COMMUNITY-SOURCED CULTURAL HERITAGE VALORIZATION MODEL

Edited by Jasna Fakin Bajec

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CONTENTS

1.　INTRODUCTION

1.1　Why cultural heritage?

tories, material remains and intangible elements inherited from our predecessors can be a source of inspiration and guidelines for a better quality of life and well-being in the present as well as the future. Culture, understood as the way of life of a local population in different historical periods, expresses the knowledge, creativity, thinking and boldness of people in specific natural and cultural environments. It is crucial to keep it alive by renovating, safeguarding and sustainability utilising cultural remains, memories, knowledge, skills, etc. However, the past's tangible and intangible elements first need to be identified, documented, interpreted and valorised by different stakeholders as local, national and even transnational cultural heritage, if they are to give us roots and sentiments for knowing who we are, where we belong, and how to go forward. They are important symbols for strengthening and developing personal, local, national and transnational identity.

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 development potential for the sustainable growth of local communities?

Each person, community or society can recognise different values and meanings in past achievements. Personal or societal backgrounds, experiences, needs, thinking, concerns and education as well as wider socio-political and developmental circumstances influence public decisions as to which elements will be more valued than others, and how they will be used for future development purposes and the growth of communities. The recently launched "Strategy 21" (*European Cultural Heritage Strategy for the 21st Century,* Council of Europe, 2017) re-defines the place and role of cultural heritage in Europe and takes an interdisciplinary and participatory approach to valorisation processes for cultural heritage in order to have an effect on social, territorial and economic development as well as on knowledge and education. Activities connected with researching, reviving, interpreting or using local cultural heritage are increasingly recognised as a driver enabling social and environmental sustainability. They can alleviate social inequalities, boost social cohesion and better cooperation among local residents and sectors, protect human rights, and encourage lifelong learning. Consequently, all activities in this field can contribute to better development of innovative and creative cultural products and services based on tradition and the history of the local environments.

1.2   What is the purpose of the Model?

Based on the new roles and challenges faced by cultural heritage in contemporary society, the main aim of the **Community-sourced Cultural Heritage Valorisation Model** is to present approaches to actively involve local people in heritage activities, increase awareness of the social and economic importance of culture among different sectors, and make cultural management more open, participatory, effective and coherent.

The Model builds on the achievements developed, implemented and tested in the **NewPilgrimAge project** (NPA) – *21st 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). In the project seven partners from four countries (Hungary, Slovenia, Croatia and Italy) located along the Central European part of the *European Cultural Route of 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 programmes.

Partners worked on approaches that focused on community engagement, valorisation processes and effective use of ICT tools for better interpretation and awareness of the potential that cultural heritage has in specific communities. Through presentation of different steps and good practice case studies from NPA partners, the model aims to implement theory in practice and to achieve concrete impacts in the fields where people live and develop their environments.

1.3   Why are the heritage and values of St. Martin important?

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), became 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 4th 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 recurrent iconographic theme in different nations. Although he undertook different activities in his life – he was a Roman soldier, then a missionary and a priest as well as a bishop - this charitable act of sharing his coat appears much more prominently in people's traditions than Martin's other actions (Kovač 2008: 14).

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/in the community; to exchange diverse knowledge and experiences; to empower vulnerable groups and to recognise the pleasure of seeing why we need each other, how to give things to each other and bring happiness to one another.

Figure 1: St. Martin in the local church in Žapuže, a village near the town of Ajdovščina in Slovenia.

Figure 2: The map of the *European Cultural Road Via Sancti Martini of Tours*.

1.4   Structure of the Model

The Model is prepared as a manual, where theoretical and practical guidelines are introduced to better understand the following issues:

- Who constructs communities in the field of cultural heritage?
- Why are communities important in safeguarding, maintaining and using cultural heritage?
- How can we valorise and safeguard treasures and knowledge from the past to find out the most relevant values and potential for well-being and sustainable growth?

- How can innovative ICT programmes and tools help experts and heritage bearers in safeguarding, interpreting and using cultural heritage on tourist, educational, marketing, social and cultural purposes?

The main content was gathered through the preparation of three Model Components:

- **Model Component 1** addresses community engagement schemes for smart cultural heritage valorisation. The Model gathers the validated methodology for community engagement with good practices of collaborative design and delivery of novel cultural heritage driven products and services implemented by project partners (Prepared by Mindspace).

- **Model Component 2** focuses on novel community-sourced valorisation concepts. The model introduces results of the inventory of new, sustainable and participatory cultural heritage valorisation concepts with innovative and creative cultural products and services co-created by local stakeholders, including the results of idea contests (Prepared by UNPLI VENETO).

- **Model Component 3** focuses on ICT-based visibility tools for integrated promotion of valorisation initiatives. The model presents the collection of the piloted digital visibility tools and smart ICT-based solutions enabling integrated promotion of community-sourced initiatives, products and services that valorise St. Martin's and other related cultural heritage (Prepared by Municipality of Maribor).

In addition, the knowledge providing partners ZRC SAZU from Slovenia and Mindspace from Hungary worked on further activities, especially on the research of how to involve teenagers in heritage practices and other voluntary activities as well as how to use different communication and social channels for better promotion of heritage activities. In order to hear the voices of young people, the ZRC SAZU team carried out some interviews with teenagers and their teachers as well as conducted some workshops where young people discussed how to interpret heritage in innovative ways. Mindspace organized art workshops where young people and members of neighbourhoods in Budapest's districts reflected on St. Martin's heritage through art design.

Figure 3: Values connected to St. Martin's heritage: Via Sancti Martini, fight for good, sharing, churches. The photo is from the NPA's dissemination event - Transnational Ideas Fair, where partners presented innovative ideas for the new cultural products and services to the wider public in the city of Treviso (Italy).

2. SOME IMPORTANT DEFINITIONS IN THE FIELD OF CULTURAL HERITAGE

2.1 What is cultural heritage?

FARO CONVENTION – Framework Convention on the Value of Cultural Heritage for Society (Council of Europe 2005):

"Cultural heritage is a group of resources inherited from the past which people identify, independently of ownership, as a reflection and expression of their constantly evolving values, beliefs, knowledge, traditions. It includes all aspects of the environment resulting from the interaction between people and places through time."

There are many definitions of what heritage is, how it is formed, what it embraces and what its function should be in a specific place or society. Generally speaking, cultural heritage represents the treasures from the past, from our predecessors. But the selection of elements from the past or what people will value, preserve, protect or safeguard depends on contemporary values, needs, concerns, ideas, social, political and economic context, local expectations, etc. The concept of cultural heritage is therefore not something immutable and static, but rather a dynamic, contested and fluctuating concept. It depends on local knowledge, experiences, and contemporary demands as well as on broader social, political and economic contexts as to which elements or practices would be appreciated as local, national or transnational (European, world) heritage.

UNESCO divides cultural heritage into two categories: **tangible and intangible cultural heritage**. **Tangible cultural** heritage is divided into **immovable heritage** and **movable heritage**. In the context of St. Martin's legacy, immovable heritage includes buildings (e.g. churches and chapels dedicated to St. Martin), and archaeological sites where St. Martin was born, worked, and lived in the 4th century (the Roman period). Movable heritage includes paintings and sculptures of St. Martin as well as old books of his life (Sulpicius Severus (363 – 425), *On the Life of St. Martin*). In addition, tangible heritage also includes historic cities (Szombathely, Albenga, Ljubljana) and cultural landscapes (Savaria, Pavia). **Intangible cultural heritage** consists of oral traditions and expressions, including performing arts, social habits, rituals, and festivals; knowledge and habits related to nature and traditional craftsmanship. Important intangible elements of St. Martin's heritage are legends and stories of his life, costumes for St. Martin's Day, and typical cuisine at St. Martin's festivals and other occasions.

Figure 4: The old St. Martin's Church in Dugo Selo (Croatia), October 2017.

Figure 5: Biscuits of St. Martin from the Veneto Region (Italy), November 2018.
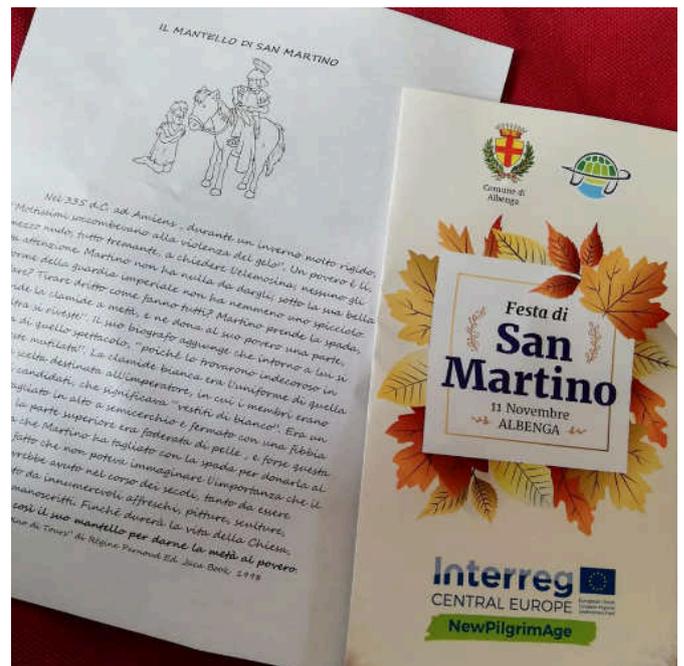
Figure 6: Legend of St. Martin from Albenga (Italy), November 2019.

IMPORTANT TO NOTE:

Nowadays heritage is not restricted only to actions from state officials or bodies, but should include the most basic and ordinary ways of life of people. Local people have been recognized as important heritage bearers and transmitters of traditional rituals and skills to younger generations. 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 past's treasures.

2.2 What is culture?

Culture is not only art and literature, it is the way people live. It can be viewed as both a generator and a product of development. In the view of an anthropologist,

"*Culture encompasses religion, food, what we wear, how we wear it, our language, marriage, music, what we believe is right or wrong, how we sit at the table, how we greet visitors, how we behave with loved ones, and a million other things.*" (De Rossi, in Zimmermann 2017).

Culture, along with the identification processes, is an ongoing practice through which the characteristics, knowledge, and items (e.g. products, services) of a particular group of people are made, developed, learned and transmitted to younger generations. Culture is changing all the time, so our life is changing. We construct culture on different occasions, through different events, opportunities, celebrations, etc.

Figure 7: A folk dancing group in St. Martin's day in Ljubljana, November 2017.

Figure 8: A workshop for children animated by Mindspace during the 7th festival in the Őrség region of Hungary. Mindspace held a St. Martin colouring and stamping workshop, where children could recreate the treasures and legends of St. Martin's life by using the stamping set, August 2019.

