PP8 - ACTION PLAN

D.T 3.1.8.- ACTION PLANS FOR THE ecomuseum of Mošćenička Draga - HR

Version 01
02/2019

SUMMARY

EXECUTIVE SUMMARY

Please add in the box below a short summary of max 1 pages in English language about your action plan, resuming with some lines the following main chapters of action plan, as following:

- Name of ecomuseum
- State of art (about 3/4 lines about the intangible culturale heritages elements and safeguarding actions/programm and management)
- Partecipatory approach (about max 3/4 lines) evidenced the main conclusions and results about partecipatory approach and workshops realized in CR project
- Action plan ecomusuem (about 10 lines about main goal, obiectives, actions, and some lines about the pilot action selected and that will be realized with CR)

Ecomuseum Mošćenička Draga

The first group consists of components "Inside the walls": four interpreting centers with permanent exhibitions in Brseč, Mošćenice, Mošćenička Draga and Trebišće. The second group of components "Outside the Walls" refers to various forms of interpretation of the territories, landscapes, urban and rural outdoor entities. The third component is called "Heritage Activism - a Living Heritage" which implies organizing various events, celebrations, a program of live history, educational activities, activities of lifelong learning and so on, based on the direct participation of participants in the experience of heritage.

Safeguarding actions are mostly directed in establishing management of Ecomuseum Mošćenička Draga, that consists of human capacities, putting content into function funding, promotional plan and consequently synergistic result of those elements. For this purpose components of Ecomuseum individually organize various project activities for different target groups and take part in different local and regional projects/initiatives.

Numerous entities are currently involved in the management of the intangible cultural heritage in the working area of Ecomuseum, starting with Municipality Mošćenička Draga and Mošćenička Draga Tourist Board to different local associations. Workshop gathered 14 participants, mostly from local community and few regional entities. Disscusion was focused on seeking ways to increase financial stability, methods to increase community interest and participation and new or upgraded methods of promotional activities. Various contents related to local ICH interpreted in a multimedia totem will directly benefit to the the greater production, use and dissemination of ICH knowledge.

The activity that we will contribute to the above goals is pilot activity of recovery, promotion and transfer of knowledge about ICH through creation of multimedia reconstruction of tradition. Intention ist to create the contents that will be uploaded in 2 multimedia totems to present ICH to wide community in the public spaces

Creation of multimeda content will include experts from the field of ICH and external experts for the development of multimedia content. Target group is general public (youth, local community, tourists).

CHAPTER 1. IDENTITY CARD

ECOMUSEUM/S INVOLVED

Name

Ecomuseum Mošćenička Draga

Location

Trg slobode 7, Mošćenička Draga

Website

-

Body involved in the management of ecomusuems

Municipality of Mošćenička Draga

Contact person involved in the preparation of action plan

Name and surname

Robert Mohović

Body /entity / ecomuseum

Ecomuseum Mošćenička Draga

E-mail, phones and other contacts

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CHAPTER 2. STATE OF ART

2.1- Intangible cultural heritage elements and safeguarding actions/program (cfr. WP T.1 – D.T.1.1.1)

Please describe in synthesis the state of art about actions or programs aimed at preservation, recovery and promotion of intangible cultural heritage and to make a picture of various methods and approaches used by particular ecomuseums; in synthesis describe the situation and approach about preservation, recovery and promotion of ICH. (Evidence also the potential of ICH in the area of ecomuseum)

(*max 2.000 signs*)

The components of the Ecomuzeja MD are divided into three groups.

The first group consists of components "Inside the walls": four interpreting centers with permanent exhibitions in Brseč, Mošćenice, Mošćenička Draga and Trebišće.

The second group of components "Outside the Walls" refers to various forms of interpretation of the territories, landscapes, urban and rural entities "outdoors": those are number of shorter and longer hiking, hiking and hiking trails, old paths and paths that are places of interpretation of various heritage themes.

The third component is called "Heritage Activism - a Living Heritage" which implies organizing various events, celebrations, a program of live history, educational activities, activities of lifelong learning and so on, based on the direct participation of participants in the experience of heritage.

-maritime heritage: festivals and regattas of traditional sailing boats have been organized as well as exhibitions and presentations of traditional fishing, seafaring and shipbuilding skills (workshops of traditional skills).

