

# Report describing the pilot action in Labin

## D4.8.1

Work package:	4 Customising and implementing the joint transnational strategy in the partner areas
Activity number:	4.8 Pilot action in Labin
Partner in charge:	City of Labin
Partners involved:	All
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<b>Grad Labin / City of Labin</b>		
<b>FINAL REPORT</b> <b>RECOLOR – PILOT ACTION LABIN</b> <b>Dubrova Sculpture Park</b>		
<b>Activity No:</b>	<b>Start – end date:</b>	<b>Budget</b>
<b>4.8.</b>	01/07/2020 – 30/06/2022	71.330,00 €

## 1. Promoted Heritage

The main motive of the "Landscapes of Art" pilot project in Labin is the combination of natural and cultural heritage. The pilot action focused mostly on the location of the Dubrova Sculpture Park, which is understandable, given that both natural and cultural (artistic) heritage is located in one place. Namely, with the aim of revitalizing the Baroque Franković-Vlačić Palace, i.e. Stancija Dubrova (which is a protected cultural asset), a group of artists and art historians, with the support of local authorities, started a sculpture residency in 1969, which they named the "Mediterranean Sculpture Symposium" (MSS). Significant artistic production triggered the need to exhibit stone sculptures outside the yard of the Stancija, and that's when the "Dubrova Sculpture Park" was born, which covers an area of 33 hectares, partially surrounded by Istrian drystone walls. In the Park, you can find 67 sculptures by renowned Croatian and international artists, who have been creating since the 1970s under the auspices of the "Mediterranean Sculpture Symposium". In addition, 16 sections of the "White Road" and the "Dolac" amphitheater, as well as 16 sculptures located outside the Park, are a material result of MSS. And it is precisely through these dislocated sculptures outside the borders of the Park that the promotion of other locations is based, and this primarily refers to the Old Town of Labin, which is registered in the register of cultural assets of the Republic of Croatia as a protected cultural asset. In the historical center of the Old Town of Labin, there are several sculptures created as part of the Mediterranean Sculpture Symposium, and in this way the location of the Old Town of Labin itself was promoted. However, on the way, to a lesser extent, the settlement of Rabac, 5 kilometers from Labin, was also promoted, where there are also several sculptures, as well as

Podlabin, a newer settlement created as a result of the rapid development of mining, where there are also several sculptures. This promoted a total of 4 localities, however, for the purposes of the project, it will be stated that a total of 2 locations were promoted.

<b>PROMOTED HERITAGE</b>			
<b>Cultural Heritage</b>		Type <sup>1</sup>	List <sup>2</sup>
1.	Old Town Labin	Tangible	National cultural heritage list
2.	Dubrova Sculpture Park (sculptures)	Tangible	/
<b>Natural Heritage</b>			List
1.	Dubrova Sculpture Park	Natural	/

## 2. Activities and outputs

The Labin pilot action focused, as previously mentioned, on the Dubrova Sculpture Park, but also on the promotion of the Old Town of Labin through the development of digital solutions. For this purpose, several activities were undertaken through which the set goal was achieved.

### Development of strategic documents - Dubrova Sculpture Park cultural and tourist Strategy

Dubrova Sculpture Park is managed by the Mediterranean Sculptural Symposium Association, and in order for the Park to function as such, important documents were prepared. One of these documents is the Dubrova Sculpture Park cultural and tourist Strategy for the period from 2020 to 2030. The creation of the Strategy was entrusted to the Society for Research and Support from Rijeka, whose experts have many years of experience in the field of research in culture and tourism, but also in new social phenomena such as social entrepreneurship, social inclusion and sustainable development.

Work on the Strategy began at the beginning of 2020 and was supposed to reach its peak during March and April, but due to the outbreak of the coronavirus, the deadlines were postponed and it was presented to the public in October of the same year. During that period

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

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

of development, a comprehensive research of the existing documentation, interviews with key stakeholders and a branding strategy proposal were made. The primary analysis is the one from the cultural aspect, in which, among other things, the existing situation is determined, but also the necessary steps that the stakeholders and the manager of the Park will have to implement in the next ten-year period in order to adequately culturally valorize the space. From the tourism aspect, the focus is on sustainable tourism development, content proposals that can be offered to visitors, but also the importance of clearly defining the users of these contents.

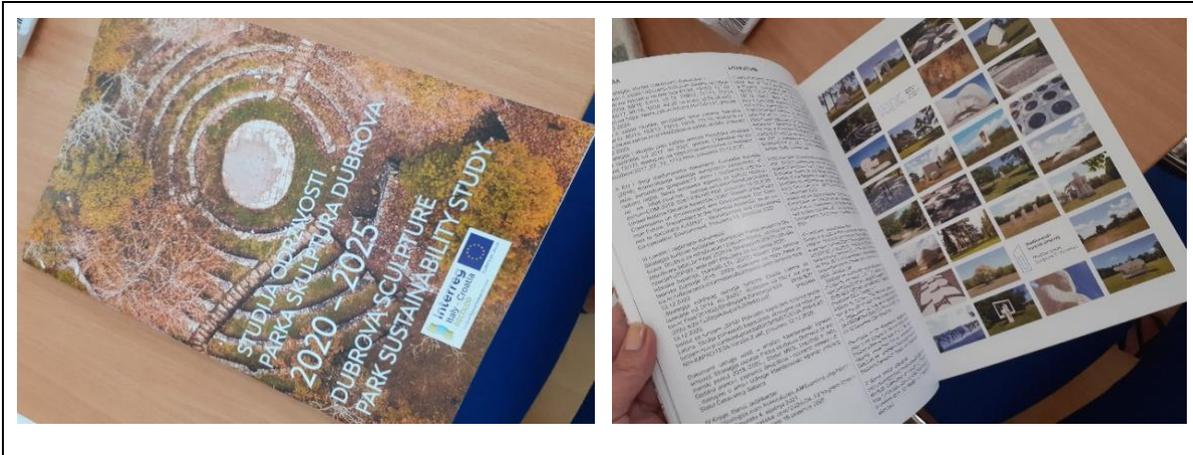
In the creation of Strategy participated the City of Labin and its Administrative Department for Spatial Planning, Environmental Protection and Issuance of Building Acts and the Administrative Department for the Economy and EU Projects, the Tourist Board of the City of Labin, the Tourist Board of the Municipality of Sveta Nedelja, the Municipality of Sveta Nedelja, the Administrative Department for Sustainable Development of Istrian Region, the Administrative Department for Tourism of Istrian Region, the Administrative Department for Culture and Nativeness of Istrian Region, Mediterranean Sculpture Symposium Association and others.





