

TEMPLATE

Output factsheet: Strategies and action plans

Version 1

Project index number and acronym	CE81 ECRR
Lead partner	Association for Rural Development Thuringia
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Responsible partner (PP name and number)	SiTI Higher Institute on Territorial Systems for Innovation (PP4)
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Summary description of the strategy/action plan (developed and/or implemented)

The TAP - Transnational Action Plan - is a comprehensive strategy that defines the actions to preserve, enhance and promote the Reformation-themed Cultural Heritage in Central Europe, as well as the future Routes of Reformation. Its elaboration has been the result of a strong joint effort and a participatory approach among all ECRR project partners as well as their Associated Partners. It takes into account the links between the current Reformation Cultural Heritage, the nominated sites and the economic development, through the promotion of new forms of economic development with a special focus on tourism development. The TAP includes actions to be implemented, both within and beyond the ECRR Project lifetime. The actions that aim at the establishment and recognition by the Council of Europe are already part of the Application Form of the ECRR Project. However, we deemed necessary to integrate some of these actions in the TAP as well in order to improve its sustainability. Other additional activities have been also included (such as product development and trainings), which will be implemented both within and outside the ECRR project framework.

The document is structured in three parts:

- Part 1 focuses on the vision, goals and narrative of the project. Moreover, it includes a brief historical introduction of Reformation in the ECRR Project Partners territories.
- Part 2 introduces a brief Situation Analysis, taking into account a regional stakeholder analysis, benchmark analysis of other Cultural Routes, as well as the assessment on the future Management Structure, to be included in the Association's Statutes.

- Part 3 finally approach and contain the Action Plan, divided into establishment, implementation and monitoring of the Reformation Route. The Action Plan will also include a timeline as well as project partners and future association's responsibilities in the implementation and monitoring of its actions.

NUTS region(s) concerned by the strategy/action plan (relevant NUTS level)

The action plan concerns all partner countries (AT, CZ, D, HU, IT, PL, SI), and in particular NUTS:

- AT31 Upper Austria
- CZ032 Plzeň Region
- CZ031 South Bohemian Region
- DEG0 Thüringen
- DEE0 Sachsen-Anhalt
- HU323 Szabolcs-Szatmár-Bereg
- HU322 Jász-Nagykun-Szolnok
- ITC11 Torino
- PL514 Miasto Wrocław
- SI034 Savinjska

Expected impact and benefits of the strategy/action plan for the concerned territories and target groups

The TAP is the implementation and management tool of the Route and aims to outline the strategy to preserve, enhance and promote the Reformation-themed cultural heritage. Those who adhere to the Action Plan will be involved in actions that have the objective of developing the "Route of Reformation" tourism product. The actions of the plan aim to structure the Route, obtain the recognition of the Cultural Route of the CoE and promote it through communication tools. Following the legal registration of the RoR Association, we intend to construct a common narrative for local tourist guides and to train guides through specific training courses.

Sustainability of the developed or implemented strategy/action plan and its transferability to other territories and stakeholders

The TAP includes both actions that are completed during the ECRR project, and others that have a wider time horizon and for which the RoR association will be responsible. In this way, future Route members will also be involved in promotion cooperation actions. In addition, financial plans will be developed, aimed at both public and private entities, to guarantee the economic sustainability of the Route. As the cultural heritage of the Reformation is a pivotal element not only of Central Europe, in the future the Route will welcome members from many countries, (not only in Europe). In this way, the actions started with ECRR will have epigones in a wider geographical and chronological horizon.

Lessons learned from the development/implementation process of the strategy/action plan and added value of transnational cooperation

The added value of international cooperation is linked to the contribution of different views both on the concept of Reform and on the cultural heritage linked to it. In this aspect, the strong point of the project lies in the diversity and the many facets with which the Reformation theme is interpreted, and in the joint effort to find common elements between the various states. Moreover, the co-operation between states that present cultural, social and economic differences, allows strong states to drive the weaker ones and to propose ideas and best practices.

References to relevant deliverables and web-links If applicable, pictures or images to be provided as annex

The TAP is contained in the deliverable DT1.2.5 (Version 05 2018)