

# Transnational inventory of projects results

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## FOREWORD

AdriPromTour objective is to valorize the results of relevant Standard+ and Standard projects in order to promote them at a higher level and to wider public in a new, sustainable way, as well as to promote common cross-border identity and heritage.

The valorization is based on sustainable promotion of rich natural and cultural heritage of the border area through development of sustainable thematic cultural routes to contribute to the distribution of tourism flows in a wider geographical area.

The Standard+ and Standard projects involved are ATLAS, Arca Adriatica, HERCULTOUR, REMEMBER, REVIVAL, UnderWaterMuse, VALUE, whose main results will be exploited to enhance the are's common cultural identity and to prepare conditions for further development in the framework of EU Programmes. This will be done by developing a set of documents useful to contribute to the Capitalization Plan of INTERREG Italy-Croatia 2021-2027, and EUSAIR Strategy:

- Cross Border Inventory of the main results of Interreg Italy-Croatia Standard and standard+ projects
- Transnational Inventory of projects main results containing the outputs from different EU funded projects (mainly INTERREG) to capitalize knowledge
- Collection of best practices containing the most significative practices and experiences in previous projects participation
- Reports on needs identified by each partner at local level in the field of enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation

These documents will provide valuable information to elaborate the following documents:

- Cross Border exploitation Plan containing solutions for further valorization and capitalization of the relevant Standard and Standard+ project's results
- Project ideas for INTERREG Italy-Croatia 2021-2027 and Transnational Cooperation programmes
- Eusair Flagship paper describing the thematic contribution of AdriPromTour to EUSAIR Strategy

In the 2014-2020 programming, it was seen that coordination between cross-border and transnational programs is increasingly necessary to achieve European objectives.

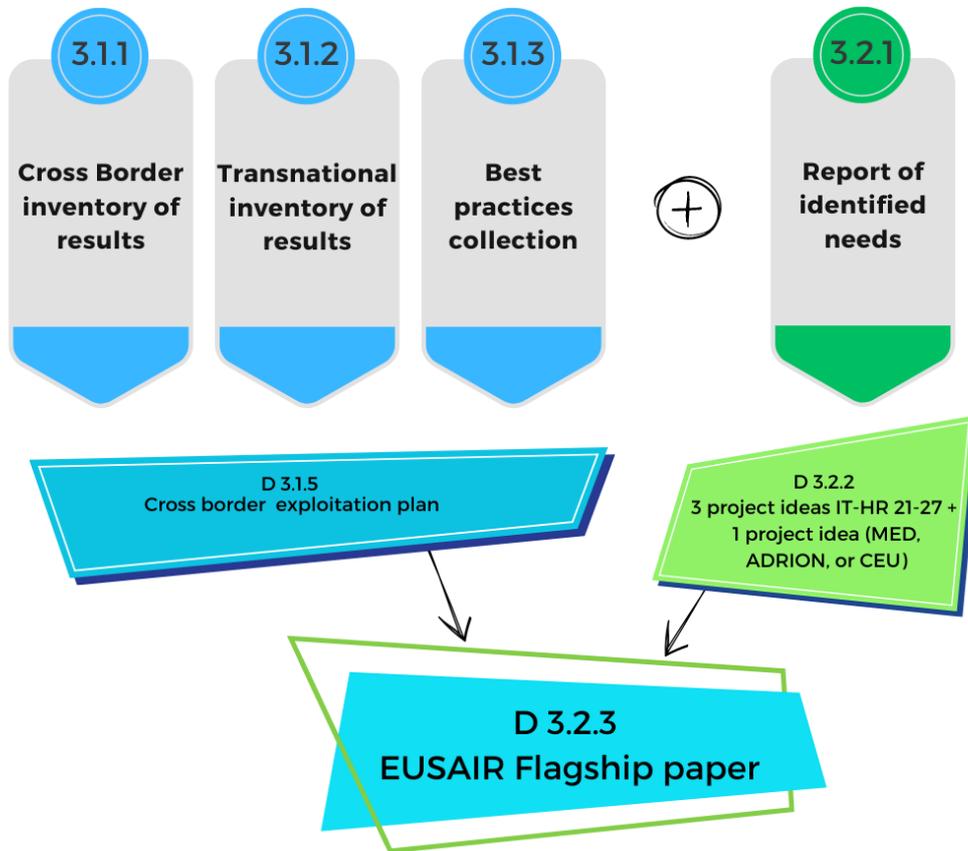
Indeed, with the 2021-2027 programming, a more integrated approach to the implementation of sectoral and/or territorial policies has been called for. In this context, the Commission, through its guidance documents, has encouraged greater cooperation between transnational and cross-border programs operating in the same area. By enhancing synergies between programs, common territorial challenges can be better overcome and the impact of Interreg in the area can be strengthened.

