

WP-T2

TOOL DEVELOPMENT AND CONSENSUS BUILDING

D.T2.1.1 Report on Workshops with Public
Sector

Version 1.0





Table of Contents

Table of Contents	2
History of the document	2
1. Introduction.....	3
2. Meeting the stakeholders representing the public (and also the private) sector	3
2.1. Conclusive remarks.....	6
Annex A: Template for data collection	8

History of the document

Version	Status	Date	Changes	Comment
0.1	First draft	15 July 2018		
1.0	Final	31 July 2018		

1. Introduction

The document presents and provides a short comparative analysis of the workshops organised by the HICAPS partner organisations with the local stakeholders, with the main goal not only to present the project objectives and activities, but mainly to identify the best ways to involve them in the development of the HICAPS tools and in the implementation of the pilots.

After the analysis of similarities and differences among the workshops organised, a first structure of the lesson learnt till now is presented in the following pages. The reports presenting each single event are then also displayed in annex, to provide the reader with the full understanding of the variety of methods, the richness of contributions received, and the high potential that this first action has been able to highlight. All the materials distributed and presented during the workshops are included, together with the agenda of the day and a full list of participants.

The following organisations have been active in the organisation of the workshops:

- Municipality of Bedekovčina (Croatia)
- Municipality of Varaždin (Croatia)
- Association “Petit Philosophy” (Croatia)
- Municipality of, Ferrara (Italy)
- Villa Ghigi Foundation (Italy)
- Kujawsko-Pomorskie Voivodeship (Poland)
- Rzeszów Regional Development Agency (Poland)
- Scientific research centre Bistra Ptuj (Slovenia)
- Municipality of Velenje (Slovenia)

2. Meeting the stakeholders representing the public (and also the private) sector

A very large variety of different approaches has been put into practise in the organisation of the events, however all the partner jointly agreed that there was need to open the discussion not only to participants from public institutions (as originally planned in the proposal), but also involve people from the private bodies, since the joint cooperation of these two worlds, as well as the number of Public Private Partnerships, is dramatically increasing in the management and exploitation of natural and cultural heritage.

	Aim	Participants	Location	Main Feedback
Bedekovčina	Raise awareness of the importance of cultural and natural heritage and revitalization of historical castle parks	Schools, 34 people	Castle Gornja Bedekovčina	The workshop focused on children to increase awareness of the importance of cultural and natural heritage from the earliest age. The results were excellent, since children presented their ideas that will be considered in the

				design of the garden and the new vision of park use.
Varaždin	Present HICAPS to the local stakeholders and give information on what is going to be done in Varaždin for revitalizing the historical castle park	Schools, NGOs, local councils, media, public institutions (Ministry of culture, museums), 18 people in total	DVD Varaždin	Stakeholders were interested about the concrete deliverables and actions of the project. The local plan and strategy for the Varaždin park areas, as well as the planned pilot action were presented and discussed. Local stakeholders declared their willingness to actively engage in the project.
Knin, Split and Zadar	Raise awareness about the need for conservation and revitalization of historical parks to become places for different activities: cultural events, socializing, learning and recreation	Three workshops were organized in three cities. Participants came from public institutions, local business, NGOs as well as general public, 39 people in total	City of Knin, Split and Zadar	Since the cities are not directly involved in HICAPS activities, the aim was also to collect the participant feedback on needs of local communities to attract people to use parks and green areas. A special attention was paid on the importance of increasing park's accessibility to people with special needs and disabilities.
Ferrara	Present the key projects and activities currently run by the City of Ferrara within the framework of the promotion of its natural and cultural heritage	Citizens, cultural operators, schools and tourism professionals (tourist guides, hotels, restaurants, bicycle rental, small business, etc.), 40 people	City Hall Ferrara	A high interest in tourism actions arose during the discussion, due to the relevance of an adequate training offered to operators, informing them about the opportunities offered by the cultural sector. Many public and private services are located close to the City Walls, where the HICAPS actions are run in Ferrara, and all of them are ready to contribute to the definition of a common strategy.
Bologna	Present the key activities currently run by	Environmental, cultural and tourism	Villa Ghigi Park	Due to the big variety of participants, also the received declarations of

