

NEWSLETTER NO. 3

**LAUNCHING (G)LOCAL LEVEL HERITAGE ENTREPRENEURSHIP:
STRATEGIES AND TOOLS TO UNITE FORCES, SAFEGUARD THE
PLACE, MOBILIZE CULTURAL VALUES, DELIVER THE EXPERIENCE**



Venice: St Mark's Square 500 years ago



Venice: St Mark's Square, today

1. EVENTS, WEB SITE, VISIBILITY KIT

Sagittarius project continues. Project Partners have animated and attracted Satellite Partners to join the Project. Common task of Project Partners and Satellite Partners is to search and prepare more new ideas for heritage products and services. Final result of collecting project ideas will be Transnational Heritage trail, which will connect and present 10 most interesting examples of cultural heritage on the territory of South –East Europe.

Together with public, private, third sector we wish to establish the connection among local enterprises and potential entrepreneurs and attract them to start or improve their business connected to cultural heritage, in Sagittarius project.

To increase the visibility of the project Sagittarius on the South – East Europe, we organize Round tables and Daily seminars in December 2011 and in first month of year 2012. We carried out some press Conferences and media presentations, as shown below.

BULGARIA – Municipality Devin is very active in building the Satellite Partners network and in exchanging ideas on three levels: state, regional and local. They have gained the support of Municipality Smolyan (regional level) and expect the Ministry of Culture, Bulgarian National television and Municipality of Sofia to sign Letter of Support to the project. They managed to gain the larger number of important//key Satellite Partners in the field of Tourism and Civil Society, media, etc.. In November 2011 they presented the philosophy of the Project Sagittarius in the frame of "International Women Club" (diplomats in Bulgaria) and attracted great interest among them.

Bulgarian Chamber for economy and industry have organized Daily Seminar (together with Round Table and Press Conference on local level), which took place on 19th of December 2011 in Sofia. After the event there was the interview on national TV about the project, presented by Mrs. Mariana Tancheva. They have signed 18 Non-Statutory agreements of cooperation and will carry on with activities.



Romania: Daily Seminar, December 2011



Slovenia: Daily Seminar, April 2012

ROMANIA – Institute for National Economy-Romanian Academy and National Institute for Research and Development in Tourism have organized Seminar, Round Table and Press Conference on 9th of December 2011. There were big interest for the event and Project Sagittarius. It was attended by many stakeholders from both private and public sector.

HUNGARY –Karoly Robert Collage had some demonstration events about Project Sagittarius in media – on radio, in news, local press and on TV. They have also organized the Daily Seminar on 14th December 2011. The event was of great interest, it attracted lots of participants.

ITALY – Mountain Community of Alto Basento has organized Daily Seminar, Press Conference and Round Table on 15th of December 2011 in Federician Castle of Lagopesole, Avigliano. The event was very interesting and attracted local communities, companies and organizations.

SLOVENIA – E-Institute Ptuj has organized Round Table and Daily Seminar in April 2012. The interest was significant, encouraging the integration of companies, NGO's and communities in the area of cultural and natural heritage. The area of Eastern Slovenia has a lot of tangible and intangible heritage, the residents are very active, especially in rural areas. They are connecting in the various societies for the preservation of heritage, but they act very fragmented and incoherent.



Project Meeting in Sofia, March 2012



Project Visibility Kit

At the end of April the project web site has been set up: www.see-tcp-project-sagittarius.eu/index.php.sj. Web site includes a description of the project and its main objectives and main activities. Briefly presents all project partners. Special maps are intended for education, news and e-forum. The web site is prepared in English, Greek, Bulgarian, Romanian, Italian, Hungarian and Slovenian language.

We are in the final stage of Sagittarius visibility-kit. The visual image of the project will have: note paper, note pad, mouse pad, envelopes, pencils, project folders, textile bags and brochures. In next period of the project we will prepare also CD with description of the project.

2. ROWING MUSEUM AND ROWING EXHIBITIONS

In Sofia, Bulgaria, the project meeting was held on 24th March 2012. Its purpose was to reach the agreement on the organization and setting of "Rowing Museum" between Lead partner University of the Aegean and Project partners The Chamber of Bulgaria Commerce and Industry.

The Roving Museum is to be consisted of two-sided panels, kiosks, audio-wands, visitor sitting places and a host office, with software for the kiosks and an audio tour on the wands. Due to technical progress, kiosks as a medium in museums are outdated. Newer technology, like tablets, not only surpass the potential ways of use (e.g. tablets can replace the kiosk and the audio-wands), but are also cheaper. The idea of a virtual museum amplifies the use of new technologies: the museum itself is easily accessible, maintainable and built upon, user feedback is encouraged and the idea is appealing to young people. The participants of the project meeting discussed the idea of replacing the older technology and decided to present the concept to the other Project Partners at the Venice meeting.

3. SECOND TRANSNATIONAL MEETING AND STUDY VISIT IN VENICE

3.1. Second Transnational Project Partners meeting

The 2nd Transnational Meeting of all projects Partner took place in Venice, Italy, from 14th to 16th. June. The Meeting was organized by Project Partner Union of Municipalities of Sinello – Abruzzo Region from Italy. The first day of the Meeting was devoted to overview of activities on the project, financial control of the project and disbursement of financial resources.



Venice: Second Transnational Meeting, June 2012

Project partner's reporters have presented the web site and visibility kit of the project. They have prepared the overview of round tables and daily seminars and also activities to gain the satellite partners.

