

REPORT ON JOINT PILOT ACTIONS

D.T3.3.4
REPORT ON JOINT PILOT ACTIONS

Version 1
31.12.2019



COMUNE DI CERVIA





Index

1. Culturecovery - project overview	2
2. Introduction and background of PILOT ACTIONS TARGETING SCHOOLS	3
3. THE MAIN OBJECTIVES: TO DIFFUSE THE ICH TO THE SCHOOLS	5
4. A SYNTHESIS OF ACTIVITIES REALIZED	7
5. DIDACTIK KIT	8
6. CULTURECOVERY VIDEOCONTEST “CULTURVIDEO”	11

Annexes



1. Culturecovery - project overview

The goal of CULTURECOVERY is improve Ecomuseums' managers' & operators' capacities, promoting proper strategies & action plans for the preservation & valorization of immaterial cultural heritage and new solutions for a wider qualitative & quantitative offer of the territories.

CULTURECOVERY deals with immaterial cultural heritage as result of interrelation between populations & territories, precious source of traditions, artefacts, typical products. Despite its recognized importance such heritage is often underestimated risking to be lost.

Eco-museums represent a great potential, focusing on the identity of a place, largely based on local participation, stimulating the dialogue on issues related to management of conflicting usage interests, preservation & enhancement for economic, social, cultural activities.

Within the Culturecovery project, the realization of pilot action is finalized to putting in place proper planning and concrete actions to raise the qualitative&quantitative possibility to enjoy ICH.

According with the JSPC, partners defined Action Plans targeting ecomuseums (APE) aimed at turning ICH into economic resource to foster sustainable growth while respecting the environment and other resources surrounding the ICH, and a place for new job opportunities.

APE will foresee actions in the field of ICT application, creative industry; participatory processes for involvement of active locals in the recovery, interpretation, maintenance, transfer of knowledge on ICH; actions for the inclusion of the cultural heritage enjoyment within an innovative responsible tourism offer; etc. as well as business plan with the purpose of ensuring sustainability and operational durability also after the project's end.

In particular in the WP T.3 Activity 3, the joint pilot action has been addressed to involved schools, student and young people with with educational and didactic activities.



2. Introduction and background of PILOT ACTIONS TARGETING SCHOOLS

The present report provides a synthesis of activities realized and results achieved with the joint pilot action targeted to schools (D.3.3.1-3.3.4 PILOT ACTIONS TARGETING SCHOOLS)

The pilot action targeting schools foreseen the realization of a didactic kit to be introduced in up to 5 schools per PP area, preparatory for the launch of an international contest involving PP areas based on the production of “amateur” viral videos on the theme of ICH.

Such videos will be uploaded on the project web site, with links to each PP web site as well as of Associated.

The 3 most voted ones will get an “honourable mention”, and will be used within the promotional activities.

The contest will have a double finality, didactic and promotional of ICH.



DELIVERABLES	Description	PPs involved	Delivery month and no.
D.T.3.3.1 Work plan of joint participatory action addressed to school	work plan of the joint pilot action definition and instructions for the implementation by WP coordinator PP2 with the support of PP7	PP2 DELTA 2000 + PP7 BATANA	11.2018 No. 1
D.T3.3.2 Didactic kit on ICH (part of joint pilot action)	Definition of the contents of the didactic kit and layout by PP7 in cooperation with PP2. Each PP will contribute to the definition, then translate final version into national language to introduce it in at least 5 schools per PP area.	PP7 BATANA; all other PPs translate	02.2019 No. 1
D.T3.3.3 Contest regulation on ICH viral video (part of the joint pilot action)	Definition of the regulation of the contest by WP coordinator as part of the joint pilot action. Each PP contribute to the definition of the contents and spread it for the implementation of the contest	PP2 DELTA 2000 ; all PPs suggestions	01.2019 No. 1
D.T3.3.4 Report on joint pilot action	Report on results and achievement of pilot actions	PP2 DELTA 2000 + PP7 batana based on input of all PPs	09.2019 No. 1



3. THE MAIN OBJECTIVES: TO DIFFUSE THE ICH TO THE SCHOOLS

The “intangible cultural heritage” means the practices, representations, expressions, knowledge, skills - as well as the instruments, objects, artefacts and cultural spaces associated therewith - that communities, groups and, in some cases, individuals recognize as part of their cultural heritage. This intangible cultural heritage, transmitted from generation to generation, is constantly recreated by communities and groups in response to their environment, their interaction with nature and their history, and provides them with a sense of identity and continuity, thus promoting respect for cultural diversity and human creativity.

UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage

The objective of the project is to concretely shift from a “vague perception” of immaterial cultural heritage into concrete visible and clearly perceivable characteristic of a territory identity as potential that can be leveraged for economic growth. This will be possible by defining the a specific strategy based on ecomuseums as expression of “territory+heritage+memory+population”.

This intangible cultural heritage, transmitted from generation to generation, is constantly recreated by communities and groups in response to their environment, their interaction with nature and their history, and provides them with a sense of identity and continuity, thus promoting respect for cultural diversity and human creativity.

The word CULTURECOVERY means “recovery of the culture”. It’s the revival and the preservation of culture, habits and traditions belonging to all of us. This is the Intangible Cultural Heritage.

When we think about culture, we imagine a historic building, a painting, a sculpture, a music or even a dance. But from the past we get also knowledge, such as the process of production of salt in Cervia, we get production skills, such as the ability of construction of Batana, the typical boat in Rovinj, or of the huts of Villanova di Bagnacavallo made of



giant cane, which abundantly grows in this marshy area. Such a heritage is called intangible, because we cannot see or touch it.

All these tangible and intangible elements have been inherited from our parents, our grandparents or even from our great-grandparents, it's something that is passed down from generation to generation.

The intangible cultural heritage is a very important part of the identity of all of us and of the places we come from and Ecomuseums have the important role to preserve it and enhance its value.

With the aim to involve young generation in the preservation of ICH we realize a joint participatory action addressed to schools with the realisation of innovative activities to involve students and young together with parents, families and citizens: **didakit kit and CULTURVIDEO contest.**



4. A SYNTHESIS OF ACTIVITIES REALIZED

The didactic activities realized in the schools are been the following

- involving schools in the areas of ecomuseums with e-mails/phone contacts
- 1 or more meetings with facilitator by Partner project to show the tools and the activities planned
- Realisation of Didactic Kits to diffuse to the students with information of main characteristic of Ecomuseums in the different country involved in the project, the territory and main characteristic of our Ecomuseums, the ICH means with different example, composed by a Didactic Book and cards to play a specific game dedicated to know the ecomuseums networks.
- Video contest CULTURVIDEO - each school could participate with jobs realized by the classrooms involved for example with picture collection on cultural festival, dialect, interview realized by video with parents and grandparents to know old tradition, etc. The Awards will be a honor mention for the participants schools and a free guided visit in the ecomuseums of our territory offered by the Municipalities or Ecomuseums involved in the project
- The final action will be the realization of a viral video on the thematic of ICH collecting the jobs realized by students and classroom involved in the project. The Viral video will be diffuse by website of the project and socials of project and through the partners.



CULTURVIDEO
INTERNATIONAL VIDEO CONTEST
DEDICATED TO INTANGIBLE
CULTURAL HERITAGE





5. DIDACTIK KIT

The didactic kit is kept inside an **eco-friendly backpack (Eco-bag)** and consists of:

- ✓ an **activity book with** presentations, insights and interactive activities related to all the European Ecomuseums involved in the project;
- ✓ a **set of game cards** consisting of 10 square-shaped cards, each related to the individual territories/ecomuseums involved, and 44 rectangular-shaped cards, each representative of the different elements that make up the intangible cultural heritage of the territories/ecomuseums considered.

Kits were distributed in schools and Ecomuseums by partners of CULTURECOVERY project during school year 2018 - 2019 and 2019 -2020.



The booklet presents the work of 9 ecomuseums and the elements of cultural and natural heritage that they preserve and interpret with their activities. Apart from traditional practices, knowledge and skills, the booklet also presents the flora and fauna that is interpreted by some of the ecomuseums. In this way we strive to present the



contemporary practices of heritage preservation that understand the close ties between the natural, social and cultural habitat.

