

Best Practices Manual

Italy, Poland, Portugal and Spain



EcoHeritage

EcoHeritage: ecomuseums as a collaborative approach to recognition, management and protection of cultural and natural heritage

Project N°: 2020-1-ES01-KA204- 082769



Co-funded by the
Erasmus+ Programme
of the European Union

UJa.
Universidad de Jaén

cei
centro de excelencia
internacional
en patrimonio

**UNIVERSIDADE
LUSÓFONA**

SocioMuseologia
M
Universidade Lusófona
Lisboa - Portugal

**Universidad
de Alcalá**

on
projects

**Ecomuseo
del paesaggio**
Parabiago

Ecomuseo
Regione Lombardia

MiLA
Museo della Lingua
e della Letteratura
Alghese

MINOM-ICOM

**UNIVERSITÀ
DEGLI STUDI
DI MILANO
BICOCCA**

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

ECOMUSEUMS GOOD PRACTICES MANUAL

The main aim of this manual is to create resources among existing ecomuseums, as well as to encourage the creation of new ecomuseums in Europe (learning through the analysis of real experiences of successful ecomuseums).

This manual gathers a set of case studies representing good practices in ecomuseums promotion and management. 13 different case studies covering ecomuseums initiatives across Europe have been selected in Spain, Portugal, Italy and Poland.

The best practices have been selected based on how the ecomuseums have developed strategies to face challenges such as economic difficulties, engagement of rural population, and their recognition at legislative level, among others. Best practices have been selected upon, among other criteria, the impact on the audience quantitatively (number of users) and qualitatively (increased awareness of the local cultural and natural heritage and participation of the local population in the decision-making process related to their management). Other aspects such as overall innovative character, accessibility, inclusion, use of ICT, and others, have been taken into account.

The structure of the information provided for each case study is:

1. Ecomuseum Data
 - a. General Data of the Ecomuseum
 - b. Members of the Ecomuseum
 - c. Training
2. Funding and resources
3. Social and community participation
 - a. Local population
 - b. *Social milieu*
 - c. Website analysis
4. Innovation and research
5. Sustainable development goals (SDGs)
6. COVID-16

You can also access to all case studies' information through learning.ecoheritage.eu/case-studies where you will find an interactive map and different filters for customised search.

Good Practises Manual. Scientific Coordination:

Leandro França, Barbara Kazior, Óscar Navajas, Manuel Parodi-Álvarez, Lisa Pigozzi, Raul dal Santo, Julio Seoane, Maristela Simão



Co-funded by the
Erasmus+ Programme
of the European Union

INDEX

1. Ecomuseo delle Case di Terra Villa Ficana - Italy
2. Ecomuseu de les Valls d'Àneu - Spain
3. Ecomuseum of the Caicena River – Spain
4. Museological Network of the Municipality of Peniche – Portugal
5. São Brás de Alportel Costume Museum – Portugal
6. Corvo Ecomuseum – Portugal
7. Roztoka-Brzeziny Mill Village – Poland
8. Carp Valley Ecomuseum – Poland
9. Dunajec River Villages Ecomuseum – Poland
10. Lis Aganis Ecomuseo delle Dolomiti Friulane – Italy
11. Ecomuseo Casilino Ad Duas Lauros – Italy
12. Parabiago's landscape ecomuseum – Italy
13. La Ponte – Spain



Co-funded by the
Erasmus+ Programme
of the European Union

italy

ECOMUSEO DELLE CASE DI TERRA VILLA FICANA



Website

1. Ecomuseum Data



Ecomuseum Name

Ecomuseo delle
Case di Terra Villa
Ficana

Date of Creation

21/05/2016



Location

Borgo Santa Croce
87, 62100, Macerata
(MC) Italy

Phone

+39 0733/470761



1.1. Description of the Ecomuseum

The ecomuseum supports school programs, consolidates and enhances local identity, organizes collections-collections, promotes heritage on-site, manages heritage to promote local development, protects and interprets heritage, supports community economic activities, offers activities, organizes exhibitions, promotes human rights and social inclusion, promotes tourism, addresses the local, national and international challenges of society.

It enhances the territory, the local culture and the architectural heritage in raw ground.

It manages – within an international network (International Association “Città della terra cruda” – Raw Ground Town) – a real and virtual documentation center on raw ground architecture. The Ecomuseum is a place of study, sharing and enhancement of the local heritage; it also promotes the contemporary and future use of raw technology in a sustainable way.

1.2. Members of the Ecomuseum

Name of the person in charge	Martina Fermani
Position	Coordinator
Contact	+39 0733/470761
Number of ecomuseum team members	Martina Fermani – Coordinator – Artistic high school certificate, Responsible for the educational offer of the Ecomuseum Anna paola Conti – Scientific Director of the Ecomuseum – Architect and member of the Scientific Technical Committee of the International Association Città della terra cruda

1.3. Training

The ecomuseums carried out cultural and social activities, and worked on-site in the purely technical field. The work carried out in the field of raw ground architecture and the synergy with the “Città della terra cruda” International Association allowed the Ecomuseum to relate to a national and international audience of interested people and technicians who consider it a point of reference. With regard to the specific technological sector.

The ecomuseum also promotes:

1. the enhancement of the territory and the tangible and intangible heritage through the project of cultural, urban and social regeneration, integration and intergenerational dialogue
2. the creation of the physical and virtual documentation center on raw construction techniques;
3. the creation of the intangible assets archive through the “Tell me about your traditions” project;
4. learning paths for the population through guided tours and workshops on architectural heritage, construction techniques, history and local heritage;
5. dissemination of good practices and correct lifestyles through innovative challenges in the field of sustainable development;
6. participation in European projects with a view to inclusion and multiculturalism;
7. training aimed at professionals and technicians in the construction sector.

Some Examples of Training offered by the Ecomuseum

COURSE	DESCRIPTION	ECOMUSEUM MEMBERS (TECHNICAL TEAM)	LOCAL COMMUNITY
European Voluntary Service at Villa Ficana European Solidarity Corps on-site	<p>The objectives of the project are to spread European volunteering in the Macerata context as a powerful tool for personal growth and awareness of citizenship in cultural meeting / exchanging and respecting the environment; to promote the village of ground, as a historical testimony and an example of the union between tradition and sustainable architecture.</p> <p>The project foresees that the volunteers are engaged in:</p> <ul style="list-style-type: none"> • Implementation of educational activities aimed at schools and groups interested in specific themes at the Ecomuseum (revitalization of local traditions such as food, weaving, history, art, local vernacular, etc.) • Support to the staff in the organization of workshops on traditional raw ground construction techniques and on cultural events organized in the village; • Preparation of environmental education lessons in English, French and Spanish which will then be carried out by the volunteers themselves in some city high schools and universities. <p>In the final phase of the service, volunteers have the opportunity to design and develop a "personal project" according to their interests and attitudes, to be included in the activities of the Ecomuseum.</p> <p>At the end of their stay in Italy they will have known a language and will have inserted themselves into the social reality of the village and the town.</p> <p>The activities that the volunteers will carry out are no-profit and for the benefit of the local community, where they will integrate and live for a period of time.</p>	<p>The project involves 6 European volunteers for a period of 11/12 months who are hosted in some raw ground houses in the village of Ficana used as guesthouses.</p>	<p>The context will be non-formal and intercultural.</p> <p>Volunteers, through the principles of non-formal learning, will have the opportunity to learn how a non-profit organization works. They will know the dynamics of participatory processes and active citizenship, the principles and practices of green building and environmental education.</p>
	<p>The project aims to enhance the history, culture, construction traditions and building heritage of the Villa Ficana district in the Municipality of Macerata, today the Ecomuseum of Villa Ficana raw ground houses. To intervene on a cultural level to affirm the historical documentary value that the village represents, also about an architectural and building point of view.</p> <p>The work of volunteers is essential to re-evaluate and promote the role of the Villa Ficana Ecomuseum at a tourism, urban and social level.</p>	<p>The idea of the project is to act on the hamlet, working on the concept of sustainability, cultural and tourist promotion.</p> <p>The purpose is to highlight the details of the neighborhood so as to attract tourists, practitioners, students, young volunteers, citizens and anyone who got interested in the arguments proposed.</p>	<p>The contest won't be formal and intercultural.</p> <p>The volunteers, through non-formal principles learning, will have the opportunity to learn how it works as an organisation non-profit.</p> <p>they will learn the dynamics of participatory processes and active citizenship, standards and green building practice and environmental education.</p>

Educational activities on-site	Education on the land and local history	Primary and secondary school
Events on-site	Education on the patrimony local	Citizens, tourists
Mediterranean Exchange of Archaeological Tourism - Paestum - 15/18 November 2018 workshop	With the project "Re-inhabiting the land", the Ecomuseum participated and won the Call for "Living Heritage" competition awarded by the European University Center for Cultural Heritage of Ravello (2018)	Member of museum, Ecomuseum and cultural institute. Visitors
Training course for facilitators - - Ecomuseum of Salt and Sea of Cervia - 01/03/2018 workshop	The Ecomuseum recognized own experiences in the "Cours of Formations for ecomuseum-facilitators of Cervia"	Ecomuseum-facilitators Citizens

Some Examples of Training Needs Identified

AREA / FIELD	DESCRIPTION	WAY OF TRAINING (VIRTUAL / ON-SITE / WORKSHOPS / ETC.)	ECOMUSEUM MEMBERS (TECHNICAL TEAM)	LOCAL COMMUNITY
Participatory management and planning on-site	Development of tools and methods for the involvement and active participation of inhabitants, citizens, tourists.	Courses taught by experienced professionals (online / presence) training, continuing education; Exchange of experiences with other ecomuseums	X	
Education ecomuseum on-site	Approach to the specific theme; adaptation of the concept of museum education to the concept of ecomuseum. Method innovation	Didactic approach to museum education with experts; Help material, Online course, online training (f.e. webinar, tutorial, video), through seminar / short training, continuing education, expert assistance in the development of new projects) Exchange of experiences with other ecomuseums	X	
Strategies of communication for the promotion Ecomuseum on-site	Development of digital and no-digital communication methods for the promotion of activities and the Ecomuseum itself	Guide material, Online course, online training (f.e. Webinar, tutorial, video), through seminar / short training, continuous training, expert assistance in the development of new projects; Exchange of experiences with other ecomuseums	X	
technologies' solutions for inclusion virtual. workshop and virtual	Innovative methodologies	Guide material. online courses (i.e. Webinar, tutorials, videos) through seminary/short formation, continuing formation, professional assistants for the developers for new projects. Exchange of experiences with other ecomuseums	X	

2. Funding and Resources

Type of entity	Ecomuseum
Ownership	Public with private management entrusted with public tender for 15 years to a group of associations
Official status	In process of recognition
Annual budget	Approximately € 35,000, spent for 1 part-time employee, utilities, website, consumables.

Participation in European Voluntary Service projects on-site (European Solidarity Corps) allowed the creation of the Ecomuseum and its economic maintenance, since it is financed with part of the funds intended for the hospitality of European volunteers.

Additional funding for the activities is recovered through the participation of the associations that manage the Ecomuseum in regional and national tenders.

The International Association “Città della terra cruda” contributes with funding dedicated to individual projects.

Another form of financing takes place through the organization of workshops and internal educational activities, as well as from visitors’ offers for gadgets made by the Ecomuseum’s volunteers.

3. Social and Community Participation

Ficana started in the mid-1800s as a rural village inhabited by marginalized people and accompanied by a bad reputation. In the 70s of the XX century it was decided to demolish it to make place for modern condominiums. The operation does not go on because of economic reasons; instead a grassroots movement is started that wants to promote its protection. The most effective work is carried out by a primary school that in the mid-90s adhered to the national project “The school adopts a monument”, choosing Ficana as an heritage to protect. The work of the children, supported by their families, allows the village to rediscover the potential of the neighborhood, activating a virtuous mechanism that reaches the Administrator.

The result is the affixing of the restriction by the Soprintendenza (a statal office about the heritage), the drafting of the Recovery Plan and the restoration of half of the houses, carried out by the Municipality also thanks to European funds. A few years ago, the inhabitants returned: today we are witnessing the rebirth of the community and the social ties between the people. To facilitate this rebirth, the Ecomuseum promotes moments of sharing and involvement, such as interviews with historical inhabitants to collect their memories, or the display of artifacts resulting from personal creativity. A photographic project is underway that tells the inhabitants and their life in such special spaces as those of Ficana.

3.1. Local Population

Number of inhabitants of the territory/locality where the ecomuseum is located	The village is inhabited by about 160 people
Number of members of the local population involved in the ecomuseum	about 20/25 people

Ways of participation

The dialogue with the neighborhood's people is the most important historical memory, because there are very few written testimonies about the life of Ficana. For the drafting of community maps and cultural itineraries, the methodology chosen for the research was that of the story: a first cognitive approach with the inhabitants of the village and the neighborhood was followed by a further meeting for the audio / video recording and for the collection of the material; the people interviewed were collaborative and happy to help in this project, and the volunteers – divided into working groups on different themes (recipes, places, folklore, history etc.) worked to create a useful product for the whole community. This activity is also accompanied by meetings with other subjects who share the aims of the ecomuseum and who are depositories in particular of other aspects of memory, such as food, popular traditions, music, etc.

3.2. Social milieu

Number of visitors from the territory/locality where the ecomuseum is located	It was not measurable
Number of foreign visitors	It was not measurable

Forms of involvement

The number of visitors in the first 5 years of the Ecomuseum's life (2016/2021) who participated in events, guided tours, workshops is estimated to be around 11,000. In fact, it is not possible to accurately count the number of people as the Ecomuseum does not provide an entrance ticket; it is also a village with free access which therefore allows independent visits.

To increase tourist participation, the Villa Ficana Ecomuseum has activated the following projects:

1. Audio guides in Italian and other languages, available on the **free izi.Travel platform** that allow you to visit the village independently
2. Braille guide, a permanent tool to support visually impaired and blind visitors.
3. The paper guide of the Ecomuseum (in Italian and English) is being published and will be available free of charge at the bookshop of our Visitor Center (the guide will be created in collaboration with the Municipality of Macerata thanks to the participation of the latter in a Regional call)
4. **Guided tours of the neighborhood and on specific themes**, included in the cultural proposal of the town of Macerata
5. **Cultural walks with tastings of typical products through which the tourist discovers the territory**, motivating and activating collaboration with local producers
6. **Specific activities for families and children**
7. Promotion of the Ecomuseum through the dissemination of information material at the receptive place of the town.
8. Participation in the **project "THE YOUNG SHRIMP** – An innovative project of online resources" by the National Association of Small Museums of which the Ecomuseum is a member

3.3. Website analysis

Type of intervention made possible by the website

Only information	Chance to suggest actions	Complaints or Compliments	Purchase of tickets	Open access or under registration
	X	X		open

Kinds of suggestions available

Proposing museum objectives	On funding issues	About museum planning	On accessibility
X		X	X

Quality of Feedback

Receipt message is sent	The proposal is discussed at the museum management level	Results of the discussion are sent
	X	X

The Ecomuseum has an attractive website that is optimized for mobile devices.

The web site provides the information necessary to do extensive research on raw ground and related construction techniques, both historical and current; it is also possible to benefit from the skills and to access the archives of the institutional partners through specific links.

International City of Raw Earth

Ced Terra

There are constantly updated photo galleries and a [direct link to the youtube channel](#) which offers cultural, technical, anthropological, historical material

The web site therefore offers an overview of the Villa Ficana Ecomuseum project, the history of the village and of the activities that are organized.

4. Innovation and Research

A research, still in progress, has been started on the old inhabitants and on the historical work in Ficana village and the neighborhood of the Ecomuseum, to promote the participation of the inhabitants, and to know and share even more information on the history and experiences of the village. This also permitted a first contact with the Marche Emigration Museum for a further stage of historical research.

The inventory of the objects in the museum house has been created and it is constantly updated. It consists of technical data sheets with historical information, origin and use of each individual tool.

Innovation for us is being able to transmit information and knowledge on the use of materials and construction techniques to be used for a more sustainable and green building.

The Ecomuseum offers training courses, cycles of conferences and exhibitions focused on raw ground, which offer training credits for the participating technicians.

The continuous internal training realized for the Italian and European volunteers, allows participants to obtain knowledge on raw ground, also making it possible to identify this construction technique in their territories and to disseminate the issues addressed.

A scientific collaboration agreement has been started with the University of Macerata – Department of Educational Sciences, Cultural Heritage and Tourism, in order to provide undergraduates and doctoral students with a range of research on the enhancement of tangible and intangible heritage and on the community of the Ecomuseum of the Houses of Terra Villa Ficana.

About scientific collaborations, international exchanges are being initiated with other Italian and foreign ecomuseums, focused on specific themes such as: ecomuseum, art, tangible and intangible heritage, economic and environmental sustainability.

The institutional partnership with the International Association Città della Terra cruda allows us to be included in national and international projects of which the same association is a partner.

5. Sustainable Development Goals (SDGs)

SDG-related projects/actions

PROJECTS / ACTIONS	SHORT DESCRIPTION	SDG
Valuation of the traditional system in unfired earth and to know its potentiality for a better effort. On-site	Re-evaluation of the qualities of the ground material aimed at its insertion in modern buildings.	Good health and well-being
Education to cultural patrimony. On-site	The knowledge of local cultural patrimony is an important system of social justice and civic education.	Quality education
Sharing experiences and the life of inhabitants, volunteers and Italian citizens. Onsite	The contamination of ideas and culture has an improvement of the society finalization for the acceptance of the other.	Reduction of inequalities
Promotion of sustainability and natural methods. On-site	The knowledge of sustainable construction techniques can help citizens to consciously choose the quality of their home and the community in which they live.	Sustainable cities and communities
sostenibility's economy	The development of a local 0 km economy, in collaboration with local producers, and knowledge of the production chains for conscious, healthy and right lifestyle choices for everybody.	Responsible consumption production

IMPACTS

We think that Ecomuseum can be a tool to discover or learn some sustainability objectives and sharing through their activities and good practices.

Following the recognition of the cultural value of Ficana, the Ecomuseum realized a Documentation Center and was a place of reference for all those who, nationally and internationally, deal with row ground architecture and sustainable architecture. Thanks also to this a landscape constraint was affixed on the village. The ecomuseum takes strength and vitality thanks also to the attention shown for the issues in the building, in sustainable development in energy saving sectors,

The ecomuseums studied the physical structure of the buildings both for their restoration and for the analysis of a historical technology that has been abandoned for decades, as well as for the use in new buildings.

This is an example of good practices, not only on an architectural level but also on a social, territorial and economic level. The regeneration of places avoids unnecessary consumption of the territory. The ecomuseum promoted the use of local, biological products, with a short supply chain, and facilitated the knowledge of local producers, who were invited to talk about their work and are caring for the cultural landscape in which they operate.

Among the active good practices there is the cooperation with schools to assist teachers in a way that constantly emphasizes attention to energy saving, health, respect for the environment and knowledge of the potential of the area.

6. COVID-19

During the pandemic, the Ecomuseum was partially closed to visitors, but the volunteers continued their research and promotion in a remote way, learning and experimenting with new communication methods and making the most of the use of the social platforms Facebook and Instagram. Photo contests, activities for children, video stories on key themes in the history of the village were proposed, expanded and modified to be usable online.

The closure of the visitor center to the public and the consequent suspension of the guided visits induced the ecomuseum to think about different ways of visiting the village. After the pandemic lockdown visitors were able to walk through the streets accompanied by an audio / video guide specially created and made recognizable by the choice of color of the panels positioned in the streets. The pink color, in strong contrast with the natural colors of the place, was chosen precisely to be immediately noticed . A new tour was made and the closed places due to the pandemic (museum house / mural room) were accessible thanks to short videos through the free application izi.Travel.

[Around the village](#)

[home museum](#)

[the grass trampled](#)

[meet & speak-conversation in language with volunteers](#)

[villa Ficana participates to the national initiative "Little teller stories museums" and the video](#)

The "face to face" teaching was suspended, but thanks to the availability of some teachers, we were able to reach primary school classes through specially made short stories (some with audio, others with color images). This maintained the relationship alive and promoted a new educational offer (2021/2022), structured with theatrical visits, animated readings, etc.

[Advent Calendar 2020](#)

[Ecomuseum to color](#)

The training activities and workshops were suspended due to the low effectiveness of the audiovisual medium in that period full of online meetings and conferences.



Co-funded by
the European Union

This project has been funded with support from the European Commission. The content of this website reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Except where otherwise noted, content on this site is licensed under a Creative Commons Attribution 4.0 International license.



1. Ecomuseum Data



Ecomuseum Name

Ecomuseu de les Valls d'Àneu

Date of Creation

1994



Location

Carrer del Camp, 22-24, 25580 Esterri d'Àneu, Lleida

Phone

+34 973 62 64 36



1.1. Description of the Ecomuseum

The Ecomuseu de les Valls d'Àneu was one of the first museological experiences of its kind in Spain. The gestation moment of this initiative can be traced back to 1969. Two years later, in the context of socio-cultural movement, the town council managed to acquire the Closeta de Gassia estate, the current nucleus and headquarters of the **ecomuseum**. Together with the surrounding land, this constituted a group of Pallaresan houses. Firstly, the aim was to build a school, but this was not carried out. The group of properties remained unused, which led the town council to put it up for sale in 1979.

The destiny of this heritage complex changed in 1983, the year in which the Cultural Council of Valls d'Àneu was created with the idea of promoting and developing the culture and heritage of this territory. This entity was chaired by a cultural manager and had the support of local administrations. In this sense, the **Arxiu Històric de les Valls d'Àneu** was created in 1985 and, two years later, the Escola de Natura-Camp d'Aprenentatge. In the same year, 1987, the first ecomuseum project was drawn up, subsidised by the Generalitat de Catalunya and with the support of the four town councils that make up the Valls d'Àneu of the Pallars Sobirà region (Alt Àneu, Espot, Esterri d'Àneu and Guinegueta d'Àneu). This county covers an area of 407 square kilometres and in the 1980s and 1990s had around 1,300 inhabitants, distributed among twenty-four villages at an altitude of between 900 and 1,400 metres above sea level. the 1980s and 1990s had around 1,300 inhabitants, distributed among twenty-four villages at an altitude of between 900 and 1,400 metres above sea level.

The first project had a strong academic accent in a sense that made it somehow idealistic but with a contemporary outlook. However, its economic sustainement was not feasible. Local reality could be based on this vision, but it needed a territorial dimension, something applicable to a local reality. The definitive impulse to the project came in 1988, with the celebration of the Anthropology and Cultural Heritage symposium, where a group for the promotion and research of local heritage was formed at the University of Lleida. In 1991, the Cultural Council of Valls d'Àneu commissioned the final plan for the ecomuseum to two anthropologists from this group at the University of Lleida, Xavier Roigé and Llorenç Prats.

The second project was reformulated in order to include the training of guides from the area, encouraging the transmission of knowledge to the younger generations; the setting up of a farm that would be a new extension of the ecomuseum; the

knowledge to the younger generations, the setting up of a farm that would be a new extension of the ecomuseum, the improvement of the headquarters, including a revision of the **exhibition and a shop**; and strengthening the extensions of the original Ecomuseum that had already taken the name of radials. The new project had to go beyond a simple heritage recovery, it had to go as far as the constitution of an economically viable and self-manageable entity. The first activity that gave life to the ecomuseum was held in 1991. It consisted in an inaugural exhibition, under the title: "L'Ecomuseu de les Valls d'Àneu: la Identitat d'un territori" (The Ecomuseum of the Valls d'Àneu: the Identity of a territory). The exhibition was structured in three sections, (1) Man, territory and time; (2) Integral heritage; and (3) Dissemination, getting to know the Valls d'Àneu. It was a presentation to the community of the social and territorial dimension of the ecomuseum project. In 1993, the first phase was inaugurated, in which the rehabilitation and refurbishment of the Gassia d'Esterri house, the recovery of the hydraulic sawmill of Alós, the church of Isil, and the programming of various itineraries were presented.

Officially, the ecomuseum opened its doors in 1994. In this year, its managing body was created: the **Consortium and Board of Trustees of the Ecomuseum**, made up of four town councils, the Aigüestortes i Estany de Sant Maurici National Park, the University of Lleida and the Cultural Council of Valls d'Àneu. This formula allowed them, and still allows them, on the one hand, to have cohesion between different entities of the region and, on the other hand, budgetary and action autonomy, something fundamental to be able to establish links with the population and the territory.

The ecomuseum was formulated with a centralised model with its headquarters located in an 18th century building, the Casa Gassia in Esterri d'Àneu. It acts as a museum representing the socio-economic life of the region, and serves as a visitor reception centre and a place of management and administration. It has a series of **radials (antennae)**, which complete and structure the territory :

- The Casa Gassia in Esterri d'Àneu, a museum house dating back to the 18th century, is located in the heart of the old quarter of the town. It is an example of a farmhouse, representative of the basis of the local economy. It maintains its original structure and shows the ways of family life and domestic space. Together with the house, they have been conserved, museographed and converted into multi-purpose spaces: **shop, music school and warehouse** . In addition, the Itinerari Urbà d'Esterri d'Àneu (Urban Itinerary of Esterri d'Àneu) has been developed inside the village with explanatory panels.
- The Alós sawmill, where the world of forestry exploitation is explained and where the heritage derived from the exile to France during the Civil War and Franco's regime has recently been put to good use.
- The Conjunt Monumental de Son, formed by the church of Saints Just and Pastor, the Lombard bell tower, the cemetery and the clock tower. Inside you can see the altarpiece, a work of Lleida Gothic art by Pedro Espallargues.
- Ecclesiastical heritage, such as the Monastery of Sant Pere del Burgal, Sant Joan d'Isil, Sant Julià d'Unarre, Sant Pere de Burgal and Santa Maria d'Àneu.
- La Formatgeria de la Roseta de Gavàs. This cheese factory is a global project for the production of local cheeses where the whole process is carried out by the same entity: raising the cattle, making the cheese and selling it.
- The bunker routes of the Guingueta d'Àneu. Along with the paths of exile, fortified structures from the period of the Civil War and Franco's regime have been recovered and serve as elements to show the evolution of the landscape and to link other parts of the Pyrenees, as these constructions were built all along the Pyrenees mountain range.

These radials are essential for the dynamisation to be carried out by the ecomuseum, above all, to establish connections with the needs of the population and the different groups: livestock farmers, the tourist sector, the national park, etc. Recently, their scope of action has been extended to other facilities and heritage resources. The scarcity of human and financial resources prevents them from being able to directly manage other heritage resources and spaces, but they give support and backing to institutional and citizen initiatives. Among the latter is the declaration of the **"Fallas del Pirineo"** as Intangible Heritage of Humanity.

