

# REPORT ON BEST PRACTICES ANALYSIS AND SWOT

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D.T1.2.2. Report on Best Practices analysis  
and SWOT

Final version

Barbara Kazior

Foundation of Active People and Places

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COMUNE DI CERVIA





## Best Practices

### Content

I.	Introduction .....	3
II.	Herb Valley Ecological Centre, Hungary .....	3
III.	Ecomuseum Batana, Rovinj, Croatia .....	6
IV.	Exhibition “Ti racconto una cosa”, Italy .....	8
V.	Ecomuseum of Argenta’s Valley, Italy .....	11
VI.	Valley of Arts, Hungary ....., .....	13
VII.	Review and regatta of traditional sailing boats Mala barka, Croatia .....	16
VIII.	Educational tour on the wastewater treatment plant Živa, Slovenia .....	18
IX.	Kirchberg an der Raab - The Culture of Cooperation, Austria .....	20
X.	Questing, discovering tangible and intangible heritage, Poland .....	23



## I. Introduction

The collection of Best Practices contain nine good examples of preserving and presenting the heritage. It includes both simple and easy to accomplish undertakings and events and comprehensive approaches. An important criterion for all Best Practices is possibility of transfer the methodology in various circumstances.

No	Ecomuseum	Country
1.	Herb Valley Ecological Centre	HU
2.	Ecomuseum Batana	HR
3.	Exhibition “Ti racconto una cosa”	IT
4.	Ecomuseum of Argenta’s Valley	IT
5.	Valley of Arts	HU
6.	Review and regatta of traditional sailing boats Mala barka	HR
7.	Educational tour on the wastewater treatment plant Živa	SL
8.	Kirchberg an der Raab - The Culture of Cooperation	AT
9.	Questing, discovering tangible and intangible heritage	PL

## II. Herb Valley Ecological Centre, Hungary

**Herb Valley Ecological Centre, Zánka, Hungary, Lake Balaton Development Coordination Agency**



In Hungary, the tradition of cultivating medicinal herbs goes back to centuries. The lavender, the Szabolcs mint or the Hungarian chamomile are just some of the world-famous items in high demand on international markets. Wishing to continue and disseminate this tradition on a better documented scientific basis, the idea of the Herb-Valley was developed by herbalist and horticulturist Ferenc Takács. The landscape of the Balaton Uplands has successfully preserved its highly characteristic atmosphere and cultural values. Ferenc Takács commissioned Master Architect and designer

András Krizsán to lead the construction of the herbs manufacture and educational centre. The buildings of the Centre are a combination of simple and calm shapes, high quality natural materials and sleek structures that blend smoothly into the landscape, successfully continuing the ancestral traditions in a modern environment. The Herb Valley Ecological Centre is an exhibition park and education facility where more than 500 different kinds of plants are on display. Along with the countless herbs, the 7,000-square metre park offers interesting programs for tourists and school groups, promoting sustainable economy. Visitors can learn about how these plants are used in a scientific way or as folk remedies, take part in crafts workshops to concoct herbal products and watch short science films. An aquatic garden, a relax lawn and the garden of the blind are all designed to further enrich the visitor experience, while special herbal teas and syrups can be had at the tea shop.



## A. Objectives

- to present the herbal flora of the Balaton Uplands in an interactive and experience-centred manner for all ages and nationalities;
- to illustrate how ecologically sustainable buildings can fit into a traditional rural landscape
- to revive the crafts and skills of herb manufacture and natural medicine
- to educate the general public and the younger generation regarding the intangible values of the rural landscape of the Balaton Uplands
- to create new employment opportunities or additional income for the local population and encourage establishment of new businesses

## B. Implementation

- Herbal product manufacture and sale of these products
- Workshops and courses for the general public
- Herbal garden with educational routes to educate the visitors in herb taxonomy and systematics
- Tailored programmes for the special requirements of groups

## C. Stakeholders involved

- The municipality of Zánka
- The population of the region
- Local businesses using the products of the manufacture
- Tourists
- Schools

## D. Benefits for the involved actors

- The municipality of Zánka: increased number of tourists with special interests, more income from tourism, high added value to the landscape
- The population of the region: more additional income, increasing number of small businesses, strengthening the local identity
- Local businesses: can increase their product range
- Tourists: new attractions, increasing the number of returning visitors
- Schools: valuable education opportunities, "learning by doing", ecological awareness

## E. Financial resources required for the implementation

The construction costs were over 500 million HUF (about 1.6 million Euro), the detailed accounts are not available now, but can be obtained later. The Herb Valley is a non-profit enterprise, which obtains revenue from entrance fees, sales of the manufactured products and consultancy services.



