

# ACTION PLAN AND PILOT ACTION

## Styrian Cultural Heritage Network

D.T3.1.9 and D.T3.2.8

Rural Development Agency of Styria - PP9

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# 0. INTRODUCTION

## 0.1. Operational Framework

The Action Plan is a tool to improve the fruition of Intangible Cultural Heritage in terms of quantity and quality. It promotes the combined activities and actions that are born from the same vision and perception of the territory. The ecomuseum approach plays a significant role for all who are involved (cultural associations, educational institutions, local administrations, economic operators, etc.). With regard to these entities, it is necessary to ensure a first result that can be achieved easily and measured relatively quickly. In fact, it is important to instil trust and to provide a perspective for the different actors, having different natures and expectations, that can be expressed in the following categories:

- **Community:** Aimed at the "recognition" and "increase" of the social and value capital of the community to which they belong, willing to get involved with a renewed participatory spirit for a common good;
- **Relationship:** Oriented to satisfy the needs of interpersonal relationship, exchange-comparison and cognitive analysis;
- **Personal:** Related to the self-fulfilment needs that emerge from providing an effective and collaborative contribution to the realization of the Project;
- **Socio-economic:** Aimed to provide a contribution in the socio-economic local life so that the knowledge and tradition that belong to a community can be the starting point for creating, innovating and updating the quality of services and productivity.

## 0.2 Action Plan in the application form (CULTURECOVERY)

The application form explains the main aim of action plans. According with the joint strategy, partners will define Action Plans targeting ecomuseums (APE) aimed at turning intangible cultural heritage (ICH) into an economic resource to foster sustainable growth while respecting the environment and other resources surrounding ICH.

The Action Plan will foresee activities in the field of:

- Information and communication technology (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.

# 1. IDENTITY CARD

## ECOMUSEUM INVOLVED

### Name

Styrian Cultural Heritage Network

Decentralized, Community-Based Ecomuseums of Styria

### Location

Federal State of Styria, Austria

### Website

No dedicated website (as of 10/2018)

Future integration into municipalities' websites

### Body involved in the management of ecomuseums

Municipality of Krieglach

Municipality of Puch bei Weiz

Municipality of Trofaiach

## Contact person involved in the preparation of the Action Plan

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## 2. STATE OF THE ART

### 2.1. Intangible cultural heritage elements and safeguarding actions / programmes

(cfr. WP T.1 - D.T.1.1.1)

This section contains the state of the art of programmes aimed at the preservation, recovery and promotion of intangible cultural heritage. It provides a first overview of various methods and approaches used by the Styrian Cultural Heritage Network. This synthesis should give a concise perspective of the situation and approaches for the preservation, recovery and promotion of Intangible Cultural Heritage (ICH):

Preservation and promotion of local intangible cultural heritage is already an important component of the cultural self-concept of Styria. At a local level, ICH is preserved and promoted primarily via local museums and through the activities of non-profit associations. The latter play a key role as they form the backbone of rural cooperation and solidarity. These local associations consist of motivated volunteers who dedicate part of their free time, amongst others, to revive and foster ICH in Styria. Local initiatives, organizations, and institutions dealing with ICH are often logistically supported by the respective municipalities, which also applies to the communities in which the Action Plan is set to be implemented. The three participating municipalities also operate small and medium-scale village/town museums, all of which are open to the public and tourists.

#### *Town Museum Trofaiach at Schloss Stibichhofen*

Located in the town centre of Trofaiach, Schloss Stibichhofen serves as the venue for the city's municipal museum. The museum is home to a collection of historic traditional garbs of the Erzberg region, and exhibits items from the field of folk medicine, as well as archaeological artefacts. A historic agricultural building ("Troadkostn") on the outskirts of the municipality serves as an outpost of the museum where expositions on ICH take place from time to time.

#### *House of the Apple - Puch bei Weiz*

The municipal museum - as its name suggests - houses an exhibition featuring the municipality's cultural and economic backbone: apples. As an important cultural heritage, the cultivation of apples has influenced local art, mythology, religious practices, and traditions. Today, apples are a major economical pillar of the region and continue to play an important role in people's daily lives. "The apple over the course of time": The multi-layered history of apples is documented in the 'House of the Apple', where visitors can learn about the fruit's history from the stone age up until today.

#### *Alpl Forest School in Krieglach*

The Forest School located in Krieglach's hamlet of Alpl was founded in 1902 on initiative of Styrian poet and writer Peter Rosegger. Over decades, it served as a valuable institution of education for the children of Alpl who hailed from the surrounding farms. Even though regular instruction ceased in 1975, the Municipality of Krieglach as the owner of the facility continues to maintain the former school as a museum. The inventory exhibited at the museum allows visitors to experience the atmosphere of rural education in the early 20<sup>th</sup> century and learn more about how children grew up before the advent of modern technology.

## 2.2. Management of the museums

(cfr. WP T.1 - D.T.1.1.1)

The following chapter consists of an analysis of current ecomuseum management system and an assessment of its effectiveness and efficiency. The analysis includes the actual state of art, approach used, points of strength, and weaknesses:

### **Management system, effectiveness, and efficiency**

The three town museums are primarily dedicated to preserving and exhibiting locally important artefacts/objects, and to conveying the associated stories and history. The focus of the exhibitions featured in these museums is placed on selected aspects of ICH that are related to the municipality's history, its cultural identity, or outstanding personalities with ties to the municipality or region. The documentation and preservation of tangible - rather than intangible - cultural heritage is the primary purpose of these town museums. As such, the presentation of tangible exhibits (artefacts/objects) dominates the museums' management approach.

Intangible cultural heritage is present in the form of supplementary information highlighting the displayed tangible artefacts. While these intangible elements do generally complement the exhibitions, the museums lack the practical dimension that distinctively characterizes ecomuseums. Since the emphasis is put on tangible exhibits, the museums do not play an active role in conveying intangible cultural heritage.

The day-to-day management of the museums is carried out by municipal employees and/or volunteers who are responsible for taking over most of the operational duties. Usually assigned on a part-time basis, the responsible employees maintain the museum's stock, organize exhibitions, and take care of visitors. The ecomuseum managers cooperate closely with the respective municipalities, the latter of which are usually in charge of delineating the museum's strategy and overall management. One of the strengths of the town museums is their close tie to the municipalities, which renders them less dependent on visitor numbers or total revenue generated through the museum. Additional activities are performed with the help of local associations who are an important asset for the operation of the museums.

On the other hand, the village museums' scope of operation is limited in size and in number of employees due to organizational and financial constraints. This is owed to the fact that the town museums in question are operated by the municipalities themselves and, thus, heavily rely on the support provided by the municipality, volunteers, and the public. Costs incurred by additional activities and public participation must also be financially backed by the municipalities, which may put further strain on the budget allocated for local cultural activities. Because of this, the town museums' permanent exhibitions are mostly restricted to maintaining the present stock.

## 2.3. Stakeholders and players

Main stakeholders, players and in general bodies, entities etc. that actual manage ICH. Stakeholders and players that could influence the models and methods of conservation, valorization and preservation of ICH:

### **Main stakeholders**

#### *Municipalities*

The three municipalities (Krieglach, Puch bei Weiz, Trofaiach), which are the founding members of the Styrian network of ecomuseums, are the primary stakeholders who manage ICH on-site. As the operators of the town museums and as the main financers of local cultural activities they are the key players in preserving and promoting local intangible cultural heritage. Local communities are the cradle of cultural heritage. They are the places where cultural heritage is created, where it evolves, and where it is preserved. Municipalities are among the official institutions that are most closely connected to the population's cultural heritage, and which have the most direct impact on the cultural life of the community. This particularly applies to communities in rural areas, where cultural offerings are not ubiquitous. Many cultural activities in rural municipalities are provided by volunteers on a non-profit basis.

#### *Volunteers/local associations (Vereine) and unions (Verbände)*

Local associations and unions form the societal backbone of rural municipalities in Styria and often safeguard social cohesion and solidarity in these communities. The number and function of associations varies greatly between municipalities, with some municipalities having a more vivid culture of voluntary cooperation than others. As a rule of thumb, rural communities have a comparatively stronger culture of cooperation than larger cities.

In general, these associations are exclusively composed of volunteers who assume - without financial remuneration - various positions within the association. Most associations dedicate themselves to a specific topic or purpose, such as a sport, charity, or firefighting. Many also attend to aspects of culture and cultural heritage such as singing, dancing, or folk culture. Associations and unions usually form upon local initiative and, in many cases, are neither governed nor regulated by superordinate institutions. In other words, people who feel connected to a certain topic gather to establish an association that is both self-organized and autonomous in its conduct. Usually, associations collect membership fees and receive financial support by the municipality in order to support their activities.

Associations and unions dedicated to culture are indispensable for the preservation and promotion of intangible cultural heritage. They possess a vast set of practical knowledge and are experienced in dealing with intangible cultural elements. Transmission of knowledge and skills often takes place within these associations. While preservation of ICH is most often not the main objective of these associations, they preserve and promote intangible cultural heritage by actively performing it.

Associations who focus on ICH are also present in the three municipalities of the developing "Network of Styrian Ecomuseums". In Krieglach, the 'friends of the forest school' aim to preserve the forest school as a museum, and foster the heritage of education and schooling. The association helps maintain the forest school building, as well as the school workshop and the collection of historic woodworking tools. Trofaiach's "town museum association" is the municipality's official interest group in charge of co-managing the museum's activities. Additionally, there are several different choirs and music groups in Trofaiach who preserve the region's body of traditional songs and dances. Puch bei Weiz is home to an archery association, and an association - "Erzählerey" - dedicated to the heritage and art of storytelling.

## 3. PARTICIPATORY APPROACH

### 3.1. Main conclusion and results of the participatory approach

#### Innovative methods of preservation and performing Intangible Cultural Heritage

Primary goal and conclusion of workshops realized by evidencing in particular:

- a- What innovative methods (of preservation and recovery of intangible cultural heritage based on creative industry and information and communication technologies) could be used;
- b- What best practices (ecomuseum; intangible cultural heritage) could be used as an inspiration.

#### **a) Innovative method of preservation and recovery: Storytelling as a means of preserving the cultural identity of communities**

Rural communities in Styria preserve knowledge and skills that have been handed down for generations. Often, this intangible cultural heritage is related to a distinctive local identity. This identity includes shared memories, history, and stories, which connect past with future generations. Thus, the preservation of intangible cultural heritage pertains to the preservation of the cultural identity of communities in rural Styria.

However, many feel that community identities as they have been in the past are starting to fade. Along with that comes the disentanglement of private and social life, which results in a pronounced change in how people communicate and get into contact with each other. Social life and interaction is shifting to the digital and computerized world, often leaving the old customs, traditions, and patterns behind. This circumstance is closely related to the threat of losing intangible cultural heritage along with the community's cultural identity.

Today, communication and information technologies play a bigger role than ever. Social media platforms, as well as video and photo sharing websites rank among the most popular channels to communicate, entertain, share and develop ideas, promote and connect.

The main stakeholders within the Styrian network perceive this not as a threat but as an opportunity to engage the local population, particularly the youth. The stories that have been passed on can still be told, provided that the people are enabled to tell these stories the way they prefer. The lessons learnt from these technologies and social media channels - such as do-it-yourself videos, how-to tutorials, low-budget/high-quality entertainment - can be utilized to tell traditional stories within a modern setting. If adapted carefully, ICT can be used as a meaningful tool to tell each and every story, and thereby preserve the cultural heritage that is transmitted through them.

#### **b) Ecomuseum Best-Practice: Austrian Open-Air Museum Stübing**

The Open-Air Museum's role can be summarized as the collection, preservation, documentation, and exhibition of Austrian tangible and intangible cultural heritage. The duties and areas of operation of the Open-Air Museum Stübing include folklife studies, history, and restoration, and covers fields such as architecture, craftsmanship, and agriculture. In addition to its large collection of tangible artefacts, the Open-Air Museum possesses profound scientific knowledge on the management and preservation of intangible cultural heritage.

Among the activities of the Open-Air Museum are the organization of permanent and temporary exhibitions, as well as events and courses, which are held at the museum's compound. The



exhibitions highlight specific aspects of Austrian cultural heritage, both tangible and intangible. The events and courses taking place at the museum target the interested public, who are invited to actively participate and learn traditional crafts, e.g. constructing traditional fences or baking bread according to passed down recipes. These practical courses are typically related to a specific topic, held primarily on the compounds, and participation is charged.

### 3.2. Main results and conclusion of the workshops

#### Existing individual offers and development of integrated offers within traditional tourism offers

##### Connection to physical location(s):

A defining characteristic of intangible cultural heritage is its immaterial nature. Intangible cultural heritage might, however, produce material objects or artefacts by being performed, throughout the process of its documentation, or by being presented to an audience. While the Styrian network focuses on the living memory of communities, there is a need among the local population for connecting the community's immaterial heritage with the material world.

An idea was to broaden the scope of existing *municipal or town museums*, which could become regional centers of intangible culture heritage. In spite of their comparatively small size, these museums could serve as the venues for activities related to the innovative preservation and conveyance of immaterial heritage. This proposal would be efficient both in terms of costs and resources. Intangible cultural heritage could complement the museums' existing exhibitions while being displayed and promoted with little need for additional structural investment.

##### Local Identity and Tourism:

The local project activities are also foreseen to have a positive impact on local growth, particularly on tourism. During the previous workshops it was agreed upon to complement the current tourism offers of each municipality with intangible cultural heritage. A possible way to achieve this will be the refinement of the established local identity by highlighting intangible cultural heritage. All three municipalities decided to incorporate intangible cultural heritage into their municipal museums. Intangible heritage will gradually be introduced and is planned to complement the present exhibits and exhibitions.

The Open-Air Museum Stübing further proposed the establishment of an interregional "cultural heritage" partnership between the associated municipalities and their community-based ecomuseums. The partnership's central tenet could be intangible cultural heritage while fostering the cooperation and support between its members. It would also function as a platform to enhance the visibility of intangible cultural heritage to bring the topic closer to the general public and propagate the activities of the new ecomuseums. This, in turn, would have positive effects on tourism and could potentially spark synergies with other areas of municipal development. Moreover, the partnership would constitute the basis for developing a common visual identity to highlight the municipalities' leading role in heritage preservation.

## 4. SWOT ANALYSIS

### 4.1. SWOT

Strengths, Weaknesses, Opportunities, Threats:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Vivid cultural heritage and traditions exist in Styrian municipalities</li> <li>• ICH in Styria: diverse, multifaceted</li> <li>• Town museums as places of heritage preservation</li> <li>• Local volunteers and associations</li> <li>• Styria: culture of public participation; inclusion of local residents</li> <li>• Best-practice: public participation; rural and municipal development</li> </ul>	<ul style="list-style-type: none"> <li>• Ambiguities in defining ICH (tangible vs. intangible)</li> <li>• Unclear definition and status of ‘ecomuseum’; no existing ecomuseums in Styria/Austria</li> <li>• Costs incurred by project activities and public participation (for municipalities)</li> <li>• Lack of experience/knowledge with regard to ICH and cultural heritage management</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• ICH not yet recognized as a central topic of rural/municipal development</li> <li>• Pronounced interest in ICH: population and municipalities (decision-makers)</li> <li>• Media potential (ICH); interest of media</li> <li>• ICH concerns everyone</li> <li>• ICH appeals on a personal, subjective level</li> <li>• Networking with other ICH projects</li> <li>• Cultural activities, projects, initiatives on a state level</li> <li>• ICH valorizes related/non-related activities (synergies)</li> <li>• Town and village museums</li> </ul>	<ul style="list-style-type: none"> <li>• Demographic change (ageing of population)</li> <li>• Outmigration from rural areas</li> <li>• Commercialization of ICH</li> <li>• Pressure to achieve quick, superficial results</li> <li>• Main focus on external image rather than concrete and sustainable actions</li> <li>• Reduction of financial funding, especially in terms of cultural activities</li> </ul>

## 5. ACTION PLAN

### Styrian Cultural Heritage Network

#### 5.1. General goal and strategy

The goal of the action plan at hand is the definition of a preliminary project on the innovative use of storytelling tools for online spreading of knowledge on local traditions and crafts. It outlines the pathway to introduce approaches derived from the creative industries into the field of heritage protection. The combination of real-world exhibitions with the virtual world constitutes the centerpiece of this action plan and all ensuing activities.

