

# Design of the pilot action

## D4.1.1

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## 1. Introduction

This document is created in order to collect relevant data regarding the RECOLOR Pilot actions that can be found in different documents and gather them in one place with goal of easier and focused implementation. It brings information about the Pilot actions gathered from following documents:

- RECOLOR Contract AF\_10175162 signed with abstract – Application form
- Minutes and presentations from Project Meeting Cividale: “Updating the WP3” - Centre for Advanced Studies in Tourism CAST | UniBO
- Recolor report on policies and legislation\_June2019
- Transnational SWOT Analysis
- RECOLOR Pilot actions descriptions

Following the project key features and PP descriptions, document brings brief comparison of the Pilot actions and joint features with goal of creation of instructions and standard forms for final design of pilot actions in following months, before the launch.

Standard forms and instructions will be used as tools for creation of outputs and deliverables of WP 4:

- O4.1: Sustainable strategy for management of natural and cultural areas, new and shared knowledge and corporate vision.
- D4.1.1 Design of the pilot action

### 1.1 The RECOLOR Project – Key Features

Project RECOLOR has the overall objective to enhance the tourist potential of urban and natural landscapes in Croatia and Italy, characterized by relevant heritage often not included yet in traditional tourist circuits. RECOLOR will identify, select and create tools & methodologies aiming to improve tourist exploitation of natural and cultural heritage in a sustainable way, including:

- New organizational models for the facilities and services of existing sites
- Support the creation of new services
- Share good practices and launch mutual training on innovative methods of communication and marketing.
- Improve the capacities of cultural institutions and creative industry

### 1.2 PILOT ACTION STRATEGIES AND ACTIVITIES

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*Make natural and cultural heritage a leverage  
for sustainable and more balanced territorial development*

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- **Project specific objective 1:** Develop models for managing natural/cultural heritage, enhancing potential for sustainable tourism
- **Project specific objective 2:** Implementing strategies and developing tools for sustainable and responsible tourism services

The final goal is increasing the experience of visitors in all age groups, and equality of access for all the social components, starting with the disadvantaged ones.

### 1.3 Target Groups

<b>Target group</b>	<b>Target</b>	<b>Description</b>
<i>General public</i>	100.000	Tourists visiting the partner areas. "Cultivated" groups of citizens, "culture vultures", i.e. people with special interests on cultural issues, and able to mobilize other persons sharing similar interests. Also include generic citizens
<i>Local, regional and national public authorities</i>	70	Local, regional and national decision-makers, public bodies, development agencies involved in environment, culture & tourism, as well as transport, housing.
<i>Public service providers</i>	15	Local and regional service companies, such as operators of tourist offices in the partner areas, tourist guides working on the concerned territory and interested in innovative itineraries.
<i>Heritage management bodies</i>	50	Local museums, natural and heritage sites and monuments.
<i>Regional and local development agencies, enterprises</i>	100	Managers and staff of local, regional or national development agencies, bodies and institutions for promotion of culture and tourism, as well as for the protection of the environment. Tour operators interested in new tourist concept. Cultural industries, Makers (i.e. digital artists and creative professionals), Companies dealing with local and regional tourism and hospitality (local entrepreneurs in tourist sector, hotel and restaurant owners, etc.).
<i>Associations, regional innovation agencies</i>	15	Tourist & cultural associations and other organisations in the field of tourism and culture. Research centres involved in implementation of customized solutions adopting the common models and tools
<i>NGOs</i>	25	Scholars, teachers and students of the humanities departments of the universities of the partner areas, as well members of Academy of Sciences or Humanities. Postgraduate courses with a vocational interest. Directors, teachers and students of local and regional primary and secondary schools.

#### 1.4 Existing legislations and policies – key comparisons between the partners

A report on existing legislations and policies (D3.1.1.) was created in June 2019. The report analyses the state-of-the-art of the legislation and plans concerning tourism and culture in each partner area to obtain an overall view of the implemented policies on tourism development, cultural and natural attractions and what strategies have been designed to integrate culture and tourism.

- All pilot actions from RECOLOR are in accordance with local development strategies
- Croatian partners are well known mass destinations while Italian partners are less known destination with tourist centres in proximity
- Tourism is a major industry in both Italy and Croatia
- Croatian and Italian partner areas differ in the share of foreign tourists
- Italian areas have significantly lower visits and shorter stays
- The degree of seasonality is high in all destinations
- All partners in their strategic documents express the need for development of networking between cultural, tourism, economic and civil sector
- All partners see natural and cultural heritage as tools for improving the quality of tourism offer and overall quality of life
- Cultural and natural heritage is seen as asset to create quality products and services
- Tourism strategies emphasize infrastructure, product and service development, networking, brand destination, on-site promotion, virtual tools and online promotional activities.

#### 1.5 Comparative SWOT analysis

Transnational SWOT analysis was created throughout focus groups and individual SWOT analysis. It was presented on 3rd project meeting in Cividale de Friuli, 28/01/2020. The SWOT analysis is an established tool used by managers in the attempt to facilitate the process of strategic planning and distinguish positive (favourable) factors from negative (harmful) ones. Transnational SWOT analysis of RECOLOR project partners is key for understanding points of similarity and distinction between the partners and PPs and, along with the PP comparison, SWOT is a foundation for creation of joint strategy.

## 2. Pilot Action in the Emilia-Romagna Region

### 2.1 Key Pilot Action Features

PILOT ACTION IN EMILIA-ROMAGNA REGION, LP - Emilia-Romagna Region					
Activity No:	Start – end date:	Budget	No. of heritage promoted	Type of heritage	List inscriptions
4.2.	01/07/2020 - 31/05/2021	€ 223.580	1	Tangible	No list
<b>List of cultural and natural heritage promoted</b>					
<p><b>1. Montefeltro Renaissance Sights (Rimini)</b></p> <p>The promotional activities target the landscape and natural area that inspired some of the most known Renaissance paintings, including Piero della Francesca, Raffaello and Leonardo da Vinci's Mona Lisa. The promotional activities are expected to find a very fertile environment, thanks to the interest and participation of the local population and public administrations.</p>					
<b>Actors involved in actions aimed at promoting natural and cultural heritage</b>					
<p><b>1. “Vedute Rinascimentali” Association</b></p>					
<b>Description of Pilot action</b>					
<p>The pilot action is expected to take place in the Emilia-Romagna part of the Montefeltro area, which includes some municipalities of the Rimini hinterland. Here, in recent years, starting from a research carried out by experts of cultural geomorphology and art history, some landscapes that forms the backdrops of important Renaissance pictorial works (such as the paintings by Piero della Francesca and the Mona Lisa of Leonardo) have been identified. Following this important discovery, some integrated cultural and tourist itineraries have been designed. The pilot action will integrate the protection of these natural landscapes with sustainable tourism promotion of these areas. Promotion, communication and territorial marketing actions will be developed, primarily using ICT technologies, together with the local operators, and help relocate the tourist flows from the coast to the internal areas and increase the number of visitors outside the summer season.</p>					
<b>Activity deliverables</b>					
<p><b>D4.2.1 Report</b> describing the pilot action in Emilia-Romagna Region. The pilot action is expected to take place in the Emilia-Romagna part of the Montefeltro area, which includes some municipalities of the Rimini hinterland. Here, in recent years, starting from a research carried out by experts of cultural geomorphology and art history, some landscapes that forms the backdrops of important Renaissance pictorial works (such as the paintings by Piero della Francesca and the Mona Lisa of Leonardo) have been identified.</p>					



## 2.2 Pilot Action City / Region

The area of Montefeltro includes several locations where the famous “Renaissance Sights” have been established. The towns are Petrella Guidi and San Leo within the region Emilia-Romagna, Villagrande di Montecopiolo and Urbania with its neighbourhood of Pieve del Colle within the region Marche. The province of Rimini has more than 2.200 hotels and 1.700 complementary facilities offering 175.000 bed places. The province of Urbino provides almost 48.000 bed places distributed into 1.200 hotels and complementary facilities. The number of hotels has been decreasing. Tourism in area is decreasing since 2016.

The main attractions for cultural tourism in the area of Urbania and Montecopiolo are the historic city centre of Urbino, inscribed in the UNESCO World Heritage List in 1998, and the Renaissance Sights that inspired the creation of the Recolor project. The National Gallery of Regione Marche and Palazzo Ducale had almost 170.000 visitors in 2017 (with 14% decrease compared to 2016.).

Montefeltro Local Development Plan defines cultural and landscape tourism as two pillars of the local development strategy to attract new segments and markets. It highlights two critical policies, which go beyond the definition of strategies or action and refer to the local social capital:

- Need for a cooperative attitude between stakeholders in the tourism and cultural sectors,
- Importance of community participation in the definition of plans.

## 2.3 Pilot Action Description

The goal of joint RECOLOR pilot action from LP and PP4 is to enhance the balconies and vista points network: making new ones, renewing and/or moving old ones, adding new features for the touristic experience and, most of all, designing an overall strategy for the touristic exploitation and communication of the balconies.

The pilot action will be run in the historic area of Montefeltro, the land once ruled by the Montefeltro Dukes based in Urbino. In recent years, well-qualified researchers identified the strict correspondence between local natural landscapes and the backgrounds represented in outstanding works of art from the Renaissance, by painters Piero Della Francesca, Leonardo Da Vinci, Raffaello Sanzio. Such correspondence was illustrated in a series of panels, put along the region for tourists, which show the piece of art and the matching with the current landscape. This led to the equipment of 6 so-called “Balconies” (focused on paintings by Piero Della Francesca) and 2 “vista points” (both focused on the Mona Lisa by Leonardo Da Vinci).



## 2.4 Pilot Action Strategy and Activities

Starting from January 2020, Emilia-Romagna Region and Montefeltro Sviluppo Consortium are carrying on the following activities, which are grouped into four parts:

### **PART 1: A NEW MAP FOR THE BALCONIES**

The already existing network of the balconies and vista points needs to be updated and enhanced, in accordance with a joint strategy within the RECOLOR framework. In order to do so, the first steps, already carried on, are the following:

- Summarization of old balconies and vista points;
- Identification of brand new balconies to be made
- Definition of renovation needed for the old balconies (i.e. new brand, new graphic identity, new techniques, new materials) in accordance with the new ones;
- Identification of old balconies which need to be moved in new locations (i.e. move from private areas to public areas)
- Identification of locations both for brand new balconies and new balconies that need be moved.

### **PART 2: PRODUCTION AND PLACEMENT OF THE BALCONIES**

Following the identification of needs and locations for the network of balconies, these must be physically made. Actions to be carried on are the following:

- Involvement of public administrations responsible for the identified areas;
- Definition of new and durable production techniques for new/renewed balconies;
- Design of new graphic identity for all the Piero Della Francesca balconies;
- Production of the balconies;
- Definition of rules for accessibility and safety of visitors to the balconies;
- Accommodation of the areas for new placements;
- Placement of the balconies.

### **PART 3: VIRTUAL REALITY**

While designing the new balconies (part 2), partners will consider the options of increasing the touristic experience by implementing virtual reality features in the balconies themselves, as the RECOLOR strategy will strive to develop such features. Given the characteristics of the balconies and vista points, augmented reality outstands as a reasonable tool to be implemented.

In order to accomplish these objectives, experts will be consulted and, if workable in the RECOLOR framework, projects will be developed.

#### **PART 4: MANAGING AND COMMUNICATION STRATEGY**

The production and placement of balconies is just the basis of the pilot action. The key for success of the pilot action is the actual implementation of a strategy to “bring the experience” to tourists, thus promoting local landscapes through cultural heritage – as in the overall RECOLOR logic. In order to do so, actions to be undertaken are the following:

- Design an organization model that will specify tasks and responsibilities (e.g. owner/s of the balconies and vista points, subject/s responsible for maintenance, subject responsible for management, subject responsible for communication);
- Involve public administrations and private stakeholders (e.g. guides, tour operators...) in the design and implementation of the organization model;
- Design an overall communication plan of the 7 balconies and 2 vista points network, under a single brand, in order to maximize its outcome;
- Design and production of physical and intangible items (e.g. website, publications...) to promote the balconies and vista points.
- Such strategy should be designed in the prevision of the potential realization, in the future, of new balconies and/or vista points, inspired to other works of art.

### 3. Pilot Action in Šibenik

#### 3.1 Key Pilot Action Features

<b>PILOT ACTION IN ŠIBENIK, PP1 - Polytechnic of Šibenik</b>					
<b>Activity No:</b>	<b>Start – end date:</b>	<b>Budget</b>	<b>No. of heritage promoted</b>	<b>Type of heritage</b>	<b>List inscriptions</b>
<b>4.6.</b>	01/07/2020 - 31/05/2021	€ 76.870	1	Tangible	No list
<b>List of cultural and natural heritage promoted</b>					
<p><b>1. Bass-relief at St. John`s church in Šibenik, a work by the master Pribislavić</b></p> <p>The promotional activities target both natural and art treasures: The Renaissance Church of St. John is located on the square of John Paul II, and is among the most important points of medieval Šibenik. The evidence for its support comes from the Statute of Šibenik, which determined that the ships found in the port on the day of St. John were obliged to give a sail to create shade in the whole square. There was a weekly fair but it was banned in 1704 for repeated cases of disorder.</p>					
<b>Actors involved in actions aimed at promoting natural and cultural heritage</b>					
<ol style="list-style-type: none"> <li>1. Polytechnic of Šibenik,</li> <li>2. Local tourist boards</li> <li>3. The City museum</li> <li>4. Conservatory,</li> <li>5. Public cultural institution Fortress of Culture – Šibenik</li> <li>6. City Department of development and entrepreneurship</li> <li>7. Tourist agencies</li> <li>8. Association of tourist guides</li> <li>9. Development agency of the Šibenik-Knin county.</li> </ol>					
<b>Description of Pilot action</b>					
<p>The pilot in Šibenik focuses on the Renaissance church of St. John, also known as Piccola loggia. It is connected to the reform of the town statute which established that ships entering the harbour on St. John`s day had to give one fee in order to create shade for the celebrations at the square. The evidence to that can be seen in metal rings that adorn the facade of the church. The square was a lively and vibrant place of trade. The stone relief in the forefront and landscape in the background are especially significant for the history of art since it is one of the first displays of landscape ever and it shows the town`s views seen from the fortress of St. John. Currently, Šibenik is in the huge process aimed at revitalizing four fortresses to enable tourists to first visit the old town`s nucleus, then the fortresses and finally create either artistic representations or photographic records of the town.</p>					
<b>Activity deliverables</b>					
<p><b>D4.6.1 Report</b> describing the pilot action in Šibenik. The pilot in Šibenik focuses on the Renaissance church of St. John, also known as Piccola loggia. It is connected to the reform of the town statute which established that ships entering the harbour on St. John`s day had to give one fee in order to create shade for the celebrations at the square. The evidence to that can be seen in metal rings, which adorn the facade of the church.</p>					

### 3.2 Pilot Action City / Region

Šibenik is situated in Dalmatia, within the county of Šibenik-Knin, on the Adriatic Sea. The city has a population of 47.000 residents and had more than 1.3 million overnight stays in 2017. The ratio between arrivals and resident population is 5.5. The number of accommodation facilities in 2018 was 2647 offering 14.000 bed places.

The most attractive cultural and natural Heritage sites in Šibenik are St. James Cathedral (UNESCO), St. Nicholas Fortress (UNESCO), medieval fortification system (4 fortresses), complete medieval old town, Adriatic Sea, coast, islands and national parks Krka and Kornati. The city of Šibenik created a recognizable brand based on the medieval city centre culture and events. Šibenik is now recognized as a cultural tourism centre in Croatia and engages in international projects and networks.

Reducing seasonality emerges is considered as main issue to tackle.

### 3.3 Pilot Action Description

The pilot action in Šibenik focuses on the Renaissance church of St. John, and its square also known as Piccola loggia. The pilot project will seek to revive the space that used to be a vibrant trade place. The intention is to revive the former market, and to enrich the space with additional offerings. The plan is to achieve a time transformation of space, in the way that it serves as a place for selling local family farm products in the morning, a school of painting would be held in the afternoon and various events such as small concerts in the evening. This will be a unique attempt in Šibenik to combine several different activities/offerings in the same space. Pilot action will contribute to establishing better links of tourist offer in city, inland and islands. The stone relief in the forefront of St John' church and landscape in the background are especially significant for the history of art since it is one of the first displays of Šibenik's landscape ever, it shows the town`s views seen from the fortress of St. John. Relief depicts St. John the Baptist in the desert. The role of the desert was taken over by the hills around Šibenik. In fact, the landscape of that time is depicted with sparse trees, wild and domestic animals, fortresses, galleys and the turbulent sea as a backdrop.

