

TEMPLATE

Output factsheet: Strategies and action plans

Version 1

Project index number and acronym	CE1146 CULTURECOVERY
Lead partner	Comune di Cervia
Output number and title	OUTPUT S.0.3.1 Action plan for the preservation and promotion of ICH through ecomuseums in CENTRAL EUROPE (Ape)
Responsible partner (PP name and number)	PP8 Municipality Mošćenička Draga
Project website	https://www.interreg-central.eu/Content.Node/CULTURECOVERY.html
Delivery date	31.12.2018

Summary description of the strategy/action plan (developed and/or implemented)

The basis for the creation of the Action Plan of the Ecomuseum Mošćenička Draga was the Strategy of 2012 and the participatory processes with the interested public and the relevant stakeholders. The Mošćenička Draga Municipality has a wealth of intangible cultural heritage, in which is directed a series of safeguard actions with basic objectives: Evaluation, preservation, interpretation and presentation of the local cultural heritage and transfer of traditional skills (1) and Systematic awareness and education of the local population for the process of appropriate and sustainable use of natural and cultural heritage to create added value (2). Following the new trends in the behavior and habits of the target group, in line with the vision of the Municipality of Mošćenička Draga and the Ecomuseums Mošćenička Draga, the implementation of the Action Plan is directed at the innovative interpretations of the intangible cultural heritage.

The implementation of the Action Plan focuses on ICT, creative industries and participatory processes. Efforts are focused on actively involving younger generations in preserving tradition and creating additional content of cultural interpretation for local people and tourists. In accordance with written above, two pilot actions will be implemented. First one aims to reconstruct traditions through multimedia content displayed on multimedia totem (ICT). In framework of second one will be tested "2 mobile didactic showcases" on traditional crafts and skills addressed to local schools.

NUTS region(s) concerned by the strategy/action plan (relevant NUTS level)

NUTS-1: Croatia
NUTS-2: HR03
NUTS-3: HR031, hR036

Expected impact and benefits of the strategy/action plan for the concerned territories and target groups

It's envisaged that the methods of using ICT, creative industries and participatory processes will result in the following:

- ✓ enrichment of the tourist offer (cultural tourism)
- ✓ develop in disseminating knowledge and good practices for the transmission of heritage values
- ✓ integrate the intangible cultural heritage of development policy at the local level
- ✓ develop innovative models on ICH presentation (ICT)
- ✓ strengthen shared responsibility for heritage
- ✓ stimulating quality and continuous information to the public disclosure
- ✓ promoting the visibility of heritage in Croatia and internationally

Sustainability of the developed or implemented strategy/action plan and its transferability to other territories and stakeholders

Culturecovery is the first project funded by EU funds in which Municipality of Mošćenička Draga and connected Ekomuseum are participating together as project partner. Knowledge and experience gained through the project are valuable for the work of the municipality. During the implementation of the project, the Municipality was granted for the implementation of another INTERREG project for cross-border cooperation. The project also deals with the intangible cultural heritage which will lead to synergies of project results and greater sustainability. The already established Strategic Plan has been endorsed by the Action Plan. The Ecomuseum has revised the goals set so far, modernized them and adapted to the current trends and thus became its management, more competitive for further work on the ICH protection. We also believe that pilot actions will have a significant impact on stakeholders and that this will result in multiplication in the form of further efforts in the area of protection.

Lessons learned from the development/implementation process of the strategy/action plan and added value of transnational cooperation

The Ecomuseum has been active since 2012, and believes in the value of intangible cultural heritage in its area. With the lack of interest in the wider community, the management sometimes feels lonely in their endeavours. However, project funding by EU funds has given us the confirmation that our efforts are properly directed. The EU funding project has given added value to ICH also in the wider community. Since our ICH is located in a rural area where the elderly live, the EU funding has contributed to the attractiveness of heritage.

The transnational approach has given us the opportunity to network with other ecomuseums and share experiences and ideas. Frequently, ideas and experiences are not applicable in other environments, but this did not pup up as disadvantage. It showed us that we're all unique. Through international experience we can get to know ourselves better. Compared to other ecomuseums, we were able to get a wider picture of our valuables and what are our strengths and weaknesses.

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

The references are tot he following deliverables:

D.T2.1.1 Management concept of ecomuseums to preserve, recover and sustainably & responsibly use of ICH

D.T3.1.1 Jointly developed model of APE

D.T3.1.8 Action plan for the ecomuseum of Mošćenička Draga - HR

The Action Plans can be found at the following link

<https://www.interreg-central.eu/Content.Node/Action-Plans-and-Pilot-Actions.html>