

REVIVAL

WP4

D.4.2.2. Cross border assessment report

WP Coordinator Municipality of Forlì

All PPs involved

Final version – public document

December 202

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Introduction

Within a common set of criteria agreed at cross-border level, in each city/area involved in REVIVAL a multi-stakeholder working group has selected one pilot site/place to become the showcase of the strategy to valorise the lost heritage of '900.

In parallel to prepare and put in safety the selected site, PPs have been involved in two complementary activities:

1. The study a common joint brand (motto, logo) to mark lost heritage of '900;
2. The plan and implementation of at least 1 cultural/artistic temporary event

The main goals of these events are:

- drawing attention of policy-makers, regional/local communities , potential investors on a heritage too often neglected and forgotten, in spite of its historical & architectonical value, as well as its potential reuse for cultural and touristic purposes;
- demonstrating that a light and gradual reuse, not requiring immediate big investments, is possible by hosting temporary cultural-artistic events capable to attract a public of residents and tourists;
- laying down basis for a new cultural tourism offer, based on fruition of testimonials of complex history of '900.

Executive Summary

Each PP has planned and organized an artistic/cultural event to take place in the dismissed site selected for partial renovation.

The type of cultural event has been outlined by each project partner, as well as the artist to engage, the public to invite and how to advertise the event.

Deliverable D.4.2.1 lists the calendar of events all PP have planned after the dismissed building had been put on safety with REVIVAL project funds.

One of the main goals was to draw the attention of policy makers and potential investors on the state in which is lying the architectonical/cultural heritage concerned, fostering the acquisition of further funds to allow a more complete renovation of the project buildings

Under the new common brand that unifies all selected sites on a new shared logo, artistic/cultural events have taken place and each PP had the task to assess the success of the event, in terms of participation, advertisement and dissemination of the values of REVIVAL project and revitalization of dismissed buildings.

A particular effort has been made to disseminate the idea that those buildings represent a value and a resource that can be exploit for the tourists.

During the events generally a presentation of REVIVAL project has been made and the common brand that bonds all REVIVAL participants and touristic tours created, has been advertised.

In this document all assessments performed by all PP have been listed. A general evaluation and result aggregation is presented in the last chapter

LP - Municipality of Forlì



Title of the event

REVIVAL e ART BONUS I mecenati di oggi per l'Auditorium di domani

Type of the event (concert, conference exhibition)

Musical Event

Date of the event

08.10.2021

Duration of the event

17:45-20:30

Place of the event

Ex Gil Viale della Libertà 10 Forli

How many artists have been involved?

1

Collection of data

How many people participated to the event? 84

Male % 57%

Female % 43%

Participants were invited or invitation was not needed:

Invitation

In case of invitation

How many people have been invited to the event? 100

How many invitations were sent? 100

How many places the venue could host? 103

How many places were left empty? 19

Audience had to pay or participation was free?

Free

Participants were registered? yes

How the event has been advertised? newspapers Online portals

List media of advertisement and for each indicate the number of recipients

e-mail - 100

newspaper article - 2 (Resto del Carlino, Corriere di Romagna)

online portals: 1 Forlì Oggi

In case of press release or press conference, how many newspaper articles resulted? NA

How many articles or reports have been issued on local media after the event? 5

Was the event advertised on Local TV or Radio?

No

In case of Yes, list the media involved

Was it possible to organize the event within the budget allocated by the project?

Yes

In case of No, indicate the % covered by REVIVAL and the % to be paid in excess

Do you think the event will be helpful to public awareness of the benefit of building revitalization?

(write a number from 1 to 5: 1 I do not agree / 5 I totally agree)

5

Have been booked other events in the same location?

Yes

In case of Yes, indicate the number of already planned events

The event was organized together with ART Bonus event that is strictly connected with the revitalization of dismissed buildings

Will the location be used to host other events? (not planned yet)

Yes

In case of Yes, indicate the number events per year that will be hosted

It will become the new Auditorium of Forlì

Has been sent a survey to participants to get their feedback on the event?

No

Was promotional material on REVIVAL project distributed among participants?