The ecomuseum is currently registered in the Register of Museums of the Generalitat de Catalunya, was one of the antennae of the Observatory for Ethnological Research in Catalonia and of the Centre for the Promotion of Catalan Popular and Traditional Culture. It is a member of the Network of Ethnology Museums of Catalonia, the **Institute for the Development and Promotion of the Alt Pirineu and Aran (IDAPA)**, the **Network of Museums and Heritage Facilities of the Alt Pirineu and Aran**, and **the Network of Museums of the Terres de Lleida and Aran**.

The Ecomuseu de les Valls d'Àneu has been nominated for and won various prizes and awards. In 1995 it won the National Prize for Popular Culture, awarded by the Department of Culture of the Generalitat de Catalunya. In 1998 it was nominated for the European Museum of the Year Award. In 1999 he was awarded the Ministry of the Environment Prize for his contribution to the conservation of protected natural areas in Spain. In 2002 he received a special mention from the Jury of the VI Pirineu Literary Narrative Prize, for his work in disseminating Pyrenean culture in Pallars Sobirà, and for his collaboration and participation in all media to make it known. In 2005 it was a candidate for the museology prizes, awarded by the Catalan Museology Association, in the category dedicated to projects, exhibitions, experiences and activities and institutions, for the implementation of a heritage and museum project of decisive action in the territory where it is located, for its singularity and the transcendence of its action; a museum framed in its environment that allows to relate monumental, natural, ethnographic elements with the landscape in which they are inscribed. In 2010 it was awarded the extraordinary prize for museology by the Associació de Museòlegs de Catalunya. It was nominated as one of the wonders of the Pyrenees, as part of an initiative

promoted and developed by the Capital of Catalan Culture Organisation and Catalonia Radio to select the 7 wonders of the Material Cultural Heritage of Catalonia, from among 100 proposals that aspired to become a wonder of Catalonia, selected by popular vote at the beginning of 2007.

The Ecomuseu de les Valls d'Àneu was born under the direct influence of French ecomuseums. Strategically, and after twenty-five years of activity, the ecomuseum goes beyond the presentation of a heritage, it aims to achieve a dynamic to become a continuous observer of the territory, capable of participating in local and global projects, working the local from the global. At present, its strategic line is to become a "space of proximity" with a "capacity for self-management", and not to depend solely on the municipality.

1.2. Members of the Ecomuseum

Name of the person in charge	<ul style="list-style-type: none">• Jordi Abella. Director (jabella@ecomuseu.com)• Cristina. Heritage Interpretation, guided (ecomuseu@ecomuseu.com)• Josep. Technical part (ecomuseu@ecomuseu.com)• Marc. Technician, administration (ecomuseu@ecomuseu.com)• Ignasi. Research (ecomuseu@ecomuseu.com)
Number of ecomuseum team members	5 people hired: 1 director and 4 technicians. Throughout the year, between 89 temporary contracts are carried out.

Qualification/training of team members

The members and collaborators of the ecomuseum have the following background:

- Museology.
- Archaeology.
- Anthropology / ethnography.
- Heritage Interpretation.
- Musicology.
- History.

1.3.Training

Throughout the ecomuseum's long history, courses, conferences and training workshops have been held. Some of these actions have been carried out in the ecomuseum's own facilities and others in collaboration with the University of Lleida, on its campus. As can be seen in the table below, the training has been aimed at three areas: (1) tourism sector, (2) museology and heritage, (3) management of heritage resources and spaces. In the tourism sector, training actions have been carried out aimed at training guides and heritage interpreters and the management of audiences. As for museology and heritage, they have focused on generating reflections and debates for the future of the sector. Finally, training in heritage and museums specialised in the management and direction of heritage spaces with the aim of professionalising the sector.

In terms of training needs. The ecomuseum is aware that it has shortcomings and needs training in areas such as: management and administration (financial resources, accounting, etc.); use of new technologies to be able to explore new ways of communication and financing, as well as to generate new products; management of oral memory and social skills to communicate with the communities; and accessibility policies.

Some Examples of Training offered by the Ecomuseum

COURSE	DESCRIPTION	ECOMUSEUM MEMBERS (TECHNICAL TEAM)	LOCAL COMMUNITY
Heritage Interpretation.	Specialised course in heritage interpretation methodologies for guiding groups of visitors and tourists. It is offered for the staff of the ecomuseum and for professionals and companies in the tourism sector.	X	X
Security and visitor management	Course focused on training in the management of tourism in heritage sites. It is offered for the staff of the ecomuseum and for professionals and companies in the tourism sector.	X	X
Strategic museum management	Course held in conjunction with the University of Lleida for professionals, academics, researchers and students.	X	X

Some Examples of Training Needs Identified

AREA / FIELD	DESCRIPTION	WAY OF TRAINING (VIRTUAL / ON-SITE / WORKSHOPS / ETC.)	ECOMUSEUM MEMBERS (TECHNICAL TEAM)	LOCAL COMMUNITY
Management	Administration and management of entities, accounting, etc.	On-site	X	
New technologies	Use of technological tools to generate new processes and products.	On-site	X	
Memory management	Training to apply knowledge of oral and collective memory to have an impact on the present	On-site	X	X
Accessibility	Heritage interpretation, new products, special needs, cultural diversity, etc.	On-site	X	X

2. Funding and Resources

Type of entity	Museum.
Ownership	Public.
Official status	Museum.
Annual budget	250.000 €.

Funding for the ecomuseum comes from different sources:

- **Consortium and Board** of Trustees. The entity to which the ecomuseum belongs contributes 40.000 approximately euros.
- Own resources. The sale of tickets, shop products and other actions produce about 60.00 euros.
- Grants and research projects. The ecomuseum is able to apply, either individually or with various partners, for research projects and grants that bring in around 80.000 euros per year. The ecomuseum works on numerous local, national and international projects. Some of them are: the **PATRIM+ project dealing with cross-border** heritage.
- Technical consultancy. Finally, the ecomuseum has positioned itself as a strategic enclave for research and technical consultancy in the territory and beyond. This has allowed it to be commissioned by other entities for specific studies in the field of local history, ethnography, biodiversity, etc. The rest of the ecomuseum's funding is derived from this work.

The funding they generate has allowed them to act with freedom of action. It has allowed them not to have any institutional or political imposition. By not requesting funding, they do not generate problems. Being a Consortium has been essential for this formula for attracting resources, as it allows them to have the capacity for self-management and not to be dependent on a municipality. The process of municipalisation would mean a decrease in fundraising, since economically and from a planning point of view, the Ecomuseum would depend on the budgets of the municipality which would take over its organisation. The Consortium allows them to have a wider dimension to be able to act in the territory, in the different communities and when applying for grants, subsidies and projects.

3. Social and Community Participation

Since the mid-20th century, the subsistence farming system based on agriculture and the exploitation of forests and pastures has been replaced by salaried work in the hydroelectric plants and by a market economy focused on winter tourism, which has led to constant changes in the local population and in the flow of people, visitors and tourists from outside the region. Despite these changes, the territory has historically suffered from demographic imbalances, an identity crisis caused by the continuous changes in the socio-economic environment, and a loss of population migrating to urban centres.

This panorama has made the territory in which the ecomuseum works a space with a complex diversity of communities. The ecomuseum understands the community(ies) as a spider's web where debates, synergies and conflicts are generated and within this conviction the objective. What the ecomuseum does is to promote local reflection and debate with the aim of providing different positions and models for the future. From their point of view, and within the complexity of relationships and the multidiversity of communities and collectives, they have the advantage of proximity, that is to say, they are also neighbours.

The ecomuseum works fundamentally as an entity of proximity, trying to generate synergies and networks between agents and with the population itself. In recent years it has positioned itself as the museological entity of reference in the area, providing technical support to smaller local museums that lack services: conservation, restoration, training, etc.; it is the nerve centre for local debates between groups: livestock farmers, ecologists, tourism sector; it functions as a receiving entity for the concerns of the population: music school, support in non-formal education, proposal of exhibitions and local research, donation of heritage assets, etc.;

The ecomuseum's topicality lies in its involvement with the different actors of the population. On the one hand, the different associations of the territory find a space in the ecomuseum where they can participate in a bidirectional way. On the other hand, each action generated by the ecomuseum is developed with the economic sectors that could be involved, which means that an action does not become an isolated activity, but rather an element of the social dynamic.

3.1. Local Population

Number of inhabitants of the territory/locality where the ecomuseum is located

1. 400 inhabitants in the valley and the region, and 700 inhabitants in the municipality of Esterri d'Àneu.

Ways of participation

The ecomuseum considers that there are three groups of members in the community according to their connection to the ecomuseum:

1. Passive. Those who do not carry out any action or activity with the ecomuseum. This could be recorded as the non-audience or non-actors.
2. Users. This is the population that usually visits the ecomuseum, but their actions are limited to participating in the activities organised by the ecomuseum.
3. Proactive. They are those with whom there is a bidirectional link, they carry out ecomuseum activities and propose actions. This group is divided into groups: educational, senior citizens, livestock farmers, tourism sector, etc.

The participation mechanisms are as follows:

- **Experiences.** These are itineraries that run throughout the region and serve to link heritage elements and towns.
- Courses, workshops and conferences. The ecomuseum organises workshops, promotes documentary film sessions, hosts conferences, etc.
- Committee of collectives. The creation of a permanent round table of different groups (social and economic) is being planned as a space for dialogue, debate, reflection and innovation for the current and future needs of the ecomuseum.
- Agreements. The radials are public and private heritage elements. They are managed by the ecomuseum through agreements. This is an example of the work carried out by the ecomuseum to establish synergies with different groups.
- Folk music school. The ecomuseum has created a municipal music school in the municipality of Esterri d'Àneu to teach

traditional music. It is focused on educational audiences and has already produced some local music groups.

- Local economy. The ecomuseum promotes and supports local products and tries to be a space for their visibility. The shop sells local products, with a quality brand created by the ecomuseum together with local artisan collectives. **The products are handicrafts** (wood, basketry, metalwork, textiles, etc.) so as not to come into conflict with agri-food producers.

3.2. Social milieu

Number of visitors from the territory/locality where the ecomuseum is located	20.000.
Number of foreign visitors	20.000 (do not have the data broken down between locals and foreigners)

Forms of involvement

The participation mechanisms are as follows:

- **Experiences.** These are designed to raise awareness among the local population of their own heritage and to provide an offer to outsiders.
- **Dramatised visits.** Dramatised interpretative visits have been created in which different discourses and narratives are explored: gender, identity, popular traditions, witchcraft, etc. In this section we also highlight the actions in heritage education that aim to reach different groups and sectors of the population .
- **Radials** . The radials are the heritage resources that serve to make the territory and its identity known to visitors.
- The website and social media are also a mechanism for interaction.
- **Publications.** The ecomuseum produces various publications, both informative and scientific: studies of toponymy, recovery of traditions, children's books, etc.

3.3. Website analysis

The ecomuseum's digital resources are structured more as a showcase for the institution to sell products than as a socialisation mechanism for the community(ies) and the territory. A review of the ecomuseum's website and the different channels it uses (YouTube, Facebook, Instagram, etc.) shows that they are tools that make visible its action on the territory, its research work and marketing (products, bookings for visits, etc.). Its real work continues to be in traditional channels, face-to-face, even with the younger population, who need proximity and empathy more than ever.

Type of intervention made possible by the website

Only information	Chance to suggest actions	Complaints or Compliments	Purchase of tickets	Open access or under registration
X	X	X	X	

Kinds of suggestions available

Proposing museum objectives	On funding issues	About museum planning	On accessibility

Quality of Feedback

Receipt message is sent	The proposal is discussed at the museum management level	Results of the discussion are sent
X	X	X

Most of the ecomuseum's interaction takes place via Twitter, Instagram, Facebook, YouTube and the comments left by users on the website. The ecomuseum considers that technological means are necessary, but not fundamental in a territory where there is such proximity to the population. The aspects they are developing the most are transparency, product marketing and bookings.

On the website you can take a 3D tour of the central core of the ecomuseum.

4. Innovation and Research

The ecomuseum sees itself as an entity that goes beyond the traditional museum. This vision makes it innovative, both in terms of understanding its role in the territory and the community, and in the perception of those who approach it. Among the aspects it considers to be innovative are the following:

- Elaboration and work on different discourses and experiences. Examples could be the **Checkers Game** or dramatisations during visits.
- Heritage as a product and an element of local development. This leads to a consolidation of local businesses and the acceptance of the local product. They have to understand a territorial context in which massive winter tourism has developed, exploitation of water resources for the installation of energy companies and the protection of natural heritage. Part of its work is to promote a balance between the exploitation of natural resources, economic development and the protection and dissemination of heritage.
- During the pandemic, interesting projects were created such as: Ethnology of confinement, a project based on the social network Facebook so that the community itself could upload its everyday life, an ethnology of everyday life. Another project was: memories of the pandemic, a process of the pandemic in the local environment.

The ecomuseum understands that innovation means knowing the environment and anticipating needs. In other words, the capacity to generate proposals that provide solutions to future needs.

5. Sustainable Development Goals (SDGs)

Number of SDGs that the ecomuseum is working on	6
Preferential SDGs	4, 5, 8, 11, 12 and 17

SDG-related projects/actions

PROJECTS / ACTIONS	SHORT DESCRIPTION	SDG
Joc de Dames	Route with an integral vision, with a gender vision, talking about the women and men who made history.	5
Gassia House	From the exhibition, we will understand perfectly the activities that were carried out inside a house, the relationships that existed between the members who lived in it, how the chores and domestic responsibilities were distributed and how the main factors of change from then until now have been realised.	8, 11
La Roseta de Gavàs Cheese Factory	Presentation of the traditional way of making cheese in relation to the environment and activation of the local economy.	12
The Guingueta d'Àneu bunkers	Learning the history and memory of the post-war period at a time when the civilian population was mostly immersed in poverty and subjected to harsh repression.	4

The ecomuseum works directly with the Aigüestortes i Estany de Sant Maurici National Park, with the Alt Pirineu Natural Park, and with the groups and agents involved in the environmental and economic sustainability of the territory, such as the group of ecologists, livestock farmers, agri-food companies, hydroelectric companies, the tourism sector, etc. Among the actions implemented, research has been carried out on traditional uses with meteorology, and it has been possible to obtain certificates of quality of light visibility of the sky and Wild-Rivers; the latter is a European project that aims to locate and promote water resources free of pollution.

6. COVID-19

During the months of confinement, the ecomuseum stresses that the most remarkable thing was that cohesion processes took place between different actors and sectors of the territory. Their perception is that solidarity was generated at a general level, for example: subsidies were maintained, strategies of connection were woven, processes of reflection took place, etc.

On the contrary, one of the aspects that they consider did not help the museological and patrimonial panorama in general is that there was an obsession with digitalisation, and from their point of view this is considered a mistake. A local museum cannot compete in this world; its *raison d'être* is not so much the digital accessibility of contents, but to be a space for social encounters and reflection for the future. Another negative aspect is that the oral memory projects with the elderly had to be stopped.

However, during the process of confinement of the pandemic it was possible to develop interesting projects, such as: Ethnology of confinement, a project based on the social network Facebook so that the community itself could upload its everyday life, an ethnology of everyday life. Another project was: memories of the pandemic, a process of the pandemic in the local environment.

The de-escalation of confinement and the "new normality" boosted local tourism. The dynamics of heritage uses had to be restructured. Visitors and tourists demanded to visit spaces and heritage resources in the open air, discarding closed places. This was an opportunity to create **itineraries and, above all, narratives that explained the heritage resources in connection with the territory and its evolution.**



Co-funded by
the European Union

This project has been funded with support from the European Commission. The content of this website reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Except where otherwise noted, content on this site is licensed under a Creative Commons Attribution 4.0 International license.

spain

ECOMUSEUM OF THE CAICENA RIVER



Website

1. Ecomuseum Data



Ecomuseum Name

Ecomuseum of the Caicena River

Date of Creation

1994



Location

Ayuntamiento-Pza.
Constitución, s/n
Almedinilla 14812
(Córdoba)

Phone

+34 957 702021



1.1. Description of the Ecomuseum

The Ecomuseum of the Caicena River is a municipal development project, of a territorial nature, which aims to research, conserve, disseminate and train in the heritage of the town of Almedinilla (Cordoba) considered in a broad and interdisciplinary way (historical, natural, ethnological and human heritage) and which is conceived as an instrument for citizen participation and reflection on the present from the knowledge of the past.

The backbone of the Ecomuseum is, however, the historical heritage, as a reflection of that shared past that explains to a large extent our present and partly conditions our future, the future of a small town of 2,500 inhabitants immersed in the natural environment of the Sierras Subbéticas Cordobesas and in a rural world in transformation, dependent and threatened.

The river Caicena explains to the inhabitant and the visitor what it encountered and finds in its course: the riverside forest formed by the river itself and its landscapes of waterfalls and traditional vegetable gardens, the Sierra de Albayate (Serrano Complex of Environmental Interest), the industries that moved its power (flour and oil mills), the urban planning of the mountains, or the archaeological sites that rise at its feet.

The Ecomuseum is made up of a series of museum nuclei: Aula del Campesinado, Aula del Caicena and Environmental Education Tour, Mill and Cereal Room, Reception and Temporary Exhibition Centre, Conference and Workshop Room, Specialised Library and Accommodation for Researchers, Restoration Workshop and Warehouse, visitable archaeological sites such as the Iberian settlement of Cerro de la Cruz and the Roman villa of El Ruedo, Hiking Routes... and the Historical Museum, the main building of the Ecomuseum from where you start to recognise the territory.

1.2. Members of the Ecomuseum

Name of the person in charge	
Position	Director
Contact	+34 671 948168
Number of ecomuseum team members	6

Qualification/training of team members

1 archaeologist, 1 archaeology-restoration technician, 1 cultural dynamiser, 2 tourist guides, 1 administrative officer

1.3.Training

In terms of innovation, the situations experienced by the Ecomuseum have led the institution to undertake innovative actions with regard to participatory processes. The ecomuseum understands participation as a main tool for innovation: innovative action is born from participation. In relation to new processes, services and actions, the ecomuseum implements an active participatory vision that represents an innovation compared to previous and traditional models, also participating in national and international research and dissemination projects, as well as European projects such as Ecoheritage.

To this end, it is essential to explain the processes of research development, in order to involve the local population, including technical aspects such as cataloguing and inventory methodologies and systems, using historical recreation techniques and developing a lively form of heritage interpretation. Training in all these fields is for us a commitment even though the pandemic has affected social and cultural institutions such as ecomuseums. The scope and aim is to improve the possibilities of adaptation and resources in the field of innovation that the ecomuseum must develop in order to improve the work with the community and with other agents such as public administrations, private companies and other institutions, specialists, technicians and all citizens.

Some Examples of Training offered by the Ecomuseum

COURSE	DESCRIPTION	ECOMUSEUM MEMBERS (TECHNICAL TEAM)	LOCAL COMMUNITY
Musical archaeology	Study and research of the musical traditions of the area.		X
Bioconstruction	Workshops for bioclimatic constructions	X	X
Forensic anthropology	Linked to the archaeological efforts are workshops on the reconstruction of ancient settlements.	X	X
Heritage conservation	Workshop that highlights the value of the recovery of cultural heritage	X	X
Cultural revitalisation	Different workshops of different types that try to breathe life into the rural areas within the Museum's scope of action	X	X
Historical re-enactment	Workshops for the staging of cultural, heritage and landscape heritage.	X	
Bird tracks and traces	Different birdwatching workshops		X

Some Examples of Training Needs Identified

AREA / FIELD	DESCRIPTION	WAY OF TRAINING (VIRTUAL / ON-SITE / WORKSHOPS / ETC.)	ECOMUSEUM MEMBERS (TECHNICAL TEAM)	LOCAL COMMUNITY
Methodologies and systems of cataloging and inventory	Learning bibliographic and archival methods	Virtual	X	
Historical re-enactment techniques	Empathetic and entertaining heritage exposure learning	On-site	X	
Heritage interpretation	Specialisation workshops on the different facets of heritage and its interpretation.	On-site	X	
Hackcamp: cultural heritage, inland tourism and sustainability	Workshops on sustainable tourism didactics	On-site		X
Collaborative network to support local heritage	Social and cultural revitalisation workshops	Virtual		X

2. Funding and Resources

Type of entity	Municipal museum
Ownership	Public
Official status	Municipal Museum
Annual budget	100.000€ (the whole Ecomuseum) Historical Museum (20.000€)

The project is a municipal project and up to 10% of the municipal budget is invested in it. The public company Somnus was created to manage it. In addition to this, and for specific actions, a multitude of projects were drawn up and participation in others promoted by the Town Council (LEADER, PRODER, Casa de Oficios, Regional Workshop School...), with the work carried out by the Ecomuseum in relation to the Town Planning Subsidiary Rules of the municipality to protect the traditional agricultural landscape of the orchards, the mountain landscape in conjunction with the street plan and a series of buildings and urban environments being decisive.

Currently the Ecomuseum of the Caicena River is part of the Network of Cultural Spaces of Andalusia (RECA), Network of Ethnological Interpretation Centres (CIE), Route of Roman Andalusia (RUBERO), Network of Roman Villas of Hispania, Association of Local Museums of the Province of Cordoba, Journey to the time of the Iberians, Treasures of Southern Cordoba... The Ecomuseum has received the following awards: Expobética Award 1999; CIT Subbética Award, 2000; Juan Bernier Award, 2000; Best Innovative Tourist Product Award, 2004; Finalists in the I Progress Awards for the Development of the Villages of Andalusia, 2004; Award to the Work Camps of Almedinilla for the XXV Day of Andalusia, 2005 ; Culture Award of the Association of Municipalities of Subbética Cordobesa, 2007; Hasdai Ibn Shaprut Awards for Communication, 2016 to the Ibero-Roman Conference FESTUM.

3. Social and Community Participation

The Ecomuseum came about after the work of cataloguing resources, diagnosis and objectives carried out by local associations (Maquica, Waska). The Town Council then took on the project. Since then, these and other local associations have been involved in the project. It also collaborates with many other local and regional associations, including the Association of Local Museums of Cordoba and the association Centro de Estudios Bastetanos (which has lent its specialised library to the Ecomuseum).

Through the AMICITIA card, the Ecomuseum builds up a network of friends which results in special prices and activities.

3.1. Local Population

Number of inhabitants of the territory/locality where the ecomuseum is located	2.500
Number of members of the local population involved in the ecomuseum	200

Ways of participation

Participation is carried out through meetings and assemblies where annual activities and actions are planned in a participatory manner. In particular, participation is more direct in specific activities such as the FESTUM Ibero-Roman Conference, which lasts 10 days and is held every year.

3.2. Social milieu

Number of visitors from the territory/locality where the ecomuseum is located	3.000
Number of foreign visitors	12.000

Forms of involvement

Visitors collaborate through proposals such as AMICITIA, a friends' card that facilitates contacts. They also participate in courses and workshops organised by the Ecomuseum.

3.3. Website analysis

Type of intervention made possible by the website

Only information	Chance to suggest actions	Complaints or Compliments	Purchase of tickets	Open access or under registration
X	X	X	X	Open access

Kinds of suggestions available

Proposing museum objectives	On funding issues	About museum planning	On accessibility

Quality of Feedback

Receipt message is sent	The proposal is discussed at the museum management level	Results of the discussion are sent
X		

Both the Ecomuseum website and the Almedinilla Tourism website need improvement; as we understand that there is also a need to create a real and wider digital network to help support local Heritage, connecting both (both the network and local Heritage) with other experiences (national and international) also in the field of Cultural and Natural Heritage.

4. Innovation and Research

The Ecomuseum of the Caicena River in Almedinilla is a project whose museological action is framed in the context of the loss of importance of the rural world, its economy, population and ways of life, and where cultural mimicry towards urban values causes a gradual and constant deterioration of its own. The natural environment of the Sierra de Albayate and the rest of the municipality was left outside the Sierras Subbéticas Natural Park and is therefore even more subject to environmental aggression on three main fronts: monoculture agriculture (with the loss of biodiversity), severe erosion and the illegal abstraction of groundwater.

The economy of Almedinilla revolves around the monoculture of olive groves (a crop which has been dominant in the area since 1950 as opposed to cereals, orchards and woodland), with small and medium-sized farmers, the vast majority of whom work their own land, and with some family-run orchards and livestock (pigs and sheep). There are olive processing industries (6 oil mills, one of which is a cooperative), but there is insufficient direct marketing of the oil (between 30-40% of production), with an economy geared to achieving maximum production with the consequent loss of the traditional relationship between the farmer and the land (although with the growing presence of organic crops) and dependence on the European Union's Community Agricultural Policy. However, the town's shaky economic reality has been cushioned in the last decade by the improvement in communications, greater services in the municipality, the slowdown in emigration, better training among young people, and other aspects such as the promotion of quality olive oils (following the creation of the Regulatory Council of the Priego Designation of Origin) and the creation of the Los Bermejales industrial estate (which concentrates and organises the town's industries: furniture, clothing, food packaging, sausages, industrial flooring...).

On the other hand, the historical heritage of Almedinilla offers a set of traditional architectural elements ranging from the industries of oil mills and flour mills to the hydraulic irrigation systems of the orchards, passing through a mountain town planning and a set of traditional agricultural landscapes. Within the historical heritage, the archaeological legacy of Almedinilla has a unique richness, a richness that has been the driving force behind the rest of the Ecomuseum project, in its conception of heritage in a broad and dynamic way.

The Ecomuseum of the Caicena River has been working for 27 years on the cataloguing, research, conservation, enhancement and dissemination of its rich historical and environmental heritage from a territorial and participatory conception that has the population of Almedinilla as an active agent and the creation of collaborative networks as an instrument, joining hands with citizen initiatives, the administration and private enterprise.

All of this with the ultimate aim of developing a model that goes beyond formal changes and proposes an in-depth discussion that moves away from merely adaptive museological proposals.

In short, we demand the municipal management of the heritage of a specific territory, with the direct participation of the residents, the involvement of private initiative and within the framework of the so-called New Museology, which prevents many of these municipal museums from remaining stagnant and anchored in a traditional museology that is not very didactic, with minimal budgets, without contracted personnel, without professional management, without research activities, without even stable opening hours.

