

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

D.T3.4.1 Documentation of the installation of
information plates

Version 1
06/2019¹

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

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¹ Amended in November 2019.

Description

The installation of the information-plates has been carried out in eight regions, (64 in frame of the pilot actions and additionally 10 in the Pilsen Region) at the prior selected Reformation-themed sites that are the most frequented reformation sites from the affected regions point of view. The language of the info-plates is provided in English and in the native language of the region. There are few sites where further languages are also available.

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



According to the requirements of the application form the info-plates were made out of 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.

The most important function of the info-plates installed are to introduce the specific sites, monuments, or cultural heritages etc. and to emphasize the fact that these specific sites, monuments, or cultural heritages etc. are the part of the "Routes of Reformation" cultural routes that has been created in frame of the "European Cultural Route of Reformation" project.

Technical Parameters

Technical parameters has been finally specified by the project partnership considering every requirements of partners arisen.

Material: Alu-Dibond

Thickness of plate: 3 to 5mm

Fixation: 4 screws

Size: calibre approx. 1.5 cm

Size of Plate: 30 x 40 cm (according to Investment specification of the application form)

There are other possibilities of fixation of the plates in case of not allowed to use the walls of historic buildings or if it comes to intangible heritage.

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.

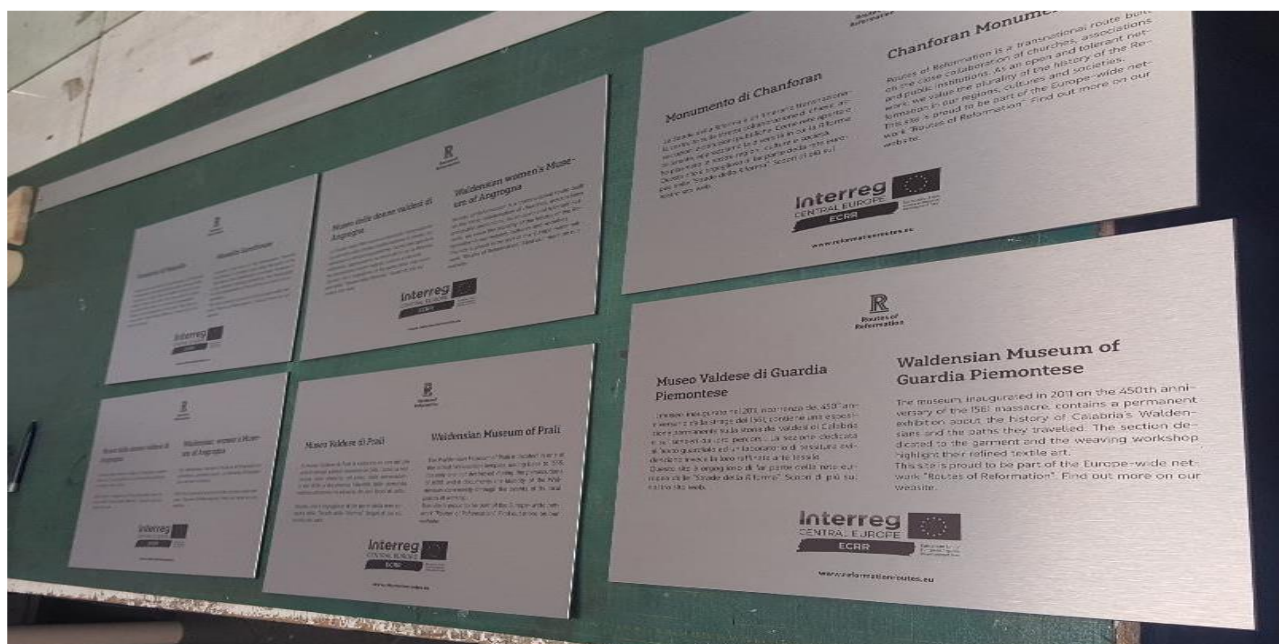


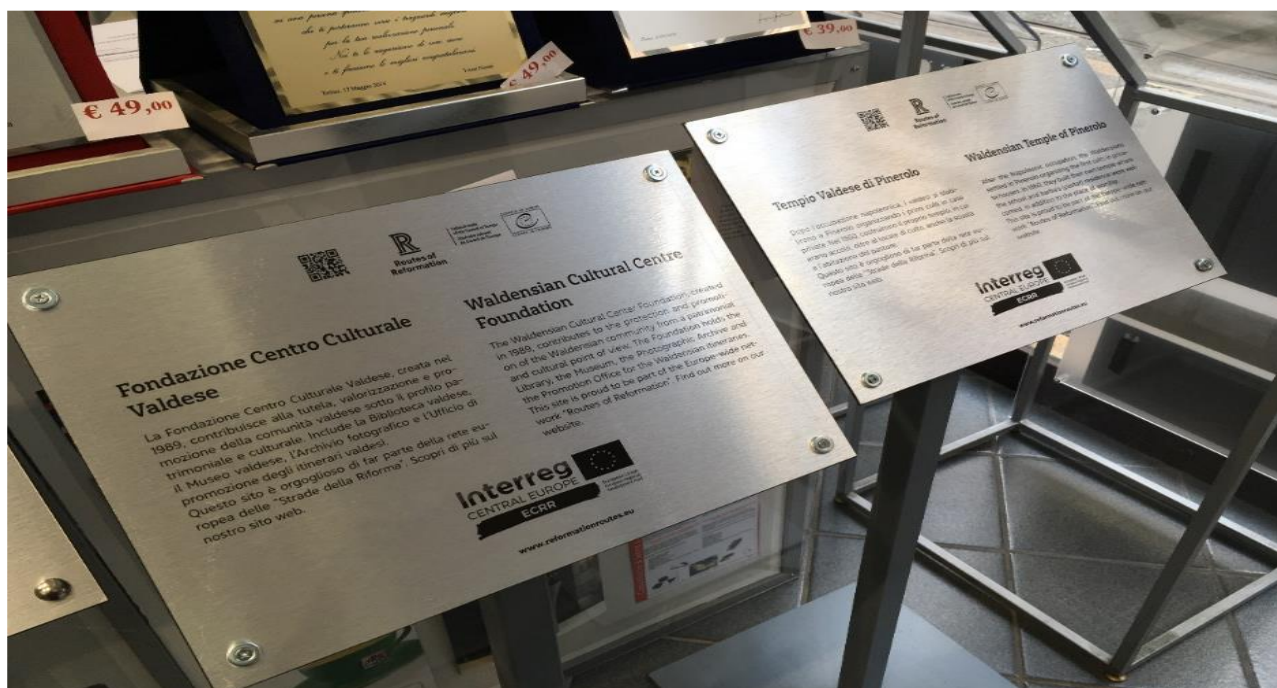


12 Pilot Investments Torre Pellice

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.



² Further one plates has benn produced out of the project

15 Pilot Investments Erfurt

Germany/County Wittenberg/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.



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 Since PP8 has not found further place suited therefore they produced only 4 plates.