2.3 What is cultural diversity?

Humanity is characterized by its creativity, which not only defines Homo sapiens as a human being with creative capacity, but also characterizes the diversity of human cultures. The concept "cultural diversity" refers to different cultures respecting each other's differences. The concept also means the variety of human societies or cultures in a specific region, or in the world as a whole.

The word diversity is often used interchangeably with multiculturalism when referring to people of different races, ethnicities, gender, or sexual orientation. When you look at the wider interpretation of the word, diversity also refers to different ways of thinking, world views, and

ways to look at a problem and find solutions, skill sets, education, upbringing, religion, etc.

If a community consists of people with a variety of ideas, skills, world views, and experiences for which they are appreciated as well as cherished for what they bring to the community, their differences will be perceived as an advantage and not a hindrance. Such acceptance means a healthy inclusion of different people for the benefit of a community.

One thing is certain: in all cultures food connects people and establishes friendly and mutual relationships.

Figure 10: NPA partners and local food producers in Albenga (Italy), November 2018.

Figure 9: Pilgrim Sergo Giusto and his friend Gianfranco Radini from Albenga walked 1200 km from Szombathely to Albenga 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 11: St. Martin's cake from the Veneto Region (Italy).

2.4   How is a community understood in the field of heritage?

The UNESCO Convention on the Intangible Cultural Heritage of Humanity refers to communities and groups of tradition-bearers in a non-specific way. A community is not necessarily linked to specific territories. Its diversity is recognized in terms of geography, gender, occupation, age, faith, and other forms of affiliation. The general characteristic of a community is that it encompasses groups of people who have shared history, experience, practice, knowledge, values, and aesthetics.

The community should be understood 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. a heritage community). Members of communities usually share experience, practice, knowledge, values, and aesthetics.

The convention also refers to the responsibility of the international community, which can be constructed together with the States Parties. In a spirit of cooperation and mutual assistance among nations, the international community can contribute to common safeguarding of heritage (Blake, Lixinski 2020: 33). However, to achieve an active international community network, local networks in the nation states and regions should be set up, strengthened and empowered. Transnational networks are easier to build and reinforce if work with solid, active and empowered local networks are undertaken.

In the NPA Project the community was represented by stakeholders from different sectors, mainly from public institutions, political parties, civil society and private companies, who formed the so-called Local Stakeholder Platform. In this way, bottom-up and top-down approaches were

Figures 12, 13, 14: Local meetings in Dugo Selo (Croatia, February 2019), Maribor (Slovenia, October 2018) and Szombathely (Hungary, March 2019).

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.

Figure 15: Main actors in the community-building process.

IMPORTANT TO NOTE:
Communities should never be regarded as a unified, homogeneous entity but rather one in which internal disagreements among members of a group and association are permissible and acceptable. Some members of the communities are, for example, more involved in group activities while others are less so; some are more aware of the local history while others due to different experiences, knowledge, needs, and conditions are inactive but still have other skills and abilities that some others reject. The acceptance of differing opinions in a community is important since in this way personal rights are protected and democratic behaviour is maintained (Blake 2009). An external expert or project team, who is not caught up in the local disputes and experiences, can examine problems impartially and serve as an important mediator/facilitator in the internal integration and forging of friendly relations.

2.5   Who are stakeholders in the field of heritage?

Until the early 2000s the heritage field was relatively isolated, composed of small groups of specialists and experts. These groups designed different measures and criteria to determine what has significance and value from the past and consequently what should be renovated, protected and sustainably developed in the community.

The consequences of ongoing global socio-political, economic and communication-technological influences as well as the development of critical heritage studies brought about a modification of the concept of heritage and involvement of new groups who have joined the specialists in its identification. These groups are citizens who live in heritage sites or perform heritage practices, professionals from other fields (geography, sociology, economics), and representat-

ives of special interests (e.g. entrepreneurs). Newly involved actors pointed out new criteria and opinions – their own values –often differing from those of heritage specialists (De la Torre, Mason 2002, Smith 2006).

Each group of stakeholders has special knowledge, skills, the power to react to and influence the process of evaluating and interpreting the past's treasures. According to the quadruple helix approach, which has been applied to the heritage field from economic sector, the main stakeholders in participatory heritage practices and management are experts, policymakers, local people (NGOs, villages, cities, neighbourhoods, schools, study courses for adults, etc.) and entrepreneurs. Each of them possesses special roles and functions.

EXPERTS FROM HERITAGE INSTITUTIONS:
- National museums and archives
- Regional/local museums and archives
- Research institutions
- Universities and faculties
- Libraries

The role of experts from heritage institutions is to conduct interdisciplinary research in order to link top-down and bottom-up approaches. Applying only a 'top-down' perspective, which positions experts above communities and usually imposes non-local values upon people, often reduces and distorts local perceptions. A grounded, 'bottom-up' approach requires experts to invest more effort into communication with the local community and to have face-to-face contacts. In such a way, they are able to reflect on the local meaning of the past, grasp dimensions of social memory, and recognize cultural expressions, human experience and the affective dimension of cultural landscapes. Social and cultural logics of local communities can be constructed through their histories, experiences and current practices.

NATIONAL, REGIONAL AND LOCAL DECISION-MAKING BODIES
- Ministry of Culture
- Ministry of Education and Science
- Ministry of Agriculture
- Province
- Municipalities
- National and regional institutions for culture
- National and regional institutions for agriculture
- National and regional institutions for crafts

National and local decision bodies have an important role in the management of cultural heritage. The bearers and practitioners of the cultural heritage need moral as well as financial support by decision-makers (municipalities, provinces, regions). If heritage practices are supported at a local level, ministries of culture and education and/or science are more likely to

support them as well. The main problems that arise are that institutions at national levels rarely financially support practices which do not have a national dimension; institutions in the cultural sector have relatively low budgets compared to organizations from other sectors.

CIVIL SOCIETY (LOCAL COMMUNITIES, HERITAGE COMMUNITIES, NGOs)

- Local associations
- NGOs
- Local communities
- Heritage communities

Despite being the main actor in heritage processes, the local population is usually not sufficiently included in the preservation, exploration, and management of cultural heritage. On the one hand, experts or local authorities do not find it necessary to include the locals in decision-making regarding heritage; on the other hand, local residents are passive, uninterested or unaware of potential that cultural heritage may have. In order to overcome the passivity and lack of awareness of local residents, various lifelong educational activities should be conceived and offered to the locals, giving them an opportunity to recognize the development potential of cultural heritage activities and creatively modify traditional products or services according to contemporary needs and technologies.

PRIVATE INSTITUTIONS (ENTREPRENEURS)

- Tourist agencies
- Creative industries (advertising, architecture, art, crafts, design, fashion, film, music, performing arts, publishing, toys and games, TV and radio, and video games).
- Restaurants, guest farms
- Food companies

The private sector generally does not feel the need to invest in cultural activities, as culture is often understood merely as an art related practice and not as a generator of new creative products and services. At the same time, the involvement of the private sector can raise ethical questions since the aims of the companies might not always be compatible with sustainable development. Although some companies may try to improve their public image and reputation through investing in heritage practices, they may at the same time engage in commercial activities that are unethical or damaging to people and the environment (Labadi and Long 2010: 12) Above all, private companies might make profit from exploitation of local heritage practices without returning any revenues to local population or a territory. In order to minimize potential problems, some professionals from heritage studies propose involving companies in heritage activities that are less profit-driven and that regard social and environmental benefits as more important than economic ones (e.g. social entrepreneurship).

2.6   What is an integrative approach in heritage management?

New approaches in heritage fields require that bottom-up and top-down approaches be connected. This means taking into account the needs of those in power and those affected by the decisions of the authorities (Pogačar et al. 2019; Sesana et al. 2020).

According to the document *An Integrated Approach to Cultural Heritage: The Council of Europe's Technical Co-operation and Consultancy Programme*, it is essential for an integrated approach that decision-making involve those most directly affected – the owners, inhabitants, local communities and local authorities –, who recognize the specific value of heritage for society. Indeed, national level cultural heritage protection policies and practices must not be removed from these stakeholders (Bold, Pickard 2018). An interaction between the administrative bodies at different levels and civil society agents is therefore crucial, which also means avoiding a hierarchical approach.

In the European INTERREG Programme funded projects special attention is placed on the inclusion of diverse stakeholders in local groups (e.g. stakeholder platforms). This should be implemented by constructing a "multi-level community network". The term originates from market and governance theory. In the field of cultural heritage, a multi-level community network in one region can incorporate actors from diverse sectors (education, environment, culture, welfare), on different levels of decision-making (municipality, regions, provinces, state and transnational bodies), and with different statuses (public institutions, NGOs, private companies, etc.). Cooperation in all these dimensions is important (even obligatory) for the inclusive governance of cultural heritage.

3. CULTURAL HERITAGE AND SUSTAINABLE DEVELOPMENT

The policy of sustainable development (Agenda 2030 for Sustainable Development 2015) has become one of the main guidelines for the social, economic, cultural and environmental development of contemporary societies.

In recent years, UNESCO and the Council of Europe have made huge efforts to introduce culture and cultural heritage as the driver of sustainable development and implementing the 2030 Agenda. The power of culture has been recognized in creating decent jobs and economic growth, reducing inequalities, protecting the environment, promoting gender equality and building peaceful and inclusive societies. States are requested to systematically integrate culture into policymaking in the form of sustainable tourism, cultural and creative industries (Azoulay 2018: 1). Sustainable cultural development also assumes the continuity of cultural values and identities and builds on the knowledge of the population in a particular cultural environment.

UNESCO's efforts in the framework of sustainable policy are especially highlighted in the *Convention for the Safeguarding of the Intangible Cultural Heritage of Humanity* (2003) and *Convention on the Protection and Promotion of the Diversity of Cultural Expressions* (2005).

Figure 16: The world's oldest vine in Maribor, October 2017.

Figure 17: The Gallinaria Island in the Municipality of Albenga (Italy), where St. Martin spent some days of his life, November 2018.

Practices linked with the safeguarding, promotion, and reviving of intangible cultural heritage, which is transmitted by communities, groups and individuals, can meaningfully contribute to sustainable development by promoting well-being, dignity and creativity for peaceful and inclusive societies. Diversity of cultural expression highlights that artists, cultural professionals, practitioners and citizens worldwide can create, produce, disseminate and enjoy a broad range of cultural goods, services and activities, including their own. To achieve objectives of sustainable development, the 2005 Convention focuses on four main goals:

- supporting sustainable systems of governance for culture;
- achieving a balanced flow of cultural goods and services and increasing the mobility of artists and cultural professionals;
- integrating culture in sustainable development frameworks; and
- promoting human rights and fundamental freedoms (Culture for 2030 Agenda 2018: 24, 28).

