

D.C.3.3

June 2019\*

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## Transnational Inauguration

\* amended in January 2020

The deliverable D.C.3.3 constituted that the partners installing and setting up the info points in seven project regions have a simultaneous inauguration of these info points. The info points have been set up in the framework of work package three - to be more precise under Activity 4. The due date for this work package three deliverable was January for the ten info plates to be hung by eight partners in eight regions and March for the set up of the info point of seven partners in seven regions. The info point conception and production was a matter discussed at numerous meetings including but not limited to the steering committee four in Budweis, Czech Republic and in Velenje, Slovenia in March and October of 2018, respectively. Partners decided to make use of a common layout and design steered by the CD of the route and association.

However, due to the individual situations and environments of the seven partner regions, the transnational inauguration - although held in all regions - could not take place simultaneously. Partners were at different development stages and were thus, incapable of streamlining this deliverable. The date for the inauguration depended on several factors among them the production and installation date of the terminal and info point and also the embedding of this event in regional and / or national festivities in order to attract more attention. The partners have organized and conducted their inauguration event. They have combined it with speeches by local stakeholders that have accompanied the project in many instances from the very beginning. Thus, the partners were able to showcase a steady support of the project and a great foundation for the new association and the route itself. Furthermore, these partners were able to make use of the acquired knowledge and analysis of the regionally important stakeholders and were able to invite numerous and diverse supporters. In this regard, the partners were able to streamline several deliverables that were finalized in all stages of the project and to assure a well-rounded event inaugurating the info point. In conclusion, this exemplified the partners' approach to not view deliverables as individual goals to be achieved but rather as pieces of a greater whole that will unleash its effectiveness only if perceived in its entirety.

Two partners, namely partner 9 and partner 6, were only able to conduct their inauguration in September and December 2019, respectively. The partners conducted well-rounded events despite



the late date. This showcases, however, also that the partners are eager to continue the work started under the INTERREG CE umbrella for ECR.

All in all, it can be stated that the inaugurations were a great success and exemplified the terminals and info points as great physical investments of the partners and the project as a whole. Many partners have reported that the digital terminals and the information provided has attracted many visitors. Thus, they allow to reach a new audience and also connect the route digitally.

Hungary

Both partners in Hungary joined forces in order to conduct this event. About 30 people attended the event and learned more about the project, the route, and the Reformation.



Italy

The Inauguration event of the info point took place on June 22<sup>nd</sup> 2019, after the local seminar, in order to attract as many people as possible. About 25 people attended the conference since the partner used the third local stakeholder training as the prelude to the inauguration. perspective on the Reformation as well as the ties to the movement in a European context.



Mr. Davide Rosso was able to explain the attendees more about the Valdensian history and the Italian perspective on the Reformation as well as the ties to the movement in a European context



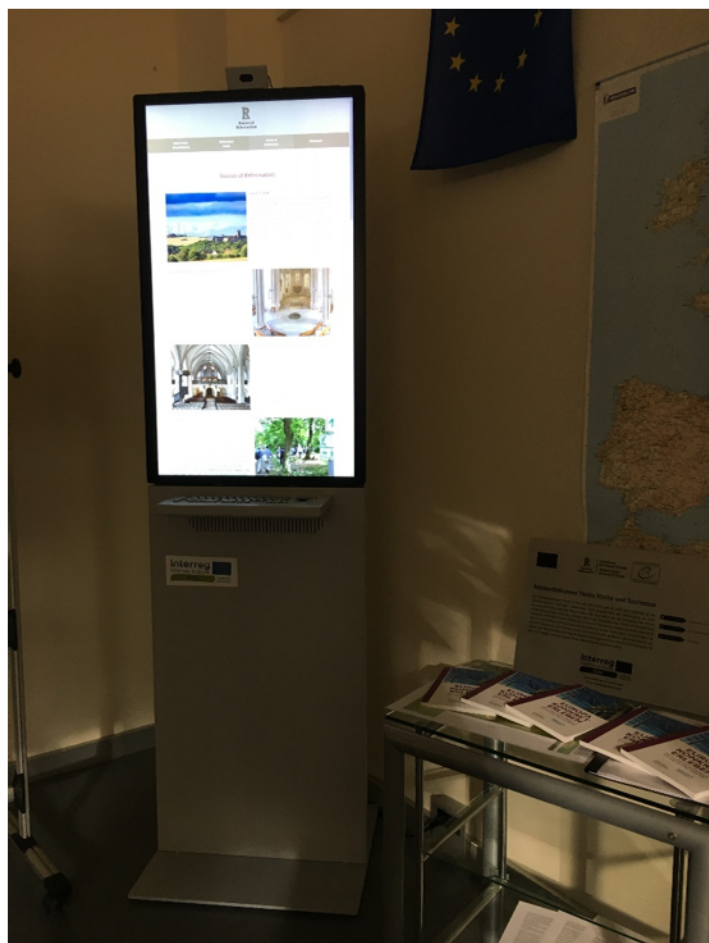
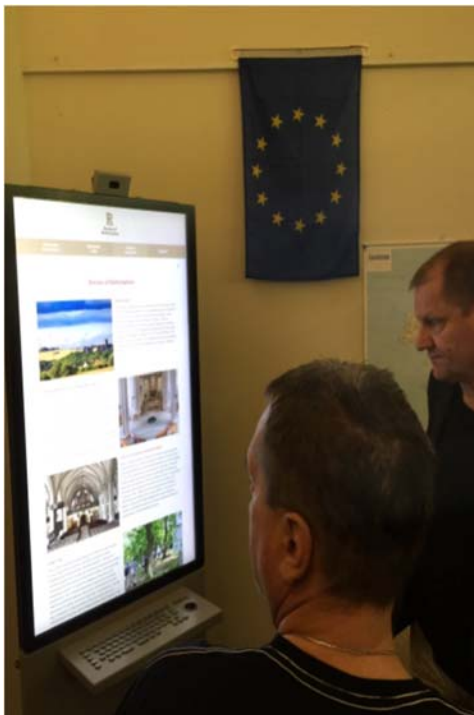
### Slovenia