#### Development of strategic documents - Dubrova Sculpture Park sustainability Study

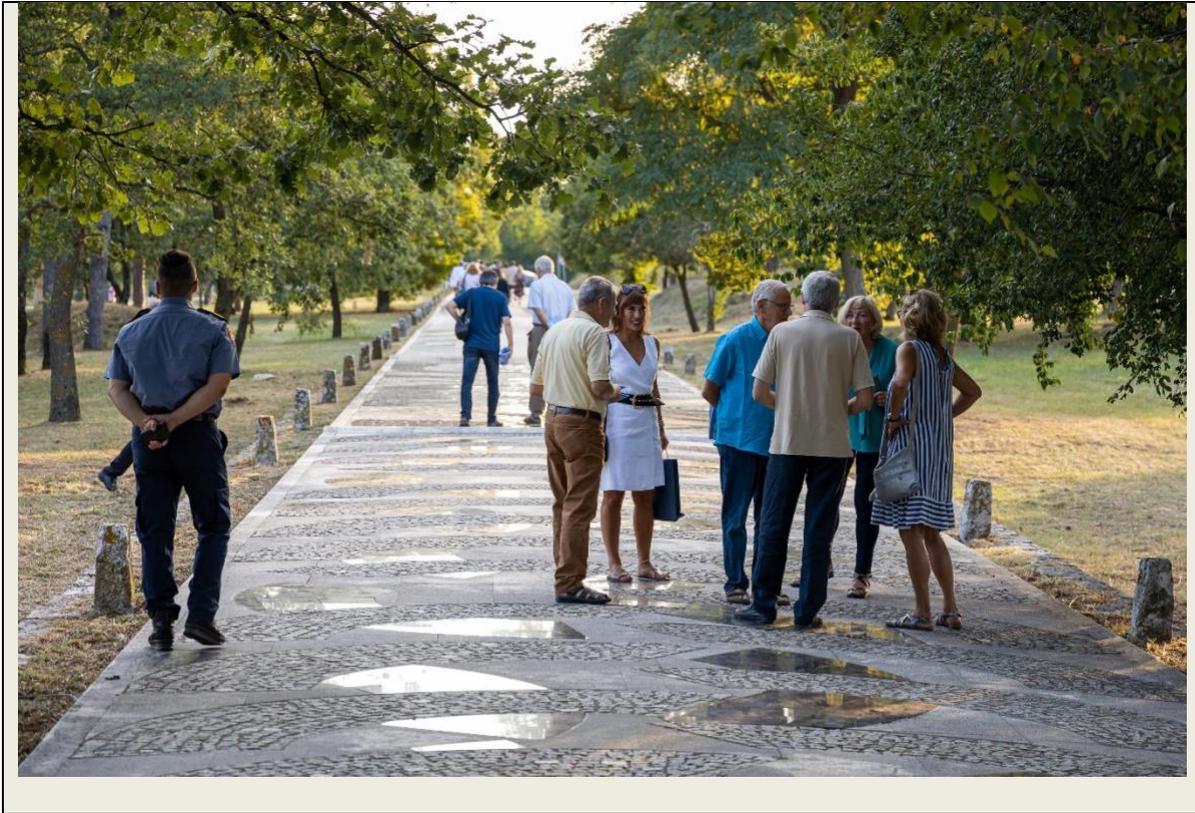
Another document very important for the successful and high-quality management of the Park is the Dubrova Sculpture Park sustainability Study, which was entrusted to the company Crane 51 from Rijeka. Work on the Study began in the last quarter of 2020 and was completed at the beginning of 2021. The study is focused on sustainable business planning of the Park, and the methodology of the Study included an analysis of the state of the Dubrova Sculpture Park, its natural, environmental, content and economic capacities; then a sustainable business planning proposal to achieve the Park's sustainability, and finally aspects of the Park's sustainability, namely social, environmental impact and financial sustainability, were reviewed. The general population of the City of Labin and area around Labin participated in the preparation of the Study through an anonymous questionnaire published on the official website of the City of Labin.



#### 43<sup>rd</sup> Mediterranean Sculpture Symposium powered by RECOLOR

Part of the pilot action in Labin is the creation of an event within the event - the 43<sup>rd</sup> Mediterranean Sculpture Symposium was organized with the help of Recolor, that is, we called the event itself the 43<sup>rd</sup> MSS powered by Recolor. In this sense, efforts were made to organize a press conference in which members of the MSS Association and three artists who created in the Park last year, Eros Čakić, Siniša Majkus and Mirko Zrinščak, took part. Most of the activities were focused on the closing of this Symposium, so in the spirit of that, the Recolor physical corner was designed in which all promotional materials, all activities within the implementation of the pilot campaign, photos and the like were presented. In addition, in order to show how this landscape of art "lives and breathes", the organizer designed the closing itself in such a way as to offer visitors music, food, and art.