4.   COMMUNITY ENGAGEMENT

ocal people are recognized as the basic practitioners and bearers of cultural heritage in specific communities. However, it still happens that the local population is usually not sufficiently included in the life of the community and consequently in preservation, researching, and management of local cultural heritage. There are many reasons for this, including the passiveness of local residents and low awareness of the potential that cultural heritage may have for social, cultural and economic development.

4.1   How can local residents be encouraged to actively participate in heritage activities?

Participation and a sense of belonging to a particular community among local residents can happen organically, through socialization processes carried out in families, schools or in different associations. If the city, village or neighbourhood has an association whose members actively work on researching local history or other social and cultural activities, there is an opportunity for a project team to empower and help them participate actively in the governance of cultural heritage. Members of heritage associations (NGOs) or study groups for adults already have a positive attitude towards the local past and their environment. For this reason they will be more receptive to new activities and to the acquisition of additional knowledge. A presentation of their activities and products to the wider public can then gain the attention of others, who for various reasons (age, education, health reasons, passivity, etc.) had not been interested in the topics. Perhaps they will be influenced by other ongoing discourse.

If the members of community are passive, uninterested and non-collaborative, but the environment in which they live has important heritage elements, it is worth encouraging community members through different community-building initiatives and other participatory approaches that enable them to make their local voices heard in the community's development. All activities should aim to listen to citizens actively and seriously in a cooperative manner, avoiding a hierarchical approach.

IMPORTANT TO NOTE:
Community engagement is therefore a strategic process with the specific purpose of working with identified groups of people, whether they are connected by geographic location, special interest, or affiliation to identify and address issues affecting their well-being. The members of **a community are engaged when they play an effective role** in decision-making processes. That means they are actively involved in defining issues, identifying solutions, and developing priorities for actions and resources (McCloskey J. D. et al. 2011).

Friendly, mutual and relaxed relationships among community members should be established and stimulated through different cultural events, social activities, celebrations, festivals, heritage performances, etc. It is of crucial importance that listening take place before any planning process or when the need to initiate a planning process arises. Cultural events are also good media activities during the project's activities, because they reinforce local identity and make the community stronger and more cohesive.

4.2　Community-building approaches

In order to empower and encourage local people, various **community-building initiatives** should be implemented together with the locals (e.g. cultural events, picnics, celebrations, thematic walks, festivals, carnivals, etc.).

IMPORTANT TO NOTE:
Social events (e.g. lectures, picnics, cultural events) are useful when you need to attract a wider population (or specifically targeted community). An event can be an informal, networking gathering that provides an opportunity to get in contact with others in a setting that encourages discussion. The social event can serve as an umbrella event for other types of activities (e.g. a picnic can also include a public debate). In this way such events make people stop and think, engage with the topic actively and informally, and interact with other people. It is about taking participants out of their comfort zones and represents a good opportunity to raise awareness, and spark, promote and collect new ideas (Pogačar et al. 2019).

There are many informal ways to make people proud of the past's achievements. One important tool could be preparing documentary films, video presentations, online storytelling, etc. NPA partners organised and prepared video presentations, capsule stories, celebrations and cultural events.

VIDEO PRESENTATIONS

At the beginning of the video activity the local actors (e.g. residents from the community) may be reserved, tense or they may have stage fright when performing in front of the camera, but after some experience they become more relaxed and take pride in their work as well as in the way of life, traditions and knowledge they represent. When local people see that their knowledge is appreciated by a wider public, especially by researchers, experts, decision-makers, etc. they become more engaged. They want to show the audience everything that was typical for their village or region. Local history can thus be presented in an innovative way, including for the generation of the digital age, and local identity can be strengthened, new social relations and friendships can develop, and local people become more self-confident and informed.

➢ *Experience from the NPA partner:*

After the discussion session in the interactive workshop, the results achieved by the participants were presented to the general assembly and approved as the basis for the subsequent meeting. During the workshop, video filming took place in order to document the work undertaken by the stakeholders, and to gather their thoughts and impressions.

Town of Dugo Selo, Croatia

➢ *Videos prepared by the NPA partners:*

Municipality of Albenga:
https://www.youtube.com/watch?v=gggBs2EpEoI

Town of Dugo Selo:
https://www.youtube.com/watch?v=1YNevzPAEdA&t=23s
https://www.youtube.com/watch?v=QbZJTPHEDUg
https://www.youtube.com/watch?v=Ga29V0jIhW0

Municipality of Szombathely:
https://www.youtube.com/watch?v=47VtPzlT8GI

CAPSULE STORIES

NPA partners also prepared capsule stories, in which they invited researchers, workers in tourism, representatives of towns, presidents of local associations, writers, artists and others and conducted interviews with them. The participants talked about their attitudes towards St. Martin's life, how they would like to preserve local heritage, and how we should follow St. Martin's values in contemporary times. Some stories were presented on the NewPilgrimAge YouTube channel (https://www.youtube.com/channel/UC8KMlsU1K5lntSyaExG45pQ).

➢ *Experience from the NPA project:*

Róbert Orbán, Chairman of Via Sancti Martini – Hungary

"Working in the field of culture I began to elaborate on Martin: I organized smaller events, compiled brochures, marked out the first possible pilgrim routes and found the name Via Sancti Martini, not knowing 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."

Municipality of Szombathely, Hungary

CELEBRATIONS AND CULTURAL EVENTS

Cultural festivals and celebrations (e.g. the Savaria Historical Carnival in Szombathely, St. Martin's summer procession in Dugo Selo, St. Martin's Days, etc.) and other cultural events (guided walks, lectures) are the core part of the community-building process. Celebration has always played an important role in communities and it creates an opportunity for building trust among residents. Today the organization of different events and festivals can link various people from diverse public and private organizations (e.g. museums, libraries, NGOs, research institutions, tourist organizations and businesses), as well as provide opportunities to exchange knowledge, experiences, and ideas. Moreover, participants not only display and sell their products, observe performances, and have a good time, they also have opportunities for conversation, making friends, and to initiate informal and formal cooperation and networks.

➢ *Experience from the NPA project*

*"On 1st July 2018 **St. Martin in the Summer** 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 wine-makers. During the St. Martin's procession in November, high school students were actively involved by acting as characters of 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 the idea contest was launched."*

Town of Dugo Selo, Croatia

Figure 18: St. Martin's Procession in Dugo Selo (Croatia, November 2018).

Figure 19: Footprint and signpost in Szombathely (Hungary).

Figure 20: Róbert Orbán, Chairman of Via Sancti Martini in Hungary, September 2019.

"The Saint Martin Institute of Savaria County Museum organized a guided walk called 'Follow the stepping stones' on the St. Martin Historical Walking Trail (Via Historica Sancti Martini) on 18th 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

4.3   Local stakeholder platforms

IMPORTANT TO NOTE:
Meaningful interaction between experts, decision-makers and other administrative bodies at different levels and civil society agents are of crucial importance for good heritage management and coordinated planning. According to the book **Heritage is Ours: Citizens Participating in Decision Making** (Halme et. al 2018), establishing participatory heritage governance calls for positive activities both from the administration and from civil society. The administration can be active by arranging opportunities for citizens to participate and by supporting the initiatives emerging from civil society. Civil society and individuals, for their part, should be proactive, creative and well-organized in order to be effective. Citizens have more power in their hands than they are aware of.

In the NPA project partners established Local Stakeholder Platforms and organized a variety of interactive workshops for members.

4.3.1 WHAT IS A STAKEHOLDER PLATFORM?

A Stakeholder Platform is a group comprising different stakeholders (especially local decision-makers, experts, civil society, entrepreneurs) who can collaborate and actively participate in resolving practical, strategic, developmental, and management issues, challenges or problems in a region, municipality, city or village where heritage items are situated or practiced. Active involvement of the different stakeholders theoretically means that members are involved in the heritage activities from the beginning of the project. This includes different phases: planning the activity, implementation of the tasks, management of the heritage items, maintaining the heritage items as well as sustainable utilization of the items for different purposes. Participants can have different perspectives, but they should work together in order to find reliable solutions to the problems outlined.

The most beneficial reasons for constituting a Stakeholder Platform are:

- Participatory democracy (community empowerment and providing the opportunity to develop knowledge for making informed choices).
- Transparency in the decision-making process.
- Community empowerment and support.
- Reduction of conflicts over decisions between decision-makers and public stakeholders, and between private and public stakeholders.
- Access to additional information or resources (Yee 2010).

Once people see the benefits of involving multiple voices, they are keener to accept participation as a fruitful way of dealing with complex heritage management. Furthermore, forming stakeholder platforms blurs the border between the public and private sectors. This reflects a new form of decision-making, which is characterized by cooperation as well as a division of tasks and responsibilities among the participants.

Active participation of citizens in local stakeholder platforms enables them to improve or gain new knowledge and skills in problem-solving, increase skills in listening and working in a team, cooperate with people from different backgrounds, build good ties with members of the community, increase trust and responsibility in community organizations and local governance, and contribute to a better, healthier functioning of the community and society. The relations between stakeholders are no longer hierarchical, but equal and based on trust, reputation, customs and habits, reciprocity, reliability and openness to learning (Schobben 2000).

4.3.2 HOW TO ORGANIZE A SUCCESSFUL LOCAL STAKEHOLDER 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 engage 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

Engagement Pyramid

Figure 21: There are different levels of involvement. The NPA project partners investigated levels of involvement that are referred to as an Engagement Pyramid. (See: http://groundwire.org/blog/ground-wire-engagement-pyramid/ https://www.slideshare.net/smallworldlabs/small-world-labs-american-cancer-society-ptr (accessed 4. 5. 2020).

where strong feelings on different sides appear. The facilitator could be somebody from the project team, an authority from the partner 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 tasks/obligations among members can be achieved and realized.

➢ *Experience from the NPA project:*

"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 3rd LSP meeting in the Veneto Region, around 25 people from very different sectors and professional backgrounds were involved in discussing how to valorize St. Martin's 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

Figures 22, 23, 24: Local meetings in the Veneto Region (Italy, Marc 2019), Albenga (Italy, March 2019) and Szombathely (Hungary, March 2019)

IMPORTANT TO NOTE:
When you organise a meeting of local stakeholders with the aim of inviting and including them in project activities, you need to think about the informal moments of the meeting as well. At the beginning stages of the project, this part of the meeting is the most important, as it allows stakeholders to get to know one another, share experiences, make friends and build up mutual trust. Within the framework of a heritage-related project, local food can be included and promoted as well.

4.4   Who is a change driver?

Integrative approaches to heritage management require the connection of grassroots initiatives (bottom-up approaches) and initiatives carried out by experts and policymakers at different levels (top-down approaches). This is difficult to achieve in practice, as they involve complex and often difficult negotiations. For this reason a cultural mediator should also be involved.

