European Projects
for the Touristic Exploitation of the Cultural Heritage: from the concept to the proposal, from the project implementation to the achieved results sustainability.

ITALI Seminars
"The European Projects for the Territorial Cooperation: Opportunities, Experiences and Results"
Keynote Speaker Enzo Finocchiaro
Rimini 19 Aprile 2016

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SEMINAR Introduction

Introduction

- Who I am and What I've done
- Who you are and What you are interested to

The Today Seminar Theme

European Projects
for the Touristic Exploitation of the Cultural Heritage:
from the concept to the proposal,
from the project implementation to the achieved results
sustainability

European Projects
for the Touristic Exploitation of the Cultural Heritage

European Projects
for the Touristic Exploitation of the Cultural Heritage
Last Projects lead by Province of Rimini

European Projects for the Touristic Exploitation of the Cultural Heritage - Lead by Rimini Province

EU Projects carried out by Rimini Province:

- CADSES 2000-2006 **ROMIT** Project: Roman Itineraries

- IPA 2007-2013 **ADRIAMUSE** Project: Adriatic Museums Network

- SEE 2007-2013 **DANUBE LIMES BRAND**

- CE 2007-2013 **CUSTODES** Project: Cultural Sites and Tourism Development of European Strategies

- IPA Adriatic 2007-2013 **HERA** Heritage in Adriatic

ADRIAMUSE Project - Adriatic Museums Network

Let's explore it together   Website : www.adriamuse.org

ADRIAMUSE Project - Adriatic Museums Network

Let's explore it together

Acronym: AdriaMuse

Title: ADRIA.MUSE Inside-out: museums and exhibitions beyond the walls

Call: Ordinary projects 1st call

Priority: 3 Measure: 3.3 Communication networks

Total budget: € 1.762.670,80

IPA contribution: € 1.476.595,18   (83,77%)

Start date: 03/2011   **End date**: 10/2013

Project web: www.adriamuse.org

ADRIAMUSE Project – Adriatic Museums Network

Let's explore it together

AdriaMuse is a cross-border project IPA Adriatic 2007-2013, co-financed by the EU.

11 partners from 5 countries on either side of the Adriatic Sea:
- Province of Rimini, lead partner,
- Institute for Artistic, Cultural and Natural Heritage (IBC) of Emilia-Romagna,
- Veneto Region,
- IUAV University of Venice,
- Province of Pesaro and Urbino,
- Province of Campobasso,
- Skupa (Italy),
- National Museum of Montenegro (Montenegro),
- Municipality of Shkodra (Albania),
- Business Service Centre of Government of Zenica-Doboj Canton (Bosnia and Herzegovina) and Istria County (Croatia).

ADRIAMUSE Project
Adriatic Museums Network

ADRIAMUSE Background

One of the major problem for several Adriatic countries is reducing the disparities of tourist flows in the different seasons. Cultural tourism can be indeed one of the winning assets of the area, where its potential is not yet fully developed

The project takes its origins from the consideration that more and more museums are playing an important role in the offer of cultural tourism services,

In parallel, a major information network has been created among the top EU museums, to raise accessibility to information (please see http://www.euromuse.net).

ADRIAMUSE Project
Adriatic Museums Network

ADRIAMUSE Aim and Goals

The AdriaMuse project aims to strengthen the relationships among its partners by pooling information on cultural tourism offer in the Adriatic area via an extended use of existing and new information networks.

The project will create new tools and services, supported by ICT, able :

- ❑ to help tourism players, museums and cultural bodies in implementing innovative ways of attracting audience interested in exhibitions.
- ❑ This will increase the number of events where heritage is shown to typologies of target users not used to visit museums.

ADRIAMUSE Project
Adriatic Museums Network

ADRIAMUSE Action and Activities

• develop new concepts of cultural tourism, diversifying the typology of visitors and extending the activities of museums beyond their physical walls

• improve the access to information on museum collections, exhibitions and events organised in the partner areas;extend the service created by euromuse.net to the Balkan cultural institutions;

• organise pilot actions in the partner areas, to test methodology and tools created for the network.

DLB Danube Limes Brand Project

Let's explore it together   Website : **http://danubelimesbrand.org**

BackGround

The Roman Empire, its provinces and outer boundaries are at the heart of Europe´s identity and history.

10 countries along the Danube from the Black Forest to the Black Sea in Romania share the history as a former Roman province and frontier territory of the Roman Empire, which lasted for more than 500 years.

The Roman Limes is the single largest cultural heritage monument in Europe approved as a multi-national, "Frontiers of the Roman Empire World Heritage Site" by the UNESCO World Heritage Committee in 2005

DLB- Danube Limes Brand Project

Let's explore it together

The Roman Limes is the single largest cultural heritage monument in Europe approved as a multi-national, "Frontiers of the Roman Empire World Heritage Site" by the UNESCO World Heritage Committee in 2005

The World Heritage Site "Frontiers of the Roman Empire" should one day "consist of the line(s) of the frontier at the height of the empire from Trajan to Septimius Severus (about AD 100 to 200), and military installations of different periods which are on that line.

FRE Frontiers of the Roman Empire

Roman provinces and frontiers in the middle of the 2nd century AD

Culture 2000

DLB- Danube Limes Brand Project

Let's explore it together

Acronym: DLB
Title: Danube Limes Brand Extension of the
                      Danube Limes UNESCO World Heritage in
                      the Lower Danube
ETC Programme: South East Europe 2007-2013
Priority: Development of transnational synergies for
                      sustainable growth areas **Area of Intervention**
                      Promote the use of cultural values for development

Total budget: € 1.139.782,00 ERDF contribution:
                      € 827.884,00 IPA contribution: € 140.930,00
Start date: 2012-10   **End date**: 2014-09

Project web: http://danubelimesbrand.org

DLB-DANUBE LIMES BRAND
Let's explore it together

DLB PartnerShip is a TransNational South East Europe 2007-2013Project, co-financed by the EU. Partnership compsed by 9 partners from 8 countries:

UNIVIE - University of Vienna, Department for History <u>Lead partner</u>
DANUNI - Danube University Krems, Department for Building and Environment, Center for Architectural Heritage and Infrastructure Austria Krems ,
MUOP - Municipal Monument Preservation Institute in Bratislava,Slovakia
KRF - Károly Róbert College, Department of Tourism and Regional Hungary Province of Rimini Italy Rimini ,
NIH - NATIONAL INSTITUTE FOR HERITAGE Romania Bucharest ,
NAIM - Institute of Archaeology and Museum Bulgarian Academy of Sciences Bulgaria Sofia ,
<u>IPA partners</u>
AISANU - Archaeological Institute, Serbian Academy of Sciences Serbia Belgrade ,
MSO-AMO - Museum of Slavonia Osijek Croatia Osijek ,

DLB-DANUBE LIMES BRAND

Let's explore it together

Overall Objective

The <u>World Heritage designation</u> on the Danube Limes heritage would guarantee a long term and sustainable protection and development and also ensure a proper and adequate utilization of the cultural heritage resources and a great increase in awareness raising.

More and better collaboration between the Danube countries and their relevant institutions in the framework of the European Strategy for the Danube Region as a <u>flagship project</u> will foster the establishment of a common cultural route, a joint action plan and a common marketing strategy.

Web Site http://danubelimesbrand.org/

Danube Limes Brand
Extension of the Danube Limes UNESCO World Heritage in the Lower Danube

Programme co-funded by the EUROPEAN UNION

SOUTH EAST EUROPE
Transnational Cooperation Programme

HOME   PROJECT   LIMES SITES   NEWS/EVENTS   LINKS   DOWNLOAD   CONTACT   LANGUAGE

DLB-DANUBE LIMES BRAND
Let's explore it together

Work Packages

- ❑ WP 1   Technical Management

- ❑ WP 2   Communication Activities

- ❑ WP 3   New Danube Limes national WH-Nomination Documents

- ❑ WP 4   Development of Danube Limes Brand, overall Marketing Masterplan, concrete Joint action plan

- ❑ WP 5   Identification of local regional resources

- ❑ WP 6   Pilot projects

DLB-DANUBE LIMES BRAND
Let's explore it together

All 9 partners in the Danube Limes Brand project participate in a newly created international Danube Limes Day.
The events was scheduled end of June, beginning of July 2014 around the International Danube Day.

The programme offers a wide variety of activities – festivals, bike rides, ships cruise, exhibitions, lectures, conferences, Roman army reenactment group demonstrations, movies – designed for various target groups

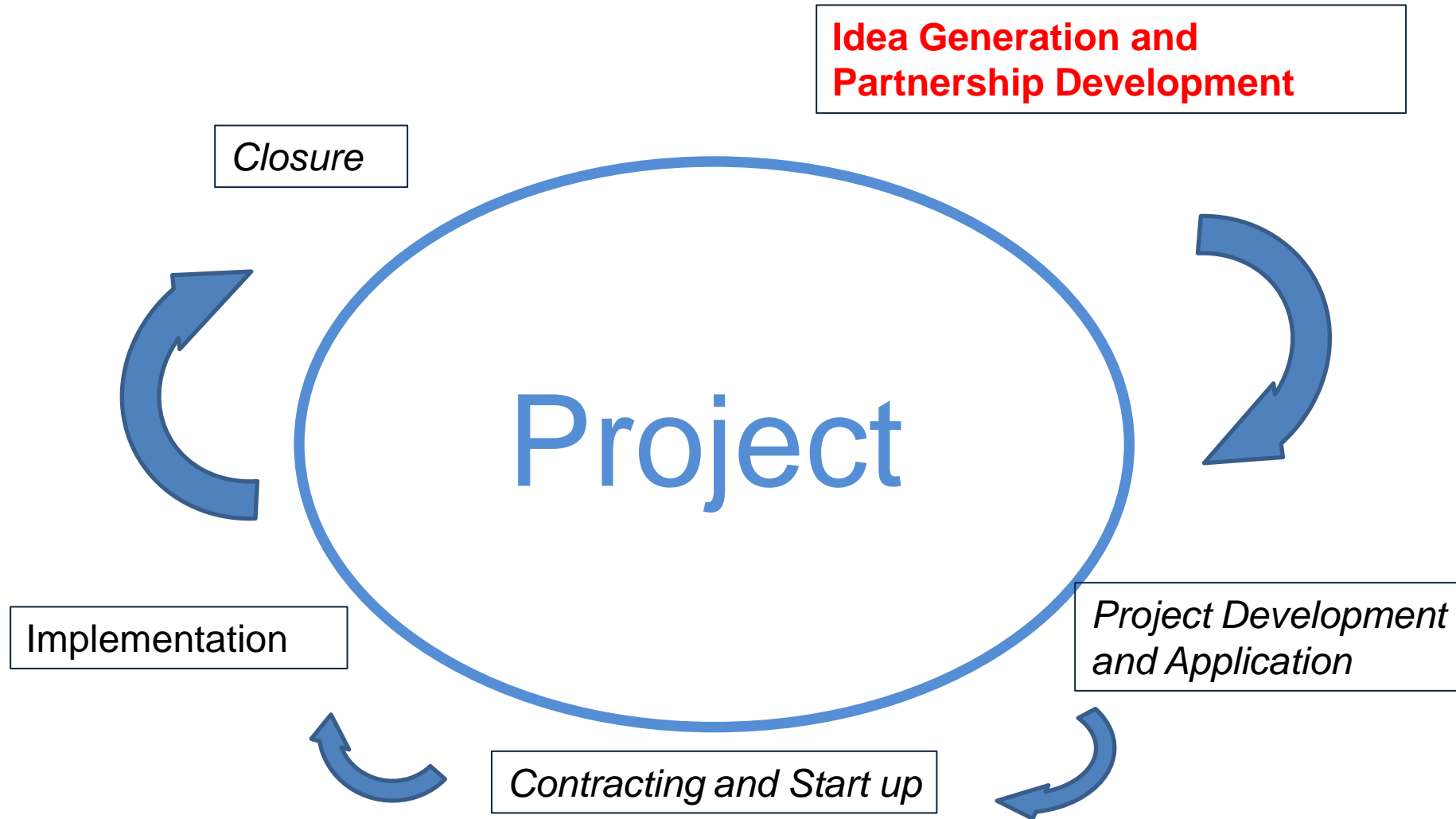# From the Project Concept to the ETC Project Proposal

From the Project Concept to the Project Proposal it's a complex process, the two main steps are the following:

❑ Project Concept → Project Draft → Detailed Project

❑ Searching for Eu Territorial Cooperation Programmes funding oppurtunities → Selected Programme Call for Proposals → Project Proposal (Project Application Form) fulfilled and submitted

From the Project Concept to ETC Project Proposal
Project Concept → Project Draft → Detailed Project

Idea Generation and Partnership Development

Closure

Project

Implementation

Project Development and Application

Contracting and Start up

We need a project if we have to solve a problem and the solution is a bit complicated

Problem

Last year 1,584,489 tourists spent their holydays in Rimini hotels, summing up 6,683,287 nights,
But …….
The very Tourists' majority didn't pay attention, didn't visit the City of Rimini MUSEUM (Visitors per year are lower then 100,000,majority of them are residents and schools' pupils)

Problem → Is the solution feasible and profitable ?

Let we think that 10% of the tourists every year visits the MUSEUM, it means 150,000 visitors and the additional consequent revenue for the Museum would be € 900,000,

In other words 1 Million EUR more, to invest for the preservation and valorization of the Rimini Heritage

The benefits derived by the solution determine the decision to prepare a project that materialize the expected benefits

Project Concept → Project Draft → Detailed Project

Designing the Solutions → Who has to be involved ?