Yes

In case of Yes, list the type of material distributed

leaflets

Was the REVIVAL roll-out and/or poster present in premises of the event

Yes

PP1 Municipality of Campobasso



Title of the event

The School House is open again

Type of the event (concert, conference exhibition)

Launch of the events' programme, opening of the photo exhibition "Liberi e uguali"

Date of the event

10.12.2021

Duration of the event

2 hours

Place of the event

Campobasso, Casa della Scuola

How many artists have been involved?

1 Mario Folchi, Photographer

Collection of data

How many people participated to the event? 64

Male % 41%

Female % 59%

Participants were invited or invitation was not needed:

Free Participation

In case of invitation

How many people have been invited to the event? NA

How many invitations were sent? NA

How many places the venue could host? 75

How many places were left empty? 11

Audience had to pay or participation was free?

Free

Participants were registered? yes

How the event has been advertised? Mainly via posters, brochures, emails, press releases, articles on newspapers

List media of advertisement and for each indicate the number of recipients

50 Posters printed + 6 different types of digital posters to promote the different events

200 Brochures/flyers

300 emails

4 press-releases

1 Roll-up

In case of press release or press conference, how many newspaper articles resulted? 5

How many articles or reports have been issued on local media after the event? 2

Was the event advertised on Local TV or Radio?

No

In case of Yes, list the media involved

Was it possible to organize the event within the budget allocated by the project?

Yes

In case of No, indicate the % covered by REVIVAL and the % to be paid in excess

Do you think the event will be helpful to public awareness of the benefit of building revitalization?

(write a number from 1 to 5: 1 I do not agree / 5 I totally agree)

5

Have been booked other events in the same location?

Yes

In case of Yes, indicate the number of already planned events

10

Will the location be used to host other events? (not planned yet)

Yes

In case of Yes, indicate the number events per year that will be hosted

10 in 2021, to be confirmed for 2022

Has been sent a survey to participants to get their feedback on the event?

No

Was promotional material on REVIVAL project distributed among participants?

Yes

In case of Yes, list the type of material distributed

Brochures, leaflets

Was the REVIVAL roll-out and/or poster present in premises of the event

Yes

PP2 Municipality of Cesenatico



Title of the event

A show at the revitalized Former Laundry

Type of the event (concert, conference exhibition)

Musical and lights event

Date of the event

19.12.2021

Duration of the event

18.30-22.30

Place of the event

Viale Cecchini 65, Cesenatico

How many artists have been involved?

8

Collection of data

How many people participated to the event? 100

Male % 50%

Female % 50%

Participants were invited or invitation was not needed:

Free Participation and Invitation

In case of invitation

How many people have been invited to the event? 25

How many invitations were sent? 25

How many places the venue could host? 100

How many places were left empty? 0

Audience had to pay or participation was free?

Free

Participants were registered? no

How the event has been advertised? Printed leaflets, local press release, social networks, direct mailing

List media of advertisement and for each indicate the number of recipients

1 direct mailing to 24 persons

3 posts on social networks (2xFB, 1xIG)

1 press release

7 newspaper (press or webpress) articles

In case of press release or press conference, how many newspaper articles resulted? 7

How many articles or reports have been issued on local media after the event? 7

Was the event advertised on Local TV or Radio?

No

In case of Yes, list the media involved

Was it possible to organize the event within the budget allocated by the project?

Yes

In case of No, indicate the % covered by REVIVAL and the % to be paid in excess

Do you think the event will be helpful to public awareness of the benefit of building revitalization?

(write a number from 1 to 5: 1 I do not agree / 5 I totally agree)

5

Have been booked other events in the same location?

No

In case of Yes, indicate the number of already planned events

NA

Will the location be used to host other events? (not planned yet)

No

In case of Yes, indicate the number events per year that will be hosted

NA

Has been sent a survey to participants to get their feedback on the event?

No

Was promotional material on REVIVAL project distributed among participants?

