



PP7 - **ACTION PLAN**

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| D.T 3.1.7.– Action plan for the Batana ecomuseum - HR | Version 01  02.2019. |

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EXECUTIVE SUMMARY

Ecomuseum Batana is inscribed in the UNESCO ICH Register of good safeguarding practices since 2016.

The ICH elements which are at the core of Ecomuseum Batana’s safeguarding activities relates to maritime intangible heritage including knowledge connected with nature, traditional boatbuilding, Mediterranean diet- local gastronomy based on fish catch, bitinada singing and local indigenous language- istrioto.

During the Culturecovery workshops which demonstrated strong participatory methodology, we realised that safeguarding activities conducted till now (documentation, education, boat building, awareness raising through events and interpretation through interactive exhibition) could be more inclusive for locals but also guests. The general opinion that arouse within the Culturecovery workshops framework was that we lack innovative methods in education and sustainable tourist offer. A strong digital shift was detected as necessary if we want to attract new members, practitioners and guests.

The workshops accordingly demonstrated the need to develop a project that would be based on transmitting traditional knowledge on maritime heritage through a new, modernised concept/way (new media, interactivity) educating local people and providing innovative tourist offer. After 3 workshops based on storytelling, new media, cultural tourism and general information on local traditions participants developed different ideas. The one which will be developed was appreciated by most participants and is in line with our Strategy (2015-2019) and the new ecomuseological concept developed during 2018 by the professional program manager and members of Ecomuseum.

The Action plan is therefor oriented towards a digital shift providing education and sustainable tourism. By mapping local traditional knowledge regarding sea/ maritime realities we will develop an application based on personal interpretation and storytelling in collaboration with the local community and bearers of ICH. The application will follow the maritime path already defined by the Ecomuseum and will include 13 new interest spots from the Rovinj archipelago and old historic town (once an island). The action plan incudes several actions: recognising of terrain/ research, audio recording of stories and knowledge, software development of the guide and interactive map and promotion activities.

Chapter 1. IDENTITY CARD

ECOMUSEUM/S INVOLVED

Name

Ecomuseum Batana

Location

Rovinj

Website

batana.org

Body involved in the management of ecomusuems

Assembly, President and Secretary along Professional program manager

Contact person involved in the preparation of action plan

Name and surname

Tamara Nikolić Đerić

Body /entity / ecomuseum

Batana Ecomuseum, president

E-mail, phones and other contacts

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Chapter 2. STATE OF ART

2.1- Intangible cultural heritage elements and safeguarding actions/program **(**cfr. WP T.1 – D.T.1.1.1)

Please describe in synthesis the state of art about actions or programs aimed at preservation, recovery and promotion of intangible cultural heritage and to make a picture of various methods and approaches used by particular ecomuseums; in synthesis describe the situation and approach about preservation, recovery and promotion of ICH. (Evidence also the potential of ICH in the area of ecomuseum )

(*max 2.000 signs*)

The Batana Ecomuseum through its varied research programmes based on knowledge, respect for cultural heritage and dialogue, inclusion, innovation, its interdisciplinary approach and use of multimedia evaluates, safeguards, interprets, recreates, presents and communicates tangible and intangible maritime heritage of Rovinj. The main goal and mission of the Ecomuseum is the development and innovation of ecomuseum principles, applied in the local community for its needs through the promotion of innovative cultural tourism, participatory and various programmes for strengthening the cultural competency of communities for sustainable development. No less important are the objectives of raising the awareness of the role of the batana boat as an important part of the intercultural dialogue with which Rovinj’s community networks are connected to the larger family of traditional vessels and with its related local communities on the Adriatic and Mediterranean and how it actively contributes to international initiatives safeguarding the maritime heritage. The activities carried by the Ecomuseum to safeguard these elements are numerous but can be synthesized through the core principles:

1. The House of Batana, local title muòstra, the central **interpretation** and **documentation** centre with a permanent exhibition on maritime heritage;