The NPA partners therefore involved a change driver in their activities. A change driver is a competent, credible and motivated person with the ability to build bridges between public authorities/decision-makers, citizens, experts and business representatives at the transnational and local levels. The change driver can be identified from among community members, 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 facilitate the participatory process and to ensure continuous engagement and participation of different actors in heritage management, also beyond the period covered by a specific project.

Some of the most important skills of a change driver are the following:

- administrative skills to organize events;
- facilitation skills to run meetings and events;
- community development skills to involve people;
- negotiating and mediation skills;
- planning skills;
- project development skills;
- research skills;
- monitoring and evaluation skills; and
- the ability to think strategically.

➢ *Experience from the NPA project:*

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

Figure 26: Participants in the local stakeholder platform of Maribor with the change driver in front of the world's oldest vine in Maribor, October 2019.

Figure 25: 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 27: Members of the town council and a representative of the local community during the award ceremony of the NPA Idea Contest (Albenga, November 2018).

IMPORTANT TO NOTE:

The process of collaboration in the project's activities or Local Stakeholder Partner meetings might begin with a smaller number of participating members. However, if the goals are clear and comprehensible, the process of participation is enjoyable and the results are meaningful in some way (either the output or the process creates a good atmosphere and connections locally), the number of people will expand, and more and more people can get involved. The number of active members might change periodically, depending on many other factors. Results should thus be measured over a longer term, and regarding initial difficulties you should keep in mind that the community can overcome issues with the right approach and given an adequate amount of time.

Principles of community engagement:

- **Inclusivity:** Lack of knowledge or trust can limit involvement by some groups. You need to reach out into sections of the community that have not participated in the past and which might not at first seem to be fertile ground for recruitment.

- **Diversity:** All members of the community need to participate to represent different viewpoints and interests. Viewpoints that at first seem unconventional sometimes turn out to hold the seed of a solution.

- **Equality:** Everyone participates on an equal basis. It should be clear that decisions are not controlled by a small group. Leaders need to ensure that open discussion occurs, and all ideas are treated with respect.

- **Transparency:** The work of the community group needs to be open. Important roles cannot all be reserved for those in charge. Public communication about the project needs to be clear and consistent.

- **Legitimacy:** Decisions made by the group need to be justified to all. Describe how all participants had input into the final decision.

- **Deliberation:** Create an environment that encourages people to share but also allows the group to prioritize some ideas. The process should lead to consensus.

- **Substance:** Create opportunities for learning and using that knowledge in group discussions.

- **Influence:** Ensure that your project responds to local needs and the outcome of the process influences the local community decisions, policymaking and life.

- **Ongoing:** The process should consist of more than one meeting and allow participants time to think about the issue before making decisions.

- **Accommodating:** Provide opportunities for people to gather in multiple places and at multiple times that are convenient for them. Remember that not everyone who wants to contribute can make meetings at night, during the day, or in only one part of the community.

> ➤ *Some conclusions from the NPA project:*

A new interactive methodology and enjoyable environment motivated many stakeholders to contribute actively, to create new ideas, to focus on sacral, educational and tourist values. Moreover, in Szombathely, some events reached thousands of participants. In Dugo Selo poor people got help. Gathering people in workshops has become a regular activity in the implementation of the project outputs. Communities also learned about St. Martin's heritage and were provided with a platform for socialization. The involvement of young people enabled them to become volunteers in humanitarian and heritage activities. St. Martin's heritage is also a step closer to be included in UNESCO's List of the Intangible Cultural Heritage of Humanity. The partner from Albenga also established a new tradition of cooperative and participative planning of local development that integrates members of a diverse community and increases their sense of belonging and usefulness in the community. In Maribor and in Dugo Selo special focus has been put on the vineyard tradition as St. Martin is also recognized as the saint of new wine. As Maribor is proud of its old vine, the vineyard heritage will be more deeply valorized and more actively included in new tourism products, such as the interactive map. UNPLI can be proud of their wide network, which involves a large number of people from the community in their planning and decision-making.

Figure 28: Ethnological event in the Hill of St. Martin in Dugo Selo organised by the local Cultural Association Preporod (September 2018).

Figure 29: Change driver from Maribor (Slovenia) Uroš Vidovič talking about the St. Martin's legacy in Slovenia (November 2017).

5. THE VALORIZATION PROCESS, NEW CULTURAL PRODUCTS AND SERVICES

IMPORTANT TO NOTE:
People give different meanings, significance and importance to the elements from the past, depending on different grounds. When a project team wants to revive tangible and intangible cultural elements, the focus should be not just on the element itself, but even more on the attitude that local people have towards the past. **It is crucial to identify which reflections, attitudes, memories, emotions and other stories these elements trigger among individuals or different groups in the community**. The attitude that people have towards the cultural heritage is expressed through different values, which have variability in meaning (Smith 2006).

enerally the main characteristic values recognized in the heritage fields are associative/symbolic, educational, historical, aesthetic, social and economic. Values trigger feelings and provide the basis for emotional commitment to heritage. Such standards are commonly but not necessarily universally held; they are constantly being renegotiated and changed and their formulation and acceptance is a consensual matter.

In the NPA Project, the selected valorisation fields for St. Martin's heritage were sacrality, social innovation and inclusion, culture and art, education, tourism and pilgrimage, and local
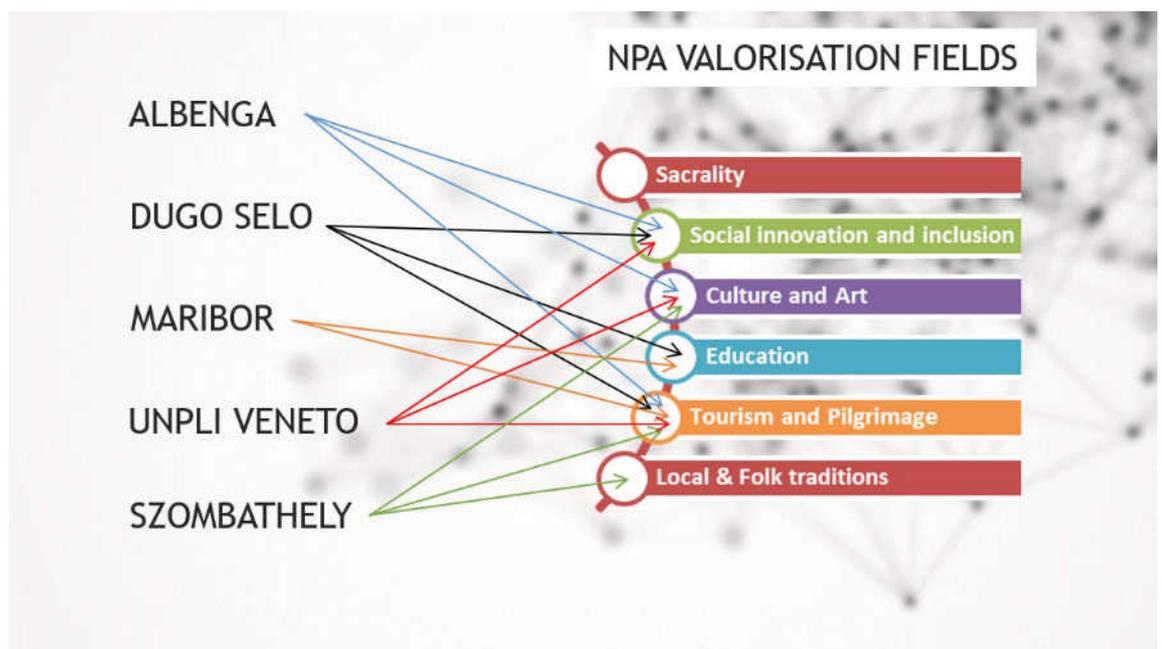
Figure 30: NPA valorisation fields.

and folk traditions. The members of Local Stakeholder Platforms believed they could power-fully boost social and cultural practices as well as the economic development of towns by val-orising their cultural heritage from the perspective of tourism as well.

In the context of sustainable development and use of cultural heritage for community build-ing, social cohesion and economic growth, it is worth focusing on heritage elements that trigger positive values among local residents.

NPA VALORIZATION FIELDS:

Sacrality - valorisation of aspects/themes of St. Martin's heritage that are related to religion such as rituals, religious and theological studies, events, exchanges

Social innovation and inclusion - how to actualize St. Martin's legacy in the 21st century? Values related to his legacy (brotherhood, courage, respect, inclusion, non-discrimination, etc.) inspire social initiatives and projects all over Europe developed by citizens and associations. An important challenge is how to intro-duce the for-profit businesses in activities addressing huge social challenges.

Culture and Art - art exhibitions, cultural events, workshops which study, valor-ise, and interpret the cultural heritage linked to St. Martin; studies or publica-tions related to the cultural, artistic, historical footprint of St. Martin

Education - the valorisation of St. Martin's cultural heritage goes through its re-discovery by younger generations, enhancing it through activities involving stu-dents directly, such as collaborations, exchanges among schools and other institu-tions, also at the international level; workshops, exhibitions, meetings linked to St. Martin's heritage.

Local & Folk traditions - in most European countries Saint Martin's heritage not directly linked to his devotion is strong and expressed through hundreds of differ-ent folk traditions, events, festival, celebrations linked to the intangible heritage and often to the food and wine typical of one territory.

Tourism and Pilgrimage - can be a very important asset for the valorisation of St. Martin's heritage and the valorisation of Via Sancti Martini as a transversal priority of the project. Enhancement of pilgrimage and slow and experiential tourism an link the non-profit and for-profit sectors for a common purpose.

5.1   How to decide on valorisation fields?

Different approaches can be used to find out what local people, experts, political decision-makers and businesses value and give significance to with regard to the past's achievements. Here are some methods, which were tested by the NPA partners in this field:

- ● **INVENTORY PROCESS:** Usually European projects do not allow much time or opportun-ity for deep historical or ethnographic research of the heritage elements. However, the project team should do a preliminary survey to identify and document various as-

pects of cultural heritage in order to find out what already exists and what could be accomplished during the project (e.g. desk analyses).

- **INTERVIEW OR FACE-TO-FACE INTERACTIONS**: Personal meetings between the project team and stakeholders (heritage bearers, leaders of communities, associations, schools, tourist organization, church, mayor, etc.) can not only provide the project team with relevant historical, ethnographic and other needed information, but the interviewer can also identify attitudes, wishes, ideas, problems, and experiences of the stakeholders. In this way the project team enters into the way of life of the community and more easily finds out what local people appreciate in their local environment and what they would like to preserve and develop for future generations.

- **INTERACTIVE WORKSHOPS**: The project team should organize different meetings (e.g. local stakeholder platform's meetings, mini-workshops), where participants have an opportunity to talk and express their feelings, ideas, opinions, expectations, etc. The members should feel accepted and their proposed ideas should be discussed in the group. This could be achieved by using different participatory methods.