### 3.4 Pilot Action Strategy and Activities

In the past Šibenik's cultural life was directed primarily to the local population. In recent years this has begun to change, more and more cultural events intended for tourist offer are being organized. Pilot action should contribute to this trend of Šibenik becoming recognized as a city of quality cultural offerings. The project will encourage creative cultural content in the town of Šibenik. Great potential can be found in association with numerous events such as the International Children's Festival and the International Animated Film Festival.

Time transformation of space - Multifunctional space consists of following activities:

- MARKET REVITALIZATION
- SCHOOL OF PAINTING – ART COLONIES VISITING INLAND AND ISLANDS
- SPACE FOR VARIOUS CULTURAL EVENTS SUCH AS CONCERTS

Artistic illustrations are made through a painting school in which academic painters will participate. School of painting with its colonies visiting various locations/landscapes in both hinterland and islands will integrate natural and cultural heritage. Currently, Šibenik is in the huge process aimed at revitalizing four fortresses to enable tourists to first visit the old town`s nucleus, then the fortresses and finally create artistic representations of the town. Upon completion of the painting school, an exhibition of works would be held on the Piccola loggia square.

#### 4. Pilot Action in Campobasso

##### 4.1 Key Pilot Action Features

PILOT ACTION IN CAMPOBASSO, PP2 - Municipality of Campobasso					
Activity No:	Start – end date:	Budget	No. of heritage promoted	Type of heritage	List inscriptions
4.3.	01/07/2020 - 31/05/2021	€ 45.950	5	Tangible	No list
<b>List of cultural and natural heritage promoted</b>					
<ol style="list-style-type: none"> <li>1. Festival of “Misteri”</li> <li>2. Vairano hill</li> <li>3. Monforte hill and Castle</li> <li>4. Murals and street art in Campobasso</li> <li>5. “Sannitico” Museum</li> </ol> <p>All the heritages pointed are inserted in the “Strategic plan of the Urban Area of Campobasso” and the Municipality will start different activities to promote them.</p>					
<b>Actors involved in actions aimed at promoting natural and cultural heritage</b>					
The Municipality of Campobasso have not identified the organization that will be involved; this will be selected thanks to a public call					
<b>Description of Pilot action</b>					
The pilot action run by the Municipality of Campobasso will increase the awareness and improve the use of the natural and cultural sites in its territory, with the aim to create a new opportunity for developing quality-oriented tourist products and economic development. It will be focused in the area of Monte Vairano that is at the same time an archaeological and natural place. In it have been found heritage of the Sanniti population. It is in a SCI area, i.e. a Site of Community Importance, as defined in the European Commission Habitats Directive (92/43/EEC), contributing to the maintenance of the local natural habitat and flora and fauna species and in coherence with Natura 2000.					
<b>Activity deliverables</b>					
<b>Deliverable No. D4.3.1:</b> Report describing the pilot action in Campobasso. The pilot action aims to test the local action plan to increase the awareness and improve the use of the natural and cultural sites in the Campobasso territory, with the aim to create a new opportunity for developing quality-oriented tourist products and economic development, mainly focused in the area of Monte Vairano, that is at the same time an archaeological and natural place, with a relevant heritage of the Sanniti population.					

##### 4.2 Pilot Action City / Region

The city of Campobasso is the regional chief town of the region Molise, in Southern Italy. It is situated near the Apennines at 700 meters above the sea level and its population in 2018 was about 50.000

residents. Campobasso is not a renowned tourist destination and Molise was the Italian region with the lowest tourist flows.

The main attractions of Campobasso are the Castello Monforte, built in the XV century, and several churches such as Santa Maria Maggiore, the Church of St. George, the Cathedral Church of the Holy Trinity and the Church of San Bartolomeo.

The remains of a Samnite city (IV-III century B.C.) have been discovered in nearby area of Monte Vairano. The city hosts also the Samnite Museum with permanent expositions of archaeological findings. Campobasso does not have a city tourism plan. Tourism policies had a great impulse in 2017 with the adoption of the Strategic Tourism Plan for Eastern Molise and the Strategic Plan of the Urban Area of Campobasso.

Creation of a strong territorial brand is the priority in tourism policies, as well as quality improvement and regeneration of public urban areas and structures to stimulate the creation of places for culture, creativity and innovation.

#### 4.3 Pilot Action Description

The pilot action will take place in the historical city centre of Campobasso, which is located along the slopes of the Monforte hill. This area was identified not only because it is rich in history and cultural assets, but also because it is a SCI (Site of Community Importance) area, characterized by the presence of protected species of flora and fauna.

The choice was made also because the identified area is the background of a famous painting of Gian Maria Felice that represents the landscape of the city with symbolic buildings and environmental assets: Monforte Castle, churches, city walls that are still recognizable and can be visited today. The painting is an important “document” that certifies the peace between the confraternities of the “Crociati” and the “Trinitari”, who were competing for social and economic power over the city.

Now, the painting is on permanent display at the main building of the Province of Campobasso and has been the subject of other projects and studies to learn also more about the historical events of the confraternities and the environmental transformations of the sites.

The goal of RECOLOR pilot action is to enhance the knowledge and promotion of the places of the historical city centre of Campobasso, that have historical and environmental value, starting from an analysis of the above -mentioned painting to arrive to design touristic tools and an overall strategy for the touristic exploitation and communication of them.

#### 4.4 Pilot Action Strategy and Activities

Activities planned on the pilot action:



## **PART 1 – RESEARCH AND ANALYSIS**

- Collection of already existing documents and materials on historical, cultural and environmental assets that can be connected to the historical centre of Campobasso.
- Analysis of the painting to identify places, buildings, churches, historical events, environmental features and people that could be used to create a new materials and innovative tools usable for tourism purposes.
- Definition of the contents that will be used for the materials (thematic paths, information boards, touristic signs, etc.) and innovative tools (virtual reality features).

## **PART 2 – DEVELOPMENT OF PROMOTIONAL TOOLS AND BRANDING MATERIALS**

- Design of a new graphic identity/brand connected to the paths that, starting in centre of Campobasso, travel through the Monforte hill and allow the citizens/tourists to discover the historical events (the peace between Crociati and Trinitari, the history of Delicata and Fonzo, etc.) and environment changes that the hill has had during the times;
- Production of materials (thematic paths – historical and environmental paths, information boards, touristic signs, etc.);
- Placement of the above-mentioned materials.

## **PART 3 – DEVELOPMENT OF VIRTUAL REALITY FEATURES**

- The Municipality of Campobasso will consider the options of increasing the touristic experience by implementing virtual reality features in the specific places or for identified paths using the information and contents realized for the materials described in Part 2. In order to accomplish these objectives, experts will be consulted and, if workable in the RECOLOR framework, projects will be developed.

## **PART 4 – DEVELOPMENT OF FUTURE ACTIONS**

Even if the creation of materials and innovative tools is the basis of the pilot action, the Municipality of Campobasso will define more actions and events to promote the paths, the places and the innovative tools created and to “bring the experience” to tourists, thus promoting local landscapes through cultural heritage – as in the overall RECOLOR logic.

In order to do so, actions to be undertaken are the following:

- Create events in the historical city centre to promote the new thematic paths involving citizens, bloggers and private stakeholders (e.g. guides, tour operators, etc.) to spread the knowledge of the new tourist itineraries.
- Design an overall communication plan, under a single brand, in order to maximize its outcome.
- A strategy should be designed in the prevision of the potential future realization.

