

2ND EVALUATION REPORT

Deliverable T.1.4.2

Version 1
30.06.2019

Amended in November 2019



2nd Evaluation Report

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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 just founded.

TAP 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 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. Their commitment has borne fruit, in fact, in April of 2019 the RoR association has been recognized as “Cultural Route of the Council of Europe” for a term of three years by the Governing Board of EPA.

WP1 of ECRR project includes two *monitoring reports* of the progress of the TAP. The first cycle took place in 2018, and the second one in June 2019. 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/orange field is used only if the goal is not completely achieved, but still the result is satisfying because the effort undertaken in order to reach the target was relevant and adequate.

2. Executive Summary

From the two evaluation steps carried out in 2018 and 2019, emerge a constant commitment and excellent collaboration among the project partners who have carried out the strategies agreed in the TAP. Through defined actions, as foreseen in the AF, excellent results have been achieved, that are very hopeful for the future of the new-born RoR Association. Some of them were not even expected into AF (for example digital game, some dissemination events) but the partnership, during the 3 years-activity, decided to improve the work in order to achieve more effective results. The most prestigious of them is the Official certification of the Routes of Reformation as “Cultural Route of the Council of Europe” for a term of three years, on 30th April 2019 by the Governing Board of EPA.

The project implementation, and also this evaluation, is based on 3 different main phases:

- Route establishment
- Route Implementation

- Monitoring and Sustainability of strategies

Each phase is carried out through actions and sub-actions. See the matrix in Annex I.

From the results, the first phase "Route Establishment" and the last called "Monitoring" are the strongest phases. This is due to the fact that all partners together, in close and fruitful collaboration, carried out and completed in advance on the scheduled timetable the following activities: the adoption of TAP, the drafting and approval of the Association statute, the submission of the administrative practices to the Council of Europe and the election of the board members of the Association itself, in year 2018.

Instead, the most difficult phase of the TAP implementation was the second one: "Route Implementation". Almost all the planned activities were carried out on time and reaching the targets set, though encountering some difficulties that will be explained in the following paragraph.

Excellent results were: creation of an official and complete website, a Mobile APP and a FB page for the dissemination and promotion of the Association now and in the future, creation of 7 info-points at the premises of the sites, organization of transnational/final events.

On the contrary, as can be seen in detail in Annex 1, some targets defined in the AF of the project have not been fully achieved. In details, 3 training sessions were organized in all partner countries following 3 different topics, but the second and the third session did not reach the target of 150 participants, respectively stopping at around 147 (the second) and 133 (the third). Despite this, we consider the activity fulfilled with discrete results, highlighting the fact that all PPs have applied their maximum and possible effort to reach the target but other activities planned in that period have limited the time available normally dedicated to stakeholder's involvement.

In the same way one actions envisaged in the WP Investment, that is the installation of info-plates at the sites covered by the Routes of the Reformation, doesn't reach the expected target (74 infoplates on 80 expected), due to unpredictable circumstances. Infact some plates have been produced on delay for materials supply issues and still not hanged on site. Moreover, we are sure that new members of the Association will be producing new plates next months, improving the route identity.

Considering the commitment put in place by all the participants in the project, also in light of the tight deadlines for the closure of the activities (30 June 2019), TAP monitoring has led to an evaluation of the activities as a whole "**more than positive**", considering the work carried out especially in the last year. This is an excellent result for the Interreg Project and a promising starting point for the future of the Association.

Anyway, the results highlight the fact that all project partners, now members of the Association, must improve local involvement of stakeholders in order to continue the creation of a solid basis. Afterwards they will be able to proceed with a strong promotion on external territories, also international, of the Route. The skills put into play give hope for an excellent future success.

3. 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 "Second evaluation cycle of the TAP implementation", delivered by email at the end of May.

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.

