

PEER REVIEW REPORTS

D.T2.5.4

06 2019



1. Introduction

One part of the capacity-building actions within the project “European Cultural Route of Reformation (ECRR)” is a peer reviewing process to mentor and help the members of the consortium that are responsible for developing pilot regions to apply valuable experiences and lessons learnt from other partners to their own similar projects and activities.

This process within ECRR shall establish the spirit of collaboration amongst the partnership. Gaining success in carrying out regional projects and measures will be supported by collegial advisory amongst the partners. Learning from experiences of others who faced similar challenges on their way as well as being introduced to good practices are help- and meaningful approaches on the way of establishing a cultural route. Especially the less experienced partners shall take benefit from this kind of mutual mentoring.

Furthermore the peer reviewing shall help to discover similar interests, frameworks and challenging amongst the pilot regions and to build meaningful and long-lasting relationships between the partners as a good basis for future collaboration, especially within the Routes of reformation. But the peer review meetings also should take the chance to build and raise awareness amongst the participation local/regional stakeholders for the international significance of their efforts and initiatives.

Therefore the target groups for the peer reviewing in addition to members and employees of the partner organisations are key actors actively involved in the respective ECRR regions like public administration (local and regional), regional management, church and church-related organizations as well as tourism boards or cultural NGOs.

This deliverable includes five different peer review reports, some of them performed as mutual reviewing processes. The value added of this tool has not been clear to all of the partners from the very beginning and due to the lack of explicitly allocated resources and budget (except travel costs) we could observe some resistance concerning the performance of on-sites activities. This is comprehensible because the regions within ECRR project show a wide geographical distance. Nevertheless the benefits gained for the partners being involved in this process have been clearly realized and described.

Detailed information about and discussion of the peer reviewing processes (including also the informal approaches) are provided in D.T2.5.1_Mentoring Storified Report.

2. Documentation of the peer reviewing reports

2.1 Slovenia (PP5) and Austria (PP 11)

Peer Review Report (D.T2.5.4)

Project index number and acronym	CE81, ECRR
Lead partner	Rural Association for Development ThLG
Reviewed partner and region	<p>Partner: City of Velenje (PP5), Protestant Church of Sloveina (Ass. PP)</p> <p>Region: Slovenia</p> <p>People present during the reviewing process:</p> <p>PP5: Rok Matjaz, Helene Knez, Polonca Mavriz</p> <p>APP: Leon Novak, Tadeja Andrejer, Mojca Brescak, Klaudija Sedar</p>
Reviewing team	Christian Baumgartner, Charlotte Matthias (PP11)
Date of the peer review	21.01.2019

Summary description of the status quo concerning the regional project within ECRR.

The status-quo of the PP5 at the moment concerning forming the Primož-Trubar-Trail project are:

- Municipality of Velenje with help of Primos Trubar Institute has identified 10 points for the RoR in Velenje and Murska Sobota and it's surrounding (Velenje castle, First Primary school (House of Minerals), Church of St. Mary and Church of St. Andrej, Lutheran Church of Alexander Terplan in Puconci, Lutheran Church of Martin Luther in Murska Sobota, Regional and Study Library in Murska Sobota, Pomurje Museum in Murska Sobota, Lutheran Church of Hodoš, Lutheran Church of Križevci);
- During the process of identifying 10 points for the RoR, other points that is somehow connected with Primož Trubar in Slovenia were identifiend and we present them in released publication "ALONG THE ROUTE OF THE REFORMATION IN SLOVENIA"

ECRR

Goals defined for the peer reviewing process.

- Exchange the status-quo of the Primoz-Trubar-Trail project
- Discussing the different steps / activities in Slovenia to implement the Primoz-Trubar-Trail; contribution from the Austrian experience with the similar Trail of the Book
- Defining common goals for the linkage (geographical in Trieste)
- Develop long-lasting support measures and cooperation between the neighboring projects.

Short description of the peer review's process and the progress achieved during the review.

Peer review process:

- Exchange of written (background) information concerning both projects (the Primoz Trubar Trail and the Trail of the Book)
- Meeting of representatives of Austrian and Slovenian PPs / APP in the APP office in Murska Sobota (SLO)
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Progress:

- Better understanding of the status-quo of the Primoz Trubar Trail project.
- Outlining concrete measures to implement the Trail
- Clear further cooperation including concrete steps (see text below)

Short description of different methods and settings applied.

