TEMPLATE

Output factsheet: Strategies and action plans **Version 1**

Project index number and acronym	**CULTURECOVERY**
Lead partner	Municipality of Cervia, Italy
Output number and title	OUTPUT S.0.3.1 Action plan for the preservation and promotion of ICH through ecomusuems in CENTRAL EUROPE (Ape)
Responsible partner (PP name and number)	Lake Balaton Development Coordination Agency (LBDCA)
Project website	https://www.interreg-central.eu/Content.Node/CULTURECOVERY.html
Delivery date	30.06.2020

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

The concept of the Balaton Ecomuseum is based on the cultural landscape, which is itself a part of the intangible heritage due to its natural and artificial landforms, settlements, spiritual and aesthetic value. Structure of the Action Plan:

(a)Resource audit and continuous monitoring: natural and cultural resources, physical assets (infrastructure, built heritage resources), institutional resources (local and regional authorities and their organisational structure, civil organisations, economic associations, etc.), demography and potentially available human resources, financial resources, intangible heritage resources, goodwill and public knowledge about places of importance concerning ICH, existing structures already in place (national parks, local and regional museums, forest schools, etc.).

 (b) Defining the final targets for the ecomuseum - what do we want to create? The Balaton Ecomuseum will be based on the complex cultural landscape of the Lake Balaton Region providing a holistic set of informal education programmes for the visitors and interactive education facilities suitable to present the elements of intangible cultural heritage in one comprehensive system.

(c) Stakeholder management and community participation. Identification of key stakeholders in several levels of the planned ecomuseum. Information and involvement – acquiring environmental, infrastructural, social and economic information about the key areas of the planned ecomuseum.

(d) Setting up a system of strategic goals and timeline of realisation: Constructing a network of existing facilities and potential development objects, identification of thematic routes and construction of educational trails, applying ICT technologies, mobile applications and interactive programmes. Guide books and e-guides. Developing marketing strategies. Budgeting for the establishment of each position.

(e) Strategic control mechanisms. Feedback systems at critical stages. Environmental risk assessment with particular emphasis on the carrying capacity of the touristic destinations within the ecomuseum.

Feedback from local and regional stakeholders and tourists. Customer satisfaction monitoring and identification of changing customer expectations.

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

The Balaton Region and the whole area of the planned Balaton Ecomuseum is situated in a NUTS 2 region, including Veszprém, Zala, and Somogy Counties.

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

Integrating the already existing facilities and the planned developments into one system, the ecomuseum as one, holistic touristic product with a wide range of different attractions and a continuous development, restoration and revitalization of intangible cultural heritage (trades, crafts, events, traditions, etc.) will be much more attractive than a number of scattered, sometimes not easily identifiable products in the region.

Substantial changes can be expected regarding the infrastructural development of the so called "second line" localities, which were not in the centre of touristic routes despite the fact that they have a number of existing and potential touristic attractions, which can be put into and developed in one holistic system generating more employment opportunities and simultaneously reducing the touristic pressure on ecologically sensitive coastal areas. It is important to emphasize, that the infrastructural development will have to be strictly sustainable with regard to the environmental, social and economic carrying capacity of the ecosystem services of these destinations.

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

The implementation of the new, holistic ecomuseum-concept, including the formulation of the strategic plans and identification of the key actions in one system taking into consideration the touristic carrying capacity of the destinations within the ecomuseum will ensure the environmental, social and economic sustainability of the project. The intangible heritage is always present and emphasized, not separated from the natural and built heritage but treated and interpreted in one system as the character-shaping factor of the cultural landscape.

Construction of a well-functioning international database and human resource pool of professional manpower with cutting-edge expertise on all aspects of use, revival and pragmatic application of natural resources, traditional trades and crafts, applied heritage science, good conservation-practices and touristic development potential of destinations will guarantee the expertise required for planning sustainable management strategies.

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

Many ecomuseums are established around one certain activity, cultural tradition or use of specified natural resources. The now planned Balaton Ecomuseum is far more complex. Due to the complexity and size of the Balaton Ecomuseum, the actions described here are of strategic importance, they contain a number of activities and planning of future activities. Therefore, we make a clear distinction between pilot actions of key importance for strategic development, strategic actions and activities, which are included in these actions. The originally outlined logical framework was not suitable for Balaton Ecomuseum, since it could not properly address the typical interlinkages and feedbacks between different categories of material and intangible heritage in such an ecomuseum, which is based on the whole cultural landscape and not a single feature or trait, group of features or category of activities.