Before project elaboration, we need to kwow more from the "experts" of the problem, in our case
- Cultural Operators
- Tourism Operators
- Public Institutions
- Research Institutions (University, etc.)
- Others (Journalists, etc.)

We need to meet together and assemble different knowledges point of view and opinions

Project Concept → Project Draft → Detailed Project

From the problems → To the solutions

The output of the "Problem Knowledge" Meeting is the first , rough draft of the Project.

What's happen in the Meeting/s ?
- ❏First step: Meeting partecipants first describe the problem from their point of view (Culture, Tourism etc.), so it happens that the problem will be "broken" in subproblems (easier to solve/manage)
- ❏Second step: Meeting Partecipants must group the well detailed problems and synthesize those that are considered most relevant

From the problems → To the solutions

❑Third step: Meeting Partecipants are "kindly asked" to propose their solution to the subproblems, detailing
▪What
▪Who
▪How
▪When
❑ Fourth step: again step 2 procedure, Meetings Partecipants must group the well detailed solutions and synthesize those that are considered most relevant, final discussion and agreement on the solution/s of the Problem,

Project Concept → Project Draft → Detailed Project

Project Draft → Detailed Project
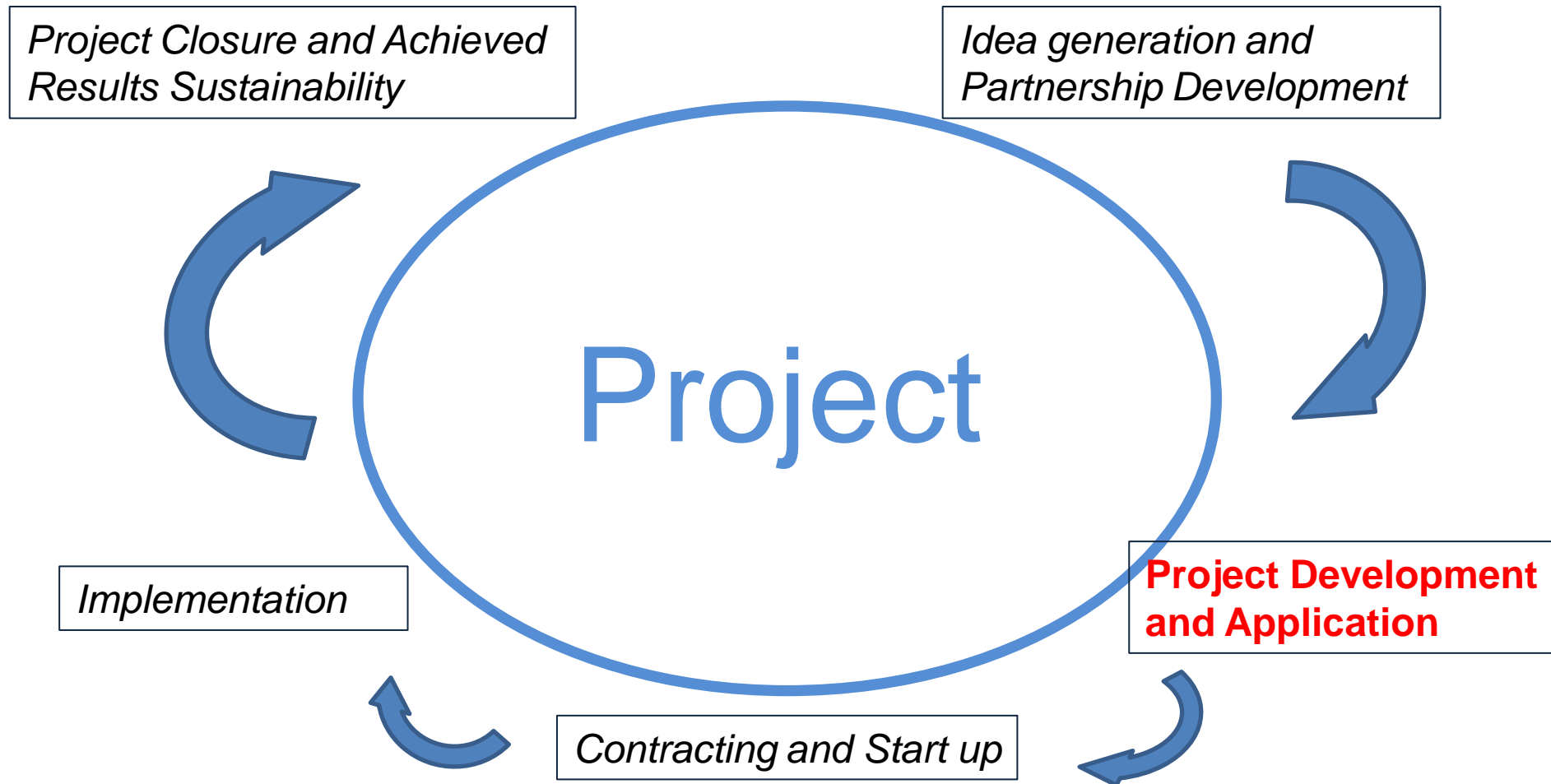"Experts" Meeting/s output is a Project draft.

This draft is our foundation stone, on which to build the entire Project:
- ❑we have to work hard to define in detail every parts,
- ❑make them coherent,
- ❑we must make every effort so that the project become a useful tool for achieving the overall objective and the specific objectives

Coming back to our case study, few tourists visit Rimini Museum, let's outline the detailed Project " More Tourists visiting Rimini Museum"

From the Project Concept to ETC Project Proposal
Project Concept → Project Draft → Detailed Project

Project Closure and Achieved Results Sustainability

Idea generation and Partnership Development

Project

Implementation

Project Development and Application

Contracting and Start up

Detailed Project " More Tourists visiting Rimini Museum"
Outline

❑Overall Objective: Increase to 300,000 tourists visiting Museum within the next 3 years, generating an extimated added revenue € 1.5 M

❑Specific Objectives:
- o50% of the increase of tourists must be generated from families with children
- oat least 10% of the Rimini 3* hotel Guests "must" have visited the Museum

❑ Project Partnership: Rimini Museum is Project's Leader, main partners are Hoteliers' Associations and Consortium, T.O and Travel Agencies

Project Concept → Project Draft → Detailed Project

Detailed Project " More Tourists visiting Rimini Museum" Outline

❑ Overall Budget: EUR 500,000
❑ Duration : 24 Months <u>Start</u> 01/05/2016 <u>End</u> : 30/04/2018
❑ Work Package :
- o WP0 Design and detail the Project
- o WP1 Project Management
- o WP2 Communication and Disseminations
- o WP3 SWOT and Best Practices Collection
- o WP4 Marketing Plan and Action Plan
- o WP5 Pilot Actions Project
- o WP6 Sustainability