Selected storytelling tools will complement the on-site display of artefacts in the town or village museums of the participating local municipalities. Storytelling-based online and on-site spreading of knowledge on local traditions and crafts will significantly contribute to the recovery and digitalization of memories and traditional skills. Through involving the local population, the idea of a long-lasting and sustainable implementation of the action plan will be realized. Local identities will be strengthened by creating these sustainable and inclusive structures for the continuous preservation and promotion of intangible cultural.

#### 5.2. Objectives of the Action Plan and Pilot Action

The work plan is structured by "SMART" objectives: specific, measurable, achievable, realistic and, timely (or time-bound). These, in turn, are linked to the key issues which the project addresses:

- a) Effective and sustainable management;*
- b) Innovative preservation and recovery of Intangible Cultural Heritage through creative industry, and information and communication technologies;*
- c) Integration of the offer based on local identity within the traditional tourism offer for responsible tourism purposes.*

### 5.3. List of Actions

The following chapter defines each objective of the action plan in detail and describes the specific actions that will be needed. Each action is divided into steps, and highlights the identification of resources, people /stakeholders / players involved and the timing to realize the particular action. Additionally, it is indicated whether the proposed actions are connected with some best practices.

<b>Objective 1: Collecting local Intangible Cultural Heritage (ICH)</b>	
<b>SMART objectives</b>	
<b>The specific outcome that you want?</b>	People in the municipality share their knowledge and/or skills. As many areas of ICH as possible should be included in the project.
<b>How will you measure this?</b>	Number of filled in and returned research questionnaires
<b>How much change do you expect?</b>	Raise awareness in terms of Intangible Cultural Heritage. Contribute to the formation of a local identity through ICH. People on-site identify with their heritage. Like-minded persons get together. Strengthening of the community.
<b>When will this change occur?</b>	At the beginning of the project, after the formation of local steering committees (Start: November 2017)
<b>Actions to reach the objectives 1</b>	
1.1 Information event with „Aktivkarten“ (Pre-survey questionnaires about current status of local ICH)	
1.2 Formation of local steering committees and delineation of internal and external responsibilities (Who is responsible for the organization? Public relations; roles within the teams ...)	
1.3 Research questionnaires (as an instruction/guide for collecting local ICH)	
1.4 Formation of research groups (connecting people of the same area of ICH)	
1.5 Public relations (appeals to public to join the activities; local and regional press)	

<b>Objective 2: Preserving local ICH</b>	
<b>SMART objectives</b>	
<b>The specific outcome that you want?</b>	The documented knowledge and skills are centrally collected, sorted, and stored by the steering committee / ecomuseum managers
<b>How will you measure this?</b>	Number of collected ICH elements
<b>How much change do you expect?</b>	Laying the basis on which the local steering team / ecomuseum managers can build on throughout and beyond the project. The local population is enabled to

	discover their intangible cultural heritage. Raising awareness in terms of the complexity and importance of ICH. Spark the interest of the population for the topic. ICH is recognized as a pivotal field for future municipal development: "future needs origin".
<b>When will this change occur?</b>	Pre-test: 4 months after project start (March 2018) Implementation: Continuous
<b>Actions to reach the objectives 1</b>	
2.1 Meetings of the local steering committee / ecomuseum managers	
2.2 Meetings of the research groups	
2.3 Public Relations, Press, Municipal Newspapers, Homepage	

<b>Objective 3: Prioritizing and Focus of Community-Based Ecomuseum</b>	
<b>SMART objectives</b>	
<b>The specific outcome that you want?</b>	The collected ICH will be ranked according to priorities which are determined by a weighing tool. Priorities: Urgency, capacity of conveying, municipal importance. Priorities are assessed individually by the local steering committee / ecomuseum managers.
<b>How will you measure this?</b>	With the help of a purpose-built weighing tool. Ranking of collected ICH according to priorities.
<b>How much change do you expect?</b>	Municipalities possess a practical classification system that allows them to strategically assess and sort their ICH. Further steps - such as implementing aspects of ecomuseology - should become assessable and plannable. Spin-off of some duties/activities to general population. ICH becomes visible by means of a well-structures overview of the collected data.
<b>When will this change occur?</b>	<i>Pre-test:</i> Has started 5 months after commencement (April 2018) <i>Implementation:</i> Continuous.
<b>Actions to reach the objectives 1</b>	
3.1 Introduction to the handling of the weighing tool; Ranking according to priority	
3.2 Determination of focus and first concrete measures	
3.3 ICH gradually becomes part of day-to-day municipal life (Events, associations)	

<b>Objective 4 Building an archive of local ICH</b>	
<b>SMART objectives</b>	
<b>The specific outcome that you want?</b>	The local population has access to an archive in which the collected ICH is organized and stored. Systematic and comprehensive preservation of all recorded data by the ecomuseum managers. Preservation of ICH for future generations.
<b>How will you measure this?</b>	By setting up an accessible archive (municipality, town museum) in each participating municipality that is maintained by ecomuseum managers
<b>How much change do you expect?</b>	Permanent preservation and accessibility of collected ICH
<b>When will this change occur?</b>	<i>Development and trial period:</i> 10 - 12 months after project commencement (Autumn 2018) <i>Start of realization on-site:</i> January 2019
<b>Actions to reach the objectives 1</b>	
4.1 Definition of a place for the municipal ICH archive	
4.2 Determination of responsibility for the archive; record-keeper	
4.3 Determination of the archiving method (digital, analogue; audio, visual, audio-visual, written record)	
4.4 Setting up an archive register	

<b>Objective 5: Conveying ICH</b>	
<b>SMART objectives</b>	
<b>The specific outcome that you want?</b>	ICH should be conveyed as a living heritage to future generations. A continuous preservation can only occur if sustainable structures are set up which allow for the ICH to be conveyed on-site. Interested persons become bearers of knowledge themselves. ICH serves as an identity-establishing ...and functions as a “fast-selling item” (ICH is both preserving the ashes and passing on the flame)
<b>How will you measure this?</b>	Number of offered courses, events, workshops Number of participants
<b>How much change do you expect?</b>	Traditional skills and knowledge are revived and recollected
<b>When will this change occur?</b>	Starting with the 2 <sup>nd</sup> year after commencement

	After that: continuous (spring 2019)
<b>Actions to reach the objectives 1</b>	
5.1 New bearers of knowledge - ‚ambassadors‘ of ICH	
5.2 Activities focusing on bringing the documentation of ICH closer to the general population (Communication)	
5.3 Course offers (for various skills and knowledge)	
5.4 Incorporation of existing village and town museums	

<b>Objective 6: Prepare local ICH for children and teenagers (ecomuseums)</b>	
<b>SMART objectives</b>	
<b>The specific outcome that you want?</b>	Children and teenagers get introduced to selected aspects of local ICH in a manner suitable for the target group. Playful and interesting preparation of ICH topics at the ecomuseums and in schools
<b>How will you measure this?</b>	Number of educational institutions participating, and number of inspired children and teenagers
<b>How much change do you expect?</b>	Raise awareness about how life used to be in the past in a way that neither glorifies nor condemns the past and that is suitable for children and teenagers. Children get to know and understand their roots and identity. Sensitizing children and teenagers for the topic: future preservers of knowledge and skills. Children learn about living heritage and traditions over the course of the year. Conveying cultural heritage instead of consumer heritage.
<b>When will this change occur?</b>	Starting 16 months after project commencement (from: Spring 2019)
<b>Actions to reach the objectives 1</b>	
6.1 Events and workshops suitable for children and teenagers	
6.2 early inclusion of children into traditions over the course of a year	
6.3 Storytelling („How it used to be“): Senior citizens tell children about their childhood	
6.4 Adapt children’s programmes (in the municipality) with elements of ICH	
6.5 Inclusion of schools and other educational institutions	

<b>Objective 7: Use and purpose of ICH in the digital age</b>	
<b>SMART objectives</b>	
<b>The specific outcome that you want?</b>	People realize that ICH always used to have a specific purpose in the past. Nothing happened for its own sake.

