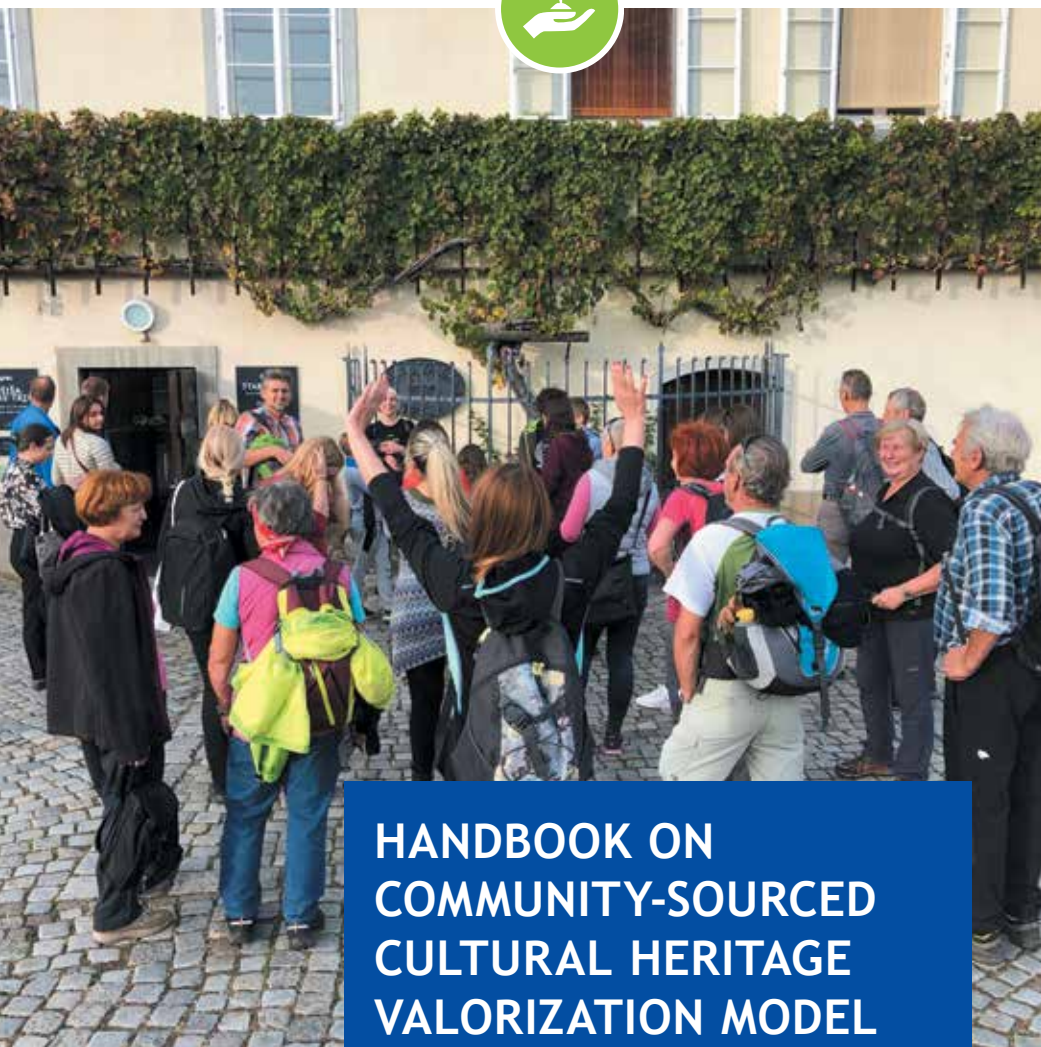


**Interreg**  
CENTRAL EUROPE



**NewPilgrimAge**

European Union  
European Regional  
Development Fund



**HANDBOOK ON  
COMMUNITY-SOURCED  
CULTURAL HERITAGE  
VALORIZATION MODEL  
2020**

# Contents



<b>SUMMARY</b>	<b>4</b>
<b>1. INTRODUCTION</b>	<b>7</b>
1.1 What is the purpose of the handbook?	9
<b>2. ST. MARTIN'S HERITAGE IN THE CONTEMPORARY WORLD</b>	<b>11</b>
<b>3. COMMUNITY ENGAGEMENT</b>	<b>13</b>
3.1 What is a community?	13
3.3 How to encourage community engagement?	15
3.4 Who is a change driver, and why is it important?	15
3.5 How to organize a successful local stakeholder meeting	17
3.6 Why are celebrations and cultural events important?	18
<b>4. THE VALORIZATION PROCESS, NEW CULTURAL PRODUCTS AND SERVICES</b>	<b>22</b>
4.1 How to start a valorization process	23
4.2 Development of innovative products and services	25
4.3 How to generate ideas for new products and services	25
<b>5. ICT TOOLS FOR PROMOTION OF CULTURAL HERITAGE</b>	<b>29</b>
5.1 Different uses of ICT tools in cultural heritage valorization	30
5.1.1 Intellectual and physical access	30
5.1.2 Action aimed at documenting and site recording	33
5.1.3 Action that provides multiple interpretive contexts	34
5.1.4 Action that facilitate the public participation	35
<b>TIMELINE</b>	<b>36</b>
<b>CONCLUSION</b>	<b>38</b>