No

In case of Yes, list the type of material distributed

NA

Was the REVIVAL roll-out and/or poster present in premises of the event

Yes

PP3 City of Pesaro



Title of the event

Note di te: I grandi chitarristi italiani del '900

Type of the event (concert, conference exhibition)

Musical event

Date of the event

28.12.2021

Duration of the event

2 hours

Place of the event

ex Scuola Elementare di S. Marina Alta, Strada di S. Marina 26, Pesaro, Italy

How many artists have been involved?

3

Collection of data

How many people participated to the event? 29

Male % 48%

Female % 52%

Participants were invited or invitation was not needed:

Free Participation

In case of invitation

How many people have been invited to the event? NA

How many invitations were sent? NA

How many places the venue could host? 30

How many places were left empty? 0, an empty chair was left empty to celebrate women killed by their men

Audience had to pay or participation was free?

Free

Participants were registered? yes

How the event has been advertised? Comune di Pesaro, Gradara Innova, web marketing

List media of advertisement and for each indicate the number of recipients

Rossini TV

Corriere Adriatico

Il Resto del Carlino

In case of press release or press conference, how many newspaper articles resulted? 1

How many articles or reports have been issued on local media after the event? 2

Was the event advertised on Local TV or Radio?

Yes

In case of Yes, list the media involved

Rossini TV

Was it possible to organize the event within the budget allocated by the project?

Yes

In case of No, indicate the % covered by REVIVAL and the % to be paid in excess

Do you think the event will be helpful to public awareness of the benefit of building revitalization?

(write a number from 1 to 5: 1 I do not agree / 5 I totally agree)

5

Have been booked other events in the same location?

No

In case of Yes, indicate the number of already planned events

NA

Will the location be used to host other events? (not planned yet)

Yes

In case of Yes, indicate the number events per year that will be hosted

Not known yet

Has been sent a survey to participants to get their feedback on the event?

Yes

Was promotional material on REVIVAL project distributed among participants?

Yes

In case of Yes, list the type of material distributed

Brochure, CD Audio, Flyer

Was the REVIVAL roll-out and/or poster present in premises of the event

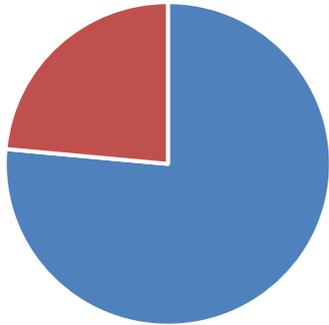
No

Results on the evaluation form distributed at Pesaro event

	😊 = eccellente 😊 = buono 😐 = sufficiente 😞 = scadente	😊	😊	😐	😞
Interest	Did you find the event you attended interesting?	14	3		
Quality	You have been satisfied with the quality of the organization?	15	2		
Organization	Did the organization of the event meet your expectations?	13	4		
Lenght	Was the duration of the event consistent with the show offered?	14	3		
Place	How do you evaluate the location of the event?	10	5		2
Overall	How do you rate the overall event?	14	3		

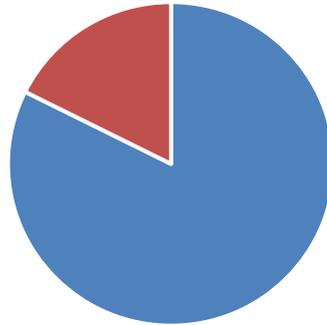


Organisation of the event



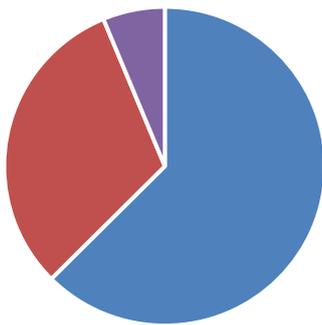
■ Excellent ■ Good ■ Satisfactory ■ Unsatisfactory

Duration of the event



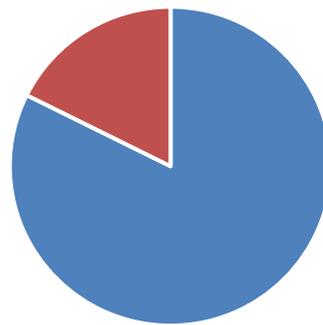
■ Excellent ■ Good ■ Satisfactory ■ Unsatisfactory

Location of the event



■ Excellent ■ Good ■ Satisfactory ■ Unsatisfactory

Assessment of the whole event



■ Excellent ■ Good ■ Satisfactory ■ Unsatisfactory

PP4 City of Rijeka



Title of the event

Rediscovery of the Alpine Wall

Type of the event (concert, conference exhibition)

Musical event

Date of the event

17.12.2021

Duration of the event

10.30-13.00

Place of the event

Bunker Katarina B, Pulca, 51000 Rijeka

How many artists have been involved?