#### **F. Time needed for implementation**

The time needed to develop the recent form of the Herb Valley was surprisingly short, the construction works started in 2012 and today the Centre is taking an increasing number of visitors.

#### **G. Possibility of transfer the Best Practice**

The concept of the Best Practice/Good Practice can easily be transferred to all areas, since it is based on the sustainable use of ecosystem services, well adapted to the geographical and social conditions of the region. The first and most important action to realize such a transfer is to carry out a resource audit concerning the natural resources (landscape, flora and even the fauna), social conditions, and regional/local development plans. Then the adaptation of the concept is only a question of planning the premises and do a thorough marketing for the enterprise.

#### **H. Relation to other cultural values**

- Landscape and built heritage
- Traditions of herb collection and use
- Ecological farming and related trades and crafts

#### **I. Strengths of the Best Practice**

- Excellent design and education facility
- Represents the local values and use natural resources
- Generates a more quality-centered tourism
- Revitalizes important trades and crafts
- Creates new employment opportunities
- Contributes to the development and strengthening of regional and local identity

#### **J. Results**

- Increased number of visitors annually
- Publications concerning the activities of the Centre
- Public opinion regarding the quality of the products made in the manufacture
- Media coverage - public awareness

#### **K. New opportunities created at a local level**

- New touristic product
- Increasing employment opportunities
- New site for environmental education and on-site training
- Presentation of economically and environmentally sustainable economies

**Contact:**



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Gyógynövény Völgy, Zánka  
Tamás Takács, +36-30-726 3401  
[info@gyogynovenyvolgy.hu](mailto:info@gyogynovenyvolgy.hu)  
[www.gyogynovenyvolgy.hu](http://www.gyogynovenyvolgy.hu)



### III. Ecomuseum Batana, Rovinj, Croatia

#### Ecomuseum Batana, Rovinj, Croatia, Association and Ecomuseum House of Batana

In the “popolana del mare” (the humble sea woman), as Rovinj is often called, everything has always been directed to the sea with sailors and fishermen prevailing amongst the population.

At the beginning of this century, many years after the construction of the last batana, fully conscious that part of Rovinj’s historic and cultural heritage would disappear with it, a group of enthusiasts felt obliged to safeguard batana boat and all its accompanying features (fishing, construction, dialect, bitinada singing) from oblivion. Fishing with batana boat and other cultural phenomena connected with the sea were characteristic for the Italian minority of Rovinj (majority till 1945 when more than half of the population left Rovinj heading to Italy). With the depopulation, introduction of new (plastic) type of boats and ever lesser fishing activity batana was slowly disappearing from Rovinj’s harbour. This situation led the initiators of the later to be Ecomuseum, to start a project of revalorization and organized construction of batana. The municipality supported (mostly financially) this dream which led to the establishing of Ecomuseum Batana in 2004.



- Tourist office

#### A. Objectives

- Safeguarding of ICH
- Developing cultural tourism

#### B. Implementation

- Through Ecomuseum principles, community-based management

#### C. Stakeholders involved

- Bearers
- Association members
- Local authorities

#### D. Benefits for the involved actors

- Socialization, enjoying the events and manifestations, bridging the generation gap



- Honorarium, each bearer is paid through projects for transmitting and presenting their skills

#### E. Financial resources required for the implementation

The management is complex and costs about 80 000 EUR per year for 3 employees and honorariums for different people/bearers active in the manifestations, presentations and school workshops (boat building, rowing, sailing, singing etc.).

#### F. Time needed for implementation

2 years in the first phase to establish the Ecomuseum with its basic program of boat building revitalization.

#### G. Possibility of transfer the Best Practice

UNESCO acknowledged Ecomuseum Batana as best safeguarding practice and we believe it can be transferred worldwide if the community is interested (management at least 3 people and bearers at least 5 people depending on the phenomena) in cooperation with local authorities (part of financial construction).



#### H. Relation to other cultural values

It is a holistic approach to maritime heritage (ICH skills mostly but connected with traditional local architecture, history, poetry connected with sea, popular culture and visual art- mural in our house).

#### I. Strengths of the Best Practice

UNESCO inscription of Best safeguarding practice

- Statement of the Intergovernmental Committee:
- „Selects Community project of safeguarding the living culture of Rovinj/Rovigno: the Batana Ecomuseum as a programme, project or activity best reflecting the principles and objectives of the Convention and commends the submitting State for highlighting the successful link between revitalizing an element of intangible cultural heritage and sustainable development, with an impact on an entire community‘.





