
A.T3.4 PILOT ACTION PHASE 2. PHYSICAL LAUNCH OF THE ECRR

D.T3.4.3. Pilot action phase 2 report

Version 1
06/2019¹

PROJECT PARTNERS: PP3/PP4/PP5/PP6/PP7/PP8/PP9/PP10

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¹ Amended in January 2020.

Description

The pilot investments carried out in the ECRR pilot regions and consisted of the hanging of information plates at selected Reformation-themed sites and the installation of info-points at the most frequented sites of the pilot regions.

7 info-point and 74 plates has been implemented in total that can be seen below divided per countries/regions:

Hungary: Szabolcs-Szatmár-Bereg: 1 info-point and 10 info-plates

Italy Metropolitan City of Torino/Province of Bergamo/Province of Cosenza: 1 info-point and 10 info-plates

Slovenia Savinjska region: 1 info-point and 10 info-plates

Germany County Mansfeld-Südharz: 1 info-point and 10 info-plates

Germany Thüringen: 1 info-point and 10 info-plates

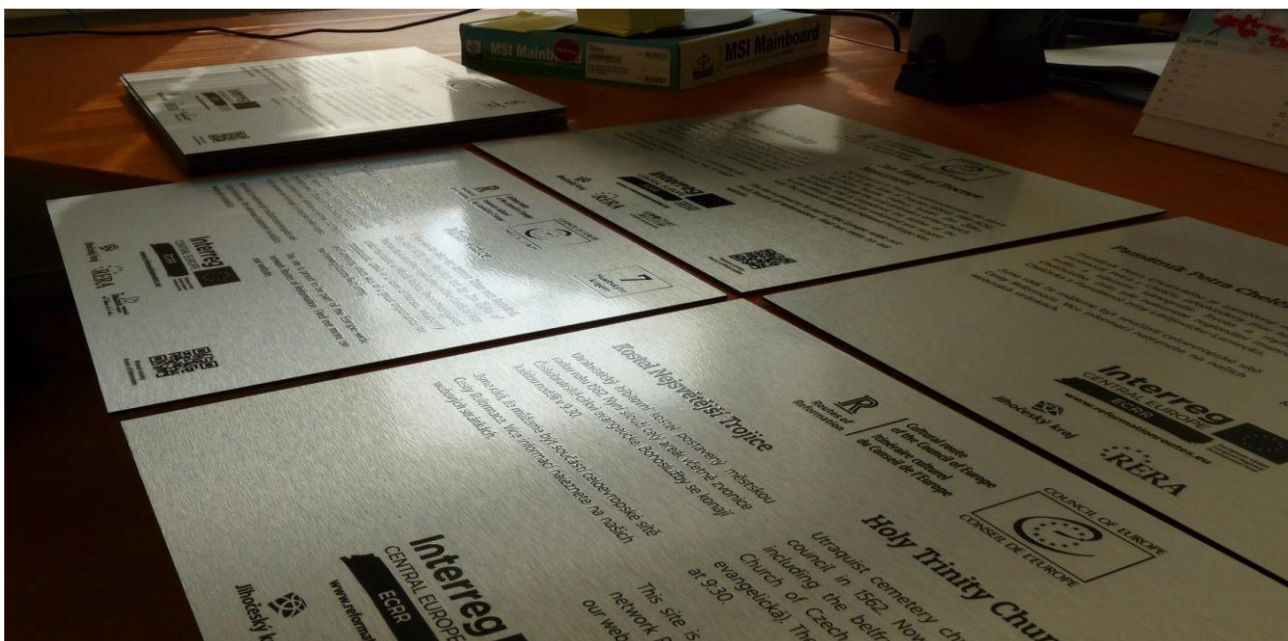
Poland Wałbrzyski /Jeleniogórski: 1 info-point and 4 info-plates