3 members of the band; tourist guides leading the tour

Collection of data

How many people participated to the event? 42

Male % 45%

Female % 55%

Participants were invited or invitation was not needed:

Invitation

In case of invitation

How many people have been invited to the event? 50

How many invitations were sent? 50

How many places the venue could host? about 100 outside, but up to 30 visiting the inside of the bunker/we divided into 2 groups

How many places were left empty? 0

Audience had to pay or participation was free?

Free

Participants were registered? yes

How the event has been advertised? ust by invitation; due to COVID based restrictions no general public was invited

List media of advertisement and for each indicate the number of recipients

[Obilaskom podzemnih tunela predstavljen projekt Revival](#)

[\(FOTO\) Zavirite s nama u riječke podzemne tunele! Danas je predstavljan projekt Revival](#)

[MojaRijeka.hr - Revival](#)

[Predstavljen projekt jadranske kulturne baštine Revival i turistička ruta Katarina B](#)

[Obilaskom podzemnih tunela predstavljan projekt Revival](#)

In case of press release or press conference, how many newspaper articles resulted? 1

How many articles or reports have been issued on local media after the event? 6

Was the event advertised on Local TV or Radio?

No

In case of Yes, list the media involved

Was it possible to organize the event within the budget allocated by the project?

Yes

In case of No, indicate the % covered by REVIVAL and the % to be paid in excess

Do you think the event will be helpful to public awareness of the benefit of building revitalization?

(write a number from 1 to 5: 1 I do not agree / 5 I totally agree)

5

Have been booked other events in the same location?

Yes

In case of Yes, indicate the number of already planned events

Regular tourists, as needed

Will the location be used to host other events? (not planned yet)

Yes

In case of Yes, indicate the number events per year that will be hosted

Not defined yet

Has been sent a survey to participants to get their feedback on the event?

No

Was promotional material on REVIVAL project distributed among participants?

Yes

In case of Yes, list the type of material distributed

Map

Was the REVIVAL roll-out and/or poster present in premises of the event

Yes



PP5 City of Zadar

Title of the event

A Rediscovery of the lost heritage of '900

Type of the event (concert, conference exhibition)

Exhibition of lamps by Mr Zlatko Franic / Exhibition of pictures by Mr Filip Brala / Presentation of the local cultural route

Date of the event

18.12.2021

Duration of the event

10.30-13.30

Place of the event

Bunker C-47 , ul. Hrvatskog sabora, 23000 Zadar

How many artists have been involved?

2 (lamp designer & photographer)

Collection of data

How many people participated to the event? 38

Male % 55%

Female % 45%

Participants were invited or invitation was not needed:

Invitation

In case of invitation

How many people have been invited to the event? 45

How many invitations were sent? 45

How many places the venue could host? about 100 outside, but up to 30 visiting the inside of the bunker

How many places were left empty? 0

Audience had to pay or participation was free?

Free

Participants were registered? yes

How the event has been advertised? Just by invitation; due to COVID based restrictions no general public was invited

List media of advertisement and for each indicate the number of recipients

<http://www.057info.hr/vijesti/2021-12-20/eu-projekt-revival-turisticka-tura-obilaska-bunkera-pocinje-na-vidikovcu>

<https://ezadar.net.hr/dogadaji/4159128/predstavljanje-projekta-revival-na-prostoru-bunkera-na-vidikovcu-i-obilazak-nove-turisticke-rute/>

<https://bnm-portal.com/projekt-revival-kod-bunkera-na-vidikovcu-predstavljanje-nove-turisticke-rute/>

In case of press release or press conference, how many newspaper articles resulted? NA

How many articles or reports have been issued on local media after the event? NA

Was the event advertised on Local TV or Radio?

