### OUTPUT FACT SHEET

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

<table>
<thead>
<tr>
<th>Project index number and acronym</th>
<th>CE1195 NewPilgrimAge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lead partner</td>
<td>Municipality of County-Rank City of Szombathely</td>
</tr>
<tr>
<td>Output number and title</td>
<td>O.T3.1 Pilot actions testing novel ICT tools supporting integrated promotion of valorization initiatives</td>
</tr>
<tr>
<td>Responsible partner (PP name and number)</td>
<td>PP4 MUNICIPALITY OF MARIBOR</td>
</tr>
<tr>
<td>Delivery date</td>
<td>November 2019</td>
</tr>
</tbody>
</table>
Summary description of the pilot action explaining its experimental nature and demonstration character
max. 3.000 characters

In a frame of Pilot Action Municipality of Maribor made the mobile application named MariborTour - Interactive presentation of St. Martin’s Cultural Route in the area of the Municipality of Maribor showing the points of sights on the way. Clicking on points user can see the description and pictures of individual destinations. The interactive map includes major attractions that have cultural and historical value. The app records the user’s location and the mobile vibrates when approaching an important attraction. User can choose the specific spot on the map and listen to audio presentation of selected attraction, read the description, view photos, etc. Application includes quiz that consists of 25 questions that are linked to the Old Vine. After successfully resolving the quiz the user gains additional knowledge about the Old Vine and its cultural heritage. In connection to this app we also made website of the St. Martin’s Cultural Route in the Municipality of Maribor. We established 2 the Information points on the Route of St. Martin and provided them with information material and QR code - a link to the application. The most essential aim was raising awareness on the importance of St. Martin’s cultural heritage, and promotion and realization of values of solidarity and hospitality among young generations, both residents and visitors. With the help of ICT tool, we wanted to contribute to the 21st century reinterpretation of the St. Martin related shared values and cultural heritage as a new driver for community-sourced hospitality thus also reaching out to younger generations of our digital age. We wanted to attract younger population with the innovative presentation of St. Martin’s related cultural heritage. Our main objective to achieve these aims was mobile application - Interactive presentation of St. Martin’s Cultural Route.

Planned output of the Pilot action was Digital platform “St Martin’s Route in Maribor” that includes:
- mobile application with motivational multimedia content
- creation of sub routes for target groups
- quiz
- website
- integration of future connections (to other parts of the route, other cultural routes, ...)
- communication and presentation tools for information points (easy-print flyers, QR codes, route information, ...).

Pilot action indicators:

<table>
<thead>
<tr>
<th>Indicator’s name</th>
<th>Planned quantity to be reached</th>
<th>Actual reached quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>website visits</td>
<td>300</td>
<td>1,488</td>
</tr>
<tr>
<td>App downloads</td>
<td>150</td>
<td>152</td>
</tr>
<tr>
<td>active users</td>
<td>100</td>
<td>114</td>
</tr>
<tr>
<td>info points with communication and presentation tools</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>quiz filled out</td>
<td>50</td>
<td>45</td>
</tr>
<tr>
<td>users’ feedbacks on their experience</td>
<td>50</td>
<td>38</td>
</tr>
</tbody>
</table>

When it comes to planned indicators, the actual reached quantity of the website visits, App Downloads and active users were higher than we expected to be.

The quantity of quiz solving and user’s feedbacks was below the planned number. We are expecting planned quantity to be reached (quiz filled out and users’ feedbacks on their experience) by the end of December 2019 (except information points).
Result of pilot action - Digital platform “St Martin’s Route in Maribor” is visible and applicable worldwide as mobile application and website (as promotion for mobile application) in Slovene and English language. That means that also the whole Slovenia can see it (NUTS 1 and NUTS 2). Focusing on using the mobile application while walking on the Route through Municipality of Maribor the area is NUTS 3.

We launched promotional and communication activities during the preparation and testing of application. We communicated and promoted Pilot Action app on a FB page New Pilgrim Age: https://www.facebook.com/NewPilgrimAgeSlovenia/ and NPA website: https://www.interregcentral.eu/Content.Node/NewPilgrimAge.html.

Expected impact and benefits of the pilot action for the concerned territory and target groups and leverage of additional funds (if applicable)
The content of the Pilot Action is important because it reaches people in a modern way by using digital tools and thus motivates them to learn about cultural heritage and to hike, especially young people. By doing so, walking can become part of the active lifestyle for young people in the city. Application is an innovative and entertaining approach to engage young generations with compelling content (such as quiz, explanations of attractions along the Route, stories and legends related to these attractions etc.) which significantly contributes to raising awareness on the importance of St. Martin’s cultural heritage and realization of values of solidarity and hospitality among young generations. Discovering attractions along the Route with application involves different groups of people: schoolchildren, students, as well as families and older generations, local hikers, pilgrims, cyclists, and other individuals from cultural and sport organizations. These characteristics are also important for attracting tourism activities.

152 persons were involved in Pilot actions because they used the applications and they get direct information about St. Martin’s Cultural Route in Municipality of Maribor.

