

Output factsheet: Trainings, part 3

Project index number and acronym	CE81, ECRR
Lead partner	Association for Rural Development Thuringia
Output number and title	O.T.2.1 Capacity building for the sustainable management of Reformation-themed cultural heritage
Responsible partner (PP name and number)	Upper Austrian Tourism Board (PP 12)
Project website	http://www.interreg-central.eu/ECRR
Delivery date	30.06.2019

Summary description of the implemented training measure(s), explaining the specific goal(s) and target groups

Part 3: Trainings on cultural heritage promotion incl. the promotion of low-carbon tourism

Essential parts of the project European Cultural Route of Reformation (ECRR) are international and local trainings aiming at a long-term and sustainable advancement of cultural heritage safeguarding and valorisation.

Preceding the local trainings, international Train-the-Trainer-Seminars (TTT) are enabling and training key actors from the partner regions in building and developing regional networks for enhancing their regional projects within ECRR.

The target group for the TTTs are key actors actively involved and well-networked in the respective ECRR regions with experience and competency to work in teams. Addressees are actors and stakeholders in fields like public administration (local and regional), regional management, church and church-related organizations as well as tourism boards or cultural NGOs.

TTT on cultural heritage promotion incl. low carb tourism

The 3rd TTT had been conducted to train and enable important key people in the project regions to develop a basic action plan for the promotion of their sites and programs. The focus had been on ways and possibilities for low-budget and digital marketing. Further on the trainers should be aware of the importance of low carb offers in mobility and in hosting visitors. The training took place on October 16th and 17th 2018 (it had been split into two half-day sessions) with 36 participants at the Vila Bianca in Velenje, Slovenia. It provided effective tools for developing marketing strategies and promotion activities. Sessions of common working in different settings allowed the participants to share knowledge and to

develop ideas such as packages for low carb tourism. A digital workshop had been introduced to the setting of the TTT and showed that it is possible to work on a subject together even if people are in different countries. The core issues concerning the topic have been elaborated, such as: The meaning of a brand and its interfaces with marketing and promotion, the branding of the Routes of Reformation, Ideas and methods for low-budget marketing and digital promotion, marketing strategies developed with the canvas technique, benefits and ways of low carb tourism. The methods and tools used will help the trainers in conducting their subsequent local stakeholder trainings.

Local trainings on cultural heritage promotion incl. low carb tourism

Until June 30th 2019 all regions could manage to conduct a local stakeholder training with a total number of participants of 133. Target groups involved: local and regional stakeholders such as representatives of local authorities, members of local associations focusing on local culture and heritage as well as representatives of churches and tourism, local tour guides, and marketing managers of the region.

NUTS region(s) where training(s) have been conducted (relevant NUTS level)

TTT Module 3 took place in Velenje: NUTS 2 - SI01 East Slovenia, NUTS 3 - SI014 Savinjska

Local trainings took place in following regions:

Slovenia: NUTS 2 - SI01 East Slovenia, NUTS 3 - SI014 Savinjska

Hungary: NUTS 2 - HU 32 Észak-Alföld; NUTS 3 - HU 323 Szabolcs-Szatmár-Bereg

Italy: NUTS 2 - ITC 1 Piedmont Region, NUTS 3 - ITC 11 Metropolitan Area of Turin

Italy: NUTS 2 - ITC 4 Lombardy Region, NUTS 3 ITC 46 Bergamo Province

Czech Republic: NUTS 2 - CZ 03 Jihozápad (Southwest); NUTS 3 CZ 031 Jihočeský kraj

Czech Republic: NUTS 2 - CZ 03 Jihozápad (Southwest); NUTS 3 CZ 03 Plzeňský kraj

Germany: NUTS 2 - DEG0 Thüringen; NUTS 3 - DEG0C Gotha

Germany: NUTS 2 - DE40 Brandenburg; NUTS 3 - DE 407 Elbe-Elster

Germany: NUTS 2 - DEE0 Sachsen-Anhalt; NUTS 3 - DEE0A Mansfeld-Südharz

Austria: NUTS 2 - AT31 Oberösterreich; NUTS 3 - AT315 Traunviertel

Poland: NUTS 2 - PL51 Dolnośląskie; NUTS 3 - PL518 Wrocławski

Expected impact and benefits of the trainings for the concerned territories and target groups

Train the Trainer

The three TTTs reached 129 participants from all partner countries who now are capable of leading local seminars and trainings on preservation of cultural heritage as well on setting forth regional efforts on stakeholder alignment and designing marketing and promotion strategies for their regions. ECRR and the awareness for it will be spread manifold by these people in their regions and countries. The TTTs as a basis for regional trainings lead to participation processes for developing ECRR (Routes of Reformation) on the sites. By this, identification with the ECRR project and the envisaged Reformation route is strengthened amongst the local stakeholders. Capacities to actively contribute to the route's and hence the projects sustainable success are enhanced.