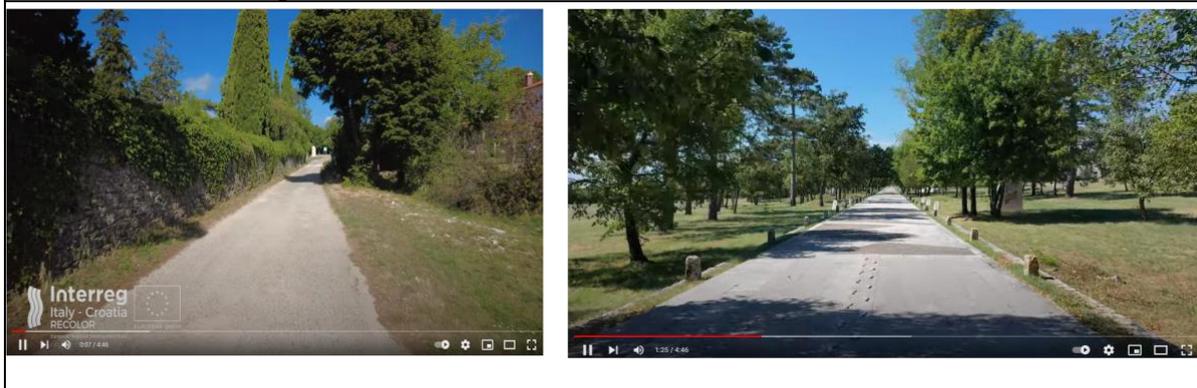
#### Development and creation of a virtual walk, application and map of dislocated sculptures

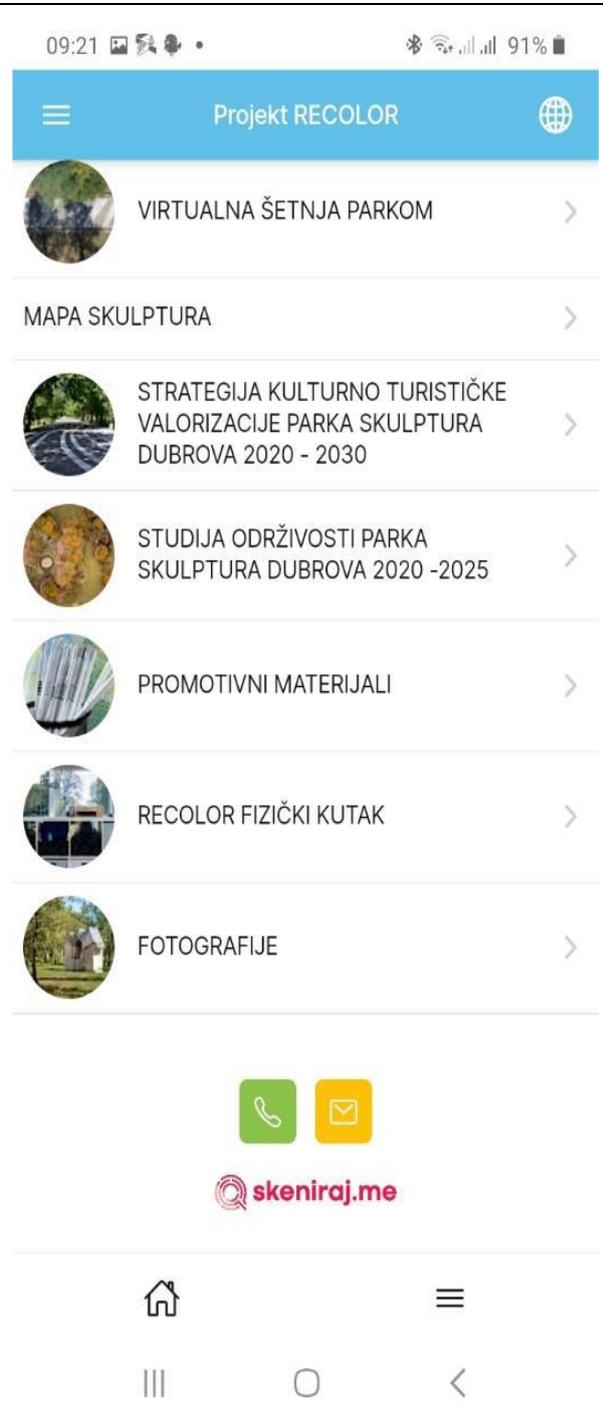
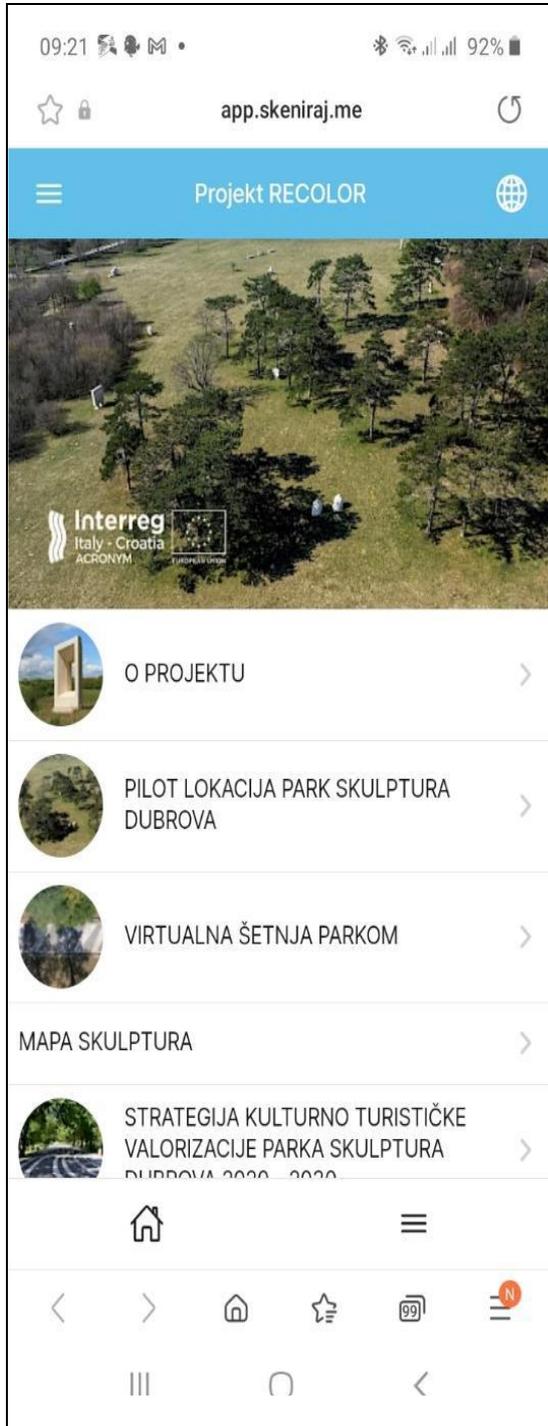
After the creation of the necessary documents for the smooth functioning of the Park, a virtual walk saw the light of day, which not only stops in the dimensions of the Park itself, but also takes the curious through the entire city of Labin and Rabac. This virtual walk allows visitors to get to know the rich artistic oeuvre inherited in the Park, which are primarily stone sculptures, 69 of them created from 1970 to the present day, then the unique spatial-artistic project Bijela cesta, works of art that we can walk along, sit or ride a bike. There is also the unmissable Dolac amphitheater, for enjoyment and rest, various musical and stage activities. The sculptures of the Mediterranean Sculpture Symposium are located outside the Park in the area of Labin and neighboring municipalities, but also in Pazin, Zagreb, Ilok, Vukovar and Kuna on Pelješac, and this virtual walk takes us to explore Labin from the Dubrova Sculpture Park itself all the way to Rabac, which, among others, we are introduced to with the sculpture DIMNJAK by Siniša Majkus, which was placed on Krvova placa in the Vinež settlement, then GALEBOVI LETE, by Milena Lah, which since 1970 has symbolized one of the borders of the Republic of Labin. The sculpture PREKLOP by Neven Bilić from 2006 is located on the plateau of the office building in Rudarska Street, while the sculpture VRATA U BOLJU BUDUĆNOST by Petar Dolić from 2014 is in the

