
A.T.3.5 STAKEHOLDER ALIGNMENT

D.T3.5.2 - Work paper on stakeholder
alignment

Version 1
05 | 2019

PROJECT PARTNER: PP9 - RERA A.S.

COUNTRY AND REGION: CZECH REPUBLIC

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1. Description

South Bohemia has an extensive history in regard to Reformation, especially from times that precede Reformation movement under such a name. South Bohemia is a region where Jan Hus was born (in Husinec). Jan Hus was the most influential reformist in the 15th century and actually his burning at stake in Constanza in 1415 caused huge national unrest in the country eventually culminating in so-called Hussite Wars, effectively a civil war in the Czech kingdom. Hussite wars swept the country until 1430's when it was ultimately defeated by crusades and broke up by inside conflicts. One of the main military leaders of Hussite armies was Jan Žižka of Trocnov. Trocnov is a small village close to České Budějovice, also in South Bohemia.

2. Objectives of the workshops

In the framework of ECRR project, RERA a.s. organized two sets of stakeholder meetings (parallel to the training seminars of WP2) in order to inform our regional stakeholders about the implementation of the Route and its activities.

The objectives were to bring regional stakeholders together and gather experience so far and ideas for future how to further develop the concept and what could be done from their sides.

The main goals of the first workshop was to inform stakeholders about the ECRR project and how to use it to promote tourist industry in the region, to promote Reformation topic as a common theme, to create linkages among the site operators to enable the creation of new touristic products.

The second workshop was planned as a meeting with stakeholders. Its goal was to discuss points highlighted in the first workshop two years ago. However, due to several excuses it was attended by only 5 participants. With the rest, we met separately during personal meetings. The discussion turned around how ECRR project helped to promote the topic in the region and, more importantly, to discuss how to make most of such an initiative.

Several interesting ideas appeared, but basically everything turned around enhancing cooperation between sites and management organizations, to create a local network that would act together. Also, it was proposed to enlarge the cooperation with other entities (National Heritage Trust, municipalities) and create some sort of workgroup. The funding of the ensuing Routes of Reformation association was the financing, how and where to support this very young but perspective project.

3. Stakeholder engagement means and methods

Due to stakeholder structure (state-run or region-run organizations) we decided to approach them via face to face meetings which took place during summer 2017 and spring 2019. Stakeholders were selected according to methodology used to site selection.

Stakeholders were invited by e-mails and phone calls.

4. Stakeholder feedback

The stakeholders highly appreciated the initiative. In the beginning of the project they were a bit skeptical but as the ECRR project unfolded and made progress, they became more interested, more organizations showed interest. Toward the end of the project, the reception of ECRR/Routes of Reformation was very excited and full of expectations. The stakeholders felt that it is not “just another” project, but an initiative that can bring the regions and its tourism offer to a new level.

5. Aligned stakeholders

The stakeholders were selected in such a way to present important and influential organizations that play an important role in regional tourism and development of cultural heritage.

6. Overview participants

First workshop/meetings

	Name of stakeholder/stakeholder organisation	Type of stakeholder/stakeholder organisation	Country/Region	Remarks
1	Jakub Smrčka	Hussite Museum in Tábor	Czech Republic South Bohemia	Personal meeting
2	František Štangel	Regional Museum of South Bohemia	Czech Republic South Bohemia	Personal meeting
3	Petr Berkovský	Municipal Museum of Prachatice	Czech Republic South Bohemia	Personal meeting

4	Jiří Prášek	Municipal Museum of Písek	Czech Republic South Bohemia	Personal meeting
5	Jaromír Polášek	South Bohemian Tourism Board	Czech Republic South Bohemia	Personal meeting
6	Ludmila Pánková	Municipality of Husinec	Czech Republic South Bohemia	Personal meeting

Second workshop/meetings

	Name of stakeholder/stakeholder organisation	Type of stakeholder/stakeholder organisation	Country/Region	Remarks
1	Václav Heřman	Union of Towns and Municipalities of South Bohemia	Czech Republic South Bohemia	Workshop
2	Jiří Fišer	Union of Towns and Municipalities of South Bohemia	Czech Republic South Bohemia	Workshop
3	Vladimír Homola	The Chamber of Commerce of South Bohemia	Czech Republic South Bohemia	Workshop
4	Vojtěch Blažek	Regional Authority of South Bohemia	Czech Republic South Bohemia	Workshop
5	Vlasta Kalinová	Regional Authority of South Bohemia	Czech Republic South Bohemia	Workshop
6	Helena Stejskalová	Jan Žižka of Trocnov Monument	Czech Republic South Bohemia	Personal meeting
7	Štěpán Pavlík	Municipality of Tábor	Czech Republic South Bohemia	Personal meeting
8	Libuše Rösch	Jan Hus Museum, Constanz	Czech Republic South Bohemia	Personal meeting
9	Tomáš Svoboda	Regional Museum of South Bohemia	Czech Republic South Bohemia	Personal meeting
10	Jaromír Slíva	Regional Authority of South Bohemia	Czech Republic South Bohemia	Personal meeting
11	Hermína Mocová	South Bohemian Tourism Board	Czech Republic South Bohemia	Personal meeting

7. Main outcomes

Main outcomes from stakeholder alignment meetings consisted of general agreement that ECRR project should be taken as a ideal point to further boost cooperation between regions and stakeholders and make the Routes of Reformation truly Central Europe-wide initiative that would present common European history and create new links between regions with Reformation heritage, although many times originating in different historical eras and having different national background.

8. Main challenges and difficulties arisen

The main challenge was to persuade the stakeholders that ECRR is not “just another” project but a project that can have profound impact on organizations they represent. However, as the project developed, they clearly saw that the potential that can be tapped and used for further development. Sometimes it was not easy to get all key stakeholders to one place but it was ultimately solved out by organizing personal meetings.

9. Main lessons learned and practical recommendations

The workshops and personal meetings showed that proper cooperation between stakeholders is one of the key elements for successful operation of the association. The engagement of stakeholders brings multiplication effect that would the otherwise difficult to achieve (if not impossible altogether).

10. Other remarks (if applicable)

11. Annexes and documentation

Anexes provided within deliverables D.T3.5.1 and D.T3.1.2