Report describing the pilot action in Emilia-Romagna and Montefeltro
D4.2.1 and D4.5.1

Work package:	4 Customising and implementing the joint transnational strategy in the partner areas
Activity number:	4.2 Pilot action in the Emilia-Romagna Region 4.5 Pilot action in Montefeltro
Partner in charge:	Emilia-Romagna Region, GAL Montefeltro
Partners involved:	All
Status:	Final, Version 1.0
Distribution	Public
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RECOLOR – PILOT ACTION PRESENTATION		
Emilia-Romagna Region, LP **GAL Montefeltro Sviluppo, PP4**		
Montefeltro Art Views		
Activity No:	Start – end date:	Budget
4.2 and 4.5	20/05/2021 - 30/06/2022	€ 304.103,15

PROMOTED HERITAGE		
Cultural Heritage	Type[1]	List[2]
1. "Portrait of Battista Sforza" by Piero, della Francesca	Tangible	
2. "Portrait of Federico da Montefeltro", by Piero della Francesca	Tangible	
3. "Triumphs of Federico da Montefeltro and Battista Sforza", by Piero della Francesca	Tangible	
4. "St. Jerome and a Devotee", by Piero della Francesca	Tangible	
5. "Resurrection", by Piero della Francesca	Tangible	
6. "Baptism of Christ", by Piero della Francesca	Tangible	
7. "Nativity", by Piero della Francesca	Tangible	
8. "The Gioconda", by Leonardo da Vinci	Tangible	
9. Historic town of Pennabilli	Tangible	
10. Historic town of San Leo	Tangible	
11. Historic town of Montebello di Poggio Torriana	Tangible	
Natural Heritage	Type	List
1. Real landscape of the "Portrait of Battista Sforza" by Piero, della Francesca	Tangible	
2. Real landscape of the "Portrait of Federico da Montefeltro", by Piero della Francesca	Tangible	

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[1] Tangible, intangible or both
[2] State if heritage is inscribed on the national or transnational protection list

3.	Real landscape of the "Triumphs of Federico da Montefeltro and Battista Sforza", by Piero della Francesca	Tangible	
4.	Real landscape of the "St. Jerome and a Devotee", by Piero della Francesca	Tangible	
5.	Real landscape of the "Resurrection", by Piero della Francesca	Tangible	
6.	Real landscape of the "Baptism of Christ", by Piero della Francesca	Tangible	
7.	Real landscape of the "Nativity", by Piero della Francesca	Tangible	
8.	Real landscape of "The Gioconda", by Leonardo da Vinci	Tangible	

STAKEHOLDERS FROM DIFFERENT SECTORS INVOLVED INTO THE DESIGN PROCESS *(Public Authorities / Culture and Nature heritage preservation bodies / Tourism bodies / companies / NGO's)*		
	Organization / company / body	No of persons involved	Role / engagement in pilot action
1	Municipality of Acqualagna	1	Participant - definition of the paths and activities of the pilot events – Administrative support
2	Municipality of Montecopiolo	1	Participant - definition of the paths and activities of the pilot events – Administrative support
3	Municipality of Pennabilli	1	Participant - definition of the paths and activities of the pilot events – Administrative support
4	Municipality of Poggio Torriana	1	Participant - definition of the paths and activities of the pilot event – Administrative support
5	Municipality of San Leo	1	Participant - definition of the paths and activities of the pilot events – Administrative support

6	Municipality of Sant'Agata Feltria	1	Participant - definition of the paths and activities of the pilot events – Administrative support
7	Municipality of Urbania	3	Participant - definition of the paths and activities of the pilot event – Administrative support
8	GAL Valli Marecchia e Conca	2	Communication, follow-up and sustainability
9	Festival I.Ta.Cà	4	Communication
10	University of Bologna - CAST	2	Participant - definition of the paths and activities of the pilot event – Communication
11	Province of Pesaro - Urbino	1	Participant - definition of the paths and activities of the pilot events – Administrative support
12	Marche Region	1	Participant - definition of the paths and activities of the pilot events – Administrative support
13	University of Urbino	2	Participant - definition of the paths and activities of the pilot events
14	Urbino Incoming Srl	1	Participant - definition of the paths and activities of the pilot events
15	Marche Holiday	1	Participant - definition of the paths and activities of the pilot events
16	Area Interna Basso Pesarese e Anconetano	1	Participant - definition of the paths and activities of the pilot events
17	Galleria Nazionale delle Marche	1	Participant - definition of the paths and activities of the pilot events
18	Soprintendenza delle Marche		Administrative support