2. Spacio Matika, local title spàcio, the place where local gastronomy and singing is **presented** and **experienced**;

3. Mali Škver (Little Shipyard), local title peîcio squèro, the place where batana boats are **constructed**;

4. Rovinj’s regatta (known simply as Regata) of traditional wooden boats with mainly lateen sails, Rovinj’s main celebration of boats, the sea and sailors and **event** promoting intercultural dialogue and collaboration

5. The Batana Way from the Mail Mol (Little Pier) to Spacio Matika and Rovinj’s waterfront, **two thematic routes** – the first by sea accompanied by barkarioli (boatmen), and the second a stroll along the waterfront, where visitors can admire traditional boats.

In short Batana Ecomuseum; documents, interprets and presents ICH, gives the opportunity to taste and hear ICH, constructs boats, organizes international events for awareness raising and finally develops cultural tourism related to safeguarding and sustainable development. There is still place for improvement especially in the sphere of cultural tourism.

2.2 – Management of ecomusuem **(**cfr. WP T.1 – D.T.1.1.1)

Please describe in synthesis analysis of current ecomuseum management system and assessment of its effectiveness and efficiency, with also indications about the actual state of art, approach used, points of strength and weakness.

(*max 2.000 signs*)

The Ecomuseum is managed by the NGO “House of batana”. Today it counts 60 full members and more than 100 collaborators and sympathizers. The Ecomuseum is composed od 3 physical spaces and open air spaces for fishing events, boat construction and organization of the regatta. Each event and activity has its own group of bearers which are paid for their work during public events. The Association organizes also social events where the above mentioned members socialize and thus transmit ICH on voluntary basis as part of everyday life.

Members pay a fee of 7 EUR/year and are invited to vote and take part in all activities. We organize minimum one General assembly per year and many working meetings with the Steering committee which counts 7 members.

At the moment 3 people are fully employed in the Association working on administration, running of the House of batana and project management. Although till now we had many success, the new legislations on NGO (2014) and service in tourism are making the management very challenging in terms of administration and financial sustainability. Also, the ecomuseum has grown from its beginnings and more employers are needed. This of course is not inline with the revenue which is too small for all the needed activities.

In light of this challenges through CULTURECOVERY we aim at developing a new management model based on public-civil cooperation with the local Municipality.

2.3 . Stakeholders and players

Please describe in synthesis the main stakeholders, players and in general bodies, entities etc that actual manage the ICH, other than stakeholders and players that could influence the models and methods of conservation, valorization and preservation of ICH .

(*max 2.000 signs*)

The Ecomuseum is an NGO and bearers of local traditions are part of the membership. During the years the management included historians, ethnologists and other heritage specialist in order to support the activities directly conducted to ICH safeguarding. Members are also hobbyists and general public interested in local traditions. The main stakeholders are Local Municipality, local hospitality group (hotels Maistra ltd), Touristic organization of Rovinj, Italian community in Rovinj and local schools.

The main influence comes from the donators (Municipality and Tourist organization) as they supervise, valorize and asses our work. In this regard they approve (or not) the proposed activities for financing.

Till now Ecomuseum Batana was acknowledged (by UNESCO) as good safeguarding practice with all its activities. In this regard we asses our management (including all stakeholders as this is a participatory management) and safeguarding measures as very successful.

Chapter 3. Partecipatory approach

**3.1 Evidenced the Main conclusion and results of participatory approach in terms of innovative methods of preservation and performing Intangible Cultural Heritage and planning for their application**

Please describe the main goal and conclusion of workshops realized evidenced in particular:

1. What innovative methods of preservation and recovery of intangible cultural heritage based on creative industry and informtion and communication technologies ? please describe in sythesis
2. What Best Practices on ecomuseum intangible cultural heritage could be used as inspiration ? please describe in sythesis

