

Transnational Sustainable Plan

THETRIS Project

Output 5.2.14

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Nova Gorica, November 2014

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

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



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FOREWORD

This **Transnational Sustainable Plan** is the main output of WP5 (Output 5.2.14), whose aim was to mainstream earlier project results from WP3 and WP4, and to ensure their sustainability. The results of different project activities have a successful impact on regional communities, especially activities connected with preparing and managing regional church routes, and pilot actions. In all eleven regions involved in the project, the **regional church routes** (Outputs 3.3.3 – 3.3.13) have become the base for different ways of preserving, managing, and using of church tangible and intangible heritage, fortifying and expressing a regional identity, developing sustainable tourism and cultural brands, and achieving coherent rural communities and well-being of local residents. As the regional routes were prepared in collaboration with local communities, especially local residents in parishes and dioceses, whose tradition and wishes were taken into consideration, it is worth to continue with initial activities in order to achieve better sustainable development of European rural areas and demonstrate new roles and meanings of cultural heritage in contemporary world. We increasingly realize that heritage activities as well as social activities can alleviate today's socio-economic problems, such as poverty, unemployment, pollution, etc., and assure gender equality, give ideas for innovative economic products, enable social inclusion of persons with special needs and immigrants, and create creative living areas.

The most picturesque churches of important historical, art-historical, and ethnological values have been incorporated in the **THETRIS Transnational Church Route** (Output 5.5.3), “which boasts a remarkable variety as a result of the rich history of Central Europe” and “bears testimony to various features which have connected European people, nations, regions, and countries for many centuries” (Makuc, *The transnational church route*, 2014: 1). In the future, it can thus become an important element of strengthening and expressing a transnational European identity and preserving European cultural diversity.

However, in order to achieve this goal, many conditions should be fulfilled and many obstacles overcome, as it has already been suggested in the **Policy Recommendation to the European Union on Preservation and Valorisation of Cultural Heritage** (Output 5.4.1). In order to obtain satisfactory results of using heritage activities as opportunities for successful development, many stakeholders (priests, decision-makers, entrepreneurs, and residents) should take an equal part in the development process. The Transnational Sustainable Plan presents activities which attempt to make good use of development potentials of cultural heritage and stimulate sustainable development of rural communities. Ideas for these activities were formed during project activities where an important focus was placed on sharing common knowledge about development potentials of heritage and presenting good practices and pilot activities of the involved partners.

1. INTRODUCTION

The Transnational Sustainability Plan was developed on the basis of **regional sustainability plans** (Outputs 5.2.2 – 5.2.12), which present concrete actions (with timeframe, responsibility, dedicated resources, and organisational framework) that will sustain regional and transnational church routes and other cultural peculiarities in the regions. Through project activities, a transnational network/consortium of partners was established, which can continue with different activities regarding the Transnational Church Route. The first step in the continuation of the organised activities was made by preparing a project idea catalogue (Output 5.3.2) and by organising a successful project idea market where partners were divided in four groups according to their ideas. All the partners had an active role in the project market, because the idea to do a "tour", so that the visitors could get in touch with each of the eleven involved regions. Each region was represented with typical objects, culinary dishes, folders, pictures, and THETRIS dissemination material. Moving around the tables, the partners discussed new project ideas and then each partner pointed out two favourite ideas for further elaboration.

Two of the project ideas were elaborated and applied in the programme Erasmus+. One application form was prepared by PP9 (ZRC SAZU); it was entitled: *Youth Creativity in New Challenges of Cultural Heritage*. Partners from the THETRIS consortium were PP8 (Association of Communes and Cities of the Malopolska Region, Poland) and the Youth Association from Austria, whose leader, Martina Maria Linzer, was also the THETRIS project manager from PP7 (Diözese Graz-Seckau, Austria). Another application form was prepared by PP8 (Association of Communes and Cities of the Malopolska Region, Poland); it was entitled: *The Open Heritage Hubs: Fostering Creative Talents of Youth*. Partners from the THETRIS consortium were PP6 (Lamoro Development Agency, Italy), PP5 (Province of Turin, Italy), PP9 (ZRC SAZU, Raziskovalna postaja Nova Gorica, Slovenia), and the Youth Association from Austria. Unfortunately, neither project proposal was approved; however, the partners will again apply in 2015. Currently, a project idea for the call HORIZON 2020, Hera and Central Europe is being formed.

After the project market, each partner prepared a transferability plan (Output 5.1.4) in which they presented three elements of other partners' good practices or other introduced initiatives that could be adopted in their region, and explained why those transferability elements had been chosen and which development problems they could resolve.