Cohesion across Europe can only be achieved if each type of cooperation, within projects and between programs, has a territorial impact beyond their individual intervention.

For this reason, ADRIPROMTOUR partners found it necessary to expand, as part of the WP3.1 results, the analysis of project outcomes to include transnational programs.

The main objective is to place cooperation projects in a broader view, looking more at the strategies implemented and the results achieved on the ground and overcoming the net territorial division dictated by the programs.

Projects were chosen that could be virtuous examples for the creation of new project ideas and that had synergies with the specific objectives of the new programming.



## METHODOLOGY

To prepare the Transnational Inventory of project’s results, project partners were asked to fulfill a specific template with the information of the relevant result of INTERREG projects implemented in the field of enhancement and preservation of natural and cultural heritage in order to highlight the relevant information for the purpose of this document, as well as of the CB Exploitation Plan, the EUSAIR Flagship paper and new project ideas.

The partners were asked to indicate the **type of result** ( tool - including strategies & action plans -, service, joint pilot action, policy, other); the **area of intervention** (enhancement and promotion of immaterial cultural heritage, enhancement and promotion of material cultural and natural heritage, upskilling and reskilling, cultural and natural routes /thematic networks, digitalization & smart solutions, creative industry, data gathering, other); the **framework** in which the result was achieved by describing the project's objectives, problems, needs; description of the result including including involved actors, time of implementation, impact; **main elements** of the result (resources used, strengthen, weaknesses, transferability, sustainability); possibility to capitalize /scale up the result within new projects Italy - Croatia 2021-2027; contribution to Italy - Croatia 2021-2027 Programme and EUSAIR Strategy

## EXECUTIVE SUMMARY

Similarly, to the work done to compose D 3.1.1, an analysis was carried out of some projects proposed by the partners that had a transnational impact. The partners proposed an Erasmus+ project, an Interreg Central Europe and an Interreg Slovenia-Croatia.

### Problems and challenges / Needs

In this case the problems and challenges highlighted are quite different from each other, highlighting territorial peculiarities. While in MALABARKA2 and INNOXENIA the problems are similar to those of the Interreg Italy-Croatia projects analyzed in D 3.1.1 (protection of cultural and natural heritage, tourism management, quadruple helix tourism community), in RAILtoLAND the outlook is more international and the focus is on the consolidation of European identity.

In Central Europe, on the other hand, the focus was on the maintenance of intangible cultural identities through ecomuseums or similar structures, and the project concerned the development of skills necessary for the successful maintenance and promotion of these structures.

### Project objectives

A similar argument applies to the goals of the projects, where MALABARKA2 is definitely more focused on protecting and promoting the territory.

A common factor is the educational part: in fact, in all projects the goal is to dialogue with those who use the heritage both as outsiders and as workers and stakeholders. MALABARKA2 does this in a more traditional way, RAILtoLAND uses more innovative methodologies and approaches, while

CULTURERECOVERY conducted an analysis of common needs and strategies to provide guidelines for sustainable management, conservation, and recovery of cultural heritage.

*Crucial in all cases is the impact on people's knowledge and awareness of cultural and natural heritage values and the improvement of the provision of attractive ways to experience it.*

All four projects make use of the digital world through a virtual museum, an application, big data and the use of ICT technologies.

### **Type of result**

The results were classified as being of different types: in fact, we have Service and Joint Pilot Action (MALABARCA2) and Tool (INNOXENIA, RAILtoLAND and CULTURERECOVERY).

### **Areas of intervention**

MALABARCA2 and RAILtoLAND choose ENHANCEMENT AND PROMOTION OF MATERIAL CULTURAL AND NATURAL HERITAGE; RAILtoLAND also added DIGITALIZATION & SMART SOLUTIONS; while CULTURERECOVERY choose ENHANCEMENT AND PROMOTION OF IMMATERIAL CULTURAL HERITAGE & CREATIVE INDUSTRY; INNOXENIA choose DIGITALIZATION & SMART SOLUTIONS.

### **Sustainability**

Both MALABARCA2 and RAILtoLAND projects highlight sustainability as a crucial factor in the development of cultural tourism products.

In MALABARCA2, continuous protection of maritime heritage is emphasized through measures such as setting up interpretation centers, reconstructing traditional vessels and constructing replicas, creating a common maritime heritage database, and establishing an Academy of Traditional Maritime Skills for systematic education of children and youth. These actions ensure the preservation and continuous protection of maritime heritage, which is crucial for the long-term viability of cultural tourism products.