❑ Final Conference: Outputs and Results Presentation

From the Project Concept to ETC Project Proposal

Detailed Project → ETC Project Proposal

From the Project Concept to the Project Proposal it's a complex process, the output of the first work flow is a Detailed Project, now we have to turn that into a ETC Project proposal by these two following steps:

❑ Searching for Eu Territorial Cooperation Programmes funding opportunities for the Touristic Exploitation of the Cultural Heritage

❑ Select Programme Call for Proposals, duly clarify the "Game's Rules", draw up the Project Proposal, last but not least submit the Project Application Form fulfilled

Searching for ETC Programmes funding opportunities

Focusing on the most important ETC Programmes for the tourism sector :

❑ *Step 1: Identify relevant programmes and financial instruments,type of tourism-related actions eligible for funding, type and level of funding, who can apply,how to apply*

❑ *Step 2: Identify relevant calls for proposals / tender / applications*

❑ *Step 3: Get familiar with the call specific documentation and forms (online)*

❑ *Step 4: Find partners where useful or required*

❑ *Step 5: Submit your proposal / offer / application on time*

Searching for ETC Programmes funding opportunities

Identify relevant Programmes and financial instruments

	All	All in rural areas	All legal persons	All legal persons in labour market, education, training	LAG	All legal persons in coastal and inland areas	All legal persons in cult. And creative sectors	Public authorities employment services	Cities	SME	Social enterprises	Entrepreneurs	Higher education / Professional schools	Social partners	Natural persons
ERDF			X												
CF			x												
ESF				x											
EAFRD		x			x										
EMFF						x									
LIFE projects			x												
LIFE – NCFF			x												
LIFE – PF4										x					
H2020 - MSCA	x														

EU Funding for Tourism Sector (2014-2020)
Searching for ETC Programmes funding opportunities

	All	All in rural areas	All legal persons	All legal persons in labour market, education, training	LAG	All legal persons in coastal and inland areas	All legal persons in cult. And creative sectors	Public authorities employment services	Cities	SME	Social enterprises	Entrepreneurs	Higher education / Professional schools	Social partners	Natural persons
H2020 – LEIT	x														
H2020 – Reflective	x														
H2020 – SME instr.										x					
COSME – access										x					
COSME – Tourism			x												
COSME – EfE												x			
CEP – TCP							x								

Searching for ETC Programmes funding opportunities

Searching ETC Programmes Funding opportunities for Touristic Exploitation of Cultural Heritage

Two Steps:

❑ Identify relevant calls for proposals
- o *Cross Border Cooperation Programme*
- o *TransNational Cooperation Programme*
- o *Interregional   Cooperation Programme*

❑ Get familiar with the call specific documentation and forms (online)
- o *Programme Management and Control Manual*
- o *Project Proposal Application form*
- o *Electronic monitoring system*
- o *Etc.*

Searching for ETC Programmes funding opportunities

Searching ETC Programmes Funding opportunities for Touristic Exploitation of Cultural Heritage
we find out ADRION Adriatic-Ionian Programme offers the opportunities we were looking for.
Now we have to get in depth in ADRION Programme:
❑ *Identify relevant calls for proposals*
❑ *Get familiar with the call specific documentation and forms (online)*

EU Cooperation areas
Other cooperation areas

500 Km

http://www.adrioninterreg.eu/

ADRION 1 Call for Proposal

Interreg V B Adriatic- Ionian Programme – ADRION 2014 -2020
1° Call for Proposal will be open from 01/02/2016 until to 25/03/2016 and will follow a single step procedure
Project Duration The project implementation shall <u>not be longer than 24 months</u>, starting from the signature of the subsidy contract

Partnership Requirements
EU financing is only provided to project partners located in the Programme Area
The ADRION Programme Area comprises …. Italy… <u>Emilia-Romagna</u>, etc….
❑Each project has to involve at least <u>3 financing partners from 3 different countries</u> of the programme area.
❑Project partnership can be composed of up <u>to 10 financing partners as recommendation</u>

Project Size
The financial size of the projects submitted must be between:
❑ a minimum EU contribution (ERDF + IPA) = EUR   800.000
❑ a maximum EU contribution (ERDF + IPA) = EUR 1.500.000.

ADRION 1 Call for Proposal

Interreg V B Adriatic- Ionian Programme – ADRION 2014 -2020
1° Call for Proposal

Budget
The ADRION programme will allocate MEUR **33.149.023,20** to the first call for proposals, broken down in ERDF and IPA II funds as follows:

	ERDF	IPA II	Total EU contribution
Priority Axis 1	6.677.418,80	1.199.244,40	**7.876.663,20**
Priority Axis 2	15.358.062,00	2.830.888,40	**18.188.950,40**
Priority Axis 3	6.009.676,40	1.073.733,20	**7.083.409,60**
TOTAL	**28.045.157,20**	**5.103.866,00**	**33.149.023,20**

Co-Financing rate ADRION contribution will be limited to a co-financing rate up to 85% of eligible costs for all partners (i.e.: both benefitting from ERDF and IPA contribution). The share of expenditure (at least 15%) not covered by ERDF or IPA funds shall be ensured by national co-financing sources.
Total budget is about EUR 40 M

ADRION 1 Call for Proposal

Interreg V B Adriatic- Ionian Programme – ADRION 2014 -2020
1° Call for Proposal

Budget
The first call for proposals is open to the following programme priority axes and specific objectives, summarised below

Priority Axis 1: Innovative and Smart Region
Specific Objective 1.1: Support the development of a regional innovation system for the Adriatic-Ionian area.

Priority Axis 2: Sustainable region
Specific Objective 2.1: Promote the sustainable valorisation and preservation of natural and cultural assets as growth assets in the Adriatic-Ionian area;
Specific Objective 2.2: Enhance the capacity in transnationally tackling environmental vulnerability, fragmentation and the safeguarding of ecosystem services in the Adriatic-Ionian area.

Priority Axis 3: Connected region
Specific Objective 3.1: Enhance capacity for integrated transport and mobility services and multimodality in the Adriatic Ionian area

From the Project Concept to ETC Project Proposal
ADRION 1 Call for Proposal: useful for our Project ?

"More Tourists Visiting Rimini Museum (MTVRM)" Project fits the ADRION 1° Call for Proposal Requirements ?

