

Report describing the pilot action in Šibenik

D4.6.1

Work package:	4 Customising and implementing the joint transnational strategy in the partner areas
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Partner in charge:	City of Šibenik
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Polytechnic of Šibenik

**FINAL REPORT
RECOLOR – PILOT ACTION ŠIBENIK
Revitalization of Mala Loža Square**

Activity No:	Start – end date:	Budget
4.6.	01/07/2020 – 30/11/2021	76.870 €

1. Promoted Heritage

The main motive of “Landscapes of art” Šibenik pilot project is combined natural and cultural heritage. Relief of Sibenik Landscape on St. John’s Church in Mala loža square is the centerpeice and the meeting point, but the story of combined cultural and natural heritage promoted through the art was spread in multiple points. Alltogether, 5 cultural and 2 natural heritage places are included in Art colony programs. Natural areas are NP Krka and Channel – Port of Šibenik, natural protected areas that cover 120 km2 of land around Šibenik. Very special point of the project is the revival of green market – activity that combines intangible cultural heritage (traditional way of life) with nature and sustainable development.

PROMOTED HERITAGE			
Cultural Heritage		Type ¹	List ²
1.	Relief of Sibenik Landscape on St. John’s Church	Tangible	National cultural heritage list
2.	Barone Fortress	Tangible	National cultural




¹ Tangible, untangible or both

² State if herirage is inscribed on the national or transnational proteccion list

			heritage list
3.	St. Nicholas fortress	Tangible	UNESCO
4.	St. Michael's Fortress	Tangible	National cultural heritage list
5.	Way of life in old city	Intangible	No list
Natural Heritage			List
1.	NP Krka	Natural	National park
2.	St. Anthony Channel – Port of Šibenik	Natural	Protected natural area

2. Activities and outputs

Šibenik pilot project was focused on revival of old city square “Mala loža”. Therefore, several events were organized there.

Art Colony		
<p>Art Colony “Landscapes of Art” was organized during the summer of 2020. and again in summer of 2021. Workshops were organized in Mala loža square. Group paintings were organized in several locations around Šibenik that combined natural and cultural heritage and major theme – “Landscapes of art”. At the end of the colonis group exhibitions were organized on Mala loža square.</p>		
		
Recolor Events		
<ul style="list-style-type: none"> • Art & Recycling – Flowers from the sea bed. 		

- Fairwell to summer – press conference at the end of the Green market
- Kino Klub Šibenik – Art movie projections
- Recolor on Mala Loža event – Fashion, Art & DJ Night



Green market

Green market had the huge impact on Mala loža square revival and everyday life of Šibenik old town. Market was organized every day in the morning hours. Painting easels in the morning convert into trading stands, open to local food producers, offering fresh, natural and organic products to local people and tourists. Green market became very popular very fast, and it was already announced that it will be organized in years to follow, regardless the Recolor project end.



Events by other organizers

Mala loža square became one of the hotspots of summer life ion Šibenik, equally popular among tourists and local people. Project RECOLOR contributed to the popularization of the square used to organize an increasing number of events. The organizers of festivals, concerts, workshops, conferences and sales humanitarian actions frequently use the stands and other infrastructure created through the Recolor project. That’s why tourist board and City of Šibenik already announced to take care of the stands in years to come and invest more money in creation of similar features that will bring life to the square. Here are some of the events organized at the square in 2020. and 2021.

- Mala loža – full of life (series of events and workshops for kids)
- Fališ (festival of alternative left)

- Škure (poetry festival)
- “Heritage day” Thursdays
- Workshops and press conferences of International Childrens festival
- Pop up exhibitioon of ilustration by Monsieur Dorian
- Promotion of C-change Project on the Gren market on Mala loža square
- Histrioni - screenplay “Taycoons”
- Klapa evenings – concerts of traditional a capella singers
- Supertoon festival – International animation festival



3. Stakeholders involved in the design of the project

The majority of the Šibenik Pilot project activities are aimed to create social, economic and cultural partnerships between different sectors and stakeholders. Mala loža square became the hotspot for intersector cooperation. Over 45 people from 21 organizations were involved into the design process.

STAKEHOLDERS FROM DIFFERENT SECTORS INVOLVED INTO THE DESIGN PROCESS			
	Organization / company / body	No of persons involved	Role / engagement in pilot action
1.	National Park Krka	2	Participation in workshops / organization of art colony
2.	Ministry of Culture – Conservator department	2	Cooperation on installation of mobile market on Mala Loža Square
3.	PI Nature of Sibenik – Knin county	1	Organization of Art colony in natural protected area (St. Anthony channel – St.