## 5. Pilot Action in Cividale del Friuli

### 5.1 Key Pilot Action Features

<b>PILOT ACTION IN CIVIDALE DEL FRIULI , PP3 - Comune di Cividale del Friuli</b>					
<b>Activity No:</b>	<b>Start – end date:</b>	<b>Budget</b>	<b>No. of heritage promoted</b>	<b>Type of heritage</b>	<b>List inscriptions</b>
<b>4.4.</b>	01/07/2020 - 31/05/2021	€ 175.300	3	Tangible	UNESCO, MIBACT
<b>List of cultural and natural heritage promoted</b>					
<ol style="list-style-type: none"> <li><b>1. Santa Maria in Valle/Longobard Temple</b></li> <li><b>2. Celtic Hypogeum</b></li> <li><b>3. Paolo Diacono Square</b></li> </ol> <p>Laser scanner survey, 3D modelling, reconstruction scenarios; 3d models; images/videos; photo campaign, web page, definition of contents; storytelling.</p>					
<b>Actors involved in actions aimed at promoting natural and cultural heritage</b>					
<b>1. Municipality</b>					
<b>Description of Pilot action</b>					
<p>Cividale aims to show some transformations of its landscape making visible and understandable what cannot be seen anymore. It will widen the enjoyment of the cultural heritage and it will be made possible through the analysis of iconographic, monumental and archaeological sources. Up-to-date technology using 3D reliefs, virtual reconstructions and augmented reality will let visitors enjoy this “invisible culture”. Interventions will focus on 1) “the Monastery of Santa Maria in Valle” with the Longobard Temple (UNESCO site) that represent the most visited cultural site in Cividale. Recent excavations brought to light important remains; 2) the Celtic hypogeum, a not easily accessible site; 3) the ancient baptistery (under the entrance of the Duomo); 4) Piazza Paolo Diacono, centre of Longobard Cividale, where the ducal court was located. A multimedia room will be set up within the Monastery and it will be the place where to story tell the historic environment and its transformations.</p>					
<b>Activity deliverables</b>					
<p><b>D4.4.1 Report</b> describing the pilot action in Cividale del Friuli. The pilot action will focus on Interventions will focus on 1) “the Monastery of Santa Maria in Valle” with the Longobard Temple, the most visited cultural site in Cividale; 2) the Celtic hypogeum, a not easily accessible site; 3) the ancient baptistery (under the entrance of the Duomo); 4) Piazza Paolo Diacono, centre of Longobard Cividale, where the ducal court was located.</p>					

## 5.2 Pilot Action City / Region

Cividale del Friuli is situated in the North-East of Italy within the Region Friuli-Venezia Giulia. In 2017 the resident population was 11.157. The city has 3hotels and about 50 complementary tourism facilities with 800 bed places. Not a traditional tourism destination. In the last ten years the city made important investments in cultural tourism. The region can be divided into five thematic areas: the coastline, cities, mountains, central Friuli, and food and wine.

The most famous cultural attraction is the Longobard Temple, part of the UNESCO Site “Longobards in Italy: Places of Power (568-774 A.D)”. Other cultural attractions are the Celtic Hypogeum, in the underground of the city centre, and the Square of Paolo Diacono. The Ministry of Cultural Heritage preserves these attractions.

Main tourism policies and strategic plans aim to improve cooperation between stakeholders operating in different sectors, e.g. tourism and culture. Destination marketing should move towards online marketing and a rationalization of the system of local Info Points.

## 5.3 Pilot Action Description

In Cividale the pilot action of the RECOLOR project aims to promote and enhance the historical landscape of the city that has a long story and evolving. We will try to make visible and understandable urban landscapes, structures monuments that no longer exist or have undergone so many transformations and are not easily recognizable. One could say, in short, that it will be an attempt to show what is now invisible. All these results will be achieved thanks to the latest discoveries and the help of new technologies, especially virtual reconstructions and augmented reality.

The planned action will focus on three areas considered particularly significant in the dynamics of the city's cultural and tourism proposal.

These places, which are part of the UNESCO site or buffer zone, are:

- The Saint Mary’s Monastery in the Valley, with the Tempietto Longobardo;
- The so-called "Celtic Hypogeum": a cave near the banks of the Natisone River
- The Paul Diacono Square

## 5.4 Pilot Action Strategy and Activities

### **SAINT MARY’S MONASTERY AND THE TEMPIETTO LONGOBARDO**

The Monastery with the Tempietto, are the centre, the heart, of the site of Cividale recognized as a World Heritage Site. The complex wants to be the land of in the city's tourist and cultural visit and promotion system thanks to the on-going enhancement work.

Here it is planned to create a space for a multimedia and immersive proposal that will form the core of the pilot action of the RECOLOR project. In this space we will develop the story not only of the Monastery and the Tempietto, but also of the other more general aspects and other areas involved in the project.

Particular attention will be given to the Tempietto, the jewel of Cividale, known all over the world, and also to the original phases of gastaldaga and monastery.

A first phase of collection of existing data, in particular images and surveys, has been started in order to obtain a good basis for the reworking actions envisaged by the project. In particular this will concern the architecture and especially the decorations of the Tempietto, trying to arrive at a virtual restoration, to propose what was to be its original appearance.

A video story about Cividale in Longobard times is also planned. The protagonist of the story will be Paolo Diacono who will illustrate to a contemporary man the various events of his time.

Paul was born in Cividale and was the longobard historian, who lived in the 8th century.

This story will be written with the involvement of the schools.

### **THE SO-CALLED "CELTIC HYPOGEUM"**

The visit to the ancient cave is fascinating, but it is not easy. The cave was regarded as prison or a Jewish bath; but its function remains unknown. The action includes first of all the possibility to improve the internal path and the understanding of the structures, also facilitating accessibility. The realization of a three-dimensional survey and a virtual tour will be the starting point for enhancement activities and for a better dissemination of the site.

### **PAOLO DIACONO SQUARE**

The square is the topographical centre of the ancient city; and also of the modern city. Today it can be considered the living room of the town. The Visitors here spend moments of relaxation, enjoying a well-deserved rest. Surely they cannot imagine being above some important contexts of the ancient Forum Iulii, hidden under the floor of the square. A virtual balcony, in the tourist office, will allow to show these important monuments including a late ancient palace that later became the palace of the Duke longobard. Here was discovered the tomb of the so-called Duke Gisulfo: one of the most important and well-known longobard finds of the town, now in the Archaeological Museum.

## 6. Pilot Action in Montefeltro

### 6.1 Key Pilot Action Features

<b>PILOT ACTION IN MONTEFELTRO, PP4 - Montefeltro Sviluppo Consortium</b>					
<b>Activity No:</b>	<b>Start – end date:</b>	<b>Budget</b>	<b>No. of heritage promoted</b>	<b>Type of heritage</b>	<b>List inscriptions</b>
<b>4.5.</b>	01/07/2020 - 31/05/2021	€ 88.800	1	Tangible	UNESCO
<b>List of cultural and natural heritage promoted</b>					
<p><b>1. Historic centre of Urbino</b>            A main promotional target includes the involvement of citizens and various local operators and entrepreneurs in order to build and market a real tourism product, through the creation of tourist guides, the definition of a calendar of events and experiences and their marketing on the web and in the press. The promotional activities target also castles and villages throughout the area, continuing to identify existent art landscapes and developing integrated cultural itineraries along them.</p>					
<b>Actors involved in actions aimed at promoting natural and cultural heritage</b>					
<p><b>1. The Gal Montefeltro</b>  <b>2. During the project one or more external companies, identified through public procurement, specialized in tourism and cultural promotion.</b></p>					
<b>Description of Pilot action</b>					
<p>The pilot action will focus on experiential project that transforms travellers in temporary residents and actors of the plot they discover and create along their way. Starting from the assumption that travellers usually expect to: live an authentic experience, meet each other, find small/great stories to remember, taste the products of excellence, the pilot will merge these different aspects, offering itineraries that put the landscape in relation with people, to find out and see what it has been and what it is nowadays. Through the aid of new technologies local narrators will appear with their face and voice and carry stories and experiences. The Narrator may be a naturalist, a farmer, a producer, an historian, an artist, a student, and a citizen. Technology will give the opportunity of rebuilding what is no longer seen and linked to the current cultural horizon in its various declinations.</p>					
<b>Activity deliverables</b>					
<p><b>D4.5.1 Report</b> describing the pilot action in Montefeltro. The pilot action, based on Urbania and Urbino, will focus on an experiential project, where visitors meet each other, find stories to remember, taste the products of excellence, offering itineraries that put the landscape in relation with people.</p>					

## 7. Pilot Action in Labin

### 7.1 Key Pilot Action Features

<b>PILOT ACTION IN LABIN, PP6 - Municipality of Labin</b>					
<b>Activity No:</b>	<b>Start – end date:</b>	<b>Budget</b>	<b>No. of heritage promoted</b>	<b>Type of heritage</b>	<b>List inscriptions</b>
<b>4.8.</b>	01/07/2020 - 31/05/2021	€ 61.830	2	Tangible	National Croatian registry
<b>List of cultural and natural heritage promoted</b>					
<ol style="list-style-type: none"> <li><b>Park of sculptures Dubrova</b></li> <li><b>Old Town Labin</b></li> </ol> <p>Promotion activities developed and monitored by the City of Labin, with the help of local tourist and cultural associations</p>					
<b>Actors involved in actions aimed at promoting natural and cultural heritage</b>					
<ol style="list-style-type: none"> <li><b>Mediterranean Sculpture Symposium (Park of Sculptures Dubrova)</b></li> <li><b>Labin - Rabac Tourist Board (Old Town Labin)</b></li> </ol>					
<b>Description of Pilot action</b>					
The pilot action in Labin will focus on the global promotion of the entire cultural heritage in the area of Labin and the development of a mobile application that will serve as a guide for all cultural heritage assets and events. The application will be available in several foreign languages, and will contain all the necessary information about the cultural items and events and how to access them.					
<b>Activity deliverables</b>					
<b>D4.8.1 Report</b> describing the pilot action in Labin. The pilot action in Labin will focus on the global promotion of the heritage in the area of Labin and the development of a mobile application that will serve as a guide for all cultural heritage assets and events.					