2° EVALUATION CICLE OF THE TAP IMPLEMENTATION (JUNE 2019)							
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	Already achieved during 1 evaluation cycle (Nov 2018)		
		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.	YES/NO (When exactly)	The legal registration of the Association took place by June 2019? When?		
	1.2 General Assemblies and approval of Statute.	1.2.1 - Election of organizational structures: General Assembly, Steering Committee meeting	General Assembly or Steering Committee meeting of the Association within 2019.	YES/NO	The steering committee held a meeting in 2019?		
		1.2.2 - Approval of the Statute	Final approval of the Statute by 2018.	YES/NO	Already achieved during 1 evaluation cycle (Nov 2018)		
	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	Already achieved during 1 evaluation cycle (Nov 2018)		
2 - ROUTE IMPLEMENTATION	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	Did you organize 1 event? When?	
			Use of RoR Corporate Identity	YES/NO		How many participants were there?	
		Use of main communication channels of the Route	YES/NO	Did you use RoR Corporate identity?			
	2.2.7 - Trainings to Stakeholders on fundraising, preservation and promotion of	1 st training on preservation (fundraising) of Cultural Heritage	≥ 150 trained pax within May 2018		Already achieved during 1 evaluation cycle (Nov 2018)		



		Reformation Cultural Heritage	2 nd training on stakeholder's alignment	≥ 150 trained pax within October 2018	Already achieved during 1 evaluation cycle (Nov 2018)		
			3 rd training on Cultural Heritage promotion	≥ 150 trained pax within June 2019		When did the 3 rd 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:		
2.3 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	Nr of website visitors	Already achieved during 1 evaluation cycle (Nov 2018)		
							PP3 AMUTA Can you estimate the number of website visitors to June 2019 since the beginning?
					ANSWER:		
							PP12 UATB Is it expected to meet the deadline for the publication of the APP by June 2019?
ANSWER:							
	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 downloading			If it is possible: estimate the number of downloads
ANSWER:							
	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, Javor, and České Budějovice.	≥ 70 Information plates (40 x 30 cm) as per V/PI ≥ 7 Info points as per V/PI			Did you produced and placed the info plates in your sites by June 2019? How many? Did you create the info point in your region? Is there also the Totem touchscreen?	
ANSWER:							
	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	Already achieved during 1 evaluation cycle (Nov 2018)		
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	Already achieved during 1 evaluation cycle (Nov 2018)		
			2 nd evaluation report by June 2019	YES/NO			
	3.2 Long Term Strategy: Route's Governing Board and/or Steering Committee Meetings	3.2 Meeting of the General Assembly or Steering Committee	Meeting of the General Assembly or Steering Committee meeting in 2018	YES/NO	Already achieved during 1 evaluation cycle (Nov 2018)		
	Steering Committee Meetings		Meeting of the General Assembly or Steering Committee meeting in June 2019	YES/NO			

4. Monitoring Matrix

In general terms, the overall progress of the Transnational Action Plan implementation has followed 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, was 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 that would like to join it.

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

1.1.1 - Drafting of the Association Statute

The final draft of the Statutes of the Association was available on middle August 2018, ahead of schedule.

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

The legal registration of the Association was prepared and submitted on 7th June 2019, and the headquarters was defined in Sangerhausen (Germany) in October 2018.

1.2 | General Assemblies, Steering Committee meetings 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. The second general assembly will take place in 2020, every 2 years.

In 2019 the steering committee meeting of the Association took place in Gosau, Austria, on May 15th 2019, where some important decision about the starting activities of the Association were taken.

2 - ROUTE IMPLEMENTATION

2.1 Selection of new members of the Route

During the funding assembly on October 2018 in Velenje, Slovenia, RoR Association counted 24 members. After this event, all partners focused their activity in the involvement of new members.

During last months of year 2018, some PPs were already able to involve 2 new members, but was in the first part of 2019, that the effort undertaken led to a massive adhesion to the Association, confirmed during the Steering Committee of Gosau:

- 5 churches from Austria: Prot. Diaconia Gallneukirchen; Prot. Museum Austria; Prot. Luth.Church in Austria; Parishes Stadtschlaiming Jenbach and Wels; Prot. Youth Castle Finstegruen;

- 1 site from Italy: Protestant cultural center of Bergamo;
- 1 individual: Benjamin Hlastan, SLO.

