

TEMPLATE

Output factsheet: Tools

Version 1

Project index number and acronym	CE1146 CULTURECOVERY
Lead partner	Municipality of Cervia
Output number and title	O.T2.1 Cultural recovery model for the management of ecomuseums
Responsible partner (PP name and number)	PP10 Lake Valencej
Project website	https://www.interreg-central.eu/Content.Node/CULTURECOVERY.html
Delivery date	07/2018

Summary description of the key features of the tool (developed and/or implemented)

The main goal of O.T2.1 is to provide an innovative management model to preserve, recover and sustainably and responsibly use ICH. The output has been developed based on tight public-private cooperation, for preservation, recovery&sustainable use of ICH, addressed to ecomuseums' managers. Further than organizational aspects for an effective management, different approaches of management and solutions on how to preserve ICH, how to exploit ICT and creative industry to raise quality&appeal of cultural offer (leading to respect of environment) to embed it in the responsible tourism offer are given.

The output integrates different approaches according to the outcomes of WPT1 on the one hand. Namely the main statements of D.T1.1.2 (Joint study on participative methods and management models) and D.T1.2.2 (Report on BP analysis and SWOT) have been used. On the other hand, rethought and further developed the existing related initiatives on ecomuseums (and different forms of museums) that combine community, environment and cultural heritage. As a third pillar and the main novelty of the output, it wnet over the organizational aspects by integrating the related aspects of ICT and creative industry for improving the efficiency of ICH management.

NUTS region(s) where the tool has been developed and/or implemented (relevant NUTS level)

The development of the output has been covered the whole partnership, all regions from all project countries (IT, HU, PL, SLO, CRO, AT) have been involved. Over the involvement of the project partners, wide involvement of all relevant regional stakeholders has been assured through the implementation of D.T2.1.2 (Workshops on local public-private partnership).

Expected impact and benefits of the tool for the concerned territories and target groups

The main impact and benefit directly for the involved regions and indirectly for the ecomuseums in the programme area is to have a widely usable tool from the following perspectives:

- Adding a valuable overview of the existing initiatives from a theoretical and practical perspective to give an adaptable framework on ICH management.
- Evaluates the main values and obstacles of current management activities.
- Offering a formerly non-existing practical model considering organizational, governing, financing and operation-promotion aspects on supporting new tourism offer development.
- Completed with ICT and CCI related elements that makes it more valuable and customer ready for further use.

Sustainability of the tool and its transferability to other territories and stakeholders

The main sustainability measure of the output is being a background for the action plans. On the basis of the management model, action plans (AP, for each involved region) for the preservation and promotion of ICH through ecomuseums will be developed. It should foresee concrete actions in the field of: participatory processes for involvement of active locals in the documentation, interpretation, maintenance of ICH; ICT application; actions to include ICH enjoyment within the tourism offer; business plan to ensure sustainability and operational durability up to 5 years.

From the perspective of sustainability, the action plans have a role as follows:

- adaptation on durability of the model's elements
- selecting and developing practical steps for the next years of operation (considering the individual characteristics of the regions' involved)
- grounding pilot testing of new ecomuseum management elements.

From the transferability perspective, the output has been widely disseminated in all involved regions covering all relevant stakeholder groups. As for the transferability over the project area, the partnership is planning to share its results in external events in the later stages of the project.

Lessons learned from the development/implementation process of the tool and added value of transnational cooperation

The lessons learned can be summarized as follows:

- By reviewing the existing results a tailor-made management model is needed to support all perspectives of ecomuseum management.
- To reach the goal of valuable support on tourism offer development, all aspects of the model (governance, finance, operation and promotion) have to be practically tested and implemented.
- Selecting and developing practical steps for the next years of operation (considering the individual characteristics of the regions' involved) is necessary.
- The involvement of all relevant stakeholders and raising awareness on wider public is crucial.

The added values of transnational cooperation are:

- Integration of different development characteristics and needs assure a transnationally valuable model.
- The new elements of ICH management (ICT and CCI) could be developed on transnational by using all relevant experiences of the partner regions.

- As the ecomuseum concept has different level of ICH management policies in the involved countries, a valuable knowledge sharing process could be reached through the transnational cooperation.

References to relevant deliverables and web-links If applicable, pictures or images to be provided as annex

The output is strongly connected to the following deliverables:

- D.T2.1.1 - The output has been developed in the framework of this deliverable
- A.T2.1 (D.T2.1.2) - Report on local public-private participative process (validation and further development of the model)
- A.T2.3. - discussing the adaptation opportunities (further development of the model in the final stage of the project)
- A.T3.1. - Considering the output in AP development
- A.T3.2. - Integration to pilot actions

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