Czech Republic Jihočeský: 1 info-point and 10 info-plates

Technical specification

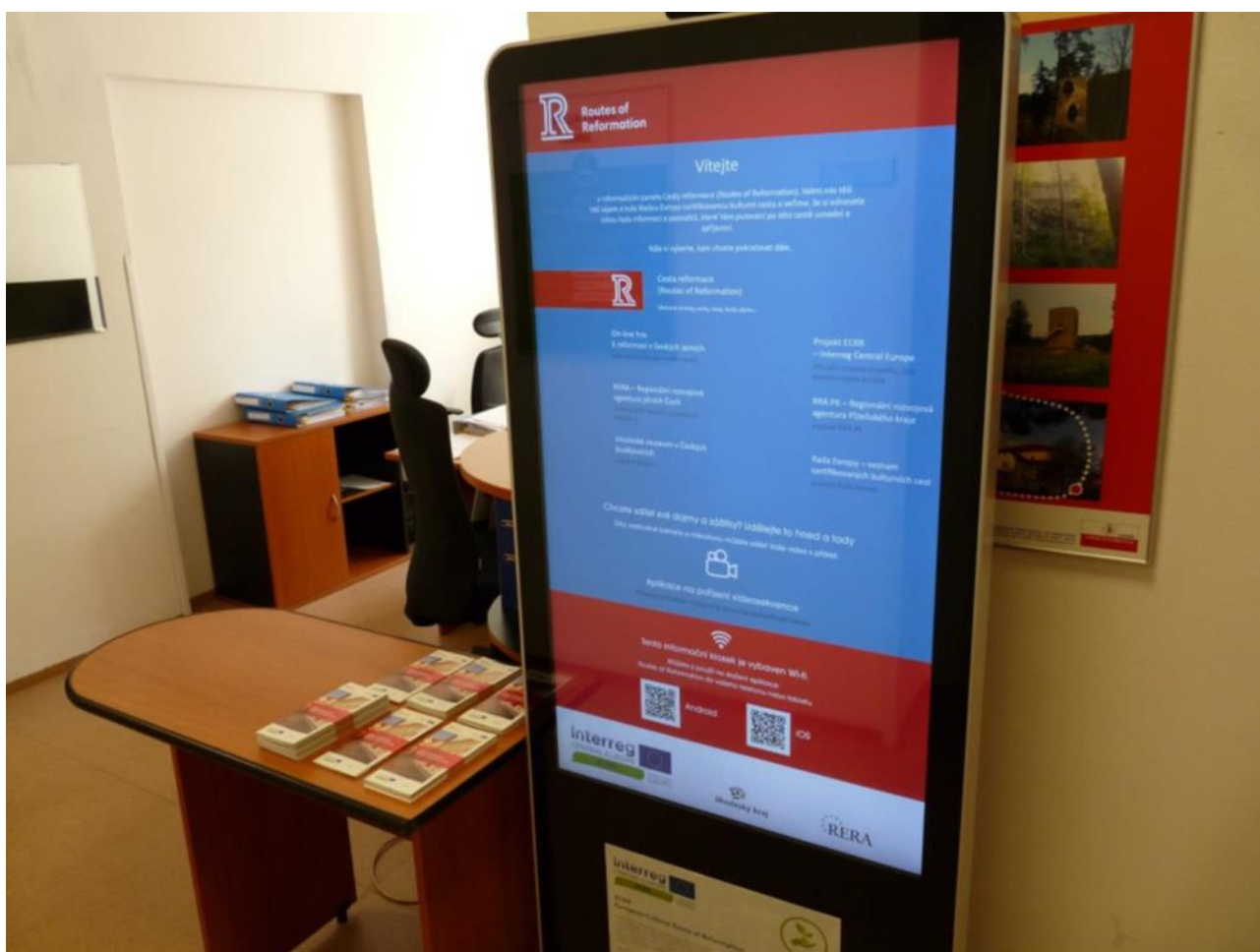
The language of the info-plates and the info-terminals are provided in English and in the native language of the region. There are few sites where further languages are also available.

According to the requirements of the application form the info-plates are 30 x 40 cm and made out of alu-dibond, that is a durable, weatherproof material. Info-plates include the logo of the INTERREG CENTRAL Program and the logo of the Council of Europe as well as a QR code linking to the Routes of Reformation website.



By producing of the info-terminals partners used the common Corporate Identity elements that has been created before the Investment phase by PP6 collaborated with an external service provider.

The info-points are equipped with touchscreen stations and ensure the easy accessibility to the official website and to all important information digitally. Audio-visual guestbook is also available that provides the opportunity to record audio and video testimonials about cultural sites visited and to share them via social media. Large banners with Routes of Reformation corporate identity elements show that the info-points are the part of the Routes of Reformation and shelves -where brochures/leaflets on other regions' Reformation-themed cultural heritage can be displayed- provides information materials on the transnational network, part of the route etc. As additional function a digital game has been produced by PP10 that is accessible via the info points and provides an exciting entertainment for visitors. Free Wi-Fi is available at all info-points that support the easy use of mobile devices and download of the developed smartphone app relating to the Routes of Reformation.



Info-terminals also include the logo of the INTERREG CENTRAL Program and the logo of the Council of Europe as well as a QR code linking to the Routes of Reformation website.

The most important function of the info-points installed are to introduce the specific regions and to emphasize the fact that visitors are staying at the local center of the “Routes of Reformation” cultural routes that has been created in frame of the “European Cultural Route of Reformation” project.

Technical Parameters

As the implementation sites are very different there has not common technical parameters specified for partners. The main requirements was to follow every requirements of the Application Form and the program regulation.

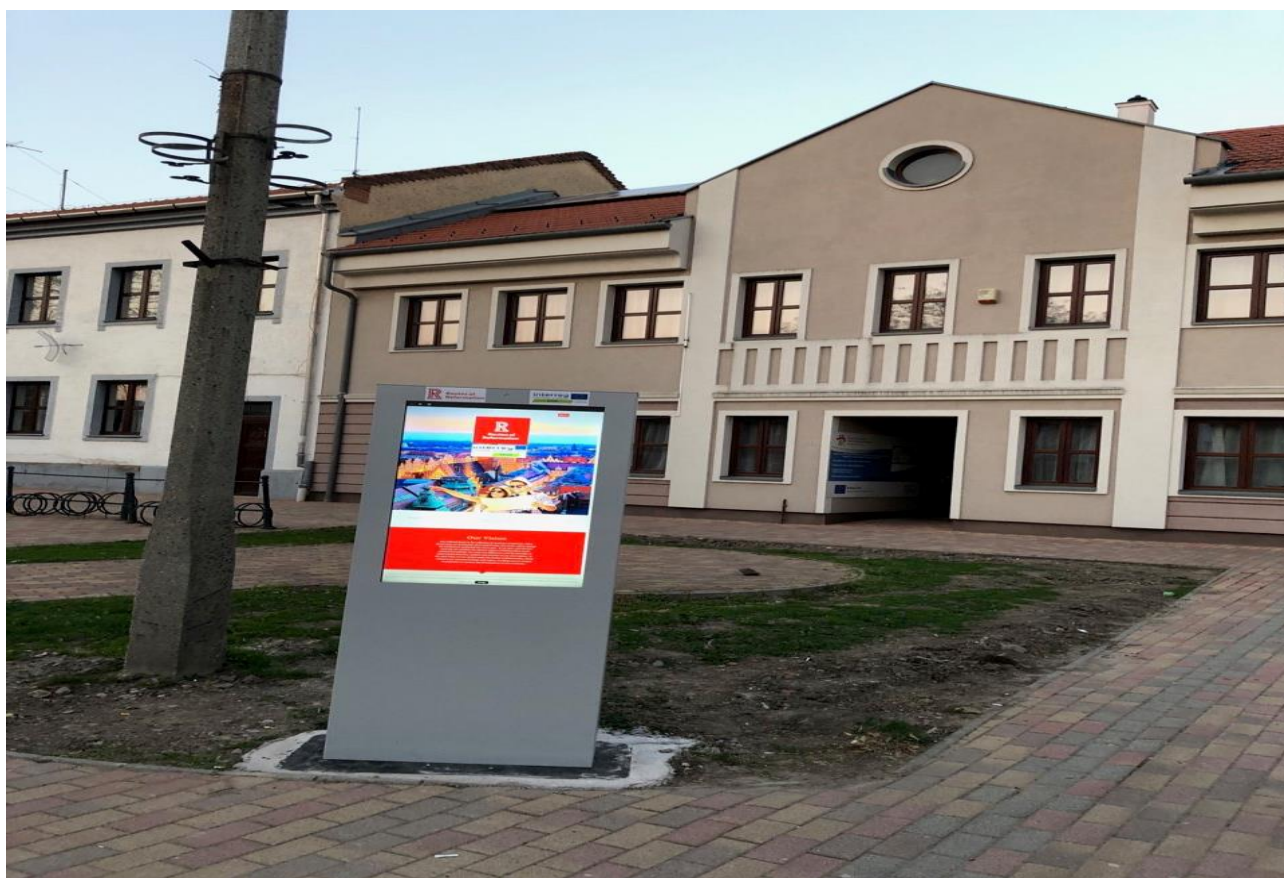
Info-terminal installation

In project level 7 info-terminal has been implemented in total that can be seen below divided per countries/regions:

11 Pilot Investments Tisza Valley

Hungary/Szabolcs-Szatmár-Bereg County

In Szabolcs-Szatmár-Bereg County an info-terminal have been installed in frame of the *11 Pilot Investment Tisza Valley* at the Szivárvány Center in Fehérgyarmat that is the most important cultural center in the in the Upper-Tisza area. Furthermore in the pilot site (Upper-Tisza area) Reformation is a strong historical, educational and cultural topic therefore high number of interested visitors are expected.



12 Pilot Investments Torre Pellice

Italy/Metropolitan City of Torino/Province of Bergamo/Province of Cosenza

The info-point has been created and installed at Waldensian Cultural Centre in Torre Pellice, which is already frequented by visitors and pilgrims. 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 can find details how to get to nearby cultural sites and video/interviews of relevant waldensian stakeholders as well.