### 7.2 Pilot Action City / Region

The area of Labin and Rabac is situated in the eastern part of the Istria peninsula. Rabac is one of the most famous Croatian sea resorts. Labin has a population of 11.700 residents, 13.000 including Rabac, and in 2018 the ratio between arrivals and resident population was almost 21. Labin has almost 1.650 facilities, both hotels and complementary facilities, offering 15.000 bed places.

The most famous heritage sites are The Sculpture Park Dubrova, the Old Town, Podlabin with the mining complex Pijacal and the mining underground areas. They form a unique example of historical and cultural heritage, which gives great opportunities to positioning the town as a cultural tourism destination. The Old Town with monuments, churches and palaces is protected in accordance with the National Law on



Protection and Conservation of the Cultural Heritage and the policies of the Protected Cultural Heritage of the Town of Labin. The Old Town also hosts the Labin City Museum.

### 7.3 Pilot Action Description

Sculpture Park Dubrova was created through the activities of the Mediterranean sculpture symposium, a manifestation of international significance that from the 1970s, enriches the impressive collection of sculptures in Istria stone: - unique moments of art and nature in an open-air gallery - extending on 33 hectares of land - natural valleys and highlands, and rich and varied flora - Bijela cesta [White Road], a trail that consists of 16 sections (each is 25 meters long) - Amphitheatre “Dolac” [“Dolac” Amphitheatre]: a venue for art performances, concerts, theatre, and various events for visitors - The Dubrova Sculpture Park is open to visitors all year round, 24 hours a day. The entrance is free.

The Dubrova Sculpture Park is a favourite place for citizens and visitors of Labin area (eastern part of the Istria peninsula which includes the Town of Labin and the municipalities of Sveta Nedelja, Raša, Kršan, and Pićan) to take a walk, hang out with friends, for children to play, or to have an outdoor picnic. The park is located at the entrance to Labin, next to the main road Pula - Rijeka.

One of the most beautiful Croatian sculpture parks offers unique moments of art and nature in an open-air gallery, extending on 33 hectares of land, partly surrounded by drywall, with natural valleys and highlands, and rich and varied flora. The Park was created through the activities of the Mediterranean sculpture symposium, a manifestation of international significance that from the 1970s, enriches the impressive collection of sculptures in Istria stone. The representative collection of monumental sculptures and interdisciplinary projects has been created as a dedication to the beauty of the Istria stone, fascinating with its persistence. The stone, as one of the most durable materials and the omnipresent element of the Mediterranean Sculpture Symposium, has become one of the symbols of the Labin area. Since the 1970s almost one hundred recognized sculptors from all over the world took part in the Symposium, leaving behind tangible results of their creative ideas.

The park is recognizable by the greatest opus of the open-air works, whose authors are leading sculptors from Croatia, Italy, Austria, Slovenia, Serbia, Bosnia and Herzegovina, Macedonia, USA, Japan, France, Spain, Netherlands, Switzerland, Canada, Great Britain, South Korea, Slovakia and Hungary, some of which are housed in different locations throughout Croatia: in Labin, Rabac, Pićan, Sv. Nedelja, Pazin, Zagreb, Vukovar, and Ilok.

Inside the Park, you can take a walk along the Bijela cesta [White Road], a trail that consists of 16 sections (each is 25 meters long), which were designed by renowned Croatian artists, such as Edo Murtić, Julije Knifer, and Dušan Džamonja.

The Park is also home to Amphitheatre “Dolac” [“Dolac” Amphitheatre], designed by sculptor Josip Diminić, who, along with the painter Quintino Bassani is one of the initiators of The Mediterranean

Sculpture Symposium. The Amphitheatre represents a venue for art performances, concerts, theatre, and various events for visitors. The Dubrova Sculpture Park is open to visitors all year round, 24 hours a day. The entrance is free. Park is managed by non-profit organization Mediterranean Sculpture Symposium.

#### 7.4 Pilot Action Strategy and Activities

Starting from November/December 2019, Town of Labin is carrying on the following activities, which are grouped into three parts/units:

### **STRATEGY FOR CULTURAL AND TOURIST EVALUATION OF THE DUBROVA SCULPTURE PARK**

Tasks: - To develop a comprehensive document / strategy that will capture the cultural and tourism potential of the site and content of the Dubrova Sculpture Park based on the principles of sustainable development - The strategy must cover a minimum of five years and not more than ten years. Following strategic documents will be produced

- Proposal for a solution for the branding and communication channels of the Association Mediterranean Sculpture Symposium and the Dubrova Sculpture Park
- Tourist valorisation of the Dubrova Sculpture Park
- Cultural - tourist valorisation of Dubrova Sculpture Park

### **SUSTAINABILITY STUDY**

Will define services and/or products that the MKS, along with the Park, will offer for financial sustainability - Defining the final price per person and groups, number and type of souvenirs etc.

### **VIRTUAL TOUR**

Before the visitors visit some place, they like to check where are they going - Virtual tour will be integrated with new web page – it will attract visitors to visit the Park - Good for online promotion.

## 8. Pilot Action in Zadar

### 8.1 Key Pilot Action Features

<b>PILOT ACTION IN ZADAR , PP7 - Municipality of Zadar</b>					
<b>Activity No:</b>	<b>Start – end date:</b>	<b>Budget</b>	<b>No. of heritage promoted</b>	<b>Type of heritage</b>	<b>List inscriptions</b>
<b>4.7.</b>	01/07/2020 - 31/05/2021	€ 96.740	1	Tangible	National Croatian registry
<b>List of cultural and natural heritage promoted</b>					
<b>1. The Dalmatian Sphinx</b>					
<b>Actors involved in actions aimed at promoting natural and cultural heritage</b>					
<ol style="list-style-type: none"> <li><b>1. University of Zadar – Department of Archaeology,</b></li> <li><b>2. University of Zadar – Department of History,</b></li> <li><b>3. University of Zadar – Department of Tourism and Communication Studies,</b></li> <li><b>4. Zadar Tourist Board,</b></li> <li><b>5. Zadar County Development Agency – ZADRA NOVA</b></li> <li><b>6. Local NGOs – CINAZ</b></li> <li><b>7. Eko -Zadar</b></li> </ol> <p>Promotion activities will be targeted to, and involve the local stakeholders: e.g. professors and students of University of Zadar can be tour guides for the visitors throughout the whole year, avoiding at the same time seasonality that is largely being present in Zadar and the whole Dalmatia nowadays. Another example of the participation of the local stakeholders is the local community and its role in enhancing the new cultural attraction. There will be meetings held with all the stakeholders in order to decide about the development of cultural tours and this attraction in particular in the future.</p>					
<b>Description of Pilot action</b>					
<p>The Zadar pilot action will be run at Brodarica, one of Zadar’s neighbourhoods , where the largest Sphinx in Europe is located. The Sphinx, built in 1918, was a target of vandalism over the years and especially devastated after the World War 2. It is now abandoned, though it attracts attention of tourists .Thanks to RECOLOR, the visitor will reconstruct (virtually or with a help of a tour guide) the historical time period that the Sphinx was built in, its original condition and all the other interesting information. This pilot action will be realized with the participation of local stakeholders (Depts. of Archaeology and History at Uni Zadar, citizens and local community, for enhancing the new cultural attraction and developing cultural tours. The Dalmatian Sphinx will become one key element in re-balancing the tourist flows from the Zadar city centre, which is already packed with tourists during the summer season, to the surrounding neighbourhoods, outside the summer season.</p>					
<b>Activity deliverables</b>					
<p><b>D4.7.1 Report</b> describing the pilot action in Zadar. The Zadar pilot action will be run at Brodarica, one of Zadar’s neighbourhoods , where the largest Sphinx in Europe is located. The Sphinx, built in 1918,</p>					

was a target of vandalism over the years and especially devastated after the World War 2. It is now abandoned, though it attracts attention of tourists. Thanks to RECOLOR, the visitor will reconstruct the historical time period when the Sphinx was built in, its original condition and much other interesting information.

