

TEMPLATE

Output factsheet: Strategies and action plans

Version 1

Project index number and acronym	CE1146 CULTURECOVERY
Lead partner	Comune di Cervia
Output number and title	OUTPUT S.0.3.1 Action plan for the preservation and promotion of ICH through ecomuseums in CENTRAL EUROPE (Ape)
Responsible partner (PP name and number)	PP2 DELTA 2000
Project website	https://www.interreg-central.eu/Content.Node/CULTURECOVERY.html
Delivery date	31.12.2018

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

The ecomuseums of the Delta Po's network confirm the awareness of how important it is to preserve the knowledge and uses of local culture (Cultural Heritage) as a source of inspiration to improve the quality of local communities and the value of Social Relations. They act as Facilitators for the dissemination of Rural Culture as an Intangible Cultural Heritage.

The methodology of the participatory approach and of territorial animation have been considered the most effective to involve the local communities and detect the knowledge and trades of tradition: creative workshops of wool processing creating objects and accessories, the crafts of the intertwining of the marsh grasses of marsh grasses creating objects for fashion and furnishing, cooking workshops recovering ancient recipes, games of the past, etc.

Excursions were organized in the woods and valleys, by bicycle, on horseback, in Nordic walking, by boat, even for the disabled as forms of socialization for the local community.

The proposed actions pursue the objective of:

- a) To carry out an educational activity to sensitize the younger generations to the importance of preserving the intangible heritage as a heritage at the base of its cultural identity.
- b) Preserving the Knowledge and Tradition of the local tradition.
- c) To promote the peculiarities of enogastronomy as a distinctive element of the territory, favoring forms of experiential eno-gastronomic tourism.
- d) Improve the organizational management of the Ecomuseum
- e) Building experiential tourist programs and itineraries.

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

The areas involved by the action plans are some municipalities in the NUTS3 areas involved : Ferrara ITD56 and Ravenna ITD57.
The strategy action plan could have an impact on a wider area of Po Delta area included in this two NUTS III areas.

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

The creation of the Community Maps, the participation project and the actions of territorial animation have strengthened the awareness of the Intangible Heritage at the base of its cultural identity. This aspect has strengthened the motivation of citizens to become protagonists of local development (sense of belonging to the local community and importance of the territory as a Common Good). For example, the project "Saperi e Mestieri/Knowledge and crafts" has brought traditional knowledge bearers with local producers, to translate this knowledge into innovative technologies and forms that meet the needs of the ever-changing market.

The recovery of old cooking recipes favors forms of collaboration with a network of local restaurants that enrich their menus with interest, creating a circuit of experiential eno-gastronomic tourism.

The participation process has led to the creation of the "Terre del Lamone" brand, integrating three thematic tables: Sweet mobility - Typical products - Responsible tourism. Thanks to the participation process it was possible to gather more support from the operators active on the territories crossed by the river Lamone and enhance the "hidden points" expression of the knowledge and local traditions. The activities foreseen in the action plans attend on the training of the young generations, on the preservation of knowledge and intangible assets for a transfer of knowledge to the operators of the territory, and on the growth of the Hospitality culture towards new forms of experiential tourism as

“living as local” building experiential tourist programs and itineraries.

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

Thanks to the Culturecovery project the ecomuseums of the Delta Po network have strengthened the awareness of organizing an integrated activity on the territories, developing common projects, events and strengthening communication with the stakeholders.

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

A transnational cooperation is of a great value for us. The comparison of good practices, study visits also and work with partners represent a valuable opportunity for cultural growth not only for ecomuseums but also for resident populations and their families, strengthening the role of the European community for the enhancement of rural and local identities.

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

The output is connected with deliverables D.T. 3.1.3 (a)(B) and (c) composed by three action plan: Action Plan Ecomuseum of Argenta's valleys , Action Plan Ecomuseum Aquatic Plants, Action Plan , Action Plan Ecomuseum of Deer and of the Mesola Forest