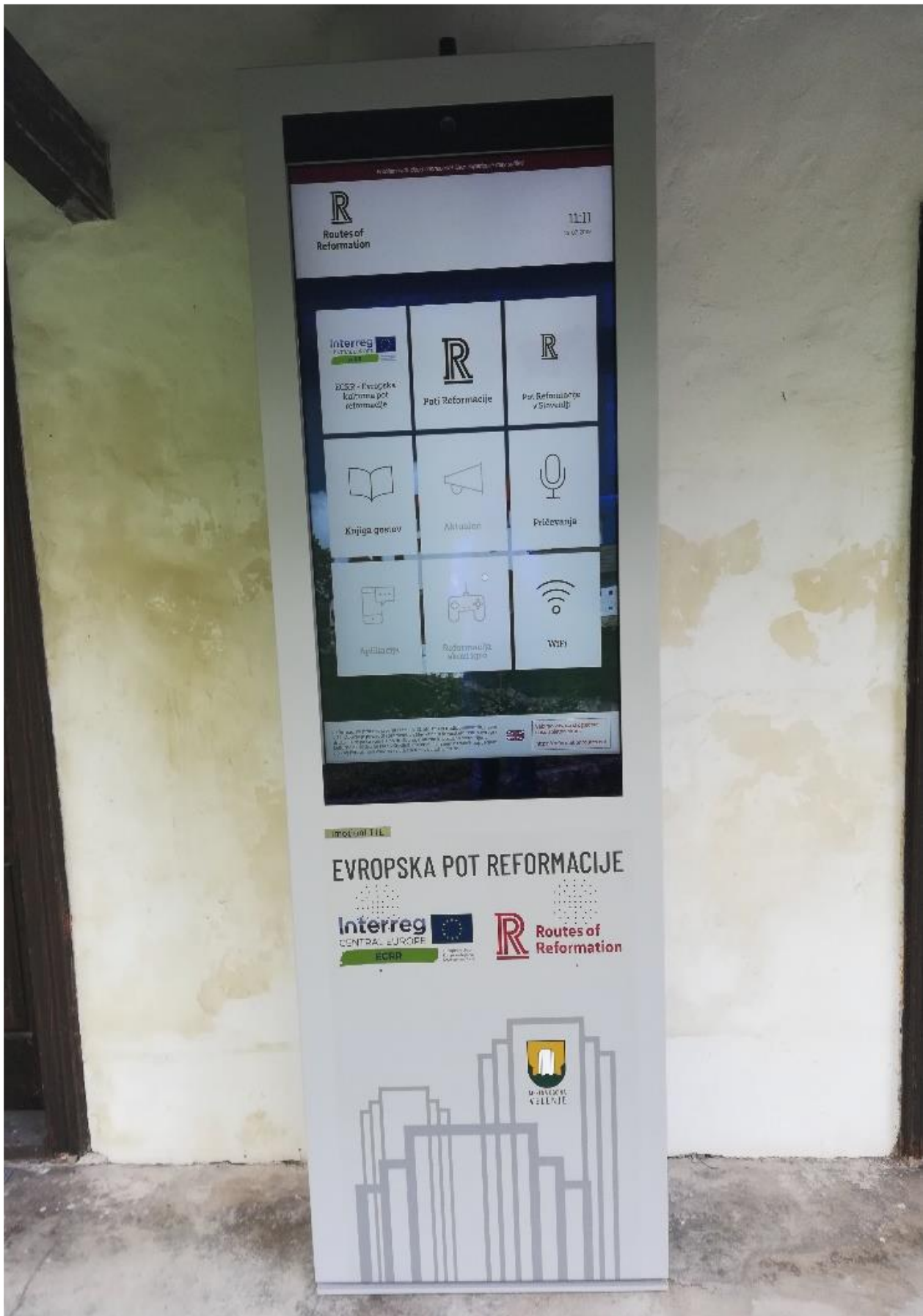


13 Pilot Investments Velenje

Slovenia/Savinjska region

The investment from the PP5 point of view included also the installation of the info-terminal at selected Reformation-themed site where information also can be found about the European cultural route, the addressed cultural Heritage and how Reformation has shaped history in Central Europe. The information is provided in English and in Slovenian. The common corporate identity developed for the European cultural route is implemented as well.

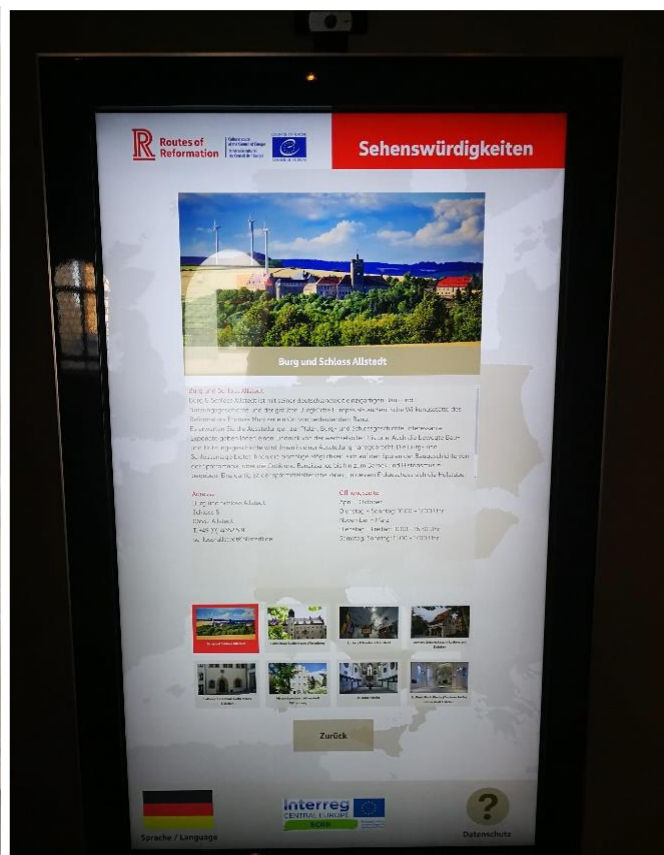
The info Point is situated at the Museum Velenje, where it is reachable for all tourists, even one with some disabilities.



14 Pilot Investments Eisleben

Germany/County Mansfeld-Südharz

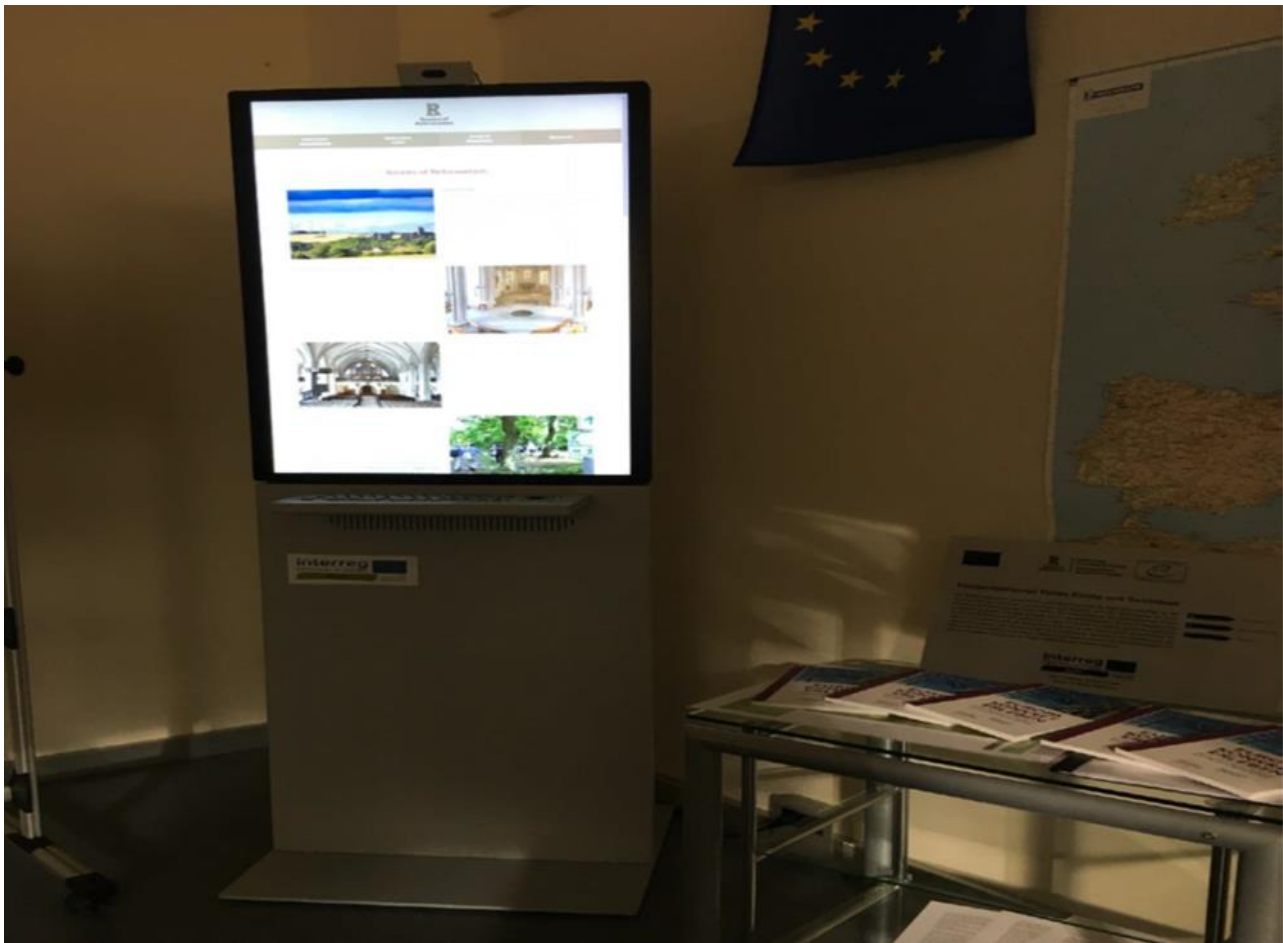
The info-point was installed at the most visited Reformation heritage sight in the town of Lutherstadt Eisleben: museum “Luther’s Death House”, a UNESCO World Heritage site in Eisleben. It makes perfectly sense to attract visitors that are interested in the topic of Reformation for the Routes of Reformation to discover further points of interested locally and Europe-wide. The info-point is accessible for the public as well as for the visitors of the museum. The Info-point has been inaugurated on December 2019 with the participation of relevant stakeholders.