			Nicholas fortress)
4.	Tourist board of City of Šibenik	2	Workshops, public project presentation, project opening
5.	City of Šibenik	3	Workshops, public project presentation, project opening
6.	Sibenik – Knin County	1	Cooperation on mobile market establishment, participation on project opening
7.	Šibenik City Museum	2	Cooperation in process of restoring of the green market and revival of the history of the Mala loža square
8.	Development Agency of Sibenik – Knin County	1	Workshops
9.	Diocese of Sibenik	1	Cooperation on establishment of mobile market near st. John's Church on Mala Loža Square
10.	Croatian Chamber of Economy	3	Workshop participation
11.	Public institution Fortress of Culture	3	Workshop organization
12.	Tourist board of Sibenik – Knin county	1	Participation of project opening
13.	City Library “Juraj Šižgorić”	3	Workshops / opening
14.	Lana Art – art craft, Art group	6	Organization of Art colony
15.	NGO “Mladi u EU”	2	Participation on project opening
16.	Ministry of Administration	1	Participation on project opening
17.	Na Ma Lo – caffe bar	1	Workshops / Cooperation on project events
18.	Magtours – tourist agency	1	Focus Group
19.	Association of tourist guide St. Michaels	1	Participation in organization of pilot events
20.	Hoopla communication – PR agency	2	Event participation
20.	Family farms	6	Mobile market

4. Improvement of cross – sectoral cooperation

6 events were organized during the process of design of pilot project. There was:

- 1 focus group
- 1 group for SWOT analysis
- 4 workshops

All events included participants from different institutions, NGO's and private sector. Pilot project involved evening events with participation of local DJ's and event productions, caffe bars etc. Mobile market involved cooperation with Family Farms. Art colony involved cooperation with local artists. Cross – sector activities took part through cooperation with other ongoing projects - “EU Zero waste” by Youth in EU and “S.L.I.D.E.S.” by Sibenik Tourist Board. Both project activities took place on Mala Loža square, on RECOLOR stands, with RECOLOR visibility.

5. Target groups reached through design process and implementation

Overall target groups and goals have been set on the RECOLOR project level. Šibenik pilot project was designed and implemented with great care to achieve designated goals. Each and every target group was selected and targeted during the planning process so that goals don't fall under the question in any time.

1. **General public** – overall project goal aimed for 100.000 visitors from this group. That's why the pilot project planning included location with great potential. Šibenik is tourist center and Mala loža square is situated relatively near the tourist centre. City of Šibenik counts over 350.000 tourist visitors per year. The general idea was simple – attract general public and redirect the tourist flows with art, culture, events and green market. The goal was reached despite the failure of tourist season due the pandemic. To ensure the success, the pilot project was conducted two seasons in a row. During the first season, main efforts were made to attract and motivate local community.

General public

Audience	Target value	Way of measure / evidence ³
1.1. Local audience	7.500	Opening ceremony and 6 events and festivals. Assessment / event photos. Daily local visitors of green market (Assessment by market vendors)
1.2. Visitors / tourists	45.000	Assessment (150 working days * approximation of 300 visitors by day)
1.3. Other	48	Project participants and public officials (participation lists)
	52.548	

2. **Local, regional and national public authorities** were involved and highly motivated even before the pilot started. Key point for motivating authorities was to harmonize the project goals with the community needs. The revival of the old city centre is one of the most important topics in the community. The idea of green market and art colonies was highly accepted and different stakeholders wanted to take their part in the project.

Local, regional and national public authorities			
	Name of Body	Persons involved	Role / engagement in pilot action
1.	City of Šibenik	3	Workshops, public project presentation, project opening
2.	Sibenik – Knin County	1	Cooperation on mobile market establishment, participation on project opening
3.	Development Agency of Sibenik – Knin County	1	Workshops
4.	Diocese of Sibenik	1	Cooperation on establishment of mobile market near St. John's Church on Mala Loža Square
5.	Croatian Chamber of Economy	3	Workshop participation
6.	Ministry of Public Administration	1	Participation at project opening
		10	

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

- 3. Public service providers** from tourism management sector were highly involved in pilot project. Their activities were coordinated with local authorities. Tourist board was involved in organization and event promotion. Association of tourist guides was involved in event planning. The cooperation with tourist board resulted the high interest of tourist board for the continuation of green market and other activities in years to come.

