

Report describing the pilot action in Zadar

D4.7.1

Work package:	4 Customising and implementing the joint transnational strategy in the partner areas
Activity number:	4.7 Pilot action in Zadar
Partner in charge:	City of Zadar
Partners involved:	All
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CITY OF ZADAR

**FINAL REPORT
RECOLOR – PILOT ACTION ZADAR**

Activity No:	Start – end date:	Budget
4.7.1	01/07/2020 – 30/06/2022	71.736,28 €

1. Promoted Heritage

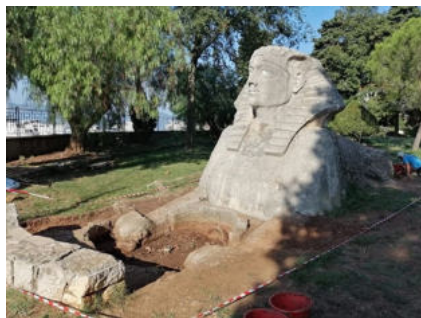
PROMOTED HERITAGE

Cultural / Natural Heritage		Type¹	List²
1.	The Sphinx of Zadar (The Dalmatian Sphinx)	Tangible	National cultural heritage list

2. Activities and outputs

Archaeological and conservation research

Exploratory archaeological works organized by the City of Zadar as part of the implementation of the RECOLOR project took place on September 7, 2020. Works were carried out in accordance with the special conditions for the protection of cultural property set by the Zadar Conservation Department, since the park with Villa Atilia, Sphinx sculpture and other elements in the park is part of the cultural and historical ensemble protected as a cultural asset of Croatia. All the findings of the works enabled the next phases in which the City of Zadar started with the restoration of parts of the sculpture that are missing today, according to the study prepared by the qualified company Kvinar and guidelines of the Conservation Department in Zadar.



¹ Tangible, intangible or both

² State if heritage is inscribed on the national or transnational protection list

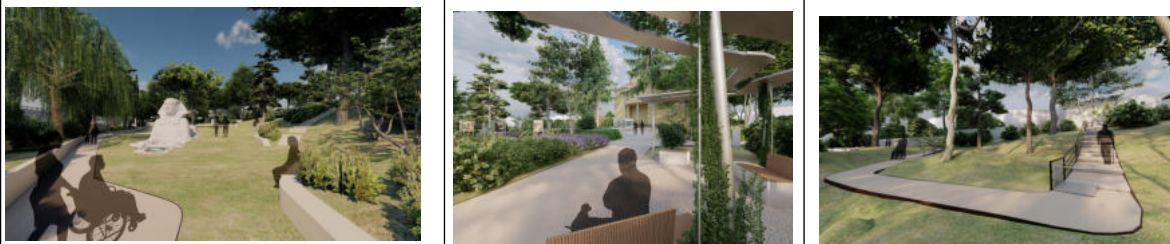
Reconstruction of the Sphinx sculpture

Conservation and restoration services for the preservation of the Sphinx sculpture took place in April and May 2022. The services involved restoration of parts of the sculpture that were missing: medallion on the chest, dagger inbetween the hands, left hind paw, altogether with the complete conservation of the sculpture for years that come.



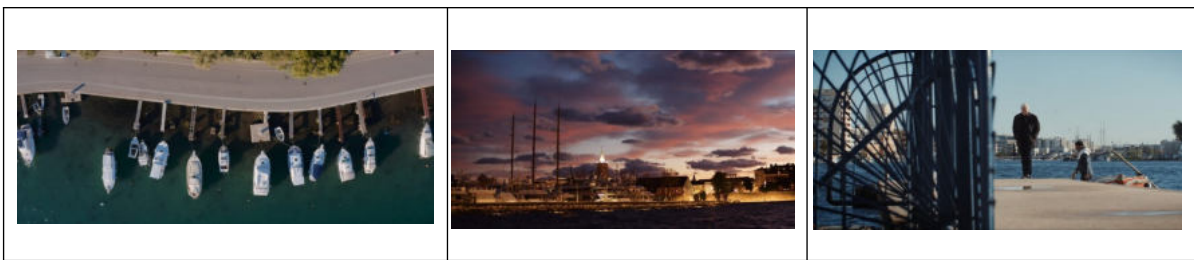
Technical documentation for the arrangement of the entire park

The design and technical documentation for the arrangement of the entire park was done in cooperation with the landscaping, cultural and conservation experts. It was preceded by the geodetic survey of the park from May 2021, and supplemented by the project documentation solving the shell water drainage from December 2021. The total area covered is around 7000 m2 and some of the elements involve: access paths for the people with reduced mobility, bicycle racks, Mediterranean plants etc.