Park of Croatian Veterans on the way up to Old Town of Labin. If we explore the "city on the hill", we will be greeted with open arms by Jozef Janković's sculpture RASPELO from 1995 at the city cemetery, and by exploring the old city streets we will also discover Josip Diminić's sculpture, PUT DO OLTARA U PROLAZU, created in the same year. In the seaside resort of Rabac, we can relax at the sculpture ODMOR, by Mate Čvrljak from 1985 in the Valamar Girandela Resort or at the famous Rabac PERLE, by Vasko Lipovac from 1996. The virtual walk, as well as the app and the map of dislocated sculptures, was created in collaboration with the City of Labin, the Mediterranean Sculpture Symposium and Gobo creative solutions from Labin. You can enjoy a virtual walk here: <https://www.youtube.com/watch?v=bYWd4MOsWFs>

Furthermore, a mobile application was developed about the RECOLOR project, but also about the pilot action implemented by the City of Labin. The application works by scanning a QR code through which all the necessary information can be accessed. The application contains general information about the RECOLOR project, about all project partners, about the Dubrova Sculpture Park in Croatian and English. In addition, through the application you can enjoy a virtual walk, read the Strategy for cultural and touristic valorization of the Park and the Sustainability Study of the Dubrova Sculpture Park. Here you can also find all the promotional materials created through the project, and you can get an insight into the appearance of the so-called physical Recolor corner. Finally, several high-quality photos of the Dubrova Sculpture Park are available to the visitor, which can be used for personal purposes.

Finally, a map of dislocated sculptures was created, because apart from the Park, many sculptures created during the long-term event of the Mediterranean Sculpture Symposium have their permanent place in our exhibition throughout Croatia, but there are also some in the area of Labinština (area around Labin). This is precisely why a map of these dislocated sculptures was created and implemented on the Park's official website, and it also contains google maps with an indication of the location of each sculpture and the name of the artist, the name of the sculpture and the date of creation.







#### Events by other organizers

In the last few years, Dubrova Sculpture Park has been recognized as a meeting place for various events. In the last 3 years that the RECOLOR project has been going on, the Park has been branded even more as a desirable place for various events. Below are just some of the outdoor events held in the Park:

- Performance “Staging a play: Antigone” by Matija Ferlin
- Restoration of drywall, workshop

- Interpretative walk through the Park
- Concerts & Stand Up performances
- Thematic workshops for children
- Etc.

MATIJA FERLIN  
Staging a Play: Antigone

**PARK** skulptura Dubrova  
of sculptures Dubrova

28.07.2019. / 21:30  
Amfiteatar "Dolac"



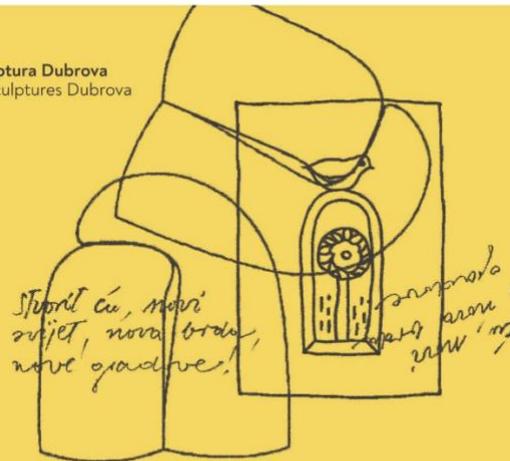

 Mediteranski kiparski simpozij  
Mediterranean Sculpture Symposium

**PARK** skulptura Dubrova  
of sculptures Dubrova

TEMATSKÉ  
RADIONICE  
U PARKU

*Martina  
Rajšić*

18.10. – 8.11.2021.  
Park skulptura Dubrova



MURTIĆ KOŽARIĆ DIMINIĆ BOBANOVIĆ





### 3. Stakeholders involved in the design of the project

The majority of the Labin pilot project activities are aimed to create social, economic and cultural partnerships between different sectors and stakeholders. Dubrova Sculpture Park became the hotspot for intersector cooperation. Around 130 people from more than 50 different organizations were involved in the activities of Labin pilot project.

STAKEHOLDERS FROM DIFFERENT SECTORS INVOLVED INTO THE DESIGN PROCESS			
	Organization / company / body	No of persons involved	Role / engagement in pilot action
1.	Town of Labin	8	Participation in workshops, pilot design process, press-conferences, virtual trainings, capacity building sessions etc.
2.	Mediterranean Sculptor Symposium Association	6	Participation in workshops, pilot design process, press-

