

1ST EVALUATION REPORT

Deliverable T.1.4.1

Version 1
12 2018



1st Evaluation Report

Content

1. INTRODUCTION	2
2. EVALUATION CIRCLE OF THE TAP IMPLEMENTATION	3
3. MONITORING MATRIX	6

1. Introduction

The Routes of Reformation - developed within the Interreg Project "*European Cultural Route of Reformation - ECRR*" - provide the outstanding opportunity to show the interrelations and value of the different currents and movements of Reformation and its evolution in time and space.

To guide the process of establishment and consolidation of the Route, a Transnational Action Plan (TAP) has been drawn up in the framework of this project.

The TAP is a comprehensive strategy that defines the actions to preserve, enhance and promote the Reformation-themed Cultural Heritage as well as the Association Routes of Reformation.

Its main goals are:

- to highlight and raise awareness of the bonding character of Reformation and its heritage, as well as the long-lasting and far-reaching impacts of its legacies in Europe and beyond;
- to valorise, enhance and promote the Reformation-themed Cultural Heritage in Europe;
- to reach a larger audience and create awareness on the different aspects, peculiarities and unique features of Reformation movements;
- to support local economies and sustainable tourism;
- to promote the values of solidarity, hospitality, interculturalism and cooperation, by fostering learning, exchanges and common projects among the partners along the Routes.

The signing institutions and actors confirmed their willingness and declared their intention to crown the Routes of Reformation with success during the first General Assembly of the Route of Reformation Association, held in Velenje in October 2018.

WP1 includes two monitoring reports of the progress of the TAP.

The first cycle takes place in 2018, and the next one on June 2019.

Herein the first assessment regarding the realisation of the TAP actions in the ECRR territories which co-endorsed the TAP.

To evaluate if the TAP's goals are achieved or not, is provided a "monitoring matrix" where actions are either flagged green (realisation as planned) or red (unaddressed). A yellow field is used only if the goal is not completely achieved, but still the result is satisfying, and will be reasonably realized in a short time.

2. Evaluation circle of the TAP implementation

To collect all the information needed to elaborate the "monitoring matrix", all the Project Partners gave their own contribute answering to the questions provided in the document "First evaluation cycle of the TAP implementation".

This includes:

- questions only for the LP;

- questions for all PPs;
- questions for specific PP who were responsible of specific actions (PP3 and PP12).

Herein the sample provided to all PPs.

1° EVALUATION CIRCLE OF THE TAP IMPLEMENTATION (NOVEMBER 2018)								
PHASE	ACTION	sub-ACTION	Description	Unit of Measurement	Question for LEAD PARTNER	Question for ALL PARTNERS	Question for SPECIFIC PARTNERS	
1 - ROUTE ESTABLISHMENT	1.1 Legal setup - Statute writing and official registration of the Association.	1.1.1 - Drafting of the association Statute	Final draft of the Statute within July 2018	YES/NO	Was the final draft of the Statute of the Association completed by July 2018? ANSWER:			
		1.1.2 - Definition of the headquarters and legal registration of the Association	Official registration of the Association and registration of statutes within October 2018.	July=green < October=yellow > October =red	The legal registration of the Association took place by October 2018? Was the headquarters of the Association defined by October 2018? ANSWER:			
	1.2 General Assemblies and approval of Statute.	1.2.1- Election of organizational structures: General Assembly, Steering Committee	First General Assembly of the Association within 2018.	Second General Assembly of the Association within 2019.	YES/NO	The first general assembly and the election of the representatives of the executive organs took place within the year 2018? ANSWER:		
			1.2.2 - Approval of	Final approval of	YES/NO	The association's statute		
		the Statute	the Statute by 2018.		was definitively approved by the general assembly by the year 2018? ANSWER:			