5. Sustainable Development Goals (SDGs)

Number of SDGs that the ecomuseum is working on

Ignacio Muñiz Jaén

SDG-related projects/actions

PROJECTS / ACTIONS	SHORT DESCRIPTION	SDG	IMPACTS
Zurreon Plan	Improvement of the river bed	6, 11, 13, 15	Site preparation
Energy efficiency	Solar panels and olive residue pellet cookers	6, 7, 11, 13, 15	Energy saving
Organic olive grove	Courses and workshops	1, 2, 3, 7, 11, 12, 13, 15, 17	More and more landowners are turning to organic farming
Valorisation of archaeological sites	Restoration and conditioning of the Roman villa of El Ruedo and the Iberian settlement of Cerro de la Cruz.	4, 8, 11, 15	Quality cultural tourism

The Ecomuseum participated in European LEADER and PRODER programmes, as well as in other regional and national calls for proposals, which have sustainable development as a cross-cutting theme.

The main objectives focus on economic diversification and the promotion of historical and natural heritage through research, conservation and dissemination.

The Ecomuseum has participated in several European LEADER and PRODER programmes, as well as in other regional and national calls for proposals, which have Sustainable Development as a cross-cutting theme; we are currently working on the complete set of SDGs.

The preferred SDGs on which the Ecomuseum is working do pertain to economic diversification and the enhancement of historical and natural heritage from the point of view of research, conservation and dissemination of heritage, as described in the table below; the preferred SDGs on which the Ecomuseum is currently working are those shown in the table below, in particular SDG No. 11, 13, 15 – those relating to sustainable cities and communities, climate action and life on land (sustainably manage forests, combat desertification, halt and reverse land degradation, halt and reverse land degradation, halt climate action and life on land). 11, 13, 15 – those related to sustainable cities and communities, climate action and life on land (sustainably manage forests, combat desertification, halt and reverse land degradation, halt biodiversity loss).

At the Ecomuseum we are aware that this sustainable development must take into account:

- The local heritage (historical and natural)
- Tourism as a complement to agricultural, livestock and processing activities, as the main activities that the rural world must have.
- Technological innovation (R&D)
- Renewable energies and waste recycling (water treatment plant and use of olive residues).
- Rural settlement to curb depopulation
- Promoting the circular economy and local produce
- Creating producer-consumer networks
- Promoting quality oils and organic olive groves.

6. COVID-19

We have not stopped working during the pandemic, and we made progress in those areas where tourism activity left us lagging behind:

- Research
- Cataloguing
- Museum renovation
- New package tours
- Preventive health measures have been taken.
- Courses and visits with limited capacity and preventive measures are carried out.

Virtual training and the creation of more proposals for the local population (when it was the only one who could attend due to confinement) have been enhanced.

On the one hand, we note that visits are increasing as soon as health measures allow, and that there is a high demand (which will increase in the coming years). On the other hand, there is a certain weariness and discouragement among the local population.



**Co-funded by
the European Union**

This project has been funded with support from the European Commission. The content of this website reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Except where otherwise noted, content on this site is licensed under a Creative Commons Attribution 4.0 International license.

portugal

MUSEOLOGICAL NETWORK OF THE MUNICIPALITY OF PENICHE



Website

1. Ecomuseum Data



Ecomuseum Name

Museological
Network of the
Municipality of
Peniche

Date of Creation

2009



Location

Largo Do Município,
Peniche, Portugal
2520-239

Phone

+351 262 780 100



1.1. Description of the Ecomuseum

The **Museological Network of the Municipality of Peniche**, a coastal town 100km north of Lisbon, is a strategic project promoted by the City Council that aims at the qualification, study, preservation, dissemination and enhancement of the Municipal Heritage. It is currently composed of several diversified, but complementary, museological centers:

The **Peniche's Bobbin Lace ("Renda de Bilros") Museum**, inaugurated on the 23rd of July 2016, is dedicated to the greatest symbol of handicrafts in the region, the Bobbin Lace, an important cultural heritage of Peniche, in its tangible and intangible aspects.

The **CIAB – Interpretive Center of Atouguia da Baleia** is a museum space inaugurated on March 17th 2012, dedicated to the Historical and Cultural Heritage, in a close relationship with the local community, providing a broad view of the Historic Region of Atouguia da Baleia.

The **Serra d' El-Rei D. Pedro I Museum** opened its doors on February 14th 2018. It is recognized as a museum of identity and community that has as a special focus the issues of History and Identity of this medieval town. It is managed by the Serra d' El-Rei local council.

The **Interpretive Center and Visitors Support** was inaugurated on July 31st 2015 on Berlenga Island. This Center aims to improve visitation conditions and the dissemination of natural and cultural values present in the Berlengas Archipelago, a UNESCO Biosphere Reserve.

Lastly, the **National Museum of Resistance and Freedom**, administered by the Culture Ministry of the Portuguese Government, is located in the Peniche Fortress, which is recognized as a memory space and a major symbol of the struggle for freedom. Its mission is to preserve the historical memory of the Peniche Fortress, the Resistance to Dictatorship, and the struggle of the Portuguese People, in particular, for Freedom and Democracy. The activities of this museum are not detailed below, as the Museological Network is mostly involved to the municipal museums, specially the Bobbin Lace Museum and CIAB.

1.2. Members of the Ecomuseum

Name of the person in charge	Raquel Janeirinho
Position	Superior Technician in Anthropology and Museology
Contact	raquel.janeirinho@cm-peniche.pt
Number of ecomuseum team members	7

Qualification/training of team members

Archeology, Anthropology, Museology, Conservation, Cultural Management, and Tourism.

1.3.Training

The Educational Service of the Museological Network aims to provide the public with new experiences, encourage reflection on heritage themes, promote preservationist attitudes, motivate different audiences for the different thematic areas that are the object of the museological programs of the Municipal Museums and disseminate and value the local cultural heritage.

There are several recreational and pedagogical initiatives aimed at different audiences, free of charge and accompanied by technicians of the City Council: general and thematic visits, workshops, games and theater, activities in school contexts, etc. Alongside the regular activities, pedagogical-didactic workshops are structured, based on the concepts and themes associated with short-term exhibitions or commemorative dates, aiming at developing creativity and varied knowledge.

As for the staff, the trainings offered by the City Council are quite generic (safety, communication, accessibility, tourism, etc.), targeting a larger audience and not specifically the museums/cultural sector. There are possibilities for participating in more specific trainings, as long as they do not require a lot of time and financial resources. However, very specific courses end up covering only a part of the staff. According to Raquel Janeirinho, the museums' technician, it would be preferable to have face-to-face training actions and exchanges with external experts that could benefit the different members of the museums.

Some Examples of Training offered by the Ecomuseum

COURSE	DESCRIPTION	ECOMUSEUM MEMBERS (TECHNICAL TEAM)	LOCAL COMMUNITY
Peniche's Bobbin Lace Municipal School	Teaching and improvement of techniques and processes for the execution of the Peniche's Bobbin Lace to safeguard this local cultural heritage.		X
Educational Service of the Museum Network	Providing the public with new experiences, encouraging reflection on heritage themes, promoting preservationist attitudes, publicizing and enhancing the municipality's cultural heritage.		X
Safety, communication, accessibility, and tourism trainings	General trainings offered by the City Council for all its staff, not specific for the museums.	X	

Some Examples of Training Needs Identified

AREA / FIELD	DESCRIPTION	WAY OF TRAINING (VIRTUAL / ON-SITE / WORKSHOPS / ETC.)	ECOMUSEUM MEMBERS (TECHNICAL TEAM)	LOCAL COMMUNITY
Sociomuseology	Strengthen the relation of the museums with the community	On-site	X	X
General courses	Exchanges with external experts that could benefit the different employees of the institution	On-site	X	X
Social Entrepreneurship	Stimulate the preservation and financial sustainability of the Bobbin lace production, empowering local artisans	On-site	X	X

2. Funding and Resources

Type of entity	Museum Network
Ownership	Public
Official status	Municipal Museums

Annual budget

The **Museological Network of the Municipality of Peniche**, a coastal town 100km north of Lisbon, is a strategic project promoted by the City Council that aims at the qualification, study, preservation, dissemination and enhancement of the Municipal Heritage. It is currently composed of several diversified, but complementary, museological centers: The **Peniche's Bobbin Lace ("Renda de Bilros") Museum**, inaugurated on the 23rd of July 2016, is dedicated to the greatest symbol of handicrafts in the region, the Bobbin Lace, an important cultural heritage of Peniche, in its tangible and intangible aspects. The **CIAB – Interpretive Center of Atouguia da Baleia** is a museum space inaugurated on March 17th 2012, dedicated to the Historical and Cultural Heritage, in a close relationship with the local community, providing a broad view of the Historic Region of Atouguia da Baleia. The **Serra d' El-Rei D. Pedro I Museum** opened its doors on February 14th 2018. It is recognized as a museum of identity and community that has as a special focus the issues of History and Identity of this medieval town. It is managed by the Serra d' El-Rei local council. The **Interpretive Center and Visitors Support** was inaugurated on July 31st 2015 on Berlenga Island. This Center aims to improve visitation conditions and the dissemination of natural and cultural values present in the Berlengas Archipelago, a UNESCO Biosphere Reserve. Lastly, the **National Museum of Resistance and Freedom**, administered by the Culture Ministry of the Portuguese Government, is located in the Peniche Fortress, which is recognized as a memory space and a major symbol of the struggle for freedom. Its mission is to preserve the historical memory of the Peniche Fortress, the Resistance to Dictatorship, and the struggle of the Portuguese People, in particular, for Freedom and Democracy. The activities of this museum are not detailed below, as the Museological Network is mostly involved to the municipal museums, specially the Bobbin Lace Museum and CIAB.

The museums that integrate the Museological Network of the Municipality of Peniche are public-owned, depending exclusively from public funds. As the Museological Network is a project of the City Council, part of its Cultural Sector, the museums are interconnected with other Municipal departments and have their support and access to diverse services provided by them, such as communication, marketing, maintenance and construction (carpentry, electricity, etc.). So there is no need to depend on external providers and expend additional funds for most of their activities. This enlargement of resources is considered an added value for the museums, which would face more challenges if they were on their own. However, it is necessary to articulate with these other sectors as they have other responsibilities and are not at disposal of the museums all the time.

They also submit applications for external funding to implement some initiatives, such as heritage interpretation routes in loco. Janeirinho stresses that it is necessary to think the territory as a whole, not only as a museum. "We don't forget that we belong to a municipal territory, and this territory has to be thought in its natural, landscape, environmental, geological, cultural and all sort of heritage. It has to be thought as a whole and promoted as a whole". The project "LIFE Berlengas", related to the Interpretive Center and Visitors Support of the Berlenga Island, is funded by the European Comission's LIFE Programme, which is a funding instrument for the environment and climate action.

Some indirect funding is generated through the promotion, valorization and commercialization of bobbin lace artwork at the Bobbin Lace of Peniche Museum, contributing somehow to the financial sustainability of this activity and generating some income to local artisans. The presence of lacemakers working in the museum, before the pandemic, has allowed an interaction with the visitors and stimulated the commercialization of their work. Also, the City Council establishes partnerships with key-stakeholders in order to promote the bobbin lace brand to a larger public (by organizing international exhibitions and fashion shows, for example).

3. Social and Community Participation

The community has been involved in participatory museological strategies such as the “Participatory Inventory of Cultural Heritage”. The participatory inventory of Atouguia da Baleia was implemented in 2010, which was the basis for the development of the CIAB. One of the characteristics of this territory, like others in the region, is the existence of multiple local associations (recreational, cultural, sports, etc.). The City Council, in articulation with the cultural and social action sector, worked together with the local authorities to present a project for a museum about this community. They met with community members, around coffee tables in the associations, in sessions with maps where people were asked to identify what their heritage was. So people mapped their heritages, like shoemakers, laundry places, fountains, mills, etc. They had identified agriculture as the most important economic activity, also pointing that the millers had great representation in their community.

Through these conversations with people, similarities, differences and particularities were perceived. Some of these locations were visited again, also with the local population, to carry out transect walks where it was possible to photograph them and talk more with people, getting their contacts. From there, a database was created to identify key interlocutors in different themes, who could be consulted for the elaboration of thematic exhibitions.

From the photographs shared by people, which were scanned and then returned to them, themes were identified (festivities, weddings, work, etc.) to share memories about the places through exhibitions. Thus, a closer relationship with the communities was created. This has allowed people to know more about their communities and feel that the museum is theirs too. This strategy was also applied during the creation of the Serra d’El-Rei Museum. These museum spaces foster community active participation in their exhibitions, many of which are developed by the population, where they can recreate their heritage legacy, allowing the re-appropriation and revitalization of this heritage.

The Peniche’s Bobbin Lace Museum, through its Bobbin Lace Municipal School, promotes diverse activities aimed at both youth and adults (such as the Summer Workshops, the “Bobbin Lace goes to School” initiative, and the “Bobbin Lace Drawing Course”) that involve the community and visitors alike. The School also accepts orders for the execution and the design of various Bobbin Lace works, generating income for local artisans.

The oldest lacemaker from Peniche, Natilde Martiniano, passed away in November 2021 at the age of 99. In an interview recorded in 2020, released on the occasion of the Lacemaker Day in 2021, she shared a declaration of love for Peniche’s Bobbin Lace: “That was my life making lace, always making lace! I really like doing it, I love it! I love it and luckily I don’t make many mistakes, my teacher is there, at this age I still like to do my work perfectly. I’m proud to know how to make laces, but I still want to do more, I want to do it well and I want to do it better”.

3.1. Local Population

Number of inhabitants of the territory/locality where the ecomuseum is located	26.431 (2021)
Number of members of the local population involved in the ecomuseum	Around 50

Ways of participation

In addition to an open-door policy, specific initiatives in the communities have allowed public participation in the museums’ activities. The participatory inventory had allowed the establishment of bridges with the population and local associations, that always have to be reinforced. Initiatives such as open calls for participation (e.g. “Our Portraits”), concerts and social events help to strengthen this relation. There are people that come to the museums to donate inherited possessions from their relatives, such as articles related to the Bobbin Lace Museum. Around 50 community members are directly involved in the museums, such as lacemakers that go there to work and sell their products, local associations and artists that propose and organize activities and exhibitions.

Since May 2020, there is a Facebook page of Peniche’s Museological Network that is seen as an opportunity to reach a wider audience. Users have contributed with inputs, commenting on posts and interacting through direct messages. For example, they

have helped to identify people and places portrayed on old photos posted on the page. This have helped the museums to better know their own collection.

The population is welcome to add ideas and implement new practices in the museums. Suggestions given by community members (in person, by email or on Facebook) are taken in to account when planning activities and the museums have been giving support and offering conditions, whenever possible, for receiving exhibitions/activities organized by external institutions and local artists, for example.

The local communities are influencing decision-making processes not only through their interaction with the museums workers, giving their feedback and inputs on the programme of exhibitions/activities. But also at a political level, as there are influent groups that have voice to articulate with politicians and can influence policy decisions and, therefore, also the cultural agenda of the municipality.

The Communication Office of the City Council, which brings together specialized technicians and politicians, provides support to the museums in the dissemination of their activities. The activities program/calendar is discussed with politicians linked to the Cultural Sector, who are aware of the events that are planned. However, there is creative freedom to present proposals. Periodic meetings are held with the different Sectors (Communication, Culture, Education, Tourism, Social Action, etc.) to plan joint activities and coordinate their dissemination. In addition to the website and social media, the communication of initiatives is also made through the affixation of advertising posters and local media (press, radio, etc.).

3.2. Social milieue

Number of visitors from the territory/locality where the ecomuseum is located	5,916 (2021) / 14,464 (2019)
---	------------------------------

Forms of involvement

Visitors can benefit of the several recreational and pedagogical initiatives, aimed at different audiences, free of charge and accompanied by technicians of the City Council. There are general and thematic visits, workshops, games and theater, activities in schools, among others. Alongside the regular activities, pedagogical-didactic workshops related to short-term exhibitions or commemorative days are also offered.

At Peniche’s Bobbin Lace Museum, for example, there were lacemakers working in loco before the pandemic, what have allowed an interaction with the visitors. This has stimulated knowledge sharing, the valorization and commercialization of their work. Visitors can also attend the courses offered at the Bobbin Lace Municipal School, aimed at both youth and adults, learning the techniques and particularities of this cultural heritage.

Thus, the public have access to new experiences, that encourage reflection on heritage themes, promote preservationist attitudes, motivate different audiences for the different thematic areas that are related to the museums of the Museological Network. This is expected to disseminate and enhance the municipality’s cultural heritage.

The “Museum in the Village” initiative, for example, has a strong social dimension as it is aimed at an age group 65+, residing in territories with low population density. They talk about museums, pieces, heritage, but also sing, share, and spread smiles. This project is promoted by Rede Cultura 2027, co-financed by POISE Portugal2020 and implemented by SAMP (Sociedade Artística Musical dos Pousos). It covers 26 partner municipalities, including Peniche.

3.3. Website analysis

Type of intervention made possible by the website

Only information	Chance to suggest actions	Complaints or Compliments	Purchase of tickets	Open access or under registration
X	Facebook page	Facebook page	NA	

Kinds of suggestions available

Proposing museum objectives	On funding issues	About museum planning	On accessibility
None	NA	Local artists and community members suggesting activities and exhibitions	General information about the museums and activities, such as opening hours, etc.

Quality of Feedback

Receipt message is sent	The proposal is discussed at the museum management level	Results of the discussion are sent
Not automatically	X	X

The [Museological Network's website](#) is a section of the main website of the Peniche City Council. The content is provided by the museums' technicians, but the page is managed by the Communication Office of the Municipality. There, the users can access separate pages with more detailed information about each museum, such as their objectives, context, activities, opening hours, related links, etc. However, the design is not appealing, it is difficult to navigate as there are many separate pages, and there is no room for interaction besides through the contacts provided (telephone/email).

The digital interaction is made through their [Facebook page](#), created in May 2020 to have a channel with the public during the pandemic. It has fostered a more immediate dialogue with a wider audience. The page has 2300+ likes and almost 2500 followers (as of January 2022). Most of the posts are informative, sharing content about the local heritage and commemorative dates, about the museums' activities, advertising exhibitions and other cultural activities promoted by the City Council. Users have contributed with inputs, commenting on posts and interacting through direct messages. The contributions of the public have even helped the museums to enlarge and better know their own collection (e.g. receiving old pictures and collecting testimonies from them).

4. Innovation and Research

The participatory inventory and involving the community in the activities of the museums were considered relevant innovative initiatives because they have allowed internal research about the communities and their heritage. With the population participation, through the collection of testimonies and donation of old photographs, for example, it was possible to map their cultural heritage and sites of interest in order to study, promote and preserve this legacy. They have been collecting memories from community members, based on old photographs, to create exhibitions on different themes identified by the participants. Also, by receiving and supporting cultural initiatives of local partners, either exhibitions or training activities, the museums have been perceived as key players by the community.

Some of other initiatives considered innovative are related to the Peniche's bobbin lace, a cultural heritage of more than 400 years. "When we talk about bobbin lace, the lacemakers are the stars. Naturally, we always seek to bring them into the spotlight and make them feel valued. And when we talk about the lacemakers, we are talking about an entire household. They used to make bobbin lace at home, their descendants always have this very close relationship with this craft. Many immigrants still have a piece produced by their grandmothers, for example. We always try to do interviews, life stories, surveys that allow the preservation not only of the pieces, but of their production and this know-how", Janeirinho explains.

The projects "Discovery of the Bobbin Lace" and "Bobbin Lace goes to the School" take this cultural heritage to young children, who can learn from the elderly and absorb the importance of this legacy in a pedagogical and dynamic approach. Having the lacemakers working in the museum was also important, allowing an interaction with the visitors and stimulating the knowledge sharing, the valorization and commercialization of their work. This also has contributed somehow to the financial sustainability of this artwork and generated some income to the artisans. The City Council has established partnerships with different stakeholders, who buy the bobbin laces, design and produce clothes with them, organize exhibitions and fashion shows. They have been acting as a bridge between the lacemakers and possible clients, promoting the bobbin lace brand.

External research activities are being developed on Berlengas' Archipelago, funded by the European Union (EU), in partnership with academic, environmental and governmental institutions. The project "LIFE Berlengas", related to the Interpretive Center and Visitors Support of the Berlenga Island, funded by the EU's funding instrument for the environment and climate action (LIFE Programme), will contribute to the sustainable management of the Berlengas Special Protection Zone (SPA), with the aim of conserving their habitats, endemic plants and seabird populations. This project aims to understand the main threats that affect the natural values of the Berlengas, on land and at the sea, and define strategies to minimize and eradicate them. It is also intended to promote the sustainable use of the Berlengas SPA, focusing on three key activities: fishing, recreational activities and tourism.

5. Sustainable Development Goals (SDGs)

Number of SDGs that the ecomuseum is working on	6 (at least)
Preferential SDGs	None specifically defined

SDG-related projects/actions

PROJECTS / ACTIONS	SHORT DESCRIPTION	SDG	IMPACTS
Exhibitions focusing on women	Showcasing the importance of women in the community	5	Raise awareness and promote the change of perceptions
Exhibitions and initiatives focusing on sustainability and ecology	Promoting the protection of marine life and conscious consumption	12, 14	Raise awareness and promote behavior change
Exhibitions focusing on peace and social justice	Promoting peace and social justice	16	Raise awareness and promote the change of perceptions
Donations made by the community	Food donations distribute to families in need	1, 2	Alleviate poverty and hunger

Several activities of the museums are related to the SDGs, as they are shared concerns. However, none were created specifically to meet them. In terms of exhibitions, there are several that place women at the center (SDGs 5). For instance, the “Woman of the sea” intended to show case traditional female professions in Peniche related to the fishing and canning industries (sewing nets, selling fish, etc.), based on testimonies. Raquel Janeirinho stresses that not only the fishermen, “the man of the sea”, has a relationship with the sea. “It’s the whole community that has this relationship”.

In addition, there are several actions related to sustainability and ecology. For example, a recent itinerant exhibition, received by the CIAB, entitled “Climate Change and the Oceans of the Future”, tackled the importance of protecting marine life (SDG 14), promoting conscious consumption (SDG 12), and how we can address these issues. In the same thematic area, the documentary “Coastal Fishing Sound Heritage”, promoted by the City Council, sensitize about the local maritime identity, showcasing birds, fishermen and sustainable fishing. There were also initiatives promoting peace and social justice (SDG 16), mainly in relation to topics covered by the museum in the Peniche Fortress. Each museological space has a specific topic, and their initiatives may tackle the SDGs that have a logical connection with their scope.

There were even voluntary actions by the initiative of the people. For example, members of the community already went to the museums to donate food, and the technicians found ways to distribute these donations to families in need (SDGs 1 and 2). So there are some SDGs that are being addressed, proving that museums can be a place to raise awareness and promote change on these topics.

6. COVID-19

As Peniche is a touristic place, there was a drop in the number of visitors during the pandemic (5,916 in 2021, comparing to 14,464 in 2019). In 2020 and 2021 there were several months in which the museum centers were closed to the public and, even after they reopened, there were restrictions on access (maximum number of visitors allowed in the space). But as the museums' entrance is free, there was no difference in terms of budget.

There was a difference from a holistic point of view, as the museums' service is towards the visitors. Several cultural initiatives and events had to be cancelled, such as exhibitions' openings, concerts and books' launchings.

Since temporary exhibitions and other initiatives that promote social events in the museums were not taking place, a loss of community engagement was perceived by the staff. In order to connect with their audiences during this period, in May 2020 the museums network had the green light from the City Council to create its own Facebook page.

Some concerts were recorded at the museums to be streamed online (via Facebook) to foster a connection with the local community. After the first lockdown, in 2020, a collective exhibition entitled "(DIS)CONFINED ART" gathered the works that several local artists created during the period of isolation, allowing a reflection on the times in which we live through art. Video interviews, with testimonies of the artists reflecting on their creation processes, were posted on the Network's Facebook page.

In addition to the loss of visitors, the activities of the educational service were also compromised. Guided visits and activities in schools were cancelled. Most of the people who attend the Bobbin Lace Municipal School are aged, and have this place as a day center where they learn new techniques, get occupied, interact with friends and make bobbin lace. Unfortunately, with the pandemic they no longer had these social activities, what may hamper their mental health. However, the school monitors still visited some of them and/or took their questions by telephone occasionally, even during this period, to support them. The school only reopened in 2021, receiving a maximum number of 6 to 10 lacemakers at the same time. They are still not interacting with visitors, who can only see them working through the glass.



**Co-funded by
the European Union**

This project has been funded with support from the European Commission. The content of this website reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Except where otherwise noted, content on this site is licensed under a Creative Commons Attribution 4.0 International license.

portugal

SÃO BRÁS DE ALPORTEL COSTUME MUSEUM



Website

1. Ecomuseum Data



Ecomuseum Name

São Brás de Alportel
Costume Museum

Date of Creation

1986



Location

R. Dr. José Dias
Sancho 61, São Brás
de Alportel, Portugal.
8150-141

Phone

+351 289 840 100



1.1. Description of the Ecomuseum

The Costume Museum headquarters are in São Brás do Alportel, a city in the south region of Portugal, at Faro District (Algarve). The museum has been developing a series of community-based activities, integrating the various populations and immigrants present in the region. The museum has also additional structures to complement its projects – the Museological Center of Alportel, located in the surroundings of the city –, and supporting organizations such as the Friends of the Museum (AAM).

1.2. Members of the Ecomuseum

Name of the person in charge	Emanuel Sancho
Position	Director
Contact	emanuel@museu-sbras.com
Number of ecomuseum team members	3

Qualification/training of team members

Museology and Cultural Management.

1.3.Training

The museum maintains an open perspective to training and other educational activities. This institution is always open to collaboration with different actors – i.e. local public administration, Friends of the Museum (AAM), local communities, migrants – and most of its activities are developed from suggestions from such actors. These actions are not restricted to the museological field, and most of the events are related to the community needs, such as Portuguese classes for migrants, photography, music, physical activities, theatre, activism related to the promotion of local economy, migration rights and other activities offered by demand and based on the availability of community members.

The identified training needs are mostly related to the necessity to build bridges between theoretical and practical works, bringing together the needs of diverse stakeholders. The necessities are addressed locally, without a direct dependence from academic knowledge – the main idea is to foster knowledge sharing projects, focused on cocreation, and addressing the identification of common problems and common needs bringing together museums and communities. In this sense, the promotion of exchange and capacity building residencies articulated with other ecomuseums could bring a lot of benefits for the museum and for the strengthening of networks, as it could gather people from different contexts in a specific community-based experience, to work together in the identification of shared problems, needs and solutions for a better use of the museum.