Similarly, the RAILtoLAND app project team and partners are working to design a sustainable business model for the app, which includes monetization strategies such as in-app purchases, sponsorships, and partnerships with relevant organizations. By securing funding and ensuring the app's long-term viability, sustainability is prioritized, allowing the app to continue promoting the cultural heritage of railways and contributing to sustainable cultural tourism.

### **Transferability**

All projects also highlight the importance of transferability as a common action for developing sustainable cultural tourism products and tools. MALABARKA2 emphasizes the creation of common guidelines for the development of sustainable cultural tourism and the coordination of Centers of Excellence as a successful example of systematic tourism product development. Similarly, RAILtoLAND app and INNOXENIA tool were designed to be easily adapted and transferred to other locations and contexts through the use of modular design, open-source technologies, and collaboration with local stakeholders.

CULTURERECOVERY developed a common strategy that can be applied in several territories, since it started from the needs and transnational analysis and it considers the local development factors. This focus on transferability is essential for promoting sustainable cultural tourism products that can be adopted and implemented in different locations, allowing for greater economic, social, and cultural exchange between regions. By designing products that can be easily adapted and transferred, stakeholders can ensure that their efforts have a wider impact and that their cultural heritage is preserved and promoted in a sustainable way.

### **Resources used**

Co-financing of projects differs between programs. In general, in the resources, the importance of the skills of the human resources that contributed to the implementation of the project is always recognized. In MALABARCA2, the partner explicitly mentioned the promotional campaign through which a cross-border destination was created.

### **Strengths**

The common strengths between the projects are:

- Collaboration and partnership building: Both projects involve collaboration with various stakeholders, including tourism operators, local communities, historical societies, and educational institutions. Collaboration and partnership building are key to achieving the projects' goals and promoting cross-border exchange and community sensitization.
- Educational programs and events: all projects involve the development of educational programs and events that engage community members and visitors with the cultural heritage. MALABARKA2 aims to provide visitors with a hands-on experience of the cultural offerings of the two regions, while the RAILtoLAND project offers workshops, lectures, tours, train rides, and creative activities that highlight the significance of heritage railways. Involving the community is a key element to ensure the long-lasting protection of the heritage.

- International exchange and collaboration: MALABARKA2 and RAILtoLAND projects involve international exchange and collaboration. International collaborations provide greater visibility for projects and help to get a different perspective on the goals to be achieved and the strategies used.

## 1. CULTURECOVERY PROJECT RESULTS

Many of the central European cultural phenomena listed under the national or UNESCO heritage lack a sustainable approach to their preservation and management. Intangible cultural heritage like traditions are even more in danger to be lost if not carefully preserved. CULTURECOVERY focuses on eco-museums that have great potential for preserving the identity of places and people. The project aims at improving capacities of eco-museum managers and operators by promoting strategies and action plans for preservation and valorisation of immaterial cultural heritage. It will develop innovative solutions for a wider audience.

The project encouraged close cooperation between the public and private sector when developing new tools. The partnership will use and test bottom-up approach, tackle issues in an integrated and interdisciplinary way, and focus on the involvement of local communities.

Partnership: Municipality of Cervia (LP); Delta 2000 (IT); Rural Development Agency of Styria (AT); Association-Ecomuseum House of Batana (HR); Municipality of Moscenicka Draga (HR); Lake Balaton Development Coordination Agency (HU); Lake Velencei Development Nonprofit Company (HU); Foundation of Active People and Places (PL); Municipality of Pivka (SLO)

### 1.1 Context in which the result was achieved

#### Problems and Needs:

Immaterial cultural heritage is an important part of cultural richness and, besides material cultural heritage, is the basis of the identity and “local distinctiveness”. This richness is often not valorised as sought as “minor resource” with the risk to lose it. All the areas involved in the project express this heritage, as result of the “mutual shaping” between populations and their territories, worth preserving as a great opportunity for growth, innovation, and business stimulation. Due to globalization, popular culture formed over centuries, is unfortunately no longer part of everyday life. Many of its elements have lost their practical significance and no longer follow their original functions while others were gradually adapted to the needs of today's life.

Secondly, it is remarked that latest tourism trends show an increasing interest of tourists in the discovery of the "spirit" of destination, out of the mass standardized tourism offer, and looking for a deep experience, as a great added value of the holiday.

Likely in response to the challenges of globalization, people have become increasingly interested in the maintenance of immaterial cultural heritage, its promotion and preservation as one of the main elements forming the "local identity".