The association received 3 new adhesion for Germany and Austria (Prot.Parish Möhra, DE; Protestant Museum Austria, AU; Protestant Diaconia Gallneukirchen, AU) but they need to be confirmed into the next General Assembly at the beginning of 2020.

Each ECRR partner is still improving its involvement campaign: for example, Czech Republic partner succeeds with a new Project (cross-border Czech-Bavaria programme) focusing on the Route of Jan Hus (RoR site); this could permit them to communicate with new potential partner not only from Czech Republic but also from Germany.

2.2 | *Tourism Products and Destination Development*

2.2.1 - *Implementation of joint events between members*

The ECRR project foreseen joint events between members. All partners during last period (January-June 2019) organised some relevant events locally:

- Transnational inauguration event of Cultural Route info-points (6 single events, 90 participants)
- Final conference - Gosau, 16th May 2019 - (1 event, 98 participants)

The Transnational inauguration event is described as "simultaneous" in the AF, but due to organizational problems, all PP decided to perform a single event in different dates not so distant from each other in order to collect the largest number of participants and local media. The result obtained was certainly much more positive.

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

The ECRR project foreseen training activities at local level for interested stakeholders. 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 was reached, as the training addressed 165 people in the ECRR regions by May 2018.

The second training focused on the stakeholders' alignment and 150 people should have been reached by October 2018. The goal is practically reached because 147 stakeholders were addressed by this training session. The third training focused on the stakeholders' alignment about Cultural Heritage Promotion of low-carbon tourism and again 150 people should have been reached by June 2019. The total amount of stakeholders participated to this session were 133.

Despite those number, we consider the activity fulfilled with discrete results. In this context, we highlight the fact that all PPs have applied their maximum and possible effort to reach the target but other activities planned in that period have limited the time available normally dedicated to stakeholder's involvement.

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 went on till June 2019. The goal is fully reached. Total amount of visits until 30 June 2019 is 6680, with an average per day of about 35 visits. The best day was the 16th May with 159 visits; the best month was May 2019 with 1647 visitors.

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 has been available since December 2018, and the go-live was in June 2019 (30th). The goal is reached. Statistics of downloads are not available. There hasn't been any chance up to now to promote it. So it's quite clear that there cannot be a lot of downloads (after few months it will be possible to have some data).

2.3.5- Installation of information plates and Info points.

Across all ECRR regions, a transnational pilot action is carried out to physically launch the European cultural route. The investment includes the hanging of about 80 information plates at selected Reformation-themed sites and the installation of 7 info-point accessible to the public where information can be found about the European cultural route, the addressed cultural heritage and how Reformation has shaped history in Central Europe. Tourists will furthermore find details how to get to nearby cultural sites. The information will be provided at least in English and in local language. The common corporate identity developed for the European cultural route is implemented.

Information plates are at least 30 x 40 cm and be made out of metal or another durable material (Aluminum/Alu-Dibond). They include also the logo of the INTERREG CENTRAL programme.

Info-point consists out of the following elements:

- interactive touchscreen station allowing to assess all information digitally and in different languages (including the possibility to explore Reformation-themed sites in other ECRR countries)
- digital guest audiovisual guestbook (opportunity to record audio and video testimonials about cultural sites visited and to share them via social media)
- free WiFi access (to download the developed smartphone app)
- large banner in the European Cultural Route's corporate identity
- shelves to display brochures/leaflets on other regions' Reformation-themed cultural heritage.

Moreover, the partnership of ECRR create a "digital game" about personalities of Reformation to be inserted into the interactive touchscreen of the info-point station. The aim of this game is to strengthen the involvement of young looking at the history of mankind, at the personalities who formed the Protestant Church. Every partner put the digital game into the info-point and presented it during the transnational inauguration event.