Partnership Requirements
- ❑Rimini is located in Emilia Romagna Region (Italy) comprised in Adrion Programme
- ❑Rimini Museum Belongs to Rimini Municipality,a Local authority eligible in ADRION Programme 1 Call
- ❑Problem Our MTVRM Project has to involve at least other two financing partners from two different countries of the programme area (such as Croatia, Slovenia ,Etc)

Project Size
- ❑Problem The "More Tourists visiting Rimini Museum" Project's current size (EUR 500.000) is lower than the minimum size ADRION first call (EUR 800.000)
- ❑The other two (at least) MTVRM Project's new partners will be funded for their activities (at least) with the EUR 300.000

ADRION 1 Call for Proposal: useful for our Project ?

"More Tourists Visiting Rimini Museum (MTVRM)" Project fits in the ADRION 1° Call for Proposal Requirements ?

Our MTVRM Project Overall Objective could fit the

Priority Axis 2: Sustainable Region *Specific Objective 2.1: Promote the* <u>*sustainable valorisation*</u> *and preservation of natural and* <u>*cultural assets*</u> *as growth assets in the Adriatic-Ionian area;*

Objective 2.1 Total amount available for funding approved Projects is EUR 18,188,950,00 +15% National Fund it sum up EUR 21,398,823,00. Foreseeing that the proposed project average budget will be 1,2 M, at the end of the day 18 Projects will be financed under specific objective 2.1

From the Project Concept to ETC Project Proposal
ADRION 1 Call for Proposal: useful for our Project ?

"More Tourists Visiting Rimini Museum (MTVRM)" Project fits in the ADRION 1° Call for Proposal Requirements ?

Priority Axis 2 Sustainable Region
Specific Objective 2.1 Promote the sustainable valorization and preservation of natural and cultural heritage as growth assets in the ADRION area

Project Proposal We decide to enlarge our Project towards the creation of a Cultural Route The ROMAN CITIES Cultural Route in the Adriatic-Ionian basin
- ❑Project Purpose

- ❑Challenges and opportunities tackled by the project

- ❑Objectives

- ❑Partnership

- ❑Foreseen Budget and project duration

Project Proposal The ROMAN CITIES Cultural Route in the Adriatic-Ionian basin

❑Project Purpose: *to develop a Roman Civilization Cultural Route with the aim to preserve and promote the common Adriatic Ionian Roman cultural heritage*

❑Challenges and opportunities tackled by the project: *Although tourism is already one of the fastest growing economic activities in the Adriatic- Ionian Region, and one of the main contributors to the area's GDP, there two key issues to be solved, seasonal and spatial concentration of tourists. Both the coasts are fully crowded during summer months (July and August especially) but the rest of the year are more or less out of tourism flows,* *Cultural Tourism seems to be the strategic solution*
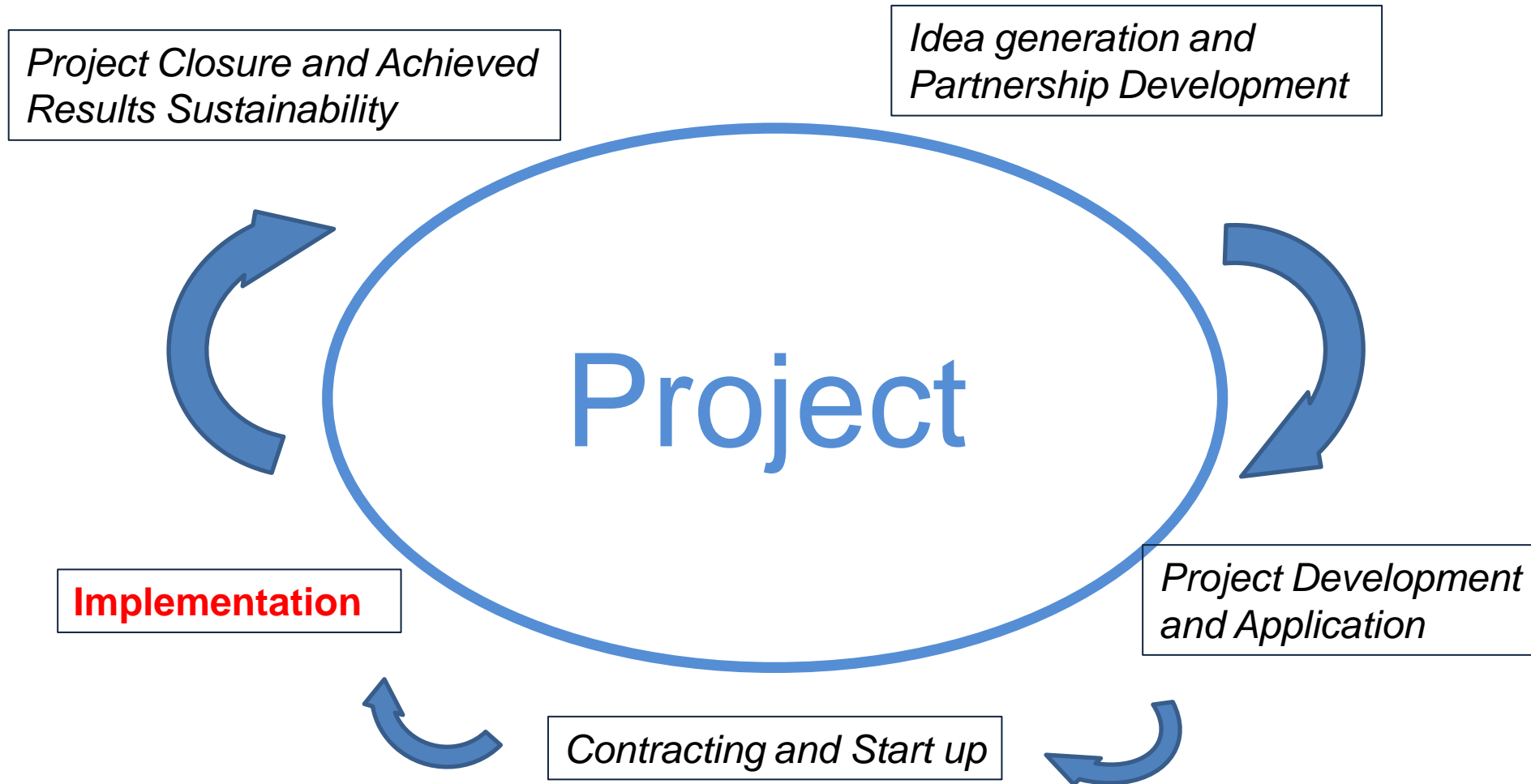
Project Proposal The ROMAN CITIES Cultural Route in the Adriatic-Ionian basin

❑Objectives:*The main objective is* *to define and promote a Cultural Route* *on the theme of evidences of Roman Civilization in Cities and Towns within the Adriatic and Ionian sea basins, as leverage for a new strategic tourism product targeted to fast growing cultural tourists and the consequent their economic valorization of the area*

❑Partnership:*The potential partnership includes* *8/10 partners**, representing locations with important Roman Civilization evidences (Albania, Croatia, Greece, Italy, Serbia, Slovenia), 1 University and 1 certified Cultural Route of CoE*