Go through these pages and find out their stories (<https://www.interreg-central.eu/Content.Node/cult-book.pdf>)



MOŠĆENIČKA DRAGA ECOMUSEUM

The Mošćenička Draga Ecomuseum was established in Mošćenička Draga in 2012 in order to preserve and valorise heritage and develop cultural tourism. The ecomuseum consists of 4 elements and their central locations are:

- Mošćenička Draga,
- Mošćenice,
- Brseč and
- Trebišća.

Mošćenička Draga already has an interpretation centre dedicated to the fishing and maritime heritage (*House of the Sea*). However, plans include the establishment of an interpretation centre for the other three elements.

The ecomuseum holds presentations of:

- ▶ traditional fishing techniques,
- ▶ maritime tradition and
- ▶ traditional ship building.

Apart from maritime culture, the ecomuseum also covers these topics:

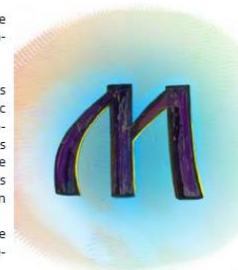
- vocabulary (local dialect)
- fishing,
- diet,
- carnival customs,
- mythological history related to the Old Slavic god Perun.

GLAGOLITIC SCRIPT

The Glagolitic script is believed to have been invented in the 9th century in order to spread Christianity among Slavic people in Moravia. This script was used in liturgical books in Mošćenice as far as the 20th century.

However, numerous inscriptions carved in stone have been preserved. Nowadays, the preserved inscriptions date back to the 16th century.

The Glagolitic script was used for public documents – such as the preserved notary documents – public notaries used this script to write their books (protocols). The Statute of the Town of Mošćenice dates back to 1622 and was written using this script. There are also some other preserved documents such as wills and dowry documents from which you can learn about common folk's life at the time. Glagolitic chanting was developed in Mošćenice Parish, while 3 chants from Mošćenice remain preserved.







6. CULTURECOVERY VIDEOCONTEST “CULTURVIDEO”



**Territory-Landscape
Buildings-Monuments**



Traditions-History-Culture



Natural Environment



CulturVideo was a video contest dedicated to the enhancement of value of the intangible cultural heritage and is addressed to students of primary and lower secondary schools in the territories involved in the project.

The contest was organised as part of the CULTURECOVERY project dedicated to the preservation and RECOVERY of intangible CULTURAL heritage of Central Europe through Ecomuseums, as driver of local growth. It involved partners from 6 different countries of Central Europe (Austria, Croatia, Italy, Poland, Slovenia, Hungary) and focuses on the role of Ecomuseums (“living museums”) in the conservation and promotion of places and people’s identity.

The video contest **CulturVideo** aimed to support the intangible cultural heritage, such as those traditions and memories which are “living expressions” of a community’s identity, in order to transform a concrete, visible and clearly perceptible element’s perception.



WE LOVE OUR CUSTOMS



Who could participate?

The contest was addressed to national and international primary and low secondary school classes from the involved territories.

How participate?

The short videos sent to the contest could be documentaries, interviews, life stories, animations, video clips, spots, fictions, etc.

Participants could compete in three sections, corresponding to the following themes:

- 1) territory / landscape / buildings / monuments
- 2) traditions / history / culture
- 3) natural environment (flora, fauna, etc.)

Each participant (class, group within a class, single student) can compete with a maximum of 3 shorts (one for each category), lasting up to 3 minutes with a maximum dimension of 2GB for each video.

The deadline for sending in the videos was the 30th April 2019

All the videos received has been uploaded on the YouTube channel of the CULTURECOVERY project - VIDEO CONTEST from 8 May 2019. From this date on users will be able to express their preference clicking on like.



The three winner shorts could receive a “honourable mention” and will be rewarded with a free activity proposed by their reference Ecomuseum for all the class of the student/group author of the short.