To include all target groups, we launched promotional and communication activities during the preparation and testing of application. We communicated and promote Pilot Action app on a FB page New Pilgrim Age:  
https://www.facebook.com/NewPilgrimAgeSlovenia/

and NPA website:  

We also made a website as a promotion for mobile application, St. Martin’s Route and NPA project. In addition, we record and posted on the website the promotional videos of the Route to motivate. In November, we organized a big NPA event where we presented the app and website to the general public and to wider public also through social media.

App testing phase included 79 people: Idea holders, members of the narrow group of Local Stakeholders Platform, employees of the Municipality of Maribor, members of mountaineering society and young people. We organized a “Test hike” along the St. Martin’s route using the application. In addition to testing the application, the 33 participants learned about Route of St. Martin, the Old Vine House, the city sights and cultural heritage, and upgraded and test their knowledge of cultural heritage by solving the quiz. Participants will share acquired knowledge and experience about the application - Interactive map on the St. Martin’s Route with others - dissemination, as promoters of the pilot action.

Young people often have a limited understanding of what heritage can be, and think that ‘It’s not for me’. Helping young people understand the word ‘heritage’ in their own terms is an important first step in getting them involved.

Young people respond well to practical and creative activities. Opportunities to try different skills and tasks or learn more about their local area will help to engage them.
Sustainability of the pilot action results and transferability to other territories and stakeholders.

Max. 2.000 characters

As for sustainability we will promote mobile application through social networks and web pages. Pilot action is digital based technology as planned in NewPilgrimAge project. The good side is that we can easy share contents, but just to people who use smartphones and computers. We established 2 information points on the Route that will further promote the app. Employees on this info points are familiar with the Route of St. Martin, cultural heritage and values of St. Martin and will transfer their knowledge to travellers, pilgrims and visitors. They were also educated how to use the app (interactive map) showing the pilgrimage Route of St. Martin with points of sights on the way and will inform visitors/travellers about it to help them to learn more about the Route. At Information points there are project posters with a local vision of NPA project and project leaflets for visitors to take as well as QR code to direct them to the application. The quiz is also available on the app and website. It contains the information about the House of the Old Vine and Old Vine as well as cultural heritage related to St. Martin. All answers can be provided at Old Vine House where visitors can also join the tour.

In cooperation with the Maribor - Pohorje Tourist Board we will organize Hiking for tourist guides who work within is institution. We will teach them how to use the app and solve the quiz on the app. In the Old Vine House, the application will be used for our visitors, who, by solving the quiz, will strengthen the knowledge about the Old Vine, which they will receive during a guided tour of the Old Vine House. As representatives of the City of Maribor, we will present the application to elementary schools operating in the municipality. The application will thus serve as a tool for learning about the protection of cultural heritage, as well as for the preparation and organization of sports and thematic days within the elementary school.

Concerning the transferability, ICT tool provides the opportunity to connect with other “NewPilgrimAge” project partners, their websites and their St. Martin’s routes as well as other routes in the region. Mobile application currently supports two languages (i.e. Slovene and English) so that it is understandable to more Europe citizens. Best option for replicating such project is in the context of cross-cultural-routes projects, involving more cultural routes on different themes, finding common background. A story-based project could be created that would take a modern pilgrim on a tour of a specific historical person, crossing various cultural places and aspects of her/his life.

Lessons learned and added value of transnational cooperation of the pilot action implementation (including investment, if applicable)
What seemed like just a pilot app development turned out to be more complex development that required several cross-technology solutions: website, 2 mobile apps and quiz implementation. Several issues needed to be resolved through the development phase. Therefore, such projects should envisage some preliminary training in ICT for the stakeholders. Technology and possible solutions and their future meaning should be clearly presented and explained to the key stakeholders by the developer.

Lessons learned:
When selecting external experts, in addition to their expertise also information about their past performance and collaboration with the clients has to be acquired. Successful implementation of the project requires the good cooperation with external experts. The most important thing is that an external expert respects the interests of the customers and not their own interests.

From the very beginning, it is necessary to think about the ownership of the application, how we will protect the intellectual property rights of the application, the content presented in the application and the website, and how we will protect the logo and application's name. All of this must be clearly defined in the contract with the outsourcer. It is best to note in the contract that the author of the application retains moral copyright and transfers the material copyright to the contracting authority.

Before preparing the application, it would be necessary to do a market research and check which applications in the observed area already exist and what sights/contents they include.

Looking to pilot actions of others project partners, we find lot of new good ideas. They are transferable to our region. Some of them without bigger problems, some of them with modifications. The most interesting for us is Pilot action of Municipality of Szombathely, because it includes children, the target group that is not included in our Pilot Action. It is easy transferable to Slovenian language because some of the games has no language barriers (puzzle, painting, pictures). Talking with Partners we exchange experience in implementation of pilot action and we were encouraged because we had similar problems and questions.

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-descrimination
Pilot action is the mobile app. It exists in digital form and is therefore environment friendly. It is produced for and available to wider public, including different age groups, gender and is also useful for people living in disabilities to educate them about cultural heritage of the city on the St. Martin’s Route. Application can be also used by users from other countries since it supports two languages – Slovene and English.

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.T3.2.5 Pilot action implementation report of the PP4; D.T3.2.2 Pilot action evaluation report.
Links:
- mobile application
  https://apps.apple.com/app/id1482782198
- website http://maribortour.si/st-martin-tour.aspx