# Summary

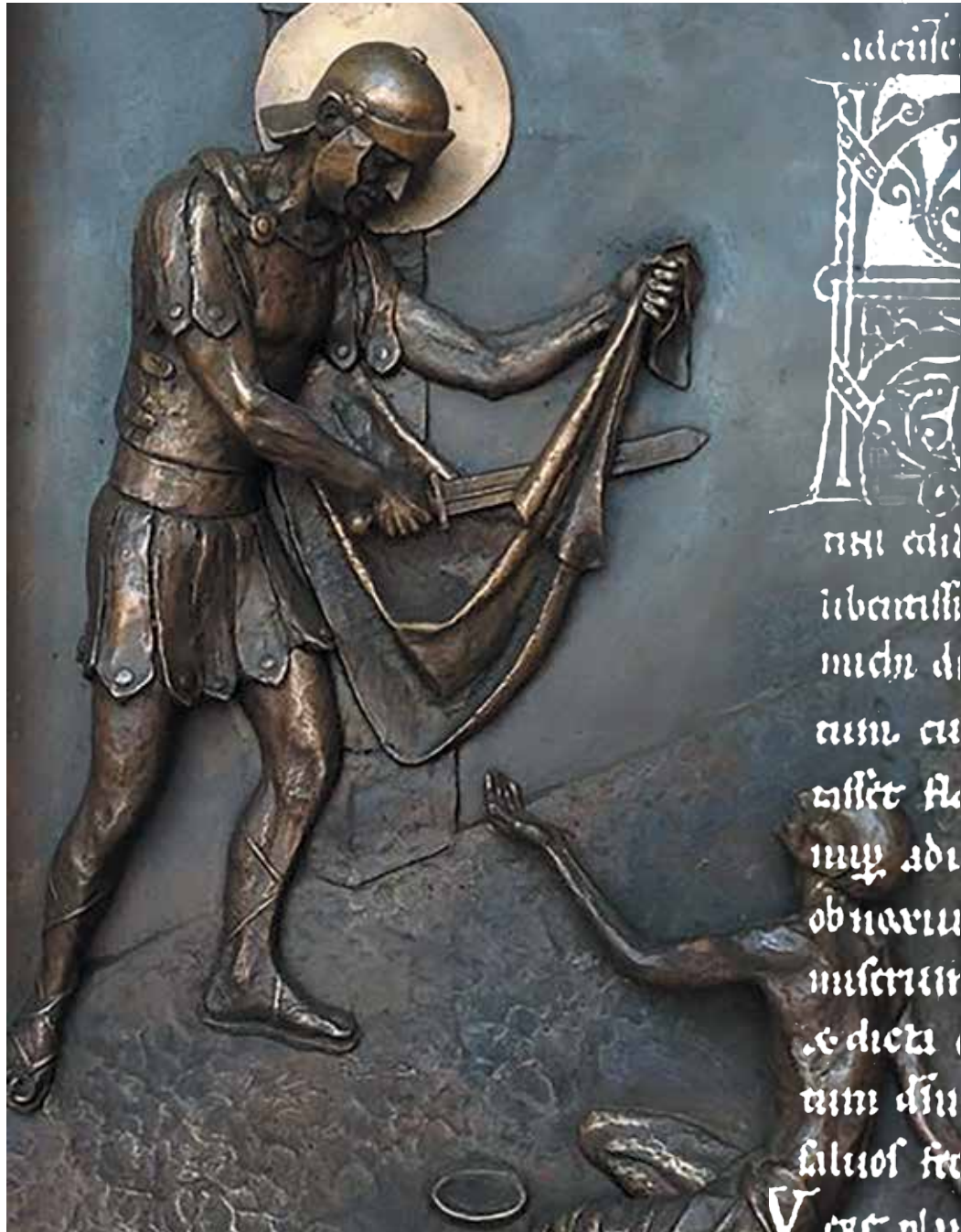
**T**angible and intangible elements from the past identified, documented, valorised and utilized as cultural heritage, present roots for “*knowing who we are, to whom we belong and how to go on*” nowadays. Cultural practices of researching, reviving, interpreting and developing cultural heritage have become an important driver for alleviating contemporary social, cultural, environmental and economic challenges as well as for establishing sustainable progress in local communities.

Nowadays, the preservation and interpretation of cultural uniqueness are not only in hands of professionals of heritage institutions or research centres, but locals recognised as heritage bearers, cultural activists, practitioners and transmitters of heritage to younger generations are getting a more and more important role. Political decision makers, entrepreneurs as well as experts have to help local communities to sustainably safeguard, manage and develop their public heritage.

The main aim of the handbook is therefore to present steps how to achieve community engagement in heritage projects and how to conduct valorisation process with the active involvement of local residents in order to develop and design new cultural products and services. These products should be based on tradition and local history, but upgraded according to contemporary valorisation fields, creative approaches, needs, ideas and new technological tools.

Following the top-down and bottom-up approaches by using different interactive and “soft” methods for community building (like: interviews; interactive workshops and lectures; festivals, celebrations and guided walks; competitions, storytelling, capsule stories etc.) the handbook outlines interesting and educational case studies of how to draft, design and implement community-sourced practices for innovative and creative interpretation, valorisation and usage of local heritage for educational, tourist, cultural and social programmes. Moreover, presentations of interactive web portals, digital platforms, games, quizzes, talking maps, augmented exhibitions and tours also point out how to persuade the young generation that local heritage can give many opportunities for putting bold ideas into practice.

The handbook was prepared in the framework of the *NewPilgrimAge project – 21<sup>st</sup> century reinterpretation of the St. Martin-related shared values and cultural heritage as a new driver for community-sourced hospitality* (INTERREG Central Europe Programme, 2017-2020), where partners from four countries located along the Central-European part of Via Sancti Martini sustainably utilized St. Martin’s heritage and his social values as an important cultural driver for recognising why we need each other, how to transmit values to each other and enrich our lives



# 1. Introduction

**S**tories, material remains and intangible elements inherited from our predecessors can give us different inspirations and guidelines for better quality life and well-being in the present and future. Culture, understood as the way of life of a local population in different historical periods, expresses knowledge, creativity, thinking and boldness of people in specific natural and cultural environments. It is crucial to keep it alive by renovating, safeguarding

and sustainably utilizing cultural remains, memories, knowledge, skills, etc. Moreover, the past's tangible and intangible elements need to be identified, documented, interpreted and valorized by different stakeholders as local, national or even transnational cultural heritage, so as to present roots and sentiments for knowing who we are, to whom we belong and how to go on. They are important symbols for strengthening and developing personal, local, national and transnational identity.



