of the churches and of the local administrators of the towns/villages involved. - Inspection of the route and of its continuity with the sections of cycle lanes already existing. - Realisation of a logo and illustrative materials of the route. - Realisation of new sections of cycle lanes serving as links. - Dissemination of materials on the activities and the results from researches and historical studies; leaflets available at the stopovers along the route. - Positioning of directional signs along the route. - Building pull-ups and picnic areas especially equipped for cycle tourists. - Establishing a coordination group that will decide times and ways for the churches to open. The activities will make reference to the good practice realised by PP3. In addition, services to pilgrims/visitors (accommodation, bicycle maintenance, etc.) will be envisaged.

3. Transferability element	
Transferability element from good practices, transnationals reviews, pilot actions and regional strategies: Please describe which **transferability element** is chosen and the contexts of it. Min. 1000 – max. 2000 characters with spaces	Among the good practices presented by PP5 - Provincia di Torino (Italy) we think the **"Valle Susa Card"** is a transferable element. We believe it is possible to transfer this initiative to the Euganean Hills area, Province of Padua, to deal with and solve the problems linked to tourists' stays, their coming back, their mingling with the locals, their appreciation of the places. Valle di Susa has about 90,000 inhabitants and 30 churches are included in the project. The "Valle Susa card" is an instrument to promote users' fidelity and increase their wish to get to know all the specific aspects of the territory: art, culture, nature, food, wines. A great number of museums, natural and artistic sites, agricultural businesses, hotels, bed-and-breakfasts are already equipped to welcome tourists and offer them an

	interesting and enjoyable stay during which they can discover all the treasures of the territory. The existing facilitations ensure an excellent level which is certified by the traveller label "Yes! Torino Quality" issued by the Chamber of commerce of Turin, the "B&B doc", label of the Province of Turin, and the "Ecolabel" – the European label on ecological quality.
Please describe **why** the transferability element is chosen. Min. 300 – max. 600 character with space	The "Valle Susa Card" example has been chosen to better organise and coordinate the offer available to people touring the Euganean Hills (spa facilities; naturalistic, religious, cultural, and recreational tourism). It is a good practice allowing the uploading on the web of accommodation facilities, museum sites, churches in small villages surrounded by grassy rural areas and accessible from the cycle routes. The realization of a "Euganean card" would sustain visitors'/tourists' loyalty through specific preferential treatments planned by local operators and associations for tourist promotion.
Which is the **added value** of transferability element for your region? Min.500 – max. 1000 characters with spaces	The Euganean Hills include about a hundred hills of volcanic origin. They cover an area of 150 km^2, include 15 municipalities, and have a population of 113,000 inhabitants. Considering churches and other buildings (monasteries, museums), about 30 structures are involved in the project. The territory is run by the Ente Parco dei Colli Euganei, whose responsibilities involve safeguarding biodiversity, and the artistic, historical, and architectural heritage. In 2012 the Ente gained the European Charter for sustainable tourism. A significant influx of guests is drawn to Abano and Montegrotto hot springs, which, thanks to over 200 accommodation facilities (120 of them hotels), are among the most appreciated health spas in Europe. The introduction of a card allowing tourists to enjoy discounts in logistic services and admissions to museums and churches will not only increase tourism in these areas, but also add value to the type of 'slow tourism' that we are promoting.
Describe which **problems** the transferability element will resolve (please, concentrate on socio-economic situation of the region, accessibility of the route, preservation and uses of cultural heritage, identity and local commitment). Min. 1000 – max. 2000 character with space	The main problem of this area is the coexistence of residents and visitors within the normative context of the Ente. Those contributing to the productive life of the area often consider tourists as 'intruders', who believe they are in a hardly inhabited natural environment. The district under the restrictions of the Ente is productive agricultural land, which also includes some areas of industrial production. Visitors and tourists must be aware of this aspect and respect both the rules for the natural safeguard of the Parco dei Colli Euganei and of the agricultural goods and produce. The *EuganeaCard* can contribute to solving this problem. A score based on the type of stay, visits, purchases of local