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?
Mainly three events were organized with the participation of stakeholders from different sectors: one focus group, one workshop and a presentation. The first focus group took place in the very first months of the project: the goal of the focus group was the identification of needs by the local touristic sector. It was held in Urbania in March 2019 and both public and private stakeholders attended the focus group. This contributed to build the general frame under which the pilot action was then developed. The goal of the workshop was to refine the general analysis of the local context and to identify some basic characteristics for the pilot action to be developed. It was held in November 2019 and hosted by the University of Urbino with the participation of University of Bologna. Both public and private stakeholders attended the workshop, including culture preservation bodies. After this event, the Covid-19 pandemic stroke all the project progress, so that this kind of activities was put in stasis. In this period, GAL Montefeltro (sometimes together with Emilia-Romagna Region) organized several online meetings in order to have one-to-one discussions or maybe small group discussions for the development of the pilot action. Many of these online meetings had a technical focus. In September 2021 GAL Montefeltro organized, together with the University of Bologna, a public presentation of its pilot action project, that had been developed in the previous months and that would be realized in the following months. Many subjects, both public and private, attended the presentation and actively offered their feedbacks. The meeting was held in Urbania in a hybrid form, both in presence and online (live streaming on Facebook). In the following months, GAL Montefeltro participated in more minor presentations of the project (one addressed to the local public authorities, one addressed to all of the Emilia-Romagna Local Action Groups). During the whole process, many public and private subjects, including individual citizens and enterprises, were involved in the pilot action development, not necessarily in the occasion of meetings or workshop, but always in the cooperation mood at the core of RECOLOR. Local stakeholders involved in the pilot action process also participated in the workshops (i.e. WP5) for the general implementation of RECOLOR. At the final event in May 2022 that the Emilia-Romagna Region organized at the University of Bologna, nearly 200 transregional stakeholders, selected for their political, scientific, or tourism relevance, were invited and informed of the project's developments and opportunities. The event was preceded by a press conference with authorities and representatives from the Emilia-Romagna Region and the Marche Region, and the resulting

media coverage reached several thousand people, estimable from newspaper coverage that picked up the news.

TARGET GROUPS REACHED (Through design process and implementation)		
1. General public *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[3]
1.1. Local audience	200	In a row of 13.550 people of general audience reached throughout the project, we can esteem approximatively 200 locals directly reached and involved by the pilot action process.
1.2. Visitors / tourists		A first esteem will not be possible before 2023.
1.3. Other		
2. Local, regional and national public authorities *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.	Municipality of Acqualagna	1	Participant of the pilot process (both design and implementation)
2.	Municipality of Montecopiolo	1	Participant of the pilot process (both design and implementation)
3.	Municipality of Pennabilli	1	Participant of the pilot process (both design and implementation)
4.	Municipality of Poggio Torriana	1	Participant of the pilot process (both design and implementation)
5.	Municipality of San Leo	1	Participant of the pilot process (both design and implementation)
6.	Municipality of Sant'Agata Feltria	1	Participant of the pilot process (both design and implementation)

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[3] Best way of measure would be some kind of official counting method or sales, but approximation is also acceptable

7.	Municipality of Urbania	3	Participant of the pilot process (both design and implementation)
8.	Province of Pesaro - Urbino	1	Administrative support
9.	Marche Region	1	Administrative support

3.	**Public service providers** *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.*		
	Name of Body	**Persons involved**	**Role / engagement**
1.	ANAS	1	Administrative support

4.	**Heritage management bodies**		
	Name of Body	**Persons involved**	**Role / engagement**
1.	Soprintendenza delle Marche	1	Administrative support
2.	Galleria Nazionale delle Marche	1	Participant in the definition of path and activities for the pilot

5.	**Regional and local development agencies, enterprises (in particular SMEs within the cultural and creative industry as well as the environmental and tourism sector)** *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.).*		
	Name of Body	**Persons involved**	**Role / engagement**
1	Urbino Incoming Srl	1	Participant in the definition of path and activities for the pilot
2	Marche Holiday	1	Participant in the definition of path and activities for the pilot
3	Festival I.Ta.Cà	4	Co-organized and disseminated the presentation of the pilot action project in the frame of a national itinerant Festival

6.	**Associations, regional innovation agencies** *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	GAL Valli Conca e Marecchia	2	Involved in the final stages of the pilot design, GAL VCM will continue the development of the project after the ending of RECOLOR outside GAL Montefeltro's territory

7. NGOs
Scholars, teachers and students of the humanities departments of the universities of the partner areas, as well members of Academy of Sciences or Humanities. Post graduate 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.			