Figure 1: Italian artist Paolo Cossi, who illustrated the “Talking Map of Saint Martin in the Veneto Region”, Italy (August 2019)



Figure 2: Pilgrim Sergio Giusto and his friend Gianfranco Radini from Albenga walked from Szombathely to Albenga (1200 km) to revive St. Martin's spiritual legacy. During the pilgrimage, they stopped in the historic town of Vipavski Križ in Slovenia, where a local resident invited them into his wine cellar (April 2019)



Figure 3: The old St. Martin's Church in Dugo Selo, Croatia (October 2019)

The questions which arise are as follows: How can we preserve or safeguard the remains of the past and the knowledge and skills so that they will help us in the future? How should we design, modify or upgrade them according to contemporary needs, ways of life, and technological developments? How do we identify which remains from the past have developmental potential for the sustainable growth of local communities?

## 1.1 What is the purpose of the handbook?

The Handbook presents some important steps for motivating and encouraging local people to become active protagonists in heritage activities in a local community. Values and significance that local residents ascribe to their public heritage are of crucial importance for the sustainable development of a community and for

different participatory methods and tools as well as integrative approaches should be planned, used and implemented by project teams.

The Handbook builds on achievements that were developed, implemented and tested within the framework of the *NewPilgrimAge project - 21<sup>st</sup>*



Figures 4, 5: Highlights from NPA partners' working sessions during transnational exchange meetings in Dugo Selo (Croatia, October 2019), Albenga (Italy, November 2018)

the creation of new cultural products and services based on tradition and local history, but adapted based on new demands, ideas and technology. In order to qualitatively introduce heritage into community progress,

*century reinterpretation of the St. Martin related shared values and cultural heritage as a new driver for community-sourced hospitality (INTERREG, Central Europe Programme, 2017-2020).*



Figures 6: NPA partner's session in Budapest (April 2018)

During the NPA project seven partners from four countries located along the Central European part of the Via Sancti Martini worked on the common mission of searching for harmony from the past and setting values for the present, thereby providing an opportunity to chart a purposeful future. St. Martin's heritage and his social values were used as an important cultural driver for fostering integrative management of cultural heritage, as well as content for educational, social, cultural and economic campaigns.

The presented case studies and tested steps were developed through three main approaches:

- Community engagement for cultural heritage valorization,
- Community-sourced valorization process,
- ICT-based visibility tools and solutions for the integrated promotion of products and services.



In 2005, the Council of Europe proclaimed the most familiar and recognizable of the Christian saints in Europe, St. Martin (316/335-397), as a European figure. At the same time, the route he took from the place where he was born, Savaria (present-day Szombathely, Hungary) to the place where he was a bishop, Tours (France), has become the European Cultural Route of Via Sancti Martini. The mission of the Via Sancti Martini

is to highlight mutual support among nations, humanity, faith, sharing of resources, knowledge and values. These social values are symbolized by the saint's charitable act in the 4<sup>th</sup> century in Amiens (France), when he cut his cloak in half in order to share it with a poor man who was dying of cold in the dead of winter. This image of St. Martin has become the most repeated iconographic theme in different nations and religions.



**Figure 7:** Image of St. Martin at the Savaria Historical Carnival organized in the Saint Martin Square in Szombathely (Hungary), August 2018



**Figure 8:** Map of the Via Sancti Martini photographed by Sergio Giusto on his way from Szombathely (Hungary) to Albenga (Italy), April 2018

St. Martin's heritage and his associated values are important symbols in the contemporary world, as they can empower us to foster mutual relations among nations, citizens and neighbours; to initiate collaboration among sectors and civil society; to find joy in working with the community; to exchange diverse knowledge and experiences; to empower vulnerable groups and to recognize the pleasure of seeing why we need each other, how to give things to each other and bring happiness to one another.

Partners in the NPA Project joined forces to revive this cultural heritage in creative and innovative ways, by using interactive approaches supported by ICT tools.



**Figure 9:** Special selection of St. Martin wine from the Apátság Winery of Pannonhalma (Hungary). The wine was tested in a cultural event where a neighborhood community gets together in Palotanegyed, the inner 8th district of Budapest. To keep St. Martin's memory alive, the NPA partner Mindspace held a workshop in cooperation with Verkstaden and co-designed eco-friendly shopping bags.



Civil society has become a key actor in the processes of cultural heritage valorization. Regarding the attitudes that local inhabitants have towards cultural heritage and the meanings and importance they give to it, they preserve, maintain and utilize the treasures of the past.

### 3.1 What is a community?

According to the UNESCO Convention on intangible cultural heritage, communities should have an open character.

Participatory approaches and community-building methods were used during the NPA Project implementation to actively involve local people and other relevant non-governmental organizations to effectively participate in valorizing and utilizing cultural heritage as a driver for community and local development.

Their diversity is recognized in terms of geography, gender, occupation, age, faith, and other forms of affiliation.



Figures 10, 11, 12: Local meetings in Dugo Selo (Croatia, February 2019), Maribor (Slovenia, October 2018) and Szombathely (Hungary, March 2019)



The community should be intended as village/town/city residents who renovate tangible heritage remains or intangible heritage (e.g. traditions), or members of local associations who gather together to implement a certain cultural activity or task. Moreover, a community could be a group of women, young people, peasants, pilgrims, etc. from different regions or even countries, who work on specific heritage preservation and safeguarding or utilize traditional practices for developing ideas (e.g. heritage community). Members of communities usually share experience,

practice, knowledge, values, and aesthetics.

In the NPA Project the community was represented by stakeholders from different sectors, mainly from public institutions, political parties, civil society and private companies and formed the so-called local stakeholder platform. In this way, bottom-up and top-down approaches were linked together and applied. This approach effectively allowed decision-makers (local authorities in particular) and local communities/citizens to cooperate with a common goal and shared values.