-dialect preservation: school teacher have native teaching (theatre shows on local dialect with children); a member of a local association has a dialectal creative workshop in the library of Mošćenička Draga

-Mediterranean diet: there is a program dedicated to the Kvarner shrimp that involves local restaurants that offer this delicacy.

-carnival customs:- for 40 years there is a tradition of public Carnival burning on Ash Wednesday; a carnival board organizes large groups of masked members of the community that go on Saturday before Ash Wednesday to every house in the region to collect eggs

-mythological history: guided tours organized by a local tourist agency that combine a theatre show with a mythological theme and a lunch (typical dishes like minestrone).

2.2 – Management of ecomusuem (cfr. WP T.1 – D.T.1.1.1)

Please describe in synthesis analysis of current ecomuseum management system and assessment of its effectiveness and efficiency, with also indications about the actual state of art, approach used, points of strength and weakness.
(*max 2.000 signs*)

The establishment of the Ecomuseum Mošćenička Draga is the result of multiannual work on the realization of the project by its founders: Chakavian Association of Mošćenička Draga, District of Mošćenička Draga, Mošćenička Draga Tourist Board and the Nature Park Učka. The Ecomuseum consists of four centres: MošćeničkaDraga, Mošćenice, Brseč and Trebišća.

Ecomuseum is NGO by its legal status and its body governing Ecomuseum is Executive board, that consists of 9 members. Members are elected by all ecomuseum partners. All ecomuseum partners participate in the decision-making process, that consists of accepting annual plans / reports, accepting strategies, accepting new partners ecc.

The main issue in the terms of management is that there is no person employed. It would be imperative that at least one person regularly deal with the e-commerce, as this is the only way to ensure regular updating of the contents of the exhibition, taking care of the environment and promoting the ecomuseum in the local, regional and national area.

2.3 . Stakeholders and players

Please describe in synthesis the main stakeholders, players and in general bodies, entities etc that actual manage the ICH, other than stakeholders and players that could influence the models and methods of conservation, valorisation and preservation of ICH .
(*max 2.000 signs*)

Numerous entities are currently involved in the management of the intangible cultural heritage in the working area of Ecomuseum. Those are Municipality Mošćenička Draga , Chair of the Chakavian Parliament Mošćenička Draga , Učka Nature Park, Mošćenička Draga Tourist Board, Association Jenio Sisolski, Association Kandalora, Association of inhabitants of Brseč, Association of inhabitants of Kraj, Italian community of Mošćenička Draga, private sector and citizens. The community is interested especially because this reflects on the tourist offer that represents a strong income for the local community. Besides that, the bearers of the skills, especially connected to the maritime heritage, are glad to participate in the programs. Also, there are also members of local associations, teachers who support native teaching, local inhabitants who participate in the events

Secondary stakeholders supporting the work, also potential longterm partners, are Maritime and Historical Museum of Croatian Littoral Rijeka, The Natural Science Museum of Rijeka, Kvarner Tourist Board, Conservation Department, Rijeka, Association Dragodid, Ministry of Culture of the Republic of Croatia and Ministry of Tourism of the Republic of Croatia.

CHAPTER 3. PARTECIPATORY APPROACH

3.1 Evidenced the Main conclusion and results of participatory approach in terms of innovative methods of preservation and performing Intangible Cultural Heritage and planning for their application

Please describe the main goal and conclusion of workshops realized evidenced in particular:

- a- What innovative methods of preservation and recovery of intangible cultural heritage based on creative industry and informtion and communication technologies ? please describe in sythesis
- b- What Best Practices on ecomuseum intangible cultural heritage could be used as inspiration ? please describe in sythesis

Local immaterial cultural heritage will be presented on multimedial totems, which aims to combine and coordinate the use of new information technologies in order to better promote the territory and provide easier access to information. Content will be visually and interactively designed in such a way as to instigate a memory recovery in the visitor, stimulate emotions and thinking. We will use different creative industries – both local, traditional and modern, visual creative industries to make an output that will show the interlace between the old, primordial and new. Multitouch applications will offer the option of attractive immaterial cultural heritage presentations - picture, video material, PDF brochure, existing web content with interaction with user ecc.