2 - ROUTE IMPLEMENTATION	2.1 Selection of new members of the Route	2.1.1 - Selection of Sites and Members for the Route	At least 1/Region each year	YES/NO	Were conducted by the PP activities for the selection of new sites of the Routes of Reformation? In particular, at least one new partner was involved during 2018?	ANSWER:	
	2.2 Tourism Products and Destination Development	2.2.1 - Implementation of joint events between members	1 event per year to be organized during the ECRR timeframe (2018/2019), i.e. "Transnational Inauguration event of RoR Info Points" (D.C.3.3)	YES/NO	Question for the next evaluation cycle		
			Nr of participants at each events				
			Use of RoR Corporate Identity	YES/NO			
Use of main communication channels of the Route	YES/NO						
	2.2.7 - Trainings to Stakeholders on fundraising, preservation and promotion of Reformation Cultural Heritage	1 st training on preservation (fundraising) of Cultural Heritage	≥ 150 trained pax within May 2018		When did the 1 st training take place and how many people took part in it? (if more than one seminar was held, list all the meetings and the number of people present)	ANSWER:	
		2 nd training on stakeholder's alignment	≥ 150 trained pax within October 2018		When did the 2 nd training take place and how many people took part in it? (if more than one seminar was held, list all the meetings and the number of people present)	ANSWER:	
		3 rd training on Cultural Heritage promotion	≥ 150 trained pax within March 2019		Question for the next evaluation cycle		
	2.3 Marketing and Branding of the Route	2.3.1 - Official website creation and launch	Setting up of the official ECRR website by October 2018	YES/NO		PP3 AMUTA Was the RoR website implemented by October 2018?	ANSWER:



				Nr of website visitors			<p>PP3 AMUTA</p> <p>Can you estimate the number of website visitors to date?</p> <p>ANSWER:</p>
		2.3.2- Official App creation and launch	Setting up of the official ECRR mobile App, and integration with the main website by the end of 2018	YES/NO			<p>PP12 UATB</p> <p>Is it expected to meet the deadline for the construction of the official by 2018?</p> <p>ANSWER:</p>
				Nr of downloading			<p>If it is possible: estimate the number of downloads, otherwise we will verify it with the next evaluation cycle in June 2019.</p> <p>ANSWER:</p>
		2.3.5 - Installation of information plates and Info points.	As per AF information plates and Info Points will be placed in: Tisza Valley, Torre Pellice, Velenje, Eisleben, Thuringia, Jawor, and České Budějovice.	<p>≥ 70 Information plates (70 x 30 cm) as per WPI</p> <p>≥ 7 Info points as per WPI</p>	<i>Question for the next evaluation cycle</i>		
	2.4 Cultural Route official application to the COE	2.4.1 - Official Submission of Application	Submission of the final dossier on June 2019	YES/NO	When the application dossier was officially submitted to the IEIC?		<p>ANSWER:</p>
3 - MONITORING AND SUSTAINABILITY STRATEGIES	3.1 TAP Monitoring and Evaluation Reports	3.1 Monitoring of TAP action implementation	1 st evaluation report by November 2018	YES/NO			
			2 nd evaluation report by June 2019	YES/NO	<i>Question for the next evaluation cycle</i>		
	3.2 Long Term Strategy: Route's Governing Board and/or Steering Committee Meetings	3.2 Meeting of the General Assembly	Meeting of the General Assembly in Velenje, October 2018	YES/NO			
			Meeting of the General Assembly in Linz (Final Conference) June 2019	YES/NO	<i>Question for the next evaluation cycle</i>		

3. Monitoring Matrix

In general terms, the overall progress of the Transnational Action Plan implementation is following the goals, as they were foreseen in the Annex 1 “timeline and milestone”.

In order to provide a more specific analysis of the progress, we proceed to summarize the results achieved in each action.

1 - ROUTE ESTABLISHMENT

In order to be awarded by the Council of Europe with the certification of Cultural Route, the creation of a European Network with legal status, responsible for the route, is a mandatory step. The Cultural Route network with legal status is an Association, which will gather under the same organisation already existing local associations, as well as a variety of private and public entities.