Some Examples of Training offered by the Ecomuseum

COURSE	DESCRIPTION	ECOMUSEUM MEMBERS (TECHNICAL TEAM)	LOCAL COMMUNITY
Museology	Sociomuseology course developed together with the University of Algarve; Course coordinated together with the museum; visits to community-based experiences; open discussions.	X	X
Museum residencies	Research residencies provided by the museum, articulated with local administration. Daily contact with local communities and with the activities developed by the museum.	X	X

Some Examples of Training Needs Identified

AREA / FIELD	DESCRIPTION	WAY OF TRAINING (VIRTUAL / ON-SITE / WORKSHOPS / ETC.)	ECOMUSEUM MEMBERS (TECHNICAL TEAM)	LOCAL COMMUNITY
Exchange & capacity-building residencies	Residencies to exchange experiences with other ecomuseums	On-site	X	X

2. Funding and Resources

Type of entity	Social Entity – Santa Casa da Misericórdia de São Brás de Alportel
Ownership	Private
Official status	Museum status according to the legislation of the country
Annual budget	Indirectly financed by a group of institutions – Santa Casa, Friends of the Museum, Municipality, Portuguese State.

The museum is part of a social entity – the Santa Casa da Misericórdia de São Brás de Alportel. This institution is responsible for maintaining the 3 permanent staff present in the museum: the director and two technicians in charge for carrying out the daily activities. Additionally, scholarships are provided for young professionals, financed by the Portuguese State. The local public administration is present in most of the activities organized by the museum, having a direct participation in the resources available for maintaining the institution. The museum is supported by a monthly grant from the Municipality of São Brás de Alportel. Furthermore, the museum staff use to apply for project funding in public calls and to establish partnerships with other institutions locally and nationally. Recently, Portugal Tourism financed a project to build a sensorial garden, bringing together volunteers to support the development of the project in a participative way. The museum is open to residencies for research, with the support of the Municipality.

According to museum's stakeholders, the institution adopted a so-called "interorganizational museological mobilization", which values the relational aspects of management as a counterpoint to vertical hierarchies. The management of the institution's activities is based on agreements between various entities that are related to the organization, whether they are part of its permanent staff, volunteers, local communities, or members of the Friends of the Museum. The museum was present at MINOM (International Movement for a New Museology) on several occasions, given the leading role of its director, Emanuel Sancho, and even as the host of the XVII Journeys on the Social Role of Museums in 2006. When describing the museum's activities in a 2015 article, Emanuel Sancho and the scholar Lorena Querol articulated the ideas of the new museology with other concepts such as endogenous development, participation and Sociomuseology. The issues raised by Sociomuseology overcame developmental aspects based on purely economic premises, and the concern with promoting human-scale projects is linked to this perception given to local development.

The financed projects are articulated with volunteer initiatives, depending on demands presented by communities. One specific association is very present in the museums activities: the Friends of the Museum (AAM). With more than 800 members, most of them European expats living in São Brás, it has been developing lots of projects and initiatives in the museum such as jazz festivals, exhibitions, courses, and roundtables. The AAM has an active role in the projects design and implementation, having its own staff to develop their activities.

3. Social and Community Participation

The museum was consolidated in Portugal as an experience that highlights the community-based actions and the relations between different social groups. The museum was initially dedicated to ethnographic collection in the Algarve region, based on community donation campaigns. After joining a Social Entity (Santa Casa de Misericórdia), the activities developed by the institution were linked to the city’s cultural agenda. In the following years, the museum became the main meeting place for the different communities inhabiting the city – immigrants from the UK, France, Ukraine, Netherlands, Brazil etc. The diversity of the institution’s actions includes the organization of exhibitions, Ukrainian music festivals, jazz concerts, traditional Portuguese festivities, participatory inventories, oral history records in rural communities, debates on contemporary topics of relevance to the community, information sessions to foreign communities, fashion shows and competitions, photography courses, fado nights and meetings in the museum’s cafe. The social role of the museum was stressed by the growing importance of its activities, and the affirmation of the institution as a space for community participation.

3.1. Local Population

Number of inhabitants of the territory/locality where the ecomuseum is located	10.662
Number of members of the local population involved in the ecomuseum	+1000 (considering the members of the local communities, immigrants, schools, the Friends of the Museum, etc.)

Ways of participation

The museum was affirmed as one of the main cultural spaces in the city, acting as a meeting place for different communities in São Brás. Additionally, the Friends of the Museum (AAM) was stablished as an independent organization to promote activities in the museum. This organization has a high level of intervention in the decision-making processes locally, bringing diverse initiatives to the spaces in the museum, such as jazz festivals, yoga classes, etc. The Algarve Photographers Group encourages meetings to discuss technical and aesthetic aspects of photography, with the promotion of exhibitions and competitions.

One of the main participative actions of the museum is the project ‘Photography, Memory and Identity’ (Fotografia, Memória e Identidade – FMId), a collaborative investigation into the city’s photographic collections. A group of local people used to meet the museum staff weekly to hold discussions after analyzing selected collections of old photos. The initiative is based on participatory inventory methodologies to gather the history of local Portuguese communities interpreted in the collections safeguarded by the museum, as well as other photos donated by the local population.

3.2. Social milieu

Forms of involvement

The social role of the museum is not limited to the offer of touristic attractions, even considering the role tourism sector play as a tool to enhance local development. According to the Museum Director, tourists use to see the first layer of the museum in a superficial way. The other layers are related to the daily activities developed together with the community, such as theatre groups, chorus, music bands, yoga sessions, language classes, etc. The museum tries to foster the local community social relations, responding to the community needs presented by individuals and social groups. In this sense, visitors and tourists could benefit from these initiatives, by maintaining an exchanging ambiance in the territory.

3.3. Website analisis

Type of intervention made possible by the website

Only information	Chance to suggest actions	Complaints or Compliments	Purchase of tickets	Open access or under registration
X		Facebook page		

Kinds of suggestions available

Proposing museum objectives	On funding issues	About museum planning	On accessibility
X		X	

Quality of Feedback

Receipt message is sent	The proposal is discussed at the museum management level	Results of the discussion are sent
X	X	X

4. Innovation and Research

The management system developed in the museum is considered an innovative initiative, as it is mainly based on the needs of the communities. The museum is a meeting place for diverse groups, and the staff is open to suggestions and proposals of activities to be developed. More than 50% of the museum space are multipurpose areas, open the possibility for the development of social and cultural activities continually, enhancing the social role of the museum. This perspective makes it possible to maintain an atmosphere of constant social innovation, as the museum responds to the needs of the communities.

The main research activities are developed using participatory inventory methodologies. As an example, the “Fotografia, Memória e Identidade” group (FMId) meets weekly to gather old photography, identifying and inventorying the collections. Natural and cultural activities are integrated to the museum framework, and the safeguarding of the communities’ memories bring self-awareness and self-confidence to individuals and groups, even after catastrophic events – i.e., after the fire incidents in 2012, one of the ways of helping the communities to comprehend the situation was developed in the museum. After working closely with the collections of the museum, the elders brought their perspectives by studying the territory, the inherited cultural references and the possibilities for a future with dignity.

The Friends of the Museum maintains a newsletter in 6 languages, reaching most of local and foreign communities living in the region. This publication maintains updated the cultural and social agenda in São Brás de Alportel, focusing on the diversity of activities developed by the museum.

5. Sustainable Development Goals (SDGs)

Number of SDGs that the ecomuseum is working on	2 (at least)
Preferential SDGs	5 and 12

SDG-related projects/actions

PROJECTS / ACTIONS	SHORT DESCRIPTION	SDG	IMPACTS
Exhibitions focusing on women and gender issues	Design of future exhibitions focusing on gender issues, fostering the participation of women.	5	Raise awareness for gender equality.
Awareness roundtables relating sustainability and ecology	Roundtables to discuss ecological impacts of human action, such as the campaigns against fracking in the region.	12	Raise awareness about sustainability.
Specific Exhibition directed to the 17 SDGs – process ongoing.	One of the next exhibitions dedicated to each one of the 17 SDGs.	All	Raise awareness about the SDGs.
Exhibition developed together with the Algarve Museums Network	Exhibition articulated with other museums in the Algarve region – each museum dedicating to one or more SDGs. Proposal presented to the Algarve Museums Network.	All	Raise awareness about the SDGs in the region.

6. COVID-19

During the Pandemic period, the impacts were clearly observed by the museum, as the touristic visits reached almost zero. The museum had to stop the organization of concerts and festivals, following the orientations of the Ministry of Health. However, the museum could maintain the development of outdoor activities, using the garden for art classes, tai chi, yoga, language classes, etc. The local communities demanded the return of activities, highlighting the social role of the museum. The museum was revealed as a main meeting place in the city, and after the reopening process observed in Portugal, there was no difficulties in reestablishing the social and cultural activities.



**Co-funded by
the European Union**

This project has been funded with support from the European Commission. The content of this website reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Except where otherwise noted, content on this site is licensed under a Creative Commons Attribution 4.0 International license.

portugal

CORVO ECOMUSEUM



Website

1. Ecomuseum Data



Ecomuseum Name

Corvo Ecomuseum

Date of Creation

2013 (Project) / 2015
(Implementation)



Location

Vila do Corvo, Corvo
Island, Azores,
Portugal

Phone

+351 292 596 063



1.1. Description of the Ecomuseum

The **Corvo Ecomuseum** comprehends the entire Corvo Island, the smallest and most isolated of the Azores archipelago (Portugal). This project was created in 2013 by the Azores's Regional Directorate of Culture, and its implementation started in 2015. It is considered to be a museum of the territory, of its community and for their sustainable development. Its aim is to recover and preserve the island's traditions and heritage, in all aspects (human, natural, tangible, intangible, etc.), for the present and future generations.

They started with one physical structure, the **Technical Support Office** for the Ecomuseum. This is a space for working, planning and researching. In 2019, the **House of Time (Casa do Tempo)** was inaugurated. **House of Time (Casa do Tempo)** is a welcoming space for local and foreign visitors. There, they have access to information, videos and explanations about the island and its community, and it is fully equipped with all the necessary knowledge and material to explore the territory.

A modern space was recently offered to the ecomuseum by the Regional Directorate of Culture. This is the **Corvo's Multipurpose Pavilion**. There is place to host and organize different cultural events, such as heritage preservation activities, colloquia, conferences, meetings, exhibitions, Fado concerts, theater plays, cinema, music, photography, and other forms of artistic expression.

It's planned to move forward with three more physical structures: the **House of the Lookout (Casa da Vigia)**, the **House of Memory (Casa da Memória)**, and the **House of the Looms (Casa dos Teares)**. In these spaces, it is intended to recreate and promote local traditions, organize workshops and events, and offer more activities for the community and visitors.

1.2. Members of the Ecomuseum

Name of the person in charge	Drª Deolinda Estêvão
Position	Director
Contact	Deolinda.RM.Estevao@azores.gov.pt
Number of ecomuseum team members	3

Qualification/training of team members

History and Heritage Studies

1.3. Training

The ecomuseum has identified that there are local traditions on their way to extinction, so it is absolutely necessary to train community members in how to preserve them. There have been several meetings with local elders in order to learn from them and document their testimonies, getting their knowledge preserved to pass it to future generations. Trainings in this matter such as weaving workshops to recover and keep this tradition alive have been already planned. A mandolin group was formed, in articulation with the school, in order to recover folklore and local music. This partnership with the school is considered very relevant in terms of heritage education, in its different aspects. The ecomuseum will continue doing these educational/training activities in order to foster youth engagement in valuing, preserving and disseminating the heritage that surrounds them.

The Ecomuseum currently counts with three staff members: its Director, Drª Deolinda Estêvão, and two technicians, Drª Andreia Silva and Dr. Manuel Oliveira. The recruitment process for three other positions was ongoing. The Regional Directorate for Culture offers training to ecomuseum staff, both in person and online, on different themes: communication, dissemination, capacity-building, etc. For the Ecomuseum staff, it was identified the need for training on Museology/ecomuseology and strategic communication in order to strengthen their relation with the community and foster public engagement and participation in the activities. As for the local community, more capacity-building activities are needed in order to foster the recovery of extinct traditions, such as weaving, and artistic training to support local groups, such as music and theatre. Due to the island's isolation and lack of human resources, they have to bring external trainers to develop trainings on-site, as they are considered to be more effective.

Some Examples of Training offered by the Ecomuseum

COURSE	DESCRIPTION	ECOMUSEUM MEMBERS (TECHNICAL TEAM)	LOCAL COMMUNITY
Heritage education	Educational/training activities to foster youth engagement in valuing, preserving and disseminating the heritage that surrounds them		X
Music training	Formation of a mandolin group to recover and preserve folklore and local music		X
Corvo Heritage Campaign	Raising awareness on heritage issues and presenting the results of research activities to the community		X
General trainings	Trainings on different topics offered by the Regional Directorate for Culture: communication, dissemination, capacity-building, etc.	X	

Some Examples of Training Needs Identified

AREA / FIELD	DESCRIPTION	WAY OF TRAINING (VIRTUAL / ON-SITE / WORKSHOPS / ETC.)	ECOMUSEUM MEMBERS (TECHNICAL TEAM)	LOCAL COMMUNITY
Museology/ecomuseology and strategic communication	Strengthen their relation with the community and foster public engagement and participation in the activities	On-site	X	
Capacity-building on local traditions and heritage	Foster the recovery of extinct traditions, such as weaving	Workshops on-site		X
Artistic training	Trainings to support local groups, such as music and theatre	On-site		X

2. Funding and Resources

Type of entity	Museum of territory
Ownership	Public
Official status	External service of the Azores' Regional Directorate for Culture
Annual budget	€5,000 (for activities)

The budget comes exclusively from the regional government of the Autonomous Region of the Azores, as the Ecomuseum is a service of the Regional Directorate of Culture. The activities of the Ecomuseum are free, including the admission to the House of Time, with no external revenue. Personnel costs, maintenance of buildings, and all other expenses are covered by the government. Besides having the fixed costs covered, the government allocates an annual budget of €5,000 for the Ecomuseum to implement its planned activities.

However, they also try other sources of funding for some initiatives. For example, they entered as partners in a consortium that is competing for European funds, from the Erasmus Program, to establish exchanges between institutions in the field of Education and Culture.

In the future, they envision to charge a symbolic contribution from tourists for activities and services that are planned to be provided in the House of Memory and House of the Looms. Visitors would be offered immersive experiences, such as learning the local heritage and traditions from community members on workshops and buying their products (such as wool articles and local food). This would generate some income for the local community and foster its socio-economic development.

3. Social and Community Participation

The local community is encouraged to actively participate in the planning of the Ecomuseum’s activities. There is a “Corvo Ecomuseum Friends Group”, a focal group that provides valuable feedback and inputs (by email and online forms) that are taken into account when planning the activities. There is a great attendance and involvement of the public in the activities promoted by the Ecomuseum, especially cultural events in the Multipurpose Pavilion, since Corvo is an isolated island and has a very close small community.

However, even with all the publicity, many community members still haven’t visited the House of Time. But little by little, the interest in also getting to know the physical space of the Ecomuseum is awakening. “There was a young local who came to visit the House of Time with a family member for the first time after a tourist recognized him on the street. The tourist told him that he had seen him in a photo of the Ecomuseum. As he was so young, he would hardly be in a photo of the archive. It turned out that he actually appeared in the film where the local mandolin group he belongs to appears”, the Director recalls.

At the House of the Time, visitors have access to instruments that allow them to interpret the territory. Unfortunately, the Ecomuseum doesn’t have enough human resources to always have a guide available to accompany people. So, a leaflet was created with an interpretive circuit of Vila do Corvo, so people could explore the territory on their own with the information in there. In the future, with the expansion of the Ecomuseum’s physical structures, it is intended to offer more participatory activities, for both locals and visitors, that recover and promote local traditions and heritage.

3.1. Local Population

Number of inhabitants of the territory/locality where the ecomuseum is located	386 (2021)
Number of members of the local population involved in the ecomuseum	20 (“Group of Friends”)

Ways of participation

The ecomuseum’s objective is to encourage people to actively participate in their activities planning. This has already been done through open calls advertised on posters, on Facebook, and also through the “Corvo Ecomuseum Friends Group”. People in this focus group were invited to fill out an online form indicating if they were following the activities, what kind of activities they would like to see being implemented, etc. They left several suggestions that are being used for the development of the activities’ plan. There is a lot of interest in cinema, handicrafts market, as well as events linked to ancient traditions, such as the “Wool Day” and the Wind Mills Day”. Most of the times, is the ecomuseum who invite the community to participate, however come some people have contacted them spontaneously offering their support and help in the organization and planning of activities.

Participatory museological processes, such as the Participatory Inventory of Corvo’s Cultural Heritage and for the Photographic Archive, are often carried out. People were asked to bring old family photos to the Ecomuseum, and now the Photographic Archive already has more than 1,000 photos. The photos are digitized and then returned to their owners, who provide information about their context and consent to share them. The idea is to build a database to preserve the community’s memory, creating a repository available for public consultation. The exhibition “Retalhos de Saudade” was conceived with some of these photographs, on different themes related to traditions, selected together with community members.

Personal contact is considered a very effective strategy to engage the community: talking to people, explaining activities, calling for participation. The Ecomuseum’s staff have reached to people individually: “come, participate, it will be interesting, we explain”, the Director says that this is what attracts people the most.

Corvo’s community members (386) participate mainly in activities outside the House of Time, especially the cultural events at the Multipurpose Pavilion. Some activities had an audience of more than 150 people, such as theater, book launches, Fado concerts, etc. As Corvo has a very close small community, this stimulates a greater public participation, especially in activities related to traditions.

3.2. Social milieu

Number of visitors from the territory/locality where the ecomuseum is located	2,123 (Portuguese)
Number of foreign visitors	221

Forms of involvement

The ecomuseum, as a museum of the territory, provides instruments that allow people to interpret that territory. Based on the information and the videos that are available at the House of Time, and the explanations given by the technicians, visitors are sent to explore the island. It would be preferable that visitors could be led by a guide. But, unfortunately, the Ecomuseum doesn't have enough human resources to always have a guide available to accompany people. A leaflet was created with an interpretive circuit of Vila do Corvo, so people could walk the terrain alone with the information in there.

Andreia Silva, ecomuseum technician, explains that they tried to articulate with tour operators so they could offer this circuit to their clients. Unfortunately, there was only one that adhered, as most of them work alone and lack resources to enlarge the scope of their work. "We have a compiled dossier that we provide them. I myself recorded what I tell at the various stations so that it would be easier for them to take the information and tell their customers. We need to continue to work hard in this direction. People arrive here and are often a little lost in the territory".

There are plans to enhance visitors' participation, both local and foreigner, with future new spaces. At House of Memory, it's intended to recreate a typical household from the mid-20th Century where they want to recover and promote traditions, organize workshops and events, offering activities for the community and visitors. In the House of the Looms it is envisioned to recreate the wool cycle, as the island is historically linked to sheep farming, wool production and weaving. They want to install recovered looms, provide capacity building on weaving and serve as a space where local artisans could work and commercialize their products, generating some income for community members.

3.3. Website analysis

Type of intervention made possible by the website

Only information	Chance to suggest actions	Complaints or Compliments	Purchase of tickets	Open access or under registration
Facebook	Facebook and email	Facebook and email	NA	

Kinds of suggestions available

Proposing museum objectives	On funding issues	About museum planning	On accessibility
X		X	X

Quality of Feedback

Receipt message is sent	The proposal is discussed at the museum management level	Results of the discussion are sent
X	X	X

The creation of a dedicated website is planned to take place soon. Its content will have the ecomuseum's mission, objectives, team, programming, call for participation, etc. Currently, it is at the ecomuseum Facebook page, created in March 2021, where most content related to their activities, calls for participation and a space for digital interaction can be found. The page has 923 likes and 987 followers, as of January 2022. An Instagram profile was created recently, but it has not been frequently updated, having only 2 posts and 31 followers, as of January 2022. The existing website belongs to the Regional Directorate of Culture and its content is outdated, mainly links to official documents and press coverage when the project had started. The objective with a new dedicated website, linked to the Ecomuseum's social media profiles, is to broaden the dissemination of its activities and to reach a wider audience, not just the community.

For the community, they have other ways of publicizing the activities, such as putting up posters in cafes, restaurants, grocery stores, bakeries, on their own premises, etc. However, many times the message does not arrive. "The most effective communication is personal contact, here we can do it because we are a small community, perhaps in other places this would not be possible", explains Deolinda Estêvão.

4. Innovation and Research

For Deolinda Estêvão, the ecomuseological project is itself a factor of social innovation, as is a community museum, at the service of the local community and aiming to its sustainable development. Besides the recovery, preservation and promotion of traditions, memory and history of the community, the ecomuseum Director considers it also innovative to take steps towards modernity. By carrying out activities and events in the Multipurpose Cultural Pavilion, it has been possible to expand their action. They have been organizing different events such as cinema, theater, exhibitions, dance, concerts, all kinds of artistic manifestations that the local population lacked access to.

In addition to the Ecomuseum's concern with the territory's natural and intangible heritage, the Participatory Inventory of Corvo's Cultural Heritage and the expansion of its physical structures will also allow for innovation in the identification and preservation of the community's tangible heritage. "This heritage exists and needs to be recovered, rescued, documented, disseminated", says Deolinda. They have a collection of ethnographic objects that are not yet at display (such as an old loom and a series of objects that were donated by community members), but will integrate the House of Memory and House of the Looms. They have organized calls for donation, restoration, exhibitions, workshops and raising awareness on this type of heritage, involving the community.

Digitization is also considered a factor of innovation. They aim to digitize their processes, digitally organize their archives and make them available online, giving access to these elements that can be useful to researchers, who cannot come to Corvo on purpose, for example.

Ecomuseum staff receive many requests and cooperate with master's and doctoral students in their research work. They give interviews and access to documentation from their collection and archives, for example. They also carry out their own research work with the support of experts from different fields, such as Archeology and Anthropology. They had organized a Heritage Campaign, focused on Archeology, to find more information about discoveries that were made on the ground. Namely to find traces of a possible mill that may have existed on the island, and of a tide well. It is often the Ecomuseum team that provides information to researchers on traces that may possibly be of interest for research. Once they reported that a storm uncovered a tidal well and a team came to dig the well. These are some examples, there are still many fields of interest in the area of research that are still open. The intention is to contribute to the study of the history of Corvo Island and its community. They organize events to transmit this knowledge to the population, presenting the results of the research activities of the Ecomuseum and its partners to the community.

Architects and engineers have already worked in the Technical Support Office, preparing projects for free so that people could rehabilitate their degraded houses. Based on these projects, people can apply for funding that exists in the Azores' Autonomous Region for the restoration of housing. The Technical Support Office continues providing support to community members who want to apply for recovery support for their homes, with information and in filling out the paperwork and technical requirements. The objective is to promote the preservation and requalification of the built heritage, also stimulating the socio-economic development of the community.

5. Sustainable Development Goals (SDGs)

Number of SDGs that the ecomuseum is working on	At least 6.
Preferential SDGs	None specifically defined.

SDG-related projects/actions

PROJECTS / ACTIONS	SHORT DESCRIPTION	SDG	IMPACTS
Heritage education activities	Educational/training activities to foster youth engagement in valuing, preserving and disseminating the heritage that surrounds them (natural, human, tangible, intangible, etc.)	4, 11, 14, 15	More valorization, preservation and dissemination of the community's common heritage (natural, human, tangible, intangible, etc.)
Capacity-building on local traditions and heritage	Foster the recovery of extinct traditions and the commercialization of local products/services, such as tourism, weaving and artisanal cheese	8, 11, 12	Foster the socio-economic development of the community
Support for the rehabilitation of degraded houses	Provide technical support to community members who want to apply for funding to recover their homes	8, 11	Promote the preservation and requalification of the built heritage

When the activities plan was prepared, guidelines were given so that these meet the SDGs. Therefore, the ecomuseum activities already try to cover these objectives. There is an educational core aimed at young people (SDG 4), so they can have trainings on the importance of preserving the community's memory, history and heritage in its most different aspects (human, natural, tangible, intangible, etc.) – SDGs 11, 14, 15. The ecomuseum is still beginning to take these steps. But, even with a reduced team, they have these objectives present in the Ecomuseum's work in favor of the community's sustainable development.

In terms of traditions, they also want to encourage the revival of the production of local products as they were in the past (such as wool and artisanal cheese) – SDGs 8, 11, 12. They are trying to make Corvo's artisanal cheese certified as a product of origin, they claim "We want to make the Ecomuseum play an active role in promoting some local products that could be marketed to boost the local economy", Deolinda explains.

By providing technical support to community members for the rehabilitation of degraded houses, helping them with projects and funding applications, they are promoting the preservation and requalification of the built heritage (SDG 11), also stimulating the socio-economic development of the community (SDG 8).

6. COVID-19

Although for a long time, due to its isolation, Corvo Island had no Covid cases for a long time, the community still had to comply with the same restrictions imposed in the region and the country. For some time, physical structures were closed to the public, and technicians worked from home. House of Time received no visits. Communications were only done via email, and they didn't have a Facebook page or website yet. The 2020 activities' plan was not implemented, and the budget allocated for those planned activities was transferred to the following year. However, there was no impact on the revenue, since activities and visits to the House of Time are free.

As soon as a little reopening was possible, the ecomuseum found great demand. Corvo Island only had one only case of Covid, the virus did not spread, and Corvo community was one of the firsts in the world being fully vaccinated, people felt safe there. In the summer of 2020, there was a greater influx of visitors, including from the other islands, to visit Corvo and the House of Time.



**Co-funded by
the European Union**

This project has been funded with support from the European Commission. The content of this website reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Except where otherwise noted, content on this site is licensed under a Creative Commons Attribution 4.0 International license.

poland

ROZTOKA-BRZEZINY MILL VILLAGE

1. Ecomuseum Data



Ecomuseum Name

Roztoka-Brzeziny Mill Village

Date of Creation

March 2016



Location

Roztoka-brzeziny
105; 33-316 Rożnów

Phone

+48 788 175 741



1.1. Description of the Ecomuseum

This ecomuseum was launched in a historic Mill Village consisting of wooden buildings related to rural industry (milling and sawmilling). It is one of the last examples of an old rural building with an operating mill and sawmill in Nowy Sącz county (South Poland). In the face of the disappearance of this types of buildings, the decision was made to take action in order to protect and maintain cultural heritage (tangible and intangible) related to old rural industry. Activities that are undertaken to maintain cultural heritage include reconstruction and renovation of objects, machines and devices related to rural milling and sawmilling industry. This museum is the space enabling promotion of regional cultural heritage by means of organization of European Heritage Days, Małopolska Heritage Days and other dissemination events. Ecomuseum is available for all kinds of visitors, individual guests and organized groups. The important part of ecomuseum activities are educational workshops. They make up a package consisting of guided visiting the village, demonstrative activation of mill and educational-culinary workshops (art and craft, soda pancakes). This ecomuseum is linked to Traditional Craft Trail, On Plum Trail and On Honey Trail that are organized to attract visitors to heritage sites. Ecomuseum operates basing on a mixed model by means of linkage of two entities: private and social (foundation). Ecomuseum is located in an area rich in nature values and ecomuseum deals with protection and promotion of natural environment and unchanged natural and cultural landscape. It constitutes refuge of wild animals, birds and plants, typical for the Carpathians.