I5 Pilot Investments Erfurt

Germany/County Gotha/Thüringen

PP 7 Church and Tourism Association produce and set up a digital terminal which contains valuable information and insights into the Reformation-themed heritage sites not only in Reinhardsbrunn but in Thuringia, Germany, and Europe. Furthermore, regional partners were united behind the idea of the common route. Thus, it allows the common understanding to be increased and for the route to showcase its union amongst the multitude of the members.



The plates indicate to visitors that the individual local site is part of our bigger and Europe-wide network which allows us to reach more people and to gather more support. Therefore, the plates inform tourists and at the same time spread the word about our route.

16 Pilot Investments Jawor

Poland/Wałbrzyski /Jeleniogórski

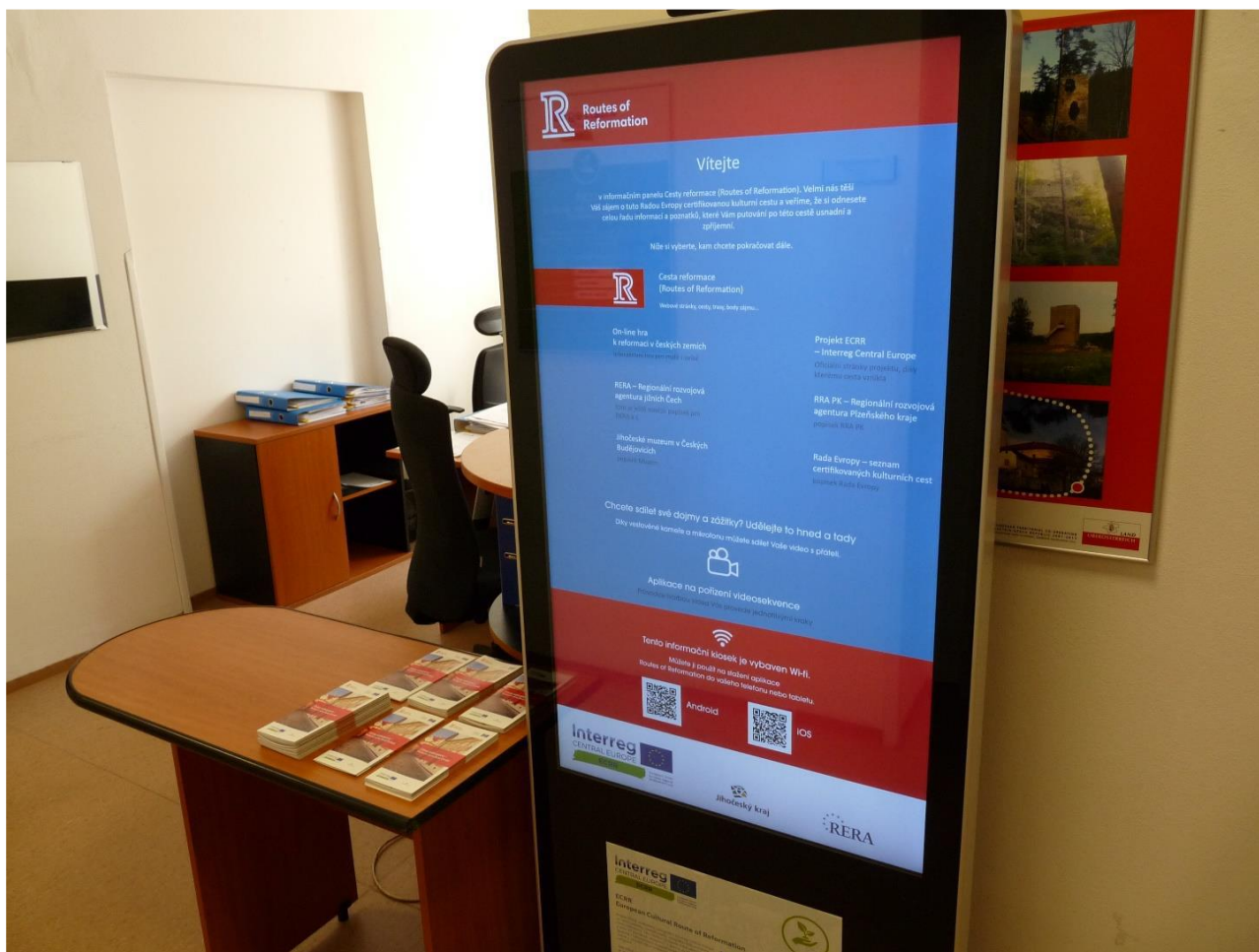
Implementation of pilot activities in Lower Silesia concerned installation of info point in Jawor. PP8 Lower Silesian Tourist Organization was involved in the entire process of implementing pilot activities from the selection of places to physical installation. It was the first such activity in the region associating the reformation objects under one brand/project - European Cultural Route of Reformation/Routes of Reformation.