Afterwards, the partners prepared regional sustainability plans (Outputs 5.2.2 – 5.2.12) where they presented three concrete actions that could manage and sustain regional and transnational church routes. These actions present continuous work of the partners in the field of preservation and exploration of church cultural heritage. All sustainability plans were signed by local decision makers/political bodies at regional signing ceremonies, where local residents got acquainted with further actions and where local politicians could guarantee their implementation, within the scope of their possibilities.

According to the presented actions, the **Transnational Sustainable Plan** (Output 5.2.14) was prepared.

2. STRUCTURE OF THE TRANSNATIONAL SUSTAINABLE PLAN

The Transnational Sustainable Plan responds to the main challenges of cultural heritage practices in the framework of sustainable preservation, management and use of past achievements and knowledge. In order to achieve better development of an area, different ways of cooperation and coordination have to be formed among public, private and voluntary sectors, not only within a group of partners and their co-workers, but also in terms of transnational cooperation, which the consortium of the THETRIS partners can contribute to.

The following chapters are divided into two general parts. The first part (chapter 3) presents the main regional sustainability problems or socio-economic challenges. Data were gathered on the basis of the SWOT analyses of the partners (Output 3.3.1) and on the basis of regional sustainability plans (Output 3.3.3 – 3.3.13), in which the partners introduced the regional sustainability problematics (see the template of regional sustainability plan at the end of document).

The second part (chapter 4), which we refer to as the action plan, divides activities which are going to be realised in the next couple of years into different sub-chapters. This division was formed according to contemporary roles and meanings of cultural heritage practices and main results of the transferability training (Output 5.1.2), where we provided many opportunities of cultural heritage as a response to current social and economic problems. The actions are arranged as belonging to seven measures or issues.

- **Research issues** can improve knowledge and awareness of local residents about their past;
- **Preservation and restoration issues** can protect abandoned local public buildings of important cultural value and re-use them for contemporary needs of the community;
- **Promotion issues** can improve recognition of local entrepreneurs;
- **Life-long informal education issues** can improve the knowledge-based society and foster an intergenerational dialogue;
- **Innovative tourism issues** of development of new innovative local products can present the peculiarities of the local environment;
- **ICT issues** can involve younger generations in the process of researching the past;
- **Management and networking issues** can present how cultural heritage practices can function as a mediator between different sectors, connect them and enable their cooperation.

Some activities include many aims and as such, they could also be connected to the activities in other sub-chapters. In these cases, the main idea that project activities are going to be realised was exposed.

Each sub-chapter presents the aim and scope of each issue and summarises the activities that the partners described in their regional sustainability plans. Necessary resources to manage and sustain regional church routes and the Transnational Church Route are also described.

3. MAIN REGIONAL SUSTAINABILITY PROBLEMS

On the basis of the regional church route description, the summary of SWOT analyses (Output 3.3.2), and regional strategies (Output 3.3.3 – 3.3.13), each partner presented their regional sustainability problematics. The analyses of problems, opportunities, and strengths show the following situation:

The main development problems (weaknesses and threats):

- lack of networking, an individualistic approach to cultural heritage preservation, and a tendency towards individualism and localism;
- shortage of public funds for maintenance, promotion, and management of cultural heritage;
- low willingness of local inhabitants and business people to support preservation of regional cultural heritage;
- absence of regional management knowledge;
- disorganised management (insufficient integration of sacral cultural heritage to tourism programmes);
- low public awareness of the value of cultural heritage;
- lack of social integration and coordination in protection, promotion, and management of cultural heritage.

The main opportunities:

- raising awareness of decision makers and local people of the importance of networking and collaboration;
- creative revitalisation of regional cultural heritage sites through religious cultural festivals, concerts in churches, and other events;
- promotion of ethic entrepreneurship as a way of increasing the use of religious sites and raising money for church heritage preservation;
- better cooperation between private and public sectors;
- strengthening marketing of regional cultural heritage as an alternative target for tourism;
- establishing networks that will connect the existing structures as well as fostering the links between religious and touristic concepts;
- raising awareness of the importance and different values of cultural heritage among young generations and immigrants;
- social inclusion of persons with special needs in the process of preservation and valorisation of cultural heritage;
- advanced models of communication with the public (multimedia info-points, media touchscreens, totems, interactive maps, etc.) and advanced tools that promote cultural heritage and raise the knowledge of the territory offer, etc.