Public service providers			
	Name of Body	Persons involved	Role / engagement
1.	Tourist board of Šibenik – Knin county	1	Participation of project opening
2.	Tourist board of City of Šibenik	2	Workshops, public project presentation, project opening
3.	Association of tourist guide St. Michaels	1	Participation in organization of pilot events
		4	

- 4. Heritage management bodies** were involved in cross – sectoral planning and joint development and execution of the project activities. Cross – sectoral cooperation between management bodies from the sectors of cultural and natural heritage is the essence of RECOLOR project. Although they provide similar public services, their work is usually strictly divided by the national management organization and most of them don't cooperate enough on the field. The joint efforts and activities of different bodies is one of the greatest achievements of the pilot project.

Heritage management bodies			
	Name of Body	Persons involved	Role / engagement
1.	Ministry of Culture – Conservator department	2	Cooperation on installation of mobile market on Mala Loža Square
2.	National Park Krka	2	Participation in workshops / organization of Art colony
3.	Šibenik City Museum	2	Cooperation in process of restoring of the green market and revival of the history of the Mala loža square

4.	Public institution Fortress of Culture	3	Workshop organization
5.	PI Nature of Sibenik – Knin county	1	Organization of Art colony in natural protected area (St. Anthony channel – St. Nicholas fortress)
6.	Diocese of Sibenik	1	Cooperation on establishment of mobile market near st. John’s Church on Mala Loža Square
		11	

5. Regional and local development agencies, enterprises (in particular SMEs within the cultural and creative industry as well as the environmental and tourism sector)

Involvement of local SMEs in project was another contribution to social and economic development of Šibenik. SMEs are very important group in the community, and often neglected in project of the heritage valorization. Involving SMEs contributed to long the term sustainability of the project. Primary target group in cooperation with SMEs were entrepreneurs that operate in old city centre. Most of them are in tourism sector (restaurants, wine bars, accommodation providers) and creative industries (event organizers, artists, multimedia producers). In line with modern trends of sustainable development, all merchants on green market were local food producers.

Regional and local development agencies, enterprises			
	Name of Body	Persons involved	Role / engagement
1.	Lana Art – art craft, Art group	11	Organization of Art colony
2.	Na Ma Lo – caffe bar	2	Workshops / Cooperation on project events
3.	Magtours – tourist agency	1	Focus Group Participation
5.	Hoopla communication – PR agency	2	Event participation
6.	Family farms	6	Mobile market
7.	Kreator ATK	1	Project consultant
		23	

6. Members of **Associations, regional innovation agencies** were involved in planning stage and workshops. Participants from Croatian Chamber of Commerce provided organizers with information about the economy and tourism trends and lists of potential partners on green market.

Associations, regional innovation agencies			
	Name of Body	Persons involved	Role / engagement
1.	Croatian Chamber of Economy	3	Workshop participation
		3	

7. **NGOs** are very important groups, especially in small communities such as city of Šibenik. They can provide the projects with highly motivated and goal oriented individuals. Besides the NGOs that participated directly in RECOLOR project, they had huge impact on organization of events, workshops and other activities on Mala loža square that used RECOLOR infrastructure.

NGOs < min required – 4 >			
	Name of Body	Persons involved	Role / engagement
1.	NGO “Mladi u EU”	2	Participation on project opening
2.	Association of tourist guide St. Michaels	1	Participation in organization of pilot events
3.	Art Association “Tempera”	6	Participation on art colony
		9	

6. Management sustainability

Pilot project “Landscapes of art” in two consecutive years has proven its sustainability. Project is based on simple infrastructure that doesn't require high costs of maintenance. Also, the project raised interest of different groups who are interested to continue with the activities even after the project officially ends.

