

SHARE in Extremadura



JUNTA DE EXTREMADURA



European Union
European Regional
Development Fund



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Extremadura. Spain

Objective of our LAP: Elaborating and Testing **Protocols** for improving the use of ERDF funds for Cultural Heritage

1. **Public participation**
2. **Coordination and communication among different administrations and entities involved in the management and exploitation of the cultural heritage**
3. **Sustainability of actions towards the promotion and exploitation of the cultural heritage (Ex-Ante)**
4. **Quantification of the socioeconomic impact of the cultural heritage (Ex-Post)**
5. **Promotion of innovative tools towards the promotion and exploitation of the cultural heritage**

First step: Validation of the LAP with stakeholders and people involved in its implementation



- Regional Government of Extremadura
- Province of Badajoz
- CEDER LA Serena
- Mancomunidad de Municipios de La Serena
- Mancomunidad La Serena-Vegas Altas

LAP: Protocols to be tested through the implementation of specific actions in La Serena

1. Protocol for **public participation**:

- Action 1.1.- Creation of a Map of the Cultural Landscape of La Serena (definition of the cultural identity of La Serena).
- Action 1.2.- Design and implementation of a dramatized cultural pilgrimage route combining historic Roads, natural landscapes and hermitages of reference in the county.
- Action 1.3.- Creation of itineraries for stars observation

2. Protocol for a better **Coordination and communication** among different administrations and entities involved in the management and exploitation of the cultural heritage:

- Action 2.1 Design of a common digital agenda for cultural activities in the county
- Action 2.2.- Creation of a common network of museums and archeological sites
- Action 2.3.- Elaboration of a joint communication and dissemination Plan

LAP: specific planned actions

3. Protocol for ensuring the **Sustainability** of actions towards the promotion and exploitation of the cultural heritage.(Ex-ante).

- Action 3.1.- Creation of an interpretation Centre for the promotion of the local cultural heritage.
- Action 3.2.- Integration of new smart cultural contents in already existing cultural facilities.

4. Protocol for the **Quantification of the socioeconomic impact** of the cultural heritage.(Ex-post)).

- Action 4.1.- Quantification and Valorization of an heritage site of reference in the County. (Cancho Roano)
- Action 4.2.- Quantification and Valorization of a cultural event of reference in the County.

LAP: specific planned actions

5. Protocol for the Promotion of **innovative tools towards the efficient dissemination** of the cultural heritage

- Action 5.1.- Creation of a network of influencer bloggers in the county for the promotion and marketing of the territory
- Action 5.2.- Creation of a ranking for the main cultural assets in the county as a tool for promotion and marketing
- Action 5.3.- Experiential Format event.
- Action 5.4. - Biocultural Blitz. Design and implementation of an event for the definition and valorisation of the cultural heritage of La Serena (Heritage and nature).

Implemented Actions

- **Protocol 1 (Participation):**

- Action 1.3.- Participation for the Creation of itineraries for stars observation in the County.

- **Protocol 2 (coordination):**

- Action 2.1 Design of a common digital agenda for cultural activities in the county
- Action 2.3.- Elaboration of a joint communication and dissemination Plan

- **Protocol 4 (Ex-post):**

- Action 4.1.- Quantification and Valorization of an heritage site of reference in the County. (Cancho Roano)
- Action 4.2.- Quantification and Valorization of a cultural event of reference in the County.

- **Protocol 5 (Innovative tools):**

- Action 5.1.- Creation of a network of influencer bloggers in the county for the promotion and marketing of the territory
- Action 5.3.- Experiential Format event.
- Action 5.4. - Biocultural Blitz.