Timeline :

Opening of the contest	18 th February 2019
Time limit to send the video	30 th April 2019 at 18.00 PM
Opening of public vote	8 th May 2019 at 10.00 AM
Time limit to public vote	15 th May 2019 at 5.00 PM
Jury vote and conclusion contest operations	No later than 17 th May 2019
Communication of winners through e-mail and publication on website and facebook of CULTURECOVERY project	No later than 20 th May 2019

Evaluation of technical jury

Except for partner PP11, a new member who entered the partnership formally when the contest was already open so it could not participate in the planned activities, the technical jury was made up of the representative of partners (in attached annex 1 - Jury minutes contest)

The lead partner, namely the Municipality of Cervia, represented the Jury Foreman.

PARTICIPATING SHORTS/VIDEOS

Shorts participating to the contest, received no later than 30th April 2019, has been divided according to their contest category:

- 1) territory / landscape / buildings / monuments
- 2) traditions / history / culture
- 3) natural environment (flora, fauna etc.)

By the deadline of contest (30/04/2019) we received (at culturecoveryvideocontest@gmail.com) 46 shorts/videos from 7 European Countries, presented in the three competition categories.



All videos received were uploaded on 05/05/2019 on the YouTube channel of the contest https://www.youtube.com/channel/UCEjMwDQvdseGc2N3fe0t3qw?view_as=subscriber, that were voted by the popular jury from 8 to 15 May 2019.

JURY VOTING OPERATIONS

All the shorts received have been under assessment by the jury. On the date of 15/05/2019 Delta 2000 as organizer member of the contest informed that the total video received was n 46 and sent to all the members of the jury the official Jury Rulebook with the sheet for the evaluation of video (and also the last page, so the file abstract with only the score sheet for the evaluation of videos) together with the contest rulebook and the operative instruction to proceed with the evaluation (Annex 2).

The jury assessed the videos according to the following assessment criteria:

ORIGINALITY (from 0 to 30 scores): *idea's research, originality in the presentation of the contents, innovativeness of adopted tools, music choices, etc.*

ADHERENCE TO THE PROJECT'S THEMES (from 0 to 30 scores): *coherence of the message with the goal of the project, etc.*

COMMUNICATIVE SKILL (from 0 to 40 scores): *message efficiency, etc.*

Each member of the jury compiled, in his unquestionable judgement, the sheet for score assessment for every single short received, and sent them to culturecoveryvideocontest@gmail.com by 22/05/2019 (Annex 3 - emails from the jurors). The deadline for sending the score sheets to the organization has been postponed by a few days to allow all the jurors to view the videos, also in consideration of the high number of contributions received.

All the evaluations sent by jurors have been here attached (Annex 4 - all the score sheets compiled).

CONTEST RESULTS

Atlantide Soc. Coop. Sociale p.a., acting as appointed subject for the contest organisation by Delta 2000, collected the compiled sheets from each partner (Annex 5 - excel file with the voting scheme) and defined the three final classifications (one for each contest category) for the rewards assignment. Each classification has been calculated according to the final score of each video, obtained by the mathematical addition of scores given by each member of the jury.

A special mention has been given, for each contest category, to the video with the highest success on the YouTube channel; on the 15/05/2019 (the deadline for the public voting) the "likes" received for each video were recorded, evidenced by screenshots (Annex 6).



On 24/05/2019 the organization communicated to all partners, through the official email of the contest, the complete list of participants and the final classification with the names of the winners (Annexes 7 and 8).

On 29/05/2019 an e-mail was sent to all participating schools, from the official address of the contest, to thank them for participating and to communicate the imminent sending of a participation certificate (Annex 9 facsimile).