*Batana Ecomuseum has many activities that are regarded as good practice and all have participatory approach as the main characteristic of our Ecomusuem is that it is managed by local inhabitants and ICH bearers. Nevertheless the workshops which were based on participatory approch (a new level as it included people outside the organization) descovered that many inhabitants are not familiar with all activities and the concept of ICH in general. We found useful the very first workshop which included a general overview of Istrian ICH and some basic concepts. The practical work of the first workshop delivered ideas on tourism and education mediated through digital media. As there is already an activity in Culturecovery project connecetd with schools, and our general idea was a development of an application based on traditional knowledge and storytelling we continued developing the tourst and digital sphere. The second workshop was thus based on heritage interpretation and the main conclusion was that people need more personal stories to connect with heritage. They deveopled ideas connected with maritime path and old town gate stories. The third worksop was dedicated to creative industries and digital media. Among many ideas the 2 that stroke our attention were orineted towards an application connecting restaurants providing traditional food with our ecomuseological spots and activities. The other one was based on local stories and myths that people can descover by using the app and walking through the city. Practically the traditional story or myth helps You in discovering the city and its archipelago. The action plan is a synthesis of the two ideas.*

*The innovation we see in the process of safeguarding of ICH is the idea of personal interpretation in the digital arena which is a novelty also in the tourism sector and can reach many people. Further, the idea of connecting private restaurants (private sector) with the NGO ICH related practice in our oppinion can boost the visibility and can contribute to awareness raising on ICH.*

The Ecomusuem Batana itself demonstrated excellence as best practice in safeguarding ICH. Following our path and learning from new partners we believe we still need to develop even better practices.

**3.2 Evidence the main results and conclusion of workshops in terms of existing individual offers and development of integrated offers within traditional tourism offer**

*The workshop on heritage interpretation related to tourism sector was held in may and gathered almost 40 participants from the heritage and tourist sector and local inhabitants interested in local traditions. This was our most visited event. The workshop was interactive, we had a walk along the seasideand talked to an older member who guided us based on her own experince of the City.*

*The result of the workshop were 4 thematic routes one of which was oriented towards the seaside/ coast. The conclusion was that not only tourists but also local people need more personal stories to be able to identify themselves and enjoy heritage.*

*In Rovinj there is no such experinece of guided tours “with locals” nor application guides based on local traditional knowledge, storytelling and personal interpretation.*

*Based on this conclusion and the presented themes connecting it to the results of the workshop dedicated to creative industries (oriented towards digital culture) Ecomusuem Batana bases its action plan on collecting traditional knowledge by mapping the territory, recording stories preferably on local language and developing an application which would be integrated with the traditional tourist offer present in Rovinj thanks to the stakeholers invloved.*

Chapter 4. SWOT ANALYSIS

3.1 SWOT

Please fulfill the following table with the indication of the main point of **Strengths, Weaknesses, Opportunities, Threats: (MAX 1 PAGE)**

|  |  |
| --- | --- |
| **Strengths** | **Weaknesses** |
| **- UNESCO recognition**  **- Support od Municipality and Tourist sector**  **- 60 full members**  **- boats in use**  **- good collaboration with local schools**  **- good network of heritage institutions**  **- international recognition of the Ecomuseum and professional work of its management** | - Elderly members  -Lack of professionals in the field of communication, digitization, heritage studies, project management  - Lack of funds for all the activities that members could realize based on their knowledge and will  - Legislation which is still too rigid and prevents organizations in working with traditional skills (eg. food processing, interior design of public spaces like the traditional tavern etc.)  - Work / Employers related legislation preventing flexible contracts  - Not enough flexibility among personnel  - Fluctuation of members |
| **Opportunities** | **Threats** |
| **- Development of sustainable tourism based on digital shift and more flexible hours/ employees**  **- Stronger collaboration with the private tourist sector**  **- Job opportunities for flexible individuals / employees in the digital sphere**  **- Stronger capacity building activities for traditional skills (eg. boatbuilding workshops, rowing workshops, culinary workshops, dialect workshops etc.)** | - Fast-changing trends  - Lack of new (younger) members  - Lack of interest in traditional culture  - Emigration  - Lack of possibility to employ people on regular basis |