Information plates and Info Points are placed in: Tisza Valley, Torre Pellice, Velenje, Eisleben, Thuringia, Jawor, and České Budějovice.

Total amount of Information Plates produced = 74; total amount of Information Plates hanged = 73

Total amount of Info points realised = 7; Total amount of Info points installed = 7

The goal is not fully reached regarding Info plates, but the results is very promising.

2.4 | Cultural Route official application to the COE

2.4.1 - *Official Submission of Application.*

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. On 30th April 2019, the Governing Board of EPA decided to certify the Routes of Reformation as “Cultural Route of the Council of Europe” for a term of three years.

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.

The second cycle of monitoring was carried on June 2019 and this document is the second report describing it (30th June 2019, amended in September and November).

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

3.2 Meeting of the General Assembly or Steering Committee

The first General assembly took place in Velenje (Slovenia), October 2018. The Steering committee meeting was held in Gosau, Austria, on 15th May 2019. The second general assembly will take place in 2020, every 2 years.

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.1.4.2

Version 1
06 2019



ANNEX I - MONITORING MATRIX (EVALUATION OF THE TAP IMPLEMENTATION)

PHASE	ACTION	SUB-ACTIONS	Description	Unit of Measurement	2° 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 August 2018	YES/NO	YES
		1.1.2 - Definition of the headquarters and legal registration of the Association	Official registration of the Association and registration of statutes in 2019	YES/NO	YES 7 June 2019
	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. Steering committee meeting in 2019 Second General Assembly of the Association within 2020.	YES/NO	YES Steering Committee in Gosau - 15 May 2019
		1.2.2 - Approval of the Statute	Final approval of the Statute by 2018.	YES/NO	YES
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	YES
	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) or Final conference of the project (D.C.4.3)	YES/NO Nr of participants at each event	YES 2 events (Transnational inauguration event and Final conference in Gosau) Number of pax to inauguration events = 90



PHASE	ACTION	SUB-ACTIONS	Description	Unit of Measurement	2° Evaluation	
					Number of pax to F. Conf = 98 Total = 188 (1 inauguration event scheduled on 18 th September)	
			Use of RoR Corporate Identity	YES/NO	LOGO, Flyer, Roll-UP, Gadgets (Bags, notes, pencils, stickers)	
			Use of main communication channels of the Route	YES/NO	Facebook Page, Website, press and media releases, Partner networks	
			2.2.2 - 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	165 trained pax
				2 nd training on Stakeholder's alignment	≥ 150 trained pax within October 2018	147 trained pax
				3 rd training on Cultural Heritage promotion	≥ 150 trained pax within June 2019	133 trained pax
	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	YES
				Nr of website visitors		Total = 6680 visits (30.06.19) Daily average = 35 visits Best day = 159 visits (16 May) Best month = 1647 (May 2019)
		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 - public release June 2019	YES/NO	Release date: 30 June 2019
				Nr of download		Not available yet



PHASE	ACTION	SUB-ACTIONS	Description	Unit of Measurement	2° Evaluation
		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.	≥ 80 Infoplates (40 x 30 cm) as per WPI	74 info plates produced / 73 installed
				≥ 7 Info points as per WPI	7 info points realized and installed.
	2.4 Cultural Route official application to the COE	2.4.1 - Official Submission of Application	Submission of the final dossier and Official Certification as Cultural Route of the COE	YES/NO	YES - Submission on September 2018 Certification confirmed on 30 th April 2019
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	YES
			2 nd evaluation report by June 2019	YES/NO	YES
	3.2 Long Term Strategy: Route's Governing Board and/or Steering Committee Meetings	3.2 Meeting of the General Assembly or Steering Committee	Meeting of the General Assembly in Velenje, October 2018	YES/NO	YES
			Meeting of the Steering Committee in Gosau, Austria (Final Conference) June 2019	YES/NO	YES 15-16 May 2019