			conferences, virtual trainings, capacity building sessions etc.
3.	Association of artisans of the City of Labin	1	Participation in workshops
4.	County of Istria - administrative department for culture and nativeness	3	Participation in workshops, pilot design process, press-conferences etc.
5.	Local action group "Eastern Istria"	1	Participation in workshops
6.	La Loggia Hotel, Labin	1	Participation in workshops
7.	Alfa Albona Association	1	Participation in workshops
8.	Istrian County - administrative department for tourism	2	Participation in workshops, pilot design process, press-conferences etc.
9.	Jurja Dobrila University in Pula	3	Participation in workshops, pilot design process etc.
10.	High school "Mate Blažina" Labin	1	Participation in workshops
11.	People's Open University Labin	1	Participation in workshops
12.	Tourist board of Raša	1	Participation in workshops
13.	Polytechnic in Šibenik	2	Participation in workshops
14.	Society for research and support, Rijeka	3	Participation in pilot design process, press-conferences etc.
15.	Tourist board of Labin-Rabac	2	Participation in workshops, pilot design process, press-conferences, virtual trainings, capacity building sessions etc.
16.	Tourist board of Sv. Nedelja	2	Participation in workshops, pilot design process etc.
17.	Istrian County - administrative department for sustainable development	1	Participation in pilot design process etc.
18.	Municipality of Sv. Nedelja	2	Participation in pilot design process, press-conferences etc.
19.	Radio Labin	3	Participation in press-conferences and in events
20.	Glas Istre newspaper and portal	1	Participation in press-conferences and in events

21.	5 Portal	1	Participation in press-conferences and in events
22.	TV Nova	3	Participation in press-conferences and in events
23.	HEP - Croatian Electricity Company	1	Participation in pilot design process, press-conferences etc.
24.	Municipality of Raša	1	Participation in pilot design process, press-conferences etc.
25.	Crane 51 company, Rijeka	2	Participation in pilot design process
26.	School for tourism, catering and trade, Pula	1	Participation in capacity building sessions etc.
27.	Croatian Chamber of Commerce - section of family renters	1	Participation in capacity building sessions etc.
28.	Vedrolina (tourist and interpretative guide)	1	Participation in pilot design process, capacity building sessions etc.
29.	Moment studio company	1	Participation in pilot design process
30.	Municipality of Pićan	1	Participation in pilot design process, press-conferences etc.
31.	Municipality of Kršan	1	Participation in pilot design process, press-conferences etc.
32.	Tangomedia company	2	Participation in pilot design process, press-conferences etc.
33.	Academy of applied arts, Rijeka	1	Participation in pilot design process, press-conferences etc.
34.	Town of Pula	1	Participation in pilot design process, press-conferences etc.
35.	Center for multimedia research, Veprinac	1	Participation in pilot design process, press-conferences etc.
36.	Matković & Ćakić, portal Labinstina.info	2	Participation in press-conferences and in events
37.	Alvona gallery	2	Participation in pilot design process and in events
38.	Ministry of Culture and Media of the Republic of Croatia	1	Participation in pilot design process and in events
39.	General population	33	Participation in events

40.	City museum Labin	2	Participation in pilot design process and in events
41.	Croatian Restoration Institute	1	Participation in events
42.	University of Vienna	1	Participation in events
43.	City gallery Labin	2	Participation in events
44.	Town of Pazin	2	Participation in events
45.	Prime time communication	1	Participation in events
46.	Valamar Hotel	1	Participation in events
47.	Kamen company, Pazin	3	Participation in events
48.	Women's association of the Municipality of Sv. Nedelja "Mendula"	1	Participation in events
49.	Plava laguna company	1	Participation in events
50.	Aestus company	2	Participation in pilot design process
51.	Gobo company	1	Participation in pilot design process, press-conferences etc.
52.	Croatian Radio-Television	1	Participation in press-conferences and events
53.	La Voce del Popolo	1	Participation in press-conferences and in events
54.	County of Istria - Cabinet of the Prefect	1	Participation in press-conferences and in events
55.	Various renters of family accommodation	4	Participation in events
56.	Tourist guide Daša Mohorović	1	Participation in events
57.	NT Concept company	1	Participation in events
58.	Alvona restaurant	1	Participation in events
59.	Toni and Luka restaurant	1	Participation in events

## 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 pilot project events

All events included participants from different institutions, NGO's and private sector. The activities of the pilot project included a presentation of the importance of creating a Dubrova Sculpture Park cultural and tourist Strategy, the closing of the 43rd Mediterranean Sculpture Symposium, a final event in the form of a presentation and a kind of panel discussion on the importance of the landscape of art, and an interpretive walk and conversation with the artists who created in the Park. Various important stakeholders participated in these events, from professionals in the preparation of strategic documents and managers at the city, county and state level to local restaurants, tourist guides, companies or private renters.

## 5. Target groups reached through design process and implementation

Overall target groups and goals have been set on the RECOLOR project level. Labin 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. Due to the fact that the Dubrova Sculpture Park is an "open-air museum" and is open for 24 hours and there is no entrance fee, it is currently not possible to properly measure the number of visitors. That is why, in order to reach this target group, we focused on the announcements on the official website of the City of Labin and on the number of visitors to the events that were recorded on the signature list.

General public		
Audience	Target value	Way of measure / evidence <sup>3</sup>
<b>1.1. General public</b>	20.000	Web articles on official Town of Labin web site; local and regional portals; local and regional radio and tv station; local and regional newspapers; signature lists of events
	20.000	

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 Dubrova Sculpture Park is an extremely important location not only at the local and county level, but also at the national level, as well as the Old Town of Labin, so all important stakeholders were happy to participate in most of the activities within this project.

Local, regional and national public authorities			
	Name of Body	Persons involved	Role / engagement in pilot action
<b>1.</b>	Town of Labin	8	Participation in workshops, pilot design process, press-conferences, virtual trainings, capacity building sessions etc.
<b>2.</b>	County of Istria - administrative department for culture and nativeness	3	Participation in workshops, pilot design process, press-conferences etc.
<b>3.</b>	Istrian County - administrative department for tourism	2	Participation in workshops, pilot design process, press-conferences etc.
<b>4.</b>	Istrian County - administrative department for sustainable development	1	Participation in pilot design process etc.