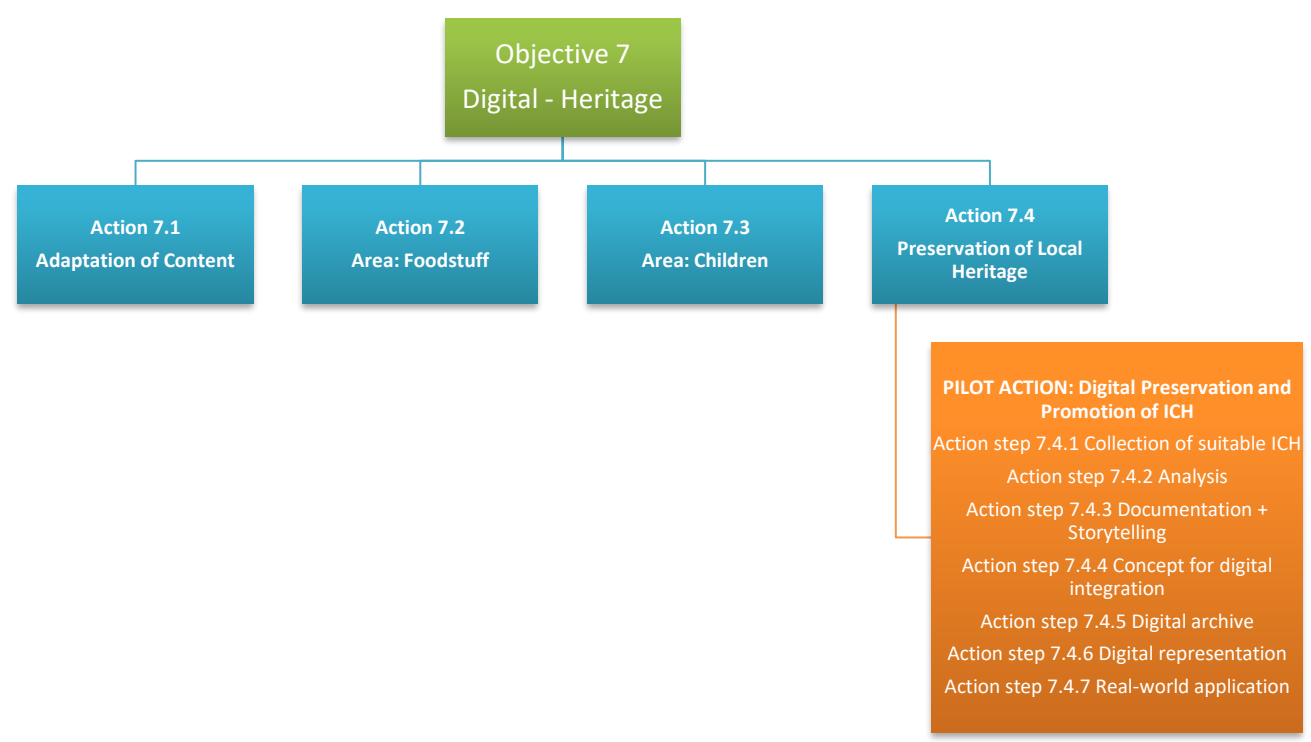
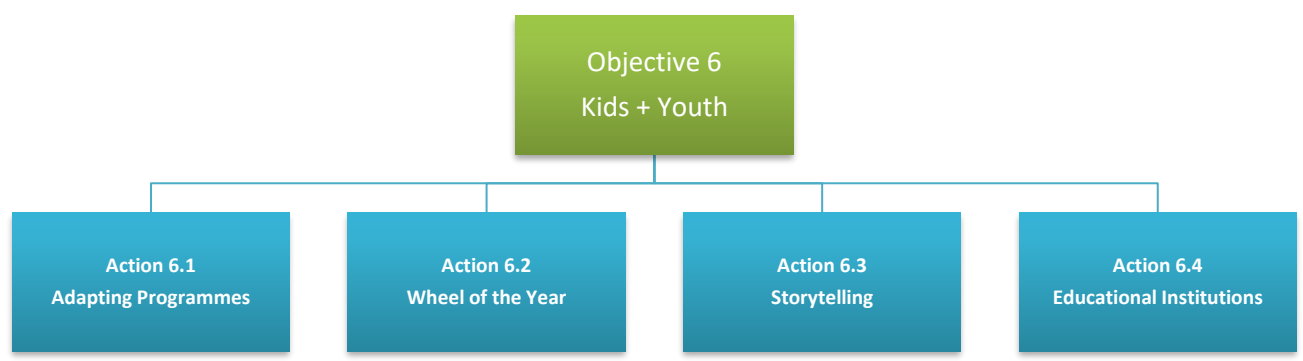
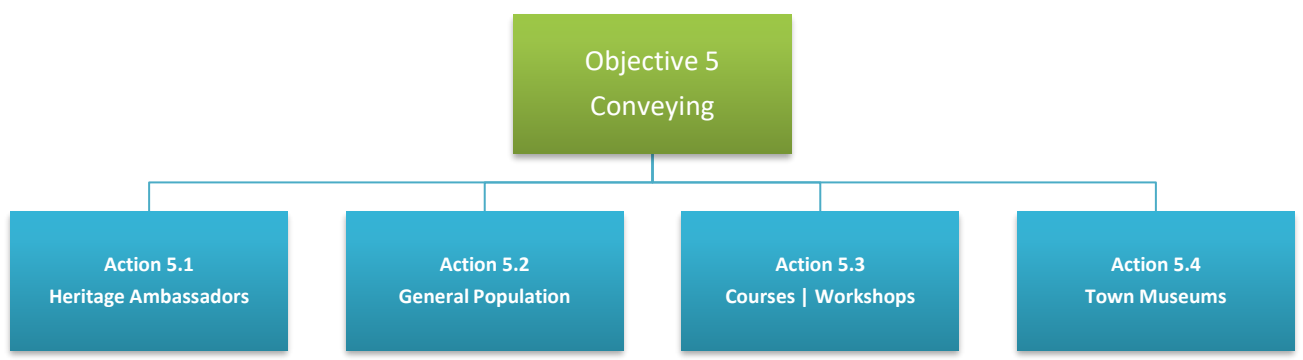
	<p>Spark a differentiated debate about the past, customs, traditions, and handicraft. Sense and purpose of ICH today: Future needs origin; you need roots to get wings. Identification “what defines me?”: Basic need of humans to know where they come from.</p> <p>To get people to talk with each other and exchange thoughts. Foster getting together and working together in society. Re-establish the intergenerational contract.</p>
<b>How will you measure this?</b>	<p>Reinforce interpersonal cooperation. Active neighbourhood relations. Living traditions. Proudness of origin. Use of traditional garbs.</p>
<b>How much change do you expect?</b>	<p>People get a basic understanding about history. They learn, why and how things were made. Regional differences and peculiarities. Raising awareness. Old knowledge can be newly defined (e.g. culinary).</p>
<b>When will this change occur?</b>	<p>Accompanying to all other project steps. (Start: June 2018)</p>
<b>Actions to reach the objectives 1</b>	
7.1 Area specific adaptation of content	
7.2 Area food stuff: From production to consumption	
7.3 Area children: clothes, upbringing, playing, religion, school	



### 5.4. Logical framework

Interlinkages between Actions, Objectives and Pilot. The diagrammes below show the hierarchy of these interconnections.





## 5.5. Actions

Action 1.1 Information events with activity cards	
<b>Objective 1.</b>	
<b>Aim of actions</b>	Motivating local population to join the project / ecomuseum. First introduction to ICH.
<b>General description of tasks and activities to</b>	Providing Information about the topic and areas. First invitation to discussion about ICH (activity cards)
<b>Stakeholder and players to involve</b>	Local population, municipalities
<b>Target group</b>	
<b>Results and impact with the realisation</b>	Understanding of ICH. Safeguarding of future participation in planned activities of local population.
<b>Good practises to be use as example? If yes , please specify</b>	Regular's table on local traditions Großsölk (LA21): Meeting by local citizens who have dedicated themselves to preserving local traditions
<b>Resources need (in €) amount estimate</b>	1,000€

Action 1.2 Formation of a local steering team and delineation of responsibilities: Ecomuseum managers	
<b>Objective 1.</b>	
<b>Aim of actions</b>	Nomination of contact persons. Definition of role and assignment of tasks. Discussion on duties (Organisation, public relations, ...) Namhaftmachung der Ansprechpersonen. Definieren der Rollen und Aufgabenverteilung. Besprechen der Tätigkeiten (Organisation, Öffentlichkeitsarbeit, ...)
<b>General description of tasks and activities to</b>	Meeting and formation of ICH team, ecomuseum managers
<b>Stakeholder and players to involve</b>	Local population, municipality
<b>Target group</b>	Interested public
<b>Results and impact with the realisation</b>	Formation of local ICH team: Ecomuseum managers
<b>Good practises to be use as example? If yes , please specify</b>	Ecomuseum House of Batana (Rovinj)
<b>Resources need (in €) amount estimate</b>	1,000€