We are not familiar with other turistic destination having similar multimedial solutions for preservation of immaterial cultural heritage. We can look up to various regional museums having good multimedial solutions for presentation of content. Example is The Apoksiomena Museum in Mali Lošinj, that is exceptional in several respects. Compared to other museums, it is unusual for having only one artifact, while others are counted in hundreds or thousands. The museum is conceived as a passage through a variety of space experiences, each of which allows access to one of the many layers of the story, until finally the only Apoxyomenon statue, which is the central point of the setting.

3.2 Evidence the main results and conclusion of workshops in terms of existing individual offers and development of integrated offers within traditional tourism offer

Workshop gathered 14 participants from local community, representatives of local museums, NGOs, Tourist board Mošćenička Draga, but also from Faculty of social sciences and humanities (Zagreb). There was discussion dealing with significant issues of the Ecomuseum Mošćenička Draga:

financial instability: ticket (yes or no and price – laws in collision, complicated regulations for associations, if we collect contributions,there is no income at all) - solution might be to have a

moderate ticket fee or to let the people who pay the annual membership to the Ecomuseum to come to the Interpretation center as many times they want (motivation to become a member);

lack of community interest (even if they are payed to help during events): solution could be to adapt museums content to the needs of the community;

not enough promotional activities: an internet platform is to be created soon that would promote all the activities on the territory of the Municipality;

suggestion of possible management models: one solution could be to give the Ecomuseum to a concessionaire (job opportunity for young entrepreneurs) or to have the public-private partnership (the model should be discussed and elaborated with local authorities, there is no instant solution that can be applied immediately).

CHAPTER 4. SWOT ANALYSIS

3.1 SWOT

Please fulfill the following table with the indication of the main point of **Strengths, Weaknesses, Opportunities, Threats: (MAX 1 PAGE)**

Strengths	Weaknesses
-numerous natural, cultural and historical values -preserved landscape and cultural monuments -research and publicized work, presentations, exhibitions of local history, local culture -cooperation between local association, authorities and tourist board -tourism (many people employed in this sector) -good reception of the presentation of maritime culture so far -membership in the Association of Mediterranean Maritime Museums -awarded by the Kvarner tourist board for the preservation and promotion of the maritime heritage of the Kvarner region and for the organization of the 9th Review and regatta of traditional sailing boats Mala barka (2017)	-lack of people interested in joining local associations that deal with heritage preservation -lack of visual identity that every stakeholder or partner would use when referring to the Ecomuseum -no presence on social media, no own website -no employees (mostly voluntary work) -lack of professionals (museum workers, curators) -outdated promotional material -lack of souvenirs and yearlong tourist offer -problems with the registration of eco-museum (legal framework) -problems with financing
, Opportunities	Threats
-increased demand for productsof special interest and new destinations -possibility of creating innovative and creative tourist products – creating a unique tourist destination (sea and mountains in the same region) -new trends in preserving and presenting (transferring) own tradition and heritage in accordance with the sustainable development of a destination -cooperation with similar destinations and	-financial problems (impossibility of realization of planned programs and activities) -young generation that find no resources for living and leave (go to bigger cities of another country) -loss of bearers -unplanned construction that is not in harmony with local architecture -overconstruction -nature devastation

other maritime regions -development of specific forms of tourism and specific interest connected to nature -increased awareness of the importance of protecting local culture and values, local heritage and preserving its own uniqueness -numerous possibilities of internet and social media to promote local values, tradition and local offer in general	-competition on the global market -global financial crisis

CHAPTER 5. ACTION PLAN ECOMUSUEMS

* Guidelines

5.1 General goal and strategy of action plan

The general goal of action plan is a sort of general strategy to fit the aim of action plan. It is one and general and strictly connected with the background . Evidenced also the main needs and main goal and the vision you are heading for as a desired state, so a sort of introduction evidences the reasons of action plan

> Creating a space of valorised cultural heritage put in the service of sustainable community development and revitalization of its cultural identity

5.2 Objectives of action plan

Objectives are more specific . Consider ordering your work plan by "SMART" objectives: specific, measurable, achievable, realistic and, timely (or time-bound).