	products is recorded on the card and entitles tourist to special conditions and discounts. Stamps or specific labels, also ecological, are accrued as points, which give the chance of buying local products at a discount. This would bring advantages to the local producers and promote a different approach to the territory among tourists. They will no longer be those that 'hoard' everything they find, from mushrooms to chestnuts, but, thanks to the *EuganeaCard*, they will be encouraged to learn about the traces of the geological history of the places and of the production of the past, such as the industrial lime-producing plants that are now objects for museums. The *EuganeaCard* can also be used throughout the Hills' cycling ring road, already visited by many tourists.
Please describe the **expected time** the transferability element will be implemented and start/begin to work.	To finalise an agreement between producers' and tourists' associations, mediated by the local government, and drafting a protocol to obtain the card will require 2 years.
Please describe **expected budget** for the implementation of transferability element and **resources for** the **money**	**Expected budget: 55,000.00€** ☒ **European Union projects** ☒ **National projects** ☒ **Local funds** ☐ **Donations** ☒ **Other (please, describe the possible resources here):** agricultural producers, self-employed farmers and artisans (single individuals or associations), tourist businesses.
Which **target groups** the transferability element will attract or involved?	**Local residents:** inhabitants of the 15 municipalities, cultural associations, tourist guide cooperatives, tourist businesses, agricultural and food-and-wine producers, trade associations. ☒ **Local authorities**: local government, Ente Parco dei Colli Euganei, Euganean tourist Association. **Pilgrims:** visitors to the Abbazia di Praglia and to the nearby Basilica del Santo in Padova **Tourists:** visitors to the Euganean thermal basin, long-course cycle tourists on the Euganean Hills cycle circuit. **Others (Please, describe which ones):** Chamber of Commerce, IAA Padova; Unione Provinciale Artigiani; agricultural, industrial, artisan, trade associations.
Please, describe the **detailed process of the implementation** of the chosen elements and **partner's role** in the implementation process Min. 1000 – max. 2000 characters with spaces	- Contacts with PP5 – Provincia di Torino, which has implemented a similar initiative, "Valle Susa Card", that we intend to transfer to the Euganean Hills territory. - Specific requests on the ways followed for the implementation of the various activities. - Exchange of materials realised by PP5. - Involvement of the local Authorities of the Euganean Hills area (Departments of Culture, Town libraries, Schools, Parishes, *Pro Locos*, Tourist associations, Agricultural

www.thetris.eu

artisan, and service entrepreneurs) by means of specific information on the activities of the project. Encouraging local stakeholders to join the initiative.

Preparing statements for the townspeople, economic operators and associations, museum and church curators to get the project going.

Collection of material on the various structures (churches, museums, local producers) to be included in the lists of the bodies taking part in the *EuganeaCard* initiative.

Drafting the protocol or the regulations governing the issuing and running of the *EuganeaCard*.

Drafting and publication of paper and on-line brochures reporting all the information on how to get and use the card.

Promotion of the activities and products included in the *EuganeaCard* and divulging knowledge of them throughout the territory of the Province of Padua.

Activities of the local stakeholders in the dissemination and promotion of the *EuganeaCard* and of the opportunities offered to tourists, such as special conditions to access museums, description of the natural and sightseeing routes, stopovers and overnight stays in accommodation facilities.

www.thetris.eu

THEmatic Transnational church Route development with the Involvement of local Society

CENTRAL EUROPE COOPERATING FOR SUCCESS.

EUROPEAN UNION EUROPEAN REGIONAL DEVELOPMENT FUND

Transnational document (output 5.1.4) of the project **THETRIS - *THEmatic Transnational church Route development with the Involvement of local Society*** which is co-financed under the Central Europe Transnational cooperation Programme (1. 7. 2013 – 31. 12. 2014).

Leader partner: Association of Municipalities in the Upper-Tisza Area, Hungary – under the leading of External Management Units – ÉARDA Nonprofit LTD. – Zsófia Münnich.

Leader partner of WP5:
 PP9, Znanstvenoraziskovalni center Slovenske akademije znanosti in umetnosti, Raziskovalna postaja v Novi Gorici – Research Centre of the Slovenian Academy of Sciences and Arts, Research Station Nova Gorica

Edited by: Jasna Fakin Bajec

Source: www.thetris.eu
URL: http://www.thetris.eu/?page_id=1107