

# TEMPLATE

## Output factsheet: Strategies and action plans

Version 1

<b>Project index number and acronym</b>	CE1146 CULTURECOVERY
<b>Lead partner</b>	Municipality of Cervia
<b>Output number and title</b>	O.T3.1 Action Plans for the preservation and promotion of ICH through ecomuseums in Central Europe (APE)
<b>Responsible partner (PP name and number)</b>	PP7 Association House of batana
<b>Project website</b>	<a href="https://www.interreg-central.eu/Content.Node/CULTURECOVERY.html">https://www.interreg-central.eu/Content.Node/CULTURECOVERY.html</a>
<b>Delivery date</b>	02/2019

### Summary description of the strategy/action plan (developed and/or implemented)

Based on the 2015 Strategy and through participatory processes during the first phase of implementing Culturecovery, Ecomuseum Batana committed to continue its good safeguarding practice but to focus more on outreach both to locals and visitors. The workshops evidenced a through need for the digital shift within the organisation in terms of efficient management (which is still a challenge) and safeguarding measure. Thanks to digital technologies we can valorise, document, interpret and co-create experiences for the sake of learning and enjoying. The aim is thus to attract new heritage-promoters, bearers and admirers; people who would get inspired by local traditions and will transmit the knowledge to others. The action plan has 3 main objectives; valorising (including documentation as a step), co-creation of innovative tourist offer as safeguarding measure, awareness raising.

### NUTS region(s) concerned by the strategy/action plan (relevant NUTS level)

NUTS2: both Croatian regions are concerned/ Code: HR03 and HR04; also it has significant connection with Slovenia (SI038 and SI044) and Italy (ITD3, ITD4, ITD5)

### Expected impact and benefits of the strategy/action plan for the concerned territories and target groups

The main impact will be on tourism sector and documentation of ICH. This 2 issues have been at the core of our activities lately (along with education) and through the 2015 Strategy we envisioned the first documentation centre of maritime ICH in the Adriatic. In this sense, the Pilot will impact our future goal and stakeholder. Also it will provide grounds for new inscriptions on National registers based on thorough research and community involvement. Nevertheless the creative industries are the main focus of the Pilot but strategically combine safeguarding and tourism.

Benefits:  
20 new inscriptions in data base, valorised heritage  
Out reach to new public  
Impact on local tourism offer and example worldwide thanks to our network

### Sustainability of the developed or implemented strategy/action plan and its transferability to other territories and stakeholders

The Pilot is sustainable as it provides basic knowledge needed not only for the app but for the running of the Ecomuseum. There are no additional costs except for software update. The support of the tourist sector is an additional guarantee that the Pilot will influence and last.

The Pilot is quite basic and applicable to different themes and contexts.

### Lessons learned from the development/implementation process of the strategy/action plan and added value of transnational cooperation

Lessons learnt:  
Less and less people has the possibility to engage with ICH actively (few hours a day)  
It is seen as a leisure and should be accepted sometimes (depending on ICH) as hobby  
It has great economic potential (especially gastronomy) but there is the risk of commodification, context change and over-commercialization  
Ecomuseums / and ICH practitioners need to focus (not exclusively) on the digital shift as it can help in awareness raising campaign, marketing, documenting, audio-visual recording and co-creation

The transnational cooperation is very valuable as it brings new insights from the outsiders perspective (the guest, the visitor) but also from the inner perspective (colleagues, ecomuseum managers) which time to time should be confronted to take action and change what is not functioning.

**References to relevant deliverables and web-links  
If applicable, pictures or images to be provided as annex**

The output is strongly connected to the following deliverables:

- A.T3.1
- A T3.2