Project partners from Romania have presented the transnational heritage register, which will be one of the next project activities (tool to design high added value cultural products and services). Register will cover the database of heritage with 100 evaluated cultural and natural heritages from project partner's countries. Romanian partners together with external experts will prepare guide to identify and asset cultural significance, questionnaire and the assessment tools. Each project partner will document at least 10 heritage significances on its area (gathering data, desk documentation, photos and map added). Romanian partners will gather all the information and data and load them into common database, which could be updated and supplemented latter. The transnational heritage register will record buildings, complexes, archaeological sites, open space, traditional events, festivals, local craft, etc..

Bulgarian partners have presented Heritage Booklet, which will offer another tool to unlock the heritage values. It is intend to design and implement small scale interpretive projects, interpretation; to evaluate existing and under development heritage projects, to develop and maintain strategic partnerships and community networking. The Booklet will consider 4 key issues: a) current status, b) goal-setting, c) means to achieve the goals, d) what enabling resources and needs to reach the goals. The main aim of the booklet is community / public perception of heritage as the creator of economic values and identity, as well as driver of cultural consumption, introduction of notion of heritage interpretation and communication, design of cultural consumption models and planning. It will describe institutional support of local, regional, national authorities to entrepreneurs and management of heritage assets.

Lead partner has presented e-course Golden Bow, Rowing museum and Sagittarius NGO. Project leader dr. Dorothea Papathanasiou-Zuhr has paid more attention to innovative project approach, needs to create clever heritage products and services and how to use ICT and mobile phone

potentials to mobilize cultural values. On this way we can connect also 100 significant heritage assets from Transnational heritage register to world Wide Web by unique QR code, present them through rowing museum on mobile devices and introduce 11 permanent exhibitions on the project area.

With the methodology for assessment and spreading the recognition of cultural heritage (rowing museum and rowing exhibitions) we are entering the new project named »Golden Arrow«. Therefor Sagittarius will utilize innovative methods – including social media tools to shape the public impact. This will encourage partnerships, cooperation between the regions and local communities.

One of the expected results is "Viral Dissemination" of information about heritage values in Sagittarius project, which will flow across multiple networks, e.g. Facebook, Twitter, YouTube, etc.. As we live in a trans-media transition period, it is expected that »Golden Arrow« will receive at its »doors« 150.000 visitor per year, as QR codes create the enabling environment for a viral dissemination on global level.

The concept of dissemination of »Golden Arrow« is adaptable to ICT state of technology development, such as consume / interact / create quality information "anywhere and anytime". It is therefore needed that dissemination be customized for multiple online platforms e.g. mobile (3G, EDGE, time Wi-Fi). The whole dissemination system generates new information in real time through multiple networks and multiple mobility's across the Transnational heritage trail (area of South-East Europe).

In the last part of the meeting the members of Steering Committee, Quality Control Committee and technical Committee have gathered. They have overviewed the current operation and activities of the project through the results achieved and met indicators, which must be in compliance with the project application.

3.2. Second transnational Study Visit

The second day was planned as Study Visit of Venice (old town). We looked the Basilico dei Frari, Basilico di San Marco and Galeria dell' Accademia. Historical interpretation of cultural heritage, paintings, sculptures, famous artists, living medieval Venice, we made by a tour guide. He took us through the streets of old Venice to St. Mark's Square and Rialto Bridge. With vaporetom we took up the church of San Giorgi Maggiore, then returned to Venice and see San Troveso Square and Santa Barbara and Santa Margherita Squares.



Study Visit Venice, June 2012

His explanation covered the many attractions and customs of ancient Venice, as well as population and environmental problems borne by the old city today. Crowds of tourists who

annually visit the old town (about 20 million tourists per year), bringing the city and surrounding area high earnings, while requiring heavy toll of destruction and demolition of delicate natural balance of environmental, cultural and natural heritage.

The third day we visited the islands of Torcello, Murano and Burano. Islands as tourist attractions outside the old town of Venice, representing the traditional life of the lagoon, ancient crafts and modern approaches to the use of heritage in economic (tourism) manner. We first visited the island of Torcello, who is best known for the Cathedral of Santa Maria Assunta. On the island of Burano, where in the past, people lived by fishing, now living mainly from tourism, the specifics of the production of lace.



Torcello: Cathedral St.Maria Assunta



Burano: Streets, Channels, Bridges

Last stop was the island of Murano, famous for the manufacture of glass. Glazier has a long tradition on the island (from the 13th century), we also watched a short presentation of manufacturing a glass object. Today the island is dominated by glass shops and restaurants. At the conclusion of the third day we had, on the island of Murano, evaluation workshop related to the study tours and our observations and interpretations of heritage.

4. E-COURS GOLDEN BOW

The month of June the Lead Partner is launching e-learning "Golden Bow", which includes the activity of professional development skills for the interpretation of cultural heritage. It belongs to the work package of application platform of knowledge to guide the business of cultural heritage. Training includes 4 modules that will take place 20 weeks. At the conclusion of training, each participant prepared a plan for a pilot project, which will be evaluated by the Quality Control Committee. Participants will receive a certificate stating the lessons learned.

Our activities in the Sagittarius project will succeed only with your participation, information, suggestions, and ideas. We use this opportunity to invite you to participate. Contact details of the project are on web page of Leap Partner UNIVERSITY OF THE AEGEAN (www.aegean.gr) and on web pages of other project partners.