### 3.3 How to encourage a community engagement?

Different methods and tools can be used to involve people in cultural heritage-related activities. It is up to the project team, experts, and local authorities to discover ways to hear the needs, expectations, and ideas of local residents. Activities can be carried out in schools, study circles, neighbourhoods and local associations (NGOs). If the region, city or village has such activities, there is an opportunity for the project team to empower and help them to actively participate in a local stakeholder platform and influence the decision-making process.

If the members of the community are passive, uninterested and non-collaborative, but the environment where they live has important heritage elements, it is worth using different participatory approaches to encourage community engagement.

The NPA Project partners firstly appointed a **change driver**, then they established a **local stakeholder platform (LSP)**, and finally they organized different **meetings, workshops, master classes and cultural events**.

### 3.4 Who is a change driver, why is it important?

The change driver is a competent, credible and motivated person with the capacity of building a bridge between public authorities/ decision-makers, citizens, experts and business representatives at the transnational and local levels. The change driver can be identified among community representatives, cultural custodians, members of local

institutions, independent experts, or entrepreneurs seeking ways to create opportunities and boost local development thanks to cultural resources and heritage. His/her role is to motivate the local community to ensure continuous engagement and participation in heritage management, also beyond the period covered by a specific project.

During the implementation process, NPA partners realized that it is not easy to identify change drivers having the relevant skills (e.g. administrative, community development, negotiating, mediation, research, monitoring, evaluation skills) enabling them to motivate



and engage the community, and the ability to think strategically when linking different components of the local community (public authorities, decision-makers, business, citizens, etc.). However, the NPA change drivers supported project partners through rather different actions and/or in achieving diverse goals. As an example, in Veneto (Italy) the change driver favoured the linkage between project activities and the work of the national St. Martin Cultural Centre and other relevant heritage-related initiatives in the region; in Maribor (Slovenia) the change driver favoured the knowledge and ownership of the Via Sancti Martini in the local community; in Dugo Selo (Croatia) the cultural driver, by engaging experts and municipality members, launched the process for inscribing St. Martin local heritage



**Figure 13:** The Mayor of the Town of Dugo Selo celebrating the inscription of St. Martin's heritage in the national registry of intangible cultural heritage, October 2019



**Figure 14:** Participants in the local stakeholder platform of Maribor with the change driver in front of Europe's oldest vine in Maribor, October 2019



**Figure 15:** Members of the Town Council and a representative of the local community during the award ceremony of the NPA Idea Contest (Albenga, November 2018)

in the registry of intangible cultural heritage, which is a prerequisite for inscription on the UNESCO heritage list.

### 3.5 How to organize a successful local stakeholder platform meeting

Interactive meetings and workshops include the use of different participatory methods and tools (e.g. world café, pro-action café, the OPERA method, the NetMapping method, roundtable discussions, brainstorming), which enable all participants to actively participate in the discussion. This approach also requires a good facilitator, who keeps the meeting on track, establishes good relationships among participants, and makes the

process easier, especially where strong feelings on different sides appear. The facilitator could be somebody from the project team, an authority of the partner's organization or an external expert. It is of crucial importance that the participants of the meeting feel accepted and their proposed ideas discussed in the group. In this way trust, mutual respect and acceptance of different obligations among members can be achieved and realized.

*“The cycle of workshops launched in autumn 2017 allowed us to involve and engage a large variety of local stakeholders. It was the first opportunity that representatives of the community sat together, reflected on the opportunity given by the NPA Project, got to know the change driver and engaged all participants in the participative process. The workshop was an interactive informative session during which participants had a high proactive attitude, with the majority of them giving inputs and asking questions. A brief questionnaire was also administered to all participants for verifying their interest in taking an active part in the process and for identifying the main topics/areas of intervention they considered as relevant for sustainable local development.”*  
Municipality of Albenga, Italy

*“During the 3<sup>rd</sup> LSP meeting in the Veneto Region, around 25 people from very different sectors and professional backgrounds were involved to discuss how to valorize St. Martin heritage in recent times. The meeting was held on a Saturday morning in a hotel meeting room, located in a place easily reachable by all participants. People were welcomed with coffee and croissants in order to give them the possibility to get to know one another in a relaxed and friendly environment. Participants were then asked to find some relevant areas of action, with the facilitator moderating the group in order to propose ideas of possible activities to develop. The world café method was successful in terms of outputs and participants’ feedback, and it provided UNPLI with a lot of material to work on.”*  
UNPLI, Veneto Region, Italy

### 3.6 Why are celebrations and cultural events important?

Cultural events and celebrations (e.g. Savaria Historical Carnival in Szombathely, St. Martin’s summer procession in Dugo Selo, St. Martin’s days, etc.) and other cultural initiatives (e.g. guided walks, lectures) are at the core of the community-building process. Celebrations have always played an important role in communities, and it is an effective opportunity for building trust among citizens. Nowadays, the organization of events and festivals can link a variety

of people from diverse public and private organizations (e.g. museums, libraries, NGOs, research institutions, tourist organizations and businesses), and provides an opportunity to exchange knowledge, experiences, and ideas. In addition, participants not only have the chance to display and sell their products, observe performances, and have a good time, but they also have opportunities for conversation, getting to know people, and starting up formal cooperation and networks.

*“On 1<sup>st</sup> July 2018, the St. Martin in the Summer event was organized involving all citizens of Dugo Selo, celebrating the anniversary of St. Martin’s footprint, and featuring a wine exhibition and procession. The main event focused on the awards to winemakers. During the St. Martin procession in November, high-school students were actively involved by acting as persons related to the life of St. Martin. The music school performed concerts to promote the value of sharing; the City of Dugo Selo offered a meal to all participants. The engagement of participants ranged from observation (attending the event) through contribution (offering their free services) to leading (taking active roles in acting, in the organization of the event, etc.). During the St. Martin in the Summer event, the NPA project was presented and an open call for an ideas contest was launched.”*  
Town of Dugo Selo, Croatia



Figure 16: Ethnological event in the Hill of St. Martin in Dugo Selo, September 2018.



