



**SOUTH EAST
EUROPE**
Transnational Cooperation Programme



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NEWSLETTER NO. 4

**LAUNCHING (G)LOCAL LEVEL HERITAGE ENTREPRENEURSHIP:
STRATEGIES AND TOOLS TO UNITE FORCES, SAFEGUARD THE
PLACE, MOBILIZE CULTURAL VALUES, DELIVER THE EXPERIENCE**



Freiburg – Old Town



Schwarzwald

In front of you there is the project Sagittarius Newsletter no 4. The project is in full action. Project partners are carrying out numbers of activities and are trying to contribute to the development of cultural and natural heritage in our respective areas. Our common goal is to create as many cooperation in the area of South Eastern Europe and include a variety of actors in different activities. Below we present our work in the second half of year 2012.

1. HERITAGE REGISTER

Heritage register is an activity within the work package Heribuilder: Strategies & Tools to design the High Added Value Cultural Products and Services. With the Heritage Register projects Sagittarius wants to establish an international register of cultural heritage, which will include an inventory of the cultural values of the various attractions in the area of South Eastern Europe. Project partner National Institute for Research and Tourism, Bucharest, Romania is in charge to prepare the Heritage Register.

At the same time they prepare the Transnational Significance Assessment Tool of cultural and natural heritage. They develop multi-criteria tools to evaluate why certain cultural and natural resources are important. Tools must be highly adaptable and widely useful. They will identify areas of heritage assets to be included in the pilot projects. Approximately 100 heritage assets will be selected. Therefore, each partner has to evaluate 10 assets of cultural heritage according to several criteria. Ministry of Culture and National Heritage of Romania has invited the National Institute for Research and Tourism, to present project Sagittarius in CULTEMA workshop, in order to exchange best practices.

2. ANALYSE OF INTERVIEWS

In the frame of the work package Hericare: Participatory Practices in the Planning and Management of Heritage, project partners collect the last interviews with local entrepreneurs. Based on the collected interviews and additional studies the analysis of involving and engaging of entrepreneurs in the heritage business will be made.

Institute of National Economy, Bucharest, Romania is leading the activity. All project partners have carried out interviews with small and medium-sized enterprises in the local environment, mainly in rural areas. The greatest emphasis was given to identifying awareness of the importance of cultural heritage for economic development, local entrepreneurship. Entrepreneurs have shared their views on the cultural and natural heritage and its exploitation in the development of tourism, culture, environmental aspects and creating new jobs.

3. E-COURS »GOLDEN BOW«

The important part of the project Sagittarius represents work package Heriducator: Using a Participatory Knowledge Platform to guide Heritage Entrepreneurs Unlock the Value of Heritage Resources. The e-course "Golden Bow" was launched in October 2012 and it develops professional heritage skills.

The main goal of e-course "Golden Bow" is to facilitate the transfer of knowledge needed to optimize understanding and assistance in the presentation of information. Education encourages students for active participation and this provides long-lasting results. The aim is to create an educational tool to provide expertise in heritage interpretation.

"Golden Bow" is the distance e-learning, designed for the needs of the project and the target group, available 24 hours a day, 7 days a week. "Golden Bow" includes 4 modules, specifically

designed to support self-directed-learning, study lead mentors, students have Study Guide and Self-Evaluation Materials:

Module 1 - Heritage Management

Module 2 - Leisure Time-Space

Module 3 - Heritage Interpretation

Module 4- Planning of high added value cultural products and services

There are 69 e-learners enrolled and registered to the e-platform. The total duration of the course is 16 weeks. Now education is on the halfway. All participants successfully perform weekly tests.

4. BOOKLET »Making Heritage Work: a Promise to the Future«

The work package Hericare: Participatory Practices in the Planning and Management of Heritage, provides one of the important activities of involving and engaging communities to unlock cultural values and formulate local cultural offers.

The Municipality of Devin started the preparation of Booklet "Making Heritage Work: a Promise to the Future". The document will assign a higher priority to community participation and its role in sustaining local identity. It will give general guidance why it is important to involve the local community in your heritage project and what are the concrete steps of successful project realization. The booklet will also reveal the numerous benefits of working together with the community for development and protection of the heritage sites. It introduces heritage interpretation to communities as a powerful tool to unlock and utilize the values of local heritage for development; being a practical guide it helps communities to design and implement interpretive projects at local level.