The main strengths:

- beautiful sacral and historical monuments built in different art-historical styles, some also registered in the UNESCO list;
- unique cultural and natural landscapes, some also managed as national parks, which present diversity of European regions;
- events, festivals, and exhibitions demonstrating authentic regional cuisines, arts, music, and handicrafts throughout the year;
- attractive living environment and recreational areas in rural landscapes;
- historical, natural and gastronomic routes connecting different local cultural and natural treasures.

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4. ACTION PLAN

4.1 INTERDISCIPLINARY RESEARCH OF TANGIBLE AND INTANGIBLE CULTURAL HERITAGE

INTRODUCTION

Tangible and intangible cultural heritage can contribute to wider sustainable development goals; however, the main issue is how cultural elements are included in sustainable approaches and how their meanings and values are understood by different stakeholders or the community.

Scholars from various academic disciplines, who study heritage, express the need for an interdisciplinary approach. Alongside the academic point of view, it is essential that the voice of the local population is also heard, as it is members of the local community who shape values and meanings of heritage elements in a given environment.

Experts must first become familiar with the meanings and values that are embodied in the cultural elements of the community that we wish to include in the process of development (for example, wooden churches, cuisine, customs, etc.). This requires from experts, who work on revitalisation, presentation, promotion, management, and uses of local cultural heritage, to come into contact with the locals and learn more about the past in order to become acquainted with human experience, understanding, historical memories, and other feelings connected with a cultural landscape. Only in this way, the logic of the community can be constructed from its history, experiences, and current practices, and guidelines can be provided for the future, based on the appreciation of important elements of the life of the community.

AIMS

- Achievement of interdisciplinary knowledge of cultural heritage;
- historical, art-historical, ethnographic, geographic, and sociological research of tangible and intangible heritage elements in order to make acquaintance with the past of a community or a landscape;
- development of new products, based on tradition, experience, and memories of local residents.

ACTION

1. PP9, ZRC SAZU, Nova Gorica

Basic research for tourist and general development of the Goriška region

AIMS	TIMEFRAME	RESOURCES	ACHIEVEMENTS
Research work, development of innovative products, market and dissemination activities of new products based on tradition and innovation.	5 years	European funds, national funds, local funds.	Scientific conference, e-book of articles, new tourism products.

4.2 RESTORATION AND PRESERVATION OF TANGIBLE AND INTANGIBLE CULTURAL HERITAGE

INTRODUCTION

Cultural heritage sites have many historical, art-historical or vernacular buildings that decay due to lack of private or public funding, unarranged ownership, or other reasons. Besides, municipalities are not willing or do not have financial resources to invest in the restoration of these abandoned buildings, as they do not have proper plans how to utilize them. After the restoration has been accomplished and new functions have been ascribed to the abandoned buildings, an important process of valorisation can take place. With new purposes for satisfying today's needs (museums, life-long learning centres, etc.), these facilities can live on and renew the cultural, social, and economic life of the region.

AIMS

- Restoration and reuse of old buildings;
- new, contemporary functions of old buildings;
- long-term sustainability of cultural sites.

ACTIONS

1. LP, Association of Municipalities in the Upper-Tisza Area

New functions of cultural heritage: improving preservation by using abandoned buildings

AIMS	TIMEFRAME	RESOURCES	ACHIEVEMENTS
Make a catalogue of abandoned buildings, prepare strategic plans for re-utilisation of deserted sites, restoration activities, setting up a new content (museum), promotion.	3 years	European funds, national funds, local funds, donations.	Restored old buildings with a profitable and innovative content.

2. PP2, Public service organisation Bohemian Switzerland

Restoration of small sacral monuments

AIMS	TIMEFRAME	RESOURCES	ACHIEVEMENTS
Documentation of sacral cultural monuments, evaluation of previous restoration work, discussion activities with locals, preparation of project documentation, physical restoration, presentation activities.	2,5 years	European funds, local funds, donations.	Re-vitalised old sacral buildings with cultural and sacral contents.

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4.3 PROMOTION AND DISSEMINATION OF CULTURAL HERITAGE

INTRODUCTION

Promotion and dissemination activities are one of the most important elements in cultural heritage marketing that aim to raise awareness of customers (tourists) and local residents of a development potential of heritage products or brands. Besides, well-developed promotion and dissemination activities can generate sales of heritage products and create brand loyalty. There are different ways to promote heritage products in different media. The most widely used promotion tools today are the social media (Facebook, Twitter), websites of different organisations, newspaper advertisements, special events, and various brochures or booklets. Besides the presentation of historical, ethnological, and art-historical particularities, these publications also provide information on tourist offers. One example of special promotion material is label cards (like the Sussa Card in the Sussa Valley in Italy, or the stamp system in Free State of Saxony in Germany), where visitors collect stamps that offer discounts for food, accommodation, service fees, and the like. Furthermore, promotion of heritage elements is particularly successful in activities held at special events, such as concerts, festivals, and trade shows. It is not only cultural/heritage sites that are promoted there, but also small and medium-size entrepreneurs who collaborate in the events as donors. Their promotion can be achieved through active presence at festivals that are organized in heritage places and where business companies donate, sell, or promote their products, or through collaboration in promotion materials.