The (transnational) inauguration was also conducted in Velenje, Slovenia and included speeches of adamant supporters of the project including Leon Novak. The event was attended by about 20 people.



Germany - Thuringia

Church and Tourism combined the inauguration of the info point with a local festivity and was thus able to draw about twenty persons to the event. The terminal is embedded in a new endeavor of the partner to offer museal attractions geared towards pilgrims and persons interested in Reformation history. It includes exhibits on Martin Luther and thus, provides a good framework for the info point.



Poland

In Wroclaw the info point was inaugurated with about 15 people attending. The info point already attracted numerous visitors and plays a central role in the Reformation-themed history in Poland. The partner has such added tremendous opportunities for the dealing with the Reformation as a national and European process.





### Czech Republic

In Budweis, Czech Republic, the inauguration took place on September 7, 2019. Although, it was conducted only after the project finalization, the event attracted roughly 150 guests. It was organized as a part of traditional annual Trocnov Festival. The festival takes place at the Jan Žižka of Trocnov Monument in Trocnov, where he was born. Today, the site is a museum and open-air educational trail. Every year the festival commemorates the personality of Jan Žižka, Hussite movement and religious struggle back in 14<sup>th</sup> and 15<sup>th</sup> centuries. This museum is also the place where the info point including the touch-screen station was installed. Thus, the festival was more than an ideal occasion to officially open the information point, to inform about the project, and to present a vision for the future development of the Routes of Reformation cultural route. Thus, it wrapped the info point inauguration into a larger Reformation perspective of the region.



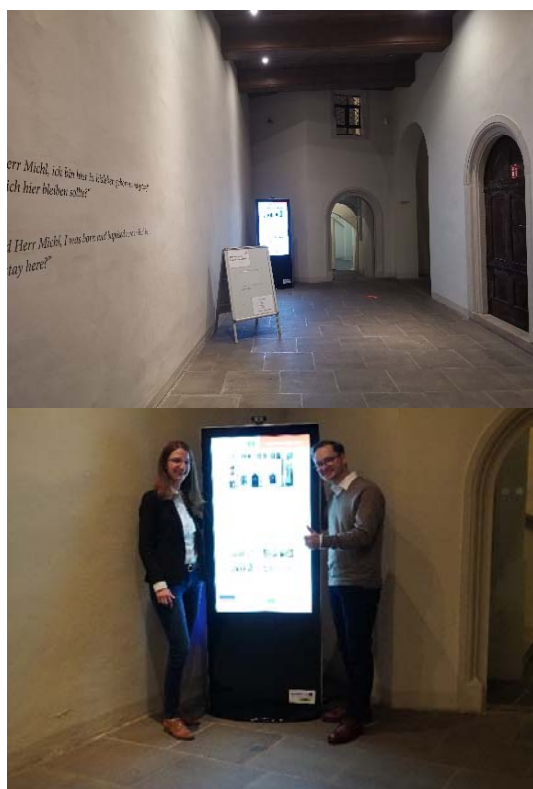


## Germany - Saxony Anhalt

The Standortmarketing Mansfeld-Südharz GmbH as one member has implemented an info terminal at the museum „Luther’s Death House“ in Eisleben on December 17, 2019.

The infoterminal provides detailed information about the reformation sites in the region Mansfeld-Südharz but also further information about the „Routes of Reformation“ with its vision and its goals. This allows guests to discover more about the shared values of Routes of Reformation and gives them orientation to plan their individual trip on the route. The Terminal consists out of an interactive touchscreen station allowing to assess all information digitally in German and English language. It includes also a digital audio visual guestbook with the opportunity to record audio and video testimonials about cultural sites visited and to share them via social media.

The info terminal is installed in the entrance area of the museum and is accessible for museum visitors but also for locals and tourists during the opening hours of the „Luther’s Death House“ in Lutherstadt Eisleben.



The terminal in the main entrance of the museum

CEO and Tourism Manager of Standortmarketing Mansfeld-Südharz