Excellent community participation from an international perspective in a new applied scientific context is one of the most important added values of transnational cooperation.

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

Bakony-Balaton Geopark www.geopark.hu/, suitable to extend the concepts for the whole ecomuseum; Zánka Herb Valley http://www.gyogynovenyvolgy.hu/; Muskau-Arch Geopark – Germany-Poland; Kamptal Geopark in Austria https://en.wikipedia.org/wiki/Kamptal_Geopark; Bohemian Paradise Geopark, Czech Republic; Hong-Kong Global Geopark, China; Pennsylvania (USA) Department of Conservation and Natural Sciences (DCNR) Wild Plant Sanctuary Program; Shendurney Wildlife Sanctuary, India https://shendurney.com/flora-plants/ UNESCO – Biosphere Reserves; Ramsar Convention sites; Bucuti & Tara Beach Resorts ARUBA https://www.bucuti.com/eco-friendly; Sustainable Tabacón https://www.tabacon.com/sustainability/ Wildlife conservation and management DREAM-Italia www.dream-italia.it/en/
Kruger National Park, South Africa http://www.krugerpark.co.za/
Trentino Ecomuseums Network https://ecomuseums.com/trentino-ecomuseums-network-italy/

The outputs is linked to the 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 modelof APE

D.T3.1.5 Action plan for the ecomuseum of theBalaton Recreational Area – HU

The Action Plans can be found at the following linK

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

Logical Framework of the Action Plan

Interlinkages between Actions, Objectives and Pilot Actions. The diagram below shows the main connections and interlinkages of these categories as one dynamic system

Objective 1 – Inventory of the natural resources and agricultural resources (including viticulture and wineries) of the Balaton Eco-museum taking into account protected areas.	**Objective 2** – Inventory of existing and potential touristic products. ICH of regional agriculture. The ICH connected to these touristic products.	**Objective 3** – Development of touristic products with interactive facilities to present the ICH linked to the natural resources, the built heritage and the local and regional history – as one system
Action 1.1. Inventory of geo-resources	Action 2.1. Inventory of traditional trades and crafts	Action 3.1. HR assessment 1. Touristic product development
Action 1.2. Botanical resources inventory (incl. herbs and spices)	Action 2.2. Inventory of built heritage and floating heritage	Action 3.2. HR assessment 2. Traditional trades and crafts
Action 1.3. Hydro-inventory – inventory of water resources	Action 2.3. Inventory of traditional cultural events typical for the landscape	Action 3.3. Traditional trade and craft revitalization strategy. Market and branding.
Action 1.4. Eco-inventory – inventory of protected areas	Action 2.4. Inventory of skills in herbs and spices	Action 3.4. Infrastructure and IT development strategy
Action 1.5. Inventory of all agricultural resources	Action 2.5. Inventory of wine terroirs and wineries	Action 3.5. Equestrian tourism development strategy
Action 1.6. Forestry and wildlife-inventory. Bird sanctuaries & wildlife reserves.	Action 2.6. Inventory of indigenous domestic animal breeds (incl. workhorses)	Action 3.6. ICT development for research, innovation and development of tourism

Pilot action 1. Creating databases from the inventories of Objective 1 and Objective 2. These continuously updateable databases will constitute the basis of the decision support systems and the monitoring facilities. This action includes the coordination of already existing databases available.

Action 3.7. Renovation and restoration of derelict historic buildings

Action 3.8. ICH assessment of bath, thermal bath culture

Pilot action 2. Identifying the key areas of responsibilities and setting up the management structure and the legal form of the Balaton Ecomuseum based on the aforementioned strategies and the key stakeholders; assembling the steering board/board of trustees and formulating the founding charter of the organization. Taking into account the size of the ecomuseum and the corporate stakeholders therein, issues of corporate social responsibility (CSR) should be properly addressed.

Action 3.9. Touristic product development, complex packages with interactive facilities

Action 3.10. Stakeholder management, social marketing and capacity building.

Pilot action 3. Constructing the plans of a landscape observatory in order to provide monitoring, and decision support system for the whole landscape unit, even outside the ecomuseum, due to increasing tourist pressure and regional infrastructural development programmes. Good practice: The Landscape Observatory of Catalonia, Spain and the country-wide Landscape Observatory of Finland. Possibilities to establish cross-border landscape observatories.