AIMS

- Establishment or strengthening of collaboration/network among different stakeholders involved in cultural heritage marketing;
- collecting material for promotion activities;
- publishing different kinds of dissemination material (brochures, booklets);
- updating websites of tourism organisations with the information on regional and transnational church routes;
- preparing diverse cultural events;
- increasing awareness of local residents of a development potential of cultural heritage.

ACTIONS

1. PP11, Province of Padova

Disseminating the traditional history and culture of the Saccisica

AIMS	TIMEFRAME	RESOURCES	ACHIEVEMENTS
Collaboration among different stakeholders, collecting materials, preparing brochures and cultural events, increase awareness of local and regional stakeholders.	3 years	European funds, national and local funds, self-financing initiatives at local festivals.	Increased awareness of the history of the Saccisica (in the south of the Province of Padova), more visitors and more dissemination activities of tangible and intangible heritage.

2. PP11, Province of Padova

Running and sustaining the Benedictine route in the Lower Province of Padova

AIMS	TIMEFRAME	RESOURCES	ACHIEVEMENTS
Promotion of religious routes, collaboration among different groups of stakeholders, improvement of guided services, publication of information materials, preparation of cultural events.	3 years	European funds, national and local funds, self-financing initiatives at local festivals	Enhance the importance of medieval religious buildings, increase the number of tourists.

3. PP11, Province of Padova

Organising and distributing the EuganeaCard

AIMS	TIMEFRAME	RESOURCES	ACHIEVEMENTS
Promotion of initiatives that can involve local communities in a network that can sustain different typologies of tourism and offer visitors different opportunities to enjoy tangible and intangible cultural heritage. The EuganeaCard will become a tool to foster better promotion of tourism programmes.	3 years	European funds, national and local funds, private co-financing.	Development of the structure, rules, and promotion for the EuganeaCard.

4. PP3, ZTS GmbH

Dissemination and promotion: Integration of the church route into the existing network/structure of the region

AIMS	TIMEFRAME	RESOURCES	ACHIEVEMENTS
Further management of the content of the regional church route on the websites of the involved organisations (tourism associations), further promotion activities of the church route, development of promotional materials for all churches.	0,5 year	European funds, national and local funds, donations.	Strengthening the network of the involved partners, promotion materials, websites of the involved organisations updated with the information on the regional route, better promotion of the regional church route.

5. PP3, ZTS GmbH

Signposting of the final part of the existing route according to national rules (no signposting of churches)

AIMS	TIMEFRAME	RESOURCES	ACHIEVEMENTS
New signposting of the route that has not been marked yet (the administrative district of Nordsachsen).	0,5 year	Equity capital	A completely marked regional church route.

6. PP7, Diocese Graz-Seckau

Sending gift packages of regional products and vouchers

AIMS	TIMEFRAME	RESOURCES	ACHIEVEMENTS
Preparation of “THETRIS treasure boxes”, gift packages of souvenirs for the first 100 visitors who have visited the regional church route and completed smartphone games about the Golden Cathedral. Inclusion of regional entrepreneurs in the preparation of gift packages.	1 year	Local funds	An interesting THETRIS treasure box with local products.

7. PP7, Diocese Graz-Seckau

Presentation of the THETRIS Church Route, the app on the websites of the involved parishes and communities, and the “Medieval Day” Event

AIMS	TIMEFRAME	RESOURCES	ACHIEVEMENTS
Preparation of a German web-portal about the THETRIS project providing a presentation of members from the regional working group and information on common events, like the Medieval Day. The purpose of the website will be creating connection and interaction, and preparing a common brand.	1 year	National and local funds.	A web-portal about the THETRIS project and improvement of the content of the traditional Medieval Day Event.

4.4 EDUCATIONAL ACTIVITIES FOR LOCAL RESIDENTS

INTRODUCTION

Despite being the main actor in heritage processes, the local population is usually not sufficiently included in preservation, exploration, and management of cultural heritage. On the one hand, experts or local authorities do not find it logical to include the locals in heritage activities; on the other hand, local residents are passive, uninterested or unaware of potentials that cultural heritage may have. In order to end the passiveness and unawareness of local residents, various long-life educational activities should be prepared and offered to the locals, so that they could recognize development potentials of cultural heritage activities and creatively modify traditional products or services according to contemporary needs and technologies.