Action 1.3: Research Questionnaires (Research groups)	
<b>Objective 1.</b>	
<b>Aim of actions</b>	Instruction for the collection of local ICH

<b>General description of tasks and activities to</b>	Compilation of a guideline for the systematic collection of locally present ICH. Questionnaires support the formation of the ecomuseum. Initial approach to the topic of ICH.
<b>Stakeholder and players to involve</b>	ICH team and dedicated research groups
<b>Target group</b>	Members of research groups
<b>Results and impact with the realisation</b>	Filled in questionnaires. These form the basis for the ecomuseum. First division of labour.
<b>Good practises to be use as example? If yes , please specify</b>	
<b>Resources need (in €) amount estimate</b>	1,000€

<b>Action 1.4 : Formation of research groups</b>	
<b>Objective 1.</b>	
<b>Aim of actions</b>	Bring together people interested in similar areas of ICH
<b>General description of tasks and activities to</b>	Mutual support and enrichment of stakeholders involved with ecomuseum. Collective research of local/regional ICH
<b>Stakeholder and players to involve</b>	Research groups
<b>Target group</b>	People who possess knowledge, skills, ...
<b>Results and impact with the realisation</b>	Joint filling in of research questionnaires. In-depth analysis of present ICH in different areas.
<b>Good practises to be use as example? If yes , please specify</b>	
<b>Resources need (in €) amount estimate</b>	1,000€

<b>Action 1.5: Public relations</b>	
<b>Objective 1.</b>	
<b>Aim of actions</b>	Invite population in local media (regional press, municipal newspaper). Spark interest of locals.
<b>General description of tasks and activities to</b>	Preparation and ...of information on the project / ecomuseum
<b>Stakeholder and players to involve</b>	ICH team / ecomuseum managers
<b>Target group</b>	Local Citizens
<b>Results and impact with the realisation</b>	Publicizing the project and planned activities. Locals are motivated to join.
<b>Good practises to be use as example? If yes , please specify</b>	
<b>Resources need (in €) amount estimate</b>	1,000€

**Action 2.1: ..meetings of local steering committee /ecomuseum managers**

<b>Objective 2.</b>	
<b>Aim of actions</b>	Continuous evaluation and monitoring of project implementation
<b>General description of tasks and activities to</b>	Workshops enabling the exchange of information and exchange of ...
<b>Stakeholder and players to involve</b>	Local steering committee /ecomuseum managers
<b>Target group</b>	Local steering committee /ecomuseum managers
<b>Results and impact with the realisation</b>	Local steering committee teams / ecomuseum managers are able to work independently. Ecomuseum managers can continuously improve their management.
<b>Good practises to be use as example? If yes , please specify</b>	
<b>Resources need (in €) amount estimate</b>	1,000€

#### Action 2.2: Meetings between the research groups and thematic work groups - First steps in ecomuseum management

<b>Objective 2.</b>	
<b>Aim of actions</b>	Supervision of research groups. Exchange of experience in terms of research activities.
<b>General description of tasks and activities to</b>	First proposals for implementation and project ideas.
<b>Stakeholder and players to involve</b>	Research groups
<b>Target group</b>	Members of research groups
<b>Results and impact with the realisation</b>	Connecting different stakeholders and research groups. Research groups are enabled to collect and analyse ICH constructively and independently.
<b>Good practises to be use as example? If yes , please specify</b>	
<b>Resources need (in €) amount estimate</b>	1,000€

#### Action 2.3: Public relations - Making the activities public

<b>Objective 2.</b>	
<b>Aim of actions</b>	Publicizing the contents and activities of the project via local media (regional press, municipal newspapers). Spark interest among the local population.
<b>General description of tasks and activities to</b>	Compilation and dissemination of information related to the project.
<b>Stakeholder and players to involve</b>	ICH team / ecomuseum managers
<b>Target group</b>	Local Citizens

<b>Results and impact with the realisation</b>	Publicizing the project and the planned activities. Motivate interested citizens to join.
<b>Good practises to be use as example? If yes , please specify</b>	
<b>Resources need (in €) amount estimate</b>	1,000€

<b>Action 3.1: Introduction to the handling of the assessment tool</b>	
<b>Objective 3.</b>	
<b>Aim of actions</b>	Introduce systematic management approaches by elaborating the use of the assessment tool, which allows the ranking of collected ICH according to different priorities.
<b>General description of tasks and activities to</b>	The assessment tool allows the ranking of collected ICH according to different criteria. These criteria refer to three distinctive priorities with which the ecomuseum managers can assess each element of local ICH. The three priorities are: ability to convey ICH, urgency to preserve ICH, and intra-municipal priority. Prioritizing is not based on the assessment of the element's content but rather on getting a better overview of the collected data.
<b>Stakeholder and players to involve</b>	ICH team / ecomuseum managers
<b>Target group</b>	Ich team
<b>Results and impact with the realisation</b>	Implementation of a classification system. Overview of collected topics. Focuses of the ecomuseum can be planned timely through application of the assessment tool.
<b>Good practises to be use as example? If yes , please specify</b>	UNESCO ICH-List: Ranking and assessment of ICH elements
<b>Resources need (in €) amount estimate</b>	1,000€

<b>Action 3.2: Definition of first measures and focuses</b>	
<b>Objective 3.</b>	
<b>Aim of actions</b>	First ideas for implementation projects; Defining target groups for concrete actions.
<b>General description of tasks and activities to</b>	Building on the results of prioritization, ideas for implementing the preservation of ICH are discussed. Potential focuses are examined, both content-wise and financially.
<b>Stakeholder and players to involve</b>	ICH team / ecomuseum managers

<b>Target group</b>	ICH team
<b>Results and impact with the realisation</b>	Collecting ideas; defining the following project steps; elaborating a holistic, place-based strategy for the ecomuseum
<b>Good practises to be use as example? If yes , please specify</b>	
<b>Resources need (in €) amount estimate</b>	1,000€

<b>Action 3.3: Introducing ICH into community life</b>	
<b>Objective 3.</b>	
<b>Aim of actions</b>	Existing events and activities are supplemented by ICH.
<b>General description of tasks and activities to</b>	By utilizing existing structures, new target groups can be introduced to ICH more easily. The content and precise form of integration will depend on the target audience and the ICH respectively.
<b>Stakeholder and players to involve</b>	ICH team ( ecomuseum managers) IKE Team bzw. Ökomuseumsmanager
<b>Target group</b>	Local population (old and young); associations
<b>Results and impact with the realisation</b>	Population starts grasping and living ICH
<b>Good practises to be use as example? If yes , please specify</b>	„Apple Festival“ Puch bei Weiz (Apfelfest Puch), Herb Walking-Tour Trofaiach (Kräuterwanderung Trofaiach); „Peter-Rosegger Waldheimat -100 Jahre Peter Rosegger“ (Krieglach)
<b>Resources need (in €) amount estimate</b>	2,000€

<b>Action 4.1: Definition of a locality for establishing an ICH archive</b>	
<b>Objective 4.</b>	
<b>Aim of actions</b>	The ecomuseum managers define, how the collected and analysed content can be stored permanently. The archive must be centrally accessible and should be preserved for future generations.
<b>General description of tasks and activities to</b>	The archive serves as the main locality where collected local ICH is stored. It constitutes the basis for preserving and conveying ICH. Because the archive will be anchored in the municipality, existing town museums can be connected ...
<b>Stakeholder and players to involve</b>	ICH team / ecomuseum managers
<b>Target group</b>	ICH team
<b>Results and impact with the realisation</b>	Central well-arranged collection of local ICH. Preservation of local heritage for future generations.
<b>Good practises to be use as example? If yes , please specify</b>	
<b>Resources need (in €) amount estimate</b>	1,000€