Evidence also if the objects are linked with the issues of project :

a) *Effective and sustainable management*

b) *Innovative preservation and recovery of Intangible Cultural Heritage through creative industry, and Information and Communication Technologies*

c) *Integration of the offer based on local identity within the traditional tourism offer for responsible tourism purposes*

> Specific goals are:
>
> - Evaluation, preservation, interpretation and presentation of the local cultural heritage and transfer of the traditional skills
>
> - Systematic awareness and education of the local population for the process of appropriate and sustainable use of local natural and cultural heritage to create value added.
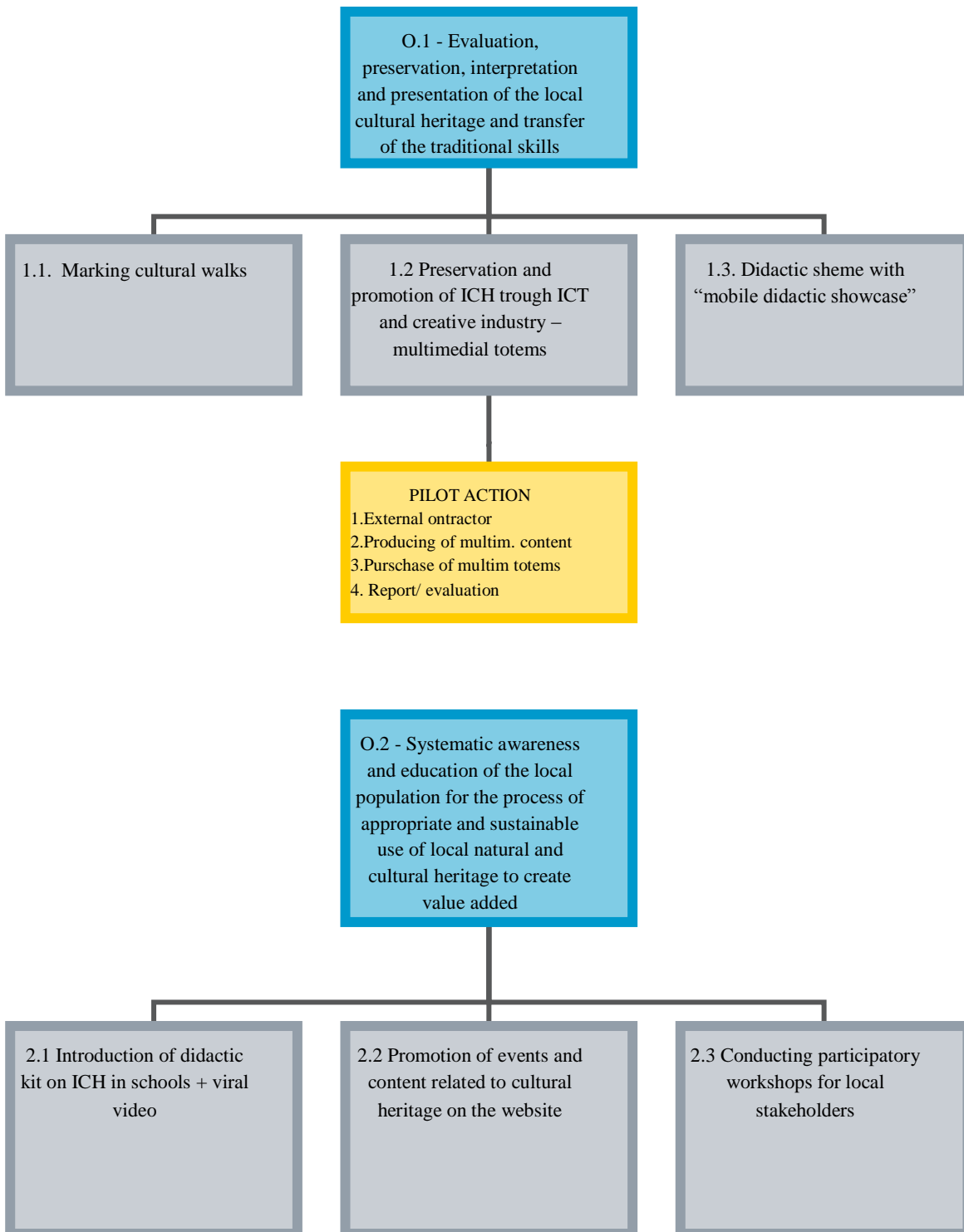
5.3 List the actions to reach the objectives