AIMS

- Improvement of inhabitants' awareness of cultural activities and cultural heritage;
- preparation of diverse training sessions for local stakeholders;
- strengthening regional cohesion and identity;
- preparation of various educational materials and improvement of cultural event contents.

ACTIONS

1. PP2, Public Service Organisation Bohemian Switzerland **Education and popularization**

AIMS	TIMEFRAME	RESOURCES	ACHIEVEMENTS
Preparation of an educational publication about tangible cultural heritage of the region, organisation of series of meetings and workshops for local inhabitants and tourists, preparation of a brochure, and organisation of events for popularization of individual crafts.	1 year	European funds, local resources.	Educated local residents, more visitors of cultural sights, more promotional materials and events about local cultural heritage, network of people from different organisations who work on development potential of cultural heritage.

2. PP4, Regional Development Agency of the Prešov Self-Governing Region **Training sessions for local stakeholders**

AIMS	TIMEFRAME	RESOURCES	ACHIEVEMENTS
Preparation of training sessions for local stakeholders, preparation of specific educational materials, organisation of studied tours to local areas, establishment of a joint organisation – a guarantor who would organise different	1 year	European funds, national funds, local funds, donations.	Preservation of intangible cultural heritage, educated guides and other stakeholders, more educational materials about tangible and intangible cultural heritage of the region,

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events and promotional materials. Preparation of interesting events, excursions, and educational materials for students.			establishment of various networks of stakeholders.
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3. PP8, Association of Communes and Cities of the Malopolska Region **Development of human resources on the Route**

AIMS	TIMEFRAME	RESOURCES	ACHIEVEMENTS
Organising groups of stakeholders to get actively involved in the management of the regional route. Development of various training programs designed individually for particular groups.	5 years	European funds	A cadre of highly qualified and skilled professionals to achieve high-quality services and products.

4. PP9, ZRC SAZU **Training activities and development of dissemination materials for the Goriška Region**

AIMS	TIMEFRAME	RESOURCES	ACHIEVEMENTS
Strengthening the regional church route as an identification element for the regional identity. Organisation of management trainings for stakeholders, development of training materials, establishment of collaboration among groups of stakeholders, establishment of tourism portal of the Goriška Region.	3 years	European funds, national funds, local funds.	Management plan for further development of the regional church route, stakeholders educated about pilgrimage tradition and management skills, new dissemination materials, new tourism portal.

5. PP6, LAMORO Development Agency **Enhance civil society participation in projects of valorisation of tangible and intangible cultural heritage**

AIMS	TIMEFRAME	RESOURCES	ACHIEVEMENTS
Involvement of local communities in preservation, management, and use of cultural heritage in order to create sustainable tourism.	1 year	European funds, local funds, donations.	Living local communities who know, appreciate, protect and live their own heritage.

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4.5 DEVELOPMENT OF HERITAGE/CULTURAL TOURISM IN RURAL AREAS

INTRODUCTION

In contemporary world, tourism has become an important sector for development of rural areas; therefore, a link between tourism, religion and cultural life, and protection of cultural heritage is apparent. Tourism uses both tangible and intangible cultural heritage as primary activities that are supposed to attract visitors. In return, these visitors bring financial assets to the region (they buy products, pay for services, visit tourist destinations), which are used to protect and develop cultural heritage. Visitors are more than just mere “impartial observers”; they take an active part in forming the local community. Considering these assumptions, an important objective to be achieved is to get visitors involved in cultural and other events in the region, and increase their feeling of identification with the region (for example, through repeated visits, voluntary contributions to selected activities, building a community of people who consider the region their “second home”, etc.).

AIMS

- Expanding tourist offer in the regions;
- promotion of new tourism products based on cultural heritage;
- sustainable preservation, management, and use of tangible and intangible cultural heritage for tourism purposes;
- establishment of interdisciplinary groups/networks/teams which will develop interesting and marketable tourism products.

ACTIONS

1. LP, Association of Municipalities in the Upper-Tisza Area

Widening tourist offer in the region: improve local products as cultural heritage.

AIMS	TIMEFRAME	RESOURCES	ACHIEVEMENTS
Development of building infrastructure (Community Centre), development of contents that will bring the Centre to life, preparation of a marketing plan for the Centre and for local products, development of dissemination and promotional materials, organisation of local events.	1,5 year	European funds, national funds, local funds, donations.	Revitalised Community Centre of Fehérgyarmat with contents connected with local products based on intangible cultural heritage. New job opportunities for the locals.