Chapter 5. Action Plan Ecomusuems

**\* Guidelines**

5.1 General goal and strategy of action plan

The general goal of action plan is a sort of general strategy to fit the aim of action plan. It is one and general and strictly connected with the background . Evidenced also the main needs and main goal and the vision you are heading for as a desired state, so a sort of introduction evidences the reasons of action plan

*Write here the general goal and strategy of your action plan*

Based on research, interdisciplinary collaboration, participatory approach, methodological and digital shift, the action plan aims at reaching new public among local inhabitants and Rovinj visitors with the goal to educate and inspire future heritage-admirers providing grounds for mutual respect, sustainable tourism, socialization and groundbreaking safeguarding measure.

5.2 Objectives of action plan

Objectives are more specific . Consider ordering your work plan by "SMART" objectives: specific, measurable, achievable, realistic and, timely (or time-bound).

Evidence also if the objects are linked with the issues of project :

1. ***Effective and sustainable management***
2. ***Innovative preservation and recovery of Intangible Cultural Heritage through creative industry, and Information and Communication Technologies***
3. ***Integration of the offer based on local identity within the traditional tourism offer for responsible tourism purposes***

* *Valorization of traditional knowledge connected with sea*
* *Co-creation of safeguarding measures and sustainable tourism offer*
* *Awareness raising on local ICH*

5.3 List the actions to reach the objectives

For each objective one or more actions could be needs. Each actions could be articulated in phase or steps actions, together with the identification of resources, people /stakeholders / players involved and timing to realize the action. Please identify also if the actions proposed could be connected with some best practieses , if yes, please describe the best practieses. (***Full fill the schemes below)***

|  |  |
| --- | --- |
| **Objective 1 Valorisation of traditional knowledge connected with sea** | |
| **SMART objectives** | |
| **The specific outcome that you want?** | *Ethnological, historical and ecological research of 20 interest spots connected with maritime heritage and everyday life in Rovinj*  *research should include threats to natural and cultural heritage of our local reality to include in the interest spots as to provide a platform for awareness raising* |
| **How will you measure this?** | * *Minimum one-page text for each element by experts in the field* * *20 new elements inscribed in digital data base of Ecomuseum* |
| **How much change do you expect?** | We will contribute to the data base on traditional knowledge we are developing for 2-year now  It will improve general knowledge on natural and cultural heritage which till now was not adequately valorised |
| **When will this change occur?** | In the first faze of implementation May-June 2019 |
| **Actions to reach the objectives 1** | |
| **1.1 Mapping of bearers and relevant places** | |
| **1.2. Professional research** | |
| **1.3. Documentation** | |
|  | |
| **Notes ..(*Optional* )** | |
|  | |

|  |  |
| --- | --- |
| **Objective 2 *Co-creation of sustainable tourism offer*** | |
| **SMART objectives** | |
| **The specific outcome that you want?** | * Personal interpretation and visual storytelling of natural and cultural heritage valorised in the first faze- innovative tourism offer * Documentation of local language |
| **How will you measure this?** | 10 interviews |
| **How much change do you expect?** | * Raising awareness on local language * Change in mind sets when thinking on sustainable and locally engaged tourism offer |
| **When will this change occur?** | * Immediately after the interviews as part of the development process with local community |
| **Actions to reach the objectives 2** | |
| **2.1 Interviews and photo shooting** | |
| **2.2 Logistic and conceptual support from tourist sector** | |
| **2.3. Sustainable tourism offer definition** | |
|  | |
| **Notes ..(*Optional* )** | |