No

In case of Yes, list the media involved

Was it possible to organize the event within the budget allocated by the project?

Yes

In case of No, indicate the % covered by REVIVAL and the % to be paid in excess

Do you think the event will be helpful to public awareness of the benefit of building revitalization?

(write a number from 1 to 5: 1 I do not agree / 5 I totally agree)

5

Have been booked other events in the same location?

Yes

In case of Yes, indicate the number of already planned events
lamp exhibition in January; regular tourist tour as needed

Will the location be used to host other events? (not planned yet)

Yes

In case of Yes, indicate the number events per year that will be hosted
Note defined yet

Has been sent a survey to participants to get their feedback on the event?

No

Was promotional material on REVIVAL project distributed among participants?

Yes

In case of Yes, list the type of material distributed
Leaflet

Was the REVIVAL roll-out and/or poster present in premises of the event

Yes

PP6 RERA Split



Title of the event

Crijenak i rođaci

Type of the event (concert, conference exhibition)

Eno gastro festival

Date of the event

11-13.11.2021

Duration of the event

3 days

Place of the event

City of Kaštela

How many artists have been involved?

4

Collection of data

How many people participated to the event? Around 20

Male % 60%

Female % 40%

Participants were invited or invitation was not needed:

Free Participation

In case of invitation

How many people have been invited to the event? NA

How many invitations were sent? NA

How many places the venue could host? Around 100 each day

How many places were left empty? 0

Audience had to pay or participation was free?

Free

Participants were registered? yes

How the event has been advertised? Event has been advertised by local and regional internet portals, newspapers, official institution website, social media accounts...

List media of advertisement and for each indicate the number of recipients

1 press conference

15 mail sent

3 Newspaper articles

12 Newspaper advertisements

21 Articles on internet portals

4 Internet portals advertisements/online banners

In case of press release or press conference, how many newspaper articles resulted? 7 online articles, 1 newspaper article, 2 tv reportages.

How many articles or reports have been issued on local media after the event? 14 articles, 6 TV reportages

Was the event advertised on Local TV or Radio?

Yes

In case of Yes, list the media involved

Radio Dalmatia-regional radio

Radio Brač-local radio

Radio Kaštela-local radio

Jadran TV-regional TV

HTV4- national TV

NOVA TV- national TV

Was it possible to organize the event within the budget allocated by the project?

Yes

In case of No, indicate the % covered by REVIVAL and the % to be paid in excess

Do you think the event will be helpful to public awareness of the benefit of building revitalization?

(write a number from 1 to 5: 1 I do not agree / 5 I totally agree)

5

Have been booked other events in the same location?

No

In case of Yes, indicate the number of already planned events

NA

Will the location be used to host other events? (not planned yet)

Yes

In case of Yes, indicate the number events per year that will be hosted

1

It is planned to have ZinFest each year as a traditional Festival in goal to promote forgotten wine sort Crljenak and old agriculture building.

Has been sent a survey to participants to get their feedback on the event?

No

Was promotional material on REVIVAL project distributed among participants?

Yes

In case of Yes, list the type of material distributed

Leaflet, poster, roll-up

Was the REVIVAL roll-out and/or poster present in premises of the event

Yes

PP7 University of Zadar



Title of the event

Zadarski memento – A look back into history

Type of the event (concert, conference exhibition)

Movie projection

Date of the event

16.09.2021

Duration of the event

19.00-22.00

Place of the event

Kneževa Palača, Poljana Šime Budinića 3, 23000 Zadar

How many artists have been involved?

1

Collection of data

How many people participated to the event? 40

Male % 20%

Female % 80%

Participants were invited or invitation was not needed:

Invitation and Free Participation

In case of invitation

How many people have been invited to the event? 40

How many invitations were sent? 40

How many places the venue could host? 50

How many places were left empty? 10

Audience had to pay or participation was free?

Free

Participants were registered? yes

How the event has been advertised? Newspapers, radio, portals

List media of advertisement and for each indicate the number of recipients

e-mail - 40

newspaper article - 2 (Slobodna Dalmacija, Zadarski list)

online portals – 7

In case of press release or press conference, how many newspaper articles resulted? NA

How many articles or reports have been issued on local media after the event? 9

Was the event advertised on Local TV or Radio?

Yes

In case of Yes, list the media involved

Was it possible to organize the event within the budget allocated by the project?

Yes

In case of No, indicate the % covered by REVIVAL and the % to be paid in excess
HRT Radio Zadar

Do you think the event will be helpful to public awareness of the benefit of building revitalization?

(write a number from 1 to 5: 1 I do not agree / 5 I totally agree)

5

Have been booked other events in the same location?

Yes

*In case of Yes, indicate the number of already planned events
but not in connection with REVIVAL project*

Will the location be used to host other events? (not planned yet)

Yes

*In case of Yes, indicate the number events per year that will be hosted
at least 20 but not in connection with REVIVAL project*

Has been sent a survey to participants to get their feedback on the event?

No

Was promotional material on REVIVAL project distributed among participants?

Yes

In case of Yes, list the type of material distributed
Leaflet

Was the REVIVAL roll-out and/or poster present in premises of the event

Yes

Data Aggregation

In this chapter we will look at the data and assessments collected with an overview vision. All events have been organised under the umbrella of the common brand (and motto) created during the project execution and shared by all Project Partners.

All documents and advertising material showed the newly created logo for this cultural route. A common log has been created to represent the cultural route itself, but each Project partner is also represented by a personalized revisitation of the route logo as follows.



Many Project partners have elected to organize a Musical event (Forlì, Cesenatico, Pesaro, Rijeka) while others have proposed different kind of events, eno-gastronomic, exhibition of artistic lamp, projection of a movie or a photographic exhibition.

Since many of the events have been of a different kind, it is also a challenging exercise the attempt to gather and aggregate all data in a qualitative manner.

It is easier to try a numeric evaluation of event performance, based on audience participation and appreciation.

Given the nature of the events and of the public that joined, it was possible to distribute a survey to be filled only in one case (Pesaro). In all other cases, public was too vast and not controllable, to have a form distributed and filled at the end of the event.

An assessment was anyway attempted, based on the feeling and the satisfaction perceived. All events were well organized and had been classified as successful, all rated 5 on a 1 to 5 scale.

In Pesaro, where actual data could be collected directly by the audience (spectators were only 29, due to Covid-19 restrictions and limitations), scoring on overall appreciation rated 14 Excellent and 3 Good over 17 people replying to the form.

More detailed data and graphics are shown above on the chapter dedicated to PP3 Municipality of Pesaro.

Evaluations on public participation cannot escape the observation that all events had taken place during a severe new wave of covid19 pandemic. That recommended a limited number of invitations and accepted spectators.

In total, all events totalized 417 spectators with a 47% participation of males and 53% of females. As indicated the number of participants was highly conditioned by the sanitary situation, so the assessment of this value can only be compared with the number of available places and invitations sent, although for some events an invitation was not sent and the event was totally dependent on the advertisement made through the communication means listed later.

In fact, the number of the made available places totalized 578 and only 161 were left vacant. That means that the participation reached 27,8% of the total availability, which, in a period of restrictions and messages advising to stay home, is a good score.

Of those 417 participants, 275 were directly invited by email. Emails were also used to advertise the events, with a total of 479 emails (where the total availability was 578). Also, 8 press releases were used as a form of promotion.

Overall, 57 posters have been used to advertise the event among the public.

Portals were also used as a form of advertisement, 32 of them have disseminated the goals and values of REVIVAL project and the event organized. As a form of dissemination, some project partners distributed leaflets and brochures reporting data on REVIVAL project. A total of 200 brochures/leaflets have been distributed.

37 Articles on local press or web press resulted from the organization of the events, giving a considerable coverage of REVIVAL and its purposes and goals.

Coverage occurred also through local TVs and radios. Overall, 8 TV/Radios have been directly involved.

All events were introduced by a presentation/conference describing the concept and goals suggested by REVIVAL, illustrating project works and activities and disseminating the values of dismissed heritage and building revitalisation.