Figure 17, 18: Footprint and signpost in Szombathely (Hungary)

*“The Saint Martin Institute of Savaria County Museum organized a guided walk called ‘Follow the steppingstones’ on the St. Martin Historical Walking Trail (Via Historica Sancti Martini) on 18<sup>th</sup> September 2019. The walk started at St. Martin’s Church and finished at Calvary Church, during which episodes from the lives of the two popular saints of Szombathely, St. Martin and St. Quirinus, were introduced at nine stops. The programme was dedicated to schoolchildren. Students could become acquainted with the walking trail and the sights were divided into sections with the help of professional guides; what is more, new information was made more enjoyable and realistic by the participation of a ‘real’ Roman legionary.”*  
Municipality of Szombathely, Hungary



Figures 19, 20: Highlights from testing of the app in a kindergarten of Szombathely

*“Within the NewPilgrimAge project a modern info-communication tool was developed in Szombathely, presenting the elements of the local tangible and intangible heritage of the St. Martin cult with 21<sup>st</sup>-century technological solutions and an innovative set of instruments.*

*The testing of the app to be created for several target groups was held in a kindergarten of Szombathely in July 2019. It was attended by kindergarten teachers, the*

*developers of the application, the project owners and children in their last kindergarten year, who actively took part in the testing of the application. The testing day was opened by Mayor Dr. Tivadar Puskás welcoming everybody present, after which the programme continued with an interactive puppet show as a warm-up helping kindergarten children recall stories from St. Martin’s life through discussions and with the help of puppets.”*  
Municipality of Szombathely, Hungary



Figures 21, 22: A curious and untypical journey through the Via Sancti Martini during the Transnational Idea Fair held in Treviso (Italy), March 2019

*“On 30 March 2019, UNPLI from the Veneto Region, Italy hosted the Transnational Idea Fair during which NPA partners presented their work and the ideas they would develop locally. The fair was not a traditional one: the partnership decided to organize the event like a journey, where visitors walked from city to city, recognized NPA partners, discovered the life of St. Martin and his heritage. How? Through some funny games hosted in each partner’s station. Children and young people really enjoyed it.”*  
UNPLI, Veneto Region, Italy

## 4. The valorization process, new cultural products and services

Cultural heritage is formed by treasures from the past, from our predecessors. Which elements will be chosen from the past or what people will value and appreciate in them depends on contemporary times. In the NPA Project, the selected valorization fields for St. Martin's heritage were sacredness, social

innovation and inclusion, culture and arts, education, tourism and pilgrimage, local and folk traditions. The members of local stakeholder platforms believed they could powerfully boost social and cultural practices as well as the economic development of towns by valorizing their cultural heritage from the perspective of tourism as well.

### 4.1 How to start the valorization process

Different methods can be used to identify what local stakeholders value and what they consider relevant to be developed for future generations. The NPA partners used a range of activities to engage the community in this process.

**Personal meetings, interviews and preparation of capsule stories,** where stakeholders (heritage bearers, community leaders, associations, schools, tourist organizations, representatives of the church, mayors, business representatives, etc.) presented not only relevant historical, ethnographic and other

relevant information, but also their thoughts, wishes, ideas, problems, experiences for further action and initiatives to the project team. In this way partners easily entered into the way of life of the community and found out what local people appreciate, what they would like to preserve and develop. In "capsule stories" published in social media (Facebook, project website, YouTube), stakeholders talked about St. Martin's heritage in their places, how they understand St. Martin's values in contemporary life, and how to develop and use heritage for further social and economic progress.

*"Working in the field of culture I began to elaborate on Martin: I organized smaller events, compiled brochures, marked the first possible pilgrim routes and found out the name Via Sancti Martini about which I did not know if it was grammatically correct at all. This then led to the establishment of our association, which connected*

*with the great St. Martin Route and with the umbrella organization in Tours coordinating the other associations relating to St. Martin."*

Figure 23:  
Róbert Orbán,  
Chairman of  
Via Sancti  
Martini –  
Hungary



**Lectures, conferences, workshops:**

When some valorization fields are defined and the community agrees on development potential, it is worth inviting some experts or representatives from other heritage places to discuss case studies, benefits and disadvantages of heritage valorization-related practices. In this way the local community finds out that they are not alone

and they have the opportunity to exchange experiences with other representatives of communities, having already put into practice what they are initiating. Experts can also help the working groups to further specify the selected valorization fields with concrete products and services (ICT tools, tourist itinerary, educational programme, pilgrimage infrastructure, etc.)

*“During the NPA Project, various lectures were organized by project partners at the local and transnational levels. During the Mid-term Project Event, organized by the Municipality of Albenga (Italy) in October 2018, Nicola Trombetta, the Vice-Mayor of Matera, gave a very eye-opening presentation on how the valorization of cultural heritage turned Matera from »the shame of Italy« to the European Capital of Culture 2019, and is now the social and economic driver of the city development.”*



**Figure 24:**  
Nicola Trombetta,  
the Vice-Mayor of  
Matera, Italy

## 4.2 Development of innovative products and services

Heritage can help communities strengthen social identity, enhance tourism, foster interpersonal and intergenerational relations, enrich life-long learning programmes, improve marketing ideas for new commercial products, etc. Local communities should be empowered and encouraged to sustainably utilize local heritage as a cultural driver for development of new products and services, which should be based on tradition and local history, but enhanced based on contemporary

valorization fields, creative approaches and technological tools.

NPA partners developed services and products that could be used to raise awareness about St. Martin's heritage and his social values for better well-being in contemporary times, to include young people and small entrepreneurs in valorization of heritage practices, to foster sustainable tourism, creative industry and economic development, to encourage social values such as solidarity, hospitality, intergenerational cooperation, etc.

## 4.3 How to generate ideas for new products and services

The innovative approach used in the NPA Project was the launch of an Idea Contest, enabling the involvement of different target groups, especially young people, local associations, a research centre and companies to generate new ideas for better valorization and promotion of St. Martin-related tangible and intangible heritage.