Here following the **final ranking lists**, also in attachment:

Jury prize winners

CATEGORY TERRITORY / LANDSCAPE / BUILDINGS / MONUMENTS TERR_01 - A Balatonfüredi Savanyúvíz	Balatonfüredi Radnóti Miklós Általános Iskola (HU)	https://www.youtube.com/watch?v=1V14O-9LiFk
TRADITIONS / HISTORY / CULTURE TRAD_01 - The Tannenquirl	Neue Mittelschule Peter Rosegger Krieglach (AT)	https://www.youtube.com/watch?v=SfIDJaCOyg8
NATURAL ENVIRONMENT NAT_07 - Il Fiume Savio e il Bosco del Duca	IC Castiglione di Cervia, Scuola Primaria classe IV (IT)	https://youtu.be/piDBPPN1Cgc

Honorable mention for most liked videos

CATEGORY TERRITORY / LANDSCAPE / BUILDINGS / MONUMENTS TERR_01 - A Balatonfüredi Savanyúvíz	Balatonfüredi Radnóti Miklós Általános Iskola (HU)	https://www.youtube.com/watch?v=1V14O-9LiFk
TRADITIONS / HISTORY / CULTURE TRAD_02 - Carnival in Rovinj Selo	OŠ Jurja Dobrile class 8b (CRO)	https://www.youtube.com/watch?v=8mM7rlujzYg
NATURAL ENVIRONMENT NAT_02 - Tátorja (Tátorján/ Cambre tatarica)	Balatonkenese János Pilinszky Elementary School and Primary School of Art (HU)	https://www.youtube.com/watch?v=l_NNngISdDU&t=6s



A great success for the videocontest !

46 participants from 7 countries, 3 competition categories, 6 prizes, 8 jury members: these are some of the numbers of the Culturvideo competition, promoted by DELTA 2000 as part of the CULTURECOVERY project funded by the Central Europe programme.

Schools and students from the project partner countries participated in the competition with 46 videos: dedicated from time to time to local folklore, food & wine traditions, techniques and ancient works, typical crafts, images and landscape scenarios and local nature, historical re-enactments, stories and exchanges of jokes between grandparents and children.

The competition included two types of prizes: a special mention for the 3 videos that for each category had received the most "likes" and a prize of the technical jury, formed by representatives of the project partners. The three short films that ranked first in the technical jury are awarded, in addition to the mention of honor, a free guided tour of museums and ecomusei of their territories.

Link at graduated lists of winners <https://www.interreg-central.eu/Content.Node/Culturecovery-videocontest-Winners-4.pdf> .

All videos are online on the YOU TUBE channel dedicated to the CULTUREVIDEO competition <https://www.youtube.com/channel/UCEjMwDQvdseGc2N3fe0t3qw> and will be used for the realization of a promotional video storytelling on activities dedicated to schools Culturecovery project.

A final video about all the didactical activities has been realized and share on project website, socials and you tube

https://www.youtube.com/channel/UCEjMwDQvdseGc2N3fe0t3qw/videos?fbclid=IwAR2Ful0P9kVppqhx-2MsDkP2yLofS_vvr9PZvHUmhrSCI2e0oimvdhw9nbQ



The screenshot shows the YouTube channel page for 'VIDEOCONTEST CULTURECOVERY', which has 53 subscribers. The channel banner features the 'Interreg CENTRAL EUROPE' logo and the 'CULTURECOVERY' text. The video grid displays several uploads, including a 'Final Video - CULTURVIDEO, the Culturecovery Video...' and various regional videos with YouTube codes like TRAD_26, TRAD_25, TRAD_24, TRAD_23, NAT_09, NAT_08, NAT_07, NAT_06, NAT_05, NAT_04, and NAT_03. The left sidebar shows navigation options like Home, Trending, Subscriptions, Library, History, Watch Later, and Settings.

The screenshot shows the Facebook page for 'Culturecovery'. The page features a post from January 26, 2020, at 20:26. The post text discusses the project's goals: 'How to involve young people in the discovery of intangible heritage using new technologies?' and 'And how can grandparents and grandchildren collaborate in this adventure?'. It mentions that with #CULTURECOVERY, a joint pilot action was realized with the creation of an educational kit and a #CULTURVIDEO videocontest. The post also states that 46 participants from 7 countries, 3 competition categories, 6 prizes, and 8 jury members were involved. A video thumbnail is shown with the caption 'Final Video - CULTURVIDEO, the Culturecovery Video Contest' and a 'SLOVENIA' label.



Annexes:

Annex A - Booklet didactic book

Annex B - Videocontest Rulebook and annexes

Annex C - Jury Minutes Videocontest