In this framework partners individuated the eco-museums as an appropriate field of work, focusing on the identity of a place, largely based on local participation and sustainable development. In recent years, eco-museums are experiencing a moment of great ferment, as evidence that communities are conscious of their potential. Nevertheless, despite successful experiences exist, due to the complexity of the thematic and low attention to immaterial cultural heritage, the risk to loose it is still high due to the following causes:

- lack of effective and innovative management models, skilled operators
- lack of appropriate strategies able to adequately enhance, promote and communicate such heritage

#### Project objectives:

The main objective of the project was to promote the cooperation among Public and Private organizations of the CE area, able to contribute to increase the capacities of institutions to apply innovative models, strategies and practical actions for the protection and sustainable use of immaterial cultural heritage, comprised within the concept of Ecomuseum, as "a dynamic way in which communities preserve, interpret, and manage their heritage for sustainable development" (Def. European network of Ecomuseums 2004). The proper preservation and sustainable use of intangible heritage, both in time and space, by orienting its development by means of transnational strategies and cooperation, can provide the increase of its value, its growth, with benefit for the population & attractiveness of territories. It also represents a powerful potential for economic growth and can generate value.

The project aimed at generating a long-term process aimed at: improving the management capacities of public & private actors involved in eco-museums, improving the eco-museums operators' skills, defining new approaches and strategies for their valorisation, promoting the eco-museums as proper touristic products able to attract tourists and investments.

The specific objectives are:

- To adopt specific strategies of preservation, recovery and promotion of immaterial cultural heritage

- To modernize the existing management models of ecomuseums and upgrade the level of skills of operators
- To increase the qualitative and quantitative enjoyment of immaterial cultural heritage

## 1.2 Description of the result

Joint Strategy for preservation of Cultural heritage based on ecomuseums

Type of result Tool

Areas of intervention ENHANCEMENT AND PROMOTION OF IMMATERIAL CULTURAL HERITAGE;  
CREATIVE INDUSTRY

Ecomuseums and other ecomuseum-like initiatives aimed at safeguarding cultural heritage, both tangible and intangible, differ in their operation systems and approaches towards preservation and use. However, we observe that, in general, they share values, assets and problems and obstacles at the same time as well as see similar opportunities and threats. To shape a transnational strategy that would be relevant to various ecomuseums and other ecomuseum-like initiatives it was necessary to understand the current situation, note similarities, tendencies, philosophy and potential perspectives.

To investigate the situation a SWOT analysis was conducted, focused on safeguarding intangible heritage as well as conditions to favor or hamper its maintenance. The analysis includes nine ecomuseums and ecomuseum-like initiatives from five countries (Austria, Croatia, Hungary, Italy, Poland and Slovenia). In some cases, an individual ecomuseum was analyzed, in other it concerned wider territory including several ecomuseums.

To understand the complexity of the situation it was necessary to take into consideration the difference between the level of development of ecomuseums, fact that the research included also entities that do not formally operate as ecomuseums, e.g. open air museums and areas searching for a good mechanism to safeguard cultural heritage and intend to develop an ecomuseum.

Despite all these circumstances all analyzed ecomuseum and ecomuseum-like initiatives share the belief in the value of natural and cultural heritage, both tangible and intangible, share the common mission to safeguard it and consider it a capital for local social and economic development.

In total about 13 ecomuseums and ecomuseum-like initiatives of the partners' area were analyzed. Research into the situation of heritage preservation and use in local social and economic development by ecomuseums and ecomuseum-like initiatives shows that they face several problems and barriers while delivering various opportunities at the same time. Ecomuseums and ecomuseum-like initiatives in countries involved in the project draw parallels in many aspects, they

could look for new solutions, learn from each other. To obtain this it is necessary to analyze the situation of individual ecomuseums as well as research into similarities, tendencies and shape the common strategy that will support improvements in individual ecomuseums and improvement of the situation concerning the management, preservation and recovery of cultural heritage.

Joint Strategy for Preservation of Cultural Heritage is aimed to provide guidelines for sustainable management, preservation and recovery of cultural heritage through Information and Communication Technologies and tools of creative industry, integration of cultural heritage in tourism to boost economic growth respecting the environment.

The analysis shows the most important fields of interest and factors to be taken into account, that are crucial to develop ecomuseum and strengthen its role in safeguarding and sustainable use of cultural heritage include:

- ecomuseum management and sustainability
- community involvement and cooperation of various local stakeholders
- maintenance of knowledge and skills
- education and tourism offer
- branding of ecomuseums on national level
- European promotion of ecomuseums

Ecomuseum should have an impact on people's knowledge and awareness of cultural heritage values and offer an attractive way to experience it (both for internal and external audiences).

The strategy tackles in a detailed way several important aspects of heritage enhancement and preservation such as:

- How to learn and apply heritage interpretation principles and rules
- Use of advanced technologies and industries
- Design of tourist product
- Design of educational programs
- Marketing and branding

Based on the SWOT analysis and strategy, local action plans for preservation and enhancement of ICH through ecomuseums were developed, as well as a model of management of ecomuseums. All the project activities were implemented through participatory processes involving and sharing the work in progress with the ecomuseums, the communities and the stakeholders.