- **LECTURES**: When some valorisation fields have been defined and the community has achieved consensus on development potential, it is worth inviting some experts or representatives from other heritage places to discuss good practice case studies and the benefits and disadvantages of heritage practices. In this way local residents find out that they are not alone with their problems and that residents from other communities have faced the same challenges and obstacles. Experts can also help the working groups to improve the selected valorisation fields with concrete products and services (ICT tools, tourist itinerary, educational programme, pilgrimage infrastructure, etc.).

➢ *Some experience from the NPA project*:

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" into the European Capital of Culture 2019, and is now the social and economic driver of the city's development.

Municipality of Albenga, Italy

Figure 31: Nicola Trombetta, the Vice-Mayor of Matera, Italy (November 2018).

5.2 How to develop innovative products and services based on local tradition?

Heritage practices involve not only the protection, restoration, and safeguarding of the past, but also include the practices of utilization and improvement of past achievements for contemporary needs. Heritage can help communities strengthen social identity, enhance tourist appeal, foster interpersonal and intergenerational relations, enrich lifelong learning programmes, improve marketing ideas for new commercial products, etc. There are a variety of tools, techniques and methods for empowering and encouraging communities to think about new ideas for new products and services, which should be based on already defined valorization fields.

5.2.1 Innovative tools for generating new ideas and developing 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, research centres and companies to generate new ideas for better valorisation and promotion of St. Martin-related tangible and intangible heritage.

➤ *Example from the NPA project:*

"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

5.2.2 Important conditions for a successful idea contest

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 aimed at young people can be launched through social media, while calls for other target groups should be advertised using more traditional tools (e.g. local newspapers, municipalities' websites, local radio stations, etc.). If the call for 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, more detailed presentation of the call through personal interaction at companies, associations, etc.

➢ *Example from the NPA project:*

The only submitted proposal did not meet the call for ideas requirements (probably due to the high technical requirements). The Municipality decided to end the call with no winning idea, but continued the idea development in extended workshops. These events were successful, as the Compendium and Portfolio demonstrate.

Municipality of Szombathely

IMPORTANT TO NOTE:
Contests are useful when the project teams want to involve younger generations or reach people with different cultural backgrounds (marginal groups, new residents, etc.). The targeted groups should be encouraged to think or reflect on their attitude and expectations, as well as on the potential influence of a heritage item on people, how modern modern society and/or technology can be used in development opportunities, etc. (Pogačar et. al. 2019: 31).

Figure 32: Advertisement launched by UNPLI Veneto for the Idea Contest in the Veneto Region

Figure 33: Advertisement announcing that the Idea contest was successful in Regione Veneto. 13 innovative projects were presented/submitted for the valorisation of the cultural heritage of St. Martin.

5.3 Compendium of local valorisation concepts and portfolio of co-designed products and services

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

The main aim of the compendium was to present the process that led from analysis and workshops to the final valorisation concept, how the members of communities and other stakeholders were involved in the development phase, and how the awarded idea was developed into products and services. Valorisation concepts have to be feasible, financially sustainable, and realistically producible. The Latin word "compendium" means "which is weighed together". Therefore, the compendium was one of the steps to "weigh" the collected valorization concepts by fixing a common description grid (see next section).

➢ *An example from the NPA project:*

"Prior to the development of the local valorisation 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 valorisation 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 citizens as bearers of this heritage as well as visitors may easily identify with it, and thus learn about 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 services. By doing this, partners studied the environment in which the cultural services and products would arise, and how to ensure sustainability and increase their possibility to reach the general goal, i.e. the valorisation of St. Martin's heritage in Europe. The portfolios contained the rationale for St. Martin valorisation fields, the description of the products/services, the potential beneficiaries, the geographical coverage, the success factors, the usefulness of the services/products and any risks envisaged.

➢ *An example from the NPA portfolio:*

The described product – "#smARTradio on St. Martin's ways" is the winner of the Idea Contest organized in the Veneto Region by UNPLI Veneto. "#smARTradio on St. Martin's ways" embraces the three operational areas required through the

powerful tool of storytelling (audio and video). The field of the project is the realization of short artistic stories, suitable for all ages, following a bottom-up approach able to involve local communities and stakeholders as "stories' keepers". These stories, each of them dedicated to a specific and particular object / remains / intangible heritage linked to St. Martin, will become "basic modules" for a set of different products or activities, such as audio storytelling, video storytelling, and a digital and paper map.

UNPLI from Veneto Region, Italy
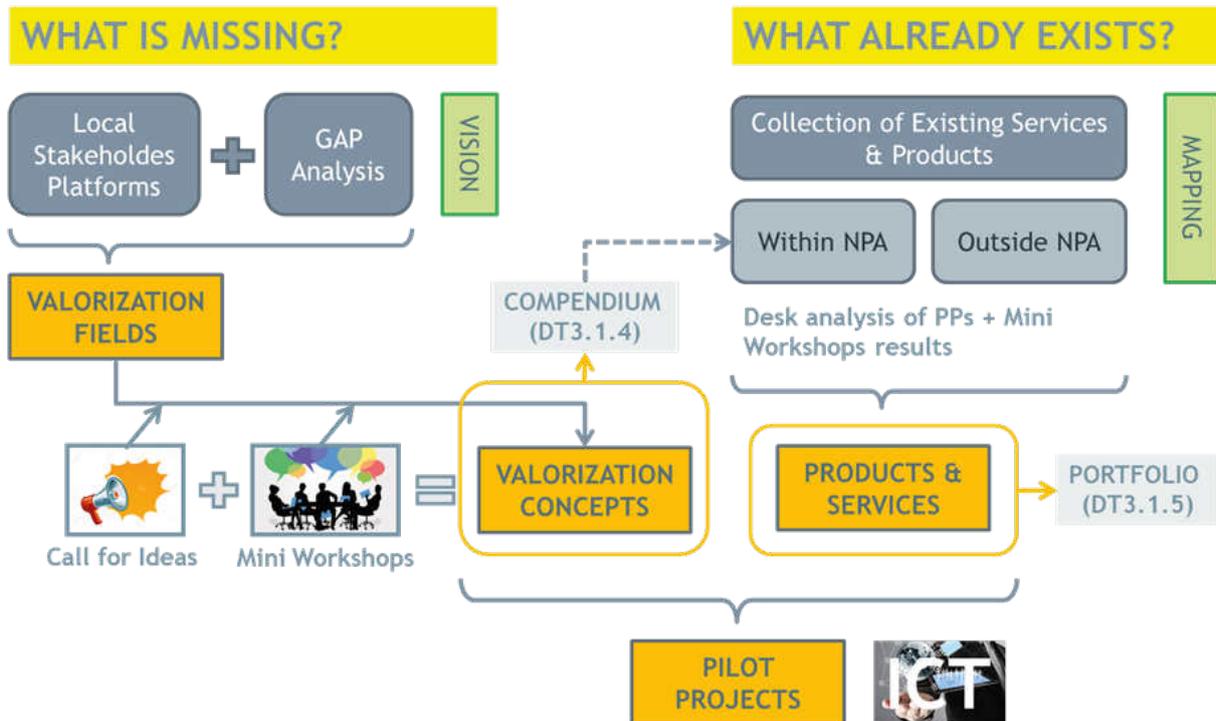
Figure 34: The infographic describing the methodology proposed by the NPA Project (designed by UNPLI Veneto, Italy).

Local valorisation concepts of NPA partners:

Municipality of Szombathely

LOCAL VALORIZATION CONCEPT

The Concept

The completed Gap Analysis revealed that in Szombathely the St. Martin-related heritage is highly fragmented, with little coordination between them, no synergies exploited - therefore the main task of the project may be to gather the initiatives that have been launched under a dedicated, unified umbrella, and to establish channels of cooperation between them. 4 project ideas selected for implementation:

➢ Action I: S.MART-ON: Walking through the St. Martin Route urban in physical and virtual form using smart devices, tailored to the specificities of each target group

➢ Action II: Enrolling St. Martin's Heritage on the National List of Intangible Cultural Heritage

➢ Action III: On two wheels on the St. Martin Route, making cyclable 16 km of Via Sancti Martini

➢ Action IV: St. Martin's Menu in Szombathely's restaurants and St. Martin's Gastronomy Week with charity elements: organizing a series of events that are attractive for all ages.

The genesis

Gap Analysis

✓ St. Martin-related heritage is highly fragmented

✓ Little coordination between them

✓ No synergies exploited

Mini workshops

As the Idea contest was unsuccessful a series of brainstorming sessions on the valorisation of the St. Martin heritage, engaging the people living in and around the city.

Two workshops, with the participation of external experts, provided an opportunity to evaluate the emerging proposals and develop four project ideas.

Promoter:
Municipality of Szombathely
NPA Valorization Fields:
5 – Local & Folk traditions
6 – Tourism & Pilgrimage

The Value for St. Martin Heritage

Throughout its history, Szombathely / Savaria has proudly proclaimed the birthplace of St. Martin and the honour of him appears in many places both in the city and in the lives of its inhabitants. The selected project ideas all serve to experience the St. Martin heritage more powerfully, a better touristic and gastronomical utilization, and the survival of living traditions. Enrolling the St. Martin heritage to the National List of Intangible Cultural Heritage contributes to the safeguarding and valorisation of sacred and secular community practices and activities related to the cult while the development of the cycling path, the applications, the games help the development of local identity and tourism, while gastronomy and festival elements help to merrily experience the heritage. The planned ICT tools disseminate the Martin values and tangible and intangible heritage elements for visitors.

The Value for Pilgrims and Citizens

➢ The target group for the S.MART-ON project idea is **families with small children,** providing them an attractive ICT tool as well as new services, to invite them to discover the city and the heritage;

➢ The inclusion of St. Martin's Heritage on the National List of Intellectual Cultural Heritage is important for **local communities;**

➢ The target groups of St. Martin's bicycle route are **primarily families and cyclists' groups;**

➢ **Families and visitors** are the target for the project idea combining gastronomic and festival features.

ST. MARTIN HERITAGE

LOCAL VALORIZATION CONCEPT

Concept structure

Action I: S.MART-ON

Walking through the St. Martin Historical Route's urban and suburban parts in physical and virtual form using an application tailored to the specificities of the target group of families with small children, with customized tasks engaging the different participants, helping them to "live" the St. Martin story, adventures and treasures, also connecting participants to the St. Martin's bicycle path and gastronomic events.

Action II: Enrolling St. Martin's Heritage on the National List of Intangible Cultural Heritage

It has an outstanding importance for the local communities and especially for the city of Szombathely, and in the wider context of Christian tradition and its impact on European identity.

Action III: On two wheels on the St. Martin Route

Making the first stage of Via Sancti Martini (16 km) appropriate for cycling invites new target groups besides the limited number of pilgrims. With an interactive smartphone game / application the cyclists and pilgrims can also feel to be a part of the tradition.