❑Foreseen Budget and project duration: *Each partner counts on an average) budget of 150,000 Euro, budget amounts at about EUR* *1,200,000.**The project will last in 24 months.*

From the Project Implementation to the Achieved Results Sustainability

Project Closure and Achieved Results Sustainability

Idea generation and Partnership Development

Project

Implementation

Project Development and Application

Contracting and Start up

From the project implementation to the Achieved Results Sustainability

Project Implementation *The role of project management is to facilitate and enable collaboration and communication throughout the implementation phase when the actual project work is carried out according to the plans that were developed jointly by the partners.*

❑Keeping track of the project

❑Differences between monitoring, evaluation, reporting and control

❑Monitoring & evaluation at project level

❑Activity reporting

❑Changes to activities, budgets, partnerships

❑Information and communication

From the project implementation to the Achieved Results Sustainability

Project Implementation **Keeping track of the project**

❑ *No matter how good the original plan is there will always be some deviation from it during implementation. This should be anticipated and the aim of project management is to track this deviation, make sure it stays within the scope of the project and redirect activities to get back on track*

❑ How to start tracking?
  o *Fix the project baseline as a reference for comparison*
  o *Define what information you need from partners and when.*
  o *Define margins and the scope for variation that can be tolerated to achieve objectives with the resources given*
  o *Document and communicate variation to partners, i.e. estimated and real progress*
  o *Decide on a general approach about how to deal with different degrees of deviation from the plan (slight deviation within the scope,etc.)*

From the project implementation to the Achieved Results Sustainability

Project Implementation **Monitoring & evaluation at project level**

❑ *Monitoring project progress is a main programme management tool. In simple terms monitoring can be described as follows:*

    o ***What?*** *Monitoring is a check of project progress*

    o ***How?*** *It involves regular tracking of the inputs, activities, outputs, results and impacts in a project or programme*

    o ***Why?*** *Provides information by which project and programme management can identify and solve implementation problems and assess progress towards the project' s objective*

❑ *the overall responsibility for project monitoring will be with the Lead Partner.*

From the project implementation to the Achieved Results Sustainability

Project Implementation **Monitoring & evaluation at project level**

In order to carry out effective project monitoring programmes usually require that projects submit:

❑ *Written status reports*

❑ *Updated lists of activities, risks, problems and issues*

❑ *Updates to the plan and schedule in order to reflect actual progress*

❑ *Comparisons of actual costs to budgeted costs and explanations for significant differences*

❑ *Certified statements of expenditure*

From the project implementation to the Achieved Results Sustainability

Project Implementation **Activity reporting**

Activity reporting is used by programmes for project monitoring. Usually projects report to programme management on a 6-monthly or quarterly basis.
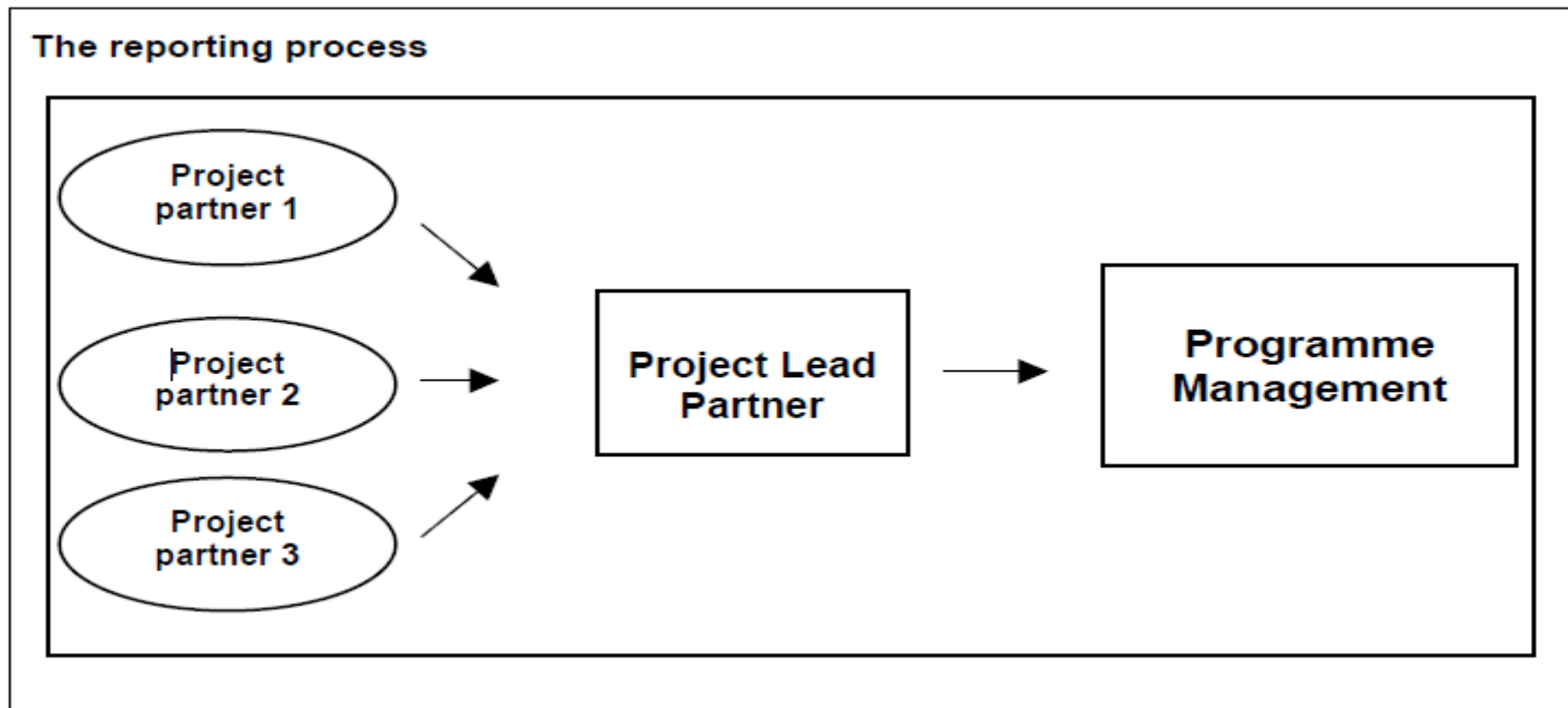
From the project implementation to the Achieved Results Sustainability

Project Implementation **Changes to activities, budgets, partnerships**

Project changes usually require approval from programme management.
In order to help the programme management make an informed and timely decision regarding the requested change it is best to provide information on:

❑ *The nature of the change (activity, partnership, etc.)*
❑ *Who does it affect – one partner/ the whole partnership?*
❑ *Does it have an effect on the project budget?*
❑ *Does it have an effect on the project timeframe?*
❑ *Is there a danger that the project will not deliver all or part of its activities?*
❑ *Is the change related to working methods and procedures or objectives and deliverables?*
❑ *Outline alternative solutions, justify them in terms of complying with the original AF*

From the project implementation to the Achieved Results Sustainability

Project Implementation **Information and Communication**

       Do other people know about your work?
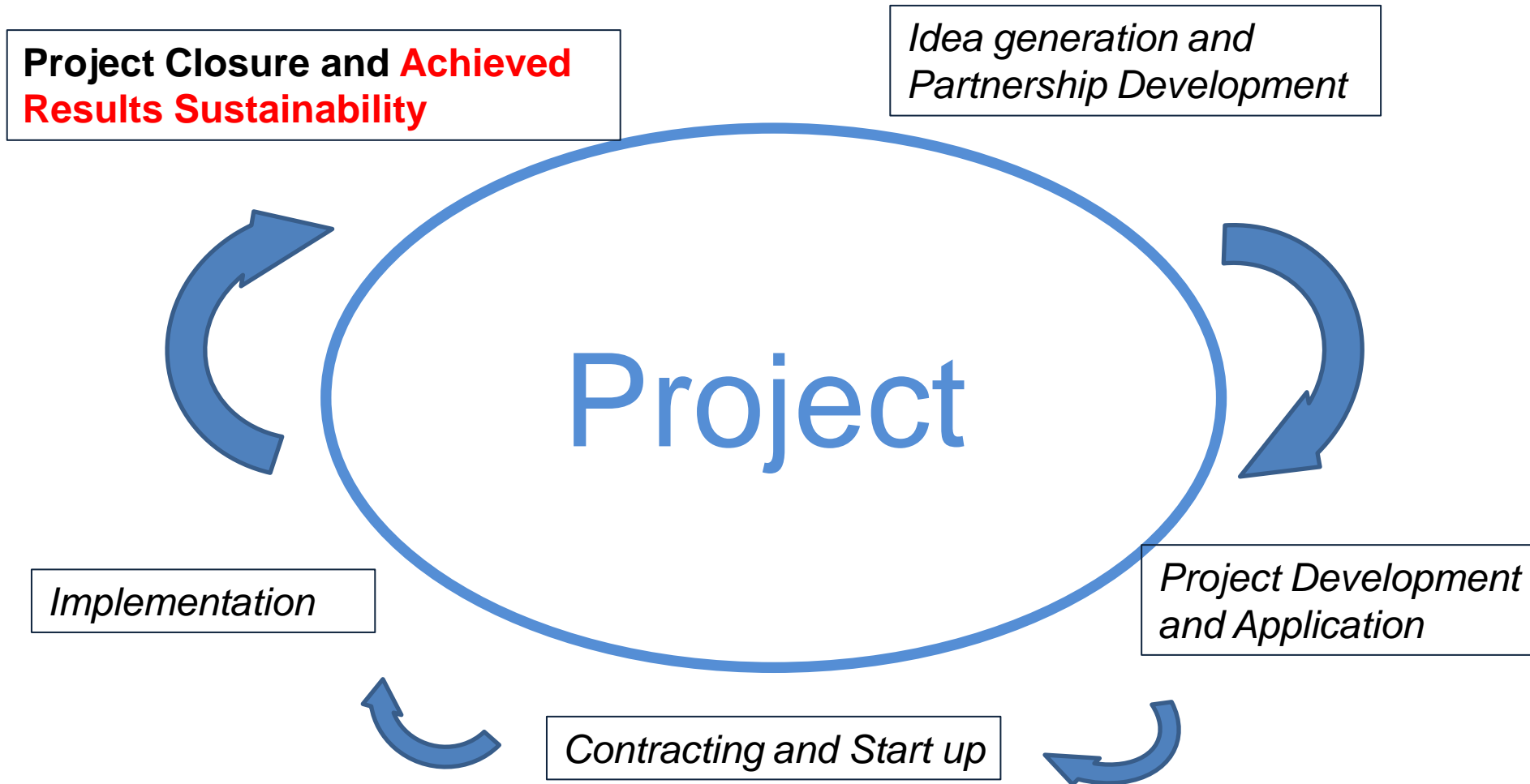
       Does your project have an impact ?

❑ *Communication*
- o *Connecting with your target audience*
- o *Obtaining feedback and follow up on the impact from your activities;*
- o *More targeted;*
- o *Carried out throughout the lifetime of the project.*

❑ *Publicity*
- o *Getting the information about your project out there;*
- o *Usually one way – little room for feedback;*
- o *Wider audiences;*
- o *Mainly carried out at implementation and especially at project close phase.*

From the project implementation to the Achieved Results Sustainability

Project Closure and **Achieved Results Sustainability**

Idea generation and Partnership Development

Project

Implementation

Project Development and Application

Contracting and Start up

From the Project implementation to the Achieved Results Sustainability

Achieved Result Sustainability: a Successfull Case Story
The Roman Emperors and the Danube Wine Route-1° Phase

In 2008 for the needs of Serbian Ministry of Economy and Regional Development colleagues from Faculty of Economics in Belgrade developed a Master Plan under the name *The Roman Emperors Route*.

Basic idea of the Route was related with the fact that 17 Roman Emperors were born on the present territory of Republic of Serbia, leaving behind important and attractive architectural, technical, artistic and religious achievements.

Based on the fact that in that point in time cultural tourism was a raising branch in the field of tourism in general, idea was recognized as a strong potential for further improvement of touristic capacities in Republic of Serbia and surrounding region.

From the Project implementation to the Achieved Results Sustainability

The Roman Emperors and the Danube Wine Route - 2° Phase

In 2012, Danube Competence Center (DCC) submitted a project to the European Commission under the title "Cultural Routes in Middle and Lower Danube: Roman Emperors and Danube Wine Route"

Project supported by DG Enterprise and Industry, through Competitiveness and Innovation Framework Programme of the European Commission (CIP). Trans-national cooperation projects on European Cultural Routes

Project value: 180,000 EUR

Lead Partner : DCC + 7 additional partners:

From the Project implementation to the Achieved Results Sustainability

The Roman Emperors and the Danube Wine Route Implementation

Project's Goal

❑The main aim of the Route is the promotion and development of cultural cross-border tourism in the Danube regions of Bulgaria, Croatia, Romania and Serbia, which contribute profoundly to the European heritage and cultural identity.

❑ The wine, as the key subtheme, blends in conceptually with the introduction of Roman culture and social mores into the Danube region.

Selection of Localities

❑In cooperation with partners qualitative and quantitative analysis was done in order to select equally proportional number of Roman locations and wine regions in all 4 Danube countries.

❑After several meetings and agreement on the criteria Route received its shape. Overall in 4 countries of the Danube Region, 20 Roman locations were selected and 12 wine regions.