- **Introduction round.** Goal: to have the same information about all persons, their background, and involvement in the project
- **Visualisation of the Slovenian situation by using maps.** Goal: to come to a clear understanding of the Slovenian situation including the geographical context
- **Collecting the main challenges and brainstorming concerning measures** (including reflection of Austrian experiences). Goal: open creative collection of different options to deal with existing challenges
- **Moderated Open discussion.** Goal: to prioritize the different ideas and come to concrete measures incl. responsibilities and time forecasts

ECRR

Outline of future measures and tasks to enhance capacities as a result of the peer review.

- Slovenian PP (Velenje) and APP (Protestant Church) will further cooperate in the development of the Primoz-Trubar-Trail.
- The trail - designed mainly as cycling trail - will be fixed
- First tangible product will be a Book(let) about the Live and background of Primoz Trubar
- Austrian PP will check the possibilities of ...
 - Providing the basic design for leaflets about the trail (target group: tourists / hikers / cyclists)
 - Providing the planned Internet-Platform including outdoor-active features for the Primoz Trubar Trail (main point is the question, if Slovenian language is included)
- Austrian and Slovenian PPs / APP will cooperate further (after life-span of the ECRR project)

Common impression and feedback of the peer review in general (Is the method useful and applicable? What should be improved?)

The peer-review in general was perceived as very helpful for the further implementation of the project in Slovenia. Moreover, both projects could benefit from a better exchange and concrete common measures (e.g. in marketing, social media, etc.) for the future.

Improvements in the method would be possible: In the best case a peer-review consists of two parts:

1. Site-visit / meeting in the country to be reviewed, to provide an overview of status-quo, challenges, etc.
2. Site-visit / meeting in the reviewing country - exact sites to be visited, persons to be met, etc. could be planned along the impressions during step 1.

2.2 Czech Republic (PP10) and Austria (PP 12)

Peer Review Report (D.T2.5.4)

Project index number and acronym	CE81, ECRR
Lead partner	Rural Association for Development ThLG
Reviewed partner and region	PP 10 RRAPK: Filip Uhlík, Lenka Křížková, Karolína Duschková - staff of RRA PK Renata Šilingová - mayor of Lestkov
Reviewing team	PP12 UATB/SPES : Peter Jungmeier
Date of the peer review	June 11 th 2019

Summary description of the status quo concerning the regional project within ECRR.

A great challenge is the establishing and completion of the “Route of Jan Hus” (which leads from Prague to Germany) in the Plzen region. To fill these gaps is the aim of PP 10 within ECRR. Relevant sites and (parts of) ways have been identified. In collaboration with mayors and interested NGOs, SMEs, schools and voluntary citizens the contours of the missing pieces could have been established step by step.

Also the cross-border topics are of relevance: e.g. there is a cross-border theatre performance that is conducted once in Germany and then in Czech Republic. School workshops have been developed which focuses on the life of Jan Hus concentrating on the ethical aspects represented by him instead on his life's facts and figures. For this contemporary IT-tools have been used as well as games and competitions. A cross-border project will help to continue the well-established transnational cooperation and to improve the Route of Jan Hus (and thus the RoR).

Some local projects like “Goldene Straße” received new motivation by being embedded in the greater frame of “Routes of Reformation”.

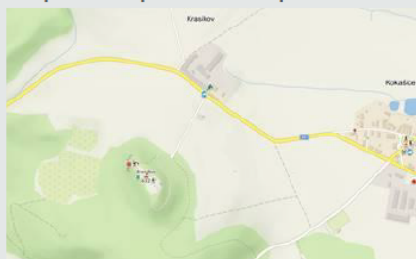
Goals defined for the peer reviewing process.

In general the peer review should reflect on the main problems of the Route of Jan Hus, which are transportation and mobility, accommodation and water resources along the route. Another issue brought up in the preparation for the peer review was the lack of awareness of villages and their representatives for the chances real rural tourism can offer for their development. People in the region are not really prepared for international tourism - how can they be involved in a better way? And finally the international marketing activities will have to be increased in quality and quantity.

ECRR

Short description of the peer review's process and the progress achieved during the review.

The peer review started with a visit to the small village of Lestkov. We have been hosted by the mayor Renata Šilingová. For the reviewing party it was just to get some insight into the everyday life (and problems) of RRPAs work within ECRR. The discussion mainly was about how to plan the trail through the village's area so that it will be attractive for both travelers and local suppliers. Afterward we travelled to other relevant sites like Krasíkov where a ruin can be visited and an accommodation including a little farm shop are an important possible stop on the route.