It is important to know that before preparing a call for ideas, local NPA Project teams identified the targeted groups to be involved. It should be highlighted that for young people, calls should be simple and consistent with youth knowledge and capacity (depending on the age targeted), while

for ICT developers clear technical specifications must be provided. These differences need to be taken into account when choosing communication channels as well. Calls for young people can be launched through social media, while calls for other target groups should be advertised through more traditional tools (e.g. local newspapers, municipalities' websites, local radio stations, etc.). If the call of ideas is not successful, one shouldn't give up. Think of other possibilities to encourage the local community to participate such as intensive work with school teachers, a more detailed presentation of the call through personal interaction at companies, associations, etc.

*“The Idea Contest launched in October 2018 had the main purpose of raising awareness of the link between the city and Saint Martin. The local community was invited to submit proposals initiating actions able to valorize Saint Martin’s spiritual legacy and the rich architectural and artistic heritage of the city, but also to enhance transnational cooperation, above all with the towns located placed along the Via Sancti Martini.”*  
Municipality of Albenga, Italy

After the selection of ideas, NPA partners together with local stakeholder platform members and other external experts started to reflect on the development of new/additional services and products. Firstly, they prepared

a compendium of local valorization concepts (e.g. a concise collection of actions), which helped them in the decision-making process on what to plan for implementing pilot actions at the local level.

*“Prior to the development of the local valorization fields (concept), a number of activities were performed: gap analysis, idea contest, presentation of best ideas and discussions including citizens of Dugo Selo as well as members of the local stakeholder platform. These were all taken into account during the development of the valorization concept. The concept actually presents planned activities based on the awarded pilot ideas, which have the potential to safeguard the St. Martin-related heritage and revitalize it in a contemporary way so that both citizens as bearers of this heritage as well as visitors may easily identify with it, and thus learn and enjoy it.”*  
Town of Dugo Selo, Croatia

Before partners started to work on the implementation of the identified pilot actions, they prepared a portfolio of co-designed local cultural products and service. By doing this, partners studied the environment in which the cultural services and products would arise, how to ensure sustainability and to increase their possibility to reach the general

goal, i.e. the valorization of St. Martin heritage in Europe. The portfolios contained the rationale for St. Martin valorization fields, the description of the products/services, the potential beneficiaries, the geographical coverage, the success factors, the usefulness of the service/products and any risks envisaged.

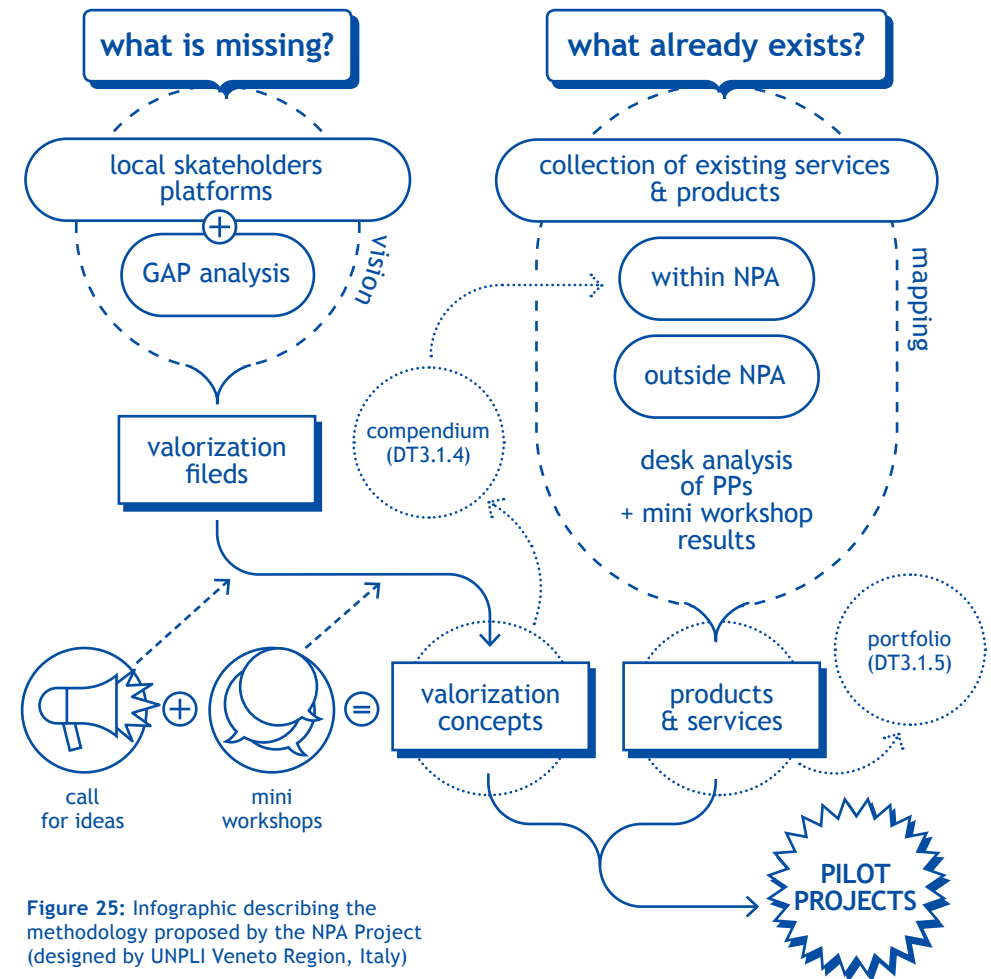


Figure 25: Infographic describing the methodology proposed by the NPA Project (designed by UNPLI Veneto Region, Italy)



## 5. ICT tools for the promotion of cultural heritage

**I**nformation and communication technologies (ICT) have had a significant impact on cultural heritage practices in recent years. Besides recording, data processing and visualization, which are widely known approaches in the application of ICT in the heritage field, ICT can also shape the meaning and significance of cultural heritage by providing the context and tools for inclusive participation of different stakeholders (young people, tourists, professionals, people

with special needs), for improving the knowledge of cultural heritage, for identifying relevant methods for community capacity building initiatives and the empowerment of citizens living in heritage sites.