1.2. Members of the Ecomuseum

Name of the person in charge	Michał Winiarski
Position	Owner and president of foundation for 'Mill Village' cultural heritage protection and support
Contact	michl-winiarski@wp.pl
Number of ecomuseum team members	4, including 3 volunteers

Qualification/training of team members

Michał Winiarski, owner and manager – formal-legal aspects of ecomuseum managing issues: postgraduate studies in museology, pedagogy (teaching qualifications) and raising European funds, trainings in NGO management and study visits to Polish and foreign heritage sites.

Volunteers have the knowledge concerning local history, culture and customs of the place and they are passionates. They have unique skills to operate old machines and devices in the mill and sawmill.

Ecomuseum cooperates with organizations from the region and their specialists contribute to ecomuseum (deliver knowledge and skills, carry out workshops)

1.3.Training

Ecomuseum has a very limited team and it does not organize or deliver trainings for the team. To raise the knowledge and skills ecomuseum team members participate in trainings held by other organizations or institutions. There is a wide range of useful and relevant trainings and study visit to improve necessary competences, often offered free of charge. The team benefits from contacts with specialists in various fields (e.g. heritage protection, tourism development, social economy). However, ecomuseum leader is aware of the need to develop competences, knowledge and skills to make the ecomuseum education program more attractive, presenting deeper and wider knowledge and traditional skills. Ecomuseum feels responsible for raising awareness of heritage value and need of its protection among local community. There is also high need to develop skills to disseminate and promote natural and cultural heritage and to develop modern tools and technologies. The ecomuseum team needs training in project management and fundraising to be able to develop ecomuseum (new objects and equipment, promotion).

Some Examples of Training Needs Identified

AREA / FIELD	DESCRIPTION	WAY OF TRAINING (VIRTUAL / ON-SITE / WORKSHOPS / ETC.)	ECOMUSEUM MEMBERS (TECHNICAL TEAM)	LOCAL COMMUNITY
Cultural heritage protection	Training for local stakeholders (public intitutions, inhabitants, NGOs) aimed at ientification of local heritage and methods of its protection.	On-site	X	X
Natural and cultural heritage promotion	Training aimed at raisning knowledge and practical skill in working out and implement promotion strategy (methods, technologies)	On-site	X	X
Project management and fundraising	Preparing ecomuseum team to raise funds for ecomuseum development and implement projects	On-site	X	X

2. Funding and Resources

Type of entity	Museum, foundation
Ownership	Mixed
Official status	Museum under construction, Foundation

This ecomuseum is a grassroots initiatives and is, at the current stage, financed mainly from owner’s private sources. Lately, the Foundation for ‘Mill Village’ Cultural Heritage Protection and Support was established to support ecomuseum and raise additional funds for implementation of investment and non-investment (soft) projects. So far the foundation has implemented three small projects, financed from state and private sources. However, the ecomuseum team needs to develop knowledge and skills to work out and implement high-volume projects.

The main source of Ecomuseum’s income is delivering interactive workshops presenting local cultural heritage (the most popular are culinary workshops. The target group for the workshops are organized groups of children. Interesting is that those groups come mostly from outside of the region (from whole Poland) while local schools do not appreciate the opportunity to include visit in Ecomuseum in the formal education. Besides, Ecomuseum runs a shop with souvenirs and local products, sells flour. Important part of Ecomuseum services make study visits for organizations and institutions interested in learning about Mill Village operation and transferring the idea and experiences to their area. They are a good way to promote Ecomuseum and services outside of the region (word of mouth marketing). It receives mostly organized tourist groups. Ecomuseum is now preparing to launch the ticketing system for visitors interested in guided tours in the Milling Village.

Ecomuseum analyzes potential mechanisms to finance its operation to develop a sustainable model based of diverse sources of income. It takes into account not only traditional, obvious ones like sale of tickets, groups visits, subsidies) but use also more innovative services like consultancy, advisory, trainings, cooperation with other entities (bilateral projects), researches and development of entrepreneurship.

State institutions and local government hardly support this kind of initiatives, especially private ones. That makes things difficult for their leaders. On the other hand, they are not dependent on public funds and are made to develop creative and innovative financial mechanisms.

3. Social and Community Participation

Ecomuseum is an important factor in safeguarding, maintenance and presentation of local heritage, it mostly deal with old milling tradition. However its activities include other aspects of local and regional heritage: nature, art and craft, history and cuisine. To prepare more comprehensive offer concerning local heritage Ecomuseum made connection and cooperate with other entities and individuals from the region (NGOs, passionates, specialists). The cooperation serves also better knowledge and understanding of local heritage and organization of common actions. Besides, ecomuseum feels responsible for education of children from the region offering them free of charge guided tours and workshops. Ecomuseum is a 'living' place presenting authentic machines mostly in their original surroundings and visitors can benefit from seeing them in action. They can learn not only how to process cereals but also how to make traditional bread and keep dialogue while discovering things. Guests are also welcome with any kind of suggestions or hints that are considered as a good way to improve offer.

3.1. Local Population

Number of inhabitants of the territory/locality where the ecomuseum is located	600 (village of Roztoka-Brzeziny), 9000 (Gródek on Dunajec River, to which it belongs)
Number of members of the local population involved in the ecomuseum	5

Ways of participation

This ecomuseum is a unique place, not only in the region, thus it is well known by local community as well as institutions and organizations from the region. For this reason, it is considered to be a good partner for cooperation in the region, especially in the field of culture, education, tourism and natural and cultural heritage protection. Ecomuseum cooperates with other entities, mainly with NGOs that are focused on culture and local development (e.g. Local Action Group, Rural Housewives Groups) and with individuals – people having passion for local nature, history and culture. For popularization of the heritage Ecomuseum engages in organization of European and Małopolska heritage Days, Crown of the Foothill festivals, Craft Trail and shows the Mill Village to the visitors and delivers traditional workshops. It keeps touch with specialists from traditional milling industry in order to exchange experiences, knowledge and information. Ecomuseum organizes guided tours and workshops for children from the region free of charge. Ecomuseum cooperates with various stakeholder in order to discover, interpret and present local heritage and contribute to its protection and maintenance. One of the Ecomuseum Partner is Regional Museum in Nowy Sącz to support and promote Małopolska home museums in order to cross-link those initiatives.

3.2. Social milieu

Number of visitors from the territory/locality where the ecomuseum is located	children from 35 local schools (ca 750) per year, local leaders, members of local community (500)
Number of foreign visitors	20 per year

Forms of involvement

Ecomuseum operates as a “living” space, in which the traditional activities are held related to the milling and saw milling industry. Visiting guests have opportunity to see working traditional mill and understand its operation, they can observe the process of producing flour starting from the grain. During interactive educational workshops participants are involved in hand-made preparation of traditional bread or soda crumpet baked on a traditional stove sheet. Guided tours are based on interaction between the guide and visitors – it is not just telling the story but common discovering it. Guests are encouraged to ask questions, share comments and ideas as well as do simple work, that was in past done in rural household (e.g. using manual burrowing). Ecomuseum has the principle to show as many as possible machines and devices while they operate, so that the demonstration is dynamic. That enables seeing the work of authentic often older than 100 years machines and it makes the message more attractive. The dialogue with visitors is also aimed at improvement of the way the knowledge, information and skills are delivered and it is always profiled and customized to the individual needs and expectations.

3.3. Website analysis

Ecomuseum has no functioning web page at the moment. The old web page is not active anymore and Ecomuseum plans to develop a new one. Though Ecomuseum is active on Facebook profile it realizes the need to launch a new, at list information web page.

4. Innovation and Research

Activity of Ecomuseum (Mill Village) is exceptional in the region – there is no such a site elsewhere. It relates especially to a preserved operating historic mill and sawmill that is maintained in situ. There is a traditional mill monument in the open-air museum in Nowy Sącz, however there is no possibility to carry out the grist, thus there is no opportunity to show the whole process and the narration is static. Demonstrative operation of the mill in the ecomuseum is unique as there are very few places where that can be seen. The ecomuseum collects all kind of unique publications concerning traditional milling. They include technical books concerning construction of the mills, machines and mill devices, machines operation etc. The oldest examples are older than 100 years. Lately, Ecomuseum has carried out a very special project of small rural mill reconstruction basing on saved historic mill equipment. Implementation of the project has contributed to record and maintain one of the latest examples of rural small scale cereals processing industry in the region.

Ecomuseum is a grassroots initiative of a milling passionate representing a family of many generations of millers. To make the undertaking feasible the owner of the ecomuseum established a foundation to support development and operation of ecomuseum. This is a very good solution, especially in places where there is practically no support from public institutions. The foundation can raise funds and implement projects that are unavailable for private people. This organizational model is effective and can be a solution in case when a private person is interested in protection and preservation of historic sites and has no financial possibilities to invest own resources. The value of the Ecomuseum is that the initiative serves not only preservation but also dissemination in a form of education-tourism offer. It is worth accentuate that ecomuseum is open for cooperation with other organizations and institution to make a wider platform and a vehicle to protect, maintain and present various aspects of local heritage (art, craft, cuisine, folklore) in situ in historic surroundings.

5. Sustainable Development Goals (SDGs)

Number of SDGs that the ecomuseum is working on	4
Preferential SDGs	4 Quality education, 7 Affordable and clean energy, 12 Responsible consumption and production, 15 Life on land

SDG-related projects/actions

PROJECTS / ACTIONS	SHORT DESCRIPTION	SDG	IMPACTS
Regular activities	Ecomuseum regularly holds educational workshops related to cultural and culinary heritage. They are delivered in a 'living' space and participants can visually realize how life used to look like 100 years ago. Primal principle in ecomuseum is to keep all machines and mill devices able to work and show their operation to participants during educational activities. Delivered knowledge is based on reliable sources.	4 Quality education	Raising knowledge concerning milling and saw milling rural industry
New project	Ecomuseum has an idea of a demonstrative watermill reconstruction. It is based on a historic tradition – in this place there used operate a watermill for several dozen years. The natural-hydrologic conditions maintained and they make it possible to restore a watermill. The watermill was turned into an electric one in 50-ties of 10 century, but part of its equipment was preserved and there is a building that can be adapted for a watermill. It is a priority project for ecomuseum.	7 Affordable and clean energy	Visitors can learn how a mill worked using green energy of river water.
Regular activity	In Ecomuseum flour is produced in a traditional way. The cereal is acquired from local farms. They have organic food certificate and old traditional cereal species are used like spelt, emmer and einkorn. In future there is a plan to open a mill shop offering flour and groats produced with historic machines and devices in Ecomuseum mills.	12 Responsible consumption and production	Promotion of traditional species of cereals and organic food, raising the awareness of healthy diet
Regular activity and a new project	Ecomuseum is located in an area of high natural values, close to a flow and with a lot of diverse trees that is a refuge of valuable vegetation and numerous species of birds and animals. Ecomuseum carry out protective activities including the vicinity of ecomuseum by means of agri-environmental programs as well as protection of birds, bats and other mammals by installing nesting boxes every year. Ecomuseum plans a project aimed at creation of nature-culture trail leading through historic buildings and neighboring rich nature area.	15 Life on land	Protection of natural resources and promotion of natural values

Ecomuseum is a local grassroots venture and had no ambition to contribute to SDGs implementation process. However its activities are strongly related to at least four SDGs: Quality education, Affordable and clean energy, Responsible consumption and production and Life on land. Dealing mostly with specific area of cultural heritage it is sensitive for other aspects of natural and cultural value, initiates activities and feel responsible for protection of resources and ensuring sustainable life. It contribute to improvement of education, particularly delivering knowledge related to local history, culture, tradition and nature in authentic environment of Mill Village by a flow surrounded by old trees. Though its main focus is milling industry it feels responsible for natural environment, protects birds and bats and promotes organic farming and traditional ways of food processing. It plans to make connection with past by reconstructing a watermill to show how river water could be used as a source of energy to produce mill. Traditional flour and groats produced from old species of cereals will be available in the Ecomuseum as a local product.

6. COVID-19

Period of COVID-19 pandemic has a significant negative impact on Ecomuseum operation. For a long time it was not possible to deliver services like organizing guided tours in Ecomuseum, delivering educational workshops (art, craft and culinary), especially as they normally have a hands-on formula. At that time it was also hard to make connections and develop cooperation with other entities and local community. Implemented projects missed partners who were not so much willing to get involved due to restrictions and anxiety. Ecomuseum has not work out any alternative methods of delivering its services, e.g. organizing on-line workshops, producing films. Pandemic did not favor fundraising and aid state programs were addressed mostly to hotel and catering industry while fragile heritage ventures were left alone.



**Co-funded by
the European Union**

This project has been funded with support from the European Commission. The content of this website reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Except where otherwise noted, content on this site is licensed under a Creative Commons Attribution 4.0 International license.

poland

CARP VALLEY ECOMUSEUM



Website

1. Ecomuseum Data



Ecomuseum Name

Carp Valley
Ecomuseum

Date of Creation

2014



Location

Rynek 2, PL-32-640
Zator (office)

Phone

+48 33 841 05 84



1.1. Description of the Ecomuseum

'Carp Valley' ecomuseum is a network of sites presenting 'living' natural and cultural heritage of the Carp Valley area. This region is famous for its traditional carp breeding. 'Carp Valley' ecomuseum offers a variety of interesting places where one can enjoy picturesque landscapes, experience unique nature, learn about fishery and farming and taste local cuisine, particularly dishes based on exceptional, locally bred fish. Ecomuseum enables contacts with passionates, who tell about their activities, present extraordinary products as well as teach how to make them. 'Carp Valley' ecomuseum delivers broad educational offer in the field of culture (art and artisan workshops, local cuisine lessons), nature (kayaking, bird-watching trips, visit in fishery farms, bee-keeping workshops) and history (visiting local mini-museums, art galleries). It promotes local traditional and environmentally friendly products and is involved in regional education in schools. This ecomuseum is based on cooperation of various stakeholders: NGOs, public institutions, entrepreneurs, private people and is run by Association of Carp Valley which operates as Local Action Group.

1.2. Members of the Ecomuseum

Name of the person in charge	Anna Świątek
Position	Coordinator
Contact	dyrektor@dolinakarpia.org
Number of ecomuseum team members	40 Carp Valley Ecomuseum is constituted as a partnership counting with 40 members. Among members there are NGOs, entrepreneurs/companies, institutions and individuals. People active in the Ecomuseum are either employees or volunteers in the above mentioned entities. This Ecomuseum has no legal status so it cannot have its own employees or volunteers.

Qualification/training of team members

- Chemistry,
- Local development,
- Local heritage promotion and management,
- Project management,
- Tourism,
- Partnership cooperation,
- Marketing,
- Social media

Besides Ecomuseum team members have qualifications in fine arts, animal husbandry (zootechnics), education.

1.3. Training

Creating 'Carp Valley' ecomuseum was based on a process initiated with a series of trainings. Their purpose was to start the familiarization of local stakeholders with the concept and methodology. They included examples of successfully operating ecomuseums contributing to the protection and maintenance of local heritage. Also, trainings included modules orientated to ecomuseums design and implementation plan, regarding identification of local natural and cultural heritage resources and assets, potential partners (members) identification, ecomuseum concept understanding and operation means (management, communication, visualization, target groups, internal and external cooperation). This ecomuseum is not the result of an individual leader willingness but was designed during interpersonal workshops in a collaborative process, so it is resultant of a variety of ideas and approaches. It was through participative approach that the original idea was transferred to the means of ecomuseum management. Study visits were a good source of inspiration and played an important role for a better understanding on what an ecomuseum is and how it can deal with local heritage. However, ecomuseum members still need trainings and expert consultancy in several areas. Regarding the training needs as monitored in the regular members meetings, main needs are in: educational methods development and improvement, heritage knowledge and skills dissemination, target groups reaching and new technologies use.

Some Examples of Training offered by the Ecomuseum

COURSE	DESCRIPTION	ECOMUSEUM MEMBERS (TECHNICAL TEAM)	LOCAL COMMUNITY
Development of ecomuseum	The training included an introduction to ecomuseology, examples and good practices, identification of local heritage resources and potential of the region, ecomuseum designing and planning (management and visualization system).	X	X
Development of ecomuseum	This training focused on identification of Ecomuseum partners, participation mechanisms, working out Ecomuseum concept and operation assumptions and Ecomuseum development programmes.	X	X
Exchange of experiences and good practices	Study visit to Ekomuzeum "Wrzosowa Kraina" was useful to learn and exchange good practices in operation, management and communication in ecomuseum.	X	X
Management and communication in ecomuseum	This training focused on local tourism organizations management methods and internal and external promotion of ecomuseums using Local Tourism Organizations (organizations of a special status).	X	
Exchange of experiences and good practices	Study visit to Ekomuzeum "Gościniec 4 Żywiołów" was an opportunity to exchange good practices in operation, management and communication in ecomuseum and to get inspiration.	X	X
Exchange of experiences and good practices	Study visit to ecomuseum-like venture of LAG Zeitkultur Oeststeirisches Kernland in Austria. Useful for good practices in operation exchange, management and communication in ecomuseum as well as new solutions and approaches learning.	X	X
Ecomuseum promotion	Workshop focused on working out ecomuseum tourism packages.	X	X
Ecomuseum development	Subsidizing of ecomuseum offers and sites basing on EU funds.	X	X
Ecomuseum development	Training concerning running agritourist farm and developing offer based on local resources.	X	X
Creative industry	Development of new tourism and educational offer, communication and cooperation using creative industry methods.	X	X

Some Examples of Training Needs Identified

Area / Field	Description	Way of Training (Virtual / On-site / Workshops / Etc.)	Ecomuseum Members (Technical Team)	Local Community
Development of education and tourism offers	Individual support to improve methods to deliver knowledge and skills based on local heritage	Expert advisory for individual sites (on-site)	X	X
Service delivered to profiled target groups	Trainings to develop knowledge and skills to deliver better and better tailored services to profiled target groups like e.g. seniors, children, youth	All	X	X
Study visit to Ekomuzeum “Dziedziny Dunajca”	Study visit to Ekomuzeum “Dziedziny Dunajca” to exchange good practices in operation, management and communication in ecomuseum and to get inspiration.	All	X	X
Social media	Training to improve skills in using social media (FB, Instagram) and communication.	All	X	X
New technologies	Training to deliver information concerning new technologies useful in presenting and promoting heritage.	All	X	X

2. Funding and Resources

Type of entity	Various entities partnership (public institutions, NGOs, entrepreneurs, individuals..). The Ecomuseum is coordinated by Carp Valley Association that operates as Local Action Group.
Ownership	There is no one owner. The coordinating body is an NGO, owners of particular sites are mixed.
Official status	It has no special legal status. It operates as partnership based of signed membership declarations and by-laws. Private mini-museums are Ecomuseum members and partners.
Annual budget	No fixed annual budget, project based, depends on the situation.

As this ecomuseum is a partnership of various entities and people, it has no common annual budget. Ecomuseum income can be considered in two forms: 1) income of coordinating organization, 2) income of individual ecomuseum sites.

1. Income of Carp Valley Association is based on projects. The Association is active in the field of fundraising both on state and international level. Gained funds are invested in the development of the ecomuseum, particularly in enhancing its cooperation and impact (internal and external communication, management, common events). Activities include festivals organization, study visits, trainings, conferences, meetings gathering ecomuseum members, cooperation with other ecomuseums and external institutions, organizations and companies, preparation of promotional and educational materials (maps, leaflets, tourist passports, administration of website and mobile application), marketing (a sales platform for delivering art, artisan and cuisine workshops and educational trips). Besides Carp Valley Association is a grantmaking organization and ecomuseum members can contribute to heritage protection and dissemination and improve their tourism-education offer benefiting from grants. Funds delivered by the Association are used to develop the effective and efficient system of cooperation and guarantee the quality of heritage protection and based on local resources tourism-education offer and its reaching the target groups (market).
2. Income of individual sites is based mostly on delivering a tourism-educational offer in the form of art, artisan, cuisine workshops, educational trips, visiting mini-museums and galleries, selling local products. The offer is accompanied with accommodation in unique places (agritourist farms or pensions) and local cuisine degustation, from where the exceptional royal Zator carp is a remarkable dish.

Members of the ecomuseum are considering introducing some additional small amount as a membership fee to ensure funds for basic ecomuseum needs.

3. Social and Community Participation

Carp Valley ecomuseum operates as a cross-sector partnership that is always open to welcoming new partners. All partners signed membership declaration and they follow mutually approved by-laws based on democratic rules. It is coordinated by Carp Valley Association, however, strategic decisions are made by all the members together, mostly during regular meetings. It is an independent entity, but it keeps contact with local authorities. Ecomuseum organizes several events for local communities. It is deeply involved in education concerning regional heritage values and knowledge about history, tradition, culture and economy of the region for children and youth. It cooperates with local NGOs and generates knowledge in dialogue with various social groups. Ecomuseum invites tourists to participate in local and regional culture, promotes nature, history and tradition organizing different types of workshops (e.g. making traditional candies, preparing traditional meals, ceramic), guided mini-museums and galleries visits, nature educational trips, practical lessons and lectures (carp breeding, bee-keeping, life of bees) and presentation of fishery farms among other activities. For those interested in deepening their knowledge about this ecomuseum and its methods to protect and present local heritage, the ecomuseum organizes different study visits. Carp Valley ecomuseum cooperates with tourist agencies and ventures (e.g. amusement parks) operating in the area in order to reach the audience and offer the possibility to better discover the region, its history, traditions and culture in a 'living' way.

3.1. Local Population

Number of inhabitants of the territory/locality where the ecomuseum is located	55 000
Number of members of the local population involved in the ecomuseum	Inhabitants of seven municipalities

Ways of participation

Carp Valley ecomuseum operates in seven municipalities and consists of 40 sites run by representatives of local communities (individuals, entrepreneurs, NGOs and public institutions). Together they make a partnership coordinated by one organization (Carp Valley Association). The partnership is based on democratic rules (according to by-laws) – and all strategic decisions are made during the ecomuseum members meetings (planning, accepting new members, communication, promotion, cooperation). Most of projects implemented are initiated by the coordinator who usually is also responsible for project management. It is always open for new members, but they have to meet approved criteria. It is in constant contact with local authorities, who are informed of all activities and news about the ecomuseum e.g. on new infrastructure to develop. It is involved in education concerning regional heritage values and knowledge concerning history, tradition, culture and economy of the region for children and youth – organizes practical lessons, workshops, educational trips and competitions. Events organized by the Carp Valley Association in cooperation with Ecomuseum members are attended by local inhabitants. Members are active in their villages and municipalities and do great job in disseminating knowledge concerning local values. They acquire new knowledge concerning the region by means of dialogue with various groups: elderly people, institutions, specialists in various fields, local passionates, artists and artisans not always associated with the entity. Besides, from the ecomuseum people are always invited to exciting activities as quests (treasure hunt games to discover local heritage) with participation of local stakeholders.

3.2. Social milieu

Number of visitors from the territory/locality where the ecomuseum is located	children from 35 local schools (ca 750) per year, local leaders, members of local community (500)
Number of foreign visitors	1000

Forms of involvement

There are various possibilities to visit the 'Carp Valley' Ecomuseum. The main offer is to visit it as a participative character – Ecomuseum sites are mostly run by passionate people that deliver exciting and funny activities. Those people are open for contact, delivering information, sharing knowledge and skills. The most popular activities are workshops (e.g. making traditional candies, preparing traditional meals, ceramic), guided visiting mini-museums and galleries, nature educational trips, practical lessons and lectures (carp breeding, bee-keeping, life of bees), presentation of fishery farms. As ecomuseums are still not too popular as a form of local heritage protection and presentation 'Carp Valley' Ecomuseum organizes study visits for those interested in launching and developing an ecomuseum in their regions. Ecomuseum delivers full information of its development step by step, giving examples about what went right and what went wrong, about successes and failures. Ecomuseum cooperates with tourist agencies and ventures (e.g. amusement parks) operating in the area in order to reach a wider audience and offer the possibility to better learning the region, its history, tradition culture in a 'living' way.

3.3. Website analysis

Type of intervention made possible by the website

Only information	Chance to suggest actions	Complaints or Compliments	Purchase of tickets	Open access or under registration
Information are the base	Tourism packages Suggested events	No	No	No

Kinds of suggestions available

Proposing museum objectives	On funding issues	About museum planning	On accessibility
X		(Event calendar)	X

Quality of Feedback

Receipt message is sent	The proposal is discussed at the museum management level	Results of the discussion are sent
	X	X

‘Carp Valley’ Ecomuseum website was created in 2014. It is a typical information webpage, available only in Polish. You can learn what an ecomuseum is and discover ‘Carp Valley’ Ecomuseum, its history and how it works. The best part of the webpage is description of all the different sites that can be visited in ecomuseum. Each site has its piece of information, presentation of its offer and some considerations to have in mind when planning to visit it (e.g. in case you have to make an appointment in advance). Sites are divided into categories that include characteristics of the site and the offered activities (e.g. workshops, local cuisine, lessons in nature). Each category is illustrated by an icon. Multifunctional sites have more than one icon. The webpage makes it possible to connect with mobile application which serves easier moving around in the ecomuseum. The webpage does not allow bilateral communication with the audience. Its only interactive tool is a planner that enables designing a visit in ecomuseum. The webpage is not linked to social media but it is linked to Carp Valley main webpage. There is no visitors counter visible. The weakness of the site is a map that does not work properly and lack of proposals for staying in ecomuseum such as tourist packages or educational products. The professional photographs are the strengths of the webpage.

4. Innovation and Research

Innovation in ecomuseums is a brand new approach, method and mode of operation that has not been used in the community before. It brings new solutions, changes in a several areas and in an overall it means an added value to the traditional routine.

However, Carp Valley itself can be considered an innovation not only because it is the first ecomuseum in the region, but also because due to its kind of partnership constitution, gathering both people and institutions that are together involved in the protection and maintenance of heritage. It is first collaborative activity of this scale in the region. Creating this ecomuseum was step by step based on continuous discussions and dialogue processes concerning the heritage resources, history, legends and traditions, including fishery and carp breeding, and exceptional values of the region that should be protected and maintained. For the communities, where only public institutions have been responsible for natural and cultural heritage protection, it is a great change to involve individuals, organizations and business to be co-responsible and to contribute to heritage safeguarding. It is enhanced by democratic rules that are the base of Carp Valley ecomuseum management.