### 1.3 Elements characterising the result

#### Sustainability and Transferability:

The document is based on a transnational analysis taking into consideration different levels of development of ecomuseums regardless of the typology of cultural heritage. It is a strategy for the recovery of ICH and its enhancement for a wider and qualitative enjoyment through ecomuseums, as a local development opportunity.

So the strategy is highly applicable in all territories.

Resources used:

ERDF resources 80%; own co-financing 20%

Strengths:

The strategy represents a useful tool providing a wide insight about the topic of preservation of ICH and its enhancement for local economic growth. It details the tasks to make the strategy practical and feasible to reach all goals set per strategic domain.

It provides tasks to implement the important issue of community involvement and cooperation of local stakeholders, which is the base for the recovery and preservation of cultural heritage. Actions to be implemented for the maintenance of knowledge and skills, as well as its documentation, and how to create tourism products also thanks to the use of advanced technologies and creative industries.

Furthermore, it provides a monitoring methodology and a set of monitoring indicators allowing to verify implementations of tasks for individual ecomuseums

Weaknesses:

N/A

#### 1.4 Sources and links

<https://programme2014-20.interreg-central.eu/Content.Node/CULTURECOVERY.html>

## 2. MALA BARKA 2 PROJECT RESULTS

INTERREG SI-HR - Preservation of maritime heritage of the Northern Adriatic

Project “MALA BARKA 2” is a project on tourism valorization based on sustainable tourism principles which aim to preserve, protect, promote and develop maritime heritage of the Northern Adriatic.

The cross-border region that includes Slovenian Primorje (Litoral) and Croatian Istria and Kvarner, is one of the most attractive tourist destinations of both countries. The diversity of tourist offer has been recognized as one of the main objectives of the Tourism development strategy of both areas. Therefore, special emphasis is placed on the creation of common tourist products that attract tourists throughout the year. The relatively short distance between the destinations allows tourists to visit more countries and destinations within a single tourist package. This project offers precisely this possibility – connecting two coastal cross-border areas with a unique tourist offer based on the history and the story of maritime heritage.

Partnership: Primorsko-goranska županija (lead partner), Turistička zajednica Kvarnera Pomorski i povijesni muzej Hrvatskog primorja Rijeka, Udruga i Ekomuzej “Kuća o batani” Rovinj – Associazione Ecomuseo “Casa della batana” Rovigno, Občina Izola – Comune di Isola, Turistično združenje Izola – Ente per il turismo Isola, Občina Piran – Comune di Pirano, Pomorski muzej – Museo del mare “Sergej Mašera” Piran – Pirano

### 2.1 Context in which the result was achieved

#### Problems and challenges:

The traditional maritime heritage of the Northern Adriatic cross-border area is at risk of irreversible disappearance due to the effects of urbanization and modernization on the space. Traditional wooden boats, once commonplace, have disappeared from daily use, and crafts like wooden shipbuilding and traditional fishing tools are also at risk.

#### Needs:

Needs for maritime heritage in the North Adriatic cross-border area include permanent protection of cultural and natural heritage and active involvement of citizens and stakeholders working with tourism and the environment in general.

A priority remains the education of children, youth, the general public, and tourists. In this way, the area could develop an attractive cross-border tourism product, preserving and enhancing its rich maritime potential in a sustainable way.

### Project objectives

The primary goals of this project include preserving, protecting, developing, and promoting the maritime heritage of the North Adriatic cross-border area. These goals will be achieved through the application of sustainable tourism principles, cataloging, preservation, and interpretation of the area's maritime heritage, and the creation of a new tourist destination centered around maritime heritage. Additionally, the project will focus on the development of cross-border cultural and tourist products. The project seeks to maximize protection of both the material and immaterial maritime heritage in the entire cross-border area, and will implement measures such as furnishing interpretation centers, hosting educational and demonstration events, and creating a virtual museum to develop and revive a joint tourist product.

## 2.2 Description of the result

Type of result Service, Joint Pilot Action

Areas of intervention ENHANCEMENT AND PROMOTION OF MATERIAL CULTURAL AND NATURAL HERITAGE

The project's outcomes include an increase in the number of permanently protected artifacts of both material and immaterial maritime heritage, achieved through the establishment of interpretation centers, a virtual museum, and a maritime heritage database. The entire coastal cross-border area will be presented as a single tourist destination through an intensive promotional campaign, and attractive tourist activities such as events and workshops of the Traditional Maritime Skills Academy will be developed. The project aims to increase the number of visitors to the cross-border area and improve the tourist infrastructure based on maritime heritage, including the establishment of interpretation centers in Nerezine, Krk, Izola, and Piran and the reconstruction of traditional boats to become authentic examples and exhibits in harbors and regattas. Finally, the project aims to increase the number of children, young people, and visitors educated about maritime crafts and skills through the Traditional Maritime Skills Academy.