Implemented actions

- **Protocol 1:** Action 1.3.- Creation of itineraries for stars observation

Steps:

- Identification of local stakeholders
- Consultation to local stakeholders (participatory process to decide format, logistics, date and continuity of the action)
- Dissemination of the activity through the medias (posters and social networks, local radio, ...)
- Implementation of a pilot activity (stars observation itinerary with experts)
- Evaluation of the activity

Results:

✓ 5 Entities involved in the participatory process

- Municipality of Valle de la Serena
- Asociación cultural ADEPA Valle
- CEDER “La Serena”
- Mancomunidad de Municipios de La Serena
- Diputación de Badajoz
- Junta de Extremadura

✓ 50 participants in the pilot itinerary

✓ Positive feedback from all participants

✓ Installation of one stars observation viewpoint (installation of a permanent viewpoint for future activities)



FINANCIA



ORGANIZA



COLABORAN



CONSULTAS E INSCRIPCIONES:

(Indicar "Nombre, Apellidos, Localidad, Fecha de nacimiento, correo electrónico y Nº de teléfono")

- Correo electrónico: info@laserenapaisajecultural.es
- Teléfono: 689919377
- Formulario web:

FECHA: VIERNES 23 DE AGOSTO

HORA: 23:30 H

LUGAR: ERAS DEL LEJÍO. VALLE DE LA SERENA (BADAJOZ)



Implemented actions

- **Protocol 2:** Action 2.1 Design of a common digital agenda for cultural activities in the County

Steps:

- Definition of a Coordinating Committee
- Definition of a common strategy cultural agenda of La Serena
- Elaboration of the protocol for uploading information and maintaining the app
- Annual meetings for evaluation

Results

- ✓ Contracting of one local app (Vozzfy) for the communication, promotion, coordination and dissemination of the cultural activities in the county of La Serena
- ✓ Elaboration of one protocol for uploading information and maintaining the app
- ✓ 19 municipalities involved in the use of the app
- ✓ 1042 events published in the app in one year
- ✓ 1022 communications through the app in one year
- ✓ 10.000 registered users of the app in the county in one year
- ✓ 4178 followers of the app in social networks.



COLABORAN



Descarga la app, sigue a
La Serena Paisaje Cultural
¡y entérate de todo!

Descárgate Vozzyfy



Implemented actions

- **Protocol 2:** Action 2.3.- Elaboration of a joint communication and dissemination Plan

A dissemination Plan was developed to set the common guidelines for the dissemination of activities in the county. All events, activities, educational or professional actions and local news were disseminated using a **common social profile** “La Serena, Paisaje Cultural”, as well as through the webpage www.laserenapaisajecultural.es and Vozzfy.

Results:

- ✓ Elaboration of a **webpage** “La Serena, Paisaje Cultural”,
- ✓ A **common profile** in Facebook, Twitter and Instagram: “La Serena, Paisaje Cultural”: 1820 followers; 60 publications; 2000 likes
- ✓ **22 entities** sharing the profile (19 Municipalities, 2 association of towns of La Serena and CEDER la Serena (coordinator)).
- ✓ 27 Press notes elaborated from the “La Serena, Paisaje Cultural” profile.
- ✓ Appearance of the county in three TV programs as “La Serena, Paisaje Cultural”
- ✓ Elaboration of 15 short videos to promote the cultural heritage in the county under the “La Serena, Paisaje Cultural” profile. These videos include different aspects of the cultural and natural heritage of La Serena



Implemented actions

Protocol 3 . Action 3.1.- Creation of an interpretation Centre for the promotion of the local cultural heritage.

This protocol has not been tested due to the lack of projects and actions for new infrastructures. However the protocol has been designed.

Result:

- ✓ Definition of 1 transversal protocol for Sustainability (ex-ante) for new infrastructures for the promotion of the cultural heritage.

Implemented actions

- **Protocol 4:** Action 4.1.- Quantification and Valorization of an heritage site of reference in the County. (Cancho Roano)

Steps:

1. Meeting with the municipality of Zalamea (responsible of the exploitation of the site), the Regional Government (competent authority for its preservation) and the manager and staff working in the site.
2. Design of surveys for visitors
3. Delivery of surveys and protocol for the gathering of data
4. The survey started in February 2020

Results:

- 20 filled questionnaires by visitors in 2020 (COVID-19)
- Data to be analyzed (until December 2020)

Cancho Roano



Implemented actions

Protocol 4: Action 4.2.- Quantification and Valorization of a cultural event of reference in the County (theater festival El Alcalde de Zalamea):

Steps:

1. Meeting with the municipality of Zalamea, the Regional Government and the local association supporting the event
2. Design of surveys
3. Organization of logistics and prizes for participants (two people interviewing visitors and four urns located in different strategic places)
4. Implementation of the survey

Results:

- ✓ **625 filled questionnaires** by visitors
- ✓ **4362 people visiting the village** due to the event (the village has 3.600 inhabitants): Thursday: 1200; Friday: 1281; Saturday: 1277; Sunday: 604
- ✓ **520.000 euro spent by visitors in the village** thanks to the event
- ✓ 10 Appearances of the village in national TVs thanks to the event

Implemented actions



¿Cómo se ha enterado del evento?

- ☐ Conocidos
☐ Redes sociales
☐ Publicidad en prensa (Televisión, Periódico o radio)
☐ Otros _____

¿Cómo ha llegado a la localidad?

- ☐ En coche propio
☐ Viaje organizado
☐ Transporte público
☐ Otros _____

¿Va a asistir o ha asistido al teatro del alcalde de Zalamea en ésta edición de 2019?

- ☐ SI
☐ NO

Por favor indique sus sugerencias, mejoras posibles y comentarios acerca del evento:

Si cumplimentas correctamente el presente cuestionario y lo entregas en uno de los puntos de recogida descritos en el mapa del dorso entrará en el sorteo de:

- Productos típicos de la comarca de la serena (Queso, aceite . . .)
- Pack de productos de la representación "El Alcalde de Zalamea" entre los que se encuentran 2 Entradas para la edición de 2020.
- Artículos de la comarca de la Serena



Encuesta a visitantes

Nombre: _____

Apellidos: _____

Telefono: _____

DNI: _____

Lugar de Procedencia: _____

¿Ha pernoctado o va a pernoctar usted con motivo de su visita a Zalamea éstos días?

☐ SI
¿Cuántas noches? _____

Tipo de Alojamiento (Marcar el que proceda):

hotel, casa rural, casa de familiares o amigos, otros _____

☐ NO
¿por qué no pernocta? _____

¿Viene usted solo, en pareja o en grupo?

☐ Solo
☐ Pareja o grupo.
Número de personas _____

Estime el gasto por persona que tendrá en comida y alojamiento con motivo de su vista (sin contar transporte) _____



Implemented actions

Protocol 5: Action 5.1.- Creation of a permanent network of influencers in the county for the promotion and marketing of the territory

Steps:

1. Definition of the aims and the organizational structure of the network
2. Identification of bloggers in La Serena
3. Meeting with identified bloggers in La Serena and Networking with bloggers of Extremadura (Foundation Xavier de Salas) for the transference of Know-how.
4. Pilot promotional event of the bloggers of La Serena. To be implemented on the 17th of October 2020 (delay due to COVID-19)

Results:

- ✓ 10 influencers/bloggers involved in the initiative
- ✓ 1 event to be implemented 17th of October 2020
- ✓ Other indicators to be provided after the implementation of the event:
 - ✓ X bloggers as permanent members of the network in La Serena
 - ✓ X posts or publications during the event
 - ✓ X followers during the event
 - ✓

Implemented actions

- **Protocol 5: Action 5.3.- Experimental format event:**
Traditional harvest in La Serena

Steps:

- Design of the concept idea
- Involvement of main stakeholders
- Dissemination of the event
- Pilot Implementation of the event for the promotion of the cultural heritage in the county

Results:

- ✓ 40 participants in the recreation
- ✓ Over 600 visitors
- ✓ 5 Entities involved in the implementation:
 - Municipality of Esparragosa de la Serena
 - Asociación cultural Asbaraguzza.
 - CEDER “La Serena”
 - Mancomunidad de Municipios de La Serena
 - Diputación de Badajoz

19 Octubre de 2019
Esparragosa de la Serena

Entre hocinos, eras y trillos

Jornadas sobre la siega tradicional

10:30 horas, salida Plaza de España
Visita guiada a las antiguas eras de grano

12:00 horas, Plaza de España
Llegada de los segadores y segadoras a la plaza

12:00 horas, Plaza de España
Muestra y recreación del trabajo en la era, "La trilla"

