

TEMPLATE

Output factsheet: Strategies and action plans

Version 1

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Lead partner	Municipality of Cervia
Output number and title	O.T3.1 Action Plans for the preservation and promotion of ICH through ecomuseums in Central Europe (APE)
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Project website	https://www.interreg-central.eu/Content.Node/CULTURECOVERY.html
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Summary description of the strategy/action plan (developed and/or implemented)

The Ecomuseums Frog land and Carp Valley operate on the basis of an intersectoral partnership, in which the partners are public institutions, NGOs and companies, especially small, often sole ownership businesses. The basis for cooperation is a membership declaration signed by persons interested in cooperation within the framework of the Ecomuseums, including the recommendations for joint visualization, promotion and marketing. Each candidate for a member is evaluated by all the members. The coordinator of the ecomuseum is the Land of Frogs Fishery Association based in Skoczów.

The coordinator of the Ecomuseum is the Association of the Carp Valley with its seat in Zator.

The regulations define the technical functioning of the Ecomuseum, but there are no common guidelines for the protection, preservation and presentation of natural and cultural heritage. The difficulty in managing an Ecomuseum is that the entities operate independently and the coordinator has little influence on the involvement of individual members in joint activities of the Ecomuseum and it is very diverse.

The non-material heritage of the areas of Ecomuseums demonstrate many similarities. It includes:

- fishery - primarily local variety of carp, pond breeding
- art and craft (lace-making, crepe and tissue flower making, smithery, crocheting, embroidery, arts with local motives and styles: painting, sculpture and ceramic)
- history and traditions - chants, dances, local folk costumes
- food production and local cuisine with the special stress on carp, catfish, zanders and other freshwater pond species; other local specific dishes
- stories, legends, folk fairytales
- personalities and celebrities, multiple historical activists and heroes
- nature resources - numerous ponds, mud and brine areas, Nature2000 areas and reservations
- local products with their own brands and fame

Programmes of protection, use of heritage and presentation of heritage included in the action plan for 2019 - 2020 will consist of:

1. educational activities
2. interactive workshops
3. regional chambers, museums, open-air museums
4. demonstrations, shows

The main goal of the Ecomuseum Frog Land is to improve its internal functioning, increase the attractiveness and promote the offer and the brand as a modern tourist and educational product, presenting local heritage in an attractive way.

The main objectives agreed upon:

1. Developing and making more attractive the educational and tourist offer of the Ecomuseum
2. Development of competences of Ecomuseum partners
3. Enhancing cooperation between partners in the Ecomuseum
4. Increasing the effectiveness of promotion of the Ecomuseum
5. Increasing management efficiency and effectiveness
6. Providing financial and organisational resources for the activities of the Ecomuseum
7. Design and implementation of the Ecomuseum offer marketing system
8. Ensuring financial and organizational resources for the operation of the Ecomuseum.

NUTS region(s) concerned by the strategy/action plan (relevant NUTS level)

Ecomuseum Frog Land - Subregion Bielsko - NUT3 (NUT2 - Slaskie Voivodship) - encompassing powiat Bielsko, powiat Cieszyn, powiat Żywiec and the City of Bielsko-Biała (the city with powiat rights). The population of the region accounts 667,624, of which ca. 50% lives in the City of Bielsko-Biała and its suburbs.

Ecomuseum Carp Valley - powiat Oświęcim located in Subregion Oświęcim - NUT3 (NUT2 - Lesser Poland Voivodship) accounting for 153 737 inhabitants.

Expected impact and benefits of the strategy/action plan for the concerned territories and target groups

Implementation of the planned activities should contribute to more efficient functioning of the Ecomuseum, more effective protection and preservation of natural and cultural heritage (material and non-material), development of an attractive educational and tourist offer for various groups of tourists.

Expected impact:

- Ecomuseums forming a network of committed and ready to act members of the Ecomuseums
- enriched effective and multichannel offer of the ecomuseum as a whole and of individual partners - based on the local culture and tradition - target group: individual tourists, small groups, families
- regional education offer based on the offer of ecomuseum points available for schools from the region and groups of children and youth from outside the region
- initiated cooperation with tour operators
- a competent Team responsible for coordination of the Ecomuseum

- improved cooperation between partners of the Ecomuseum and with local government and with regional bodies and their stronger involvement in the development of Ecomuseums
- effective and multi-channel promotion of the Ecomuseum.

Sustainability of the developed or implemented strategy/action plan and its transferability to other territories and stakeholders

The sustainability is based to a vast extent on the commercialization of the activities of the Ecomuseums and the Associations.

Thanks to the Association Frog Land, Association Carp Valley, the special role of the associations as the Local Fishery Group and the strong interest of the local authorities, the ecomuseums are organizationally and legally supported.

The commitment of the members and the current staff is powering the action plan.

The declaration of cooperation between the Ecomuseum of Frog Land and of Carp Valley creates the obligation as a moral support for the both organisations.

Lessons learned from the development/implementation process of the strategy/action plan and added value of transnational cooperation

Lessons learnt:

The cooperation between ecomuseums creates a strong synergy of all activities. The relative similarity of the ecomuseums constitutes a strength on which the cooperation is built on. The action plans are nourished by the strong trend recognized and the existing demand from tourists for leisure merging the educative and active elements of the offer (eg. workshops, quests).

In terms of the recovery and preservation of the intangible culture, the action plans do not include restriction, which would monitor authenticity of the traditions; however, the local culture is a dynamic phenomenon built on the particular mixture created by diversified external influence.

Lack of any restrictions as for the accuracy of the maintenance of the original techniques can cause their loss or mutation. The role of institutions such as the Chamber of Crafters should be reinforced and at the same time used as the opportunity for upskilling and for support of marketing processes.

The commercialization is necessary for the sustainability of an ecomuseum in situation where the external (governmental) funding is absent or insufficient.

The transnational cooperation has a strong impact on the participating ecomuseums in the field of the respect for original cultural heritage and stimulates for the best, most effective and innovative state-of-art methods of its preservation.

Through international lobbying, the funding mechanism and certain regulation for the authentication of the heritage could be established for the better preservation.

**References to relevant deliverables and web-links
If applicable, pictures or images to be provided as annex**

The output is strongly connected to the following deliverables:

D.T3.1_10_PP11_ActionPlan_FrogLand.pdf

D.T3.1_10_PP11_ActionPlan_CarpValley.pdf