2. PP2, Public Service Organisation Bohemian Switzerland

Tourism products

AIMS	TIMEFRAME	RESOURCES	ACHIEVEMENTS
Preparation of new products based on the church route	1,5 years	European funds	Establishment of an interdisciplinary work

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defined within the THETRIS project, meetings with stakeholders in order to define new products, preparation of a marketing research survey and a marketing strategy with promotional activities, definition of target groups, and implementation of products.			group or a project team, and construction of new tourism products that will encourage tourism development.
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3. PP4, Regional Development Agency of the Prešov Self-Governing Region Marketing strategy for creation of tourist packages

AIMS	TIMEFRAME	RESOURCES	ACHIEVEMENTS
Market research, analysis of local tourism assets in order to prepare an integrated marketing strategy of sustainable preservation, management, and use of cultural heritage, creation of tourist packages in order to increase the number of visitors, negotiations to set up a guarantor/delegate for new projects and activities.	2 years	European funds, national and local funds, donations, private finances of tourism organisations.	Guarantor, tourist packages and joint promotional strategies for regional heritage sites.

4. PP5, Province of Turin Francigena Route of the Susa Valley

AIMS	TIMEFRAME	RESOURCES	ACHIEVEMENTS
Improve development and quality of a part of the Francigena Route in the Susa Valley by involving private operators. Establishment of public and private partnerships in order to improve territorial marketing strategies of cultural heritage. Preparation of websites, mobile apps, and training activities and materials for the locals. Improvement of tourist offer at local events.	2 years	European funds, national and local funds.	Improved tourist offer along the Francigena Route and establishment of private-public partnerships.

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5. PP5, Province of Turin

Creation and the first selling the tourism product “Novalesa”

AIMS	TIMEFRAME	RESOURCES	ACHIEVEMENTS
Involvement of the local community in the tourism sector; finding a positive synergy between heritage and tourism operators in order to create interesting products, promotion of products, increasing the quality of tourist services.	2 years	European funds, national and local funds, tourism operators, who will co-finance projects	Educated citizens and tourism operators, better tourism promotion at regional and interregional levels.

6. PP8, Association of Communes and Cities of the Malopolska Region

Certification and categorization of objects located on THETRIS Route by the category of accessibility

AIMS	TIMEFRAME	RESOURCES	ACHIEVEMENTS
Creation of branded tourism products of the THETRIS route that will include various components of tangible and intangible cultural heritage; establishment of a certification system for monuments in wooden architecture route – the certification system will indirectly represent a network among interested institutions and individuals.	2 years	European funds	A comprehensive certificated system with rules and requirements for objects on the THETRIS route, categorisation of objects, evaluation of the system after two years.

7. PP8, Association of Communes and Cities of the Malopolska Region

Expansion and promotion of tourist offer on the Route (new tourism products)

AIMS	TIMEFRAME	RESOURCES	ACHIEVEMENTS
Development of elements of the THETRIS Route into quality tourism products that will become a package of tangible and intangible assets, based on possibilities of spending more time at a given destination.	1 year	European funds	An increased number of objects on the THETRIS Route, well-prepared events, festivals, and artistic shows, certified regional products.

8. PP6, LAMORO Development Agency

Definition of the target-product called “The revelations of the sacred”

AIMS	TIMEFRAME	RESOURCES	ACHIEVEMENTS
Development of elements of the THETRIS Route into a quality tourism product, “Revelations of the sacred”. The product will become a package of tangible and intangible assets, based on possibilities of spending more time at a given destination.	1 year	European funds, local funds, donations.	An increased number of objects on the THETRIS Route, well-prepared events, festivals, and artistic shows, certified regional products, more tourists in the region, well-organised clubs of companies.

9. PP6, LAMORO Development Agency

Realisation of a social media marketing strategy for the product called “the revelations of sacred”

AIMS	TIMEFRAME	RESOURCES	ACHIEVEMENTS
Implementation of an effective social marketing tourism plan, training activities about new needs in tourism and about information tools.	1 year	European funds, local funds, donations.	A globally recognised area/territory whose development will be based on a well-prepared social marketing tourism plan.

4.6 ICT ACTIVITIES

INTRODUCTION

Sustainable preservation, management, and use of cultural heritage demand involvement of new information and communication technologies (ICT) that can improve its preservation and management and include different generations, especially the young. Besides, digital content of cultural heritage also improves accessibility to heritage sites (e.g. a visitor guide system) and makes its historical, art-historical, and ethnological peculiarities accessible to all citizens. Besides these objectives, a sustainable approach to cultural heritage can be formed if young generations are acquainted with heritage development potentials and see opportunities for further creativity and innovative work. All this encourages development of new digital technological tools, such as game applications for smartphones that can teach young people about art, historical dates, and customs in entertaining ways. The application game “The Golden Cathedral” developed within the THETRIS project (as a pilot action conducted by PP7) has been successfully accepted by school pupils, who like the idea of combining a treasure-hunt with historical facts of the regional cultural heritage from medieval times.