1.1 / Legal setup - Statute writing and official registration of the Association.

The final draft of the Statutes of the Association was available middle August 2018.

1.1.2 - Definition of the headquarters and legal registration of the Association

The legal registration of the Association was prepared in October 2018 but not finalised yet, and the headquarters was defined before October 2018. The Association has in Sangerhausen (Germany) the headquarters.

1.2 / General Assemblies and approval of Statute.

The first general assembly and the election of the representatives of the executive organs took place in Velenje, SI, on October 16, 2018. During the meeting, the association's statutes were slightly amended and approved.

2 - ROUTE IMPLEMENTATION

2.1 Selection of new members of the Route

All partners focused their activity in the involvement of new members during the past year.

For Thuringia and Brandenburg regions, new partners were involved and new memberships initiated. In particular: Lutherweggesellschaft, County Elbe-Elster, Travel Mission Leipzig, Convent Donndorf.

Two new members were involved from Hungary, Czech Republic continued to approach new potential members, and Austria involved one new member and others are joining. Italy also approached a new member that will likely join the association soon, as well as Poland.

2.2.7 - Trainings to Stakeholders on fundraising, preservation and promotion of Reformation Cultural Heritage

The ECRR project foreseen training activities at local level. The first training was about the preservation (fundraising) of Cultural Heritage on a local level. Stakeholders from each partner territory (public authorities, clergy, tourism operators, development agencies, cultural heritage owners and promoters) were approached. The training focused on innovative approaches to preserve cultural heritage, and the goal was to achieve 150 attendees in total. The goal is reached, as the training addressed 178 people in the ECRR regions by May 2018.

The second training focused on the stakeholders' alignment: 150 people should have been reached by October 2018. According to the information gathered until this report, 114 were addressed, because some partners, due to organizational and financial matters, postponed their trainings in 2019. The goal is not fully reached so far, and will be evaluated again in the second cycle (June 2019).

2.3 | Marketing and Branding of the Route

2.3.1 - Official website creation and launch

Marketing a Cultural Route is a fundamental aspect for the transnational Route's sustainability. The goal should be twofold: on one hand, to provide information to potential future members of the Route, how to join it, how to apply and what are the main criteria and categories. According to the ECRR Application Form, the website should be one of the most important marketing tools for the Route. The website was implemented by October 2018, and a continuous work of updating information is going on. The goal is reached.

2.3.2- Official App creation and launch Setting up of the official ECRR mobile App, and integration with the main website by the end of 2018.

The Route also have a mobile application that has a strong integration with the main website. The App should be downloaded on the app stores but also from the main Route's website. The pilot version of the app will be available by December 2018, and the go-live will be in February 2019. The goal is reached.

2.4 | Cultural Route official application to the COE

2.4.1 - Official Submission of Application on June 2019.

Among its main objectives, the project includes the application for the official recognition by the Council of Europe of the Routes of Reformation.

Following personal discussion with the Institute of Cultural Routes in Luxembourg, the Application Dossier was successfully submitted to the Institute on September 29, 2018, ahead of schedule.

3 - MONITORING AND SUSTAINABILITY STRATEGIES

3.1 | TAP Monitoring and Evaluation Reports

3.1 Monitoring of TAP action implementation.

In order to monitor the good implementation of the TAP, a monitoring matrix was provided to all partners and the first report concluded by the responsible partner by December 2018.

3.2 | Long Term Strategy: Route's Governing Board and/or Steering Committee Meetings

3.2 Meeting of the General Assembly

The first General assembly took place in Velenje (Slovenia), October 2018.

In Annex I a table with a traffic light evaluation system of the overall progress of the TAP implementation is provided.

