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

**D.T3.4.2 Documentation of the transnational
network of info-points**

**Version 1
06/2019¹**

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

AUTHOR: GÁBOR ZIMBORÁN/PP2 SZSZBMÖ

¹ Amended in January 2020

Description

The implementation of the information-points has been carried out in seven regions, within which 7 information-terminals have been installed at the prior selected Reformation-themed sites that are the most frequented centers in the affected regions from the Reformation Culture point of view.

Technical specification

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 shows 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.

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.



Info-terminals 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.



I2 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.

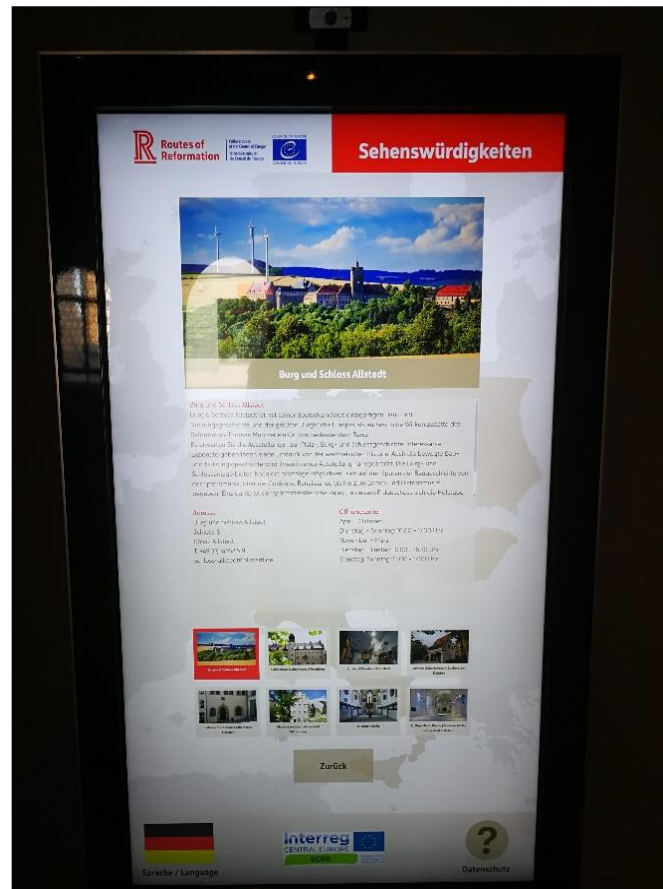
The info Point is situated at the Museum Velenje, where it is reachable for all tourists, even one with some disabilities.



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 Inauguration of the Info-point has been took place 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

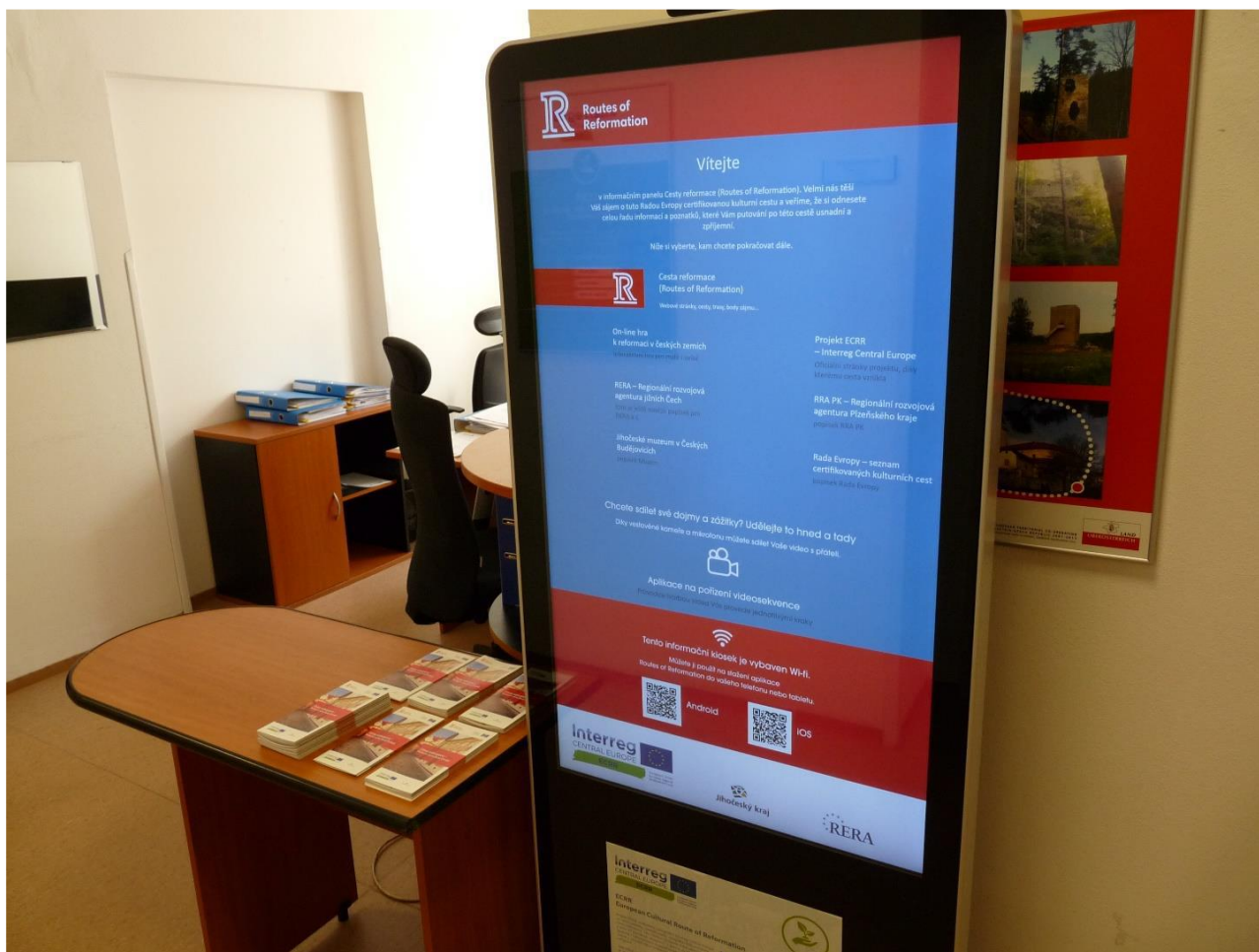
Implementation of pilot activities in Lower Silesia concerned installation of info point in Jawor. PP8 Lower Silesian Tourist Organization was involved in the entire process of implementing pilot activities from the selection of places to physical installation. It was the first such activity in the region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



17 Pilot Investments České Budejovice

Czech Republic/Jihočeský (10 info-plates)

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.



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.