## J. Results

- The only Croatian entry short listed for the prestigious EMYA award which is allocated by the European Museum Forum (EMF)
- The Eco-museum's programme was assessed by the jury of the Croatian Tourist Association as the best tourist product on the Croatian coast
- The Golden Goat Award for the best achievement in tourism by the Istrian County Tourist Association
- WSA (World Summit Award) for the best website from the area of culture
- 'Best of the Best' in the category of Science, Education and Culture in the Web Top 100 for the best website in Croatia
- we believe it demonstrates that we combined ICH safeguarding with tourism, museology-presentation, digital promotion and use of digital technology **New opportunities created at a local level** Presentation of economically and environmentally sustainable economies

## K. New opportunities created at a local level

- Cultural tourism
- New brand of the city connected with boats and maritime heritage

### Contact:

Association House of Batana

Tamara Nikolic Deric

[tamara@batana.org](mailto:tamara@batana.org)

[www.batana.org](http://www.batana.org)

## IV. Exhibition “Ti racconto una cosa”, Italy

**Exhibition “Ti racconto una cosa” (della mia cucina) - “I’m telling you a story” (a kitchen’s story), Cervia, Italy**

The ‘I’m telling you a story’ exhibition, which came to its 5th edition, is set up by the Ecomuseum's staff, but with materials prepared and provided by the citizens. Involvement of citizens takes place with a dissemination announcement and the following collection of significant objects, inherent in a particular theme, which they want to give to the Ecomuseum for the realization of the exhibition. Along with the object, citizens are asked to attach a short story or fairy tale or memory that illustrates the emotional and historical value of the object as well as its relationship with the material and immaterial property of the city.

In this specific case, since the exhibition path and the participatory exhibition is related to local and traditional gastronomic culture, it requires the citizens to include a significant recipe.



The final catalogue will include - along with the photos of the objects and related stories - these recipes as well.

#### **A. Objectives**

- rediscovering and enhancing the tradition and the culture of the territory through the presentation of objects and stories of citizens of Cervia;
- increasing citizen participation towards this goal of recovering, protecting and perpetuating the material and immaterial property of the city.

#### **B. Implementation**

- The exhibition of related objects and stories takes place within a historical and typical location of the history and local salt culture.

#### **C. Stakeholders involved**

- Citizens
- Cultural and Professional Associations (Cultural Saline Civic Group)
- Ecomuseum facilitators of Salt and Sea
- Civil Servants at the Ecomuseum
- City of Cervia
- Territorial Schools

#### **D. Benefits for the involved actors**

Ecomuseum set up is the result of an agreement between the community and its territory. Towards this goal, the benefit and the objective shared by all actors is to safeguard the community's identity heritage.

#### **E. Financial resources required for the implementation**

The project is totally implemented by the City of Cervia, with the support and participation on a voluntary basis of collaborators, facilitators, ordinary citizens. The Municipality it's also the owner of the location.

The Best Practice has not specific costs, since the personnel employed in the definition and implementation of the project belong to the municipality of Cervia or to the Ecomuseum, or otherwise lend their work free of charge. Costs related to cleaning, opening, closing and guarding costs, heating and light, promotion, fitting and dismantling, etc., are included in the management costs incurred by the Municipality

For the organisation of the 1st edition of the participatory exhibition, some costs have been incurred: exhibition facilities, project design consultancy, for about 3,000 euros in total, but these costs were valued and amortized over the next 4 editions of the exhibition. In relation to the best practice, it can be charged of an indicative cost of EUR 600,00. Other expenses are made up of the information panels of the exhibition (approximately 300 euros) and the creation



of the catalogue (about 400 euros for printing and paper; graphic is realized with internal resources).

#### **F. Time needed for implementation**

The first participatory exhibition took months to be defined. After defining an operating model, subsequent editions took 1/2 months each to define the initiative.

#### **G. Possibility of transfer the Best Practice**

The model of the objects and stories related exhibition can easily be exported to any context that presents peculiarities of traditions and culture and where citizens are available to participate in the fulfilment of the goal of preserving and enhancing the local cultural heritage.

#### **H. Relation to other cultural values**

Memory, cultural and social identity, territory. Intangible assets consisting of skills, knowledge, legends, story tales.

#### **I. Strengths of the Best Practice**

Over the years, citizens' participation in the project has been very high. There are also numerous admissions to the exhibition, both of citizens and tourists. More generally, the safeguarding of local identity generates large-scale positive tourism effects, which are essential for a city whose economy is based on the enhancement and valorisation of local resources.

#### **J. Results**

Number of entries to the exhibition: about 2000. Number of objects provided by citizens and exhibited: about 100 items for each edition of the exhibition.

#### **L. New opportunities created at a local level**

Opportunities created at the local level are linked to, more to the best practice described, to the general development of the museum, which involves many activities with social, tourism, economic implications.