The NPA Project partners concentrated on the challenge of how to use ICT to involve new target groups, such as children and young people, how to use ICT (social media such as Facebook, Twitter, e-newspapers) for building

and strengthening international communities living along the cultural route Via Sancti Martini, and how to present ideas concerning the re-

construction/renovation of cultural heritage planned by conservators and the municipality in order to suit contemporary and future needs.

## 5.1 Different uses of ICT tools in cultural heritage valorization

There are six major areas in which ICT can, if appropriately and effectively utilized, contribute to the enhancement of cultural heritage for contemporary social, economic and cultural purposes. These are: intellectual and physical access; documentation and site recording; multiple interpretive contexts; preservation of authenticity; balancing visits with conservation purposes; and facilitating public participation. However, specific ICT tools are usually

not limited to only one of these areas but rather should be a combination of several of them. Moreover, these ICT tools are frequently also used for the communication and promotion of cultural heritage as well.

The NPA partners developed different products and services for better valorizing and interpreting St. Martin's heritage. In the following pages some lessons learned are outlined.

### 5.1.1 Intellectual and physical access

*“The »Scopri Albenga web portal« / Discover Albenga web portal includes three tourist routes, which are displayed in the panels located in the city centre, where the specific QR codes can be activated. The first itinerary is the Red Route, which is targeted to the youngest and aimed at discovering Saint Martin's life through tailored stories while visiting the squares of the historical centre of the city. The second itinerary is the Blue Route, guiding visitors on a tour of the historical centre thanks to its towers, and highlighting two places linking the City with Saint Martin: the Via Julia Augusta and the Gallinaria Island Multimedia Centre. This itinerary was*

*developed by a group of young volunteers active in heritage conservation. The third itinerary is the Green Route, which guides visitors through the entire city and helps them discovering Albenga's cultural heritage thanks to a science-based historical approach. The institute that developed this itinerary (International Institute of Ligurian Studies) supervised all the itineraries developed from a historical and scientific point of view.”*  
Municipality of Albenga, Italy



Figures 26 and 27: The QR codes guiding visitors through the different itineraries and some pictures of the Multimedia Centre dedicated to the Gallinaria Island, the small island in front of the city where Saint Martin spent a short period of his life.



*“A digital platform »St Martin's Route in Maribor« includes a mobile application and a website of the St. Martin's Cultural Route with three possible routes in the Municipality of Maribor. The application includes the description of the NPA Project, information about St. Martin, his route and other heritage paths linked to it,*



*an interactive map with sights marked and accompanied by text and photos, and a quiz with 25 questions about the Old Vine. After successfully solving the quiz the user gains additional knowledge about the Old Vine and cultural heritage related to St. Martin. The interactive map includes major attractions, currently 29 sights. The application records the user's current location and the mobile telephone vibrates when approaching an important attraction. By clicking on points on the map, the user can see the description and pictures of the attraction, listen to an audio presentation of the selected attraction, read the description, view photos, etc. The mobile application and the accompanying website currently support two languages (Slovene and English)."*  
Municipality of Maribor, Slovenia



**Figure 28:** Digital platform "St Martin's Route in Maribor" (mobile application, quiz, website)

### 5.1.2 Action aimed at documenting and site recording

*"Virtual exhibition/tour is a downloadable application of the Church of St. Martin at Martin Hill in Dugo Selo (Croatia) through a virtual tour, interactive church plan, info exhibits/pictures/points and a thematic booklet with 2D content (pictures, texts, and active links). The application and the virtual exhibition/game/tour can be downloaded to a notebook, tablet or smart phone. It represents St. Martin through*



**Figure 29:** The old Church of St. Martin in Dugo Selo (Croatia) in ruins and the new church in the future.

*10 topics, presented in the form of pictures/exhibits placed all over the 3D church model, and thematic booklet slides. Two topics are presented as a virtual 3D model as well. The service/product offers the possibility to see what the renovated church will look like in the future and at the same time offers information about the past. It offers a completely new experience and enables the user to have fun as well, as users can gain new knowledge by playing the game."*  
Town of Dugo Selo, Croatia

### 5.1.3 Action that provides multiple interpretive contexts

“The objectives of the pilot action were to create an application for children, which provides valid and suitable information about Saint Martin’s life and the heritage connected to him. The gamified content, tailored to the users’ age, helps users understand and gain new knowledge via colourful, interesting and inspiring content. Another goal was that the developed ICT tool should provide a high level user experience and run reliably under both the Android and iOS system. The target groups are divided into three sub-groups: pre-literate children (4-6 years), schoolkids (7-9 years) and families with children. The application is also suitable for use in educational programmes, sacral and cultural institutions and by tourists that visit Szombathely. Children can use the application independently under the supervision of an adult. For older children (6 and above) these features are available with written texts and with slightly more difficult tasks.”  
Municipality of Szombathely, Hungary