## 8.2 Pilot Action City / Region

The city of Zadar is the fifth largest city in Croatia with 75.200 residents in 2018. The city's airport is well connected with Croatian and European cities especially in the summer months. The total number of accommodation facilities, both hotels and complementary facilities, is 5.201 offering more than 35.000 bed places. The ratio of arrivals to resident population was 7 in 2017. Zadar is a famous sea tourism destination and the Croatian partner area of the Recolor project with the highest value of overnight stays in the last ten years. The city reached two million overnight stays in 2018 with an average length of 3.5 days.

The city has a rich architectural and cultural heritage. The historic centre with its churches and palaces is protected under the Register of Cultural Goods of the Republic of Croatia while the Defensive system of Zadar is inscribed since 2017 in the Unesco World Heritage List as "Venetian Works of Defence between the 16th and 17th Centuries. The city hosts a variety of museums such as the Gallery of Fine Arts, the National Museum of Zadar with an ethnographic department, the Museum of Ancient Glass and the Archaeological Museum

## 8.3 Pilot Action Description

The Zadar pilot action will be run at Brodarica, one of Zadar's neighbourhoods, where the largest Sphinx in Europe is located. It is surrounded by the park, which was once garden of a private villa and the sculpture, together with some other architectural elements built in times when Smirich family lived there. The villa and its garden (today a public park) were built at the very beginning of the 20th century and it was the first building in the whole bay. The name of the man who built the villa is Giovanni Smirich (Ivan Smirić in Croatian) and he was an artist: a painter, a conservator, and a curator. He married a young woman named Attilia Spineda de Catanis from Venice and named their family villa Attilia after her. The couple had five kids and joint interest in romantics, oriental cultures and horticulture. When Attilia passed away, her husband decided to create a sculpture of the Sphinx in her loving memory.

The hectic times of the upcoming decades filled with wars and changes in government erased the ambiance that once existed. The family garden today is a somewhat neglected public park, and their villa blends in with other modernist and secessionist houses built on the shore of this part of the city. This area of the city is visited by tourists because it is on their way to the hotel area of the city of Zadar (Puntamika and Borik neighbourhoods). It is easily reachable from the historical city centre with a short a pleasant 10

minutes' walk. This walk can also be enriched with an extra experience of a ride in a small rowing boat, so called barkajoli, which is also one of city attractions.

#### 8.4 Pilot Action Strategy and Activities

City of Zadar plans to deliver different types of activities, starting from January 2020, which are grouped into four phases, i.e. parts:

##### **PART 1 – RESEARCH, ANALYSIS AND DEVELOPMENT OF KEY DOCUMENTS**

- Consultations with Croatian Restoration Institute in Zadar
- Creation of a detailed report on the historical background of the park and its architect, with stylistic and iconographic analysis of architectural and sculptural elements in the park. With this in mind, City of Zadar already arranged collaboration with Mrs. Antonija Mlikota, a professor at the Department of History of Art, University of Zadar
- Architectural drawings of the current situation
- Some archaeological works might also be needed, if necessary, by e.g. Department for Archaeology, University of Zadar

##### **PART 2 – RESTORATION AND RENOVATION OF THE SPHINX AND SURROUNDING PARK**

Once the planned documents and works are done, Croatian Restoration Institute in Zadar will provide City of Zadar with recommended measures that should be done at the location, most probably one of the following:

- Restoration works of the Sphinx: left back leg, the tail, and the sting it had in its pawns, the medallion on its chest etc. Some parts of the sculpture are ruined over the time (e.g. weathering) and some were destroyed intentionally by people after the WW II
- Cleaning the surface of the whole sculpture
- Depending on the budget and the costs, restoration or at least conservation of other original architectural elements surrounding the Sphinx: small goldfish pond between the paws of the Sphinx, nice semi-circular bench facing the sea, bench with a copy of an roman relieve from the Archaeological museum, rustic artificial cave and another small pond

Second phase / part includes non-restoration works too, which will enhance the park area:

- Cleaning the park and the original paths
- Horticultural and landscaping services with respect of the original design of the garden

- Setting up benches, garbage cans, lightening etc.

### **PART 3 – DEVELOPMENT OF THE THEMATIC ROUTE**

- Creating a thematic route from the city centre to the Sphinx, i.e. writing a concept which includes history of the Sphinx as well as description of the nearby villas from the beginning of the 20th century that people pass by as they walk towards the Sphinx
- Work on the idea of creating a virtual tour
- Creating an information board and placing it in the park explaining the Sphinx and its story, myths and so on
- Creating souvenirs with Sphinx design

### **PART 4 – FURTHER DEVELOPMENT AND IMPROVEMENT OF THE THEMATIC ROUTE**

- Making a thematic tour and informing local tour guides and agencies so that they can include it to their offers
- Creating events which will take part in the park next to the Sphinx
- Create cooperation with nearby and other local schools interested in the location (some were already contacted and confirmed their cooperation): School of Applied Arts and Design Zadar to create some land art and to organize an exhibition in the park, School for Natural Sciences and Graphic Arts in Zadar to create a documentary about the Sphinx during the public events, nearby School for Hotels, Tourism and Gastronomy in Zadar and others.
- Other activities planned along the way



## 9. Comparison of the Pilot Projects

### 9.1 Comparison of the Key Pilot Action Features

<i>Project partner</i>	<b>Heritage promoted</b>	<b>List inscribed</b>	<b>Actors included</b>	<b>Budget</b>
<i>LP Emilia Romagna region</i>	1	-	1	€ 223.580
<i>PP1 - Polytechnic of Šibenik</i>	1	-	9	€ 76.870
<i>PP2 - Municipality of Campobasso</i>	5	-	-	€ 45.950
<i>PP3 - Comune di Cividale del Friuli</i>	3	UNESCO MIBACT	1	€ 175.300
<i>PP4 - Montefeltro Sviluppo Consortium</i>	1	UNESCO	2	€ 88.800
<i>PP6 - Municipality of Labin</i>	2	NCR	2	€ 61.830
<i>PP7 - Municipality of Zadar</i>	1	NCR	7	€ 96.740

- Overall, 14 heritage sites will be promoted. Among them, 2 sites are inscribed in UNESCO, and 4 on national heritage list (MiBACT and National Croatian Registry).
- Almost all promoted sites belong to cultural heritage. No natural protected areas involved. Only natural site listed is “Montefeltro Renaissance Sights (Rimini)” - landscapes and natural area that inspired some of the most known Renaissance paintings (also not the protected natural heritage sites).
- Partners took different approach in definition of “Actors involved in actions aimed at promoting natural and cultural heritage”. Most of the partners list only activity carriers and has 1 or 2 actors. Šibenik and Zadar list all actors involved in any part of project design, planning or consulting. It is necessary to harmonize the criteria for highlighting stakeholders, all in line with the target groups identified in the project application.
- None of the natural heritage management institutions are listed as actors.

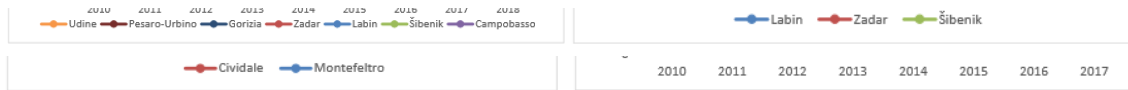
### 9.2 Comparison of the Pilot Action City / Region

A primary distinction between Italian and Croatian location pertains to the status of mass tourist destination. A common feature of the Italian partner areas is to be proximity tourist destinations which aim at attracting tourists who are visiting a nearby mass tourism destination. The status of proximity tourist destination of the Italian partner areas requires the adoption of a broader perspective in the analysis of their tourism flows. Data should not be limited to the local, city level, but cover the area of the most proximate primary tourism destination so this report will analyse tourist flows in the provinces of Udine and Gorizia for Cividale, in the provinces of Rimini and Pesaro-Urbino for Montefeltro, and the whole province of Campobasso in Molise.

