

Transferability plan at the cross-border scale

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REGIONE DEL VENETO

Regione Emilia-Romagna



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Work Package Title	Analysis and Governance
Activity Number	3.4
Activity Title	Establishment of a permanent center of scientific excellence
Partner in Charge	PP1 Po Delta Veneto Regional Park
Partners involved	All
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Purpose

The transferability plan at the cross-border scale aims at transferring the results of the Project, the experiences of the districts and the results of the pilot actions beyond the immediate territorial and administrative limits of the project area. The Transferability Plan is developed to guide concrete activities within the relevant administrative levels.

Transferability Plan - work breakdown structure

What has to be disseminated?

Object of the present Transferability Plan, to be disseminated and replicated in other cross-border contexts, are the relevant results (concrete and tangible) of the VALUE project, as well as abstract results: knowledge, experiences, good practices of the reference territory.

The core results identified as the objects of the Transferability Plan are:

- a) Mapping activity carried out in the project area and creation of a relational community on a social platform.

The preliminary activity of identification of the points of interest and of the thematic paths of the project area, led to the development of a relational community on a social platform, paramount result of the project. The use of ICT tools enables not only the spread of the project information and results, but also the promotion of instruments among territorial operators that can be applied to valorise the territory and sustainable tourism.

- b) Capacity building activities (Master Programme, summer school and training course for students).

Important results were achieved by the partnership in the context of capacity building, thanks to the carrying out of a series of activities aimed at enhancing the capability of subjects to manage the cultural value of their own territorial context. In particular, the implementation of a II Level Master Programme with the University of Ferrara enabled the transfer of knowledge and integrated skills in a multidisciplinary perspective for subjects with an educational/professional background in cultural heritage.

- c) Guidelines for the definition of the Cultural Districts

The partnership established the Cultural Heritage Districts in the project area, as models of sustainable public-private governance for the development of information policies, and for the promotion and enhancement of the cultural value of the territory. Aim of the Districts is to define strategies for the involvement of the private sector, through the development of innovative services, and to guide a process of renewal of the socio-economic development model, based on the valorisation of cultural and environmental resources of the territory. The Districts developed a Management Plan envisaging the objectives and strategies for the preservation, promotion, improvement and deployment of the potentialities of the cultural heritage sites. With this in mind, a fundamental step for the transferability of this result, is represented by the drafting of the guidelines for the development of the Cultural Heritage Districts, produced as a preliminary and supporting reference in the implementation of the activity.

How to disseminate

In order to identify the best way to transfer the project results, an analysis had been developed on the proposed solutions and deployed methodologies, also thanks to the use of specific indicators, to verify their applicability in other contexts. The best identified strategies for the transferability of results have been identified in the methodologies deployed for:

- The guidelines for the definition of the District. The document has been drafted to support the activity of establishment of the Cultural Districts and is based on the identification of a reference model for the definition of the elements of the district, the involvement of actors from the territory, the identification of a management body, the definition of a strategy and the drafting of the Management Plan. An additional value of the document stems from the definition and delimitation of the guiding concepts of cultural system, participatory process, cultural values and evaluation of the created value, endogenous development model, cultural tourism and risk.
- The activities of the Center of Cultural Heritage. The participatory process put in place for the development of the Management Plan represent a good methodological practice for the creation of effective mixed governance models.
- The networking activity, carried out by the partnership throughout the project duration, enabling the start of contacts with subjects to be involved in the transfer of project results.

Who are the recipients?

The identification of subjects to involve in the transfer of results has been divided in **subjects within the project area** (Institutional interlocutors, stakeholder, citizens, media) and **subjects outside the project**

area (Institutional interlocutors, Universities and research centres) according to the type of result to be disseminated. The transferability of the relational community on a social platform is targeted at tourist operators and subjects involved in the promotion and valorisation of local natural and cultural heritage. The guidelines for the definition of the Cultural Heritage Districts are aimed at management bodies and local public authorities. These two first stakeholders' categories have been identified by the partnership throughout the project thanks to activities of active involvement and participation in the project events. The dissemination of the capacity building activities and the Cultural Heritage Districts development are mainly targeted at subjects outside the project area, in the form of Universities and research centres. The Universities involved in the implementation of the VALUE project activities, drafted a preliminary list of entities to be involved in the replicability activity.

Reference: Prof. Giuseppe Cultrone
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Theme/period: Archaeometry
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Why disseminating the project

The main reasons to disseminate the project results are:

- to increase awareness of the project importance for the involved territories;
- to strengthen and amplify the involvement and participation of the target groups;
- to facilitate and enhance the relations between the project partners in order to achieve the expected results;
- to advertise the funding from the European Commission and its commitment for the development of territories and citizens;
- to influence decision-makers and to facilitate their decisions thanks to the development of future recommendations;
- to sensitise future financing authorities thus ensuring the continuity and sustainability of the project

Assessment of results and impact

A conclusive reflection is dedicated to the summarized assessment of the impact of the project results in the intervention area and of the expected efficacy of the transferability of these results in other areas and/or by different sectors.

The impact of the project results can be evaluated through the 'numbers' achieved within its duration; more than 70 local development agencies, 22 public authorities, 10 cultural bodies, 16 NGOs, 10 education organisations were involved in the project activities, and more than 425.000 people were reached by the results of the project. N. 7 pilot actions were implemented between Italy and Croatia and n. 4 thematic paths were identified, enabling the accessible fruition of new areas and the diversification of the touristic offer through the valorisation of local cultural value. A Management Plan was defined, 1 edition of the Master Programme in Cultural Management was carried out and the design of a PhD developed.

The sustainability and expected efficacy of the transferability plan are connected not just to the communication activities carried out throughout the project, but also and foremost to the networking activity carried out by the subjects involved in the project – including the Universities of Ferrara, Bologna and Venice – that enabled the timely identification of the subjects to be contacted and their preliminary activation.