From the Project implementation to the Achieved Results Sustainability

The Roman Emperors and the Danube Wine Route Implementation

Danube Floating Conference

❑In order to raise the visibility of the project and also meet with the representatives of localities and wine regions included in the Route, during the June 2013 DCC organized a two day Danube Floating conference.

❑During the conference, representatives of the Roman localities and wine regions had the opportunity to present themselves and get in contact with the representatives from other countries

❑In this phase DCC also established a communication with tour-operators in all 4 countries in order to introduce them with the fact that new cultural route (potential tourism product) is being developed.
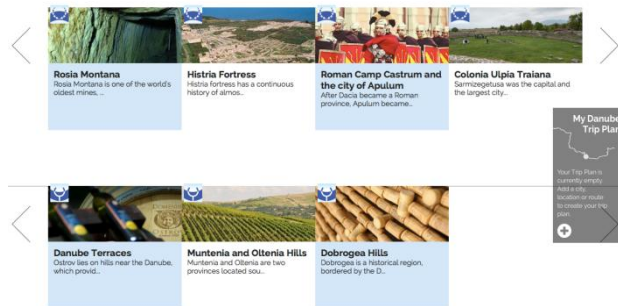
From the Project implementation to the Achieved Results Sustainability

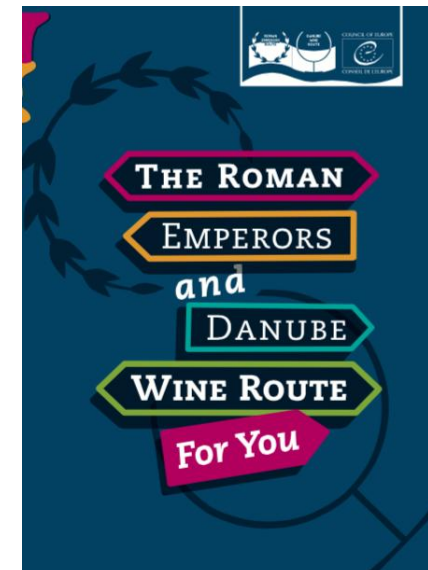## The Roman Emperors and the Danube Wine Route
Implementation

Internal communication of the route:

❑DCC Has created a mailing list of all stakeholders through which DCC bulletin was sent out on regular basis and also all other important information.

❑Profiles of all stakeholders along the route on danube.travel portal.

❑Online promotion of the Roman localities and the wine region

❑Development of RER & DWR pocket guide (6 languages

From the Project implementation to the Achieved Results Sustainability

The Roman Emperors and the Danube Wine Route
Implementation

Involving the Tour Operators and Journalists

❑ In late 2013 DCC organized a FAM trip through all 4 countries of the Route in order to present the locations and wine regions to the international tour operators and journalists.

❑ Guests were arriving from the countries that were defined as the Route target markets (Germany, BENELUX)

-Goal was to raise the visibility of the route on international level and also receive a feedback from the TO's in order to improve the capacities of the route(*Comments after the trip Bad infrastructure (roads + touristic)/ Low level of interpretation/Low level of touristic service on certain locations/Low marketing cohesion between the route stakeholders/Very long and exhausting trip if tourists want to visit the whole Route)*

From the Project implementation to the Achieved Results Sustainability

The Roman Emperors and the Danube Wine Route 3°Phase

The very interesting results achieved in the "Cultural Routes in Middle and Lower Danube: Roman Emperors and Danube Wine Route" were the trigger for a new Project   RER / DWR II: The Roman Emperors and the Danube Wine Route going to the Market again supported by European Union Project value: 318.000 EUR
It has started in April 2014, it lasted until September 2015 (Duration: 18 months)

Project's Goal:
to enhance readiness of the Roman Emperors and Danube Wine Route to be placed on the tourism market by:
- Stimulating competitiveness of the Route;
- Strengthening cohesion within the Route;
- Improving visibility and market uptake of the Route;
- Route product enhancement.

From the Project implementation to the Achieved Results Sustainability

The Roman Emperors and the Danube Wine Route 3°Phase Implementation

❑Creation of Stakeholders' Register: a data base that includes more than 200 different stakeholders (Museums, Local TOs, SMEs, Wineries, Tour Operators, and other stakeholders that create Route network for future cooperation).

❑Building identity of the route: at the beginning of new project DCC established Scientific Committee of the route, consisted out of 5 members experts in the field of history of arts, history and enology

❑Introduction of interpretational panels: In order to improve joint image of the Route, interpretational panels were introduced and positioned on the localities consisted with three type of information:
- o Overall information about the Route
- o Short information about the specific locality
- o Information about the nearby localities and wine regions

From the Project implementation to the Achieved Results Sustainability

The Roman Emperors and the Danube Wine Route 3°Phase Implementation

Organization of Events

❑Organization of 9 different seminars / workshops that included total of 70 participants from more than 30 local communities along the Route and 25 tour operators.

❑Organization of 10 study trips in the Netherlands, Croatia, Serbia, Bulgaria and Romania with total of 115 participants;

❑Organization of 4 stakeholders meetings with total of 90 participants.

From the Project implementation to the Achieved Results Sustainability

The Roman Emperors and the Danube Wine Route 3°Phase Implementation

Organization of Events

❑ Organization of 9 different seminars / workshops that included total of 70 participants from more than 30 local communities along the Route and 25 tour operators.

❑ Organization of 10 study trips in the Netherlands, Croatia, Serbia, Bulgaria and Romania with total of 115 participants;

❑ Organization of 4 stakeholders meetings with total of 90 participants.

❑ Organization of 2 FAM trips bringing together 31 tour operators from Germany, Netherlands, Belgium, Croatia, Serbia, Bulgaria and Romania.

The Roman Emperors and the Danube Wine Route
4° Phase – **Evaluation** and **CoE-Cultural Route Certification**
with the collaboration of European Institute of Cultural Routes (EICR)

Evaluation and certification

❑End of 2014, DCC applied at the EICR for official certification.

❑An evaluator was provided from the side of EICR.

❑The evaluator gave positive feedback to the EICR

❑April 2015, official presentation of the Route took place in Luxembourg, in front of the EICR Evaluation Commission.

❑**Route was officially certified on May 20th 2015**.

From the Project implementation to the Achieved Results Sustainability REDWR is a CR

The Roman Emperors and Danube Wine Route

consists of archaeological sites, each with their own unique histories that are monuments to the leadership of the Roman emperors in their defense of the Danube Corridor.

Incorporated into the programme "The Council of Europe Cultural Routes": **2015**

Countries: Bulgaria, Croatia, Romania and Serbia

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The Roman Emperors and Danube Wine Route

Thank You
for your Attention

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PS: Hoping to see you next Seminar on April 26th