## 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>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Lead partner</strong></td>
<td>Municipality of County-Rank City of Szombathely</td>
</tr>
<tr>
<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>PP7 DUGO SELO</td>
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<td><strong>Delivery date</strong></td>
<td>May 2019 - July 2019</td>
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Summary description of the pilot action explaining its experimental nature and demonstration character
Two pilot actions have been implemented in Dugo Selo: 1) Virtual exhibition/tour around St. Martin’s church on the Martin Hill, and 2) QR code quiz “The Life of St. Martin on Earth”. Virtual exhibition/tour is a downloadable application featuring the 3D virtual game/tour of the Church of St. Martin at the Martin Hill through a virtual tour, interactive map and info points. QR code quiz is a game containing the set of St. Martin-related questions presented on the QR code poles throughout the city of Dugo Selo.

The main objective of the Pilot Action 1 - the virtual exhibition/tour was to provide a comprehensive virtual learning platform on various topics related to St. Martin for different users but primarily targeting the youth. Thus it is supposed to serve primarily the education purposes, but is also meant for entertainment and potential tourism development. The planned output is the full operation of the virtual platform, ready for use, which consequentially engages youth in their learning activities on St. Martin-related topics. The content of the Pilot Action is important since it offers an entertaining and comprehensive context for learning about St. Martin’s church related to different time-dimensions (yesterday, today, tomorrow), thus engaging the user to learn about the past, compare it to the present day situation and to envision the possible future. In this way, the user is involved in a participatory way in exploring the church offering an experience of different view and development possibilities.

The main objectives of the Pilot Action 2 - the QR code quiz was to provide another innovative way of learning about St. Martin’s life, good deeds, tradition and customs in the city of Dugo Selo, but this time moving through the physical location of Dugo Selo. The target users are the youth, citizens of Dugo Selo as well as their visitors/tourists. The planned output was the full operation of the QR code quiz on the QR code poles set in the 8 locations throughout Dugo Selo. The content of the Pilot Action is important since it ensures entertaining and innovative way of learning about St. Martin on three levels: for the beginners, medium and high-level connoisseurs of his life; thus it engages all types of users and offers continuous challenge for users ensuring the repeated use of the platform.

The objectives have been achieved and both pilot actions are operational. The content of both of the Pilot Actions are important since they contribute to sustainable learning on St. Martin-related topics, being innovative and entertaining and thus interesting, especially for the youth. These characteristics are also important for attracting tourism activities.

| Pilot Action 1: Virtual exhibition and tour around St. Martin’s church on the Martin Hill |
|---|---|---|
| Indicator’s name | Planned quantity to be reached | Actual reached quantity |
| Number of site visits/downloads | 100 | 166 |
| Number of users | 100 | 166 |
| User satisfaction with information provided | 30 | 32 |
| User feedback on user experience | 30 | 32 |

| Pilot Action 2: QR code quiz “The Life of St. Martin on Earth” |
|---|---|---|
| Indicator’s name | Planned quantity to be reached | Actual reached quantity |
| Number of site visits/downloads | 300 | 207 |
| Number of users | 300 | 139 |
| User satisfaction with information provided | The average expected grading is min.: 4.0 | 4.33 |
| User feedback on user experience | 100 | 25 |

When it comes to planned outputs, Pilot action 1 (Virtual tour/exhibition) reached the goals set, whereas Pilot action 2 (QR code quiz) was below the planned number of users, downloads and feedback.
on user experience. However, the reached numbers (see Section 3. Indicators) is still considered to be satisfactory. Also, user satisfaction was above the set goal. It seems that the planned outputs have been set over ambitiously.

For the first time in Dugo Selo history we made applications for smartphones to do promotion of Saint Martin’s heritage. We hope that new way will ensure to touch young people and to educate local people on new 21st century appropriate methods. That technologies (mobile app) haven’t been used yet and NPA project push us to do it on that new innovative way.

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

Max. 500 characters
Result of pilot actions (mobile applications) are visible on internet (you tube, bimix application, google store). That’s mean that the whole Croatia can see it and use it (NUTS 0 HR). Inside that NUTS 2 - continental Croatia is especially covered because in our region and in our town we made some promotion. But part of promotion is again for whole Croatia (Facebook campaign for QR code quiz about Saint Martin, educational movie for pilot action number 2. Virtual walk with virtual exhibition through church of Saint Martin on Martin hill is published on you tube and it is visible to whole world).