Action 4.2: Responsibility for archive (archivist)	
<b>Objective 4.</b>	
<b>Aim of actions</b>	Nomination of one or more persons who will be in charge of managing and maintaining the archive.
<b>General description of tasks and activities to</b>	A sound management concept is necessary for the archive to form the basis of the ecomuseum. The position of archivist should be laid out to secure ...succession... The archivist will further be responsible for adapting the collected content for the ecomuseum.
<b>Stakeholder and players to involve</b>	ICH team / ecomuseum managers
<b>Target group</b>	ICH team
<b>Results and impact with the realisation</b>	Archive is laid out and maintained
<b>Good practises to be use as example? If yes , please specify</b>	
<b>Resources need (in €) amount estimate</b>	2,500€
Action 4.3: Definition of archiving method	
<b>Objective 4.</b>	
<b>Aim of actions</b>	Definition by which method the collected content (knowledge, skills) will be preserved and made accessible for future generations.
<b>General description of tasks and activities to</b>	It is the responsibility of each ecomuseum to decide how to preserve their collected heritage (digital - analogue; audio, visual, audio-visual, written).
<b>Stakeholder and players to involve</b>	ICH team / ecomuseum managers
<b>Target group</b>	ICH team
<b>Results and impact with the realisation</b>	Selection of archiving method(s) in consideration of the available financing possibilities
<b>Good practises to be use as example? If yes , please specify</b>	
<b>Resources need (in €) amount estimate</b>	1,000€
Action 4.4: Creation of an archive register	
<b>Objective 4.</b>	
<b>Aim of actions</b>	All archived ICH elements must be retrieved quickly and straightforwardly when needed. To enable this, a register will be created that documents all collected elements accordingly.



<b>General description of tasks and activities to</b>	The register offers a well-arranged classification system with which interested persons can access any stored information in a quick and uncomplicated manner.
<b>Stakeholder and players to involve</b>	ICH team / ecomuseum managers
<b>Target group</b>	ICH team
<b>Results and impact with the realisation</b>	An archive register is created and maintained
<b>Good practises to be use as example? If yes , please specify</b>	
<b>Resources need (in €) amount estimate</b>	1,000€

<b>Action 5.1: New bearers of knowledge - ICH ambassadors</b>	
<b>Objective 5.</b>	
<b>Aim of actions</b>	Knowledge and skills are made accessible to the population, which facilitates a continuous preservation of the collected ICH. Bearers of knowledge or skills are invited to share their experience with the interested public. The latter become ambassadors of local ICH and/or future bearers of knowledge/skills.
<b>General description of tasks and activities to</b>	The enduring preservation of ICH on-site is only possible if appropriate structures are created to convey it from one generation to another. These structures greatly depend on the local needs and requirements and could be realized, amongst others, as new associations, groups of regulars or a dedicated department at the municipality. At the same time, this action fosters communication among the public about the topic.
<b>Stakeholder and players to involve</b>	Individuals with skills/knowledge
<b>Target group</b>	Local Population (young and old)
<b>Results and impact with the realisation</b>	Living transmission of ICH. ICH as an identity-establishing topic.
<b>Good practises to be use as example? If yes , please specify</b>	
<b>Resources need (in €) amount estimate</b>	4,000€

<b>Action 5.2: Bringing the documentation of ICH closer to the population</b>	
<b>Objective 5.</b>	
<b>Aim of actions</b>	Local population gets informed about the newly created archive and how to access it accordingly.

<b>General description of tasks and activities to</b>	Collected and sorted content is made accessible to everyone. Every citizen can partake in passed down knowledge and can pick it up himself/herself. There is also the possibility for newcomers to acquire the skill/knowledge, pass it on or - where appropriate - expand it.
<b>Stakeholder and players to involve</b>	Archivist
<b>Target group</b>	Local population (young and old)
<b>Results and impact with the realisation</b>	ICH becomes an integral component of daily life in the community
<b>Good practises to be use as example? If yes , please specify</b>	
<b>Resources need (in €) amount estimate</b>	1,000€

<b>Action 5.3: Courses for various skills and/or knowledge</b>	
<b>Objective 5.</b>	
<b>Aim of actions</b>	Bearers of knowledge/skills teach interested individuals within the framework of courses or workshops.
<b>General description of tasks and activities to</b>	Personal conveying of experience, skills, knowledge on-site. Possibility to utilize ICH for tourist purposes.
<b>Stakeholder and players to involve</b>	Ecomuseum managers; Bearers of knowledge/skills
<b>Target group</b>	Population (young and old); tourists, guests
<b>Results and impact with the realisation</b>	Broad participation oft he public „Learning-by-doing“
<b>Good practises to be use as example? If yes , please specify</b>	Basket-weaving course at Open-Air museum Gerersdorf (Burgenland) Cervia, Salt Ecomuseum
<b>Resources need (in €) amount estimate</b>	3,000€

<b>Action 5.4: Integration of exisiting town museums into the ecomuseum</b>	
<b>Objective 5.</b>	
<b>Aim of actions</b>	Archive / ICH are used as additional components of the town museums' exhibitions. The town museum is extended with aspects of ecomuseology while being significantly upgraded through that.
<b>General description of tasks and activities to</b>	Existing exhibition programmes are specifically expanded by local ICH. Events and courses broaching the topic of ICH are hosted at the town museum(s).
<b>Stakeholder and players to involve</b>	ICH team / ecomuseum managers

<b>Target group</b>	Local population; children (preparation of content that is suitable for children)
<b>Results and impact with the realisation</b>	Town museums get a further focus through ICH. Thereby, they become ambassadors of ICH and hotspots of living heritage.
<b>Good practises to be use as example? If yes , please specify</b>	Town Museum Trofaiach Cervia, Salt Museum
<b>Resources need (in €) amount estimate</b>	5,000€

<b>Action 6.1: Adapting children and youth programmes with ICH</b>	
<b>Objective 6.</b>	
<b>Aim of actions</b>	Preparation of events and workshop formats that is suitable for children
<b>General description of tasks and activities to</b>	Adaptation of content to the expectations and needs of young people (suitable for children and teenagers). Through that, children and teenagers should be inspired and their curiosity for ICH should be piqued.
<b>Stakeholder and players to involve</b>	ICH team / ecomuseum managers
<b>Target group</b>	Children and teenagers
<b>Results and impact with the realisation</b>	Children get the chance to grapple with history and take part in the preservation of ICH actively.
<b>Good practises to be use as example? If yes , please specify</b>	Kinderwelt Museum & Spielpark im Schloss Walchen in Vöcklamarkt
<b>Resources need (in €) amount estimate</b>	1,000€

<b>Action 6.2: Integrating children into the wheel of the year of traditions</b>	
<b>Objective 6.</b>	
<b>Aim of actions</b>	The wheel of the year forms the basis for conveying traditions, feasts, and rituals. Conveying occurs - as it had in the past - through the course of the year within families. A reflective discussion about the past will be part of this action in order to account for critical debate about history.
<b>General description of tasks and activities to</b>	Adapting conveyable content to the needs of the youth (suitability for children and teenagers). Through this action, children and teenagers get inspired for ICH.

<b>Stakeholder and players to involve</b>	ICH team / ecomuseum managers
<b>Target group</b>	Children and teenagers
<b>Results and impact with the realisation</b>	Children are enabled to deal with history in a manner suitable for them. They can actively participate in the preservation of ICH.
<b>Good practises to be use as example? If yes , please specify</b>	Children’s Municipal Council Rottenmann: Christmas how it used to be in the past
<b>Resources need (in €) amount estimate</b>	5,000€

<b>Action 6.3: Storytelling ('how it used to be')</b>	
<b>Objective 6.</b>	
<b>Aim of actions</b>	Senior citizens tell children about their own childhood. Raising awareness (Comparison: now - then)
<b>General description of tasks and activities to</b>	Children get introduced to the living conditions of senior citizens when they were young. By doing so, the children learn about childhoods of the past and how children grew up. Through pointing out the differences and similarities, the children can develop an understanding of cultural heritage and how to differentiate it from 'heritage of consumerism'.
<b>Stakeholder and players to involve</b>	Senior citizens from the municipality
<b>Target group</b>	Children
<b>Results and impact with the realisation</b>	Children experience, how modest yet happy and full of joie de vivre childhoods in the past could have been. Simultaneously, they find out about the hardships and limitations that children had to face. However, the kids also realize that 'less can indeed be more'.
<b>Good practises to be use as example? If yes , please specify</b>	Children’s youth council Rottenmann, Christmas “how it used to be”
<b>Resources need (in €) amount estimate</b>	1,000€

