

Output factsheet: Trainings, part 2

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Lead partner	Association for Rural Development Thuringia
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Responsible partner (PP name and number)	Upper Austrian Tourism Board (PP 12)
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Summary description of the implemented training measure(s), explaining the specific goal(s) and target groups

Part 2: Trainings on “Stakeholder Alignment”

Essential parts of the project European Cultural Route of Reformation (ECRR) are international and local trainings aiming at a long-term and sustainable advancement of cultural heritage safeguarding and valorisation.

Preceding the local trainings, international Train-the-Trainer-Seminars (TTT) are enabling and training key actors from the partner regions in building and developing regional networks for enhancing their regional projects within ECRR.

TTT on stakeholder alignment

The target group for the TTTs are key actors actively involved and well-networked in the respective ECRR regions with experience and competency to work in teams. Addressees are actors and stakeholders in fields like public administration (local and regional), regional management, church and church-related organizations as well as tourism boards or cultural NGOs.

The 2nd TTT laid eye on how to align important and relevant stakeholders and took place on March 19th 2018 with 41 participants at the Chamber of Commerce in České Budějovice, Czech Republic. It provided basic tools for stakeholder analysis and best practices of addressing stakeholders in the right way to the participants. Sessions of common working in different settings allowed the participants to share knowledge and to develop ideas. The main issues concerning the topic have been elaborated, such as: The importance of a clear vision, diversity of stakeholders, expectations and needs of different stakeholders as well as benefits and offers to them, strategies and channels for stakeholder alignment and the development of a template agenda for a local seminar. The methods and tools used will help

the trainers in conducting their subsequent local stakeholder trainings.

Local trainings on stakeholder alignment

Until **June 30th 2019** all regions could manage to conduct a local stakeholder training with a total number of participants of 147.

Target groups involved: Regional authorities, municipalities, NGOs, scientists, tourism operators, cultural heritage owners or promoters (local museums), development agencies (local action groups) and the interested public.

Important goals of these trainings had been to introduce ways and options to join ECRR and its regional projects for possible partners or members. Another focus had been laid on raising awareness and understanding for needs and benefits of different target groups when it comes to develop good offers for the region.

The impact had been twofold: First and foremost to discuss the advantages of and methods to align stakeholders and secondly to reach a new group of stakeholders.

NUTS region(s) where training(s) have been conducted (relevant NUTS level)

TTT Module 2 took place in České Budějovice - NUTS 2 - CZ 03 Jihozápad (Southwest); NUTS 3 CZ 031 Jihočeský kraj

Local trainings took place in following regions:

Slovenia: NUTS 2 - SI01 East Slovenia, NUTS 3 - SI014 Savinjska

Hungary: NUTS 2 - HU 32 Észak-Alföld; NUTS 3 - HU 323 Szabolcs-Szatmár-Bereg

Italy: NUTS 2 - ITC 1 Piedmont Region, NUTS 3 - ITC 11 Metropolitan Area of Turin

Czech Republic: NUTS 2 - CZ 03 Jihozápad (Southwest); NUTS 3 CZ 031 Jihočeský kraj

Czech Republic: NUTS 2 - CZ 03 Jihozápad (Southwest); NUTS 3 CZ 03 Plzeňský kraj

Germany: NUTS 2 - DEG0 Thüringen; NUTS 3 - DEG0C Gotha

Germany: NUTS 2 - DE40 Brandenburg; NUTS 3 - DE 407 Elbe-Elster

Germany: NUTS 2 - DEE0 Sachsen-Anhalt; NUTS 3 - DEE0A Mansfeld-Südharz

Austria: NUTS 2 - AT31 Oberösterreich; NUTS 3 - AT315 Traunviertel

Poland: NUTS 2 - PL51 Dolnośląskie; NUTS 3 - PL518 Wrocławski

Expected impact and benefits of the trainings for the concerned territories and target groups

Train the Trainer seminar

The TTT on stakeholder alignment reached 41 participants from all partner countries who now are capable of leading local seminars and trainings on preservation of cultural heritage as well on setting forth regional efforts on stakeholder alignment. ECRR and the awareness for it will be spread manifold by these people in their regions and countries. The TTTs as a basis for regional trainings lead to participation processes for developing ECRR (The Route of Reformation) on the sites. By this, identification with the ECRR project and the envisaged Reformation route is strengthened amongst the local stakeholders. Capacities to actively contribute to the route's and hence the projects sustainable success are enhanced.

Local trainings

The partners expected to involve people and interest groups with good and existing new knowledge and interest for a project like ECRR. Contacts to possible stakeholders would allow aligning them in the future steps of ECRR. So the expectation had been that many important people or institutions received sufficient and interesting information about ECRR/Routes of Reformation. Furthermore a common sense for the next workshops should have been established.

Sustainability of the training(s) and developed training material(s) and their transferability to other territories and stakeholders

Train the Trainer seminar

The trainers are “ambassadors” for ECRR and local stakeholder involvement. Due to the following local seminars, the TTTs are no one-time-event, but contents and methods are used in each of the seven project partner countries further on. The handbook on usable methods (which is part of the related training curriculum) is a good guideline for transferring this know-how into other countries. During the development of the TTTs' curricula all the partners had the chance to submit their own examples, needs and challenges so that they could be addressed in the seminar.

Local trainings

Again case studies presented, methods used (e.g. method of evaluation of sites or stakeholder analysis and management), ideas and materials developed (like Power Point files) can be used as best practice example for the whole consortium or can be translated and used by partners.

Lessons learned from the development and implementation of training measures and added value of transnational cooperation

Train the Trainer seminar

The input provided on projects and their problems or success has been appreciated. Especially during the group working sessions people had the chance to talk about and learn from experiences in other countries. The ability to use English as working language is important - those who were not able to talk in English clearly had some disadvantages.

Compact and intense one-day trainings in English may be too tough for some of the participants. Perhaps the last module will be split into two half-day sessions.

Local trainings

Also in the second round of local trainings the method World Café had been used rather often because it proved to create a friendly and motivating atmosphere for discussing and brainstorming in the first workshop. Again the “apple tree method” had been used by some partners in order to visualize contents quickly and arrange and re-arrange the picture. The variety of target groups present at the stakeholder seminars raises awareness for demands and benefits to a higher level as well as the realization that ECRR/RoR can be done successfully only together, with common efforts. Many participants present committed themselves to ECRR which is a very positive perspective for the future work of RoR association.

References to relevant deliverables and web-links

If applicable, pictures or images to be provided as annex

Deliverables:

- D.T2.1.1 - Good Practice Catalogue of existing certified cultural routes: 13 routes have been described addressing management, financing, quality, offers and success factors
- D.T2.1.2. - Capitalization Report: Points out the most important issues of the route’s analysis to be considered in the training programs
- D.T2.2.1 - Training Curriculum for the Preservation of Cultural Heritage
- D.T2.2.2 - Documentation of Training on Preservation of Cultural Heritage
- D.T2.3.1 - Training Curriculum for Stakeholder Alignment
- D.T2.3.2 - Documentation of Training on Stakeholder Alignment

Web-link:

<http://www.interreg-central.eu/ECRR>

Annex 1: Pictures of the 2nd TTT in České Budějovice in March 2018