## 2.3 Elements characterising the result

### Sustainability and Transferability:

The results of the MALA BARKA and MALA BARKA 2 projects were further implemented in ARCA ADRIATICA, confirming the transferability of the project results and objectives.

Specifically, the main concepts of the capitalization actions are:

- systematic development - development of common guidelines for the development of sustainable cultural tourism based on maritime heritage and creation and coordination of Centers of Excellence as a successful example of systematic tourism product development,
- promotion - development of a joint tourism product through the development of maritime heritage history, drafting of the Cultural Tourism Development Master Plan, joint tourism itineraries, creation and coordination of promotional centers, and a comprehensive promotional campaign including the organization of tourism events with the presentation of traditional maritime heritage and continuous protection of maritime heritage.
- continuous protection of maritime heritage - setting up of interpretation centers, reconstruction of traditional vessels and construction of replicas, including continuous registration of their technical characteristics, creation of a common maritime heritage database on the basis of which national registers will be updated, and development of a virtual museum, and finally, the most valuable aspect: systematic education of children and youth through the establishment of an Academy of Traditional Maritime Skills.

### Resources used:

The resources used went mainly to recognizable and powerful promotional campaign, based on numerous traditional interpretation events as the basis of the presentation of tangible and intangible heritage and in the creation of ten interesting cross-border tourist routes, which connected and complemented our cross-border tourist destination MALA BARKA2.

### Strengths:

Integrated cross-border cultural tourism products will integrate contents and will increase the economic, social and cultural cross-border exchange. Tourist operators will promote the two border regions as one integrated cross-border destination by promoting the similarity of the Regions and the complementarity of the common cultural offerings.

### Weaknesses

N/A

## 2.4 Sources and links

<http://www.si-hr.eu/en2/map/mala-barka-2/>

<http://www.malabarka.eu/en/project/>

## 3. RAILtoLAND PROJECT RESULTS

ERASMUS + KA203 Strategic Partnership - Collective ideation platform to develop innovative tools to communicate the European Cultural Landscapes by train.

RAILtoLAND project aims to explore the social and educational value of the European cultural landscape, as a common heritage, and as a catalyser of consolidation of European identity processes, social cohesion, creation of local cultures and improvement of human well-being. It is aligned with the aims of the European Landscape Convention, involving the target population in decision-making processes and designing landscape enhancement initiatives.

Partnership: Universidad Politécnica de Madrid, Universidad Autónoma de Madrid, Université Gustave-Eiffel Paris, Università Politecnica delle Marche Ancona, Unión Internacional del Ferrocarril (UIC), Centro do Computação Grafica, Universidade do Minho Guimaraes.

### 3.1 Context in which the result was achieved

#### Problems and challenges:

RAILtoLAND was conceived with the desire to address one of the most pressing challenges facing Europe today, the reversal of disintegrative inertias, the consolidation of European identity, its social cohesion, and the understanding of its diversity within the Community space.

#### Needs:

Reversing disintegrative inertias in Europe and consolidating European identity and social cohesion using communication, creativity, and critical thinking and strengthening ties, relations, and cultural exchanges in Europe through the railway.

#### Project objectives

The Project proposes formal and informal learning dynamics that prioritize structured dialogues with young people and mutual learning in an international and intercultural context. Tests methodologies of educational innovation, such as Design Thinking or Learning by doing, aimed at improving horizontal skills and competences in communication, creativity and critical thinking. It resorts to the Open Learning platforms of High Education partners to expand their training offer in terms of valorisation, management and protection of landscapes, specifically European landscapes, and their built heritage, especially the railway.

### 3.2 Description of the result

#### Type of result Tool

Areas of intervention ENHANCEMENT AND PROMOTION OF MATERIAL CULTURAL AND NATURAL HERITAGE; DIGITALIZATION & SMART SOLUTIONS