During travelling by car there had been plenty of time to talk over the relevant topics for the Route of Jan Hus. The day has been concluded by a final meeting in RRPAs office.

The reviewing party got more and more involved in the regional challenges and topics by being involved in the meetings with the regional actors and by getting acquainted with the landscape and the sites.

Short description of different methods and settings applied.

There hadn't been a special method applied during this peer review but it had been very useful to go to the countryside, to talk to regional stakeholders and to get a real impression of the project's region.

So it was site visits, discussions and a final conclusion at the very end. We also did a kind of "mystery shopping" at the farm Krasíkov to see if the concept of working on the farm and serving guests on demand (call a certain phone number) really is working - and it did ;-)

Outline of future measures and tasks to enhance capacities as a result of the peer review.

The 3-years cross-border project will enable PP 10 and its partners to develop their parts of the Route of Jan Hus (as a part of the RoR) further on in all necessary dimensions: infrastructure, participation and awareness building, (physical) quality of the trails and marketing.

During the peer review some specific possible measures have been brought up. Perhaps the most important proposal was to build a found a legal association as a responsible body for the trail. Because now it is RRPAs who is in charge of all the development and administration. A regional association could raise the meaning and identification for the project and integrate regional actors as "owners" of the idea and project.

Concerning marketing the fact that the region around Krasíkov (as it is true for almost all parts of the train in the Plzeň area) is weak in infrastructure can be turned into a chance and USP for marketing. A slogan like "We have nothing, so enjoy staying here" could be very attractive for some target groups

like pilgrims or bikers who search for some peace and quiet in their holidays.

What also could still be taken into account is to scan the region continuously with the question in mind: "Where are strengths and unique offers here?" (like nature beauties, agricultural products, arts etc.). Generally spoken a clear focus on well-defined target groups could be of help in improving this part of the route.

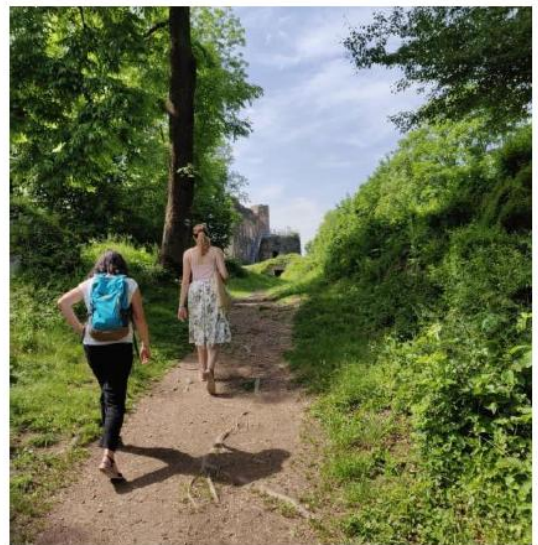
To make success measurable perhaps there is a way to quantify the status quo of visitors to the route by e.g. 2020 and to keep on monitoring this and/or other relevant criteria in the future. This to get a clear impression about the touristic market potential of the region and the topic of Jan Hus.

Common impression and feedback of the peer review in general (Is the method useful and applicable? What should be improved?)

It has been a very useful approach to spend a day off the offices and to discuss and experience things in the countryside where the challenges really do exist. Because in meeting reports or picture shows one usually tries to outline reality a little bit more shiny than it is to oneself. The reviewing party appreciated the frankness of PP 10 concerning the status quo of the infrastructure - also the not so well working issues have been shown to PP 12.

Perhaps another context would need another setting but for this peer review it was the right decision. The collaboration within this review has been very trustful and eye-levelled.





2.3 Poland (PP8) and Hungary (PP 2, PP 3)

Peer Review Report (D.T2.5.4)

Project index number and acronym	CE81, ECRR
Lead partner	Rural Association for Development ThLG
Reviewed partner and region	<p>Partner: Szabolcs-Szatmár-Bereg Megyei Önkormányzat (PP2), Felső Tisza Többcélú Kistérségi Társulás (PP3)</p> <p>Region: Hungary</p> <p>People present during the reviewing process:</p> <p>Vera Obbágy (PP2)</p> <p>Gábor Zimborán (PP2)</p> <p>Melinda Drabik (PP3)</p>
Reviewing team	PP8 DOT : Iwona Nolbert, Marek Janczyszyn
Date of the peer review	25-26 June 2019

Summary description of the status quo concerning the regional project within ECRR.

