

PP7 - PILOT ACTION CONCEPT

D.T 3.2.7.- Pilot action concept - Interactive
knowledge on local traditions through an APP

Version 1
05.12.2018



COMUNE DI CERVIA





PILOT ACTION CONCEPT

PILOT ACTION CONCEPT - TITLE *Maritime heritage interactive guide/ mobile application*

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 workshops 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.

General brief description about the preliminary project / project

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 includes several actions: recognising of terrain/ research, audio recording of stories and knowledge, software development of the guide and interactive map and promotion activities.



Besides we will buy the equipment for our guest to enjoy the application and have wide access.

State of the art of the deliverable implementation (also with info about contract, public procedures on going, permits, etc.)

The basic concept and some research has been done. We have mapped 20 spots and 6 bearers for the interviews needed. We plan to finalise the research and record the bearers by mid June and by end of June have the detailed scenario of the application. Thanks to the detailed version we will have a Public call for software developers and in the next stage for the equipment. The agreement will be set for 2 months so we plan to finalize the application by mid September and start testing it. The first testing will be done with local high school in the tourist sector.

Deviations from the planned implementation

Due to organizational reasons, and employer/ collaborator on the Culturecovery project quit job in December 2018, we are slightly behind times and will probably have a 1-2 months delay in delivering the application.

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 gathered	July 2019



		material and proposal by Program Manager/ no money except salary	
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	<p>Valorisation of ICH</p> <p>Contribution to the understanding of the value of ICH for local population and its function within sustainable tourism offer</p> <p>Awareness raising on local ICH</p> <p>Developed safeguarding measure (the application will function as data base for local tradition/documentation)</p>
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	<p>Democratization of heritage management and use</p> <p>The application will be a product of co-creation from different sides and will be widely available to encourage education</p>

MAIN RESULTS

Which main results do you want realized?	<ul style="list-style-type: none"> - mapping, research, valorise and document local maritime ICH - development of application based on interdisciplinary collaboration
--	--



	-
What are the main indicator to measure the results ?	<ul style="list-style-type: none">- 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.*

Attached:

- graphics elements, images, photos, layout about the project (also in your language)
- project planning / elaboration (Also in your language)
- other useful elements Documents or similar, es for exemples preliminary study in your language, etc.