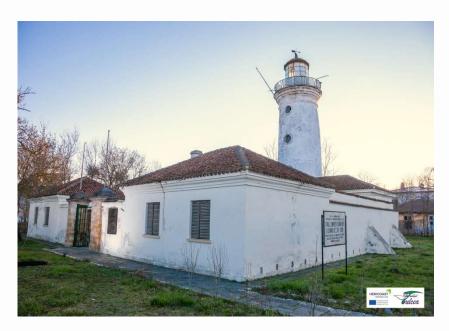# TULCEA COUNTY COUNCIL
*project partner*

# Action plan objective and policy improvement

➔*What was your core objective?*

➔To improve the policy of accessing European funds through the implementation of new projects funded under ROP* 2014-2020, Priority Axis 5, Investment Priority 5.1

**\*** Regional Operational Programme

## Action plan objective and policy improvement

➔ *Which policy instrument did you aim to improve and how?*

<u>*ROP 2014-2020, Priority Axis 5, Investment Priority 5.1*</u> which is focused exclusively on sustainable valorisation of cultural heritage.

<u>How?</u>

- by implementing the projects for restoration, conservation and sustainable development of the Old Lighthouse in Sulina and the Museum of Ethnography and Folk Art in Tulcea

➔ *As background activities there was*:

- active involvement of stakeholders into the implementation process;
- good practices were adapted to local specifics as to be viable to local needs and expectations;
- were identified practical perspectives for local authorities that helped correlate new initiatives with existent ones. Local authorities are aiming to implement a new tool designed on heritage assets in the Danube Delta area (*a new Integrated Territorial Investment tool – I.T.I*)

→ *The ROP 2014-2020 as policy instrument has the goal to put in action specific activities, such as:*

•Restoration, consolidation, protection and preservation of historical monuments;

•Indoor endowments (installations, equipment and facilities to ensure climatic conditions, fire safety, anti-burglary);

•Endowments for the exposure and protection of mobile and immovable cultural heritage;

• Marketing and tourism promotion activities of the restored object, including digitization, within the project.

→ _Which lessons learned did you bring with you from the project?_

**_Applied to Old Lighthouse in Sulina_**

→ We learned how to maximise  results* by putting in practice good examples taken from partners:

– Castilla y Leon (_Castilian Waterway – transformation of the waterway and former flour factory_);

– Vest-Agder (_Coastlight – digital disemination_);

– Donegal (_Fanad Head Lighthouse_);

**\*Results**: transforming a heritage building in a central community hub for various activities, digitisation of a heritage premise to establish a presence on modern and digital communication platforms as a way to attract new categories of tourists, involve volunteers within the surrounding community through learning and exploring the old aspects of life (e.g. artisanship, craftsmanship, storytelling, etc).

_Which was your most urgent need?_

→ To make cultural heritage visible as development asset in the region.

→ *Why was those particular good practice interesting?*

| GOOD PRACTICES | INPUTS | EFFECTS |
|---|---|---|
| 1. *Castilian Waterway – transformation of the waterway and former flour factory* | Restoring a historical building and valorising it as a museum and tourist information point | How to involve different public authorities to find solutions to improve the cultural infrastructure in the surrounding landscape of a navigable canal; the rehabilitation of heritage buildings, their use as spaces for the development of cultural and social activities and the provision of tourist services to potential tourists and visitors. |
| 2. *Fanad Head Lighthouse* | Operational heritage building has shown positive results in terms of developing sustainable tourism and boosting employment in the area, including youth employment. This practice can provide useful information on the public-private partnership mechanism that has been used. | This lesson inspired us to choose the Old Lighthouse in Sulina as a cultural objective to be revitalized, by creating cultural activities that will bring added value so that the coastal area becomes a tourist attraction with a particular specificity. |
| 3. *Coastlight –digital disemination of coastal heritage* | The platform offers a new way to share cultural heritage in a world of high geographic mobility. The platform's flexibility also makes it a relevant tool for the education system. It offers a flexible way to disseminate a cultural landscape and thus has the potential to promote sustainable cultural tourism. | This practice was the basis for identifying ways of knowing, understanding and accessing cultural heritage using other means/ instruments than the classical ones, respectively tools provided by the new information technology. |

# Regional results in phase 2 and beyond

*In the context of Old Lighthouse rehabilitation*

→*What has been your main achievement (short term) from the action plan implementation?*

The Action Plan brought in front to the local authorities the need for a new approach regarding heritage in the coastal area, adapted to the new society and trends, having as a source the examples of good practice from other partners.

The Danube Delta ITI mechanism – Danube Delta Integrated Territorial Investments, the financial instrument available to Tulcea County during the 2014-2020 programming period, serves as the basis for a new tool that will solely focus on heritage investments, having characteristics adapted to local cultural landscape.

➔Which results are you expecting on a longer term?

- Revitalising the local life by attracting tourists and generate development;

- On regional level there will be an increased stream of tourists choosing the Danube Delta area and its surroundings; the targeted value of 12.000 was already reached.

- Transforming the local cultural coastal landscape through new investments on another heritage buildings, thus creating a cohesive cultural impact, favouring economic growth through thematic tourism;

- Favourable context for entrepreneurship and new local businesses;

- Increased promotion of local values, customs and traditions;

Eskerrik !

Thank you !

Gracias !

Takk !

Grazie !

Go raibh maith agat !

**Tulcea County Council**