Ecomuseum fosters social economy by allowing NGOs to sell their workshop and local product offer to visitors and thus earn money to keep their activities.

Formal education hardly fulfill their purpose on local culture, heritage and history teaching. Carp Valley ecomuseum can help filling this gap through their own original educational program for delivering knowledge and the workshops organized in the ecomuseum sites that makes it easier to deepen the knowledge and learn traditional skills.

'Carp Valley' Ecomuseum promotes and implements quests (treasure hunt games that enables self-discovery of the place where heritage manifestations are found). They are prepared in a participative way – various representatives of the community are involved to decide on the narration and they collectively work them out. Each time the workshop is initiated with the discussion concerning values of local heritage, which is a very important part. Quests are available in the form of a printed leaflet or pdf version on a website (e.g. www.bestquests.pl). Quests are an easy and effective way to foster the dialogue concerning natural and cultural heritage (tangible and intangible) and its value in local community.

Ecomuseum sites can be supported by the regional branding system and benefit from common promotion under umbrella brand (Carp Valley). The brand guarantees good quality, tights to the region's specific culture, using local resources (e.g. raw materials) and being environmental friendly. Local brand focuses on local products, services and initiatives, rooted in the heritage, brings prestige and shows the reasons to be proud. It brings a change in perception of local values and give incentives to protect them.

Ecomuseum does not carry out any research, both in coordinating organization and among partners there are no scholars and it hardly cooperates with research institutions. The exception is a short term cooperation with Pedagogical University of Cracow, where students analyzed Ecomuseum offer and ways it reaches the audience.

5. Sustainable Development Goals (SDGs)

Number of SDGs that the ecomuseum is working on	9
Preferential SDGs	4, 12, 14, 15, 17

SDG-related projects/actions

PROJECTS / ACTIONS	SHORT DESCRIPTION	SDG	IMPACTS
Regular activities	Educational materials are regularly prepared and distributed to improve knowledge and understanding of local history, culture, traditional occupations, nature. A program of lessons concerning local natural and cultural heritage has been prepared and is delivered in cooperation with 35 schools from the region.	4 Quality education	Children from the region constantly improve their knowledge about natural and cultural heritage and feel proud about the place they live. They know history better and get possibility to get exceptional skills.
Regular activities	Ecomuseum promotes local products – manufactured according to traditional technologies, using local raw material in the environmental-friendly way. It provides opportunity to learn about technology and production process. Ecomuseum enables learning about sustainable fishery farming and traditional species of carp, that the origin dates back to 13th century.	12 Responsible consumption and production	Both internal and external ecomuseum visitors intentionally buy local products (art, artisan, food, esp. carp) and learns about the technology and production process.
Regular activities	Ecomuseum organizes nature trips (e.g. bird-watching, quests) that enables learning about local flora and fauna and sensitizing to the need of habitat and endangered species protection. Ponds are perfect places to learning about local water life and sustainable, traditional fishery farming.	14 Life below water, 15 Life on land	Both internal and external Ecomuseum visitors learn about local flora and fauna and are more aware of the needs of their protection. Better knowledge of flora and fauna specificity fosters feeling proud of the region.
Regular activities	Ecomuseum operates based on partnership principles. It empowers local cooperation and social bonds. People know better local resources and heritage sites and build collective responsibility for protection of local and regional values.	17 Partnerships for the goals	Better cooperation of various institutions and social groups, more common undertakings to protect, maintain and present local heritage.

When Carp Valley ecomuseum was created Sustainable Development Goals were not being analyzed and taken into account. The most important for local communities and people involved at that moment was to set heritage-oriented goals in terms of heritage protection, sustainable use and development of heritage cognitive tourism. However, principles and values that this ecomuseum follows are indeed convergent with various SDGs. The most appropriate SDGs corresponding to 'Carp Valley' Ecomuseum are: 4 Quality education, 12 Responsible consumption and production, 14 Life below water, 15 Life on land, 17 Partnerships for the goals. This ecomuseum include these goals in its routine activities instead of implementing specific projects. It invests in quality education concerning knowledge of local and regional natural and cultural heritage in its tangible and intangible aspects, contributing thus to formal education system. It promotes sustainable methods of manufacturing goods basing on traditional technologies, let discover production process and supports products made in environment friendly way from local raw materials, presenting local skills and traditions as well as creative modification of tradition to nowadays needs (design, function). It promotes knowledge of local flora and fauna through educational trips and raises awareness of their value and needs to protect and maintain. From the initial point Ecomuseum shapes cooperation basing on partnership principles and democratic mechanisms thus all participants can have a real influence on its operation. Additionally, Ecomuseum foster active life, through creation cycle and Nordic Walking trails to move between ecomuseum sites (3 Good health and well-being).

6. COVID-19

Ecomuseum sites offer direct contact between visitors and people running particular sites – this is the key approach – learning by experience and getting new knowledge and skills directly from local artists, artisans, nature guides, cooks, passionate by means of workshops, trips, guided visits, lessons, lectures. Thus, COVID-19 had to influence delivery of ecomuseum offer and its operation. Restrictions imposed by state in some cases made it impossible to function (restorations were closed or could operate on a smaller scale – for lower number of guests; schools for long period operated on-line, educational trips were suspended). In the most restrictive time (biggest worsening of infections) tourism was allowed in a very limited range, it particularly affected tourism for organized group. Some sites were available for individual visitor (mini-museums, bee-gardens, open air events. Some of sites operates on-line. Local products have been delivered out by mail orders. Carp Valley comuseum has not worked out specific response to COVID-19. It tried to operate on a routine base in the periods of lower/none restrictions (late spring/summer/early autumn) and operate in a limited range in remaining periods.



**Co-funded by
the European Union**

This project has been funded with support from the European Commission. The content of this website reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Except where otherwise noted, content on this site is licensed under a Creative Commons Attribution 4.0 International license.

poland

DUNAJEC RIVER VILLAGES ECOMUSEUM



Website

1. Ecomuseum Data



Ecomuseum Name

Dunajec River Villages Ecomuseum

Date of Creation

15th March 2019



Location

ul. Hubka 1 34-436
Maniowy and OSP
Mizerna 34-440
Kluskowce

Phone

+48 512 858 176



1.1. Description of the Ecomuseum

This ecomuseum is at the junction of four cultural areas, covering three Polish municipalities Pieniny, Podhale and Spisz, located in the Polish part of the Carpathian Mountains, and another Slovak one. This area is rich in heritage of three highlander groups that used to compete with each other for ages. This history lies at the root of richness and diversity of local tangible (e.g. architecture, culture landscape, folk costume) and intangible culture (e.g. dialect, customs, music, dances, legends). There was little cooperation between those highlander groups. Local municipalities have limited potential to take care of safeguarding cultural heritage and integrating it in local development.

Regarding this situation Dunajec River Villages Ecomuseum was founded back in 2019. It consists of 35 heritage sites and was created to increase cooperation between local stakeholders in order to maintain and promote local heritage basing on grassroots civic initiatives.

Partners worked out a common tourism-education offer tailored to various target groups. It includes art, artisan and cuisine workshops (making hay toys, traditional carpets, tissue paper flowers, crocheting, baking bread and traditional potato cakes, local dances, collecting and using local herbs), learning local values during walking, bike or kayak trips or going on traditional cart or sleigh ride, tasting local cuisine or experience highlander robbery attack. The ecomuseum is coordinated by a local organization named Spring Association – Informal Education Center.

1.2. Members of the Ecomuseum

Name of the person in charge	Natalia Niemiec
Position	Coordinator
Contact	ngo.spring@gmail.com
Number of ecomuseum team members	33

Qualification/training of team members

- Art History
- Specialists in regionalism (dance and dialect instructors)
- Artists and artisans
- Culture animation
- Project management
- Physiotherapy, hippotherapy
- Guiding, storytelling

Besides, Ecomuseum partnership members have local and regional knowledge (history, cultural traditions, flora (and plants use e.g. in herbal medicine and cuisine) and fauna, local cuisine). Some of them have also been trained in social knowledge and skills including: conflict management, team management, group dynamic; communication and promotion campaigns building (e.g. in social media) and in media cooperation. Important competences and experiences are linked to customer service, events organization (concerts, galas, picnics, exhibitions, competitions, festivals and study visits) and organization of trips and rallies (kayak, bike, walking). One person completed Visegrad Academy of Culture Management.

1.3. Training

Dunajec River Villages Ecomuseum was built in a participative way. In the beginning, potential partners were invited to regular meetings/workshops in order to deliver the knowledge concerning ecomuseum concept, methodology and good practices. They enabled identification of local natural and cultural heritage resources and establishing contacts with potential partners. During the workshop, the concept of Dunajec River Villages Ecomuseum was worked out in terms of territorial coverage, management, mode of operation, content and methods of educating of heritage and internal and external communication. In response to a previous educational diagnose through workshops, a set of trainings was implemented concerning: mobilizing and involving people to action, cooperation and cross-sector partnership and communication with particular consideration of social media. An important milestone in the ecomuseum shaping was a series of study visits of various groups of stakeholders to the Carp Valley Ecomuseum. Current training needs identification was done in December 2021 and they include: local nature and landscape, culture of three highlander culture groups (including workshops of dances, songs, dialect), creative industry (to develop more innovative tools and methods) and communication based on new technologies. Ecomuseum members and partners remarked their training needs in the field of innovative communication methods and knowledge of local nature, history and culture.

Some Examples of Training offered by the Ecomuseum

COURSE	DESCRIPTION	ECOMUSEUM MEMBERS (TECHNICAL TEAM)	LOCAL COMMUNITY
Development of ecomuseum	The training included introduction to ecomuseology, examples and good practices, identification of local heritage resources and potential of the region, ecomuseum designing and planning (management and visualisation system)	X	X
Development of ecomuseum	The training concerned identification of Ecomuseum partners, mechanisms of participation, working out Ecomuseum concept and operation assumptions, program of Ecomuseum development.	X	X
Identification of local heritage resources	Identification of local heritage resources had the form of individual meetings with people related to nature and culture heritage (tangible and intangible) from three subregions: Pieniny Mts., Podhale and Spisz. They were aimed at survey of sites potential and improvement of heritage dissemination. It was done by experts and it resulted in enrichment of ecomuseum offer and addition of new sites and people to be part of ecomuseum.	X	X
Exchange of experiences and good practices	Three study visits to 'Carp Valley' Ecomuseum served to learn and exchange good practices in operation, management and communication in ecomuseum and functioning of individual sites.	X	X
Social mobilization	Workshop served to develop better understanding of mechanisms of mobilizing and involving various social groups in cooperation. It was addressed to representatives of three Ecomuseum cultural areas: Pieniny, Podhale, Spisz.	X	X
Study-network visits	Organization of 4 study-network visits to local heritage sites to improve the knowledge of local history, culture and nature as well as sites included in Ecomuseum. It served working out Ecomuseum network offer and raise the awareness of the various aspects of heritage that characterize three culture areas. Ecomuseum expert helped designing better tourism-education offer and methods to disseminate living heritage.	X	X
Cross-sector partnership, cooperation and social communication	The training deliver knowledge and skills useful in development of partnership, its efficient and effective operation and the role of particular partners. It was aimed at improvement of internal communication in Ecomuseum that is structured in the form of a partnership.	X	X
Modern communication tools	Training served improvement of external communication skills for Ecomuseum members, including social media.	X	X

Some Examples of Training Needs Identified

AREA / FIELD	DESCRIPTION	WAY OF TRAINING (VIRTUAL / ON-SITE / WORKSHOPS / ETC.)	ECOMUSEUM MEMBERS (TECHNICAL TEAM)	LOCAL COMMUNITY
Modern communication methods in social media	The goal of two trainings is to raise knowledge and skills of Ecomuseum members and partners in the area of innovative tools for communication on-line and software enabling better promotion of heritage actions and its tangible and intangible values (fb, Instagram, Canva, Wordpress, Kahoo, Mobirise, Pixabay, Logomaster, Gimb etc.)	All	X	X
Local nature and culture of Pieniny, Podhale and Spisz region	The aim of a series of trainings and workshops is o deepen knowledge of Ecomuseum members and partners in local nature, history, diverse culture and traditions of Pieniny, Podhale and Spisz. As a result Ecomuseum will be better prepared to deliver educational content.	Workshops	X	X

2. Funding and Resources

Type of entity	Cross-sector partnership of diverse entities (public institutions, NGOs, entrepreneurs, individuals. The Ecomuseum is coordinated by Spring Association – Informal Education Center.
Ownership	There is no one owner. The coordinating body is an NGO, owners of particular sites are mixed.
Official status	It has no special legal status. It operates as partnership based of signed membership declarations and by-laws. Museums and mini-museums are Ecomuseum members and partners.
Annual budget	Fixed anunual budget is EUR 850, based on membership fees, besides it is project based.

Guaranteeing sustainability of ecomuseum is a big challenge for the 'Dunajec River Villages' Ecomuseum is a grassroots initiative and it has no annual subsidy to cover operation costs.

- Funds to cover small basic and current ecomuseum cost come from members annual fees. They do not make a considerable income, however they are common obligation and are the subject of mutual decisions. First map, soon after the launching of the ecomuseum has been designed and printed basing of fees. In Poland this simple solution is rather rare. People and institutions are so much used to project funds that they are not ready to invest their own money, even small amounts. As the ecomuseum coordinator is a small organization (with no paid staff) they all made the decision to regular support.
- Funds to cover common ecomuseum expenditures (like training, visualisation, promotion, marketing) are mostly raised by means of projects. The coordinating organization – Spring Association – Informal Education Center is the leader. These projects have already resulted in the development of ecomuseum edited information materials like leaflets, tourist passports, information boards, one promotion film and other short films presenting workshops and practical lessons concerning local traditions. They also enabled to organize trainings and study visits for ecomuseum members and partners. They have also served for the development of new offers, attractions and innovative solutions. Thank to a project two quests (treasure hunt game) were worked out and edited.
- Funds to develop ecomuseum sites come also mostly from grants, but in this case project leaders are owners/managers of individual ecomuseum sites. For example, a small NGOs raised funds to restore old cowshed to turn it into a workshop venue (hay toys, traditional carpets, crocheting, bread baking, making traditional potato cakes), an NGO of Rural Housewives raised funds to equip a mini-museum and offer artisan and cuisine workshops for visitors.

Ecomuseum sites raise money delivering their services like accommodation, food (e.g. a bistro specializing in meals from trout), workshops, trips, transport (crossing artificial lake in gondolas to enjoy the landscape), bike rental (there is a picturesque bike trail around the artificial lake) as well as local products: honey, preserves, traditional sheep cheese. Some partners also have museum status sell tickets to visit their collections and exhibitions. The ecomuseum members discuss possible common sale system of their offer and transfer part of income to further ecomuseum development.

3. Social and Community Participation

'Dunajec River Villages' Ecomuseum follows a participative approach. It has been created in the series of participative workshops that various local stakeholders took part (representatives of NGO, public institutions, entrepreneurs, farmers, passionate, individuals). It operates as a cross-sector partnership, following democratic rules (collective decision-making process, strategic planning, acceptance of new members). It is coordinated by a local NGO, which makes an executive board with three other ecomuseum members. This ecomuseum is always open to collaborations, new members and partners are welcome, as long as they meet ecomuseum criteria (e.g. be linked to local nature, history, culture, be environment-friendly, delivering reliable knowledge and skills, be accessible and ready to cooperate). Members and partners sign membership/partnership declaration and they follow the by-laws. Ecomuseum is aimed at delivering education based on natural and cultural heritage to local citizens and visitors in a practical, involving way to let experience the uniqueness of the region. Ecomuseum makes a collection of sites all run by knowledgeable people, what enables a deep and fruitful discovering of the region. One can benefit from lectures and storytelling, take part in art, artisan, cuisine interactive workshops, bike, kayak, boat or wandering excursions to learn about exceptional flora, fauna, culture landscape, specific architecture, traditional agriculture and sheep and cow breeding economy for better understanding of region's past and development.

3.1. Local Population

Number of inhabitants of the territory/locality where the ecomuseum is located	41 000
Number of members of the local population involved in the ecomuseum	100

Ways of participation

This ecomuseum has been created as a grassroots initiative. The incentive was given by a local NGO. However, the whole process of ecomuseum development has always been open – participating people (from NGO, public institutions, entrepreneurs and passionate) contacted people in their villages and invited to co-create ecomuseum (artists, artisans, farmers, food producers etc.) Process of ecomuseum development has been consulted with local authorities, culture institutions (Tatra Mts. Museum, Dunajec Castle Museum, Pieniny National Park). The concept of ecomuseum (territorial coverage, content, narration, criteria, management system, communication, membership, cooperation mode, tourism-education offer etc.) has been worked out during workshops, discussions, work group). It involved more than 100 people from the region, some have become members and partners, and the others remained sympathetic and observers. Dunajec River Villages ecomuseum is managed basing on democratic rules where all strategic decisions are made collectively. The local NGO Spring Association – Informal Education Center is the coordinator, but this ecomuseum has its management team, consisting of a coordinator representative and three members' representatives, and working groups/committees focused on particular issues: 1) marketing, 2) membership, 3) projects and funding. Th ecomuseum a such has no legal personality but operates as a cross-sector partnership. Members and partners sign membership declarations and have to approve obligatory by-laws (worked out collectively) that determine its operation. Dunajec River Villages ecomuseum is always open for new members and partners, all members decide about their approval.

3.2. Social milieu

Number of foreign visitors

7 000 – 10 000 estimation before pandemic, lack of data

Forms of involvement

Born in 2019, this is relatively young. Thanks to raised grants for the ecomuseum development, building local relationship and communication skills succeeded to design and implement visualisation system to distinguish ecomuseum sites and make it visible both to local community and visitors. Year 2020, the outbreak of pandemic, brought a change in tourism and the area of 'Dunajec River Villages Ecomuseum', that was visited by a record number of tourism from Poland who could benefit from ecomuseum offer thanks to availability of information materials. Each ecomuseum site has an information board with a map showing the whole ecomuseum and all its sites. The ecomuseum concept assumes possibility of participation in various workshops, lectures, excursions, during which visitors can learn about the region in dialogue with its inhabitants. Workshop offer anable engagement in art, artian, culture and cuisine activities to experience and learning by practice (e.g. making hay toys and tissue paper flowers, weaving traditional carpets, embroidery, local dances dialect), discovering nature, history and culture on their own using quests (treasure hunts). Ecomuseum tourist passport is an incentive to visit all sites to learn as much as possible local heritage, as each site has a stamp to seal.

3.3. Website analysis

Type of intervention made possible by the website

Only information	Chance to suggest actions	Complaints or Compliments	Purchase of tickets	Open access or under registration
X	X			

Kinds of suggestions available

Proposing museum objectives	On funding issues	About museum planning	On accessibility
X	X	X	X

Quality of Feedback

Receipt message is sent	The proposal is discussed at the museum management level	Results of the discussion are sent
	X	X

Ecomuseum has no individual web page but it is presented on a web subpage on the [Spring Association webpage](#). It has only informative character. The information is delivered only in Polish. It delivers following information:

1. general information of ecomuseum concept and 'Dunajec River Villages' Ecomuseum – goals and how it was developed;
2. sites and people in Ecomuseum;
3. how to become member or partner;
4. Ecomuseum offer,
5. gallery, mostly with films

In Facebook profile plays the most important role in Ecomuseum promotion and delivery of current, updated information. The FB posts are shared by partners and thus the information is spread. Anybody interested in contacting ecomuseum or bringing opinion, feedback or suggestions can contact 'Spring' Association, responsible for the web page and the ecomuseum coordination. The executive board and members are aware of the necessity of having a web page dedicated to ecomuseum and currently they are collecting funds in order to launch multifunctional professional web page.

4. Innovation and Research

Ecomuseum as a concept and methodology for safeguarding and sharing natural and cultural heritage is brand new for the region and it is a 'pioneering operation'. This is why it took a few months to explain and let the locals understand it properly, as well as to adapt it to local circumstances. This grassroots action with no leading role of authorities or public institutions was also a new experience. Regarding its development, another innovative solution was launching a long term cooperation involving representatives of various sectors (NGOs, public institutions, companies) and individuals based on partnership principles. In fact, one of the members commented this situation: 'There has always touristic activity in our region, but hardly ever there has been any cooperation'. This means that, as mentioned before, the development of ecomuseum and its base on a common responsibility, participative mechanisms and mutual involvement is a new experience with no precedent in the region. To understand this, it is worth acknowledging that this region is not homogenous in relation to culture, as one has to deal with three groups of highlanders to start a common venture. It is even more challenging as entities from Slovakia have also been invited to the cooperation (one municipality) and it made the ecomuseum transboundary. Though local authorities had no leading role, they are kept informed about all ecomuseum activities.

The process of ecomuseum development required considerable involvement, as it took two years to complete all preparations, carry out discussions and making common decisions to finally tailor the ecomuseum and initiate its implementation. It is a remarkable success to keep people that have never cooperated before involved for so long, build links and trust to make the involvement sustainable. However, the engagement is not equal among members and partners and it is a constant challenge to activate those who are less involved.

Mapping sites and bringing together all offers based on natural and cultural resources, into a network offer is a great achievement. As the sites have operated in isolation so far and in many cases people had not known each other before. Ecomuseum foster development of new tourism-education offers in the form of interactive workshops and invited to cooperation artists, artisans and producers that have no experiences and had to break down mental barriers to start their operation. Local cuisine is rather simple and it is hardly served in any restaurants in the region, this is why the ecomuseum promotes traditional food and has the aspiration to popularize it among visitors, starting with cooking workshops and tasting.

For those who are not ready to take part in workshops and prefer to discover region on their own, the ecomuseum has prepared a series of quests (treasure hunts) that allow local people and visitors follow unmarked trails and learn about nature, history and culture of particular area. The narration is written in the form of a poem and includes riddles (clues) to be solved thanks to attentive observation of the places. All quests have been worked out in a participative way, with the involvement of local community.

5. Sustainable Development Goals (SDGs)

Number of SDGs that the ecomuseum is working on	6
Preferential SDGs	17, 3, 4

SDG-related projects/actions

PROJECTS / ACTIONS	SHORT DESCRIPTION	SDG	IMPACTS
Working out educational offer based on natural and cultural heritage	Ecomuseum collected all diffused interactive educational offer into a common network offer and foster development of new proposals that have not been represented before.	4 Quality education	A series of films presenting the offer and a leaflet presenting all offers in a one informational document
Building partnership	A sequence of meetings and workshops to work out rules and mode of operation to launch a cross-sector partnership that would implement an ecomuseum	17 Partnerships for the goals	Partnership declarations and by-laws signed by 33 members and partners
Workshops in 'Bulls' Barn' in Spisz	Restoration of an old bulls' barn and adaptation for a interactive workshop venue and development of workshop offer.	4 Quality education	New function of a bulls' barn and quality educational workshop offer: making hay toys, weaving traditional carpets, crocheting, makinkg potato cakes and baking bread
Podhale mini-museum	Extension of a mini-museum collecting old equipment, costumes, fernitures etc. and development of workshop offer	4 Quality education	Workshop offer (art, craft and food) associated with guided visiting mini-museum
Active time in Ecomuseum	Development of possibilities to move around in Ecomuseum by bike and cross-country skis	3 Good health and well-being	A series of bike and ski rentals and development of trails
Development of quests	Ecomuseum uses quest methodology as a good vehicle for delivering educational content in the form of a game. Unmarked trail that is guided by a poem including moving instructions and riddles leads to a hidden treasure. The poem is full of information concerning nature, history, culture served in an attractive form and foster self-reliant discovery of the particular place.	3 Good health and well-being 4 Quality education	A series of foot and bike quests available in the form of printed leaflet.

Ecomuseum' development is dependant on projects implementation. They are implemented together – a project for whole ecomuseum, realized by coordinating organization or individually by particular Ecomuseum member or partner. Both during Eomuseum launching, developing and operating Sustainable Development Goals have not been treated as the main focus. It would be too abstract and ambitious for a grupup of local people. However, ecomuseum goals and character causes that its creators and leaders touch the fundamental values that are expressed in SDGs. Thus, SDGs have not been guidlines for Ecomuseum to formulate its goals and planning activities. But referring to SDGs one can easily find convergence in the way Ecomuseum operate, goals and principles that guide Ecomuseum as well as concrete activities and achievements. It is also linked to values that Ecomuseum members and partners share and the composition of people, organizations and institutions that make it. In future, plans and actions will be more attentively analyzed for their relations to SDGs.

6. COVID-19

Paradoxally the pandemic situation was not that much influencing the ecomuseum activities. The number of visitors increased compared to former seasons as Polish tourists gave up travelling abroad and searched for interesting places inside Poland. That made the number of individual tourists and potential Ecomuseum target groups grow. However, visitors were more keen on open air activities rather than participation in those workshops taking place in closed rooms. Workshops were more often delivered to local children and youth as school trip and excursions were suspended, esp. in 2020. The year 2020 and partially 2021 was highly devoted to development of offers and working out information and promotion materials (leaflets, tourist passports, films, photos, information boards, gadgets. However, the ecomuseum developed new ideas of reaching the audience, also in case of recurrent restrictions: working out a special interactive guidebook for children to be prepared in cooperation with children from the region and organization of heritage festival for children to promote heritage and the guidebook. Another idea is to prepare a modern e-book for visitors in cooperation with tourist bloggers and influencers to attract more tourists interested in getting to know and experience the heritage of the region.



**Co-funded by
the European Union**

This project has been funded with support from the European Commission. The content of this website reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Except where otherwise noted, content on this site is licensed under a Creative Commons Attribution 4.0 International license.

italy

LIS AGANIS ECOMUSEO DELLE DOLOMITI FRIULANE



Website

1. Ecomuseum Data



Ecomuseum Name

Lis Aganis
Ecomuseo delle
Dolomiti Friulane

Date of Creation

August 2004



Location

via Maestri del
Lavoro, 1, 33085
Maniago PN

Phone

0427 764425



1.1. Description of the Ecomuseum

The ecomuseum Lis Aganis was born thanks to the Community Initiative Leader + in August 2004. The association has now more than 70 members (Municipalities, school, natural places, Pro Loco consortiums and cultural associations) and 30 Thematic Cells inserted in ecomuseums itineraries: water, stones and crafts. Thematic cells put together members with similar actions, where they can share expertise and experiences, participate at laboratories, acquire new skills and knowledge and be the protagonists of the territory for safeguarding local community heritage.