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| * **Objective 3*****Awareness raising on local ICH*** | |
| **SMART objectives** | |
| **The specific outcome that you want?** | * public outreach * promotion of ICH in the digital arena as tourist offer |
| **How will you measure this?** | * 2 tourist/heritage conferences/fairs presenting the application internationally * press release/ minimum 5 media covers   (tourism and heritage media)   * 1 agreement with Tourist board and/or agencies/hotels |
| **How much change do you expect?** | We expect a big change in terms of realizing potentials of local stories and inhabitants as bearers not only of ICH but the power of development and transformation of local communities |
| **When will this change occur?** | Mid 2020 |
| **Actions to reach the objectives 1** | |
| **4.1 Attending of two conferences/fairs** | |
| **4.2. Press realise writing/ media campaign** | |
| **4.3. Synthesizing tourist sector/ lobbying- agreement signed** | |
|  | |
| **Notes ..(*Optional* )** | |
|  | |

5.4 LOGICAL FRAMEWORK

5.5 ACTIONS

|  |  |
| --- | --- |
| **Action 1.1 Mapping bearers and relevant places** | |
| **Objective 1.** | Valorisation of ICH |
| **Aim of actions (please evidences also the input provided by workshop, participatory approach, the origin of idea of action etc)** | * the aim is to get acquainted with the diverse nature of ICH. Due to the focus on boatbuilding and bitinada singing already inscribed in National Register there is a risk that all other vital maritime heritage knowledge will disappear * The first workshop based on introduction on ICH topics made it clear people are still not familiar with ICH, there is not enough interest and therefore not enough valorisation of this kind of heritage |
| **General description of tasks and activities to** | * Get an overview of available literature (The memorial library Rovinj) to understand better what could be the ICH connected with maritime heritage * Get an overview of members (and not only) that have knowledge on diverse topics - meeting * Map places of interest – based on literature and member’s experinece * List 20 spots with connected stories/knowledge |
| **Stakeholder and players to involve** | Members of NGO/Batana, cultural workers |
| **Target group** | Members of NGO/Batana, local population, visitors |
| **Results and impact with the realisation** | Acquired new knowledge |
| **Good practises to be use as example? If yes , please specify** |  |
| **Resources need (in €) amount estimate** | 1 000 EUR |

|  |  |
| --- | --- |
| **Action 1.2 Professional research** | |
| **Objective 1.** | Valorisation of ICH |
| **Aim of actions (please evidences also the input provided by workshop, participatory approach, the origin of idea of action etc)** | * after mapping potentialities we need thorough research of professionals in the filed of linguistics, history, navigation, ecology, marine life, etc * the need is to have sustainable interpretation and documentation centre based on excellence acknowledged by the State and UNESCO |
| **General description of tasks and activities to** | * professional desk research in the above mentioned fields including critical approach to historical data, new methodology and theories applied within the ICH field |
| **Stakeholder and players to involve** | Professionals from local community (Museum, Centre for historical research, Marine Institute) |
| **Target group** | Local community and visitors, general public |
| **Results and impact with the realisation** | The result will be studies on different topics included in our data base, that will be available publicly |
| **Good practises to be use as example? If yes , please specify** |  |
| **Resources need (in €) amount estimate** | 3 000 eur |

|  |  |
| --- | --- |
| **Action 1.3. Documenttaion** | |
| **Objective 1.** | Valorisation of ICH |
| **Aim of actions (** | * democratization of culture * accessibility through our data base * documentation |
| **General description of tasks and activities to** | * insertion in data base |
| **Stakeholder and players to involve** | Documentarist |
| **Target group** | Gneral public |
| **Results and impact with the realisation** | Filled data base |
| **Good practises to be use as example? If yes , please specify** |  |
| **Resources need (in €) amount estimate** | 2 000 EUR |
|  |  |
| **Action 2.1 Interviews with local inhabitants/(visual)storytelling** | |
| **Objective 1.** | Co-creation of sustainable tourist offer |
| **Aim of actions (please evidences also the input provided by workshop, participatory approach, the origin of idea of action etc)** | * acquiring knowledge * developing new tourist experiences |
| **General description of tasks and activities to** | * ethnologist and visual artist will create stories around local tradition * 10 interviews with local people |
| **Stakeholder and players to involve** | Members of NGO/Batana |
| **Target group** | General public |
| **Results and impact with the realisation** | * Acquired new knowledge * New documentation * awareness raising among population |
| **Good practises to be use as example? If yes , please specify** |  |
| **Resources need (in €) amount estimate** | 4 000 EUR |
|  |  |