For each objective one or more actions could be needs. Each actions could be articulated in phase or steps actions, together with the identification of resources, people /stakeholders / players involved and timing to realize the action. Please identify also if the actions proposed could be connected with some best practieses , if yes, please describe the best practieses. (*Full fill the schemes below*)

Objective 1 - Evaluation, preservation, interpretation and presentation of the local cultural heritage and transfer of the traditional skills	
SMART objectives	
The specific outcome that you want?	-enrichment of the tourist offer (cultural tourism) -develop in disseminating knowledge and good practices for the transmission of heritage values - integrate the intangible cultural heritage of development policy at the local level - develop innovative models on ICH presentation (ICT)
How will you measure this?	Number of new products and services presenting ICH
How much change do you expect?	5 new products
When will this change occur?	5-2019
Actions to reach the objectives 1	
1.1 Marking cultural walks	
1.2 Preservation and promotion of ICH trough ICT and creative industry – multimedial totems	
1.3 Didactic sheme with "mobile didactic showcase"	
....	
Notes ..(*Optional*)	

Objective 2 - Systematic awareness and education of the local population for the process of appropriate and sustainable use of local natural and cultural heritage to create value added	
SMART objectives	
The specific outcome that you want?	-strengthen shared responsibility for heritage -stimulating quality and continuous information to the public disclosure -promoting the visibility of heritage in Croatia and internationally
How will you measure this?	Number of people involved in project activities (workshops, final event, increase the number of visitors of eco-museum)
How much change do you expect?	300
When will this change occur?	2-2021

Actions to reach the objectives 2
2.1 Introduction of didactic kit on ICH in schools + viral video
2.2 Promotion of events and content related to cultural heritage on the website
2.3 Conducting participatory workshops for local stakeholders
….
Notes ..(*Optional*)

5.4 LOGICAL FRAMEWORK -

O.1 - Evaluation, preservation, interpretation and presentation of the local cultural heritage and transfer of the traditional skills

1.1. Marking cultural walks

1.2 Preservation and promotion of ICH trough ICT and creative industry – multimedial totems

1.3. Didactic sheme with "mobile didactic showcase"

PILOT ACTION
1.External ontractor
2.Producing of multim. content
3.Purschase of multim totems
4. Report/ evaluation

O.2 - Systematic awareness and education of the local population for the process of appropriate and sustainable use of local natural and cultural heritage to create value added

2.1 Introduction of didactic kit on ICH in schools + viral video

2.2 Promotion of events and content related to cultural heritage on the website

2.3 Conducting participatory workshops for local stakeholders

5.4 ACTIONS

Action 1.1 Marking cultural walks	
Objective 1.	Evaluation, preservation, interpretation and presentation of the local cultural heritage and transfer of the traditional skills
Aim of actions (please evidences also the input provided by workshop, participatory approach, the origin of idea of action etc)	Recovery, promotion and transfer of knowledge and skills through creation of cultural walks supported by signs.
General description of tasks and activities to	marking the path with interpretation panels
Stakeholder and players to involve	experts from the field heritage
Target group	broad public, tourists
Results and impact with the realisation	Designed new product for interpretation of ICH, allowing people and tourists to directly practice local tradition in space.
Good practises to be use as example? If yes , please specify	The Nature Trail in Nature "Mlinar's Way" is a 3 km long circular path with ten points marked with interpretive notes where the natural and cultural phenomena of this region are shown in an interesting and instructive way. The trail can be walked by foot or MTB by bike.
Resources need (in €) amount estimate	14.000

Action 1.2 Didactic sheme with "mobile diadactic showcase"	
Objective 1.	Evaluation, preservation, interpretation and presentation of the local cultural heritage and transfer of the traditional skills
Aim of actions (please evidences also the input provided by workshop, participatory approach, the origin of idea of action etc)	Recovery, promotion and transfer of knowledge and skills through creation of Didactic sheme with "mobile didactic showcase" (participative

	model).
General description of tasks and activities to	Testing of 2 "mobile didactic showcases" on traditional craft and skills addressed to local schools
Stakeholder and players to involve	experts from the field heritage, external experts for the development of didactic materials, school leadership
Target group	Students (10-16)
Results and impact with the realisation	Creation of participative model (2 days in practice) for transfer of knowledge to younger generations
Good practises to be use as example? If yes , please specify	-
Resources need (in €) amount estimate	21.000,00