Action IV: St. Martin's Menu in Szombathely's restaurants and St. Martin's Gastronomy Week

Dressing with charity elements, a series of events that are attractive for all ages, with a connection of gastronomy and culture, to attract new visitors to Szombathely.

Input for innovation

Including new applications provides novel solutions to experience and live St. Martin's heritage which make the tours, events and programs in Szombathely more enjoyable and memorable.

The interactive smartphone game / application will be customized for families with children. The game / application allows participants to select their own platform (a separate one for small children and a different for their parents). The platform for small children shall be suitable also for the use in kindergardens, museums and further locations and events.

The game - available ideally in three languages - could also include a so-called "Digital Liberation Room", where the user can get virtual objects to accelerate the escape by solving some puzzles. The point is to walk through the urban parts of the St. Martin Route and other related locations in town in physical and virtual forms.

Promoter:
Municipality of Szombathely
NPA Valorization Fields:
5 – Local & Folk traditions
6 – Tourism & Pilgrimage

The Sources of Funding

The funding of the developed project ideas can be covered partly from the NewPilgrimAge project, becoming part of the Pilot Action (Action I and II). The cost of building the Szombathely-Ják bicycle path (Action III) could be partly financed by the Szombathely Forestry Ltd. budget allocated for welfare investments thus a common, consensual, and indeed useful, professionally justified development could be realized.

Another possible way of financing fully or partly the developed ideas may be the resources of the local CLLD project (Regional Development Operational Program

ST. MARTIN HERITAGE

Municipality of Maribor (Slovenia)

LOCAL VALORIZATION CONCEPT

Concept structure

WP1

Creating architecture of the map: a geographical plan of micro locations within the wider geographical area, a plan of elements presented in the map (presentation and description of attractions, providers and activities along the Path) and a plan of interactive content (content map that allows interaction with the user).

WP2

Creating contents of the map, including information on existing and new products and services related to the cultural heritage of St. Martin (like St. Martin's feast as a novelty dish at tourist farms): acquisition of all necessary sources of information, content and technical support.

WP3

Creating the map, conducting promotion and distribution: the content and technical implementation which includes activities from all defined stages; installation, testing, adaptation, final realization, promotion and distribution.

Input for innovation

The concept use technologies in line with the most upgraded in the market. For ex: n order to improve the experience, the APP is devoped in a way so the user's smartphone with the map vibrates and warns them they reached an important attraction. When choosing a specific spot on the map, it is possible to listen to audio presentation of selected attraction, read the description, view photos, etc. Adaptations for the youngers are foreseen. The concept has also been presented to important representatives of the local economy and includes them in the story in a way that they become ambassadors of certain attractions, thereby contributing to recognizability of the Path and providing means for maintaining and updating of the map.

Promoter:
Municipality of Maribor
NPA Valorization Fields:
4 – Education
6 – Tourism & Pilgrimage

The Sources of Funding

Most means for development and implementation of the concept is ensured by the Municipality of Maribor (EUR 11,000.00). Within the NewPilgrimAge Project it will finance technical and content realization of the interactive map as well as promotion of the Path.
In order to ensure **sustainability** of the pilot, Maribor has designed a **platform** made of various institutions, organizations or individuals from the public sector, private sector and representatives of civil society which will contribute to development and implementation of the concept, as well as to its constancy, with various contents generated within their activities, products and services.

ST. MARTIN HERITAGE

LOCAL VALORIZATION CONCEPT

The Concept: «Interactive Presentation of St. Martin's Cultural Path (map)»

The findings of analyses point to a growing trend of culture of walking and coexistence with nature, to opportunity of young people as active promoters of St. Martin's cultural heritage, and to unexploited opportunity of connecting providers of products and services into a scheme of providers who strengthen the values of St. Martin in their activities. So we decided to connect that to Maribor in the concept of local interactive map of St. Martin's Cultural Path. It provides a modern and creative way to protect the cultural heritage, develop cultural tourism and promote cultural products and services based on the heritage of St. Martin, in order to attract younger generations of the digital age. User can easily access information on natural and cultural heritage along the St. Martin's Path in Maribor with such a map. The online application with description of the Path, attractions and other activities along the Path allows collection of Martin's footprints and prize points one can receive after participating in a quiz or solving a rebus.

The genesis
Gap Analysis
Priority 1. Visibility of SM's route
Priority 2. The Old Vine as a symbol of the natural and cultural heritage linked to SM.
Priority 3. Creating new offers, products and services for visitors.
Priority 4. Raising awareness of the material and intangible cultural heritage

Mini workshops

Promoter:
Municipality of Maribor
NPA Valorization Fields:
4 – Education
6 – Tourism & Pilgrimage

The Value for St. Martin Heritage

The city of Maribor is closely related to the cultural heritage of St. Martin and the values it symbolizes. The concept of interactive map includes the major attractions and events, such as: the Old Vine and the Old Vine House, the celebration of St. Martin's Day and other events honoring the Old Vine, Martin's walks, sacral monuments, wine-culinary experiences, thematic educational adventure vineyard paths. The St. Martin's Cultural Path, included in the map is a recognizable and important generator of tourism and entrepreneurship in the city and a comprehensive offer for people visiting the Path. The map contributes to protecting the cultural heritage of St. Martin, its revival and transfer of knowledge about St. Martin (inclusion of older and young generations, connecting local population and foreign visitors).

The Value for Pilgrims and Citizens

The interactive map includes **young generations** with motivational content which significantly contributes to raising awareness on the importance of St. Martin's cultural heritage and realization of values of solidarity and hospitality among young generations, both **residents and visitors**. The concept of discovering attractions along the Path is attractive for kindergarteners, schoolchildren, pupils, students, as well as for **families** and **older generations**, **residents and pilgrims** from other cities, such as the content of the map attracts various interest group. Images recorded along the path are easily accessible to the elderly and the sick in an e-form, which the visitors use to share their impressions (intergenerational cooperation).

ST. MARTIN HERITAGE

UNPLI Veneto (Italy)

LOCAL VALORIZATION CONCEPT

Promoter:
UNPLI Veneto

NPA Valorization Fields:
3 – Culture and Arts
6 – Tourism & Pilgrimage

Concept structure

Action / WP 1

The St. Martin's Heritage Map In Veneto Region: following the idea ranked 3, a Veneto Map will be developed, exploring the possibility to link local heritage to Via Sancti Martini itinerary. A web portal to gather together all St. Martin heritage will be created.

Action / WP 2

Creation Of Multimedia contents for The Map: local traditions/heritage linked to St.Martin will be translated into video storytelling, linking heritage and territories.

Action / WP 3

The St. Martin Heritage Valorization Network In Veneto will be created: a Memorandum of Understanding will be signed and will create the basis for the project sustainability after its closure. Lobbying activities with all interested stakeholders, in particular Public Institutions, will be performed.

The Sources of Funding

The VC is almost completely funded. The only part of the VC actually not covered by a specific funding is the one related to Augmented Reality (the second classified in the Idea Contest). Info Point network and other activities will find resources once officially established through ERDF or other EU/regional funds.

Input for innovation

Bottom up approach means itself when developing new cultural services or products.
The creation of the first Network of subjects dedicated to St. Martin in Veneto Region (with a shared joint calendar of services and events), the creation of the first official "info points" with specific requisites, the production of digital contents (also accessible for people with special needs) able to reach in a more effective way the youngsters and kids represent a real innovation for the area of Veneto Region, both in methodological and in technological terms.

ST. MARTIN HERITAGE

LOCAL VALORIZATION CONCEPT

Promoter:
UNPLI Veneto

NPA Valorization Fields:
3 – Culture and Arts
6 – Tourism & Pilgrimage

The Concept

The footprint of St.Martin in the Veneto Region is impressive: however tangible remaining (paintings, churches, monuments, etc...) and intangible heritage are not fruitfully communicated and experienced by the population.
The Call for Ideas contributed to select excellences raising from the territory which were dealing with modern languages like innovative digital tools. The results of the Call enabled UNPLI Veneto to develop its local valorisation concepts identifying specific actions with high level of ICT innovation (Digital audio & video storytelling and augmented reality), able to reach the younger part of the population (directly or with specific side actions, such as labs in schools) and to propose solutions (co-creation paths and residences) able to directly involve citizens and residents where the St. Martin Heritage is located.

The genesis
Gap Analysys
✓ Capacity to communicate
✓ Local marketing
✓ Capacity of developing effective cross-cutting initiatives through specific ICT tools
✓ Working on focused bottom-up initiatives

Mini workshops
They ensured the definition of a unique valorization concept able to integrate the ideas and to create a single and more powerful strategy

The Value for St. Martin Heritage
The objectives of the VCs are all linked to the need of increasing the visibility, the accessibility and the fruition of the St. Martin Heritage in Veneto Region by:
➤ organising in a better way the actual offer linked to the existing tangible and intangible heritage creating a network of "St. Martin Info Points" and gathering in a single entry-point (portal) all the heritage in Veneto
➤ empowering the visibility of the intangible heritage with the translation of legends, folks, oral stories, curiosities into digital storytelling
➤ enlarging the audience of the actual heritage with the help of ICT solutions

The Value for Pilgrims and Citizens
The Gap analysis stated that **young people and kids** are not aware of St.Martin heritage and this VC developed tailored valorisation tools which could speak their language and make contents and heritage more attractive. **Local citizens** have been involved both during the Call and the pilot outputs production, which are also in EN language for EU **citizens and Pilgrims**. Via Sancti Martini will be empowered through "Info Point" work.

ST. MARTIN HERITAGE

Municipality of Albenga (Italy)

LOCAL VALORIZATION CONCEPT

The Concept

The Municipality of Albenga will strengthen the existing link with St. Martin by developing a portfolio of ICT-based tools and services able to both valorise its cultural heritage and revitalise the spiritual legacy. A live-event and a virtual treasure hunt targeted at children and teenagers will raise the awareness of Saint Martin's spiritual legacy, enhance the participation of the youngest generation in the local community life and start transnational cooperation with the schools based along the Via Sancti Martini. The identification of a number of itineraries in the historical city centre and in the near hinterland will valorise the tangible cultural heritage, while the marking out of the leg of the journey between Pavia and Albenga will formalise the link between Albenga and the Via Sancti Martini, with a view to enhancing religious tourism and the cooperation with Saint Martin's Cultural Centres. Interactive maps, QR codes scattered across the historical centre, live events to be organised in the historical centre, the implementation of a Saint Martin's section in the Gallinaria Island Multimedia Centre will create a new set of services targeted at tourists capable of reinforcing the identity of Albenga as a cultural tourism destination.

The genesis

Gap Analysis

The territory of Albenga is located in a peculiar position and it possesses one of the most relevant cultural heritage of the Liguria Region. VC must work on these strong points to build new cultural/touristic proposals and valorize St.Martin heritage.