On the other hand, the Croatian partner areas are already well-known mass tourism destinations themselves, as it is the case of Zadar and Šibenik in Dalmatia and Labin in Istria. Therefore, the



perspective of tourism development in these areas is to widen the offer of attractions and eventually to attract new segments of tourists interested in cultural tourism and in visiting outside the summer season.



Italian areas have significantly lower visits and shorter stays with respect to Labin, Zadar, and Šibenik. The degree of seasonality is high in all destinations as all partner areas host the majority of tourists in the summer months with peaks in August. International tourists in Croatia account for more than 80% of total overnights.

### 9.3 Comparison of the Pilot Action Description

Project RECOLOR has the overall objective to enhance the tourist potential of urban and natural landscapes in Croatia and Italy, characterized by relevant heritage often not included yet in traditional tourist circuits. Make natural and cultural heritage a leverage for sustainable and more balanced territorial development.

All the pilot actions are based on the combination of LANDSCAPES (nature) and ART (culture). Common concept is called LANDSCAPES OF ART. The concept of the “Landscapes of art” promotes three different typologies of combining art and landscape:

- Landscapes depicted in artworks
- Natural landscape with a permanent exhibition of works of art
- Digital landscape which reconstructs the landscape where the artworks were created

#### Landscapes depicted in artworks

This type of pilot action is applied in Montefeltro, Campobasso and Šibenik. Landscapes of Emilia Romagna can be found in important world known renaissance pictorial works. Landscapes of Šibenik and Campobasso areas can be found in local historical artworks. While having the same initial idea, pilot actions diverse in further development. Emilia Romagna and Montefeltro are creating a network of balconies and viewpoints of exact landscapes that can be found in famous old master paintings. Šibenik is developing new offer based on relief that depicts the local landscape and it’s publicly displayed on local square. One part of action offer targets very specific market niche – painters who will participate on colonies visiting and painting landscapes of surrounding areas. Other part of action is not directly related to artwork, but it’s focused to bring to life the square where relief is displayed. The pilot action in Campobasso will take place in the historical city centre, which is located along the slopes of the

Monforte hill. This area has rich history, but also it is a SCI (Site of Community Importance) area, characterized by the presence of protected species of flora and fauna. Identified area is the background of a famous painting of Gian Maria Felice that represents the landscape of the city.

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*Main challenge for this type of activity is creation, promotion and placement of a specifically described experience that can be marketed or implemented in local community lifestyle.*

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That means some kind of “conversion” of intangible concept such as landscape depicted on the painting to tangible, concrete action specified by place, time, experience and financial value. This type of activity that is not simple to market. It requires a significant level of engagement of target groups. At the same time, it doesn’t have universal appeal on mass market. Especially in Campobasso and Šibenik areas whose artworks aren’t world famous. Pilot actions should focus on research, development of visitation infrastructure, storytelling and promotion. Also, since it targets a specific market niche, it needs a high level of networking among local and artistic stakeholders and influencers.

### **Natural landscape with a permanent exhibition of works of art**

The second typology is based on natural landscape with a permanent exhibition of works of art and it is applied in Labin and Zadar. Both projects tend to create new experiences created with both – natural and cultural elements at the same time. Both selected locations are curated landscapes. In Zadar, it’s a garden in front of the villa with the permanent garden ornaments and sculptures dominated by the sphinx. Park Dubrova in Labin is functioning as open – space museum of contemporary art. Both locations have free entrance and don’t operate on market principles. Both places are part of local community daily life and visited by local people. Unlike the first type of activity, natural landscapes with art sculptures are much easier to pack into a specified experience and / or service. Concept of walking through the park and enjoying the nature and art is easy to understand. Main challenge lies in fact that both are open, public spaces that don’t charge entrance fee.

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*Main challenge for this type of activity is to create a sustainable management model that will ensure maintenance, promotion and long-term development of the site.*

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Maintenance of sites requires funding. Both Zadar and Labin sites need constant gardening and grooming

activities, promotion, events and storytelling efforts. They also need resources for conservation and restoration, as well as acquisition of new artworks. Since sites don't generate income from selling tickets and can't obtain economic sustainability as classic museums, main challenge is to create a model of incorporation of sites in wider social and market structures that will allow sustainability. That requires creation of strategic management, marketing and communication plans and high level of networking with local communities, entrepreneurs, artists as well as institutions related to tourism development, nature preservation and culture.

### **Digital landscape, which reconstructs the landscape where the artworks were created**

The third type a digital landscape which reconstructs the landscape where the artworks were created and it is applied in Cividale, This concept is focused on research of the changes in natural, urban and historic landscapes through the centuries and allows the visitors to see the places as they used to be in different times.

Re-creation of historical landscapes is going to be based on detailed researches. Outputs will be available to local community, schools and visitors. Attractive storylines and visualizations will be designed with multimedia and virtual reality tools.

#### 9.4 Comparison of the Pilot Action Strategies and Activities

All RECOLOR pilot actions have the same main theme – LANDSCAPES OF ART, but they are different in many segments of planning and performance. Each project has its own target group, intervention logic, means, tools and mechanisms. Each project will be conducted by different partner. However, all pilot actions contribute to common goals and objectives of joint RECOLOR project, described in chapter 1 of this document.

All the activities planned by partners can be described in 8 groups:

- Research
- Development of strategic documents (project plans, management, marketing, communication and sustainability)
- Conservation and restoration works
- Visitors infrastructure development
- Creation of itineraries, touristic products, events, packages, services and routes
- Branding, promotion and market placement
- Interpretation tools
- Networking - Involvement of local community, responsible institutions for management of natural and cultural heritage, culture, art and nature NGOs, private stakeholders, influencers businesses etc.

Each group of activities will result with the specific outputs that will be documented, validated and measured by each partner. All the collected information will be gathered and sent to Polytechnic of Šibenik with the goal of creation of O.4.1. - “Sustainable strategy for management of natural and cultural areas, new and shared knowledge and corporate vision.” Polytechnic of Šibenik will provide the partners with standard documents and form for reporting about the features of all created outputs.

The outcomes of the activities launched in the pilot and training actions, where the experiences achieved through the local pilot actions in the partner areas, as well as the common tools and strategy developed in the previous phase, will be organized in a set of awareness, information and training materials, providing the partner organizations with the tools necessary to transfer the corporate knowledge to their staff and to the target groups of the project and guarantee the durability of the project achievement. The planned Memorandum of Understanding will sustain the institutional and financial dimension of sustainability.

### *10. Common Tool for Design and Monitoring the Pilot Actions*

The present deliverable was aimed at providing a common framework for and preparing the pilot actions that will demonstrate and implement at local level the joint strategy and tools developed in WP3. The transnational documents previously developed have been customised according to the specific characteristic of the different local situations, inviting tourism industries, other cultural stakeholders, cultural managers, media, associations, citizens, tourist and socio-economic decision makers to join the discussion, create new services and start the process to guarantee the sustainability of the project outputs.

Partners customise the draft strategy according to each local characteristics, inviting decision makers, cultural and tourist stakeholders to join the discussion and create new sustainable services. The following pages present the common scheme that has been developed to help partners prepare a detailed description of what they are doing in their pilot action in order to collect a set of information and knowledge that can support the understanding of the key criteria for success and pave the way to a long term strategy following the end of the RECOLOR project.

<b>&lt;PARTNER FULL NAME&gt;</b>		
<b>&lt; PILOT ACTION NAME &gt;</b>		
<b>Activity No:</b>	<b>Start – end date:</b>	<b>Budget</b>
		€ ---

PROMOTED HERITAGE			
Cultural Heritage		Type <sup>1</sup>	List <sup>2</sup>
1.			
2.			
3.			
Natural Heritage		Type	List
1.			
2.			
3.			

STAKEHOLDERS FROM DIFFERENT SECTORS INVOLVED INTO THE DESIGN PROCESS <i>(Public Authorities / Culture and Nature heritage preservation bodies / Tourism bodies / companies / NGO's)</i>			
	Organization / company / body	No of persons involved	Role / engagement in pilot action
1.			
2.			
3.			
4.			
5.			