<b>Action 6.4: Inclusion of educational institutions and schools</b>	
<b>Objective 6.</b>	

<b>Aim of actions</b>	Schools and educational institutions become places of living history and traditions.
<b>General description of tasks and activities to</b>	Intensify focus on local ICH (local heritage). Local identity and heritage will be integrated into the schools' curriculum (native songs, recipes, dances, customs, ...)
<b>Stakeholder and players to involve</b>	Principals and teachers
<b>Target group</b>	Children / pupils
<b>Results and impact with the realisation</b>	Children identify with the heritage that is native to the region/place they grow up
<b>Good practises to be use as example? If yes , please specify</b>	
<b>Resources need (in €) amount estimate</b>	1,000€

<b>Action 7.1: Area specific adaptation of content</b>	
<b>Objective 7.</b>	
<b>Aim of actions</b>	Every area of native ICH will be discussed; where are similarities in purpose? Where are differences? What are the differences? In which form do we find old ICH today? Why does ICH get lost if there it loses its purpose?
<b>General description of tasks and activities to</b>	Knowledge and skills of old methods can safeguard the existence of humanity (worst-case catastrophes). Technological progress alone does not solve all problems; traditional approaches for new challenges. Traditional knowledge creates safety (self-sufficiency).
<b>Stakeholder and players to involve</b>	ICH team
<b>Target group</b>	Local population
<b>Results and impact with the realisation</b>	Feeling of security to be prepared for times of crisis. Back to the roots for a new future. Decreased dependency on technologies.
<b>Good practises to be use as example? If yes , please specify</b>	LA21 Deutschfeistritz: „How dependent is Deutschfeistritz on the outside? How long could the population survive on its own if Deutschfeistritz was cut off from the outside world? (community gardens)”

Resources need (in €) amount estimate	2,000€
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Action 7.2: Area foodstuff: From production to consumption	
<b>Objective 7.</b>	
<b>Aim of actions</b>	Better understanding of the cycle of foodstuff: How is food produced, cultivated, processed and preserved? With which tools can food be processed?
<b>General description of tasks and activities to</b>	Raising awareness about the significance of foodstuffs. Become aware of the difference between food needed for survival and food as a luxury item. Maxims from the area of culinary. “Throw-away society”.
<b>Stakeholder and players to involve</b>	ICH team and project group „culinary“
<b>Target group</b>	Local population
<b>Results and impact with the realisation</b>	Valuing food. More conscious handling of foodstuff. Skills of the past help establishing a natural reference ... Rediscover and use old recipes.
<b>Good practises to be use as example? If yes , please specify</b>	Municipality of Puch bei Weiz (Area foodstuff - cooking, Maria Höfler)
Resources need (in €) amount estimate	2,000€

Action 7.3: Area children: Clothing, upbringing, playing, religion, schooling	
<b>Objective 7.</b>	
<b>Aim of actions</b>	Children get to know how life used to be in the past.
<b>General description of tasks and activities to</b>	Children growing up in a society of abundance learn how children in the past with access to much less resources still grew up happily. How did children spend their time before the advent of the digital world? How did children have to contribute ...? What was the role of kids in society?
<b>Stakeholder and players to involve</b>	ICH team and project group „Children“
<b>Target group</b>	Children and teenagers; parents
<b>Results and impact with the realisation</b>	Cultural heritage instead of consumer heritage. Less is more: Motivate parents to rethink what kind of heritage they want to pass on to their children.
<b>Good practises to be use as example? If yes , please specify</b>	Jung und Alt Miteinander „Young and Old together“ (LA21 St. Peter ob Judenburg)
Resources need (in €) amount estimate	3,750€

<b>Action 7.4: Preservation of local heritage</b>	
<b>Objective 7.</b>	
<b>Aim of actions</b>	Local heritage is collected, analysed, documented, and stored digitally.
<b>General description of tasks and activities to</b>	<b>Pilot Action:</b> The pilot action foresees the innovative use of storytelling tools for on-line spreading of knowledge, local traditions, and crafts. Innovative story telling tools will be used for online applications as well as for on-site display
<b>Stakeholder and players to involve</b>	ICH team /ecomuseum manager / municipalities
<b>Target group</b>	Local population
<b>Results and impact with the realisation</b>	Digital conservation and promotion of local Intangible Cultural Heritage
<b>Good practises to be use as example? If yes , please specify</b>	
<b>Resources need (in €) amount estimate</b>	18,750€



## 5.6. Pilot Action

<b>Objective Title: Raise the qualitative &amp; quantitative possibility to enjoy intangible cultural heritage (ICH)</b>	<b>Objective Number: 7</b>
<b>Action Title: Test of innovative usage of storytelling tools</b>	<b>Action Number: 7.4</b>
<b>PILOT ACTION TITLE: Digital preservation and promotion of local Intangible Cultural Heritage</b>	
<p><b>Background:</b>          The pilot action foresees the innovative use of storytelling tools for on-line spreading of knowledge, local traditions, and crafts. Innovative story telling tools will be used for online applications as well as for on-site display. The pilot action is dedicated and closely connected to the implementation of the different activities described in the action plan. As such, it constitutes the synthesis of the preceding project steps, that is, the different participatory and management approaches worked out in the thematic work packages 1 and 2. It also links the management model for the preservation of intangible cultural heritage with the practical dimension closely associated to local decision-makers and citizens. The real-life applicability of the pilot action at hand is, therefore, a primary objective. In the long run, this should provide the basis for the future enjoyment of ICH on-site. Applicability on-site is a major concern for the associated partners (Styrian municipalities) as they are directly involved and affected by its implementation. They will also be the ones ultimately testing and evaluating the pilot action by measuring its outcomes.</p> <p>Another important aspect refers to the sustainability of the pilot action. Any project activity on-site has been and is going to be based on the principle of sustainability. This is owed to the fact that the financial resources of municipalities in the field of culture are generally scarce and largely restricted to fulfilling basic duties. Due to that, the pilot action must safeguard a continual operability on-site. Sustainable implementation means nothing less than devising the pilot action in a way which is easy to understand and - even more importantly - easy to apply locally. Aside from that, the innovative use of storytelling tools will be put into practice by three associated partners - namely the municipalities of Trofaiach, Krieglach and Puch bei Weiz. Three separate geographical pilot areas require an approach which can be transferred conveniently, and which can be adopted independently by the involved stakeholders. Therefore, the set of innovative tools is specific and on topic but at the same time adaptable to the different needs and requirements of municipal stakeholders.</p>	





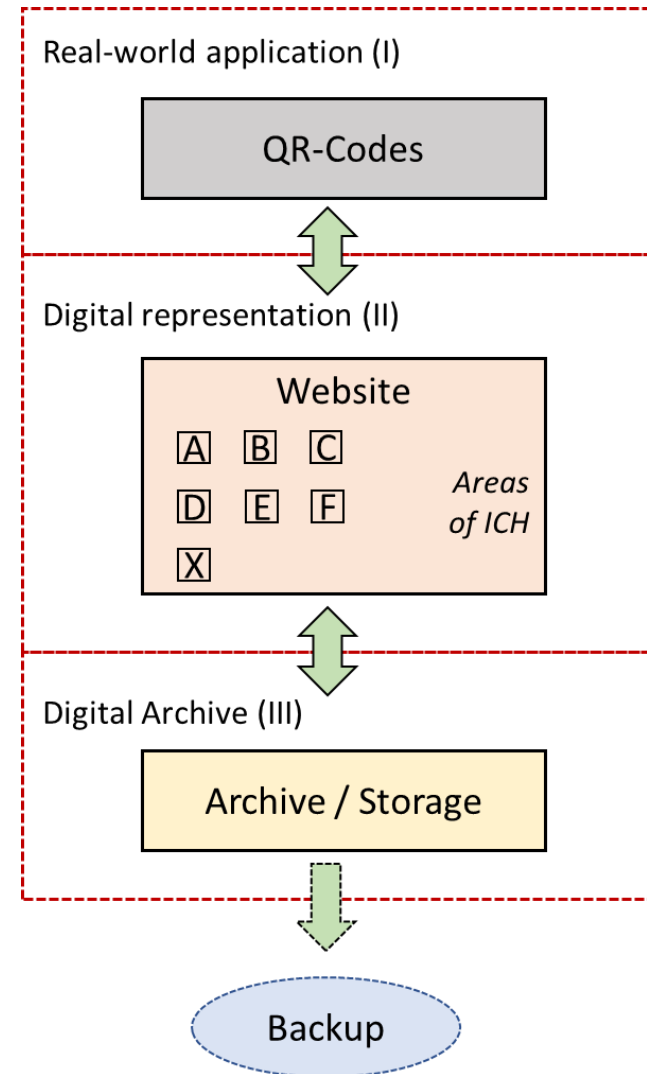
## Innovative story telling tools for the sustainable preservation and comprehensive promotion of local Intangible Cultural Heritage

As the Styrian pilot action, RD Styria introduces a three-tier approach that enables storytelling on a digital platform. The pilot action will be implemented with the help of three municipalities which are associated partners in the project. In each municipality, local steering groups have been formed in 2018 who will act as the responsible managers for executing the activities on a municipal level. Building on that, the pilot action will be implemented, monitored, and evaluated by these local committees. In further consequence, the activities should help transform local town museums into museums featuring elements of ecomuseology.