MANAGEMENT SUSTAINABILITY

Organization(s) responsible for development of pilot project
Polytechnic of Šibenik
Organization(s) responsible for long term sustainable management of the project
City of Šibenik and Šibenik Tourist board have agreed to permanently take care of multifunctional counters and organize Green market and other activities each year regardless of whether the recolor project will continue or not. Most of the activities of RECOLOR project will continue after the official end of project RECOLOR.
Strategic documents developed Sustainability plan, Marketing plan, Management plan or similar
There was not specific strategic document developed for the project itself. However, all the activities and outputs are harmonized with “Innovative tourism development strategy” created by Šibenik tourist board.
Strategic documents planned in future Sustainability plan, Marketing plan, Management plan or similar
Joint strategy will be developed as a part of the RECOLOR project.
Future marketing and financial sustainability potential Revenue model(s) and possible sources of funds
<ol style="list-style-type: none"> 1. Art colonies as tourist product Art colonies are designed in way that can be marketed. Art colony has determined lenght, eduactional program and the excursion program. Can be marketed as one day event, weekend break and full week program.
<ol style="list-style-type: none"> 2. Green market as entrepreneur project A green market can be economically sustainable by charging food producers to rent counters. It can also be seen as a project of turistic attraction and sponsored by local toruist board. That way, food producers can be chosen by the food quality and diversity, and not only by the price they would pay for rent.

7. Experience design

Overall visitors experience depends on many details. From the moment visitor starts with the “dreaming” stage of the travel process, until the moment he arrives back home and shares his impressions with friends and family. Detailed inventory of experience design is also useful to make detailed comparison between the pilot projects and create joint strategy for future plans.

EXPERIENCE DESIGN	
1. Pre – visit experience	
1.1. Location / project / event website created	No
1.2. Social media accounts created and managed	Yes
Pilot activities presented through the Polytechnic social media channels.	
1.3. Online media presentation (photo, video, 3D)	Yes
Photo galleries of the square, green market and Art colonies were created and presentet on social mediija and local online news portals	
1.4. Promotional materials on tourist info points	No
1.5. Promo materials with other RECOLOR sites	No
1.6. Online purchase available	No
2. Arriving / getting around	
2.1. Access by foot	Yes
Easy access by foot – 2 minutes from main city square. Project signboard and tourist signs visible to pedestrians.	
2.2. Access by car (parking)	Yes
Modern City Garage with 260 places in vicinity.	
2.3. Access by bike	Yes
Easy access by bike from two entrance points into the old town.	

2.4. Access by bus (parking)	No
Tourist busses are not allowed in city centre.	
2.5. Access by public transport (stations nearby)	Yes
Public bus station 200m away	
2.6. Info point / access point / reception desk available	No
2.7. Access for people with disabilities	Yes
Easy access form the main square.	
3. Getting around info	
3.1. Printed tourist map	No
Mala Loža square with st. John church and relief is included in official tourist map of Šibenik without mention of green market and RECOLOR project.	
3.2. GPS navigation app	No
Mala Loža square with st. John church and relief is included in official tourist app of Šibenik without mention of green market and RECOLOR project.	
3.3. Tourist signalization	No
Mala Loža square with st. John church and relief is included in official tourist app of Šibenik without mention of green market and RECOLOR project. There is one interpretation and project panel installed on site with RECOLOR project logo and logos of all partners.	
4. Means of interpretation	
4.1. Interpretation panels	Yes
1 interpretation panel on Mala Loža Square	
4.2. Printed guides	Yes

Green market info materials	
4.3. Personal guides	Yes
Tourist guides have developed interpretation for the location. Mala Loža square is included in sightseeing itinerary. Green market and landscapes of RECOLOR included in storyline.	
4.4. Handbook for guides developed	Yes
Interpretation of the location is included in curriculum for official Šibenik – Knin tourist guide education by Polytechnic of Šibenik.	
4.5. Multimedia guides onsite	No
4.6. Multimedia guide apps	No
4.7. Interpretation on ITA / HR / ENG language	Yes
Interpretation panel on site available on CRO / ENG. Tourist guides interpretation available on multiple languages.	
4.8. Interpretation involving other RECOLOR sites	Yes
Partner logos and names printed on interpretation panel on site.	
5. Developed program(s) for:	
5.1. Individual guests	Yes
On site interpretation, events and green market	
5.2. Groups	Yes
On site interpretation by local guides is suitable for groups up to 20 people, with possibility of organized tasting of local products.	
5.3. Children	No
5.4. Students	No