Promo-educational video “Zadarska Brodarica” (en. Zadar neighbourhood Brodarica”)

In addition to the official The Sphinx of Zadar website, newly created tourist route and accompanying [brochure](#) and a number of other activities within the Recolor project, a promo-educational video was made and published showing the best that Brodarica, Zadar's neighbourhood and a pilot location, has to offer. Boatmen, villas, sea bollards and the sphinx - are Brodarica's main associations. But did you know that in the past the entry of ships into the city port needed to be paid with large stones, which makes Zadar's breakwater (cro. điga) look the way it does today? You can find out more about that, and many other interesting things, in [this video](#).



Information panels

An information board in the park and a totem in the area of the peninsula where the boatmen (cro. barkajol) operate were placed in June 2022. Their main purpose is to mark key spots – the first and the last – of the newly created touristic-cultural route, which directs people from the packed peninsula to Brodarica neighbourhood which was poorly known among the tourists until recently. What is more, both of these information panels act as an educational element since they cover the story of the neighbourhood, the sphinx and involve the QR code which leads to the newly created [website](#) – made in English and Croatian.



Final public event “The Sphinx, the Nature & the Company”

Over 1,000 visitors to the public event "The Sphinx, the Nature & the Company" that took place on Sunday, June 12, 2022 in the "Sphinx" park are a proof that this historically important location in Zadar's Brodarica neighbourhood deserves further systematic reflection, restoration and valorisation.

Reflections on the withdrawal of European funds began in 2016, when the City of Zadar together with future partners submitted the RECOLOR project to the Interreg Italy-Croatia 2014-2020 call for proposals and defined its pilot location - the Brodarica neighbourhood and the Zadar Sphinx as its most interesting component. Not only is The Sphinx of Zadar the most exotic phenomenon in Zadar, but it is also the largest sculpture of its kind in Europe, and the decision to finance the RECOLOR project from 2018, after a thorough evaluation of the project application, symbolically marked 100 years since its creation.

In the 3 years of the implementation of the project, the duration of which was extended by a total of 12 months due to the new situation related to the COVID-19, numerous activities were carried out under the jurisdiction of the City of Zadar, some of which were mentioned above.

Besides the project RECOLOR, City of Zadar also submitted the remaining architectural elements in the park

to the Ministry of Culture and Media of the Republic of Croatia Call for Proposals. In addition, works have been contracted to repair the surrounding wall (concrete and metal), the completion of which is planned for the end of September this year.

Excellent cooperation was also achieved with the Ministry of Culture and Media – Conservation Department in Zadar through the issuance of special conditions, advisory assistance in field research, archaeological excavations, conservation services for the preservation of the sculpture, and to the planning of future interventions at the location.

Through the implementation of the mentioned project, foundations were created for the further valorisation of this locality. City of Zadar will try to arrange the park with its own funds in stages in the following years, and the possibility of submitting the proposals to new tenders is also open, if it is applicable and acceptable within the available funds.



3. Stakeholders involved in the design of the project

STAKEHOLDERS FROM DIFFERENT SECTORS INVOLVED INTO THE DESIGN PROCESS

	Organization / company / body	No of persons involved	Role / engagement in pilot action
1.	Ministry of Culture and Media – Conservation Department in Zadar	4	Issuance of special conditions, advisory assistance in field research, archaeological excavations, conservation services for the preservation of the sculpture, and to the planning of future interventions at the location
2.	University of Zadar – Department of Archaeology, Department of History, Department of Art History, Department of Tourism and Communication Studies and other individuals	10	General cooperation for future interventions at the location, workshops, public project presentation, final event
3.	Zadar Tourist Board	3	General cooperation for future interventions at the location, workshops, public project presentation, final event
4.	Zadar County Development Agency – ZADRA NOVA	3	Workshops, public project presentation, final event

5.	More than 15 different NGOs	30	Workshops, public project presentation, final event
6.	National Association – Interpret Croatia	3	Organizing and conducting workshop for Zadar tour guides in order to present them the newly created route and all the other promotional – educational activities done so they can use them in their everyday work
7.	International Centre for Underwater Archaeology in Zadar	2	Workshops
8.	Public service providers (tour guides and tour operators)	25	Workshops, public project presentation, final event

4. Improvement of cross – sectoral cooperation

Cross-sectoral cooperation between the City of Zadar, as the main leader in this process on the local level, and numerous other organizations, companies and bodies stated above, was improved by the continuous and thorough collaboration during online and in-person meetings, workshops, presentation of project results, final event etc. What is more, cross – sectoral activities took part through cooperation with other ongoing projects such as “REVIVAL”, “TEMPUS”, “ECOMAP” or “MADE IN-LAND”, also co-financed within Interreg Italy - Croatia 2014-2020 Programme, by taking part in the Next Generation EU event called “*Enhancing Cultural Heritage Through Digital: Insights in the Adriatic Area*”. The event presented different approaches and methods focusing on how Adriatic regions can enhance and valorise their cultural heritage thanks to information technology tools.

