



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



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## WP 4 output 4.1.7

# PILOT SELF EVALUATION FORM



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## CONTACT INFORMATION

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## EVALUATION OF IMPLEMENTED PILOT ACTION

While filling in the evaluation report please give as much information as possible. Please include in your description both good and bad experiences connected with PA implementation. This will help you in future to improve your activities and to all who will decide to transfer your actin to their regions to avoid errors.

The report has to be finished by 31<sup>st</sup> December 2013.



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Title of implemented pilot action	"The Golden Cathedrale"
Short description of area where pilot was implemented	<p>The area is called "Obersteiermark West" and is located in the western part of Styria in a mountainous region that is crossed by the river Mur. The region suffers because of brain-drain and missing job opportunities due to a lack of infrastructure, that may be the main reason for not being able to attract big companies that could provide the population with jobs.</p>
Description of actions implemented (including stakeholders involved, main goals, elements of sustainability)	<p>Our tasks and challenges in general and concerning the implementation of the pilote action where the following:</p> <ul style="list-style-type: none"> <li>• Development of a route of outstanding medieval churches and sites representing cultural heritage in the district of Murtal</li> <li>• Inclusion of already existing attractions (pilgrimage routes and places, medieval fortresses, touristic offers)</li> <li>• Consideration of the opinions of the local population</li> <li>• And involvement into the development process</li> <li>• Development of a possible connecting route (hiking, biking, barrierfree) between the churches</li> <li>• Linking the church route with its cultural heritage content to the interests of the local teenagers (young generation) and make them aware about the (im-) material richness they can find in their region</li> </ul> <p>During the regional working group session in June 2013 we discussed the possibilities and opportunities that lie 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 were 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</p>



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topic and the pilot-actions. We published the tender for finding an IT-provider to complete the task in July 2013. We had several meetings where we defined the objective and the tasks with the IT-company. By the end of September 2013 we chose the company Codeflügel GmbH and started implementing the concept. We had a presentation of the concept in another regional meeting on 21.11.2013 and the local stakeholders and partners liked it very much. We are designing and programming a Smartphone-application as game/treasure hunt to discover the local cultural heritage, tailored for the youth between 14 and 17 years. The german version of the application was finished by December 2013, the English version was finished in February 2014. Currently we are testing the application with our regional stakeholders and will do a testing-event with youth from different countries on 21<sup>st</sup> of March 2014. We are planning to do a press-conference on 3<sup>rd</sup> of April 2014 in order to make our pilot-project visible to the public.

Timetable of pilot actions  (add more lines if necessary)	Name of the action	timing
	1.regional meeting	June 2013
	Tender for IT-project on homepage	July 2013
	Concept making internally	August-September 2013
	Programming /Codeflügel	October 2013- December 2013
	2. regional meeting/presentation	November 2013
	Finishing of german version	December 2013
	Test-phase	January-March 2014
	Finishing of English version	February 2014
	3. regional meeting/presentation Putting signposts with QR-codes	March 2014



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	<p>Press conference and public presentation during pilot seminar</p>	<p>April 2014</p>
<p>Achieved results</p>	<p>Agreement with local community on how to do the pilot-project and on which focus The company Codeflügel was chosen to do the programming of our IT-pilote 3 meetings and one presentation on regional level (June and November 2013, march 2014, press conference in April 2014</p>	
<p>Problems identified during project implementation</p>	<p>The money in the budget (6.900 €) was not enough in order to provide something useful and professional for the region. We had to transfer/organize money to pay the IT-company. It is not possible to mix too much of the objectives in just one application, so we decided to focus on the needs and interests of the young generation as there are important actors concerning the future and sustainable valorization of the region.</p>	
<p>Added value of pilot at local/regional level</p>	<p>describe here what kind of impact the implemented actions have socio-economic situation of the region 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</p> <hr/> <p>describe here what kind of impact the implemented actions have on accessibility of the route the route and its content will be made accessible to Smartphone-users and in a visual manner.</p> <hr/> <p>describe here what kind of impact the implemented actions have on</p>	



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	<p><i>preservation of cultural heritage</i></p> <p><i>the cultural heritage mentioned in the It-pilote will be given a higher value by the users and so they are more eager to contribute to the preservation. Furthermore, after the THETRIS project's end, the application could be sponsored by companies and a part of this money can be used for the preservation of the cultural heritage.</i></p>
	<p><i>describe here what kind of impact the implemented actions have on identity and local commitment</i></p> <p><i>the local population gets aware of what they have and maybe become proud "ambassadors" of this local heritage as cultural guides in tourism or for schools</i></p>
<p>Possibilities of continuation of activities</p>	<p><i>do you do think about continuation/development of implemented actions in future?(if not, why?)</i> yes</p>
	<p><i>Do you have an idea how to do it? What kind of resources you will need to continue pilot activities? will it be easy for you to find them?</i></p> <p><i>Local sponsors and companies that can put their advertisement into the smartphone app and on the markers that are necessary for reproducing the "augmented reality"-Golden Cathedrale!</i></p>
	<p><i>Other comments</i></p>
<p>Remarks about what could be improved in the further activities</p>	<p><i>More money and resources should be invested in the pilote programming itself and its regional implementation and distribution of the product.</i></p>



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Describe elements of transferability at a transnational level	This IT-pilote could be used on every church route as a great tool for young people, but of course the content has to be adapted to the local heritage.
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### Quantitative results

Number of stakeholders involved in the pilot implementation	
Policy makers, decision makers	3
Local citizens	11
School students	25
Marketing, tourism, cultural experts	6
Church	8
Media	4
Research institutions	0
Others ( <i>please specify</i> )	

No of audio guide systems with GPS implemented in churches	
No of accessibility models developed and tested	
No of set up local networks	
No of revitalization packages developed	
No of governance models developed	
No of trainings participants	
No of QR-code systems implemented	1



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No of church apps	1
No of training materials developed	

*\* If the indicator does not refer to the pilot action you implemented please write "n/a"*

**Attachments:**

- Photo and video documentation from all meetings organized within pilot
- Lists of participants of the meetings
- programmes of meetings
- press materials
- promotion materials produced within pilot action
- Others .....