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

5.	Municipality of Sv. Nedelja	2	Participation in pilot design process, press-conferences etc.
6.	Municipality of Raša	1	Participation in pilot design process, press-conferences etc.
7.	Croatian Chamber of Commerce - section of family renters	1	Participation in capacity building sessions etc.
8.	Municipality of Pićan	1	Participation in pilot design process, press-conferences etc.
9.	Municipality of Kršan	1	Participation in pilot design process, press-conferences etc.
10.	Town of Pula	1	Participation in pilot design process, press-conferences etc.
11.	Ministry of Culture and Media of the Republic of Croatia	1	Participation in pilot design process and in events
12.	Croatian Restoration Institute	1	Participation in events
13.	Town of Pazin	2	Participation in events
14.	County of Istria - Cabinet of the Prefect	1	Participation in press-conferences and in events
		26	

**3. Public service providers** from tourism management sector were highly involved in pilot project, just like representatives of craftsmen and entrepreneurs. They participated, among other things, in various workshops (focus and SWOT groups, virtual trainings, etc.), in events within the Recolor project, in the design of pilot action activities, and more.

<b>Public service providers</b>			
	Name of Body	Persons involved	Role / engagement
1.	Association of artisans of the City of Labin	1	Participation in workshops
2.	Local action group "Eastern Istria"	1	Participation in workshops
3.	Tourist board of Raša	1	Participation in workshops
4.	Tourist board of Labin-Rabac	2	Participation in workshops, pilot design process, press-conferences, virtual trainings, capacity building sessions etc.

5.	Tourist board of Sv. Nedelja	2	Participation in workshops, pilot design process etc.
6.	HEP - Croatian Electricity Company	1	Participation in pilot design process, press-conferences etc.
7.	Vedrolina (tourist and interpretative guide)	1	Participation in pilot design process, capacity building sessions etc.
8.	Various renters of family accommodation	4	Participation in events
9.	Tourist guide Daša Mohorović	1	Participation in events
		14	

**4. Heritage management bodies** were involved in cross – sectoral planning and joint development and execution of the project activities, from local to national level. Only those organizations that are not listed in the previous tables will be listed here, although individual organizations/institutions could be classified under several categories.

<b>Heritage management bodies</b>			
	Name of Body	Persons involved	Role / engagement
1.	Center for multimedia research, Veprinac	1	Participation in pilot design process, press-conferences etc.
2.	Alvona gallery	2	Participation in pilot design process and in events
3.	City museum Labin	2	Participation in pilot design process and in events
4.	City gallery Labin	2	Participation in events
		7	

**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 Labin pilot action. 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.

<b>Regional and local development agencies, enterprises</b>			
	Name of Body	Persons involved	Role / engagement
1.	La Loggia Hotel, Labin	1	Participation in workshops
2.	Society for research and support, Rijeka	3	Participation in pilot design process, press-conferences etc.
3.	Radio Labin	3	Participation in press-conferences and in events
5.	Glas Istre newspaper and portal	1	Participation in press-conferences and in events
6.	5 Portal	1	Participation in press-conferences and in events
7.	TV Nova	3	Participation in press-conferences and in events
8.	Crane 51 company, Rijeka	2	Participation in pilot design process
9.	Moment studio company	1	Participation in pilot design process
10.	Tangomedia company	2	Participation in pilot design process, press-conferences etc.
11.	Matković & Čakić, portal Labinstina.info	2	Participation in press-conferences and in events
12.	Prime time communication	1	Participation in events
13.	Valamar Hotel	1	Participation in events
14.	Kamen company, Pazin	3	Participation in events
15.	Plava laguna company	1	Participation in events
16.	Aestus company	2	Participation in pilot design process
17.	Gobo company	1	Participation in pilot design process, press-conferences etc.
18.	Croatian Radio-Television	1	Participation in press-conferences and events

19.	La Voce del Popolo	1	Participation in press-conferences and in events
20.	NT Concept company	1	Participation in events
21.	Alvona restaurant	1	Participation in events
22.	Toni and Luka restaurant	1	Participation in events
		33	

6. **Members of Associations, regional innovation agencies** were involved in Labin pilot action. Those organizations/institutions that are listed in one of the previous tables will also be listed here.

<b>Associations, regional innovation agencies</b>			
	Name of Body	Persons involved	Role / engagement
1.	Mediterranean Sculptor Symposium Association	6	Participation in workshops, pilot design process, press-conferences, virtual trainings, capacity building sessions etc.
2.	Association of artisans of the City of Labin	1	Participation in workshops
3.	Society for research and support, Rijeka	3	Participation in pilot design process, press-conferences etc.
4.	Croatian Chamber of Commerce - section of family renters	1	Participation in capacity building sessions etc.
5.	Center for multimedia research, Veprinac	1	Participation in pilot design process, press-conferences etc.
6.	Alvona gallery	2	Participation in pilot design process and in events
7.	City museum Labin	2	Participation in pilot design process and in events
8.	City gallery Labin	2	Participation in events
		18	

7. **NGOs** are very important groups, especially in small communities such as Labin. They can provide the projects with highly motivated and goal oriented individuals. Besides the NGOs that participated directly in RECOLOR project, they also had a great influence on how the pilot action itself should take place in the further future.

<b>NGOs &lt; min required – 4 &gt;</b>			
	Name of Body	Persons involved	Role / engagement
1.	Mediterranean Sculptor Symposium Association	6	Participation in workshops, pilot design process, press-conferences, virtual trainings, capacity building sessions etc.
2.	Alfa Albona Association	1	Participation in workshops
3.	Society for research and support, Rijeka	3	Participation in pilot design process, press-conferences etc.
4.	Women's association of the Municipality of Sv. Nedelja "Mendula"	1	Participation in events
		11	

#### 8. Education and training organisations as well as universities and research institutes

<b>Education and training organisations</b>			
	Name of Body	Persons involved	Role / engagement
1.	Jurja Dobrila University in Pula	3	Participation in workshops, pilot design process etc.
2.	High school "Mate Blažina" Labin	1	Participation in workshops
3.	People's Open University Labin	1	Participation in workshops
4.	Polytechnic in Šibenik	2	Participation in workshops
5.	School for tourism, catering and trade, Pula	1	Participation in capacity building sessions etc.
6.	Academy of applied arts, Rijeka	1	Participation in pilot design process, press-conferences etc.