#### **Contact:**

Giorgia Cecchi Ecomuseum responsible, Daniela Poggiali Head of the Department, Gaia Milanese responsible of the cultural planning office

Giorgia Cecchi

[ecomuseocervia@comunecervia.it](mailto:ecomuseocervia@comunecervia.it)

[www.ecomuseocervia.it](http://www.ecomuseocervia.it)



## V. Ecomuseum of Argenta's Valley, Italy

Ecomuseum of Argenta's Valley, DELTA 2000 Soc. Cons. a r.l., Argenta, Emilia-Romania, Italy



The Ecomuseum of Argenta is made up of three museum “stations” and a naturalistic section. There is the Museum of the Valley and the Valley themselves, i.e. fresh-water wetlands which belong to the Po Delta Park; the Museum of Land Reclamation, located near the drainage pump of Saiarino, which manages water draining in the area between the Apennines and the Adriatic Sea; and the Civic Museum, with its Art Gallery, inside the Church of San Domenico in Argenta.

The word “ecomuseum” conveys the idea which inspired it: it is a museum which crosses over architectural limits and spreads across the land and the socio-cultural background which surrounds it, communicating with the outer world.

### A. Objectives

The main aim of Ecomuseum of Argenta is to promote active citizenship - the community that take care of its own territory. It offers educational meetings, educational activities for children / students and long life learning for adults.

### B. Implementation

The Municipality of Argenta created some courses to involve the population and the local associations of the territory to create a “Landscape Map” and the figure of “facilitators” able to explain the territory to the visitors with a “unique experience”.

### C. Stakeholders involved

- municipality
- local associations
- “old people” who remember the ancient traditions of the territory.

### D. Benefits for the involved actors

Ecomuseum set up is the result of an agreement between the community and its territory. The citizens feel more involved in the community and in the management of the territory.

### E. Financial resources required for the implementation



No information concerning financial resources.

#### **F. Time needed for implementation**

It requires more and more time to organize the meetings between the different associations and citizens to bring out the peculiarities of the territory.

#### **G. Possibility of transfer the Best Practice**

The Best Practice to the realization of the “Landscape map” can be easily replicated, and the results will be more different in the different location because in each territory will be different characteristics.

#### **H. Relation to other cultural values**

Memory, cultural and social identity, territory. Intangible assets consisting of skills, knowledge, legends, story tales.

#### **I. Strengths of the Best Practice**

- Over the years, citizens' participation in the project has been very high
- Represents the local values and use natural resources
- Revitalizes important trades and crafts

#### **J. Results**

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#### **M. New opportunities created at a local level**

Generates a more quality-centered tourism.

#### **Contact:**

Nerina Baldi

[n.baldi@comune.argenta.fe.it](mailto:n.baldi@comune.argenta.fe.it); [info@vallidiargenta.org](mailto:info@vallidiargenta.org)

[www.vallidiargenta.org](http://www.vallidiargenta.org)



## VI. Valley of Arts, Hungary

Valley of Arts, Kapolcs, Vigántpetend, Táliándörög, Monostorapáti, Pula, Öcs, Nagyvázsony, Central Transdanubian Region, Hungary



Officially the Valley of Arts is not an Ecomuseum (as we have no such classification in Hungary) but an initiative of the open and living villages as a whole year open museum of the ICHs in the area on the one hand, and a local development initiative on the other. As such, following the Ecomuseum initiative it is a good example of the ICH interpretation.

It is operating whole year around including the most extensive pan cultural festival in Hungary and has been organised in the past 20 consecutive years. This initiative started at 1989 in the picturesque valley above the lake Balaton, the valley of Eger creek. The 'valley' of the seven villages has become a legend since 1989, and the series of events and a local development initiative named the 'Valley of Arts' has turned into the most visited general ICH attraction in the Carpathian Basin. Historic church music, organ, concerts, exhibitions, performances, literary afternoons, dance and movement theatre, folk music programmes, programmes concerning ecological issues, heritage events are offered in the area. So, from an ICH perspective, it covers 1) oral tradition and literature, 2) performances (music, theatre, folk-oriented events), 3) knowledge of the environment (flora and fauna), 4) economic knowledge (handicrafts, agriculture, cuisine).

### A. Objectives

The main objective of the Valley of Arts is to support the arts and the cultural values and utilization of local ICH resources. The other purpose of the festival is to have more tourists in the Valley-villages by stimulating the cultural life. Additionally, the villages are cooperating in the whole year concerning rural development issues. By doing so, they are utilizing the advantage the joint cultural and touristic resources developed for the Valle of Arts.