5.5. Elderly people	No
5.6. Special interest groups ⁴	Yes
Art Colony program was developed by Lana Art – artist seeded on the Mala Loža square. Art colony includes several locations in Sibenik and surrounding area (fortresses, national parks), and it’s center of operations is location of green market on Mala loža square.	
5.7. Persons with disabilities	Yes/No
There is no special program developed throughout the RECOLOR project for persons with disabilities, but Tourist guide association has developed their own itineraries that include Mala Loža square – without mention of RECOLOR project.	
5.8. Other target groups	No
6. Multisensored experience	
6.1. Something to see	Yes
Location is situated in old town and includes a lot of extraordinary features for sightseeing. Center of attention is in the st. John’s church, green market and palaces on the square.	
6.2. Something to hear	Yes
Sound of the green market and streets of the old Mediterranean city is attraction for itself. As part of the RECOLOR project and efforts to revive the site, 6 music events were organized. During the tourist season, klapa evenings take place in the square.	
6.3. Something to touch	No
6.4. Something to smell	No
6.5. Something to taste	Yes
On the green market visitors can tase and buy local produce.	
6.6. Something to learn	Yes

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

Interpretation of the site is developed, and it includes several stories to tell.	
6.7. Something to do	Yes
Art colony, Art & culture events	
7. Additional services included on location or nearby	
7.1. Sanitary facilities	Yes
Sanitary facilities are available on the caffe bar on the site. Public toilets are 200m away.	
7.2. Souvenir shop	Yes
There is no designated RECOLOR souvenirs or shops. But there are several souvenir shops on the site, including NP Krka official shop and local artist stores with original artworks.	
7.3. Shop / market	Yes
Green Market is on site. Since it's an old city centre, there are several shops of all kind around.	
7.4. Restaurants / caffe bars	Yes
There are 2 restaurants and one wine bar at the square. Many restaurants in vicinity.	
7.5. Transportation services	Yes
Site can be reached by public transport (bus station 200m away), taxi service, or by renting bike or e-scooter.	
7.6. Other services	No
(brief description or comment)	
8. Developed organized programs and tours by lenght	
8.1. Brief tour (up to 2 hours)	Yes
Brief tour was developed by tourist guides. It takes visitors to several locations, including the Mala loža square, with RECOLOR themes included in interpretation (relief,	

green market).	
8.2. Half day tour	No
8.3. Full day tour	No
8.4. Weekend (2-3 days) program	Yes
Art colony program is flexible and can be arranged to meet the needs on the specific group.	
8.5. Weekly arrangement	Yes
Art colony program is flexible and can be arranged to meet the needs on the specific group.	
8.6. Special events	Yes
Mala Loža Square is becoming an increasingly popular place for organizing various events. There were 6 events organized as a part of RECOLOR project, including concerts an Art exhibition.	
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?

- 1. Mala Loža Square is the centre of all operations, meeting point and storyline.**
- 2. Other locations are visited by painters, as a part of RECOLOR Art colony project. Tose locations include various locations in city centre, fortresess (st. Michael, st. Nicholas, Barone) and sites in National park Krka**

PROMOTIONAL ACTIVITIES / CAMPAIGNS

Project website
No
Social media
Social media channels of Polytechnic of Šibenik
Multimedia
No
Apps
No
Advertising / media promotion
No
Outdoor advertising
Yes – RECOLOR promo message on LED display on the main city square Poljana.
Printed materials
No
PR and communication activities
Yes – PR articles on local portals, local TVs,
Events
There were 6 promo events organized on site, including opening ceremony, concerts and exhibitions.
Promotion of RECOLOR project and other RECOLOR sites
RECOLOR project was mentioned in all public appearances. RECOLOR partners are mentioned on the interpretation panel onsite. Dissemination materials were distributed.

Marketing / revenue models
Describe revenue models – specific services and products with market potential
<ol style="list-style-type: none"> Green market Green market instantly became popular among tourists and local people still living in city center. Interest of the farm producers at the beginning of second season of The Pilot

clearly shows marketing potential of project. Green market has revenue potential for local producers in the morning, but also for artists and souvenir producers in the afternoon and evening. Revenue for the potential future management of the project could be market stand rental.

2. Art colonies “The Landscapes of Art”

Art colonies are the real innovation in tourism offer of Šibenik. Two years of Pilot project clearly showed the potential. Mala loža square is used as central position for education and exhibitions. There are several extraordinary and attractive itineraries that can be easily developed meeting the group needs, combining old town locations with natural areas around Šibenik. Colony can last for few days (weekend), full week, or two weeks, including up to 12 different locations with joint theme – LANDSCAPES OF ART.

3. Thematic guided tours

Guided tours throughout Šibenik are source of income for many professional guides. Mala loža square is included in itinerary, including the RECOLOR related themes.