17 Pilot Investments České Budejovice

Czech Republic/Jihočeský

The investments are the essential part of WP 17 and WP T3 work packages that aims to establish the transnational European Route of Reformation across Central Europe area. The installation took place in July 2019 in Monument of Jan Žižka of Trocnov site.



Info-plate Installation

In project level 74 plates has been implemented in total that can be seen below divided per countries/regions:

11 Pilot Investments Tisza Valley

Hungary/Szabolcs-Szatmár-Bereg County (10 info-plates)

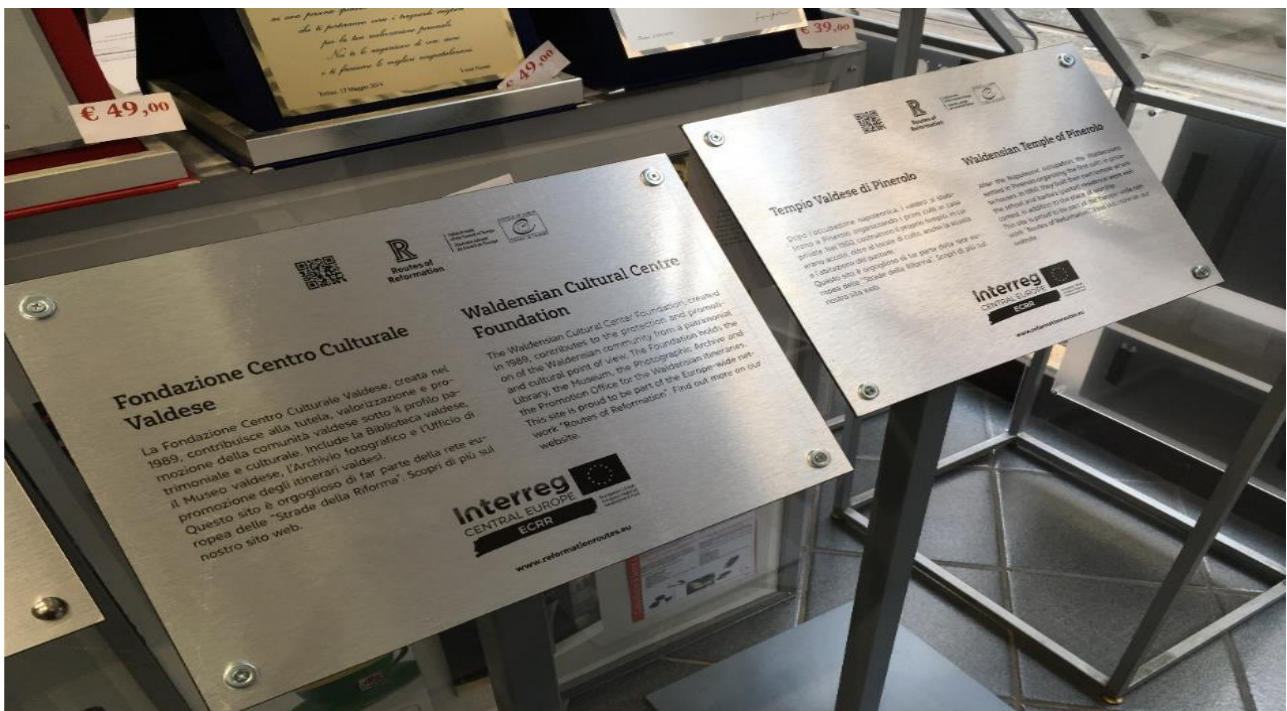
In Szabolcs-Szatmár-Bereg County 10 info-plates have been installed at the selected Reformation-themed sites in frame of the *11 Pilot Investment Tisza Valley*. The installed plates can be found in the Upper-Tisza area where Reformation is a strong historical, educational and cultural topic.



12 Pilot Investments Torre Pellice

Italy/Metropolitan City of Torino/Province of Bergamo/Province of Cosenza (10 info-plates)

The investment activity carried out in Italy included the hanging of 10 information plates at selected Reformation-themed sites: 7 in Torre Pellice Valley, Pinerolo and Torino (Piedmont), 2 in Bergamo (Lombardy) and 1 in Guardia Piemontese (Calabria). Some of them are hanged directly on the wall of the sites where possible, 4 others are placed on an iron pedestal. The info-plates contained the description of the site where is hanged in English and in Italian.