From the Hungarian partner point of view we can say that the region affected by the project is really rich in reformation-themed cultural heritages. It was always a crucial question how could them use for touristic and cultural purposes. It was also an important factor to preserve and protect this tangible and intangible heritages with the strong cooperation between stakeholders relating to the reformation. The project and its achievements provides proper answers for this challenges and the new transnational network (including info plates, info-points, joint management, association etc.) help to reach all that aims.

Goals defined for the peer reviewing process.

The purpose of the visit to the Polish partner of DOT PP8 in Hungary was to familiarize with the cultural heritage of reformation in the region's Szabolcs-Szatmár-Bereg (PP2) and Upper Tisza (PP3). DOT was interested in the promotional activity of existing cultural facilities and local government units in the visited region. In turn, the Hungarian partners wanted to learn how to obtain EU funds in Poland for the promotion and development of cultural heritage.

Short description of the peer review's process and the progress achieved during the review.

During the visit, the representatives of the Polish partner presented a scheme of activities and good practices in the area of obtaining EU funds for promotional activities and cultural heritage. They especially focused on the implementation of the regional cultural route, the European Route of Castles and Palaces, which at the initiative of the DOT received EU funding for promotional activities - especially in the field of online marketing. The Hungarian partners provided knowledge about the implementation of promotional activities of individual objects of the Reformation heritage in reviewing region. A very important element of the visit was visiting the objects of the Reformation heritage and meeting with the stakeholders of the route. From the other side the Polish partner provided information on details How to find proper resources and how to implement fundraising activities.

Short description of different methods and settings applied.

The method was used during the visit was round table discussion during which partners were looking conclusions of the first day of the peer review. On the second day at the end of the visit also a summary meeting was held. during the visit, the most important attractions of the cultural heritage of the Reformation in the region took place. They were :

- Evangelical Lutheran Church and in the Evangelical Lutheran Secondary Grammar School (14 Luther square) in Nyíregyháza
- Reformed Church (11 Kalvin square) in Nyíregyháza
- Reformed Church of Beregsurány
- Reformed Church of Tákos
- Reformed Church of Csaroda
- Fehérgyarmat

Hungarian partners has been already conducted a visit at the region of Wroclaw at the beginning of the project, when they had the opportunity to collect the appropriate inputs about the region affected by the ECRR.

Outline of future measures and tasks to enhance capacities as a result of the peer review.

The overall mutual evaluation concerned individual issues and was set at a high level. In the case of Poland, cooperation with many partners in various areas of tourism is very important. Establishing cooperation with other countries or regions will result in a greater chance of implementing new EU projects. In the case of Hungarian partners, the cooperation between individual tourist facilities and the local government should be stressed more strongly. This also applies to local and regional tourist information networks, which unsatisfactorily promote tourist facilities located in a given region. The implementation of these tasks will result in the future assessment being even higher than before.

Common impression and feedback of the peer review in general (Is the method useful and applicable? What should be improved?)

Overall rating from peer review is very high, however, the poor cooperation between countries and regions in the case of Poland and local governments and tourist information centers with local attractions is definitely improving. There is a challenge for these regions, the implementation of which will raise the level of recognition and will increase the attractiveness of tourism, taking into account the greater chances of obtaining EU funds for further development.







2.4 Italy (PP4) and Germany (PP 7)

Peer Review Report (D.T2.5.4)

Version 1

Project index number and acronym	CE81, ECRR
Lead partner	Rural Association for Development ThLG
Reviewed partner and region	Partner: PP4 Region: Piemont Region People present during the reviewing process: 3
Reviewing team	PP7
Date of the peer review	May 11 - 12, 2019

Summary description of the status quo concerning the regional project within ECRR.

The Piemont region with Turino and the Waldensian valley has a very strong relation to the Reformation history in Europe. The Waldensian heritage is an important part of Italian history and the national identity. The local partners, especially the Waldensian Foundation, has managed to advocate for the preservation of the history incl. the tangible ones such as buildings and churches and intangible ones such as traditions and oral stories. They advocate strongly for the inclusion of information on the exile of the Waldensians and the cruelties done unto them in the middle ages. It was particularly interesting to see how a - relatively speaking - difficult to reach area for tourists such as the Waldensian valley can be and is connected to the larger hub of Turino. The partner Church and Tourism was especially interested in seeing how this plays out in the day to day business and how communication with the local tourism partners is done.