5. THIRD TRANSNATIONAL MEETING AND STUDY VISIT IN FREIBURG

The project Sagittarius turned into the second half, so project partners gathered at the 3rd Transnational Project Partners Meeting in Freiburg, Germany. We have chosen the city near the Black Forest, because in two days study visits we learned about four examples of good practice in heritage interpretation.

5.1. *Third Transnational Project Partners Meeting (Freiburg)*

The 3rd Transnational Project Committee Meeting was organized by ERDF PP6, Institute for Comprehensive Development Solutions Ptuj, (Slovenia). The Meeting was held in Freiburg i.Br., in Germany and took place in the Novotel Hotel in Freiburg.

The Rector of the University of the Aegean and Research Associate prof. Paris Tsartis welcomed the participants. The physical object of the project was presented according to the Final Agenda. Lead partner presented the current activities in accordance with the objectives and expected results. There were some deviations concerning the activities of interviews with entrepreneurs, collecting heritage assets for the heritage register are in delay, there are some delays also in organizing workshops "Young Archer", etc. Project partners has given brief reports of the implementation of activities for which they are responsible, about the backlogs, problems encountered, the information necessary to complete the activities and timelines for implementation.

The financial review of the project was followed. After the submitting of 3rd Interim Report, the leading partner reminded again about under spending of available funds. In the total consumption of the resources available project is lagging for at least 50%. Therefore he called all project partners to facilitate project activities and increase the use of financial resources. Financial manager pointed out the correction of 3rd Interim Report. He also recommended more accuracy by writing next partner reports, where there are many small errors. They usually lead to suspension of reimbursement of funding.



Project Committee Meeting



Technical Committee Meeting

The meeting continued with a Steering group Committee Meeting of the project. Discussion has been associated with reporting at the end of the 4th project reporting period (from May 2012 to November 2012). The lead partner recommended March 1, 2013 for date of submission of the Interim Report. He again pointed out that, due to delays in the implementation of the project, budget cuts may occur.

Afternoon session continued with Quality Control Committee Meeting. There were again exposed delays in the implementation of some activities. Project partners who do not meet regular partner commitments were again called to fulfill their part of project activities.

At the Technical Committee Meeting activities 6.4.: Putting Theory into Practice: Pilot Projects Area Selection was to present. Project partners will implement it in the coming months. The presentation covered: Pilot Project Synthesis and outputs, Accessible Products, Quality Experiences, Interpretive Planning, Basic Plan, Human Memory Processor, Leisure Time Management, Recreational Learning, Global Transformations, Viral Dissemination (QR Codes), activities "Golden Arrow".

Evening session took place on the streets of old Town Freiburg. Local tourist guide led the whole group through the old city of Freiburg, over important historical buildings. Guide was very well interpreted the history, with several stories of events and known citizens from ancient times.



Night view of Freiburg



Old Freiburg

5.2. *Third Transnational Study Visit (Schwarzwald)*

3rd Transnational Study Visit - Day 1

First day of 3rd Transnational Study visit was organized to visit 3 trails in Schwarzwald forest. The Study Visit was guided by external consultant Patrick Lehnes.

TRAIL 1: Schauinsland 1284 m

The Schauinsland Trail is a traditional educational trail. It is situated on the top of the 1281 m high Schauinsland mountain and was opened in 1999. The trail was developed by researchers and academic teachers from Freiburg University who are experts in geo-botany, geology, forest sciences etc. and have detailed knowledge of the sites. This project group creates an educational trail that should be appealing for non-experts. However only one of them, the geologist has come across the concept of “heritage interpretation” and none of them was an expert in PR or communication science.

TRAIL 2. Belchen 1414 m

The creation of the Belchen trail has been part of a bigger project »Heritage Interpretation to Promote Sustainable Tourism«. A series of booklets in combination with numbered posts along the discovery trails encourage the visitors to notice special features and provide background explanations. A network of nine self-guided trails was developed in the districts of 8 villages and the rural town of Schönau. The area is situated in the Southern Schwarzwald on the eastern slope of the Belchen (1414 m) and in the valley of the Große Wiese River. Each trail has a central topic – ranging from Palaeozoic geology, the traces of the last glaciation in the ice-age to the history of the town up to recent times.



Trail 1: Schauinsland 1284 m



Trail 2: Belchen 1414 m

TRAIL 3: Schonau

Schönau is a small town in the southern part of the Schwarzwald. It lies on the river Weiss. The biggest attractions are the Church of Assumption of Mary and the Protestant church. The town is one of a network of towns and villages connected with trail.