### B. Implementation

- Exhibitions, performances on various topics
- Presentation of folk traditions
- Presentation of literary works
- Traditional dances/songs
- Handcrafts
- Local architectural heritage interpretation

### C. Stakeholders involved

- performers and exhibitors
- Promoters



- local stakeholders (residents)
- tourists
- municipalities
- NGOs.



#### D. Benefits for the involved actors

- Performers, exhibitors: benefit from the exhibit opportunity
- Promoters: they become known by their support
- Local stakeholders: The most of the residents offer accommodation in their houses for the tourists as well. The residents allow representation in their own life. The visitors can view the product of the rural life.
- Tourist: for the tourists offers the Valley of Arts a lot of opportunities. The cultural programs, the exhibitions and the other programs offer a cultural experience and learning potential.



#### E. Financial resources required for the implementation

The budget of the Valley of Arts can be divided into 2 main parts as:

- Valley of Arts whole year around activity
- Valley of Arts Festival as the flagship event of the initiative

The whole budget is around 1.4 million euro per year.

Organising the Valley of Arts needs many kind of costs: marketing costs, promotion costs, rental cost, the fee of the performers, construction, etc.

The budget is structured as follows (approximately):

90% goes on the Festival, while 10% goes to the other sub-initiatives.

80% of the budget: technical, insurance and transport costs, the fee of the performers, promotion and marketing costs.

10% of the budget: the costs of the organization

10% of the budget: communication costs

The regular and singular costs are shared amongst the promoters, the organizers and completed by public funds.

#### F. Time needed for implementation

It is a continuous initiative, operating in the last 20 years. As such, the development is a continuous process. Being a current kind of initiative, 10 years was needed.



## **G. Possibility of transfer the Best Practice**

Organizing of the Valley of Arts is a complex process. It place on several sites at once and needs a lot of financial and human resource as well. Despite the difficulties, it is a very interesting and useful initiative. With a well-organized work and relevant financial background the best practice can be transferred. The help and support of the most important local stakeholders is necessary.

The most important transferable element is not the Festival on its own, but the approach of cooperation and the methods for rural economic and touristic development. So the methods and ways of the utilization of ICH resources in its widest sense might be a good opportunity to adapt.

## **H. Relation to other cultural values**

- Exhibitions, performances on various topics
- Presentation of folk traditions
- Presentation of literary works
- Traditional dances/songs
- Handcrafts
- Local architectural heritage

## **I. Strengths of the Best Practice**

The Valley of Arts offers lots of good opportunities to the stakeholders. It stimulates the cultural and business life in the villages. Several sources of revenue are generated from the settlements and new jobs are created as well. Additionally it gives the opportunity for joint actions in the involved villages all year around.

## **J. Results**

The initiative is more and more popular and better known. The number of visitors increase significantly (over 200.000 in 2016, while it was 20.000 in 2011). After the Valley of Arts visitors can fill a statistic survey. The opinion of participants is very important to the organizers. The survey consists of 13 questions and it measures the satisfaction of the participants. The results are used to further develop the Valley of Arts initiative.

## **N. New opportunities created at a local level**

- Protection of the cultural values
- Presentation of the cultural values
- Source of income to the villages
- Introduction opportunity (villages, performers)
- The growth of tourism potential
- Creation of new jobs in the villages
- Learning opportunities
- Rural development opportunity





**Contact:**

Kapolcsi Kulturális és Természetvédelmi Egylet

István Márta

[muveszetekvolgye@t-online.hu](mailto:muveszetekvolgye@t-online.hu)

[www.muveszetekvolgye.hu](http://www.muveszetekvolgye.hu)

## VII. Review and regatta of traditional sailing boats Mala barka, Croatia

Review and regatta of traditional sailing boats Mala barka, Ecomuseum Mošćenička Draga, Croatia



Review and regatta of traditional sailing boats is a program that has started in 2009. In the beginning it was dedicated to the safeguarding of traditional wooden boats that are disappearing but with time it has grown into a multi-layered presentation and interpretation of the local maritime heritage. The main attraction is the regatta and the review of sailing boats (with awards), there are workshops, eco-products offer (fair), souvenir offer, cultural program - concerts, exhibitions, food & drinks offer,

lectures.

### A. Objectives

Preservation of local cultural heritage, valorization and presentation of local maritime tradition, enrichment of the tourist offer (cultural tourism), raising awareness of the importance of preservation and transfer of the traditional skills.



### B. Implementation

By following the principles stated in the Strategic plan and Action plan and of our Ecomuseum, cooperation with the community.

### C. Stakeholders involved

- members of local associations
- local community (bearers) and authorities
- tourist board
- local restaurants.