The project activities were articulated in 8 Intellectual Outputs. The 8 intellectual outputs approved in the agreement, as well as the 5 multiplier events and the learning activity, have been implemented in a tremendously complex context due to the health crisis, as many of the activities required field work and physical interaction between partners. Moreover, all the activities included in the application were sequentially related to each other, which was an extraordinary challenge in a restrictive and uncertain scenario such as the pandemic. All activities have been carried out in a rigorous, thorough and careful manner, producing high quality results. Not only that, the consortium has sought to make improvements on the activities approved in the agreement whenever possible. For example, the work carried out in IO01, where the workload has been tripled from 1 MOOC to 3 MOOCs, in order to achieve the recognition of 1 ECT, as explained in the corresponding section. Also noteworthy is the publication in physical format of 200 books (120 ES; 60 EN; 20 PT) of IO05. This IO has resulted in a 524 pages document, with its own images and content generated after rigorous fieldwork and bibliographic review. In addition to fulfilling very satisfactorily, in our point of view, the committed activities, it has gone beyond, developing other activities not included in the agreement. A great dissemination effort has been made by participating in various academic, citizen and professional forums, including publication in the second 2021 newsletter of the TICCIH; participation in the Portuguese public television explaining the project; publication in regional digital newspapers, such as the Italian Ancona Today; participation by invitation in 3 international forums Toprail of the UIC, etc.

A highlight of the project is the pilot experience on the Porto-Vigo international railway line, with the identification and analysis of its landscapes. This study has been materialized in a book carefully edited in English, Spanish and Portuguese.

In addition, its contents have been adapted to make them accessible in real time during the railroad journey by means of a computer application designed and developed especially for this purpose. This application activates during the train ride an audio with the interpretation keys of each landscape unit and offers the consultation of natural and cultural points of interest near the route. In addition, special animations are presented, made by drones and 3-dimensional surveys of some relevant spaces that the users can enjoy in detail from their mobile device. The travel experience is complemented with the possibility for the traveler to make a previous planning and to keep, later, in an individualized folder, not only their favorite contents, but also the photos they have taken during the journey.

### 3.3 Elements characterising the result

#### Sustainability and Transferability:

There are several factors that can ensure the sustainability and transferability of the RAILtoLAND app and all other activities implemented for sensitizing and engaging users on railways heritage:

- **User Engagement:** The app must be considered engaging and interesting to users in order to sustain their interest over time. In fact it was tested several times and received very good feedback both from the general public and from professionals working in the railways infrastructure and management of transports. This was achieved through the use of interactive features, multimedia content, 3D contents, panoramas and gamification.
- **Accessibility:** The app is easily accessible and usable by a wide range of users. This was enabled by the design of a user-friendly interface, compatibility with different operating systems, and availability in multiple languages.
- **Content Quality:** The app proved to provide accurate and high-quality content on railways heritage alongside the Porto-Vigo railways line. This was achieved through thorough research, collaboration with experts in the field, and careful curation of information.
- **Technical Infrastructure:** The app was built on a robust technical infrastructure that can handle large amounts of traffic, provide reliable performance, covering the lack of connections alongside the railways line and ensure data security and privacy.

- Sustainability and Funding: The project team and some partners are now starting to design a sustainable business model for the app in order to secure funding and to ensure its long-term viability. This can be achieved through monetization strategies such as in-app purchases, sponsorships, and partnerships with relevant organizations that are under evaluation.
- Transferability: The app is already designed in a way that allows it to be easily adapted and transferred to other locations and contexts. This was achieved through the use of modular design, open-source technologies, and collaboration with local stakeholders.

Resources used:

N/A

Strengths:

The main strength in this result is the achievement of sensitizing communities about the values related to heritage railways, it has been obtained in an articulated way considering several effective solutions implemented.

Collaboration with managerial and infrastructural organizations and reaching out to local community organizations such as historical societies, tourism boards, and other groups to collaborate on heritage railway-related topics. This can help spread awareness about the importance of heritage railways and attract more visitors to the dismissed or historical lines.

Development of high specialized educational programs that teach about the history of the railway and its impact on the local community. This included workshops, lectures, and tours that highlight the significance of the railway in the community's history.

Organization of interactive events that engage community members and students with the heritage railway. This included train rides, creative and cultural activities, and other activities that give people a hands-on experience with the railway.

Development of the app RAILtoLAND the heritage railway and its significance to the community. Share photos and videos, post updates about events and activities, and encourage community members to share their own experiences with the railway.

Overall, it's important to approach community sensitization as a collaborative effort, involving various stakeholders and strategies. By working together, we can help ensure that heritage railways remain a valuable part of our cultural heritage for years to come.

RAILtoLAND has organized 5 international scientific meetings with the participation of world-renowned professionals in the field of European History, Geography, Engineering or heritage digitization, among others.

Finally, the RAILtoLAND project has promoted a meeting between young university students from the participating countries in the Italian city of Cagliari. During their stay they had the opportunity to share, learn and have fun through different educational innovation methodologies, such as cutting-edge 3D surveys and Design Thinking or Learning by doing. Teachers and professionals from the railway sector and related areas also participated in this meeting, facilitating an international and intergenerational exchange of experiences.