13:00 horas, Plaza de España
Talleres educativos infantiles de elaboración de Pan. Colabora Animación Camaleón

14:00 horas, Plaza de España
Cantina con degustación de migas extremeñas y vinos de la villa

16:30 horas, Plaza de España
Campeonato de cuatrola

17:30 horas, Plaza de España
Degustación de café y dulces típicos

18:00 horas, Plaza de España
Pasacalle por las calles de nuestro pueblo y Cencerrada (Cada persona tiene que llevar su cencerro)

20:00 horas, Plaza de España
Bailes regionales de los Coros y Danzas entre Zarandas y Alambiques

21:00 horas, Plaza de España
Bingo solidario

21:30 horas, Plaza de España
Fiesta Musical de los 70, 80 y 90

Invitamos a la población de Esparragosa de la Serena y pueblos de la comarca a que se vistan con el traje de labradores y labradoras de La Serena

Organiza: ASMAKAVZZA
Asociación Cultural Esparragosa de la Serena

Colabora: Excmo. Ayuntamiento Esparragosa de la Serena

Excmo. Ayuntamiento de Badajoz



Implemented actions

Protocol 5: Action 5.4. - Biocultural Blitz. Design and implementation of an innovative event for the definition and valorization of the cultural heritage of La Serena (Heritage and nature).

Steps:

1. Identification of experts
2. Design of the event
3. Implementation of a previous experience for Natural heritage (biotesting)
4. Improvement in the design of the event
5. Implementation of the biocultural blitz (14th November 2020)

Results:

- ✓ 12 experts participating in the design of the initiative (6 in cultural heritage, 6 in natural heritage)
- ✓ 30 participants in the previous experience (biotesting)
- ✓ 1 Biocultural blitz to be implemented on the 14th November 2020
- ✓ Other indicators to be provided after the implementation of the event:
 - X Experts involved in the event
 - X posts or publications during the event
 - X followers during the event
 - X Identified natural/cultural elements
 -



TESTING DE BIODIVERSIDAD Y CIENCIA CIUDADANA

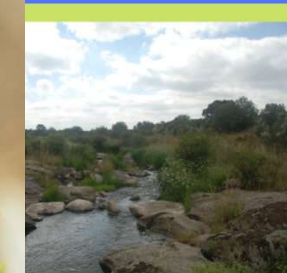
Quedada para amantes de la fotografía y la naturaleza

Participa y descubre el entorno de La Serena!!!



La Serena desarrollo Rural

Más información en el programa de la actividad



Fotografía de Juan Fco Sánchez



Fotografía de Arturo López Gallego



Fotografía de Arturo López Gallego

DIPUTACIÓN DE BADAJOZ

Colaboran

SHARE Interreg Europe



laCoCoSa

JUNTA DE EXTREMADURA

la serena MANCOMUNIDAD DE MUNICIPIOS



Mancomunidad Integral de Servicios "La Serena-Vegas Altas" www.laserenapaisajecultural.es



Lugar: Entorno de la ermita de Ntra. Sra. de la Antigua (La Haba)
Fecha y Hora: 16 de junio 2019 de 09:00 a 12:00

Consultas e Inscripciones:

(Indicar "Nombre, Apellidos, Localidad, Fecha de Nacimiento, Correo Electrónico y Teléfono")

- Correo electrónico: info@laserenapaisajecultural.es

- Teléfono: 689919377

- Formulario electrónico:



Further steps

Tested protocols and actions will be validated in a **meeting with responsible members from the DG for culture and heritage promotion and the DG for Funds of the Regional Government of Extremadura** in order to promote its use by the staff involved in the design and implementation of actions towards the preservation and promotion of the cultural heritage

- **1 validation event (End of November 2020)**

INFLUENCE IN THE POLICY

Two policies:

1. ERDF Regional Operational Program : Tested protocols will be used for new programs and projects for heritage promotion.
2. Strategic Plan of La Serena as Cultural Landscape: Best practises identified in Share have been taken into account for the elaboration of the new annual program of La Serena cultural Landscape in 2020. Some actions will be repeated due to their success in forthcoming years.

Thank you



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