#### D. Benefits for the involved actors

Local associations get to promote the maritime heritage they want to protect and possibly attract new members - they have a financial fund that permits the organization of the program; the bearers transfer their knowledge to visitors (especially interesting for children); interaction with people in general; local associations make new contacts with similar associations new ideas are born and future projects planned, local restaurants present their offer; a rich tourist offer leaves a positive impression on visitors and establishes Moščenička Draga as a cultural/heritage tourist destination; with time this BP has become like a brand.

#### E. Financial resources required for the implementation

Total cost of the program is from 10 000 to 20 000 EUR depending on the duration and production. The manifestation itself is about 70% of that, renovation and equipment of wooden boats, material for the workshops through the year is about 30%.



#### F. Time needed for implementation

The review and regatta have been organized since 2009, every year the number of visitors has increased and the offer has become richer. The turning point was in 2012 when a few local and regional associations with the cooperation of the Primorsko-goranska county have organized a complex trip with the transport of several Northern Adriatic traditional wooden boats to Brest (France) to take part in the Brest International Maritime Festival. After that in 2015 the event has been a part of the project “Mala barka“ (mostly financed by European IPA fund) - cooperation of border areas (Primorsko-goranska county, Kvarner County Tourism Office, Slovenian Municipality of Izola and Izola Turism board). We can say that it took at least 3-5 years to have desired positive consequences.



#### G. Possibility of transfer the Best Practice

The transfer can be done by continuing with these activities, especially workshops with school children through the future Academy of traditional skills; workshops should be organized for people who have a traditional wooden boat so that they learn how to preserve it; thanks to this BP a traditional wooden boat from the first half of the 20<sup>th</sup> century has been renewed.

#### H. Relation to other cultural values

Maritime architecture, oral history, music and literature.



## I. Strengths of the Best Practice

The BP is very well accepted by the local community and visitors and as a confirmation the Ecomuseum Mošćenička Draga has been accepted as a member of Association of Mediterranean Maritime Museums; it participates in the realization of the project of founding the Museum of the Sea in Rijeka (by networking in the entire Kvarner) and in the realization of a part of the programme Rijeka - European Capital of Culture 2020. The Ecomuseum has been 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 9<sup>th</sup> Review and regatta of traditional sailing boats Mala barka.

## J. Results

Increasing number of visitors.

## O. New opportunities created at a local level

Cooperation, cultural and heritage tourism.

### Contact:

Ecomuseum Mošćenička Draga

Ana Montan

[ana.montan13@gmail.com](mailto:ana.montan13@gmail.com)

## VIII. Educational tour on the wastewater treatment plant Živa, Slovenia

Educational tour on the wastewater treatment plant Živa, Občina Pivka, Pivka, Slovenia



Educational tour on the wastewater treatment plant Živa was established in accordance with the objectives and temporary management guidelines of The Seasonal Lakes of Pivka Nature Park in the field of water resources protection and pollution prevention, and through education and awareness raising on the importance of water protection, especially in the karst terrain with very poor self-cleaning ability.

Educational tour on the wastewater treatment plant Živa is intended for organized and pre-announced groups, primarily children and youth who are studying and other groups of visitors.

## A. Objectives



- Presentation of wastewater treatment plant and how it works
- Education and awareness raising on the importance of water protection
- Protection of water resources and pollution prevention
- What can we do to prevent pollution from occurring?
- To use already existing infrastructure for interpretation.



didactic materials were prepared.

## B. Implementation

Municipality of Pivka was in charge for the preparation of project plan. After that GeaArt establish a project team and took over its implementation. They made sure that plans and activities described in the strategy paper were realized. From external appearance to interior design. They took over the preparation of the content for presentation, guiding and billboards. Together with experts a sort presentation movie and

## C. Stakeholders involved

- Municipality of Pivka
- CID čistilne naprave
- Godina
- Kovod
- Gea Art.

## D. Benefits for the involved actors

Municipality of Pivka wanted to have an unique product to present new wastewater treatment plant to the public. It has a great education value for the schools.



## E. Financial resources required for the implementation

**Regular cost** are very low because we share/use rooms of wastewater treatment plant. The only regular cost is the cost for our guides. This amount depends on how much guests we have pre-month.

The amount of singular costs was 42 000. This include preparation of project plan and realization.

## F. Time needed for implementation

Two years have passed from idea to establish educational tour on the wastewater treatment plant Živa to realization.



### **G. Possibility of transfer the Best Practice**

Our BP can be easily transferred to other places. You can easily take the idea and adapt it for local needs.

With small input wastewater treatment plant can be made in a way to introduce people its use..