5. Target groups reached through design process and implementation

Target groups are very closely matched with stakeholders reached and involved in the design process and implementation. Besides the above mentioned, target groups also involved general public which was greatly reached due to the fact that the media and citizens of Zadar were very keen on getting the park and the Sphinx sculpture in shape after years of negligence. The reason for such condition is a matter of ownership. Namely, the owner of the site is the Republic of Croatia, from whom the City of Zadar gained the rights to restore and conserve the original state. It is estimated that more



than 50 000 people were informed or involved in project activities or visited the site since the beginning of the project until this day. And since foundations were created for further valorisation of this locality, it is believed that the number will only grow higher.

6. Management sustainability

MANAGEMENT SUSTAINABILITY
Organization(s) responsible for development of pilot project
City of Zadar
Organization(s) responsible for long term sustainable management of the project
City of Zadar. Through the implementation of the project RECOLOR, foundations were created for the further valorisation of this pilot location. City of Zadar will try to arrange the park with its own funds in stages in the following years, and the possibility of submitting the proposals to new tenders is also open, if it is applicable and acceptable within the available funds.
Strategic documents developed
Sustainability plan, Marketing plan, Management plan or similar
Sustainability plan was developed in a form of a technical documentation for the arrangement of the entire park, the design of which was done in cooperation with the landscaping, cultural and conservation experts. It was preceded by the geodetic survey of the park, and supplemented by the project documentation solving the shell water drainage.
Strategic documents planned in future
Sustainability plan, Marketing plan, Management plan or similar
Management plan is to be created by the City of Zadar and/or its company for providing public area maintenance services in Zadar (cro. Nasadi d.o.o.) in future.
Future marketing and financial sustainability potential
Revenue model(s) and possible sources of funds
Since this is a public park, even now used by many local citizens and their guests, sustainability potential is great. An addition to that is organizing public events, which will gather more people of different backgrounds. Possible sources of funds involve local, regional, national and international tenders, some of which were already addressed by the City of Zadar and will continue to be addressed in years that come.

7. Experience design

EXPERIENCE DESIGN	
1. Pre – visit experience	
1.1. Location / project / event website created	Yes
HR: Zadarska Sfinga The Sphinx of Zadar EN: Zadarska Sfinga The Sphinx of Zadar	
1.2. Social media accounts created and managed	Partially
Project Facebook page was created and managed by the City of Zadar, project partner responsible for project communication and dissemination activities. This page was linked to the website above.	
1.3. Online media presentation (photo, video, 3D)	Yes
The website was uploaded with the following media presentations: photo gallery, photographs accompanying the articles, promo-educational video and 3D of the Sphinx sculpture	
1.4. Promotional materials on tourist info points	Yes
Zadar Tourist Board was given the brochure created within the project.	
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
The park is located in the wider centre of the city of Zadar, outside the peninsula, but close to it – on the opposite shore from the mainland. Since the park is a 20-minute walk from the old town, it is easily accessible on foot. Moreover, as there are Zadar barkajoli (boatmen) on that stretch, the route can be shortened and even more beautiful by a boat ride, which the pocket map down suggests.	
2.2. Access by car (parking)	Yes
It is also possible to reach the park by car, but parking is difficult and only possible in the area behind the nearby Franjo Petrić High School.	
2.3. Access by bike	Yes

<p>Easy access by bike from three sides of the park. The main entrance to the park is on the road that follows the coast, Obala kneza Trpimira, while the second entrance is from S.S. Kranjčević street next to the Ambulance above the park. Finally, there is the third entrance from the area which serves as a parking lot for teachers of the nearby high school.</p>	
2.4. Access by bus (parking)	No
2.5. Access by public transport (stations nearby)	Yes
<p>A bus station is 50 meters away from the park gates and bus lines that lead to and from the sphinx are No. 5 and No. 8, both of which can be found on this link.</p>	
2.6. Info point / access point / reception desk available	Yes
<p>There are two info points: information board at the entrance to the park and a totem in the area of the peninsula where the boatmen (cro. barkajol) operate. Their main purpose is to mark key spots – the first and the last – of the newly created touristic-cultural route, which directs people from the packed peninsula to Brodarica neighbourhood which was poorly known among the tourists until recently. What is more, both of these information panels act as an educational element since they cover the story of the neighbourhood, the sphinx and involve the QR code which leads to the newly created website.</p>	
2.7. Access for people with disabilities	Yes
<p>Entrance to the park is easily accessed, free for citizens and open all day throughout the year. What is more, information board at the entrance to the park is equipped with Braille.</p>	
3. Getting around info	
3.1. Printed tourist map	Yes
<p>Brochure / Map of the walking route from the peninsula</p>	
3.2. GPS navigation app	Yes
<p>A simplified map was incorporated in the website and can be found under the “Location” section.</p>	
3.3. Tourist signalization	Yes
<p>Information board at the entrance to the park with all the relevant information and QR code that leads to the website.</p>	