Mini workshops

Bilateral meetings were organised and three ideas were fully developed through a one-day workshop with idea holders and other actors

Promoter:
Albenga Municipality

NPA Valorization Fields:
3 – Culture and Arts
6 – Tourism & Pilgrimage

The Value for St. Martin Heritage

All the actions to be implemented are meant to strengthen the links between Albenga and St. Martin, but are also functional to further develop the image of Albenga as a cultural, religious and slow tourism destination, thus enhancing local development:

➢ A pilgrim's journey and its communication strategy through the Via Sancti Martini will be the trigger of the VC
➢ A treasure hunt will allow the youngest (and not only) to get to know Saint Martin's spiritual legacy and to share it with peers transnationally
➢ A multi-disciplinary studies will be launched for the organisation of the International Conference on St. Martin and the materials will be translated for tourists

The Value for Pilgrims and Citizens

➢ The local community under cultural and spiritual point of view
➢ The City reinforcing its identity as a cultural and religious tourism destination
➢ Students/children/teenagers visiting Albenga could take advantage of the ICT-based treasure hunt for discovering St. Martin spiritual legacy
➢ The international scientific community
➢ Tourists and pilgrims visiting Albenga

ST. MARTIN HERITAGE

LOCAL VALORIZATION CONCEPT

Concept structure

Action I - Treasure Hunt. A Look Toward the Other: The Mantle of St. Martin

The initiative has the goal of valorising the spiritual legacy of Saint Martin among the youngest and will be the starting point for establishing an international network of 'Saint Martin's Schools' for a new inclusive community. The work to be done by children/young teenagers at school will guide them in the discovery of local history and St. Martin heritage.

Action II - Saint Martin International Conference

The conference will be focused on St. Martin and the monastery of the Gallinaria Island, that had a great influence in Albenga's history. The International Conference will contribute to highlight the Saint's deed and spirituality, his influence on the Albenga's territory and in all those territories having had exchanges with the Gallinaria Island Monastery. Thanks to the Conference, Albenga is expected to become the centre of a new wave of studies on Saint Martin and cultural heritage.

Action III - The XXI century pilgrim and the Via Sancti Martini'

The initiative has the goal of strengthening the links between Albenga and the Via Sancti Martini, that could represent a powerful driver for tourism development, especially considering the increasing success of slow tourism, and the peculiar climate of Albenga, where outdoor activities can take place throughout the year.

Input for innovation

The Valorisation Concept is in itself innovative as no tangible or intangible heritage dedicated to Saint Martin exists in Albenga yet. At the end of the process, Albenga will gain a number of services to be available for tourists valorising it cultural heritage and its strong links with the Saint. In addition to this, a new awareness among the local community will support a full valorisation of its cultural heritage and the identity of Albenga as a cultural and religious tourism destination.

Finally, all the ICT-based materials to be developed as a result of the activities deriving from the Valorisation Concept will be part of those tools and services that will be able to further support the valorisation of Albenga's cultural heritage (material and non-material) in a long-term perspective.

Promoter:
Albenga Municipality

NPA Valorization Fields:
3 – Culture and Arts
6 – Tourism & Pilgrimage

The Sources of Funding

The VC will be funded through NPA Project for Pilot Actions, as well as thanks to some funds invested by the Municipality of Albenga. The sustainability of the services and products developed will be then ensured with additional local funds and other initiatives that will be identified once ICT-based tools will be developed.

ST. MARTIN HERITAGE

Town of Dugo Selo (Croatia)

LOCAL VALORIZATION CONCEPT

The Concept

The Concept actually presents planned activities, based on the awarded pilot ideas, which have the potentil to safeguard the St. Martin-related heritage and revitalise it in a contemporary way so that the both citizens, as bearers of this heritage as well as visitors may easily identify with it, and thus learn and enjoy it. The Concept is based on the 1) virtual exhibition/tour around the St. Martin's Church, and 2) QR code quiz „The Life of St. Martin on Earth". The first pilot idea refers to the virtual tour which can be featured on the web, social networks or mobile phones. The second one entails St. Martin-related quiz questions downloaded by way of QR codes installed in the geographical area of Dugo Selo, which need to be answered in order to have a winner.

Promoter:
City of Dugo Selo
NPA Valorization Fields:
1 – Sacrality
4 – Education
6 – Tourism & Pilgrimage

The Value for St. Martin Heritage
The City of Dugo Selo has a long tradition related to the St. Martin heritage. Except for its sacral value and St. Martin-related values (i.e. sharing and solidarity) are seen in citizen activities (i.e. social shop), its popular aspect, which could easily be valorised for tourism purposes is seen in its activities linked to wine growing and wine production, celebration of St. Martin's Day, culinary experiences. Both the virtual tour as well as the QR code quiz will be used for tourism purposes and for providing educational activities for the visitors using them. Virtual exhibition and QR codes ensures preservation thus enabling the transfer of knowledge on new generations as well as domestic/foreign visitors.

The genesis
Gap Analysis
It can be said that Dugo Selo is all about Saint Martin. The main heritage buildings, art-related attractions, cultural and sports associations, plants, etc. are named after Saint Martin so are the target choosen for the VC

Mini workshops
LSP members were involved in the activities which lead to the detection of priority. The Concept itself has been developed in a smaller group of people directly responsible for the pilot ideas through two project development methods: Theory of Change (ToC) and Logframe.

The Value for Pilgrims and Citizens
➢ **Pilgrims and tourists**: providing contemporary learning concept they can easily identify with linking it to the real life and the values we can all perform in our daily lives.
➢ Educational benefit of the VC is extremely important for **young people** (pupils and students) as an additional educational material; Croatian school curricula are rather passive and old-fashioned which is why the use of technology may especially stimulate youth to learn by playing.
➢ It can also be motivating for the **citizens** who will not only have the opportunity to play the games themselves and thus learn something new, but will also benefit from the urban revitalisation linked to the QR code poles.

ST. MARTIN HERITAGE

LOCAL VALORIZATION CONCEPT

Concept structure

WP1
• Activity 1 – Virtual exhibition/tour
Based on the detected subjects to be promoted through the virtual exhibition/tour. This WP includes detection of the factual information to be put in the virtual tour in the form of the text as well as the visuals.
• Activity 2 - QR code quiz „The Life of St. Martin on Earth"
The detection of the geographical micro locations where the QR codes will be installed

WP2
• Activity 1 – Virtual exhibition/tour production
• Activity 2 - QR code quiz „The Life of St. Martin on Earth". Design of questions/contents which will be the basis for the QR codes production

WP3
• Activity 1 – Virtual exhibition/tour: Installment, testing, adaptation and final realization
• Activity 2 - QR code quiz „The Life of St. Martin on Earth": Production/test and installation of QR codes and QR code poles

WP4
• Activity 1 – Virtual exhibition/tour: promotion of the product
• Activity 2 - QR code quiz „The Life of St. Martin on Earth": promotion of the product

Input for innovation

The technological aspect of both pilot ideas provide an added value for the target markets in terms of providing modern, contemporary stories on the topic which could easily be forgotten or disregarded in a superficial world of today. As much as the concepts of the virtual tour and the QR codes are not new, they may certainly present an innovative concept for such a small community as Dugo Selo. The new ways of consumption of tourism products proposed, as well as new ways of learning, can certainly be qualified as innovative.

Promoter:
City of Dugo Selo
NPA Valorization Fields:
1 – Sacrality
4 – Education
6 – Tourism & Pilgrimage

The Sources of Funding

The realisation of the pilot ideas entails their ideation, production, installment, testing, adaptation and final realization as well as promotion in the final stage will be covered within the NewPilgrimAge project. Sustainability of the ideas will be ensured through the cooperation with other local actors (such as entrepreneurs). Tourism Board of Dugo Selo will contribute in the promotion of the projects and has the possibility to ensure the updating of the project.

ST. MARTIN HERITAGE

6. ICT TOOLS FOR THE PROMOTION OF CULTURAL HERITAGE

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 field of heritage, 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, experts, people with special needs) for improving knowledge of cultural heritage, identifying relevant methods for community capacity-building initiatives, and empowering citizens who live in heritage sites. Thus, ICT tools are beneficial not only for local cultural and heritage institutions and organizations who work on heritage digitalization, but also for local inhabitants where heritage buildings are situated or traditional practices performed. New digital technologies and digital applications have shaped the process of heritage valorisation and new ways for working, communicating, and investigating new products and services in the cultural heritage sector have opened up.

6.1   How to use ICT tools in the heritage field?

Currently the main ICT support in the heritage field is seen in collecting and processing historical data (e.g. web portals), documenting and monitoring the physical conservation of objects and monuments (virtual reality), visualizing historic structures and environments (3D visualization, augmented reality). The NPA's partners considered all these points and concentrated on the challenge of how to use ICT to involve new target groups like children and young people, how to use ICT (social media such as Facebook, Twitter, e-newspapers, Instagram) 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.

6.2   Different uses of ICT tools in cultural heritage valorization

The effective implementation of ICT in the heritage field requires knowing what ICT can do and in which situations or contexts it is most relevant and effective. 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, concrete ICT tools are usually not limited to only one of these areas but should be a combination of several of them. Moreover, these ICT tools are also frequently used for the communication and promotion of cultural heritage as well.

In the following subsections we present some of the lessons learnt and examples from NPA partners and cities.

6.2.1 INTELLECTUAL AND PHYSICAL ACCESS

ICT can support facilitation of a broad public awareness and appreciation of cultural heritage sites by enhancing the physical and intellectual accessibility of these sites, providing the public with the opportunity to visit a site (virtually in cases where physical access is restricted) and to have the benefit of detailed, up-to date historical information about it. This is the most common form of ICT use in the cultural heritage valorisation process.

'Effective interpretation and presentation should enhance experience, increase public respect and understanding, and communicate the importance of conservation of cultural heritage sites' (Brizard et al. 2007: 6).

➢ *Some experiences from the NPA project:*

"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. This itinerary was developed by a group of cultural associations, civil society associations and a VET school specialising in graphics and video making. 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 Gallinara 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 discover 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."

https://www.scoprialbenga.it Municipality of Albenga, Italy

Figures 35 and 36: Presentation of the Red Route and Treasure Hunt for young people and the Blue Route, which links to the the Multimedia Centre of the Gallinaria Island, a small island in front of the city where St. Martin spent a brief period of his life.

"The digital platform "St. Martin's Route in Maribor" includes a mobile application and the website of St. Martin's Cultural Route with three possible routes in the Municipality of Maribor. The application includes a description of the NPA project, information about St. Martin, his route and other heritage paths linked to it, an interactive map with points of sights with 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 points of 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, etc. The mobile application and the accompanying website currently support two languages (Slovene and English)."