The main objectives of the ecomuseum are:

- Heritage, cultural enhancement and safeguarding;
- Local economic improvement;
- Cultural heritage enhancement;
- Sustainability (Agenda 21);
- Participative planning (with the Working Tables);
- Improve the quality of life in rural areas;
- Recover traditions;
- Dissemination of cultural activities with the community;
- Narrate the communities with safeguarding activities also for young people;
- Research and investigation that are the bases of each project carried out by the ecomuseum;
- Improve the capacity to welcome new proposals, cultures and inhabitants.

The ecomuseum aims to safeguard and enhance the heritage, the territory, and the cultural enhancement, in an evolutionary way based on community needs. The ecomuseum vision is to link the territories for safeguarding local traditions, and to involve people in research, according to their interest.

The main activities organized by the ecomuseum are:

- Laboratories, which are educational activities for knowing the heritage and transmit it, organized with local experts for families and schools;
- Educational itineraries for territory enhancement for schools and other users;
- Research activities and investigations for recovering the memory and the emotions of the past;
- Realization of educational, dissemination and informative material for ecomuseum promotion;
- Meetings (conferences, workshops);
- Exhibitions (also itinerant and interactive exhibitions);
- Heritage walking;
- Study-visits for discovering the ecomuseum;
- Events and thematic days (archeology, mosaic, ancient crafts, mills and flour, ancient furnaces and local favors).

All the activities are based on community needs, listening, and member's proposals. Laboratories are proposed by members, and the ecomuseum helps them in the implementation. The ecomuseum tries to avoid volunteering to give value to each one's work, indeed the organizer/teacher of the laboratory is always paid.

1.2. Members of the Ecomuseum

Name of the person in charge	Rita Bressa
Position	President
Contact	rita.bressa@libero.it
Number of ecomuseum team members	17

Qualification/training of team members

The main bodies of the Ecomuseum are: the Assembly of Members, the Executive Committee (composed of seven members, a President, a Vice-President and five Directors), the Technical Scientific Committee (three members identified among prominent personalities in the world of culture, arts and of the sciences that provide technical support in the elaboration of the projects and activities of the Association) and the Board of Statutory Auditors (three members who control the administrative management of the Association).

The Ecomuseum has also a Coordinator, a Secretariat employee, a press and communication officer and experts or collaborators who are employed according to planning and organizational needs.

Lis Aganis is based on a system of sharing choices and participation (with "cluster" projects), indeed, all the members are involved in different moments and phases according to their role:

- In Members' Meeting are approved general political directions and budgets; CONTROLLARE TRAD
- The Executive Committee approve projects and spending commitments;
- The Technical Scientific Committee defines the lines of action and macro-system planning in agreement with the Coordinator;
- In Focus Group (participated by the shareholders) are identified individual initiatives, network planning, and also defined local resources that can be activated;
- The Design team is composed by experts and teachers who develop specific projects, carrying out tutoring actions for some "pilot" cells;
- In Working Groups (which includes also non-members) are discussed proposals, suggestions at a practical-operational level, contributions in terms of conferring objects, sharing of oral heritage, documentary materials, etc.

The Board of Directors, made up of 9 members, carries out the function of approving projects and spending commitments. The Scientific Technical Committee is appointed by the Board of Directors, and provides technical support in the development of the projects and activities of the Association in agreement with the Coordinator.

The management team is formed by 8 members, who have different backgrounds (teachers, an ex-bank official, a school secretary, a doctor, and an employee). The president, Rita Bressa, is the mayor of Cimolais, and has a technical institute Diploma.

The Technical staff is formed by:

- Chiara Aviani the coordinator, who has a degree in Environmental Science.
- Marina Ovin, the secretary, who has a Scientific Diploma.
- Margherita Piazza, responsible for communication, who has a Degree in Architecture, and is trained as a graphic designer.
- Chiara Sartori, who works in communication, and manages laboratories and external services. She has a Degree in Science of tourism.

The museum staff is formed by:

- Cristina de Zorzi, museum staff, who has a Degree in History of art and anthropological goods safeguarding;
- Marta Pascolini, museum collaborator, with PhD in anthropology;

Temporary staff is composed by:

- Laura Guaianuzzi, who has a Degree in Goods and History cataloging, and she is responsible for the visitor centre of Maniago Castle, and of the archive research.
- Abu Doya, who works at the tourism office.
- Flavia Favetta, secretary of Travesio office, who has a Scientific Diploma.
- Francesco Zanet, photographer.

The Scientific Technical Committee is formed by:

- Giuliano Cescutti, an ex-bank official, and a local historian.
- Alessandro Favelli, a schoolteacher, who is responsible for archive studies.
- Massimo Milanese, passionate of local history.

1.3.Training

According to the interviews made, it was highlighted that the training for the ecomuseum staff is insufficient, because it is discontinuous, and there is no time to do it. Some members of the ecomuseum received training in the social field. The ecomuseum staff needs to receive training in communication, social media, and project management, while the members of the ecomuseum need to receive training in new technologies. In general, more training is offered to members than to the staff: indeed, over the years, 150 operators have been trained by the ecomuseum, some of whom still collaborate with it, while others have taken other paths.

Since there is no continuous training, many of the trained people, having no financial guarantees for the future, leave; on the other hand, others do not want to sacrifice the weekend to train, and give up on courses. The solution could be the creation of a start-up with the local Tourist High School, in order to create a synergy of continuous training with the ecomuseum and scholars.

In general, training needs are “auto-diagnosed” among staff members, while community members fill a yearly form with an evaluation grid for the projects carried out, in which it is possible to identify training needs. The training is provided free of charge for the members with a specific method: taught course in the classroom, and then experience in the field. Regional projects and funds allow ecomuseum to follow specific courses.

The Museum of Blacksmith Art and Cutlery has established a good dialogue with the local community, thanks to the “LAMEmoria” (BladeMemory) project which involves former artisans. Furthermore, thanks to this project, the Friends of the Museum Association was born, which involves artisans and knife enthusiasts, and it is possible, through it, to identify the training needs of the community.

Another way for identifying the needs of the community and responding to them are the Working Tables (Tavoli di Lavoro): cross cutting projects, divided by themes, between the ecomuseum and its members.

Some Examples of Training offered by the Ecomuseum

COURSE	DESCRIPTION	ECOMUSEUM MEMBERS (TECHNICAL TEAM)	LOCAL COMMUNITY
Looms, weft and warps (in collaboration with the Textile Arts Association)	<ul style="list-style-type: none"> - Learn the technique of building or working with a small and simple loom. - Discover the technique that in the past, with large looms, was used to create canvases, blankets, rugs. - Discover how from a thread you can make a small piece of fabric or "color" silhouettes of the most varied shapes. 		X
Intertwining (in collaboration with the Textile Arts Association)	Understanding the art that allowed grandparents to create panniers, baskets for carrying different materials during the long winter evenings. Listen to the story of how these containers were prepared, the choice and timing of collection of materials. Understanding how patience and skill were fundamental ingredients for creating functional, diversified and long lasting objects. Have fun learning the technique and experiment by building small objects with wicker, paper and different materials.		X
From wool to felt (in collaboration with the Textile Arts Association)	Creating small felt objects to learn the process from shearing the sheep to the wool thread, to the fabric.		X
Stones, terraces and mosaics (in collaboration with the Mosaic School of Friuli)	Create a sketch with different materials that recalls the typical drawings made by mosaic masters and terrazzo workers.		X
Are you Neanderthal or Sapiens? (in collaboration with the Pradis Cultural Association)	It is a creative prehistoric workshop. Participants will turn into prehistoric artisans: using marine shells, feathers, earths and coloring oxides, they will be able to make objects, jewels and personalized jewels used by the Paleolithic communities.		X
Natural painting with berries and flowers (in collaboration with the Vivaro Magredi Observatory)	Create an elaborate on different materials paper, wood, fabric.		X
The seeds also fly (in collaboration with the Vivaro Magredi Observatory)	A series of workshops to discover the secrets of nature. Strategies, inventions and flight techniques used by the seeds to fly far. Tips from nature to build models and flying machines and invent stories that intertwine with the wind		X
Man's dream: to fly (in collaboration with Balthazar Montereale Valcellina)	What do you need to fly? Wings, air, strength. Just the air, the right pressure, you need to have a particular shape for soar in the sky? Many questions to answer by building paper planes starting from the confrontation with the wings of birds, and then parachutes and missiles discovering the secrets of air, pressure, lift.		X
A dragonfly hour and how animals see (in collaboration with Balthazar Montereale Valcellina and Costanza Uboni)	Laboratory to understand the difference between the human eye and that of some animals. Building a portable darkroom will make it easier to understand these differences		X

Orienteering (in collaboration with Semiperdo Orienteering Maniago)	Orienteering workshop for 9/10 year olds (fourth-fifth first cycle). It can only be activated in the areas where the specific maps have been created. 3 meetings of 2 hours each.	X
---	---	---

Some Examples of Training Needs Identified

AREA / FIELD	DESCRIPTION	WAY OF TRAINING (VIRTUAL / ON-SITE / WORKSHOPS / ETC.)	ECOMUSEUM MEMBERS (TECHNICAL TEAM)	LOCAL COMMUNITY
Communication	Learn to create a good communication strategy for reaching a wide number of people.	Intertwining (in collaboration with the Textile Arts Association)	X	
Social media marketing	Learn to create an effective social media campaign, and manage all the online channels in an effective way.		X	
Project management	Learn to manage projects at 360°.		X	

2. Funding and Resources

Type of entity	Association
Ownership	Public
Official status	The Ecomuseum is recognized by The Regional Law n.23 of the 25 September 2015
Annual budget	606.660,09 € (2019 financial report)

The ecomuseum has different channels for financing, the main are:

- The primary source is the Regional Law n. 23 of the 25 September 2015, which recognize ecomuseums of Friuli Venezia Giulia and guarantee financing to all of them each year;
- Call for proposals financed by Region with touristic promotion and cultural activities topic;
- Call for proposals financed by Municipalities; with one of them, the ecomuseum won the management of the Museum of Blacksmith art and Cutlery (where the headquarter of the ecomuseum is located) thanks to the Art Bonus.
- Foundations;
- Banks.

For ethical reasons, the ecomuseum does not use private financing, as the projects carried out by the ecomuseums are easily financed with public funds, and they want to give financing opportunities to other institutions. The municipalities' members of the ecomuseum deposit a yearly contribution too.

There are no specific partnerships for the acquisition of funds, although the ecomuseum participates with other bodies and institutions in some projects of common interest. An example, in this sense, is the participation in Rural Development Plans together with some municipalities in the area: the ecomuseum performs specific tasks in the implementation of the project, receiving part of the funds.

Collaborative networks are useful for acquiring funds, and are requested very often in calls for proposals; the goal of the ecomuseum is precisely to act as a link between the various actors in the area to implement shared projects. Over time, the role of the ecomuseum has acquired more and more importance in this sense; for example, with the project "the Pittina (a local turnip) cultural product", the ecomuseum coordinated local producers and restaurateurs in a series of events for promoting this local product, managing to enhance it. Local actors increasingly recognize the role played by the ecomuseum.

The ecomuseum has also funding-partnerships with various institutions. In the first place, there are partnerships with the Universities of Trieste (Anthropology Department), Padua and Ferrara (Prehistory Department); in addition, the ecomuseum collaborates with other entities and clubs, as well as external entities (for example the Pittini Foundation). Collaborations start both at the behest of the ecomuseum, or it is contracted to form partnerships.

3. Social and Community Participation

The objectives of the ecomuseum are cultural enhancement, sustainability (Agenda 21, handing down, looking forward with roots firmly planted to change horizon), participatory planning (with the Working Tables), improving the quality of life in rural areas. The ecomuseum has the ability to welcome new proposals, cultures and inhabitants.

The activities underlying all the projects are research and documentation, meetings (conferences, workshops) and exhibitions (including itinerant ones in the area), heritage walks, workshops. The latter start from the needs of the local community, with the aim of creating educational activities to learn about the heritage – tangible and intangible – and transmit it. The proposals of the members are always well received; indeed, the ecomuseum helps to create workshops that are offered to the local community.

Regarding the financial aspect, the ecomuseum wants to free itself from volunteering to recognize the value of people's work; the proponent of the laboratory pays a fee, which is divided between the ecomuseum and the management of the activities (for example the ecomuseum's partner). If the organizer does not want the compensation, the money is set aside in a "piggy bank" that can be used by the member at any time in case of need. This type of funding has helped the development of human and cultural capital, strengthening the sense of identity thanks to the first-person narrative by the local community.

Regarding the management of activities, the ecomuseum involves all members in decisions, sharing projects, having contacts with a specific role for coordination. In fact, the local community is an integral part of the management of the ecomuseum, in order to ensure the representativeness of the whole territory.

3.1. Local Population

Number of inhabitants of the territory/locality where the ecomuseum is located

70.250

Ways of participation

The ecomuseum has a close relationship with the members of the community. The first example of collaboration are the Working Tables, through which the members of the ecomuseum propose projects, to be carried out together with the ecomuseum. The model of involvement of the ecomuseum is divided into various phases. At first, the thematic strands linked to the territory were identified (water-natural elements, such as rain; ancient crafts-works, linked to traditions; stones-material of ancient houses). Subsequently, each member identifies which theme suits better according to its actions. The ecomuseum then built proposals-meetings, called Working Tables, in which good practices are collected and transversal projects are implemented among the members. This mechanism enhance the exchange between the ecomuseum and the local population, who is actively involved in the proposal and planning of the activities.

An example of how the local community is involved is the PassiParole (Steps and Words) project, which started from the need to know the territory, and was followed by the establishment of a Working Table about landscape. Then, the exploration of the territory began with the partners, with the aim to build maps, and identify the places that people wanted to promote, as well as selecting the experts to guide these heritage itineraries. The goal of this project is to make the local community protagonist, and there has been good participation (even online in times of pandemic). The ecomuseum initially gave the guidelines for building the walks, which are now self-managed by the local community. Other projects carried out by the ecomuseum are:

- Il filò delle Agane, a project for enhancing oral traditions of the Friulian language, through local stories, narrated by the local community (also available online). The project is linked to the Dolomites Museum, which aims to tell the story of the Dolomite territory in all its facets, and in an innovative way.
- Didactics. The didactic proposals wind along paths and cultural itineraries that tell of environments, nature, geology, spontaneous architecture, typical and local products. The proposals' offers are: slow walking routes, visits to exhibitions or collections, excursions to discover the landscape and workshops of making, where it is possible to try techniques and old knowledge, to grasp the essence of the territory and create objects that speak and tell. The ecomuseum actively collaborates with the Vivaro elementary school, where located teaching (didattica situata) is offered. This educational project consists of involving scholars in active experiences in the territory, to better understand teaching subjects and

strengthen their sense of belonging in the communities. This training allows children to be autonomous and enhance their problem solving skills.

- PASSIparole, is a project born within the Working Table on Landscape and Community Maps, designed to discover villages, open-air routes, small collections and curious anecdotes, accompanied by people from the Community. The purpose of PASSIparole is to reach the various stages with a “slow” walk, and to encourage dialogue between the participants.
- Poetic buds – Literary prize, linked to the story of the territory through poetry (also visual or in music) and dedicated to students.
- Nature & Color, linked to the Working Table “nature and color: herbs, plants and foods of the past”, full of initiatives that deal with the vast world of herbs, from those that are edible to those used for natural dyes, also including local crops and their processing.

Each project is implemented with a different strategy. Through a defined division between the issues related to the territory (water, stones, crafts), the ecomuseum has formed the Cells, which unite the members who have specific objectives and activities. Another mechanism of participation between the ecomuseum and its members are the Working Tables, also divided by theme, which bring together members with similar addresses, objectives and actions.

3.2. Social milieu

Forms of involvement

The ecomuseum does not organize specific tours for external visitors, but they can always participate in the activities offered to the local community, such as heritage itineraries or laboratories.

The ecomuseum territory is characterized by the phenomenon of return tourism (especially of British and Americans), during the summer. Visitors come to see specific places (for example the Pradis Caves, where there are young people trained by the ecomuseum to act as guides). The ecomuseum also collaborates with some travel agencies, mainly Austrian, for the reception of groups.

Regarding the monitoring of activities, the COVID-19 has favored the tracking and counting of participants, even if data are not always collected. The users of the various activities change according to the typology of the proposed themes; in general, the most difficult age group to involve is that of 14 to 30 years.

3.3. Website analysis

Type of intervention made possible by the website

Only information	Chance to suggest actions	Complaints or Compliments	Purchase of tickets
	X	It is possible to make reviews through Google or official Social Media channels of the ecomuseum.	It is possible to do pre-subscriptions to events and activities.

Kinds of suggestions available

Proposing museum objectives	On funding issues	About museum planning	On accessibility
The website is well divided by topics, and the information is easy to find by the user	It is possible to find the yearly financial statement of the ecomuseum.	Information about ecomuseum planning is available on the website.	The website has good accessibility and it is user friendly.

Quality of Feedback

Receipt message is sent	The proposal is discussed at the museum management level	Results of the discussion are sent
	Yes	The results are shared between the ecomuseum and its members.

The ecomuseum has two people dedicated to the communication office. The editorial plan with which the ecomuseum communicates its activities consists of both communication through the website and social networks, and through direct messaging with users (via Whatsapp and newsletter). The ecomuseum newsletter has 3000 users, and it is opened by 80% of subscribers; the contents of the same are the promotion and the booking of the activities in progress. Telephone contacts are 8000 and are managed via Whatsapp, an idea born during the Pandemic. The main social channels used by the ecomuseum are Facebook and Youtube. Facebook is used to promote events and initiatives of the ecomuseum and its members. During the lockdown, columns were created to keep the Facebook page alive, the main theme of which were: to narrate the Cells of the ecomuseum, the promotion of virtual walks and other tutorials. In addition, during the Pandemic, innovative virtual activities were created, and are still followed today (for example technological tutorials) to involve the various age groups of the local community (from the elderly to children). The most difficult age group to intercept is that of 20 to 30 years old.

In general, the online audience increased during the lockdown; user participation is essential for networking, and the ecomuseum aims to involve the local population. The ecomuseum website is well built and clearly accessible by users. There is a clear division of topics and themes, therefore making navigation simple and searching for information quick for the user. The upper bar acts as a filter to know and deepen:

- General information on the ecomuseum;
- The geography and territory of the ecomuseum (the Valleys);
- The topics covered by the ecomuseum Cells (water, crafts, stones);
- The itineraries of the ecomuseum through interactive maps;
- The main projects of the ecomuseum;
- The publications and the media library of the ecomuseum (with free access);
- Events organized by the ecomuseum.

4. Innovation and Research

Regarding the role of research, the ecomuseum has a strong link with the University of Trieste, thanks also to the collaboration of a professor with the ecomuseum itself. The ecomuseum is a place for research, observations, and is a fluid space where the theme of innovation is really practiced. A penalizing factor is the position of the ecomuseum, located far from universities, and difficult to be easily reached by students. An element to be implemented are university internships, and the training with specialization schools, to strengthen the dialogue between the academic world and the ecomuseum.

The heritage of the ecomuseum is seen as a process, and is analyzed with the tools of anthropology, ethnography and participatory processes. For the narration of heritage, there is initially an important theoretical and literature analysis, and then there is the choice of narrative tools. For example, the Blacksmith Art and Cutlery Museum was conceived in a participatory way. At first, the participatory mapping of activities related to the workplace began with the help of former cutlers; later, for the organization of the exhibition, several Working Tables were organized with the local community. In addition to the Working Tables, which directly involved the population, museology practices were in fact used, creating an exhibition that can be used without a path that recalls the process of continuity of memory, opposing the didactic narrative.

Thanks to exhibitions, the ecomuseum has strengthened its central role, also seeking to restore innovation to the population, through interactivity. The ecomuseum was analyzed by several students in their Degree and PhD theses, and a PhD student actively collaborated in the implementation of the Museum of Blacksmith art and Cutlery.

The research projects concerning the ecomuseum are about diverse topics: prehistory, archeology, and cataloging. Furthermore, with the Pittini Foundation there is the "high lands" project. Another project is the Restarting Call, with a landscape theme, which includes research on ancient maps up to our own days, and the study of the construction of itineraries and research. The project includes the study of GPS, in addition to the training of students. As for the academic world and the population, another example is the Mele Antiche project, which involves the community and the University of Padua. In addition, there are projects with universities for the construction of maps, and there is the possibility for university students to do internships at the ecomuseum. Scientific publications are rarely made, although some members of the ecomuseum sometimes publish articles.

The ecomuseum is also innovative in the use of the website and social media, where there is a lot of interactive information, such as maps, and video tutorials. In addition, the ecomuseum has five editorial series, divided by theme, and it is planning a sixth series dedicated to comics.

The Lis Aganis Ecomuseum has involved its members in a project to which it is actively collaborating, called the Dolomites Museum. This project, now in its second edition, aims to tell the story of the Dolomite territory in all its facets. One of the themes, very interesting and engaging, is called #VocidellaMontagna (Voices from the mountain). The invitation of the Dolomites Museum is to listen, record and share the many sounds that make up the experience of the inhabitants of the Dolomites. The Dolomites Museum project has an interactive website, where the user is invited to participate, and with various itineraries online (with audio tools and QR Code).

5. Sustainable Development Goals (SDGs)

Number of SDGs that the ecomuseum is working on	14
Preferential SDGs	Sustainable communities, health and wellbeing.

SDG-related projects/actions

PROJECTS / ACTIONS	SHORT DESCRIPTION	SDG	IMPACTS
PASSIparole project	It is a project born within the Working Table on Landscape and Community Maps, designed to discover the area accompanied by the people of the Community. The purpose of PASSIparole is to reach the various stages with a "slow" walk, admiring the landscape and encouraging dialogue between the participants. In addition to ecomuseum operators, museum keepers and local people, visitors are also welcomed by musicians, poets and actors. Everything usually ends with a tasting of local products. Everything is documented with photos or videos to promote the territory's heritage on social networks.	3	People wellbeing.
Projects with schools	The ecomuseum carries on different educational projects in collaboration with schools.	4	Children active training.
Projects for raise awareness on violence against women	Meetings and animation	5	Awareness on violence against women.
Project: Water with Arpa	A project with the Arpa, the society which manage water	6	Awareness of water use.
Workshops with Balthazar school	Different projects organized in collaboration with a local school.	7	Scholars active training
Slow Food safeguarding	La Pittina root, local meatball promotion.	8	Safeguarding on local culinary products and traditions.
Activities with Salamandre SRL	Salamandre is a society which actively collaborates with the ecomuseum.	9	Creating job offers.
Collaboration with local producers	Collaboration with local producers for buying services and local products	12	Promote local identity and products. Increase the local economy.
Promote local identity and products. Increase the local economy.	Reduction of consumption in the office, Purchase diesel cars, Encouragement of walking	13	Raise awareness on sustainable mobility
Collaboration with Legambiente for PassiParole and	Tematic itineraries for discovering the territory	15	Discover the territory and enhance local

Magredi project			identity.
The other mobilization Meetings on the Constitution	Seminars with different topics	16	New awareness on different topics
Magredi project	Magredi project is a territorial enhancement project carried out with many local actors		Safeguarding local environment

The ecomuseum's strategic objective is to make local communities protagonists in the dynamics of local and sustainable development. All the actions carried out by the ecomuseum are constructed to enhance the community's sense of belonging, and give them the tools to be autonomous in promoting the territory. SDGs are also present in educational activities, and exhibitions, and the preferred SDGs for the ecomuseum are sustainable communities, health and wellbeing.

An example for understanding the holistic sustainability of Lis Aganis action is the Magredi project. The Magredi are an area of the western Friuli plain, located at the point of the high plain where the waters of the Cellina and Meduna streams sink into the aquifer. In this place, there are great varieties of flora and fauna. The ecomuseum, in collaboration with Vivaro Elementary school, organizes in-situ exploration with children and adults to enhance their sense of belonging and identity. Then, teachers, through the didattica situata (located training) are able to explain different subjects related with Magredi at schools (science, geography, history). In this way, people discover their territory, and learn to take care and safeguard it, but also enjoy it in a sustainable way.

6. COVID-19

In general, the main damage caused by the pandemic on the ecomuseum was twofold: first, external on economic activities, then internal, with the shutdown of associations and the consequent damage to human capital.

Some positive aspects related to the pandemic were:

- The conception of new design mechanisms;
- Increased collaboration between associations;
- The push towards the use of new technologies, such as online meetings, also used for some meetings.
- Monitoring of activities;
- The coordination and use of a common language, which have improved communication,
- The implementation of the website.

The pandemic has also affected the various sectors of activity of the ecomuseum in different ways.

As for the activities of the ecomuseum related to the main site, hosted by the Museum of Blacksmith Art and Cutlery, the Pandemic was devastating. In particular, due to the health emergency, the inauguration of the exhibition at the Museum of Blacksmith Art and Cutlery was postponed; the innovation could not make up for with online activities for visits to the museum. The negative effects of the pandemic were the continuing uncertainty about what to do, despair, with the death of many local artisans, keepers of memory, and the lack of clear directions. However, the situation made it possible to adapt the exhibition according to the needs of use; in fact, the museum was conceived as a space that can be used in a fluid way, with large spaces and different exits / entrances. During the lockdown, the team was able to work giving themselves moral support.

The Pandemic has also favored empathic mechanisms, in fact, value has been given to small groups, to dialogue to get closer to people. The emergency was a period of observation and reflection: at the beginning of 2020, there was a creative silence that turned into a productive silence to rethink the organization, and the identity of the museum.



**Co-funded by
the European Union**

This project has been funded with support from the European Commission. The content of this website reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Except where otherwise noted, content on this site is licensed under a Creative Commons Attribution 4.0 International license.

italy

ECOMUSEO CASILINO AD DUAS LAUROS



Website

1. Ecomuseum Data



Ecomuseum Name

Ecomuseo Casilino
Ad Duas Lauros

Date of Creation

2012



Location

Via Casilina 634
00177 Roma, Lazio

Phone

+39 347 077 7788



1.1. Description of the Ecomuseum

The Ecomuseo Casilino Ad Duas Lauros started from a conflict, at the center of Casilino district ex SDO, which is a trace of the agricultural-medieval memory, and an archaeological area located the heart of the ecomuseum. In 2012, the municipality wanted to carry out a building redevelopment, and a network of eight consortium associations was formed for fighting the threat. Professor Padiglione and professor Broccolini, who are anthropologists and inhabitants, proposed the creation of an ecomuseum. Then, five years of research started, to develop the ecomuseum's own double-track methodological approach. The research identifies elements of the heritage and submits them to the population, which enhances them; or it is the population that proposes the assets that are then analyzed by the scientific committee, that proposes them to the local community to verify that the heritage is shared by all the inhabitants.