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
The content of both of the Pilot Actions are important since they contribute to sustainable learning on St. Martin-related topics, being innovative and entertaining and thus interesting, especially for the youth. These characteristics are also important for attracting tourism activities. 433 persons are directly involved in Pilot actions because they are used the applications and they get direct information about Saint Martin’s heritage in Dugo Selo. Most of them were young people.

Under promotional activities of Pilot actions we made facebook campaign for QR code quiz about Saint Martin. We reached 2796 people in first round and 21488 in second round of facebook campaign. In first round we had 14,195 visitors on facebook and in second round 32558 visitors.

During the process of making pilot action plan and other documents in the project we had LSP workshops and we increased awareness about importance of Saint Martin heritage in Dugo Selo. In 7 workshops that we held in Dugo Selo over 100 citizens were involved in different discussions about Saint Martin’s heritage, they bring us new ideas, and new actions were implemented.

Implemented pilot actions gives education about Saint Martin’s heritage on interesting way, using games and virtual space.
Sustainability of the pilot action results and transferability to other territories and stakeholders.

Max. 2.000 characters

1. Virtual tour through church of Saint Martin - We will constantly (a few times per year) publish this download link of "St. Martin virtual walk" through social networks and web pages as well as to personal user feedback e-mail (StMartinHello@gmail.com) and we expect that various users will download this virtual walk and send us always new feedback and user experience or satisfaction.

2. QR code quiz about Saint Martin - we will make promotion of the quiz, we will refresh the questions and we will provided awards for users of the quiz.

Pilot actions were web based technologies, as were planned in NewPilgrimAge project. The good side is that we can easy share contents, but just to people who use smartphones and computers.

Key element is promotion.

Virtual tour and QR code quiz can be transferred in other contexts and also in other countries.

Quiz of Saint Martin is in application “Vision one” where also other quizzes are published. All users of application Vision one can automatically see our quiz.

Virtual tour through church of Saint Martin with virtual exhibition has some specific local themas, but also general facts about Saint Martin and the route of Saint Martin in Croatia and Europe. Virtual tour is in 2 languages and it is understandable to whole Europe citizens.

Both applications can be easy transferred in other countries and contexts.

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

Max. 1000 characters

The applications (results of pilot actions) were very attractive and interesting and educational, but the most important were promotion of it. Without promotion no one would know they existed. We ordered facebook campaign, we were visited schools to promote the actions, and in the future we should increase the promotion, do it more intensive (using all available resources and channels).

Looking to others Partners and they’re pilot actions 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 (NPA team Dugo Selo) is Pilot action of Municipality of Szombathely, because it is for small kids (3-7 years). It is easy for transfer to Croatia, because in some of the games there are no language barriers (puzzle, painting, pictures). Interactive map from Unpli Veneto is also interesting and attractive but it need to be transfered with significant modifications.

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

Max. 2.000 characters
A little complicate was procedure for award game. When we decided to give awards to the players og the virtual QUIZ then we need to have some permission from national level. But that work done for us (Partner Dugo Selo) company Vision one who produce the Quiz.

Both pilot action are virtual, they exist in virtual space and they can’t hurt the environment. The applications are also very useful for people living in disabilities, they can see our Saint Martin’s heritage in virtual space, take a walk through church in virtual space and see the exhibition in virtual space.
The both applications ( for both pilot action are in 2 languages - Croatian and English, so they are affordable for strangers ( people outside Croatian language area).

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

Max. 1.000 characters
Relevant deliverables: D.T3.2.1 Pilot action plan; D.T3.2.8 Pilot implementation report of the PP7; D.T3.2.2 Pilot evaluation reports on testing smart visibility tools.

Links: movie how to use virtual walk and virtual exhibition through church of Saint Martin in Dugo Selo
https://www.youtube.com/watch?v=-HKPTSj6bqg
Preuzmi i zaigraj igru "Kviz o Sv. Martinu"
Download i play the "St. Martin's quiz"

Osvoji nagrade!
Win the prizes!
St. Martin Virtual Walk: Virtualna šetnja po crkvi Sv. Martina

Virtualna setnja Virtual museum_Sveti Martin_Dugo Selo