4. Means of interpretation	
4.1. Interpretation panels	Yes
<p>There are two info points: information board at the entrance to the park and a totem in the area of the peninsula where the boatmen (cro. barkajol) operate. Their main purpose is to mark key spots – the first and the last – of the newly created touristic-cultural route, which directs people from the packed peninsula to Brodarica neighbourhood which was poorly known among the tourists until recently. What is more, both of these information panels act as an educational element since they cover the story of the neighbourhood, the sphinx and involve the QR code which leads to the newly created website.</p>	
4.2. Printed guides	Yes
<p>Brochure / Map of the walking route from the peninsula</p>	
4.3. Personal guides	Yes
<p>After conducting a workshop for Zadar tour guides, organized by Interpret Croatia Association, local guides are equipped both with information and brochure, i.e. a map of the newly created walking route from the peninsula to the park.</p>	
4.4. Handbook for guides developed	Yes
<p>Manual on the interpretation of heritage (in Croatian) Brochure / Map of the walking route from the peninsula (in Croatian and English)</p>	
4.5. Multimedia guides onsite	No
4.6. Multimedia guide apps	No
4.7. Interpretation on ITA / HR / ENG language	Yes
<p>In English and Croatian: - website - brochure - information points (board / totem) - video</p>	
4.8. Interpretation involving other RECOLOR sites	No

5. Developed program(s) for:	
5.1. Individual guests	No
5.2. Groups	No
5.3. Children	No
5.4. Students	No
5.5. Elderly people	No
5.6. Special interest groups ³	No
5.7. Persons with disabilities	No
5.8. Other target groups	No
6. Multisensory experience	
6.1. Something to see	Yes
Park and the elements in it: a small pond, a bench with relief and a semi-circular bench, an artificial cave and a sculpture of a sphinx as the most intriguing element in the area	
6.2. Something to hear	No
6.3. Something to touch	No
Braille letter on the information board placed at the entrance to the park, alongside park elements themselves.	
6.4. Something to smell	No
Rich vegetation composed of various Mediterranean species	
6.5. Something to taste	Yes
6.6. Something to learn	Yes
Information board at the entrance to the park and a totem in the area of the peninsula where the boatmen (cro. barkajol) operate. Their main purpose is to mark key spots – the first and the last – of the newly created touristic-cultural route, which directs people from the packed peninsula to Brodarica neighbourhood which was poorly known among the tourists until recently. What is more, both of these information panels act as an educational element since they cover the story of	

³ People who travel for specific reasons (dedicated cultural tourists, active tourists, MICE etc)

the neighbourhood, the sphinx and involve the QR code which leads to the newly created website.

6.7. Something to do	No
7. Additional services included on location or nearby	
7.1. Sanitary facilities	No
7.2. Souvenir shop	No
7.3. Shop / market	No
7.4. Restaurants / café bars	No
There is a nearby café bar called “Sfinga” which is operated by a private entity.	
7.5. Transportation services	No
7.6. Other services	No
(brief description or comment)	
8. Developed organized programs and tours by length	
8.1. Brief tour (up to 2 hours)	Yes
By local tour guides and tour operators	
8.2. Half day tour	No
8.3. Full day tour	No
8.4. Weekend (2-3 days) program	No
8.5. Weekly arrangement	No
8.6. Special events	No
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?

Brodarica neighbourhood is a hidden gem in the very core of the Zadar city. Located just outside the 3000-year-old peninsula, it is easily reached by foot, bike, bus and a car. Or an electric scooter if you like. It is mainly associated with villas, sea bollards, boatmen – also known as barkajoli, the first public transport in Zadar dated back to 1651 – and the sphinx, as its main attraction. All these elements are being described in detail in the brochure, i.e. a map of the walking route from the peninsula, which is also marked by info points – one at the beginning and the other at the end. 20 minutes walk to get there, yet infinite minutes to enjoy the site.

PROMOTIONAL ACTIVITIES / CAMPAIGNS

Project website

Yes

Social media

Partially

Multimedia

Yes

Apps

No

Advertising / media promotion

No

Outdoor advertising

Yes

Printed materials

Yes

PR and communication activities

Yes

Events

Yes

Promotion of RECOLOR project and other RECOLOR sites

Marketing / revenue models

Describe revenue models – specific services and products with market potential

As described above.