

OUTPUT FACT SHEET

Pilot actions (including investment, if applicable)

Project index number and acronym	CE81, ECRR
Lead partner	Association for Rural Development Thuringia
Output number and title	O.T3.2. Creation of the European cultural route of Reformation (digital activities)
Investment number and title (if applicable)	Pilot Actions, route website and programmed mobile app
Responsible partner (PP name and number)	Route website: AMUTA PP3 Programmed mobile app: UATB PP12
Project website	http://www.interreg-central.eu/ECRR
Delivery date	06/2019

Summary description of the pilot action (including investment, if applicable) explaining its experimental nature and demonstration character

Website:

Dedicated to the Routes of Reformation a multifunctional website has been developed by PP3 AMUTA, based on the joint route corporate identity and technical requirements specified by partner regions.

The website provides information for visitors and for possible new members about the Routes of Reformation, on the most important happenings of the member regions and on facts about the Reformation and its cultural heritages. Several functions of the website support the interested guests to get exciting experience and all the necessary assistance needed such as the outdoor active function, interactive map and the county specific parts. The website is a perfect place to guide our email subscribers to support them learn more about the Routes of Reformation Association and our route. It is clear, modern, functional, branded and motivates the visitor to do tours and visit the sights. The website is functioning perfectly in all browsers and it is easy to use on mobile device as well.

For the development of the website an external expert has been involved who has been updating the structure of the website continuously according to the partner’s requests till the current version has been achieved.

All partner have individual log-in, so every partner has opportunity editing the own part. As a supporting tool a website handbook is also available to help the users with editing permission.

The website plays the most important part of our “route promotion”.

Mobile app:

As a supporting digital marketing tool, a multifunctional mobile application has been developed by PP12 UATB for the Routes of Reformation, based on the joint route corporate identity and technical requirements specified by partner regions.

The mobile application provides information for visitors and interested guest about the Routes of Reformation and give useful support getting through on the parts of the route. The mobile application linked to the website where it can be downloaded in the “mobile application” function.

Several functions of the mobile application support the interested guests to get exciting experience along the route and to get all the necessary assistance such as hotel, restaurant, sightseeing and shops guide, interactive map and the country specific parts where all relevant information is available relating to the region’s Reformation-themed facts. Very interesting function of the mobile app is the quiz function that also make the route more exiting for visitors.

The app is available and can be downloaded in the app stores for free since 6/2019.

NUTS region(s) concerned by the pilot action (relevant NUTS level)

The transnational pilot action has been implemented in the following partner regions:
 Thuringia and Saxony-Anhalt/Germany,
 Észak-Alföld/Hungary,
 South Bohemia and Pilsen Region/Czech Republic,
 Velenje/Slovenia,
 Piemonte/Italy
 Dolnoslaskie/Poland
 Upper Austria/Austria

Investment costs (EUR), if applicable

not applicable

Expected impact and benefits of the pilot action for the concerned territory and target groups and leverage of additional funds (if applicable)

Website:

The website aims to publish valuable information about the Routes of Reformation Association, members regions, as well as about the route's sites. The customers and visitors are able to check the actual events, creating hiking, bicycle tours, download the Routes of Reformation mobile application and read interesting stories about the reformation. These opportunities attract a lot of visitors for the route.

Mobile app:

The multilingual mobile application attracts many customers and potential visitors to visit sites and regions which are part of the Routes of Reformation. It corresponds to the website concerning layout and linkages. The app offers the possibility to tell interesting stories to the travellers and take them on a trip into reformation. It provides additional information about other touristic and leisure time offers.

Sustainability of the pilot action results and transferability to other territories and stakeholders.

Website:

The website is hosted continuously and it will be updated regularly both technically and content wise. AMUTA is responsible to operate the website for 5 years.

All partners have own login for managing the individual parts of the regions/countries. As a supporting tool a website handbook has been issued to help the users with editing permission.

Mobile app:

The mobile app is hosted continuously and it will be updated regularly both technically and content wise. Responsible people of the follow up Routes of Reformation Association received training on how to service the app. The frame of the app is available in every partner language.

The ownership of the website and the mobile application has been moved over to Routes of Reformation Association's headquarters but the responsibility for operation and maintenance remain by the creating partner.

Lessons learned and added value of transnational cooperation of the pilot action implementation (including investment, if applicable)

Website:

The biggest challenge was that, how could we give more to the visitors than a simple website?

In order of that we strive to make the website very informative, attractive and usable as well as numbers of exciting function has been included to attract as much user as possible. Thanks to the "outdoor active" program the visitors can use it as a map which give them a lot of information and they can create their own trail.

Mobile app:

The greatest challenge was to create good stories around the regions and sites which raise interest and should be told in various formats. Since this is more than just putting information it may be the reason for some delays in the deliverance of contents by the partners.

The app has been a very attractive and eye-catching tool for ECRR/Routes of Reformation because it offers a great variety of stories and different sites to explore virtual and in reality.

References to relevant deliverables (e.g. pilot action report, studies), investment factsheet and web-links

If applicable, additional documentation, pictures or images to be provided as annex

D.T3.3.1 Documentation of the route website

D.T3.3.2 Documentation of the programmed mobile app

D.T3.3.3 Digital promotion campaign report

Web link to the website: <https://reformationroutes.eu/>

Web link to the mobile app.: <https://reformationroutes.eu/app/>

The app is available and can be downloaded in the app stores for free.

The related documentation of deliverables is available on the following link:

<https://www.interreg-central.eu/Content.Node/ECRR.html>

Website:



Map



Mobile app:





