

# OUTPUT FACT SHEET

## Pilot actions (including investment, if applicable) 6/2019<sup>1</sup>

<b>Project index number and acronym</b>	CE81, ECRR
<b>Lead partner</b>	Association for Rural Development Thuringia
<b>Output number and title</b>	O.T3.2. Creation of the European cultural route of Reformation/physical investment
<b>Investment number and title (if applicable)</b>	I1 Pilot Investment Tisza Valley I2 Pilot Investment Torre Pellice I3 Pilot Investment Velenje I4 Pilot Investment Eisleben I5 Pilot Investment Erfurt I6 Pilot Investment Jawor I7 Pilot Investment České Budejovice
<b>Responsible partner (PP name and number)</b>	PP3 AMUTA PP4 LINKS PP5 Municipality of Velenje PP6 SMMS PP7 CaTA PP8 DOT PP9 RERA
<b>Project website</b>	<a href="http://www.interreg-central.eu/ECRR">http://www.interreg-central.eu/ECRR</a>
<b>Delivery date</b>	06/2019

<sup>1</sup> Amended in January 2020

**Summary description of the pilot action (including investment, if applicable) explaining its experimental nature and demonstration character**

The pilot investments carried out in the ECRR pilot regions and consisted of the hanging of information plates at selected Reformation-themed sites and the installation of info-points at the most frequented sites of the pilot regions.

7 info-point and 64 plates has been implemented in total (further 10 plates has been hung out in frame of an additional investment by PP9) which can be seen below divided per countries/regions:

**Hungary:**

Szabolcs-Szatmár-Bereg: 1 info-point and 10 info-plates

**Italy**

Metropolitan City of Torino/Province of Bergamo/Province of Cosenza: 1 info-point and 10 info-plates

**Slovenia**

Savinjska region: 1 info-point and 10 info-plates

**Germany**

County Mansfeld-Südharz: 1 info-point and 10 info-plates. (Further one plates has been produced out of the project)

County Gotha/Thüringen: 1 info-point and 10 info-plates

**Poland**

Wałbrzyski /Jeleniogórski: 1 info-point and 4 info-plates (Since PP8 has not found further sites suited, therefore they only produced 4 plates)

**Czech Republic**

Jihočeský: 1 info-point and 10 info-plates

With the implementation of the pilot action a new transnational network has been created with specific Reformation themed character. The individual points of the Routes of Reformation are accessible for a broad public all over in Central Europe. The new transnational network with its own management ensures the sustainability of the cultural heritage's use.

The official launch of the route has been made with the regional inauguration ceremonies where every representatives of the members and of the relevant stakeholders were present. It is a fundamental strategy of the Routes of Reformation that it keeps open the opportunity for accessing of new members and encourage the members to further exploit the potential of the Routes of Reformation.

Info-plates and Info-points (inclusive the info-terminals) include the logo of the INTERREG CENTRAL Program and the logo of the Council of Europe as well as a QR code linking to the Routes of Reformation website showing that the visitor is in a "European Cultural Route" certified by the Council of Europe.

### NUTS region(s) concerned by the pilot action (relevant NUTS level)

The pilot investments have been implemented in the following countries divided per NUTS 3 regions.

#### **Hungary:**

HU 323, Szabolcs-Szatmár-Bereg

#### **Italy**

ITC11, Piedmont, Torino Metropolitan City of Turin

ITC46, Province of Bergamo

ITF61, Province of Cosenza

#### **Slovenia**

SI014, Savinjska

SI011, Pomurska

#### **Germany**

DEE0A, Mansfeld-Südharz

DEG0C Gotha

DEE0A Thüringen

#### **Poland**

PL517, Wałbrzyski

PL515, Jeleniogórski

#### **Czech Republic**

CZ031, Jihočeský

### Investment costs (EUR), if applicable

Pilot Investments: 94.302,77 € in Total

Info-points: 78.775,64 €

Info-plates: 15.527,13 €

### Expected impact and benefits of the pilot action for the concerned territory and target groups and leverage of additional funds (if applicable)

The investments are linked to the pilot action within WP T3 that aims to establish the transnational European Cultural Route of the Reformation across the eight partner regions. The information plates at selected cultural heritage sites are accessible to the broad public (including the local population and tourists). This is a key tool to align local stakeholders behind the concept of the European cultural route. Through the investments, the idea becomes a tangible experience, including its transnational dimension. The investments moreover help to anchor the European Cultural Route in the partner regions' tourism strategies as key activity to promote Reformation-themed cultural heritage through sustainable (low-carbon) tourism.

The info-point has been established at a select location, which is already frequented by visitors who are interested for the theme of Reformation. Visitors furthermore find details how to get to nearby cultural sites, accommodation, restaurants etc. The information is provided in English and in the native language to promote visitors to navigate along the Route. The pilot investments expected to have an economic impact for the local public since those attract more tourists and can generate more income resources with the guest night spent in the region by expected visitors.

### Sustainability of the pilot action results and transferability to other territories and stakeholders.

Sustainability of the pilot actions were achieved by using sustainable material at identified locations, with common design of the plates, with establishment of Association Routes of reformation (which will take care of promotion the values of solidarity, hospitality, interculturalism and cooperation, by fostering learning, exchanges and common network among the members along the Routes, support local economies and sustainable tourism).

The terminals and info-plates has been set up to remain there for a long time.

The Info-terminals remain in the ownership of the creator partner and will be updated regularly both technically and content wise. Partners are responsible to operate and maintain the Info-points inclusive the terminals at least for 5 years but they committed to sustain the development for a long time in close cooperation with the recipient sites.

It is surrounded by further details about the project. It will attract more visitors to the regions and will furthermore, inform more visitors about the route.

The plates have been hung at well-chosen locations at the members' sites. They will be kept to showcase the members' activity within and for the route.

### Lessons learned and added value of transnational cooperation of the pilot action implementation (including investment, if applicable)

The greatest challenge was the selection of the sites where the info-plates/info-terminals has been installed. It was a long and difficult process to reach an agreement with the operators/owners. Cooperation with the sites that are under specific heritage protection was also a neuralgic point of the pilot implementation.

The responsible partners finished the pilot implementations, but the process showed slightly delay that occurred from the agreements with sites where the info-plates and info terminals has been installed.

### References to relevant deliverables (e.g. pilot action report, studies), investment factsheet and web-links

If applicable, additional documentation, pictures or images to be provided as annex

D.T3.4.1 Documentation of the installation of information plates

D.T3.4.2 Documentation of the transnational network of info-points

D.T3.3.4 Pilot action phase 2 report

The related documentation of deliverables is available on the following link:

<https://www.interreg-central.eu/Content.Node/ECRR.html>

#### Pilot investments:





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[www.reformationroutes.eu](http://www.reformationroutes.eu)

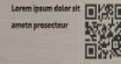


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