Municipality of Maribor, Slovenia
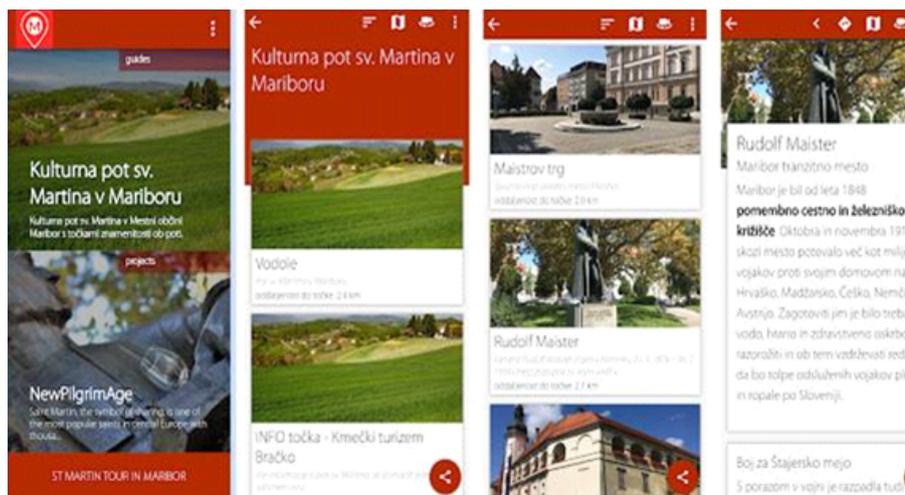
Figure 37: The digital platform "St. Martin's Route in Maribor" (mobile application, quiz, website)

6.2.2 ACTION AIMED AT DOCUMENTING AND SITE RECORDING

Another way of making cultural heritage accessible and understandable is to collect and structure the information about the sites. With the development of a wide range of digital database applications and geographic information systems (GIS) in recent years, the potential for cross-referencing and comparison of data has increased. In addition to structural and physical data, new categories of intangible heritage are now being systematically collected and inventoried. ICT can offer new applications to link the entire spectrum of heritage resources. Digital visualizations, including virtual reality and 3D reconstructions, are important for the documentation of cultural heritage sites and they allow users to actually 'live' sites and experience them visually rather than just forming an image by reading about them (Brizard et. al., 2017: 9).

➤ *Some experience from the NPA project:*

"Virtual exhibition/tour is a downloadable application of the Church of St. Martin at Martin Hill in Dugo Selo (Croatia) with 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 10 topics, which are 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

Figure 38: Old Church of St. Martin in Dugo Selo (Croatia) in ruins and new church in the future

6.2.3 ACTION THAT PROVIDES MULTIPLE INTERPRETIVE CONTEXTS

ICT is also used to offer a wide range of information and perspectives to visitors. They should be able to explore the multiple contexts of a site, from historical and political to spiritual and artistic contexts. Moreover, interpretation can be prepared for specific targeted groups (children, young people, people with special needs) to encourage their active involvement in exploring and experiencing the culture of their environment.

➢ *Some experience from the NPA project:*

"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 Android and iOS systems. The target groups are divided into three sub-groups: pre-literate children (4-6 years), schoolchildren (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 37: Saint Martin for Kids application for children and young people in Szombathely, Hungary

6.2.4   ACTION THAT FACILITATES THE PUBLIC'S PARTICIPATION

Another ICT function is balancing tourist visits with conservation, meaning that we can provide visitors with presentations and interpretation of sites that are not physically accessible.

➢   *Some experience from the NPA project:*

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 particularly suitable for young people and foreign 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) based on insights in the selected locations gained through personal visits. Local Pro Loco's staff and citizens were actively involved in the co-creation of the contents of the storytelling, by collecting stories, legends, and specific details of the presence of St. Martin in these locations.

UNPLI, Veneto Region, Italy

Figure 39: Talking Map of Saint Martin in Veneto, Italy

6.3 Some important steps in the development of ICT products and services

Many lessons were learnt by NPA partners during the planning, implementing, testing and reflecting on the implementation of ICT products and services.

> ➢ **The design process of the ICT tool and its communication activities should be based on the cultural heritage situation in the area and on the levels of awareness and appreciation of the cultural heritage among target groups.**

When planning ICT tools for cultural heritage valorisation it is important to understand the situation of the cultural heritage in the area and to find out the level of awareness and appreciation of cultural heritage among the target groups, so that activities can be planned according to the situation. A good example of linking ICT tools with the awareness and appreciation of the cultural heritage is the *Talking Map of Saint Martin from the Veneto Region (Italy)*, where the final tool was developed based on the findings of previous research in the region. The study found that St. Martin's cultural heritage is not fruitfully communicated and experienced by the population and that especially young people and children are unaware of St. Martin's heritage. Therefore, the pilot action plan was tailored to suit the specific needs of this target group.

Another good example is also a very unique case, the one of the Municipality of Albenga, Italy, where there was a rather low awareness in local community about St. Martin's stay on the Gallinaria Island and the absence of tangible Saint Martin-related tangible cultural heritage in the city. Therefore, one of the pilot actions implemented by the Municipality of Albenga was *"The XXI Century Pilgrim and the Via Sancti Martini"*. With this initiative, the painter 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 walk, the two pilgrims personally visited places and towns in four countries, meeting people, sharing experiences with locals, strengthening cooperation between communities in the NPA partner cities, discovering tradi-

Figure 40: Some highlights from the 'XXI Century Pilgrim' walk undertaken by Sergio Giusto and his friend Gianfranco Radini from Albenga, Italy.

tions, showing courage and self-will, thus demonstrating how much St. Martin's values are universal and current. In this action, ICT tools were used as a bridge between Albenga's students and those of the partner countries (conference calls were organised during the way between schools), but also for communicating and documenting the long walk (a blog, followed by a wide number of people, was daily reporting on the walk and the people met). The pilgrim also marked out the route between Pavia and Albenga, which is part of the Via Sancti Martini.

> ➤ **The design process of the ICT tool enables good collaboration among different target groups and experts who work with local residents.**

Involvement of different target groups and professionals who work with local people in the development of the ICT tool from the beginning to the end of the project is always a good practice to ensure the usability and long-term success of the ICT tool. This is an especially important and useful approach when the targeted groups are children and special pedagogical skills should be included as well. A good example of such an action is the ICT game "Saint Martin for Kids" from the Municipality of Szombathely (Hungary), where the educational website and mobile application were developed in close cooperation with a local kindergarten, school educators and museum educators. In this way the ICT game is appropriate to the pedagogical requirements of each target group.

> ➤ **The design process of the ICT tool should include a reflection on the sustainability and longevity of the tool from the start of the process.**

When planning the ICT tool for the valorisation of cultural heritage it is important to consider the sustainability and longevity of the tool. Sustainability of the ICT tool in this context means the ability of the tool to work and be upgraded after the conclusion of the project. In this context the project partners should think about the financial and human resources involved. The main questions to be taken into consideration are who will be responsible for the content of the ICT, who will upgrade the content after some years, and who will provide funds for its operation.

> ➤ **The design process of the ICT tool should be planned precisely and human resources, budget and time frame for the implementation of the ICT tool should be realistic.**

During the implementation of the NPA pilot action the partners faced various organizational obstacles. For example, UNPLI Veneto - Regional Committee of Pro Loco Associations in Veneto (Italy) underestimated the effort needed for the coordination of different stakeholders involved in the implementation of the Network of St. Martin Centres to sustain them and ensure their growth. The Municipality of Maribor underestimated the complexity of the software procurement. Therefore, project teams should have some knowledge of ICT technology, otherwise the costs incurred for external expertise and services can easily exceed the planned budget.

Moreover, the expertise, interests, and references of the external experts should be taken into consideration before the procurement is agreed on. An external expert must respect the interests of the customers and not just their own interests. Another common obstacle was not enough time for testing and promotion activities due to the length of the procurement procedure and the complexity of the ICT tool development.

➢ **The design process of the ICT tool should be successfully communicated and promoted.**

Communication and promotional activities are as important as good design of the ICT tool, if not even more. The successful use of the ICT tool among the wider public depends on the communication and promotional activities. Useful communication channels could be promotional materials (leaflets, posters, print maps), social media as Facebook, Instagram, Twitter, the project website, YouTube promotional videos, blogs; newsletter and involvement of other media (TV show, local radio, events, etc.).

➢ **The design process of the ICT tool requires the active involvement of local residents.**

Involvement of local community in the implementation of the pilot action has a direct impact on the adoption of the tool by target groups and the general success of the new ICT tool. Therefore, different actions to ensure proactive participation of the local community are of crucial importance. The Municipality of Albenga managed to activate a wide group of local people; consequently, their pilot actions were prepared according to the needs of the city. This success was seen in November 2019 with a lively programme of events lasting three days (during Saint Martin Week), where the new routes were also presented. For the first time, different aspects of St. Martin's legacy and popular traditions linked to this figure were considered and celebrated in the local community. In the historical centre of the city it was possible to taste typical seasonal dishes and local wines (to celebrate the European Day of Wine Tourism); to donate a dress or a toy for people in difficulty (a volunteering association organized a clothing and toy collection); to listen to itinerant readings and poetry readings (organized by cultural associations); and to visit an exhibition dedicated to the XXI Century Pilgrim journey (pictures from the journey explained by Sergio Giusto).

➢ **The design process of the ICT tool must include consideration of copyrights and ownership of the tool.**

It is necessary to think about the copyrights and ownership of the ICT tool from the very beginning of the project activity. We need to think of a way to protect the ownership rights of the application, the content presented in the application or in the website, and the tool logo and name. This is especially important if we work with an external company. According to the experience from the Municipality of Maribor, the copyrights and ownership have to be included in the contract. Moreover, before preparation of the application, it is worth doing market research to see which applications already exist in the area and what sights they include. The Municipality of Maribor decided to choose the name MariborTour, which already existed a few years ago (but it is no longer used), and whose references are still available online.

Figure 41: St. Martin design in Szombathely (Hungary)

Figure 42: St. Martin's logo for a café in Dugo Selo (Croatia)

Figure 43: Promotional material of for the Talking Map of St. Martin from the Veneto Region (Italy)

7. CONCLUSION

ultural heritage in the modern, global world is understood in the context of new development paradigms. The new concept calls for better cooperation among the main stakeholders of development, especially among experts, local decision-makers, residents from a particular community 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 innovative ways.

There are many methods and techniques for including the public in the development of local communities and initiating 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 would like to share is that each heritage project, without taking into consideration the main heritage actors, the characteristics of the natural and built environment, and the way of life of the local 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 activities can encourage us to reflect on the achievements of our predecessors, to come together and to take common steps to make our heritage useful for present and future generations.

Figure 45, 46, 47: Highlights from NPA Partners' working sessions during transnational exchange meetings in Dugo Selo (Croatia, October 2019) and Albenga (Italy, November 2018)

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