### **H. Relation to other cultural values**

Environmental protection and education.

### **I. Strengths of the Best Practice**

We consider this BP as good example because we did not need to build new infrastructure for the presentation, instead we used what we already had in place and fill it with content. The Seasonal Lakes of Pivka Nature Park gained an additional offer for our school to show them how wastewater treatment plant work and more important why we need to look after our water. We are the first in country with educational wastewater treatment plant.

### **J. Results**

- Annual number of visitors
- Public awareness
- Implementation is schools program

### **P. New opportunities created at a local level**

We can add visit of BP in our offer for schools and groups. It is a great tool for education and presentation of how the wastewater is cleaned and why we need to take care of our environment.

With this we have also expanded our tourist offer and developed new job opportunity.

### **Contact:**

Javni zavod za upravljanje dediščine in turizem Pivka

Teja Morelj

[Teja.morelj@turizem-pivka.si](mailto:Teja.morelj@turizem-pivka.si)

<http://pivskajezera.si/zanimivosti/kultura>



## **IX. Kirchberg an der Raab - The Culture of Cooperation, Austria**

**Kirchberg an der Raab - The Culture of Cooperation, Landentwicklung Steiermark, Municipality of Kirchberg an der Raab, Styria, District Südoststeiermark, Austria**

The state of Styria was subject to a wide-scale communal restructuring reform in 2015, which reduced the total amount of municipalities by half. The new municipality of Kirchberg an der Raab, too, is a merger of five formerly independent municipalities. A public participation process was started to enhance the identification of the residents with their new municipality. The approach was designed as a participation process to foster the integration of local stakeholders, schools and associations by establishing a communal “culture of cooperation”. The idea behind this culture of cooperation was that the residents themselves should be at the centre of municipal development and that their ideas, wishes and criticism should be incorporated into the decision-making process. For this purpose, workshops were held to consult the participation citizens on matters of municipal development. The goal was to properly reflect the municipal society and get opinions from all age and interest groups. Therefore, the workshops were specifically organized for different stakeholder groups, including the elderly, the youth, local associations and local businesses. In a second phase, representatives from local businesses and the youth had the chance to further elaborate on project ideas. Besides that, the local schools were also invited to participate. The participating pupils were tasked with identifying aspects of their municipality, which they would change, enhance or keep.

### **A. Objectives**

- Enhance public participation
- Enhance the communication between officials and the public
- Establish a ‘culture of cooperation’ between all stakeholders of the municipality
- Revitalize the municipal center and development.

### **B. Implementation**

June 2016 - October 2017

### **C. Stakeholders involved**

- Decision-makers of the municipality
- Municipal Administration
- Stakeholders from local businesses, associations, youth, elderly
- Schools (teachers, pupils).

### **D. Benefits for the involved actors**

- Local Businesses: could provide an insight into their ideas, suggestions, and needs
- Youth: had a voice, could be heard by the decision-makers, felt accepted in the community
- Elderly: could point out, with which aspects they were satisfied/dissatisfied, felt that their value was recognized



- Pupils: had the chance to learn about their municipality
- Decision-makers and administration: get a better idea of the wishes of the population, direct feedback from citizens

#### **E. Financial resources required for the implementation**

Primary costs were related to the organization of the public participation events

#### **F. Time needed for implementation**

1.5 years: from the project inception to the final results.

#### **G. Possibility of transfer the Best Practice**

Can be transferred with adaptations since the project was tailored to one specific municipality

The experiences, approaches with public participation and the involved stakeholders are suitable for transfer with minor adaptations.

#### **H. Relation to other cultural values**

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#### **I. Strengths of the Best Practice**

- Amount of participating people (workshops, schools)
- Quality and diversity of results
- Media coverage
- Responses and feedback of participants and local population

#### **J. Results**

Follow-up Projects:

- New ice-skating pond for the school (wish voiced by pupils)
- New town center, including a parking deck (as voiced by for local businesses). Multi-purpose functionality for organizing events (as voiced by the associations). Includes a playground for children (as voiced by participating parents)
- Concrete Efforts to keep local physicians, pharmacy in the municipality (as voiced by the elderly);

#### **Q. New opportunities created at a local level**

- New parking spots for local businesses: strengthening of local economy
- New town center: creates a value for all residents
- New playground for children: opportunities for parents



- New sports facility: opportunities for pupils, teachers

**Contact:**

Rural Development Agency of Styria  
 Thomas Huemer, Gerhard Vötsch  
[thomas.huemer@landentwicklung-steiermark.at](mailto:thomas.huemer@landentwicklung-steiermark.at)  
[www.landentwicklung-steiermark.at](http://www.landentwicklung-steiermark.at)