AIMS

- Development of different contents regarding sacral heritage for smartphone application games.

ACTIONS

1. LP, Association of Municipalities in the Upper-Tisza Area **Innovative mobile application for involving the youth in the preservation of cultural heritage related to churches**

AIMS	TIMEFRAME	RESOURCES	ACHIEVEMENTS
Organisation of workshops to get new ideas for smartphone applications; technical construction of an application; development of marketing campaign for the new application.	1 year	European funds, local funds, donations.	A new smartphone application.

2. PP3, ZTS GmbH

Creation of a church app to support the THETRIS church route

AIMS	TIMEFRAME	RESOURCES	ACHIEVEMENTS
Creation of an application with educational content that will animate residents and tourists to discover the regional church route via new teaching methods.	3 years	European funds, national and local funds, donations, and equity capital.	A new application with educational content.

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3. PP7, Diocese Graz-Seckau

Programming of the app “The Golden Cathedral” for iOS and placing of geocaches and spiricaches

AIMS	TIMEFRAME	RESOURCES	ACHIEVEMENTS
Programming the smartphone application “The Golden Cathedral” for iOS/Apple.	0,5 year (October 2014 – December 2014)	National, local funds, donations.	A re-programmed app for iOS/Apple.

4. PP9, ZRC SAZU

Development and implementation of the smartphone application “Searching for Holy Virgin Mary”

AIMS	TIMEFRAME	RESOURCES	ACHIEVEMENTS
Development and implementation of the application “Searching for Holy Virgin Mary”, dedicated to the Holy Virgin Mary pilgrimage churches of the Goriška Region.	1 year	European funds, national and local funds, programme activities of ZRC SAZU.	An educational application for smartphones.

4.7 MANAGEMENT AND NETWORKING

INTRODUCTION

Various cultural heritage practices (like researching local history, organising village and local celebrations or events, reviving old customs, restoring local architectural objects, or preparing exhibitions, etc.) are social activities that usually involve many different participants and foster intergenerational and intercultural dialogues. Because of that, new challenges of heritage practices could also be informal occasions for establishment of networks for fostering interaction and cooperation of different stakeholders, especially local authorities, private sectors/entrepreneurs, scientists/researchers/experts, and local residents. Many rural areas have rich cultural and natural development potentials, but they are facing disconnections of activities among residents, which contributes to uncompetitive and non-innovative products in wider national and global areas. Networking could link different human energies and capitals, strengthen research, development, and innovation, stimulate synthesising, and share and present best practices, experiences, research results, and other opportunities. Furthermore, this approach also demands new methods of management that should include an interdisciplinary approach, because every science field can contribute to successful development.

AIMS

- A well-managed cultural route.

ACTIONS

1. PP4, Regional Development Agency of the Prešov Self-Governing Region

Setting up a guarantor of the projects

AIMS	TIMEFRAME	RESOURCES	ACHIEVEMENTS
Setting up a guarantor from a civic organisation, local administrative body, religious organisation, or non-profit organisation who will work as an informal head of management and take care of activities, such as management, leading idea development, administering communication, organising events, and communication with stakeholders.	4 months	National project, local funds, donations.	A guarantor on a voluntary basis who will be responsible for realisation of the regional strategy.

2. PP5, Province of Turin

Realisation of “Pilot Project for Integrated Cultural Enhancement, Social Development, and Business”

AIMS	TIMEFRAME	RESOURCES	ACHIEVEMENTS
Realisation of the project that	2 years	European funds,	A realised project with

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<p>aims to educate local residents, establish networks among private and public sectors, continue architectural redevelopment of the village Novalesa, introduce start-up actions for integrated tourism promotion, and transfer experience in Exilles.</p>		<p>national and local funds, private co-financing.</p>	<p>a successful organisation structure: steering committee, control room, working group, and organizing secretaries.</p>
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*THEmatic Transnational
 church Route development
 with the Involvement of
 local Society*