After tour walk we have indoor workshop in Schonau, workshop was prepared and moderated by Patric Lehnies. He expalind 4 case studies of Heritage Interpretation in the Schwarzwald. He described the experiences connected to demands of the people on vacations, spending leisure time, etc. He also compared the Belchen and Schauinsland Trails.

3rd Transnational Study Visit - Day 2

Second day of 3rd Transnational Study Visit took place in north part of Schwarzwald. We visited 4th Trail and have participated in indoor Workshop. The Study Visit was guided by external consultant Patrick Lehnies. The workshop was prepared and moderated Daniel Weiss.

TRAIL 4: Kaltenbronn

The Capercaillie trail was opened in October 2012 in the village Kaltenbronn in the North Schwarzwald. It is a pilot project for virtual themed trails which requires an Android Smart Phone. It combines GPS navigation with heritage interpretation. Its core is a content management system which allows local communities to create their own smartphone apps. Visitors receive a password that provides access to an on-line map which includes all official trails of their district. After defining the route of a virtual trail "Points of Interest" (POIs) can be positioned on that route. For every POI, it is possible to upload text and photos as well as audio- and video-clips for three different target groups or content layers. The Capercaillie trail offers one content layer for children (with videos), one for non-expert adults and one for expert level.



Trail 4: Kaltenbronn



Evaluation workshop

After visiting of fourth trail we drove in Glasmännle Cottage in village Beiersbronn. Here we have the final workshop. Mr. Patrick Lehnies delivered the final summary of all four trails and the importance of heritage interpretation through modern ICT technologies. After him Mr. Daniel Weiss, external consultant on the project, continued to moderate the workshop. He presented great opportunities for the use of modern audio-visual technologies, the Internet, smart phones, iPad, etc. Social media can be used for education and training, to facilitate access to information, institutional procedures are more transparent and make the distribution of various materials.

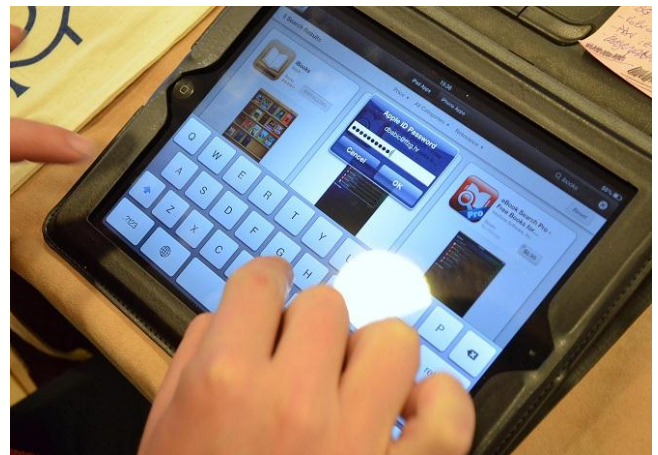
6. ROWING MUSEUM

Project Sagittarius includes also work package Heritainment: Communicate Cultural Values and deliver the Experiences via Thematic Trails and a Rowing Museum. Therefore, project partners prepare descriptions and materials for the international trail of cultural heritage "Golden Arrow". Each project partner has to prepare 10 pilot projects, which will be presented in traveling exhibitions and the rowing museum.

Project partners gathered together on 17th and 18th of December 2012 in Sofia, Bulgaria, on business meeting, related to the topic of "rowing museum". They have agreed to change the original concept of traveling exhibitions and rowing museum. To communicate effectively with a wide range of users, the project will provide cultural services of rowing museum, which will provide 11 local exhibitions and 1 rowing exhibitions per partner at the regional level. The museum will have 33 devices for audio guiding, which will be designed for 45-minute visit, be fully in line with modern museology and the use of interpretive techniques.



Smart Code



iPod and use of APPS

New mobile technologies enable visitors to map their emotions and perform viral marketing for the sake of places. Golden Arrow will implement and market 100 geo-location connect Maps of intangible assets in different place and the services attached around them. Active participation of consumers gains them new significance, provide a deeper understanding of the environment that surrounds them (rural, urban, coastal), enriching thus their overall place experience.

Our activities in the Sagittarius project will succeed only with your participation, information, suggestions, and ideas. We use this opportunity to invite you to participate. Contact details of the project are on web page of Leap Partner UNIVERSITY OF THE AEGEAN (www.aegean.gr) and on web pages of other project partners.