	FVG within the HICAPS project	operators , 23 people (workshop 1), Schools, 31 people (workshop 2)		interest are quite numerous and diversified, moving from environmental and sustainability education, to models for managing historical gardens, development of common training and communication tools, promoting less known natural paths and environments, protecting biodiversity, etc.
Kujawsko-Pomorskie	Let participants familiarise with methodology for creating and marketing tourist products concerned with historical parks and palaces.	Local authorities, tourist & cultural institutions, NGOs, 17 people	Wyższa Szkoła Gospodarki	The discussion focused on key themes of the tourist industry: the increased role of network sales in tourism and hotel industry; tourism market and customer segmentation; support to local tour operators; differentiating sources of income.
Rzeszów	Present the ongoing activities of the HICAPS project, and sharing insights about the problems participants face in their daily work.	Cultural and Tourism organisations, universities, development agencies, companies, 12 people	Storczykarnia Cafe Jazz Bar, in Łańcut	Participants expressed their interest and ideas. They pointed out the need to develop methods for raising awareness of all the people involved about the value of parks and gardens, also organising trainings enabling the owners of historical parks, designers and conservation workers to broaden their knowledge.
Ptuj	Define the detail of the local activities of the HICAPS project.	Municipality of Ptuj, owner of castle park Turnišče and the 'Group for Turnišče', the association trying to revive castle and castle park, 8 people	City Hall, Ptuj	During the workshop, the participants talked about the most appropriate location for investment. They set the location of investment, and also confirmed the themes of educational outdoor trail, focusing on historical landscaping.
Velenje	Raise awareness, share knowledge,	Tourist boards, cultural	Mladinski Hotel Velenje	According to the financial resources, several enhances



	exchange good examples, strategies to attract more visitors	institutions, urban planners, 33 people		are possible (annotation and explanation boards, traffic signs, renewal of the fence, architectural elements, reconstruction of garden, etc.). Even if actions are taken by the Municipality, all the actors will engage themselves for additional fund raising.
--	---	---	--	--

2.1. Conclusive remarks



Lesson Learnt by the Partners

The theme of revitalising historical gardens and parks is a topic able to collect a very high interest from all the different categories of stakeholders, people involved in their management and valorisation, and interested in biodiversity and environmental issue.

Financial resources for increasing fruition and accessibility to historical gardens and parks are the key problem for all the public administrations of Central Europe. The attractiveness of events organised in these locations is anyway so high, that it is reasonable to organise one or a few numbers of paying events to collect the money necessary to maintain and exploit the parks for all the other year around activities.

A joined marketing of historical gardens and parks together with other cultural and natural heritage present close to them, is a win-win solution, able to save money for marketing and advertising them, as well as creating a mutual increase of public, due to the “culture culture” people visiting the parks, and the naturalistic lovers going to admire cultural heritage.



Recommendations to our Central Europe colleagues

Revitalising historical gardens is a policy theme able to mobilise myriads of people, and collect a very high interest from the public opinion. Thanks to the availability of many volunteers and NGOs, this can drive to very effective results with a limited need of financial resources.

The organisation of large size events in historical gardens and parks have a high potential for attracting a large audience and can be very profitable from the economic point of view. There is a big value for money in investing in their revitalization.



Do not let your staff active in the offices concerned with green areas, cultural affairs and tourist promotion working by themselves. A common strategy and vision of the single and common challenges has a very positive side-effect for all of them.



Annex A: Template for data collection

HISTORICAL CASTLE PARKS

WP-T2 Tool development and consensus building

D1.1: Report on Workshops with public sector

We ask you please to input the following information, respecting the suggested dimension of each section and adding pictures and links to existing URLs for enriching your presentation. We suggest that ratio between text and images should be about 67% and 33%

1. Letter/email with the invitation to the event and/or agenda of the day

Please attach the files, or a good quality scan of the documents.

2. Powerpoint presentations and other documents distributed

Please attach the files, or a good quality scan of the documents.

3. List of participants

Please attach a good quality scan of the documents.



4. Provide a short description of the main institutions and organizations involved, presenting their interests and potential benefits

5. Provide a short description of the discussion, the contributions received from the different participants and how they will be involved in the project

6. Please also provide us with some files (PDF, images and videos) about the park, its activities, etc.