**CENTRAL
 EUROPE**
 COOPERATING FOR SUCCESS.



EUROPEAN UNION
 EUROPEAN REGIONAL
 DEVELOPMENT FUND

5. CONCLUSION

In a world of continuously changing environmental, social and economic circumstances and conditions, in which national and transnational communities are seeking opportunities for sustainable development, sacral cultural heritage is very important in numerous processes of alleviating rural problems, especially in overcoming passiveness of local residents, reducing unemployment, social poverty and pollution, assuring gender and social equality, generating ideas for innovative economic products, enabling social inclusion of immigrants and persons with special needs, constructing creative living areas, healthier societies and well-being of local residents, and establishing collaboration and networks among different sectors and communities. As non-cooperation and incomprehension among the main actors of development (political decision-makers, experts, entrepreneurs, and other local residents) are the main problems in establishing sustainable communities, we urgently need many formal and informal occasions for meetings, conversations, new acquaintances, and exchange of ideas, needs, and compromises. Sacral heritage activities as social practices (e.g. pilgrimages, festivals, celebrations, and church routes) can provide opportunities for mutual trust and networking of public-private partnerships, which is a basic methodology to achieve common sustainable development.

Collaboration is crucial to overcome contemporary problems of rural areas, which are connected with wider European economic and social problems. Also, in order to achieve results of the presented activities, further cooperation among partners is required. Therefore, a **transnational organisation (private or public) should be established**, which will coordinate preparation of common activities, carry out project results, and promote further transnational routes. While each partner will continue with activities and promotions of their own regional church routes, which present a part of the Transnational Church Route, a transnational organisation or somebody from the consortium of the THETRIS partners should take over common activities and preparation of common project ideas. The Transnational Sustainable Plan will be realised in the next project period between 2014 and 2020. It will ensure operational, financial, and institutional sustainability. As financial resources of the activities depend more or less on European projects, a common transnational organisation should apply for new European funds guaranteed through transnational project resources (e.g. Central Europe), so that initial common activities (internet sites, publications, etc.) can also be sustained.

The Transnational Sustainable Plan includes recommendations for the partners, whose actions or issues can improve the content of the THETRIS regional church routes and consequently enrich the Transnational Church Route. The Plan discusses how partnerships can raise international awareness of the importance of preservation, management, and use of sacral cultural heritage. The document also gives possibilities for further project activities of the Transnational Church Route and suggests ways to attract funds for future cooperation. Besides, the benefit of the Transnational Church Route is also to enable users to compare the presented activities and find appropriate partners who will be working on similar issues. As such, the Plan is a basis for creation of dialogues, transnational partnerships and collaborations, which are of crucial importance.

Finally, it is worth stressing that the main issue of cultural heritage for purposes of development is to understand that *“cultural heritage is not here for its own sake, but that it is something that fills our hearts”* (Gerhard Hoffbauer (PP7) in Transferability training, May 2014); it is here to empower us to solve contemporary social and economic problems and achieve a potential for a better and healthier life. We just need many formal and informal occasions, opportunities and conditions to demonstrate and use its important development potential.

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6. TEMPLATE FOR THE REGIONAL SUSTAINABILITY PLAN

The purpose of Sustainability plan is to **ensure the sustainability of the results** of the all project actions that PPs will continue working on the preservation of churches and uses of cultural heritage after the closure of the project.

Each partner should describe **at least three concrete actions** (which could be based on transferability elements or other regional potentials), which would run and sustain regional church route.

The regional sustainability plan must be written **in English language in 10 pages!**

General data

Name of the institution and PP number:	
Name of project manager filling out the template:	
Phone:	
E-mail address:	

Regional sustainability problematic

<p>Please, present the regional sustainability problematic (on the basis of the regional church route description, summary of SWOT analyses and regional strategy)!</p> <p>Min. 3000 - max. 5000 characters with spaces.</p>	
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1. Title of the action

<p>Please describe the concrete action!</p> <p>Min. 1000 – max. 2000 characters with spaces.</p>	
Please describe detailed timeframe.	

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<p>List of involved stakeholders and their responsibilities (municipalities, associations of municipalities, regional development agencies, tourist officers, local associations, research institutions, individuals ...).</p> <p>Min. 500 – max. 1000 characters with spaces.</p>	
<p>Which would be your responsibilities in implementation of concrete action?</p> <p>Min. 500 – max. 1000 characters with spaces.</p>	
<p>The possible resources for the implementation of concrete action.</p>	<p><input type="checkbox"/> European Union projects</p> <p><input type="checkbox"/> National projects</p> <p><input type="checkbox"/> Local funds</p> <p><input type="checkbox"/> Donations</p> <p><input type="checkbox"/> Other: (please, describe the possible resources here)</p>
<p>Please, describe detailed organisational framework on how to implement the concrete action.</p> <p>Min. 1000 – max. 2000 character with spaces.</p>	