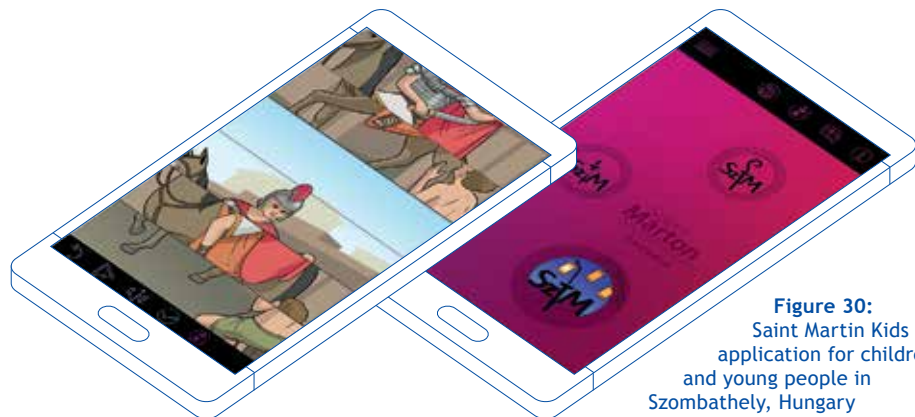


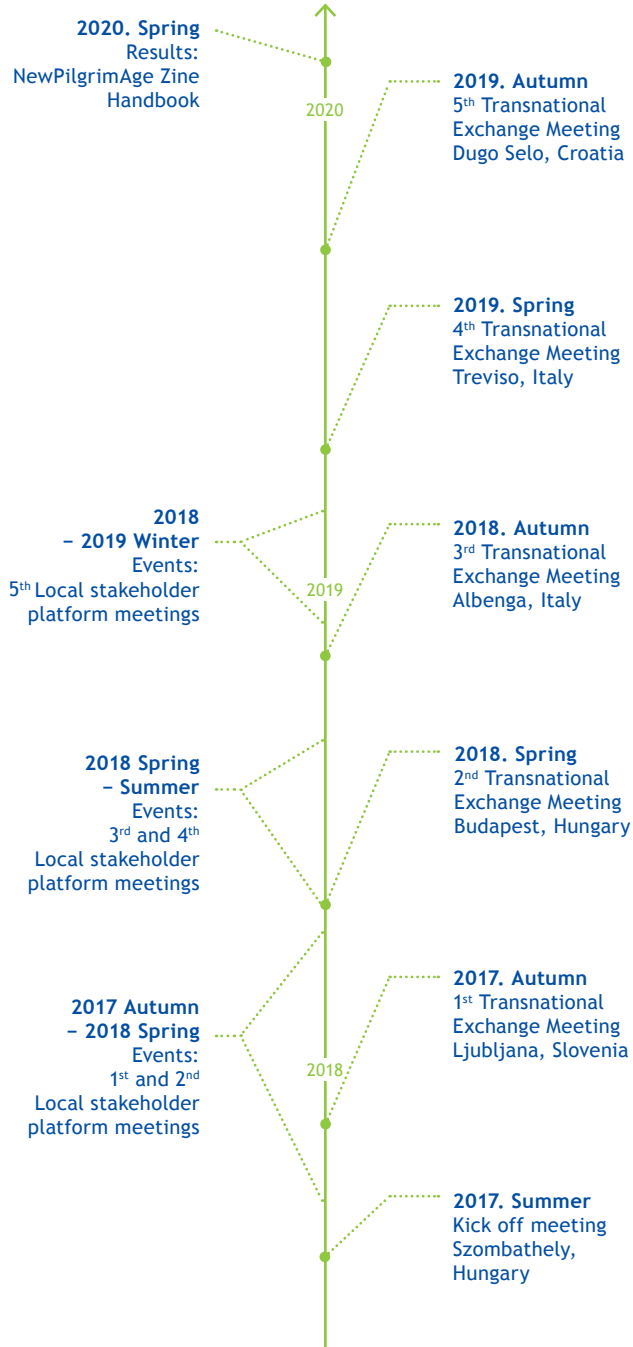
Figure 30:  
Saint Martin Kids  
application for children  
and young people in  
Szombathely, Hungary



Figure 31: Talking Map of Saint Martin in Veneto, Italy. (smARtradio™)

### 5.1.4 Action that facilitate the public participation

“The »Talking Map of Saint Martin in Veneto« contains 9 co-created digital audio/video stories, together with reading and illustrations created by professional illustrators. They are especially suitable for young people and international pilgrims wishing to discover local traditions, and one additional video story is available in Italian sign language. Audio and video storytelling contents were compiled by experts (storytellers) as the result of insights in the selected locations done through personal visits. Local Pro Loco’s staff and citizens were actively involved in the co-creation of the contents of the storytelling. They were involved through collecting stories, legends, and specific details of the presence of St. Martin in these locations.”  
UNPLI, Veneto Region, Italy



# Conclusion

Cultural heritage in the modern world and global societies is understood in the context of new development paradigms. A new concept demands better cooperation among the main stakeholders in the field of development, especially among experts, local decision-makers, local communities and entrepreneurs. All involved actors should be proud of their past's achievements, and motivated to take common steps to transmit heritage to the younger generation in an innovative manner.

There are many methods and techniques for including the public in decision-making regarding the development of local communities and starting a fruitful exchange of experiences, good practices, ideas, and wishes. The engagement process is not easy in practice and can represent a big challenge for all involved stakeholders.

The important message that NPA partners intend to share is that a heritage-related project, without taking into consideration the main heritage actors (especially local residents), the characteristics of the natural and cultural environment, and the way of life of people, is like writing a book using an unfamiliar alphabet: the book may lie on a bookshelf, but it will remain untouched, unread and unused.

Heritage-related activities should encourage everyone to reflect on the achievements of our predecessors, to unite people and to take common steps to make heritage useful for present and future generations.



A folk dancing group in St. Martin's day in Ljubljana, November 2017.

Edited by: Jasna Fakin Bajec, PhD, ZRC SAZU, Slovenia  
 Authors: NPA's partners  
 Proofreading: Jean McCollister  
 Photography: NPA's partners  
 Graphic design: Mindspace, Hungary  
 April 2020

This publication is part of the NPA Project (NewPilgrimAge project – 21<sup>st</sup> century reinterpretation of the St. Martin-related shared values and cultural heritage as a new driver for community-sourced hospitality) (INTERREG Central Europe Programme, 2017-2020).  
 Lead partner: Municipality of Szombathely, Hungary

Partners: Municipality of Maribor (Slovenia), Town of Dugo Selo (Croatia), Municipality of Albenga (Italy), Regional Committee of Veneto Region Pro Loco (UNPLI, Italy), MindSpace Nonprofit Ltd. (Hungary) and Research Centre of the Slovenian Academy of Science and Arts (Slovenia)

This handbook is supported by the Interreg Central Europe Programme, funded under the European Regional Development Fund.