MANAGEMENT SUSTAINABILITY

Organization(s) responsible for development of pilot project

Regione Emilia-Romagna, GAL Montefeltro Sviluppo

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

Municipality of Acqualagna, Municipality of Montecopiolo, Municipality of Pennabilli, Municipality of Poggio Torriana, Municipality of Sant'Agata Feltria, Municipality of San Leo, Municipality of Urbania, GAL Valli Conca e Marecchia

Strategic documents developed
Sustainability plan, Marketing plan, Management plan or similar

Memorandum of understanding between all municipalities, Emilia-Romagna Region, GAL Montefeltro Sviluppo, GAL Valli Conca e Marecchia

Strategic documents planned in future
Sustainability plan, Marketing plan, Management plan or similar

Future marketing and financial sustainability potential
Revenue model(s) and possible sources of funds

1. European found - PNRR

EXPERIENCE DESIGN

1. Pre – visit experience

1.1. Location / project / event website created	YES
https://montefeltroartviews.it/	
1.2. Social media accounts created and managed	YES
https://www.facebook.com/MontefeltroArtViews	
1.3. Online media presentation (photo, video, 3D)	YES
See the webapp https://www.montefeltroartviews.it/	
1.4. Promotional materials on tourist info points	YES
Emilia-Romagna Region designed, printed and delivered scientific and promotional materials: • 1.000 Brochures • 10.000 Flyers • 2.000 Postcards • 400 Counter displays	
1.5. Promo materials with other RECOLOR sites	No
1.6. Location / project / event website created	No
1.7. Location / project / event website created	No
1.8. Online purchase available	No
2. Arriving / getting around	
2.1. Access by foot	Yes
The pilot was specifically designed in order to create a path for pedestrian and trekking tourists	
2.2. Access by car (parking)	Yes
The pilot was specifically designed with parking areas	
2.3. Access by bike	Yes
The pilot was specifically designed in order to supply services for bike tourists (e.g. e-bike recharge point)	
2.4. Access by bus (parking)	Yes
Not all the locations of the pilot can easily be adapted for a bus to park	
2.5. Access by public transport (stations nearby)	No
Most of the locations are in the countryside, far away from stations	

2.6. Info point / access point / reception desk available	No
2.7. Access for people with disabilities	No
Not all the locations of the pilot can easily be adapted for disabilities	
3. Getting around info	
3.1. Printed tourist map	YES
Brochures and leaflets produced by the Emilia-Romagna Region included a map with geolocated balconies, flanked by more or less detailed artistic and cultural information depending on the type of promotional material	
3.2. Printed tourist map	No
3.3. Tourist signalization	YES
The pilot was specifically designed with tourist signalization	
4. Means of interpretation	
4.1. Interpretation panels	YES
The pilot was specifically designed with interpretation panels that illustrate the correspondence between actual landscapes and the landscapes portrayed in famous Renaissance works of art	
4.2. Printed guides	YES
Brochures and leaflets produced by the Emilia-Romagna Region included a map with geolocated balconies, flanked by more or less detailed artistic and cultural information depending on the type of promotional material.	
4.3. Personal guides	No
4.4. Handbook for guides developed	No
4.5. Multimedia guides onsite	YES
Descriptive panels that accompany the visit to the balconies have a QR code that takes visitors to the official Web App, which in addition to cultural, historical, and scientific textual insights, offers several drone-made aerial videos to fully enjoy the on-site experience. **https://www.montefeltroartviews.it/**	
4.6. Multimedia guide apps	YES
The presence on the balcony panels of QR codes and the availability to enjoy the content of the official Web App even before being on site allows for a preparation to the visit, with a bilingual multimedia experience	

https://montefeltroartviews.it/	
4.7. Interpretation on ITA / HR / ENG language	YES
All materials printed, posted on social or available via the Web App are always bilingual **ITA and ENG**	
4.8. Interpretation involving other RECOLOR sites	No

5. Developed programme(s) for:	
5.1. Individual guests	Yes
The routes allow to develop a visit program for individual guests	
5.2. Groups	Yes
The routes allow to develop a visit program for groups	
5.3. Children	No
5.4. Students	No
5.5. Elderly people	No
5.6. Special interest groups[4]	No
5.7. Persons with disabilities	No
5.8. Other target groups	No

6. Multi-sensored experience	
6.1. Something to see	YES
Tourists can see the actual landscapes originally portrayed in famous Renaissance works of art, that are the focus of the pilot action	
6.2. Something to hear	No

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[4] People who travel for specific reasons (dedicated cultural tourists, active tourists, MICE etc.)