Goals defined for the peer reviewing process.

- Sharing knowledge on how to connect rural and urban areas
- Building cooperation and collaboration opportunities with tourism stakeholders
- Connecting with the Cultural Route of the Huguenots and the Waldensian
- Increasing awareness of the Reformation-themed heritage sites among tourists and local citizens

Short description of the peer review´s process and the progress achieved during the review.

The Peer Review began with a conversation via email setting up the objectives and methods of the visit. It was decided that PP7 would be traveling to Italy to experience the local Reformation history and how it is imbedded in the local tourism sector. Goals and Interests were discussed and thus, the expectations of all were able to be managed. It was planned that PP7 would be traveling to Pinerolo and Torre Pellice to visit the local sites. Unfortunately, due to travel delays, this plan had to be adapted and the partners met in Torino instead. Firstly, we discussed the technicalities and the theoretical knowledge and understanding of the Waldensian history. In a setting of a coffee house, Davide Rosso pointed out in a map where the local sites are situated and how they are connected and collaborating with one another. A stroll through the Torino showcased the many small hints at the Waldensian history. Davide expertly introduced and pointed out the smallest of details such as a plate at the former city walls of Torino that was only hung there in the year of 2000 - despite the hundreds of years of Waldensian history. We also visited the city square where an important pastor and reformer was killed in the 16th century and the Waldensian Temple among others.

Short description of different methods and settings applied.

We used a very underrated method of experiencing the partner site: by strolling and walking with the eyes of a tourist and the interest of a ECRR partner. From walking the streets of Torino to listening to the expert knowledge of Davide and seeing the countless sites in Torino, it was especially eye-opening that despite the rich history of the Reformation history, it is not a given that it is incorporated into the tourism sector.

Additionally, we sat together speaking openly and answering questions to one another. This method of open exchange was very helpful and fostered once again the great relations that ECRR helped create between the members.

Outline of future measures and tasks to enhance capacities as a result of the peer review.

PP7 and PP4 - represented by Davide - will remain in close contact and exchanged valuable details on how to create synergies with the tourism sector despite divisions between rural and urban areas. Additionally, the visit will likely support the communication with the cultural route on the Huguenots and Waldensians that will further allow RoR to work transnationally and with other important cultural experts of Europe. It was further discussed to make use of the opportunity that the ReiseMission is offering to plan a travel along the route and to this facilitate the issue of bringing and exposing tourists to the rural areas rich of history. Davide was particularly interested in this and the communication will be continued.

Common impression and feedback of the peer review in general (Is the method useful and applicable? What should be improved?)

PP7 truly appreciates this opportunity and so did PP4. It is certainly a method that should be continued and renewed across all partners and members. It fosters exchange and knowledge and common understanding.

2.5 Germany (PP7) and Germany (PP 6)

Peer Review Report (D.T2.5.4)

Project index number and acronym	CE81, ECRR
Lead partner	Rural Association for Development ThLG
Reviewed partner and region	<p>Partner: PP7 Church and Tourism Association Region: Thuringia, NUTS 2: DEG0 People present during the reviewing process:</p> <p>Mr. Christfried Boelter and Mr. Meik Schmidt (both members of PP 7 Church and Tourism Association) and Mrs. Uta Ullrich and Mrs. Cathleen Scheiner (both members of PP 6 Mansfeld-Südharz Marketing GmbH)</p>
Date of peer review	17th September 2019
Summary description of the status quo concerning the regional project within ECRR	
<p>Both regions implemented the Route of Reformation officially. The invest packages are done by project partner 7. Project partner 6 is still struggling with some investment parts and might get some advice of PP7 how problems can be faced. Both regions share the same marketing strategy when it comes to marketing of reformation heritage since the tourism marketing boards agreed on a common marketing strategy in foreign countries. So there is a lot of potential to have a fruitful peer review and to exchange knowledge and lessons learned with each other.</p>	
Goals defined for the peer review process	
<p>PP6 and PP7 had a short preparation call prior to the visit on the 17th of September to exchange about the goals and ideas for the peer review. We fixed that we want to talk about:</p> <ol style="list-style-type: none"> 1) the implementation process of the Routes of Reformation in Thuringia and Saxony-Anhalt (Is RoR visible at the nominated sights, Do the partners see themselves as a part of the route, Did you manage to install a functional network, Did you face any problems) 2) the future exchange between Thuringia and Saxony-Anhalt (plus Brandenburg in the next step and further members of central Germany) 3) possible projects and Marketing activities 	