## X. Questing, discovering tangible and intangible heritage, Poland

Questing - discovering tangible and intangible heritage, Ecomuseum of Carp Valley,  
 Association 'Carp Valley', Zator, Poland



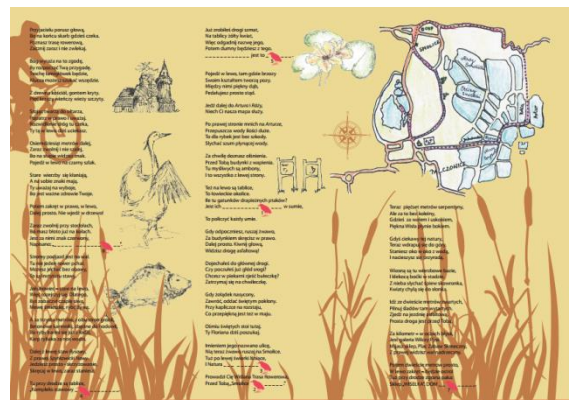
Questing is an award-winning place-based education model. A quest is a community treasure hunt that guides people through - and teaches them how to see - a unique community treasure.

- Quests can be designed and adapted to explore a wide variety of places. Verse clues that guide and teach questers as they move through a site.
- Quest maps that illustrate the quest and prevent visitors from getting lost.
- Hidden treasure boxes at the end of the

quest, which contain unique hand-carved rubber stamp

On the surface, a quest seems fairly straightforward: rhyming clues, a hand-drawn map and a hidden treasure box. But that's just the tip of the iceberg. Beneath the surface is a program that teaches community landscape and heritage and that fosters a sense of place.

It has a form of an unmarked trail which is a way to discover a special story about the place. It includes both tangible and intangible heritage. The process of working out a quest requires involvement of local people and it is as important as the product - quest itself. Four quests complete the place-based education offer of Ecomuseum of Carp Valley.



### A. Objectives

- Identification of local natural, tangible and intangible cultural heritage
- Raising awareness concerning values of local heritage
- Involving people in the safeguarding tangible and intangible heritage





- Develop place-based education product to make a place / ecomuseum more attractive

## B. Implementation



Questing is based on cooperation with local community and it includes two-days' workshop during which a group of local residents learn about the method, identify diverse resources of heritage, decide what the story they want to tell about the place basing on heritage. Then they write a rhymed story that include riddles. Solutions to riddles allow to discover the password leading to the hidden treasure. Few day are required to improve and edit the text of the quests as well as prepare a leaflet that can be offered to visitors. Quests could also be turned into a

mobile application. Participants of the workshop are involved in the whole process of preparation quest, that usually last about a month. You can create several quests in one place based on different stories.

## C. Stakeholders involved

- NGOs
- Youth
- Elderly
- Residents with interested in local history, culture, tradition etc.
- Municipal Administration
- Schools (teachers, pupils)



## D. Benefits for the involved actors

- Involving residence in dialogue concerning heritage and raising knowledge about its resources
- Involvement in the safeguarding of tangible and intangible heritage
- Increasing tourist attractiveness of the place
- Creation of a place-based education tool

## E. Financial resources required for the implementation

Creation of a quest is relatively cheap - it is the cost of two-days' workshop, consultancy of an expert, designing and printing leaflets. Local participants are volunteers. (ca. EUR 1 500 - 2 200) The extra cost could be mobile application.

## F. Time needed for implementation

It takes about a month to implement a quest.



### **G. Possibility of transfer the Best Practice**

Quests had been invented and worked out in USA and were successfully transferred to Poland where they were developed in more than 500 places. They were also transferred to Slovakia. The methodology of creating a quest is clearly defined and there are experts who can be involved.

### **H. Relation to other cultural values**

Quests have holistic approach and they refer to all natural and cultural values.

### **I. Strengths of the Best Practice**

They heritage-oriented are easy to implement and have been successfully developed in hundreds of places. It fosters dialogue, involve local people who raise their knowledge concerning heritage and develop skills.

### **J. Results**

- Better knowledge of local heritage values of local community
- Identification of natural and cultural heritage resources (tangible and intangible)
- Integration and stronger identity with the place/region
- A place-based education-tourism product

### **R. New opportunities created at a local level**

- New approach to present local heritage
- Possibility of developing a network of quest to attract visitors to stay longer and learn more about the place/region
- Simple and cheap way to develop additional education-tourism attraction

### **Contact:**

Foundation of Active People and Places

Barbara Kazior

[barbara.kazior@mila.org.pl](mailto:barbara.kazior@mila.org.pl)

[www.bestquest.pl](http://www.bestquest.pl)