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| **Action 2.2.** Logistic and conceptual support from tourist stakeholders | |
| **Objective 2.** | Co-creation of sustainable tourist offer |  |
| **Aim of actions (please evidences also the input provided by workshop, participatory approach, the origin of idea of action etc)** | * effectiveness of the action * coordination * interdisciplinary |
| **General description of tasks and activities to** | * The management and researchers will meet with the tourist sector in order to better understand the needs and possible synergies * It is crucial to deliver an offere respecting ICH but also meeting visitor’s needs |
| **Stakeholder and players to involve** | Members of NGO/Batana, tourist sector |
| **Target group** | Visitors (also local) |
| **Results and impact with the realisation** | Conceptual framework for future tourist related activities  Acquaintance with logistical details related to tourist needs |
| **Good practises to be use as example? If yes , please specify** |  |
| **Resources need (in €) amount estimate** | / |
|  |  |
| **Action 2.3.**  Sustainable tourism offer defined/ Application on traditional knowledge | |
| **Objective 2.** | Co-creation of sustainable tourist offer |
| **Aim of actions (please evidences also the input provided by workshop, participatory approach, the origin of idea of action etc)** | * development of innovative touristic tool that promotes ICH and educates visitors |
| **General description of tasks and activities to** | * The tasks are somewhat of a synthesis of some of the previous activities * assembling of materials * application concept * programming * testing   The focus will be on testing as to have the desirable response and effect on visitors/users |
| **Stakeholder and players to involve** | Members of NGO/Batana, tourist sector, programmers |
| **Target group** | Visitors (also local) |
| **Results and impact with the realisation** | * developed application * tested application * new public reached |
| **Good practises to be use as example? If yes , please specify** |  |
| **Resources need (in €) amount estimate** | 20 000 EUR |
|  |  |
| **Action 3.1.**  Media campaign | |
| **Objective 2.** | Awareness raising on local ICH |
| **Aim of actions (please evidences also the input provided by workshop, participatory approach, the origin of idea of action etc)** | * outreach * promotion of ICH and tourist offer |
| **General description of tasks and activities to** | We will produce press releases to distribute widely and will include paid advertisement to promote the application in heritage and tourist oriented media (digital and printed) |
| **Stakeholder and players to involve** | Members of NGO/Batana, tourist sector, PR specialist |
| **Target group** | General public |
| **Results and impact with the realisation** |  |
| **Good practises to be use as example? If yes , please specify** |  |
| **Resources need (in €) amount estimate** | 5 000 EUR |
| **Action 3.2.**  Attending conferences | |
| **Objective 2.** | Awareness raising |
| **Aim of actions (please evidences also the input provided by workshop, participatory approach, the origin of idea of action etc)** | * to get professional public involved and through good practices networks build the image of destination and our activities |
| **General description of tasks and activities to** | We will attend 2 conferences related to cultural tourism presenting our offer and the process behind |
| **Stakeholder and players to involve** | Members of NGO/Batana, |
| **Target group** | Professionals in heritage and tourist sector |
| **Results and impact with the realisation** | * promoted offer |
| **Good practises to be use as example? If yes , please specify** |  |
| **Resources need (in €) amount estimate** | 2 000 EUR |
| **Action 3.3.**  Contract agreement on local ICH | |
| **Objective 2.** | Awareness raising on local ICH |
| **Aim of actions (please evidences also the input provided by workshop, participatory approach, the origin of idea of action etc)** | * Effective implementation of tourist offer |
| **General description of tasks and activities to** | We will have to meet different stakeholders to lobby for the adequate implementation  Eventually we will make a contract agreement/ signing indicating rights and duties for both sides |
| **Stakeholder and players to involve** | Members of NGO/Batana, tourist sector, |
| **Target group** | Ecomuseum Btana, local community |
| **Results and impact with the realisation** | * effectively implemented offer * agency or Tourist board in charge of promoting and |
| **Good practises to be use as example? If yes , please specify** |  |
| **Resources need (in €) amount estimate** | / |

