## Output fact sheet

### Pilot actions (including investment, if applicable)

<table>
<thead>
<tr>
<th><strong>Project index number and acronym</strong></th>
<th>CE1195 NewPilgrimAge</th>
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<tr>
<td><strong>Lead partner</strong></td>
<td>Municipality of County-Rank City of Szombathely</td>
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<td><strong>Output number and title</strong></td>
<td>O.T3.1 Pilot actions testing novel ICT tools supporting integrated promotion of valorization initiatives</td>
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<tr>
<td><strong>Responsible partner (PP name and number)</strong></td>
<td>Municipality of County-Rank City of Szombathely</td>
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<td><strong>Delivery date</strong></td>
<td>December 2019</td>
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Summary description of the pilot action explaining its experimental nature and demonstration character

Our main aim was to present the tangible and intangible elements of the Saint Martin cult and heritage within a state-of-the-art innovative ICT tool using the latest technological solutions. The main point of our Pilot Action was creating and testing an application that meets multiply requirements:

- it is reliable, provides valid and apt information about Saint Martin’s life and the heritage connected to him
- both the content and the games suit the target groups’ age characteristics, and can be used for educational purposes as well
- it is technically state-of-the-art, provides high level user experience and runs reliably under both Android and iOS.

During the content development phase there were a number of meetings between the content developer, local kindergarten and school educators and museum educators to ensure that from educational point of view the app and website will meet pedagogical requirements of the target group.

During the technical development phase we carried out a test event with school children, and asked LSP members to check the app or the website. Finally children and adults parallel tested the app on different surfaces to detect mistakes and deficiencies. The received feedbacks discovered mistakes as well as shortcomings which thus could be corrected or improved.

We believe that we managed to reach the original aims with the developed application. It is an info-communicational tool that presents Saint Martin’s tangible and intangible heritage in a way that helps understanding, increases local identity, while at the same time motivates users to physically visit the tangible objects. The app runs on smartphones and tablets, while the website is available on computers. Besides being bilingual (Hungarian and English), it approaches triple target group (children between 4-6 years, 7-11, and families with children) providing a gamified, colourful surface and content relevant for the yet illiterate young age group and the parents as well.

The created tool is important as before Szombathely had not have an ICT tool providing digestible, overall information regarding the Saint Martin heritage for families with children in an entertaining manner. This tool will innovatively present and transmit the Saint Martin cultural heritage, help the re-use and re-generation of the old traditions, and widely...
disseminate knowledge elements.

NUTS region(s) concerned by the pilot action (relevant NUTS level)

HU22 (NUTS2), HU222 (NUTS3)

Expected impact and benefits of the pilot action for the concerned territory and target groups and leverage of additional funds (if applicable)

Max. 2.000 characters

For the target groups the developed ICT tool is an absolute novelty as there has not been an application before depicting the life and heritage of Saint Martin in a manner that makes it all understandable for the little ones. We believe that families, kindergartens and schools will use the app as complimentary tool when preparing children for Saint Martin Day. Thus the app contributes to the increase of the level of awareness regarding the tangible and intangible heritage.

Expected impact is higher knowledge of St Martin’s life and values among the local community and visitors, thus higher participation in St Martin-related local events. By creating an educational tool for the children, we hope to instill St Martin’s spirit in the future generations and thus develop a sense of maintenance need of local St Martin-related cultural heritage.

Sustainability of the pilot action results and transferability to other territories and stakeholders.

Max. 2.000 characters

As far as sustainability is concerned, our mid-term 5-year plan is to work on
1. how to ensure that new families, tourists etc. learn about the app and thus the number of users does not shrink, and
2. how to maintain the availability of the app and website from IT point of view: ensuring the quality and the availability in app stores, and, in case there are new content elements, how to widen the app and website content.
The Municipality of Szombathely will continue monitoring and evaluating the efficiency of the measures regarding the above 2 points.

The natural responsible stakeholder for maintaining the app is the Municipality. The Municipality makes sure to introduce the application in all public educational and tourism-related institutions; include it in activities, events, fairs organised by or in cooperation with the Municipality.

As the Saint Martin Kids application is a very complex ICT tool, it is not easy to transfer even though it has an English speaking surface.

We can transfer the content in English, the design and some of the technical solutions (the last largely depending on the surface and technical context you would like to use it within). In each case of interest we need to discuss thoroughly, connecting the technical staff members, how and which parts are convertible/transferable.

As far as graphic design and content are concerned, the following are easy to transfer:
- the overall design and its elements (colours, logo, outlook etc.)
- outlines of the content (the core ideas of the app’s elements)
- content of the quizzes in English
- photos of Saint Martin related Szombathely heritage sites (most sites with panorama view)

In case any partners are interested, we need to start the negotiations with the IT experts of both parties. The Municipality will ensure to carry out negotiations if needed.

Lessons learned and added value of transnational cooperation of the pilot action implementation (including investment, if applicable)

Max. 1000 characters

Our honest evaluation of the Pilot Action is twofold. On one hand we believe that the application and website we created, and the development process with the testing, the involvement of the LSP members as well as external experts (educational experts and museologists) put us on a good track, and the result is useful, valuable and contributes to the regeneration of the Saint Martin heritage.
On the other hand, we have doubts (and some educational specialists share the doubts) that the target groups and the IT tool of our pilot action do not make the best match. To enhance the use of IT tools at kindergarten age might not be a good aim as more and more experience and academic studies underline that small children should spend as little time in front of screens as possible.

Taking it all into consideration, we are proud of the result of the Pilot action, but will disseminate the developed tools emphasizing that for little children it is advised to play with the app in the caring presence of an adult, optimally a family member. In this way it offers an excellent occasion to talk about Saint Martin, to share opinions, stories, memories, that is to hand on and regenerate the Saint Martin heritage from one generation to another.

Contribution to/ compliance with:

- relevant regulatory requirements
- sustainable development - environmental effects. In case of risk of negative effects, mitigation measures introduced
- horizontal principles such as equal opportunities and non-discrimination

Max. 2,000 characters

The Pilot project of Szombathely was not counteractive with any local or national regulation, partly because of its nature.

As far as sustainability is concerned, we could not detect any negative environmental effects. Though the use of ICT tools (laptops, smartphones tablets etc.) is not CO2-neutral, still the use of the Pilot action output implicates relatively little harm for the environment.

As both the website and the application are available to everybody, irrespectively of gender etc. we consider the Pilot action and the output being compliant with horizontal principles.

References to relevant deliverables (e.g. pilot action report, studies), investment factsheet and web-links
If applicable, additional documentation, pictures or images to be provided as annex
Relevant deliverables: D.T3.2.1 Pilot action plan; D.T3.2.4 Pilot implementation report of the LP; D.T3.2.2 Pilot evaluation reports on testing smart visibility tools.

The URL to the website: [https://kids.szentmarton.hu/index.html](https://kids.szentmarton.hu/index.html).

The Saint Martin Kids application can be downloaded from App Store and Google play free.