- 4) experiences, lessons learned and advices to implement in both partner regions
- 5) small sight visit of the Luther Centre Reinhardsbrunn

Short description of the peer review's process and the progress achieved during the review

SMMS went by car to the seat of Church and Tourism in Friedrichroda / Reinhardsbrunn in Thuringia. Mrs. Boelter and Mrs. Schmidt welcomed us in the meeting centre / meeting café and welcomed us with a short information about the tasks and the situation of Church and Tourism before we started our meeting agenda of the Peer Review. After an approx. 1 to 1,5 hour talk about the topics set for the peer review we had a small guided tour by Mr. Boelter through the exhibition of the Luther path centre and a short explanation of the Routes of Reformation info terminal and how RoR is integrated in the exhibition.

We achieved to talk about all points that we agreed on our agenda. The part „implementation of RoR“ and „future exchange“ of the regions had been the points we discussed very intense. Other points for example future projects and marketing activities were only discussed shortly and agreed that we need to arrange a second meeting in the near future to also talk about those topics more intense.

The main result of the meeting was that both partners have to face similar difficulties in the exchange with network partners and sights under the umbrella of routes of reformation and that it would be very effective and useful to develop common strategies to improve that particular part.

Short description of different methods and settings applied

The methods and settings of both partners are very similar when it comes to networking, developing ideas to inform about Routes of Reformation, Presenting RoR and addressing new partners. The biggest difference is that PP7 is able to address tourists directly with a great exhibition with huge knowledge about Reformation history and the different aspects of the Reformation. PP6 SMMS is only slightly able to address tourists directly, for example via homepage or with the help of printed material. But the main channel are the nominated sights under the umbrella of SMMS that directly target tourists and inform in museums, exhibitions, etc. about the reformation.

PP6 therefore needs to activate the partners to bring the tourism offers in the RoR network and PP7 is able to bring their own content in the network. But PP7 told us that they see themselves also in the key position to inform partners and to help them to see the benefits of RoR and actively use them. So at the end we could find similar tasks and challenges that both partners need to face. The methods in talking with higher tourism associations or ministries are nearly the same. In this part SMMS could give some advice to PP7 because we are already in the process of developing projects and applying for fundings. So in general we could find more similarities that help to really exchange about the tasks that both regions have to face. But we could also discuss differences and tried to help each other with the external view.

Outline of future measures and tasks to enhance capacities as a result of the peer review

ECRR

PP7 and PP6 agreed on some measures that can be implemented short-term:

- exchange of information material (printed brochures, sights, activities) in both regions
- organisation of a meeting of all nominated sights under RoR network in Germany at the beginning of 2020
- preparation meeting in November 2019 in SMMS region
- bilateral meeting and exchange between partners that are especially involved in the topic Thomas Münter and the Reformation / winning of new members for ECRR
- exchange of the audio visual testimonials of both regions to be included in the info-terminals

mid term measures

- quarterly meeting between Thuringia and Saxony-Anhalt (eventually plus Brandenburg)
- active meetings between the sites of RoR / provement if their are other workshops / meetings (for example luther path, ways to luther etc.) that can be used for exchange
- common letter /e-mail to the network „Cities of Reformation“ how both networks could work together
- share content / events and information more active

long term measures

- consultation and agreement with LEADER Management in both regions for joint projects
- check possibility to join established projects such as Luther path passport or Harzer Wandernadel
- find solutions to install futher info-terminals at nominated sights unter the roof of RoR

Common impression and feedback of the peer review in general (Is the method useful and applicable? What should be improved?)

The impression was very positive and we had the opportunity to learn form each other and discuss problems very open and intensely. Since both regions are very close to each other the feedback was that the peer review should be continued on a regular base. The most important point is, that the partners feel responsible for the agreed goals and measures. To make sure that the agreed points will be fulfilled both partners agreed to stay in touch via e-mail and telephone and agreed on a next meeting in November at Castle Allstedt.

There is room for improvement to include more partners in the peer review in the future. Especially partners that are not involved in the former ECRR project to get an impression if those partners also see the common language of ECRR.

The method was approved to be useful but it will be the question if it is a practicable solution when

ECRR

regions are not close by each other and travel costs and time frames must be taken into consideration. But the overall feedback was that the method is very valuable to receive a honest feedback if the implementation of RoR worked out.