MONITORING MATRIX

Annex I to D.T. 1.4.1

Version 1
12 2018



ANNEX II – MONITORING MATRIX (EVALUATION OF THE TAP IMPLEMENTATION)

PHASE	ACTION	sub-ACTION	Description	Unit of Measurement	1° Evaluation
1 - ROUTE ESTABLISHMENT	1.1 Legal setup - Statute writing and official registration of the Association.	1.1.1 - Drafting of the association Statute	Final draft of the Statute within July 2018	YES/NO	
		1.1.2 - Definition of the headquarters and legal registration of the Association	Official registration of the Association and registration of statutes within October 2018.	July=green < October= yellow > October =red	Legal registration prepared but not finalized yet.
	1.2 General Assemblies and approval of Statute.	1.2.1- Election of organizational structures: General Assembly, Steering Committee	First General Assembly of the Association within 2018. Second General Assembly of the Association within 2019.	YES/NO	
		1.2.2 - Approval of the Statute	Final approval of the Statute by 2018.	YES/NO	
2 - ROUTE IMPLEMENTATION	2.1 Selection of new members of the Route	2.1.1 - Selection of Sites and Members for the Route	At least 1/Region each year	YES/NO	
	2.2 Tourism Products and Destination Development	2.2.1 - Implementation of joint events between members	1 event per year to be organized during the ECRR timeframe (2018/2019), i.e. “Transnational inauguration event of RoR Info Points” (D.C.3.3)	YES/NO Nr of participants at each events	<i>Will be evaluated during the 2nd monitoring cycle</i>



PHASE	ACTION	sub-ACTION	Description	Unit of Measurement	1° Evaluation		
			Use of RoR Corporate Identity	YES/NO			
			Use of main communication channels of the Route	YES/NO			
			1 st training on preservation (fundraising) of Cultural Heritage	≥ 150 trained pax within May 2018	178 trained pax		
		2.2.2 - Trainings to Stakeholders on fundraising, preservation and promotion of Reformation Cultural Heritage	2 nd training on stakeholder's alignment	≥ 150 trained pax within October 2018	114 trained pax		
			3 rd training on Cultural Heritage promotion	≥ 150 trained pax within March 2019	Will be evaluated during the 2nd monitoring cycle		
			2.3.1 - Official website creation and launch	Setting up of the official ECRR website by October 2018	YES/NO		
		2.3 Marketing and Branding of the Route		2.3.2- Official App creation and launch	Setting up of the official ECRR mobile App, and integration with the main website by the end of 2018	YES/NO	
					Nr of website visitors	Will be evaluated during the 2nd monitoring cycle	
				2.3.5 - Installation of information plates and Info points.	As per AF information plates and Info Points will be placed in: Tisza Valley, Torre Pellice, Velenje, Eisleben, Thuringia, Jawor, and České Budějovice.	≥ 70 Information plates (70 x 30 cm) as per WPI	Will be evaluated during the 2nd monitoring cycle
					≥ 7 Info points as per WPI	Will be evaluated during the 2nd monitoring cycle	



PHASE	ACTION	sub-ACTION			
			Description	Unit of Measurement	1° Evaluation
	2.4 Cultural Route official application to the COE	2.4.1 - Official Submission of Application	Submission of the final dossier on June 2019	YES/NO	
3 - MONITORING AND SUSTAINABILITY STRATEGIES	3.1 TAP Monitoring and Evaluation Reports	3.1 Monitoring of TAP action implementation	1 st evaluation report by November 2018	YES/NO	
			2 nd evaluation report by June 2019	YES/NO	<i>Will be evaluated during the 2nd monitoring cycle</i>
	3.2 Long Term Strategy: Route's Governing Board and/or Steering Committee Meetings	3.2 Meeting of the General Assembly	Meeting of the General Assembly in Velenje, October 2018	YES/NO	
			Meeting of the General Assembly in Linz (Final Conference) June 2019	YES/NO	<i>Will be evaluated during the 2nd monitoring cycle</i>