13 Pilot Investments Velenje

Slovenia/Savinjska region (10 info-plates)

The investment from the PP5 point of view included also the hanging of 10 information plates at selected Reformation-themed sites where information can be found about the European cultural route, the addressed cultural Heritage and how Reformation has shaped history in Central Europe. The information is provided in English and in Slovenian. The common corporate identity developed for the European cultural route is implemented as well.





14 Pilot Investments Eisleben

Germany/County Mansfeld-Südharz (10 info-plates)²

The investments were planned to be carried out in the town of Eisleben where Martin Luther was born and where he deceased. But to be able to spread the Route through all nominated sights PP6 decided to not only focus on Lutherstadt Eisleben. 5 out of 11 plates were installed in Eisleben: Martin Luther's Birthplace, Martin Luther's Death House, Monastery St. Anne, St. Andrews Church and Church St. Peter and Paul.

Further 6 plates has been produced and displayed at important Reformation Heritage Sights that are nominated by our stakeholders: Castle Allstedt, Castel Mansfeld, Museum Old Coin Stolberg, St. Martini Church Stolberg, Luther's parental Home Mansfeld, Church St. Georg Mansfeld.

15 Pilot Investments Erfurt

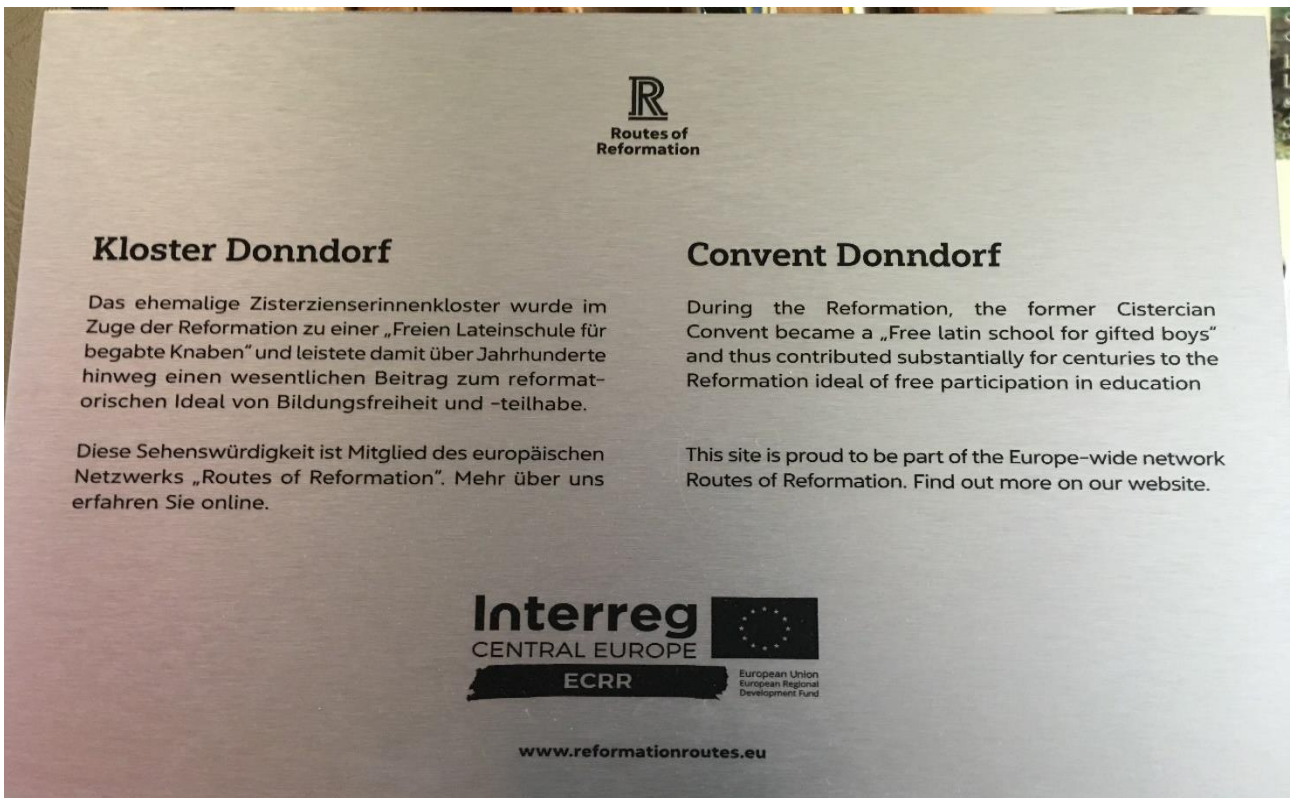
Germany/Thüringen (10 info-plates)

In frame of the ECRR project PP7 produced hung on 10 info-plates which contains valuable information and insights into the Reformation-themed heritage sites not only in Reinhardsbrunn but in Thuringia, Germany, and Europe. Furthermore, our regional partners were united behind the idea of the common route by producing plates containing details about the route and their sites. Thus, it allows the common understanding to be increased and for the route to showcase its union amongst the multitude of the members.

² Further one plate has been produced out of the project



The plates indicate to visitors that the individual local site is part of our bigger and Europe-wide network which allows us to reach more people and to gather more support. Therefore, the plates inform tourists and at the same time spread the word about our route.





16 Pilot Investments Jawor

Poland/Wałbrzyski /Jeleniogórski (4 info-plates)³

Implementation of pilot activities in Lower Silesia concerned installation of 4 info-plates in reformation heritage sites. The Lower Silesian Tourist Organization was involved in the entire process of implementing pilot activities from the selection of places to physical installation.