Action 1.3 Preservation and promotion of ICH trough ICT and creative industry – multimedial totems	
Objective 1.	Evaluation, preservation, interpretation and presentation of the local cultural heritage and transfer of the traditional skills
Aim of actions (please evidences also the input provided by workshop, participatory approach, the origin of idea of action etc)	Recovery, promotion and transfer of knowledge and skills through creation of multimedia reconstruction of tradition (multimedial totems)
General description of tasks and activities to	Creation of the contents to be uploaded in 2multimedia totems to present ICH to wide community in the public spaces
Stakeholder and players to involve	experts from the field heritage, external experts for the development of multimedia content
Target group	General public
Results and impact with the realisation	Various contents related to local ICH interpreted in a multimedia totem, which directly benefit to the the greater production, use and dissemination of ICH knowledge.
Good practises to be use as example? If yes , please specify	-
Resources need (in €) amount estimate	15.000,00
Action 2.1 Introduction of didactic kit on ICH in schools	
Objective 2.	Systematic awareness and education of the local population for the process of appropriate and sustainable use of local natural and cultural heritage to create value added.
Aim of actions	To present an intangible cultural heritage in an innovative way, thereby increasing its

	awareness and value in society
General description of tasks and activities to	making didactic material, presenting materials in schools
Stakeholder and players to involve	experts from the field heritage, external experts for the development of didactic materials, school leadership
Target group	Students (6-12 years)
Results and impact with the realisation	A new educational product intended for presentation ICH
Good practises to be use as example? If yes , please specify	-
Resources need (in €) amount estimate	8.900,00

* If necessary, add further action tables.

5.6 PILOT ACTION

Objective Title: Valorisation and presentation of local tradition	Objective Number: 1.
Action Title: Integrated interactive action to transfer and promote traditional skills and crafts	Action Number (1.1. etc): 1.2
PILOT ACTION TITLE : Preservation and promotion of ICH trough ICT and creative industry – multimedial totems	
Background: *Please describe* **the input provided by workshops, participatory approach, the origin of idea of action** *that constitute the basis for the development of the present action pilot as soon as good practices identified*	
Xxxx	

Theme: (specify the category of your action)	■- 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.		
Action / Intervention that will be realized	**Responsibility** (Who will do it)	**Resources need** (Information, money, materials)	**Timeline** (Start and end dates)
1. Contract (search for an external contractor)	Municipality Mošćenička Draga	0,00	04/2019
2. Producing of multimedial content	External contractor and Municipality Mošćenička Draga	3.000,00	06/2019

3. Purschase of multimedial totems	Municipality Mošćenička Draga	12.000,0	07/2019
4. Report	Municipality Mošćenička Draga	0,00	10/2019

MAIN IMPACTS

Main impacts on - ICH preservation, conservation and valorisation of ICH	ICH will be placed in a more modern, multimedia concept that opens the possibility of reaching wider community, with the emphasis on younger generations. The multimedia totem will be located in public spaces, interesting and modern looking, which will make it more attractive to the community to use. Until now, there have been no similar interpretations of heritage in the local area, which is why we believe that the product will become more interesting and more usable. Various contents related to local cultural heritage will be interpreted in a multimedia totem, which will directly benefit the greater production, use and dissemination of ICH knowledge.
Main impacts on relation between public and private	No public – private cooperation is forseen.
Main impacts on local communities , citizens, target groups	Our target group are public in general – youth, local community, tourists. Main forseen impact on target group is getting to know more aspects of local ICH and increased awareness of the importance of the that ICH. Our hopes are that activity will to encourage young people to get actively engaged with traditional crafts. Local community and citizens will be involved indirectly by media reporting. Local community is daily involved in ICH because ICH is assimilated, involved in local people everyday life (e.g. Mediterranean cuisine), but they are not aware of that. So our intention is to put an emphases on our ICH so local people and wider public would appreciate it more.

MAIN RESULTS

Which main results do you want realized?	Involve local community in interpretation of local ICH through ICT and cultural

	industries and consequently an increased interest of community for the traditional values of their living area. Activity will be promoted through available communication channels so multiplication will be done by reaching wider public.
What are the main indicator to measure the results ?	**Statistic on multimedia totems using**