5.6 PILOT ACTION

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Objective Title: CO CREATION OF SUSTAINABLE TOURIST OFFER** | | | **Objective Number: 2** | |
| * **Action Title: Definition of tourist offer** | | | **Action Number (1.1. etc): 2.3.** | |
| * **PILOT ACTION TITLE : Application/Guide based on traditional knowledge** | | | | |
| **Background*:*** *Please describe* **the input provided by workshops, participatory approach,**  **the origin of idea of action** *that constitute the basis for the development of the present action pilot as soon as good practices identified* | | | | |
| **The Ecomuseum Batana has been working for 14 years in the field of ICH and cultural tourism. During the Culturecovery workshops which demonstrated strong participatory methodology, we realised that safeguarding activities conducted till now (documentation, education, boat building, awareness raising through events and interpretation through interactive exhibition) could be more inclusive for locals but also guests. The general opinion that arouse within the Culturecovery workshops framework was that we lack innovative methods in education and sustainable tourist offer. A strong digital shift was detected as necessary if we want to attract new members, practitioners and guests.** | | | | |
| **Theme: (**specify the category of your action) | ❑- ICT application, creative industry;  ❑- participatory processes for involvement of active locals in the recovery, interpretation, maintenance, transfer of knowledge on ICH;  ❑- actions for the inclusion of the cultural heritage enjoyment within an innovative responsible tourism offer. | | | |
| **Action / Intervention** that will be realized | **Responsibility** (Who will do it) | | **Resources need**  **(Information, money, materials)** | **Timeline**  (Start and end dates) |
| **1. assembling of materials** | **Program Manager of Ecomuseum Batana and President** | | **Previous research, photo and audio material / no money except salary** | **June 2019** |
| **2.**  **Application concept** | **Members of NGO Steering committee** | | Synthesis of gatherd material and proposal by Program Manager/ no money except salary | **July 2019** |
| **3.**  **Development of application** | **Programmers, external service** | | 20 000 EUR | **August/September 2019** |
| **4.**  **Testing** | **Local schools, NGO members and tourist sector (receptionists, agents etc)** | | **Technical equipment (own mobile phone, our tablets)/ 10 000 EUR** | **October/November 2020** |
| **MAIN IMPACTS** | | | | |
| **Main impacts on -** ICH preservation, conservation and valorisation of ICH | | **Valorisation of ICH**  **Contribution to the understanding of the value of ICH for local population and its function within sustainable tourism offer**  **Awareness raising on local ICH**  **Developed safeguarding measure (the application will function as data base for local tradition/documentation** | | |
| **Main impacts on** relation between public and private | | **The agreement signed as a post -faze of the Pilot will contribute to inspiring other**  communities in valorising and sustainable using local ICH | | |
| **Main impacts** on local communities , citizens, target groups | | **Democratization of heritage management and use**  **The application will be a product of co-creation from different sides and will be widely available to encourage education** | | |
| **MAIN RESULTS** | | | | |
| **Which main results do you want realized?** | | * **mapping, research, valorise and document local maritime ICH** * **development of application based on interdisciplinary collaboration** | | |
| **What are the main indicator to measure the results ?** | | * 20 studies related to mapped bearers and places/ accordingly 20 inscriptions in our data base (later also in application) * 1 application * 50 high school children testing the app with satisfactory opinion ( at least 70% should state that the application is ”good” or ”great”; the 3rd option will be “poor” | | |

*\* If necessary, add further pilot action tables.*