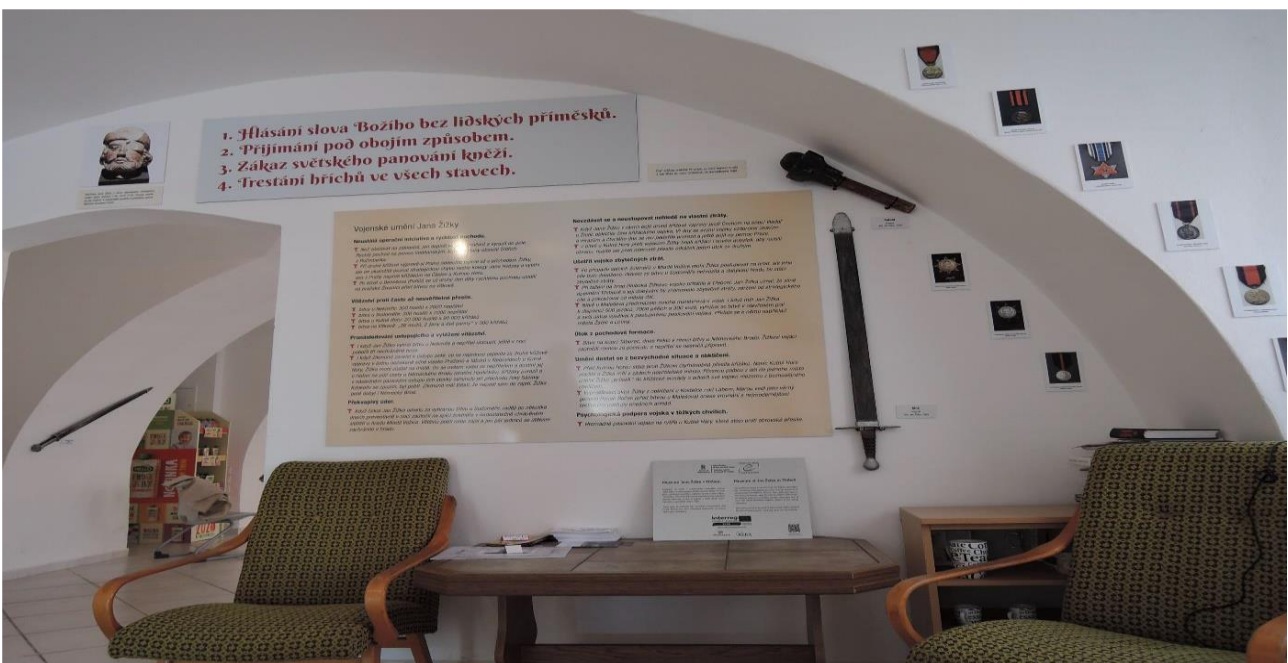
³ PP8 has not found further sites suited, therefore they produced only 4 plates.



17 Pilot Investments České Budejovice

Czech Republic/Jihočeský (10 info-plates)

Placement of 10 information plates at selected Reformation-themed sites and landmarks: Tábor 2x, Trocnov, Třeboň, Sezimovo Ústí, Český Brod, Chelčice, Jistebnice, Mladá Vožice, Příběnice. All the places selected represent Reformation movement in Bohemia in Hussite times. The plates are hanged at places readily visible by the public visitors of the landmark. The plates are bilingual, English and Czech languages are available. The plates were designed in order to comply with publicity rules of all involved subjects (Routes of Reformation corporate identity, publicity rules of Interreg Central Europe and visibility rules of Council of Europe). The plates also contain a QR code that leads to the RoR website, enabling the visitors to search for further information.



Additional Investment

Czech Republic/Jihozápad/Pilsen Region (10 info-plates)

Except of the Pilot Investments a further Investment has been also implemented in an other region of Czech Republic by PP10 aimed to spread the “*Routes of Reformation Spirit*” to an other territory.

The info-plates has been installed in places that are often visited not only by the tourists but also by the local people (historical sites, centers of the cities). Thanks to the info-plates not only the touristic attractiveness of the sites / cities / villages will be strengthened but also the proud of local people on the history of their homes.



Sustainability and Outcomes reached

Sustainability of the pilot actions were achieved by using professional and durable materials at the selected locations, with establishment of Association Routes of Reformation (which will take care of promotion the values of solidarity, hospitality, interculturalism and cooperation, by fostering learning, exchanges and common network among the members along the Routes, support local economies and sustainable tourism).

Info-terminals surrounded by further details about the project. It will attract more visitors to the regions and will furthermore, inform more visitors about the route. The info-terminals has been set up to remain there for a long time. The info-terminals have been installed at well-chosen locations at the members' sites. They will be kept to showcase the members' activity within and for the route.

The Info-terminals remain in the ownership of the creator partner and will be updated regularly both technically and content wise. Partners are responsible to operate and maintain the Info-points inclusive the terminals at least for 5 years but they committed to sustain the development for a long time in close cooperation with the recipient sites.

The implemented actions were key toll to align local stakeholders behind the concept of the *Routes of Reformation*. Through the investments, the idea becomes a tangible experience, including its transnational dimension. The investments moreover help to anchor the European Cultural Route in the partner regions' tourism strategies as key activity to promote Reformation-themed cultural heritage through sustainable (low-carbon) tourism.

Lessons learned and Challenges arisen

The greatest challenge was the selection of the sites where info-terminals has been installed. It was a long and difficult process to reach an agreement with the operators/owners. Cooperation with the sites that are under specific heritage protection was also a neuralgic point of the pilot implementation. The responsible partners finished the pilot implementations, but the process showed slightly delay that occurred from the agreements with sites where the info terminals has been installed.