7.	University of Vienna	1	Participation in events
		10	

## 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
<b>Organization(s) responsible for development of pilot project</b>
<b>Town of Labin</b>
<b>Organization(s) responsible for long term sustainable management of the project</b>
Dubrova Sculpture Park is recognized as an artistic landscape of great potential. The very final event, when the Agreement on joint financing of the Mediterranean Sculptor Symposium was signed between the City of Labin, the County of Istria, the Municipality of Sveta Nedelja and the Association, shows and proves that all the efforts made through the Recolor project have been recognized by foreign leaders of people in the cities and the county. The Labin-Rabac Tourist Board also played a big role in the design of the pilot action, since they were also working on the promotion of the Old Town of Labin. All activities carried out through the Recolor project are recognized as important and of high quality and will continue to be carried out in the future.
<b>Strategic documents developed</b>
<b>Sustainability plan, Marketing plan, Management plan or similar</b>
As part of the pilot action, two very important documents were drawn up, namely the Dubrova Sculpture Park cultural and touristic Strategy and the Sustainability Study of the Dubrova Sculpture Park, and they are, of course, in compliance with local, county and national laws and strategic documents. In addition, the City of Labin has also created a transnational strategy with recommendations on how to "take down" the results of this project and implement it better and more qualitatively and sustainably at the local level.
<b>Strategic documents planned in future</b>
<b>Sustainability plan, Marketing plan, Management plan or similar</b>

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## **Future marketing and financial sustainability potential**

### **Revenue model(s) and possible sources of funds**

The revenue model(s) and possible sources of funding are detailed in the Dubrova Sculpture Park Sustainability Study:

**Revenue model:** given all the defined potentials of the Sculpture Park, the following activities are proposed as a new offer on the market:

- **Expert Park guides (multilingual) for the general visitor population June-September**
- **Sales of memorabilia (webshop/souvenir shop)**
- **Cleaning and restoration of sculptures**
- **Renting of the info center to a tourist board**
- **Intellectual services (consulting, graphic design etc.)**
- **Sanitary facility fees**
- **Expert guided tours for children and youth**
- **Renting of Park space for commercial facilities (amphitheater, other)**
- **Renting of Park space for third parties to organize symposiums outside the Park**
- **Poster space renting**
- **Leasing online ad space**
- **Renting of space for the installation of ATMs**
- **Revenue from the sale of snacks and refreshments via vending machines or dog supplies**

**Sources of funds:** in direct work with the representatives of the Manager, the leadership of the MSS, and through the analysis of all previous activities, it can be concluded that the business model for the Park is based on:

- **Project financing of programs/activities through public tenders (cities, municipalities, regions, ministries, agencies, foundations, EU funds)**
- **Sponsorship agreements with the business sector to fund programs/activities**
- **Providing services in the market (intellectual and graphic services, sales of memorabilia)**

## 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.

<b>EXPERIENCE DESIGN</b>	
<b>1. Pre – visit experience</b>	
<b>1.1. Location / project / event website created</b> Pilot activities presented via official web site of Town of Labin and Dubrova Sculpture Park.	Yes
<b>1.2. Social media accounts created and managed</b> Pilot activities presented via social media channels of Town of Labin, the Mayor and the Park.	Yes
<b>1.3. Online media presentation (photo, video, 3D)</b> Pilot activities presented via photo gallery, virtual tour.	Yes
<b>1.4. Promotional materials on tourist info points</b> Promotional materials are exposed in official premises of Town of Labin, in Info center point of Dubrova Sculpture Park and in Labin-Rabac Tourist Board.	Yes
<b>1.5. Promo materials with other RECOLOR sites</b>	No
<b>1.6. Online purchase available</b>	No
<b>2. Arriving / getting around</b>	
<b>2.1. Access by foot</b>	Yes

The park is located at the very entrance to the Town of Labin and is easily accessible to pedestrians, considering that it is a kind of "open-air museum".	
<p><b>2.2. Access by car (parking)</b></p> <p>At the very entrance to the Park there is a large parking lot with a capacity of about 100 cars and/or buses.</p>	Yes
<p><b>2.3. Access by bike</b></p> <p>There is easy entry for cyclists from multiple directions.</p>	Yes
<p><b>2.4. Access by bus (parking)</b></p> <p>At the very entrance to the Park there is a large parking lot with a capacity of about 100 cars and/or buses.</p>	Yes
<p><b>2.5. Access by public transport (stations nearby)</b></p>	No
<p><b>2.6. Info point / access point / reception desk available</b></p>	Sometimes
<p><b>2.7. Access for people with disabilities</b></p> <p>Easy access.</p>	Yes
<p><b>3. Getting around info</b></p>	
<p><b>3.1. Printed tourist map</b></p> <p>Dubrova Sculpture Park is also indicated in the official promotional materials of the Labin-Rabac tourist board, but also as part of the project a map with an indication of the locality was created. After all, at the very entrance to the Park at the info center, there is a large poster with a map of individual sculptures in the Park itself.</p>	Yes
<p><b>3.2. GPS navigation app</b></p> <p>As part of the project, an application was developed that contains absolutely all information about the project and the Dubrova Sculpture Park, as well as a</p>	Yes

map of dislocated sculptures in Labin area with gprs coordinates, which are also available as such in the Google Maps application.	
<p><b>3.3. Tourist signalization</b></p> <p>On the main road Rijeka-Labin there is a signal for the Park, but it was not developed as part of the project. As part of the project, roll-ups were developed that are located in the info center in the Park with visibility marks of the Recolor project.</p>	Yes
<b>4. Means of interpretation</b>	
<p><b>4.1. Interpretation panels</b></p> <p>Two roll-ups that are located in the info center of Park.</p>	Yes
<p><b>4.2. Printed guides</b></p> <p>Leaflet on 3 languages (English, Croatian, Italian)</p>	Yes
<p><b>4.3. Personal guides</b></p>	No
<p><b>4.4. Handbook for guides developed</b></p> <p>Leaflet on 3 languages (English, Croatian, Italian)</p>	Yes
<p><b>4.5. Multimedia guides onsite</b></p>	No
<p><b>4.6. Multimedia guide apps</b></p> <p>As part of the project, an application was developed that contains absolutely all information about the project and the Dubrova Sculpture Park, as well as a map of dislocated sculptures in Labin area with gprs coordinates, which are also available as such in the Google Maps application.</p>	Yes
<p><b>4.7. Interpretation on ITA / HR / ENG language</b></p>	Yes
<p><b>4.8. Interpretation involving other RECOLOR sites</b></p>	Yes