<sup>1</sup> Tangible, intangible or both

<sup>2</sup> State if heritage is inscribed on the national or transnational protection list

**IMPROVEMENT OF CROSS-SECTORAL COOPERATION**

*(Public Authorities / Culture and Nature heritage preservation bodies / Tourism bodies / companies / NGO's)*

*Describe joint cross – sectoral activities organized during the Pilot project design process. How many workshops or meetings were organized with participation of stakeholders from different sectors?*

**TARGET GROUPS REACHED (Through design process and implementation)**

**1. General public < min required – 15.000 >**

*Tourists visiting the partner areas. "Cultivated" groups of citizens, "culture vultures", i.e. people with special interests on cultural issues, and able to mobilize other persons sharing similar interests. Also include generic citizens*

Audience	Target value	Way of measure / evidence <sup>3</sup>
1.1. Local audience		
1.2. Visitors / tourists		
1.3. Other		

**2. Local, regional and national public authorities < min required 10 >**

*Local, regional and national decision-makers, public bodies, development agencies involved in environment, culture & tourism, as well as transport, housing*

	Name of Body	Persons involved	Role / engagement in pilot action
1.			
2.			
3.			
4.			
5.			

<sup>3</sup> Best way of measure would be some kind of official counting method or sales, but approximation is also acceptable



<b>3. Public service providers &lt; min required – 2 &gt;</b> <i>Local and regional service companies, such as operators of tourist offices in the partner areas, tourist guides working on the concerned territory and interested in innovative itineraries.</i>			
	Name of Body	Persons involved	Role / engagement
1.			
2.			
3.			
4.			
5.			
<b>4. Heritage management bodies &lt; min required – 8 &gt;</b> <i>Local museums, natural and heritage sites and monuments.</i>			
	Name of Body	Persons involved	Role / engagement
1.			
2.			
3.			
4.			
5.			
<b>5. Regional and local development agencies, enterprises (in particular SMEs within the cultural and creative industry as well as the environmental and tourism sector) &lt; min required – 15 &gt;</b> <i>Managers and staff of local, regional or national development agencies, bodies and institutions for promotion of culture and tourism, as well as for the protection of the environment. Tour operators interested in new tourist concept. Cultural industries, Makers (i.e. digital artists and creative professionals), Companies dealing with local and regional tourism and hospitality (local entrepreneurs in tourist sector, hotel and restaurant owners, etc.).</i>			
	Name of Body	Persons involved	Role / engagement
1			
2			
3			
4			
5			

**6. Associations, regional innovation agencies < min required – 2 >**

*Tourist & cultural associations and other organisations in the field of tourism and culture. Research centres involved in implementation of customized solutions adopting the common models and tools*

	Name of Body	Persons involved	Role / engagement
1.			
2.			
3.			
4.			
5.			

**7. NGOs < min required – 4 >**

*Scholars, teachers and students of the humanities departments of the universities of the partner areas, as well members of Academy of Sciences or Humanities. Postgraduate courses with a vocational interest. Directors, teachers and students of local and regional primary and secondary schools.*

	Name of Body	Persons involved	Role / engagement
1.			
2.			
3.			
4.			
5.			

**MANAGEMENT SUSTAINABILITY**

**Organization(s) responsible for development of pilot project**

**Organization(s) responsible for long term sustainable management of the project**

<b>Strategic documents developed</b> <i>Sustainability plan, Marketing plan, Management plan or similar</i>
1.
2.
3.
<b>Strategic documents planned in future</b> <i>Sustainability plan, Marketing plan, Management plan or similar</i>
1.
2.
3.
<b>Future marketing and financial sustainability potential</b> <i>Revenue model(s) and possible sources of funds</i>
1.
2.
3.

EXPERIENCE DESIGN	
<b>1. Pre – visit experience</b>	
1.1. Location / project / event website created (brief description or comment)	Yes / No <sup>4</sup>
1.2. Social media accounts created and managed (brief description or comment)	Yes / No
1.3. Online media presentation (photo, video, 3D) (brief description or comment)	Yes / No
1.4. Promotional materials on tourist info points (brief description or comment)	Yes / No
1.5. Promo materials with other RECOLOR sites (brief description or comment)	Yes / No
1.6. Location / project / event website created	Yes / No

<sup>4</sup> Delete incorrect answer

(brief description or comment)	
1.7. Location / project / event website created	Yes / No
(brief description or comment)	
1.8. Online purchase available	Yes / No
(brief description or comment)	
<b>2. Arriving / getting around</b>	
2.1. Access by foot	Yes / No
(brief description or comment)	
2.2. Access by car (parking)	Yes / No
(brief description or comment)	
2.3. Access by bike	Yes / No
(brief description or comment)	
2.4. Access by bus (parking)	Yes / No
(brief description or comment)	
2.5. Access by public transport (stations nearby)	Yes / No
(brief description or comment)	
2.6. Info point / access point / reception desk available	Yes / No
(brief description or comment)	
2.7. Access for people with disabilities	Yes / No
(brief description or comment)	
<b>3. Getting around info</b>	
3.1. Printed tourist map	Yes / No
(brief description or comment)	
3.2. GPS navigation app	Yes / No
(brief description or comment)	
3.3. Tourist signalization	Yes / No
(brief description or comment)	
<b>4. Means of interpretation</b>	
4.1. Interpretation panels	Yes / No
(brief description or comment)	

4.2. Printed guides (brief description or comment)	Yes / No
4.3. Personal guides (brief description or comment)	Yes / No
4.4. Handbook for guides developed (brief description or comment)	Yes / No
4.5. Multimedia guides onsite (brief description or comment)	Yes / No
4.6. Multimedia guide apps (brief description or comment)	Yes / No
4.7. Interpretation on ITA / HR / ENG language (brief description or comment)	Yes / No
4.8. Interpretation involving other RECOLOR sites (brief description or comment)	Yes / No
<b>5. Developed programme(s) for:</b>	
5.1. Individual guests (brief description or comment)	Yes / No
5.2. Groups (brief description or comment)	Yes / No
5.3. Children (brief description or comment)	Yes / No
5.4. Students (brief description or comment)	Yes / No
5.5. Elderly people (brief description or comment)	Yes / No
5.6. Special interest groups <sup>5</sup> (brief description or comment)	Yes / No

<sup>5</sup> People who travel for specific reasons (dedicated cultural tourists, active tourists, MICE etc.)

5.7. Persons with disabilities	Yes / No
(brief description or comment)	
5.8. Other target groups	Yes / No
(brief description or comment)	
<b>6. Multi-sensored experience</b>	
6.1. Something to see	Yes / No
(brief description or comment)	
6.2. Something to hear	Yes / No
(brief description or comment)	
6.3. Something to touch	Yes / No
(brief description or comment)	
6.4. Something to smell	Yes / No
(brief description or comment)	
6.5. Something to taste	Yes / No
(brief description or comment)	
6.6. Something to learn	Yes / No
(brief description or comment)	
6.7. Something to do	Yes / No
(brief description or comment)	
<b>7. Additional services included on location or nearby</b>	
7.1. Sanitary facilities	Yes / No
(brief description or comment)	
7.2. Souvenir shop	Yes / No
(brief description or comment)	
7.3. Shop / market	Yes / No
(brief description or comment)	
7.4. Restaurants / coffee bars	Yes / No
(brief description or comment)	
7.5. Transportation services	Yes / No
(brief description or comment)	

7.6. Other services	Yes / No
(brief description or comment)	
<b>8. Developed organized programs and tours by length</b>	
8.1. Brief tour (up to 2 hours)	Yes / No
(brief description or comment)	
8.2. Half day tour	Yes / No
(brief description or comment)	
8.3. Full day tour	Yes / No
(brief description or comment)	
8.4. Weekend (2-3 days) program	Yes / No
(brief description or comment)	
8.5. Weekly arrangement	Yes / No
(brief description or comment)	
8.6. Special events	Yes / No
(brief description or comment)	
8.7. Other arrangements	Yes / No
(brief description or comment)	

#### DEFINITION OF PLACE

Definition of the location(s),. In short words, describe the location in geographic sense. Is it one particular spot, one wider spot (village, city) or there are more locations involved. If so – how distant they are? How long is the whole route?

#### PROMOTIONAL ACTIVITIES / CAMPAIGNS

Project website



Social media
Multimedia
Apps
Advertising / media promotion
Outdoor advertising
Printed materials
PR and communication activities
PR and communication activities
Events
Promotion of RECOLOR project and other RECOLOR sites

Marketing / revenue models
Describe revenue models – specific services and products with market potential
1.
2.
3.
4.