6.3. Something to touch	No
6.4. Something to smell	No
6.5. Something to taste	No
6.6. Something to learn	YES
History of art regarding the 8 paintings whose landscapes have been identified in the Montefeltro area; geological notions about how the landscapes changed since the day they were portrayed in the paintings; local history	
6.7. Something to do	No

7. Additional services included on location or nearby	
7.1. Sanitary facilities	No
7.2. Souvenir shop	No
Not with regards to the focus of the pilot project	
7.3. Shop / market	No
Not with regards to the focus of the pilot project	
7.4. Restaurants / coffee bars	Yes
Many locations are nearby restaurants, coffee bars and agritourism	
7.5. Transportation services	No
7.6. Other services	No

8. Developed organized programs and tours by length	
8.1. Brief tour (up to 2 hours)	No
Tours have not yet been organized	

8.2. Half day tour	No
Tours have not yet been organized	
8.3. Full day tour	No
Tours have not yet been organized	
8.4. Weekend (2-3 days) program	No
Tours have not yet been organized	
8.5. Weekly arrangement	No
Tours have not yet been organized	
8.6. Special events	No
Special events have not yet been organized	
8.7. Other arrangements	No

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?
The pilot action takes place in 9 different locations. All these locations have been designed, only 6 of them were finalized (due to budget limitations). All the locations are vista pint from which the tourist can see and interpretate the correspondence between the landscapes portrayed in famous paintings and the actual landscapes. Among the 6 finalized locations, only one is in the centre of a town, while all the others are in the countryside, maybe with some touristic structure (restaurant, agritourism) nearby. All the vista points are provided with approach paths that "guide" the tourist through the observation spot, where he/she will find all the information needed (panels, QR codes, etc.). The locations are spread in a large territory between Emilia-Romagna Region (Province of Rimini) and Marche Region (Province of Pesaro-Urbino). Moving by car, all the vista points can be visited in one day, but the ideal timing is a 2-days visit.

PROMOTIONAL ACTIVITIES / CAMPAIGNS
Project website
https://montefeltroartviews.it/

Social media
https://www.facebook.com/MontefeltroArtViews
Multimedia
1 e-book 10 YouTube video
Apps
https://montefeltroartviews.it/
Advertising / media promotion
Through Emilia-Romagna Region: • Montefeltro Renaissance landscape eBook. Nearly 300 pages of insights on the extraordinary open-air museum of Montefeltro Art Views, available in Italian and English and usable by different devices (IOS, ANDROID, interactive PDF). Free download from official wasp • a 7-page article in the March issue of magazine Medioevo *"MULTIMEDIALITÀ - Sublimi punti di vista di Lorella Cecilia"*.
Outdoor advertising
Printed materials
Emilia-Romagna Region designed, printed and delivered scientific and promotional materials: • 1.000 Brochures • 10.000 Flyers • 2.000 Postcards • 400 Counter displays • 250 eBook also printed on paper
PR and communication activities
https://www.facebook.com/GalMontefeltroSviluppo/posts/pfbid0KaFwgF9n5NNqbmW2 PXesGkSNE4TBYznmgUiRQxMdMGE2deyx5RH8MBhs5vJt7aknl The Emilia-Romagna region created and periodically updated the Facebook page dedicated to the Pilot from March 2021 to June 2022. Insights were posted and tagged project stakeholders who had a Facebook page, such as GAL Montefeltro, University of Bologna, and Project RECOLOR, to network and increase the visibility of the project in their respective online communities. During the project, visibility opportunities were created or enhanced for the Pilot, from local tourism festivals, to inserts in specialized magazines, to the final event itself, which was

conceived as an important communication and public relations opportunity. From the selection of the space in which to hold it, the guest speakers, the invitation to journalists, and the availability to follow the event in a hybrid mode, online and in-person, every aspect was designed to expand the Pilot's news on a national and international scale.
Events
Final event at the University of Rimini
Promotion of RECOLOR project and other RECOLOR sites
RER and GAL Montefeltro participated in • Festival I.Ta.Cà • 1 tourist event in Riccione in June 2022 ("il Legno e il Mare"), where project RECOLOR was promoted along with another Interreg Italy-Croatia project

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