Partner logos and names printed on all strategic documents and some promo materials, but also on official web site of Town of Labin.	
<b>5. Developed program(s) for:</b>	
<b>5.1. Individual guests</b> Virtual tour, app, map of dislocated sculptures.	Yes
<b>5.2. Groups</b> Virtual tour, app, map of dislocated sculptures.	Yes
<b>5.3. Children</b> Virtual tour, app, map of dislocated sculptures.	Yes
<b>5.4. Students</b> Virtual tour, app, map of dislocated sculptures.	Yes
<b>5.5. Elderly people</b> Virtual tour, app, map of dislocated sculptures.	Yes
<b>5.6. Special interest groups<sup>4</sup></b> Virtual tour, app, map of dislocated sculptures.	Yes
<b>5.7. Persons with disabilities</b> Virtual tour, app, map of dislocated sculptures.	Yes
<b>5.8. Other target groups</b> Virtual tour, app, map of dislocated sculptures.	Yes
<b>6. Multisensored experience</b>	
<b>6.1. Something to see</b>  The location of Dubrova Sculpture Park is located on the main Rijeka-Labin road at the very entrance to the Town of Labin, with access from two roads. 69 sculptures, an amphitheater and the White Road project can be visited	Yes

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

<p>in the Park. The old town of Labin is interesting in itself as it is a historical locality, and the dislocated sculptures located in it invite all those interested to visit them and get acquainted with the art. Several sculptures also exist in Rabac, a small tourist town 5 km from Labin.</p>	
<p><b>6.2. Something to hear</b></p> <p>It is interesting that 3 sculptures in the Park have sound, so visitors can create their own "music". After all, the Park hosts various events that visitors can enjoy, from plays to concerts, and the same is for the Old Town of Labin.</p>	Yes
<p><b>6.3. Something to touch</b></p> <p>We understand art by touch, so it is always suggested to touch the sculptures in the Park.</p>	Yes
<p><b>6.4. Something to smell</b></p> <p>Only the nature.</p>	Yes
<p><b>6.5. Something to taste</b></p>	No
<p><b>6.6. Something to learn</b></p> <p>Each sculpture is marked with a label about the name of the sculpture and the artist who created it. After all, through the Recolor project, an application was developed that provides all the necessary information about the Park and the sculptures and about the project itself.</p>	Yes
<p><b>6.7. Something to do</b></p> <p>Acquaintance with sculptures and artists, picnic, recreation, enjoyment of performing arts.</p>	Yes
<p><b>7. Additional services included on location or nearby</b></p>	
<p><b>7.1. Sanitary facilities</b></p> <p>Near the Park is a restaurant with restrooms, as well as a gas station.</p>	Yes
<p><b>7.2. Souvenir shop</b></p>	Yes

Some kind only at gas station.	
<b>7.3. Shop / market</b> Gas station and supermarket.	Yes
<b>7.4. Restaurants / cafe bars</b> Near the Park is a restaurant and gas station and supermarket with cafe bar.	Yes
<b>7.5. Transportation services</b> Site can be reached by taxi service, or by renting bike or e-scooter.	Yes
7.6. Other services	No
<b>8. Developed organized programs and tours by length</b>	
<b>8.1. Brief tour (up to 2 hours)</b> As a part of promotion of Recolor project, we developed an interpretative walk through the Park that we called "Artists Walk & Talk".	Yes
<b>8.2. Half day tour</b>	No
<b>8.3. Full day tour</b>	No
<b>8.4. Weekend (2-3 days) program</b>	No
<b>8.5. Weekly arrangement</b>	No
<b>8.6. Special events</b> Dubrova Sculpture Park is becoming an increasingly popular place for organizing various events. There were few events organized as a part of RECOLOR project, including DJ's and Artis Walk & Talk.	Yes
<b>8.7. Other arrangements</b>	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. Dubrova Sculpture Park is located at the very entrance to the Town of Labin, on the main road Rijeka-Labin, and as such is located on the territory of two local self-government units - the Town of Labin and the Municipality of Sveta Nedelja. The park covers an area of 33 hectares.
2. The old town of Labin is a historical location within the City of Labin and it is about 4-5 km away from the Dubrova Sculpture Park. The sculptures located in the Old Town of Labin are not so far away, but you can easily walk around them all.

## PROMOTIONAL ACTIVITIES / CAMPAIGNS

### Project website

The project was promoted through the official website of the City of Labin.

### Social media

Social media channels of City of Labin and the Mayor of Labin.

### Multimedia

Virtual tour.

### Apps

Digital app that contains all information about the Recolor project and pilot action in Dubrova Sculpture Park.

### Advertising / media promotion

No

### Outdoor advertising

Roll-ups

### Printed materials

Leaflets

### PR and communication activities

PR articles on local portals, local TVs, radio stations etc.
<b>Events</b>
There were few events organized in Park (press-conferences, 43 <sup>rd</sup> MSS powered by Recolor, final event etc.)
<b>Promotion of RECOLOR project and other RECOLOR sites</b>
RECOLOR project was mentioned in all public appearances and through dissemination events on Weekend Media Festival.

<b>Marketing / revenue models</b>
<b>Describe revenue models – specific services and products with market potential</b>
<p>Revenue model: given all the defined potentials of the Sculpture Park, the following activities are proposed as a new offer on the market:</p> <ul style="list-style-type: none"> <li>• Expert Park guides (multilingual) for the general visitor population June-September</li> <li>• Sales of memorabilia (webshop/souvenir shop)</li> <li>• Cleaning and restoration of sculptures</li> <li>• Renting of the info center to a tourist board</li> <li>• Intellectual services (consulting, graphic design etc.)</li> <li>• Sanitary facility fees</li> <li>• Expert guided tours for children and youth</li> <li>• Renting of Park space for commercial facilities (amphitheater, other)</li> <li>• Renting of Park space for third parties to organize symposiums outside the Park</li> <li>• Poster space renting</li> <li>• Leasing online ad space</li> <li>• Renting of space for the installation of ATMs</li> <li>• Revenue from the sale of snacks and refreshments via vending machines or dog supplies</li> </ul>