#### Weaknesses

N/A

#### 3.4 Sources and links

<https://railand.eu/>

## 4. INNOXENIA PROJECT RESULTS

### INTERREG VB - ADRION

#### 4.1 Context in which the result was achieved

##### Problems and challenges:

Empowering Adriatic and Ionian tourism sector innovation is the way to safeguard the continuation of socio-economic growth of the area, tourism representing one of the most important industries in the area with four countries (Italy, Greece, Croatia, Slovenia) included in the world top 40 in 2015 (ref. Travel & Tourism Competitiveness Index - TTCI). The project aimed at improving the innovation capability of the Adriatic and Ionian tourism sector, relying heavily on innovative products, processes and services that can supplement natural and cultural offerings.

##### Needs:

Tourism in the area has to cope with changes in demand and tourist behavior, new emerging markets and socio-economic crises: in this framework, an innovative model to evaluate the strategies for the investment in the tourism sector is needed.

##### Project objectives:

The project aimed at networking the transnational quadruple helix tourism community into an Adriatic Ionian Tourism Technology Platform with active involvement throughout the project.

In this framework, a Tourism Innovation Observatory provides a platform for modeling ADRION innovative tourism, equipped with a Tourism Innovation Decision Support System providing the ability to evaluate the impact of potential interventions on the competitiveness and sustainability of tourism destinations, structures and services. Based on a wide consensus built in the area among quadruple helix stakeholders a Strategic Agenda on Innovation in Tourism will be produced offering the strategy for tourism innovation enhancement and combined with an Action Plan issuing policy recommendations and guidelines for investments as well as potential accessible funding.

It is expected that the tool will simulate a paradigm shift in tourism policies and investments through its innovative approach and enrolled tools. On the other hand it is expected to provide a permanent and lasting effect in regional and local strategies on tourism by technology transfer and capacity building of both public and private sectors and leading to a regional tourism innovation system in the area.

## 4.2 Description of the result

Type of result: Innovative tool development

Areas of intervention: Support the development of a regional innovation system for the Adriatic-Ionian area in the tourism sector.

One of the most important outputs of the InnoXenia Project is the Tourism Innovation Observatory (TIO): a web enabled semantically enriched platform with the ability of Big Data Retrieval, Analysis and Visualization working as an operational tools for benchmarking innovation impact on tourism in the ADRION area. TIO has been created to provide the necessary framework of the project, utilizing carefully selected subsets of indicator systems from the European Tourism Indicators System (ETIS) and Network of European Regions for a Sustainable and Competitive Tourism (NECSTouR) as well as innovation suggestions. A major component of the Tourism Innovation Observatory is the Tourist Innovation De-cision Support System (TIDSS). The TIDSS comprises a web enabled semantically en-riched software platform which capitalizes indeed existing best experience results, while offering the user the capability to benchmark envisaged interventions and their impact on tourism services-structures and territories in terms of sustainability and competitiveness.

## 4.3 Elements characterising the result

Sustainability and Transferability:

TIDSS is based on a single data warehouse, containing tourism related information, co-ming from public sources (tourism flows and destination indicators) and private sources (individual strategies and booking behaviors). This data is then used in conjunction with a set of carefully selected innovation Indicators to provide metrics for destination ben-chmarking. The end tool for the user is a queryable system on request by the individual operators and public bodies that will be able to not only provide benchmarks at single destination level, but also propose selected interventions based on already implemented actions and best practices stored in the system data warehouse, with the potential to increase the tourism capacity of the area in question.

Results of the data analysis are presented to the end user via a web-based state of the art Graphical User Interface. This tool deploys several visualization components aimed at presenting data,

computed indices and engagement metrics, as well as proposed interventions in a clear and concise manner, making it easier for the user to make a well-informed decision and to plan the best strategy for tourism capacity building of a particular area.

Resources used:

The resources used went mainly to further deepen the collaboration of the tourist business operators and SME with academic as well as other territorial partners in the microregion and collect data for the population of the innovative tool.

Strengths:

The Tourism Innovation Observatory (TIO) and its Tourism Innovation Decision Support System (TIDSS) tool allow the benchmarking of the impact of innovation interventions on the sustainability and competitiveness of the regional territories as well as tourism structures and services in the area. It will thus be possible for the policy makers in the area to have a clearer picture of the standing of the territory of the Region and its tourism structures with reference to competitiveness and sustainability.

The formulation of the Adriatic Ionian Tourism Technology Platform is expected to contribute to the transfer of knowledge related to the field of Innovation in Tourism to regional and local policymakers and enhance the collaboration of RWG with academic partners as well as other territorial partners in the macroregion.

Weaknesses

N/A

#### 4.4 Sources and links

<https://www.innoxenia.eu/index.html>