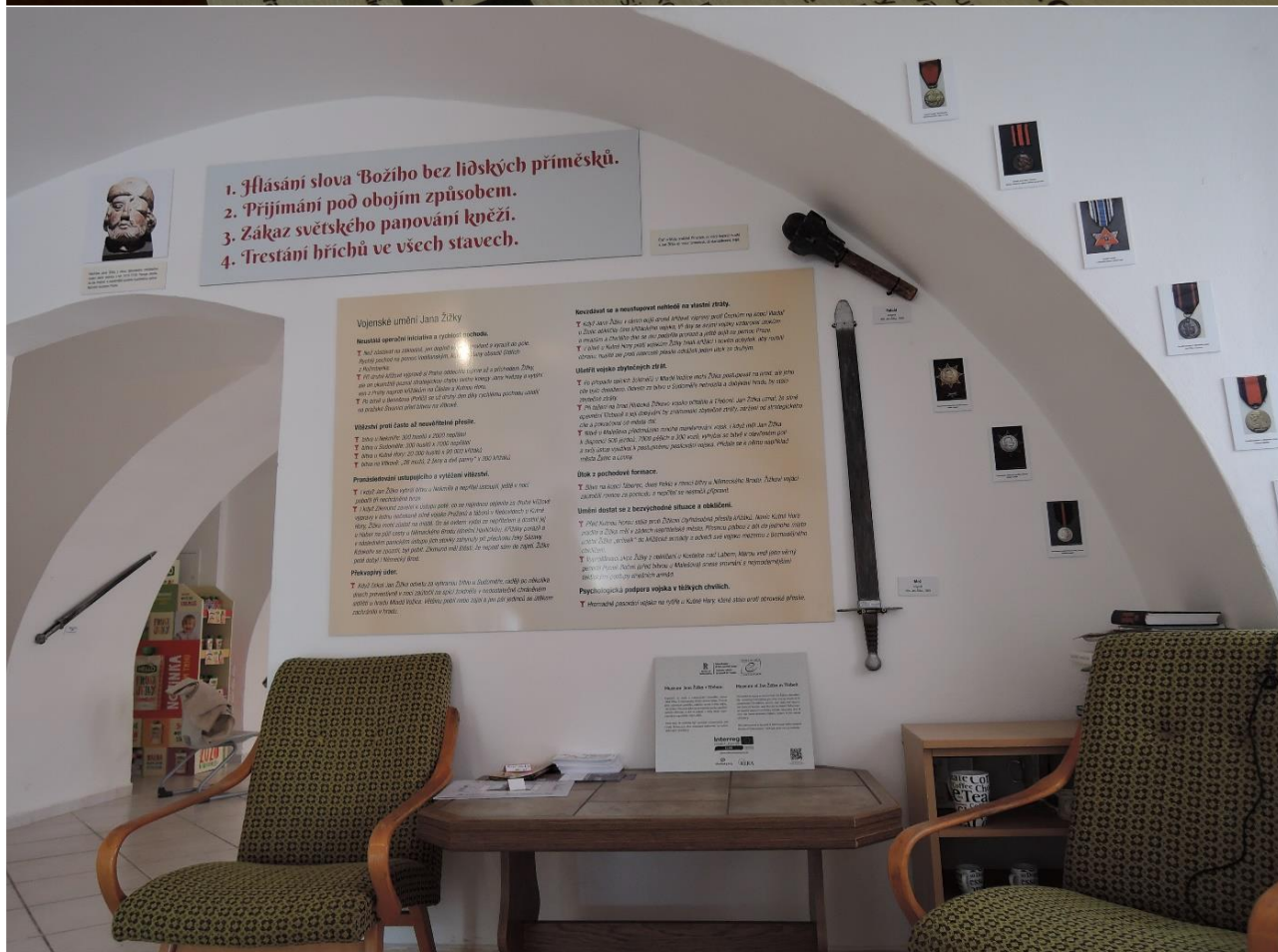
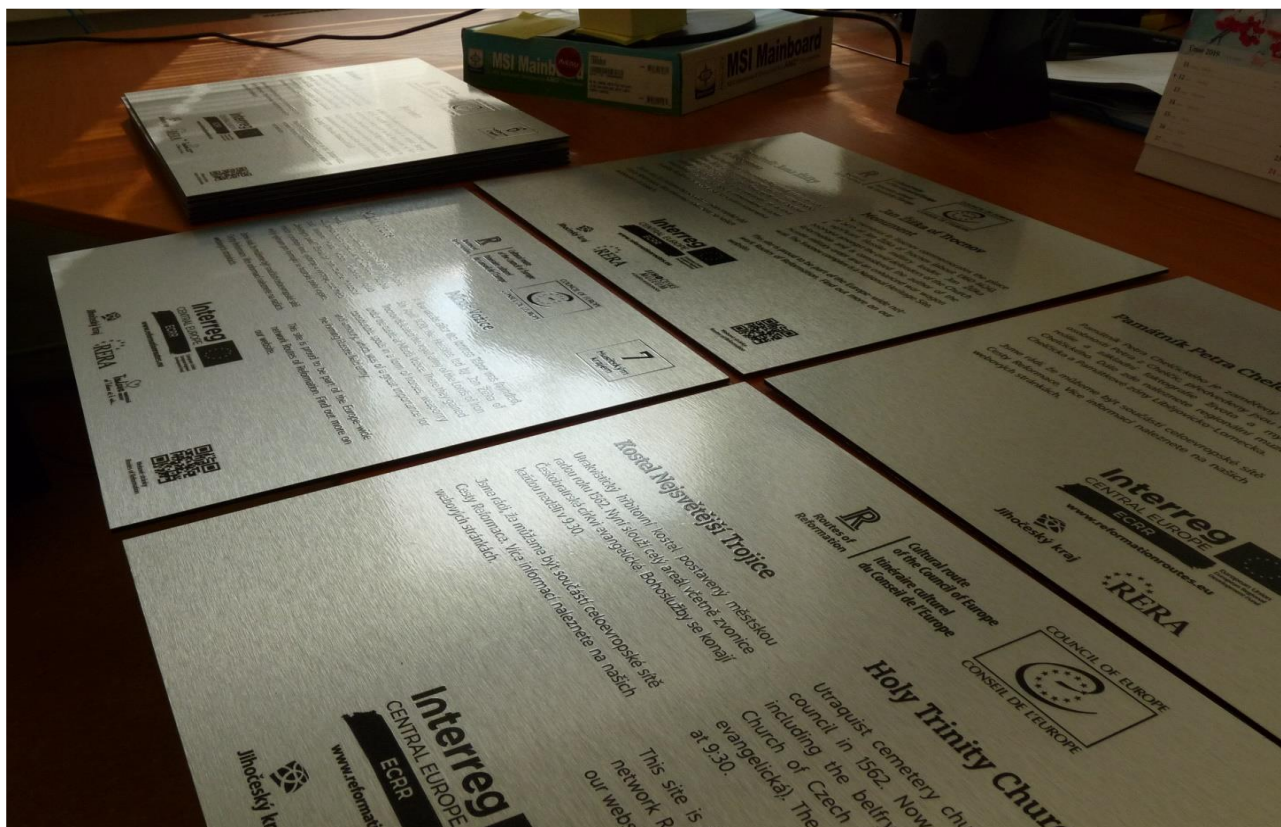


17 Pilot Investments České Budejovice

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, Přeběnice. 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 sustainable material at identified locations, with common design of the plates, 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). The info-plates has been set up to remain there for a long time. The plates have been hung at well-chosen locations at the members' sites. They will be kept to showcase the members' activity within and for the route.

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. The pilot investments have an economic impact for the local public since those attract more tourists and can generate more income resources.

The investments are linked to the pilot action within WP T3 that aims to establish the transnational Routes of Reformation across the eight partner regions.

Lessons learned and Challenges arisen

The greatest challenge was the selection of the sites where the info-plates/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-plates and info terminals has been installed.