The approach described in this section is composed of three tiers or blocks that relate to and build on each other. As depicted in figure 1, the pilot action is divided into a digital archive/storage (III), digital representation (II), and real-world application (I).

The basis for the introduction of innovative storytelling tools is the digital archive (III) in which all relevant information is stored systematically. The primary function of the archive is to preserve local intangible cultural heritage by recording it in digital form. The preceding (and still ongoing) project step of 'collecting' local heritage serves as one (of many) sources for this archive. The idea behind this is to document a given heritage element with the help of technological equipment (video, audio) and subsequently store it in the newly created / designated digital archive. This may include data such as written texts, photos, audio or video recordings, or a combination thereof. Because of that, the archive should allow for the storage of different data types and relevant metadata, and should be able to accept large data sizes. It should also be easily accessible, extendable and modifiable for local managers. Considering potential future developments, the digital archive should be created for meeting the current needs of the local population while anticipating possible focuses in the future. The digital archive will play an essential part in sustainably preserving intangible cultural heritage.

Closely interlinked with the archive is the digital representation (II), which makes the stored content available and accessible to the public. It constitutes the





interface between the digital archive and the real-world application. The digital representation will be executed as a website - either as a dedicated new page or by building on an existing one. It graphically portrays a municipality's cultural heritage documented in the archive. Depending on local preferences, the website will feature an individual design and architecture. Content portrayed via the website should be visualized in a user-friendly fashion.

One idea for applying the proposed pilot action in the real world has been the creation and introduction of a Quick-Response-Code (QR-Code) solution. QR-Codes are *“a type of matrix barcode (or two-dimensional barcode) [...] A barcode is a machine-readable optical label that contains information about the item to which it is attached”*. Today, QR-codes are frequently used in different settings and for various purposes - most notably as identifiers on receipts. Their application, however, is universal: The codes can be used both online and offline, and virtually on all types of information and promotional materials. There is also no restriction in terms of content that can be communicated with the help of these codes. Content becomes accessible by scanning the QR-code and may be illustrated in the form of texts, photos, and videos on the digital representation. Each QR-Code will be connected to the corresponding digital file of the documentation. Through scanning the code with suitable equipment, users will be redirected to the dedicated website(s) (II) where they will be able to view the represented data stored in the archive (III).

The codes would be a cost-efficient and multi-purpose solution capable of connecting reality with the digital world. Amongst others, they could be displayed on prints (newspapers, journals, books, ...) or as stickers on any other kind of physical object. The online use of the codes is even more versatile because they can easily be integrated into any digital interface. Regardless of application, the codes are always connected to a purpose-built website or web application (II) and digital archive (III). These, in turn, may be connected to all other relevant websites (ecomuseum, municipality, social media, ...). This technological approach could prove to be beneficial for addressing the youth as well as technology-oriented tourists. In summary, this approach would be a feasible way of complementing existing offers for the promotion and adaptation of ICH for tourists and locals alike.

**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. Collection of suitable local Intangible Cultural Heritage	Local Steering Team Local Research Groups	Research Protocol Activity Cards	Start: 11 2017 End: -
2. Analysis of collected ICH	Local Steering Team Strategic assistance: RD Styria	Assessment tool	Start: 04 2018 End: -
3. Documentation of selected heritage elements	Local Steering Team Ecomuseums - Town Museums Strategic assistance: RD Styria	Expertise in the handling of documentation equipment (camera, photo, ...)	Start: 09 2018 End: 12 2019
4. Concept for Digital Integration	Local Steering Team Strategic assistance: RD Styria	Strategy of ICH promotion Technological Expertise (Digital Storage and Websites)	Start: 01 2019 End: 03 2019
5. Creation of digital archive	Local steering committee Ecomuseums - Town Museums	IT-Expertise (for building digital storage space) Know-How: Content Management	Start: 03 2019 End: 12 2019
6. Creation of digital representation (or adaptation of existing platform)	Local steering Committee Ecomuseums - Town Museums	IT-Expertise (for building website or web application) Expertise: Operation of website or web application; Content management	Start: 04 2019 End: 12 2019
7. Real-world application	Local Steering Committees Ecomuseums - Town Museums	IT-Expertise (for creating QR-Codes or similar applications) QR-Code management	Start: 05 2019 End: 12 2019



**MAIN IMPACTS**

<p><b>Main impacts on - ICH preservation, conservation and valorisation of ICH</b></p>	<p>The main impact of the proposed Pilot Action is the digital conservation of local Intangible Cultural Heritage. Local teams in each partner municipality can actively preserve cultural heritage passed on within their community through collecting, analysing and documenting it. Digitalizing this documented heritage is, thus, a logical step towards preserving it on a permanent basis. In further consequence, the digital archive and representation can be used to valorise the stored and portrayed heritage. Valorization can be realized by connecting the local population to its cultural heritage and by opening up new development paths for tourism.</p>
<p><b>Main impacts on relation between public and private</b></p>	<p>The Pilot Action will also foster the relation between public (municipalities) and private (citizens but also companies) stakeholders. Its implementation will test a new way of cooperating beyond established areas of interests. Private or economic interests should contribute to achieving the public objective of preserving cultural heritage while the public will enable individuals to promote this heritage by means of utilization. The ultimate goal is to create a sustainable cycle of collaboration in which both sides work for the benefit of preserving and promoting intangible cultural heritage.</p>
<p><b>Main impacts on local communities , citizens, target groups</b></p>	<p>Local communities become aware of their own intangible cultural heritage. Being conscious of their own past and the history of their community endows a sense of identity to them. Awareness fosters the identity of rural places and the connection between the territory and its inhabitants. If the local population identifies the mission of preserving local heritage, the continuation of activities beyond the official project duration can be safeguarded. Existing town museums also get a new mandate through implementing the Pilot Action, namely to preserve and convey local intangible cultural heritage. In the long-term, the Pilot Action should help create cultural ‘hotspots’ in rural Styria that provide both a source of inspiration and a sense of belonging to local communities.</p>



**MAIN RESULTS**

<p><b>Which main results do you want realized?</b></p>	<ul style="list-style-type: none"> <li>• Sustainable preservation of local intangible cultural heritage</li> <li>• Establishment of self-sufficient, de-centralized systems for conveying skills and knowledge.</li> <li>• Children and teenagers get inspired for cultural heritage; become bearers of knowledge/skills themselves.</li> <li>• Local population becomes aware and proud of the cultural ‘treasures’ present in their community.</li> <li>• Cultural heritage network fosters transregional cooperation.</li> <li>• Continued use of easy to apply technologies in rural areas (promotion and valorization of intangible cultural heritage).</li> </ul>
<p><b>What are the main indicator to measure the results ?</b></p>	<ul style="list-style-type: none"> <li>▪ Number of documented intangible cultural heritage elements</li> <li>▪ Implementation (and documentation) of at least one workshop for conveying selected cultural heritage</li> <li>▪ Implementation (and documentation) of at least one workshop for conveying cultural heritage targeting children/teenagers</li> <li>▪ Number of intangible cultural heritage elements stored in the digital archive</li> <li>▪ Number of –“– elements portrayed via digital representation</li> <li>▪ Number of real-word applications implemented</li> <li>▪ Practical integration of Pilot Action into existing town museums / tourism platforms (scope of utilization of activities)</li> </ul>