Local trainings

In addition to the local seminars before the expected impact was to identify relevant stakeholders as well as to collect ideas that could contribute to enhance and professionalize marketing and promotion in order to support raising the attention and attractiveness for ECRR and addressing the various target groups in an adequate way.

By presenting the current status of ECRR/RoR the participating people should be convinced of joining a project that deals intensely with promoting the regional points of interest including interested and relevant stakeholders.

Awareness of the importance of fostering low-carbon tourism should be raised; people should get acquainted in concerning this dimension as a benefit for their target groups.

Sustainability of the training(s) and developed training material(s) and their transferability to other territories and stakeholders

Train the Trainer

The trainers are “ambassadors” for ECRR and local stakeholder involvement. Due to the following local seminars, the TTTs are no one-time-event, but contents and methods are used in each of the seven project partner countries further on. The handbook on usable methods (which is part of the related training curriculum) is a good guideline for transferring this know-how into other countries. During the development of the TTTs' curricula all the partners had the chance to submit their own examples, needs and challenges so that they could be addressed in the seminar. Also the canvas templates for developing a basic marketing/promotion strategy (module 3) can be used and transformed by all of the partners and others interested in building marketing strategies.

Local trainings

The introduced canvas technique can be very easily implemented in regional goal-setting and the development of action plans in various contexts. Especially for elaborating the core issues of promotion strategies this digital workshop can be adapted for future efforts in

marketing.

The impressive presentation on low-carbon tourism can be used for different subsequent presentations in any other region.

Lessons learned from the development and implementation of training measures and added value of transnational cooperation

Train the Trainer

The third seminar had been split into two half days which kept activity and concentration on a high level. Additionally a digital workshop on marketing had been introduced and worked out well. To improve such digital trainings it is important that the trainer will reduce showing power point slides instead of being present face-to-face. And good technological equipment is the most important basis for digital workshops. Working in groups always produces results in high quality - that's a lesson learned throughout all the three seminars.

The topic of designing low-carbon packages received a lot of interest and approval from the participants. This will be a future issue to deal with in the frame of RoR.

Local trainings

For the future collaboration within RoR it will be crucial to develop a fitting promotion strategy that is not only focused on regional needs and conditions but also fits in the greater roof of RoR brand and design. This for sure can be a great support of starting promotion activities on national or regional level in the sense of "we are more than just a regional action - we are part of a great European network!"

The contents provided in the frame of the TTT helped to raise regional efforts to a higher level of awareness and reliability. This is a unique selling proposition for all partners in the future.

The thought of implementing low-carbon offers to touristic attractions has been approved in the local trainings - yet the chances of realization has been estimated as rather low regarding the current status of some of the regions.

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

Deliverables:

D.T2.1.1 - Good Practice Catalogue of existing certified cultural routes: 13 routes have been described addressing management, financing, quality, offers and success factors

D.T2.1.2. - Capitalization Report: Points out the most important issues of the route's analysis to be considered in the training programs

D.T2.2.1 - Training Curriculum for the Preservation of Cultural Heritage

D.T2.2.2 - Documentation of Training on Preservation of Cultural Heritage

D.T2.3.1 - Training Curriculum for Stakeholder Alignment

D.T2.3.2 - Documentation of Training on Stakeholder Alignment

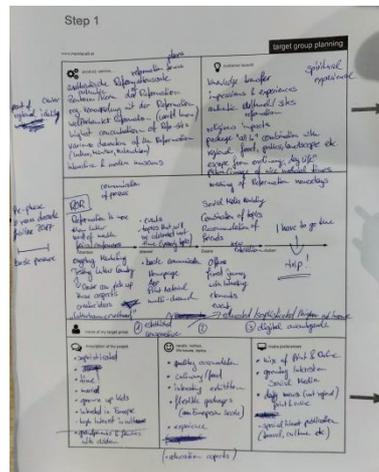
D.T2.4.1 - Training Curriculum for Promotion of Cultural Heritage including Low Carb Tourism

D.T2.4.2 - Event Documentation TTT Promotion of Cultural Heritage including Low Carb
Tourism

Web-link:

<http://www.interreg-central.eu/ECRR>

Annex 1: Pictures of the 3rd TTT in Velenje in October 2018



Annex 2: Pictures of local trainings on promotion of cultural heritage