The ecomuseum is a patrimonial practice, and was acknowledged by Municipality V as one of its programmatic priorities of government, approved unanimously by resolution of the Municipal Council on 25 July 2013, confirmed in 2015 and finally recognized by the Lazio Region in 2019 with the qualification of Ecomuseum of regional interest. The project had already received recognition from the MIBAC – Archaeological Superintendence of Rome (note 13.1.2012 Prot. 1012) and the Municipal Superintendency (note 29.12.2011 Prot. CF83009) who gave their willingness to participate in technical discussions for the concrete realization. Negotiations are underway to build new memoranda of understanding with the entities described above for the enhancement of the archaeological heritage, while the protocol with the Central Institute for Intangible Heritage is operational, for the enhancement of intangible cultural heritage. Therefore, the association for the ecomuseum, was recognised as the management authority, and it is a volunteer's organization which pursue the objective of safeguarding, enhancement and promotion of environmental, landscape and cultural heritage of the archeological district Ad Duas Lauros, and of the neighbouring, with the constitution of the Urban ecomuseum.

The proposal to create an urban Ecomuseum is therefore generally aimed at identifying, taking a census, interpreting, reconnecting the complex of material and intangible cultural resources present in the area of interest, including the intangible cultural productions of the resident communities of foreign origin who contribute daily to the implementation of the cultural heritage complex of the area.

The ecomuseum intends to re-enhance the agricultural, natural and archaeological areas against the progressive increase in construction, providing proactive alternatives to land consumption also through the recovery of traces of the historical-architectural and archaeological heritage and the mending of the existing connections between city and countryside. This will contribute in rediscovering the Roman countryside in the Casilino district, hidden and surrounded by a city that has grown dramatically over time.

The project rediscovers the connections between the systems of greenery, archeology and living by outlining the vision of a "new city", structured on the network of natural spaces. In this perspective, the initiatives are inspired by the principles of environmental sustainability: any form of land consumption and practice aimed at building from scratch is denied, focusing attention on the recovery of the existing and in particular of historic farmhouses and nineteenth-century villas. The Ecomuseum is the first step in the recovery of the Agro Romano accompanied by a process of sustainable development of local agro-economies, as an alternative to the disorderly advance of urbanization that affects the agricultural territory.

The Ecomuseum aims to improve the quality of life of local communities through actions with a high rate of sustainability:

- create a green infrastructure capable of improving the environmental quality of the area
- create an agricultural production network oriented towards the conscious use of resources
- carry out a cultural enhancement project, effectively creating a new economic-productive sector.

1.2. Members of the Ecomuseum

Name of the person in charge	Claudio Gnessi
Position	President with delegation to the treasury
Contact	ecomuseocasilino@gmail.com
Number of ecomuseum team members	<ul style="list-style-type: none">• Association's members: 11 people• Management members: 5• Scientific committee: 6• Working groups: 3

Qualification/training of team members

The ecomuseum's organization is formed by three different levels: management, the scientific committee, and the assembly. The management is divided in six different topics of expertise – the historic and art area, city planning, spirituality, archeology -. Each director has his operation autonomy, with an objective, a budget, and a result.

The scientific committee will be integrated with the management team, as they already have some common members. The assembly started with 12 people, and now there are 36, it is composed of people of the territory and associations. The membership is free. As follows it is analyzed by the management team trainee.

The the scientific committee is formed by:

- Claudio Gnessi, who is the responsible director and coordinator of contemporary art research. He is a lead interaction designer and an expert in communication and co-design, with expertise as cultural manager and social innovator.
- Stefania Ficacci, coordinator of contemporary history research and technical- scientific area. She is a researcher in city and territory history. She has expertise in peripheral areas development, with a focus on territorial identity, safeguarding and transmission of historic memory. She founded the Italian Oral History Association.
- Romina Peritore, coordinator of city planning and landscape research. She is an architect, urban manager and research doctor in Territorial policies and local projects. She has research expertise in: European urban policies and transformation, immigration urban space, local development, education and administrative governance, strategic planning. She is co-founder of Testaccio in Piazza association, Ecomuseo Casilino Ad duas lauros, and member of Sustainable Participative Association.
- Alessandra Broccolini, coordinator of anthropological and community research. She is an anthropologist and researcher in the Social and Economic Science department of Sapienza University. She works as cultural heritage anthropologist, urban peripheries and identity policies of ecomuseums and demographic-ethno-anthropology commons; in particular, she works with intangible cultural heritage and UNESCO policies.
- Carmelo Russo, coordinator of sacred forms research. He is a research fellow of religious diversity in Cape Town. He has a PhD in History, Anthropology, Religion at Sapienza University, and he has the scientific license as researcher. He participated in educational activities in Cultural Anthropology and History of Religion courses and seminars. He is vice-president of the scientific committee of Esquilino Calls Rome. His research interests are: migration, religion, minorities in public space, identity-politics and religious dynamics in plural contexts.
- Stefania Favorito, coordinator of the research in archeology and environmental sustainability. She has a degree in Literature with an archeological curriculum, and an experimental thesis in prehistory. She is a Tourism Guide in Rome and Province. She collaborated with Soprintendenza Archeologica of Rome, as archeological coordinator of construction sites.

Working groups:

- Alessio Sidoti, working group on local development and cultural tourism. Graduated in Planning and Management of Tourism Systems with a three-year thesis on the Camino de Santiago and master's thesis on the Bilbao regeneration process. He has always been interested in territorial development, with a predisposition to local development in a sustainable way and focused on strengthening communities, on these issues he is writing the doctoral thesis. Experienced in organizing events, workshops and training activities. He worked as technical assistance to public bodies in the context of programs co-financed by the Structural Funds, with specific reference to projects for the organization of integrated territorial supply and for the enhancement of tourism and agri-food.
- Carla Ottoni: working group on the History of Cinema. Graduated in Islam with a thesis on Iranian cinema at the Faculty of Oriental Studies of the Sapienza University in 2002. She has been involved in the organization of film events in 2003.

Oriental Studies of La Sapienza University, since 2002 she has been involved in the organization of cultural events. She collaborated with the independent comic magazine 'Kerosene', worked at international film festivals and oversaw the organization of film events both in Italy and abroad. Since 2012 she has been carrying out the KarawanFest migrant cinema project together with other adventure companions.

- Giulia Papa: working group on urban planning projects.

1.3.Training

Ecomuseum's staff needs training in management, administration, and events organization.

Local community is actively involved in the ecomuseum's activities and training, from the identification of heritage resources, to the safeguarding of them. The continuous dialogue between ecomuseum and population is enough for identifying training needs.

The ecomuseum has a wide training offer, which can be divided in three main activities:

- Heritage School for ecomuseum operators, and local community training. The participants create a research project about the territory, and ecomuseum staff select three projects. The winners will develop their project, and start to work for the ecomuseum the next year.
- Research projects proposals (with external researchers).
- Seminar activities (on monuments, public art and history) which have different targets of the public.
- Didactic-training activity in schools: (such as the "ecomuseum of boys and girls"), self-narration of the territory, community maps written by children. The ecomuseum also organizes visits with children, and it works with high schools of the territory. At the end of the training programs, participants create heritage cards and organize a guided tour in the territory, becoming territorial ambassadors for one day.

Ecomuseum's courses are aimed at reinforcing skills in the areas of research, storytelling and enhancement of cultural heritage. The ecomuseum trains new ecomuseum facilitators, service technicians, and territorial researchers. After each period of training, the ecomuseum, with the courses participants organize the Days of Restitution to the Territory for presenting the results of the work.

Claudio, ecomuseum president, which is also an art director, manages communication and next year it will take on a dedicated employee for managing this sector. It is important to communicate online as well, and online training is advantageous in a large city like Rome, because it bypasses the problem of distances. It is also convenient for the elderly, who can go to the senior center and follow the directives, helped by the operators. The ecomuseum experimented, during the Pandemic, different online activities, which were successful and allowed increase the ecomuseum public; those activities are still proposed by the ecomuseum.

Some Examples of Training offered by the Ecomuseum

COURSE	DESCRIPTION	ECOMUSEUM MEMBERS (TECHNICAL TEAM)	LOCAL COMMUNITY
School of heritage	It has the objective of training ecomuseum professionals. Here there is also the proposal of research projects.		X
Seminary activities	About monuments, public art and history.		X
About monuments, public art and history.	Auto-narration of the territory, community maps written by youths, visits organized by kids.		X
The ecomuseum of baby-girls and baby-boys	<p>The proposed path is functional to bring out a new significant relationship between the recipients of the project (children in the age range 5-11) and the territory in which they reside and / or practice as pupils of a school.</p> <p>This practice proceeds from the recognition of a specific meaning of places which, starting from the settled cultural value, becomes a personal, emotional and imaginary cultural value. In this way an emotional geography is built and the space, to be crossed, will be increasingly inhabited, thus increasing the sense of belonging, but also the ability to be able to reinvent it.</p>		X
Language courses (Casa Scalabrini)	In Casa Scalabrini are organized different courses, both for hosted people, and for the local community.		X
Tailors' courses (Casa Scalabrini)	In Casa Scalabrini are organized different courses, both for hosted people, and for the local community.		X
Driving school (Casa Scalabrini)	In Casa Scalabrini different courses are organized, both for hosted people, and for the local community.		X

Some Examples of Training Needs Identified

AREA / FIELD	DESCRIPTION	WAY OF TRAINING (VIRTUAL / ON-SITE / WORKSHOPS / ETC.)	ECOMUSEUM MEMBERS (TECHNICAL TEAM)	LOCAL COMMUNITY
Management	Management is useful for carrying out all the activities of the ecomuseum, optimizing funds and resources.	Both	X	
Administration	It is necessary to find new ways of financing for having a continuous cash-flow for managing ecomuseum projects and activities.	Both	X	
Event organization	Learning how to organize events in a professional way can help the ecomuseum in having more visitors, and to use the resources in a better way.	Both	X	

2. Funding and Resources

Type of entity	Association
Ownership	Public.
Official status	Ecomuseum of regional interest
Annual budget	56.460,08 € (2019)

The ecomuseum has three main ways for financing, distributed in this way:

- Fix income (25% income): free contribution, both online and offline. Participants at the end of a tour can give a free contribution. There is also an online moneybox on PayPal, where the ecomuseum receives online contributions.
- Private grant (25% income): from foundations, research centers, sponsors that want to invest in the cultural sector.
- Participation in public calls for bids (50% income).

Concerning innovatives ways of financing, the ecomuseums tested fundraising and crowdfunding; those methods weren't useful because the ecomuseum doesn't have enough human resources for managing this kind of financing. From this year the ecomuseum is inscribed in the 2x1000 program – a solidaristic financing that taxpayers can allocate to a cultural association when the individual income tax return is written. Anybody who pays IRPEF (personal income tax) can donate part of the tax to associations that carry out cultural activities -. This kind of financing will be useful for having a continuing cash flow; however, it is not still possible to evaluate the impact.

The ecomuseum has a complicated management. All the projects are in debt, without having resources. Call for bids, and started projects have to be accounted for – there is an anticipation of financing by the ecomuseum or there is a waiting for non-repayable grants -. Normally is the ecomuseum, which anticipates funds with bank loans or personal financing. There are 20 people working for the ecomuseum and they have to be paid, and the coordinators of planning are the last to be paid; other collaborators are paid in reasonable time, but is not always possible. With a continued cash flow the planning could be managed in a better way. All the people working in the ecomuseum are paid, because the ecomuseum avoids job insecurity and believes that each contribution has to be paid; University interns with curricular internships are rewarded with European Credit Transfer System Credits (ECTS).

3. Social and Community Participation

The ecomuseum organizes 12 activities each month with adults, schools and researchers. (250-300 visitors). The main activities are:

- Enhancement projects Public artwork – with the local Care Community;
- Foundation project of a school museum (with the third sector);
- A future project is the Musealization of a district in Bari.

Claudio Gnessi, ecomuseum's president narrate:

"The local community is involved in the activities at two levels: as an audience, and in all the heritage-paths: when a patrimonial asset is identified, the community participates in urban explorations to verify that they also consider what is identified. This involvement is characterized by a specific methodology and actions. Concerning methodology, the scientific committee carries out patrimonial research and produces results, resource sheets and fruition courses that are screened by the community for verification. Specific actions are explorations (normally three urban explorations), and seminars. This relationship is twofold virtuous, because the local community can evaluate the proposal or report the inclusion of an element of heritage (social practice, local dialect, work of art, monument) to the scientific committee which analyzes it and subsequently organizes explorations for it to be evaluated by the rest of the community.

The territory is large, so there is an agreed community that is expanding in each territory. There is the creation of many Community of Care, which have a registered office, carry on pilot projects, and contribute to the word of mouth with other members of the community to expand the catchment area. Ecomuseum's participants are monitored after booking an activity."

The Ecomuseum Casilino means "inclusion", and concerning ecomuseum's location, Claudio adds:

"The ecomuseum has decided to not have an headquarters, because we reject the museum model, and the offices are spread throughout the territory. Each Community of Care has a registered office, which is also the thematic interpretation center of the ecomuseum. In Torpignattara district there is the secretariat; Casa Scalabrini hosts training activities, it's the research pole of migratory phenomenon, and will also be the location of the future Museum of Migration; Villa Gordiani has the theme of memory, both with the local trade union, and with the elders of the neighborhood. The community manages the headquarters in autonomy. The largest interpretation center is the territory that represents interpretation and conservation. It contains the exhibition space, research space, and didactic space. The aim is embedding heritage in the physicality of the territory, with the delocalization of interpretation centers. Agreement protocol with local and cultural institutions, with the creation of networks of cultural spaces; in this way local population is involved. In this way local identity is reinforced."

The ecomuseum has different points of reference in each district, and they are also useful for local community references. Claudio explain:

"As the ecomuseum does not have a fixed headquarters, the location for activities is chosen from time to time in a suitable place. It is an ecomuseum that contains many museums.

For example, we organized a widespread gallery of photographs in various commercial establishments. We also have cultural signs (with QR Code) in various places in the neighborhoods, which are useful both for the local community, and for visitors. Ecomuseum Casilino believes that the street is the best exposition center; for example, in memory of Nazi-Fascism we choose the stumbling blocks.

Ecomuseum encourages and promotes public art, such as murals. Murals curated by the ecomuseum are artistic restorations, which are linked to local culture and are restitution of memory. Local community is actively involved in this process. In fact, the community chooses: the place, the theme, and the artist, who interprets the theme with his style, his aesthetics. The artist is also part of the Care Community, or the ecomuseum asks if there is any local artist interested in participating in the mural activities. The ecomuseum works with both artists who sign themselves (contemporary muralism), and with writers. Ecomuseum is pushing free walls for unknown writers, where they can make jams while graffiti is created. The municipality has not yet accepted writing, even if free walls are needed around the neighborhood, and writers could express themselves in a collective contest.

Each activity that is done is a speech on the territory (which returns the research results), an example are Murals on memory in Centocelle district."

The ecomuseum organized different kinds of projects: enhancement projects, public art projects with local community, a project for the foundation of a Scholastic Museum in collaboration with the third sector, and a musealization of s district in Bari.

3.1. Local Population

Number of inhabitants of the territory/locality where the ecomuseum is located

170.000

Ways of participation

- Ecomuseum for children, a project for the knowledge of the territory carried out in three middle schools of the Municipality of Rome V;
- Ecomuseum of boys and girls, census project and mapping of cultural heritage from the point of view of primary school students in the Rome V Municipality;
- Days of the Territory, annual cycle of meetings for the return of ecomuseum research, networking with local realities, meeting with local institutions, bodies and realities;
- Popular School of Tor Pignattara (now Heritage School), aimed at training new professionals in the sector in areas such as European planning, relations with institutions, sustainable tourism, participatory urban planning;
- EcomuseoLAB, participatory workshops in which over 400 local citizens took part and aimed at the shared design of the urban space (the largest were those for the redesign of the former Cinema Impero and for the planning of the Casilino area);
- Daily heritage, a cycle of meetings at senior centers, associative spaces, party headquarters, trade union offices, parishes, youth aggregation centers and refugee centers to tell and illustrate the cultural heritage of the places;
- Integrated research projects, activities aimed at the study of the territory in the various patrimonial articulations.

3.2. Social milieu

Forms of involvement

The ecomuseum methodology has a fixed a twofold model for involving people in its activities.

The activities organized by the ecomuseum are promoted on the website, and on ecomuseum's social media page. The ecomuseum organize two tours each week, ten tours each month.

Activities are promoted through different channels:

- With a direct contact with tour participants;
- Through social media;
- With a mailing list.

When there is an inscription in a tour, the ecomuseum takes all the participants' data; in this way, the ecomuseum collects a wide number of emails and has a mailing list with 1500 registered.

The ecomuseum organize different types of tours, always guided by local population:

- Tours linked with partnership projects with foreign and roman universities;
- Tours with schools, presented by boys and girls trained to become touristic guides.
- Territorial Restitution tours, for discovering local heritage.
- Tours for the external public; for example, the ecomuseum organized a tour organized for the Italian Society of Anthropology. The guided tour of Tor Pignattara district involved 80 people, and there will be a tasting of local products at the Farmers' Market in a church.

Each month 15 tours are organized, with 30 participants in each one, and 450 visits each month.

Tours are free for participants to guarantee an accessible culture. Participants can make an offer or a donation at the end of the tour (or even online). Institutions that collaborate with the ecomuseum pay the operators that organize tours (with private and public financing). Participants do not pay for lowering the bend of access to culture, as the ecomuseum is located in a not so rich neighbourhood.

3.3. Website analysis

Type of intervention made possible by the website

Only information	Chance to suggest actions	Complaints or Compliments	Purchase of tickets	Open access or under registration
X	X	X		X

Kinds of suggestions available

Proposing museum objectives	On funding issues	About museum planning	On accessibility
Ecomuseum objectives are well described in the website page, and on social media pages.	A crowdfunding or donation section can be useful for website users that would like to contribute in financing the ecomuseum.		The website is well organized and divided in different topics.

Quality of Feedback

Receipt message is sent	The proposal is discussed at the museum management level	Results of the discussion are sent
/	/	/

The ecomuseum website is user-friendly and is well divided in different sections: itineraries, neighbourhoods, and participation. The website is divided by topics in a clear way, so the user can navigate and find the information needed in a quick way. Users have the possibility to register in the website and make contributions on the online community map, geo-referenced, adding heritage elements on the ecomuseum territory; the element can be described and once registered, there is a backend where the user can write an article with photos. A useful video-tutorial for registration is next to registration form, it is well explained for helping users in registration.

User- engagement is also encouraged, as you can see in the image below. Visitors with different interests can choose how to contact the ecomuseum, so the audience is already divided into topics when writing to the ecomuseum. The website is full of interactive material, such as: photos, videos, and interactive maps.

The website has a clear section for participation, a box (as shown in Image 4) that has a call to action for leaving a comment – if the user is a citizen, an organization, a researcher, an institution or a school -.

4. Innovation and Research

The Ecomuseo Casilino ad Duas Lauros interprets the ecomuseum dictation in a very rigorous way and therefore does not set up an exhibition center for the heritage, but intends to enhance the latter in the place where it occurs. For this reason, guided tours, urban explorations and trekking activities are available to be booked by email. Alternatively, the visit to the local heritage (monuments, street art museums, parks and villas) is free and possibly can be explored online, thanks to the path platform made available by the Ecomuseum, and accessible via smartphone. In the area of Tor Pignattara and Centocelle there are also plaques illustrating the local heritage created by the Business Network of the two districts. The contents of the tables of the Tor Pignattara district have been edited by the Casilino Ecomuseum in Duas Lauros and allow you to connect to the path platform via QR code.

The ecomuseum has different ways of innovation. First, the ecomuseum works with QR code technology, both with explaining panels around the neighborhood, and during the organized tours. In this way, people can have a deep information of the visited places. After the Pandemic, the ecomuseum implemented different online activities, which enlarged the ecomuseum public.

Another innovative project is the ecomuseum App, an extra tool to access the knowledge of the cultural heritage of the territory. In the App history, stories, monuments, roads, memories, cultures and much more can be discovered. A narration of the territory built together with citizens, protection bodies, researchers, schools. The cards and paths are those present on the participatory census site (ecomuseum's paths) and therefore the resources and paths proposed by citizens through the collective collection system will also be available on the App. A project in progress that needs the contribution of everyone, and can be downloaded in an easy way from the official website, AppStore or GooglePlay.

The ecomuseum has relationships with the academic world; some members of the ecomuseum staff are researchers with expertise in different fields and topics. Papers and articles are written in collaboration with professors and ecomuseum staff.

One of the last projects of the ecomuseum was the Sustainability Report, written with the collaboration of an external researcher.

The ecomuseum is organized at a territorial level with the Care Communities, which are involved in the projects proposed by the ecomuseum. In each district, there are ambassadors (points of reference active in the area and have contacts), who collaborate with the ecomuseum to develop different activities. The ecomuseum contacts the district ambassador and ask if they are interested in a project, and then they start to collaborate.

The ecomuseum does not have a headquarter, but it has different points of reference in each district. It currently has two interpretation centers:

- inside the Casa Scalabrini 634 center, in via Casilina 634, a structure that promotes the promotion of the culture of encounter, welcome and integration between refugees, migrants and the local community through meeting, dialogue and relations; Casa Scalabrini will be also the headquarter of the Museum of the Migration, where a big mural will be painted. In Casa Scalabrini are organized many training courses are organized.
- inside the SPI-CGIL headquarters in viale Irpinia 70, a pensioners union in which the memory desk is active the interpretation center at the headquarters of the Tor Pignattara District Committee is being finalized and will be dedicated to community planning.

Both centers can be visited according to the timetables available on the Ecomuseum website.

The ecomuseum collaborates with many local associations. One of them is the Centocelle Association, which aims to promote territorial heritage in the Centocelle neighborhood, enhancing local identity. The association published a book, "Centocelle melting pot" which collects different perspective of the district, where immigrants give their point of view. The book is in english and italian and gives a different glance of Centocelle district.

5. Sustainable Development Goals (SDGs)

Number of SDGs that the ecomuseum is working on	13
Preferential SDGs	11 Sustainable cities and communities

SDG-related projects/actions

PROJECTS / ACTIONS	SHORT DESCRIPTION	SDG	IMPACTS
Management team composition	The management team is formed by 4 women and 2 men, with different sexual orientations, respecting all the genders.	5	The team is well balanced between women and men
Inclusion of second generation members in the research team	Involve second generation members in the research team for having different cultures and religions, and other perspectives in the ecomuseum's team.	10	Inclusivity and cultural exchanges
Carbon free ecomuseum	The ecomuseum promotes activities with alternative mobility (bicycles, electric train, walking tours).	7, 13	People are encouraged to use slow mobility
Paperless	The ecomuseum doesn't use paper material, except for some paper publications volumes. Digital scientific magazines are preferred. The communication is online.	9	Waste material is reduced
Increasing green areas for population through city planning	Increasing green areas for the population through city planning. In particular, safeguarding and promotion of the archeological district As Duas Lauros. The same area is connected with bicycle and pedestrian mobility. No pollution thanks to slow mobility.	11, 3, 13	More green areas available for residents; open-air activities are promoted.
Green areas restoration for urban agriculture implementation; tree plantation	The ecomuseum promotes green areas restoration for urban agriculture implementation. These areas had agricultural vocation, and this is also a way for safeguarding territorial identity and memory. Social vegetable gardens planning in the archeological district As Duas Lauros area. More than 1000 tree plantation in the neighborhood, supporting local committees with communication and actions.	15, 2, 12, 11	People are encouraged to use public spaces in a healthier way (gardening, bicycling...)
Educational actions with schools	Fighting education poverty in schools. Add value in education where there is early abandonment of school, and no quality education, because the territory is intercultural and needy. Heritage promotion lessons for integrated ministerial programs. Agreement records with the principal schools of the territory.	4	Scholars have more opportunities in education, and start to develop sense of belonging
Sustainable planning	The ecomuseum works with Cultural enhancement and territorial sustainability planning. The ecomuseum includes sustainability in all projects carried out.	3	Sustainability is a value and a goal in all the activities
Cultural sustainability and promotion; alternative economy promotion	Recover and identify heritage.	1	Strengthen people sense of belonging to the territory
Free activities for all the community	The heritage is for everyone, it is a common good and the ecomuseum promotes free activities for the local community.	10	Culture accessibility

The sustainability is monitored with an integrated report, compiled each 2 years. The 11 SDG is the most important and it is a synthesis of all the ecomuseum actions. The report was written with professor Nadia Cipullo, an external researcher. The first steps of the report, where defined different capitals of the ecomuseum. Each of those capitals was analysed in relation to the SDGs impacts, according to the International Integrated Reporting Framework – (IIRC, 2013).

Cultural contributions on SDGs:

- urban regeneration and community development (SDGs: 6, 11, 12, 13)
- Cultural development and education (SDG 4)
- Economic development and innovation (SDGs 8, 9)
- Inclusion (SDG 10)
- Local development and relationships (SDGs 15,17).

Natural capital has a positive impact on 13, 15, 12 and 11 SDGs. Indeed, the ecomuseum sustains urban forestation, it is paperless, it promotes sustainable mobility (such as the yellow train), and has a green General set up Plan.

Financial Capital has contributed to the 1, 8, 9 SDG, thanks to different actions of the ecomuseum. For example, compensation for each job, digital communication, investments on the territory (panels, stepping blocks, apps, local operators training, donations).

Human Capital has positive impacts on SDGs 5, as ecomuseum operators and staff are formed by 80% of women, and 20% by men.

Intellectual and Organizational Capital have positive impacts on SDGs 4,9, 11, thanks to the research, lessons in schools, the creation of Care Communities, publications.

Social and relational capital have a positive impact on SDG 5. The ecomuseum creates jobs on the territory, it is included in the National network of ecomuseum, and it has many online and offline followers.

6. COVID-19

The Pandemic was an opportunity for evaluating ecomuseum actions and directions.

Thanks to the capillary structure that has been able to adapt and modify the activities to be carried out during the construction phase, during the Pandemic, the activities and the turnover were doubled.

The ecomuseum was prepared in some ways, because all dissemination and cataloging activities were already paperless.

During the lockdown, six virtual tours were organized by Zoom and via Facebook direct.

Some tours were organized with Google Art, and were structured as geo-referenced presentations: in each place of the map, a presentation was exploded to tell the place.

During these activities some data: 600 subscribers, 2 thousand people live and 400 people per tour. The Pandemic also increased the services provided, thanks to the donations, and all the calls won.

Thanks to online activities, the audience and the donations doubled.

The ecomuseum also organized seminars and online training for adults and children. Online activities were useful for most frail people. For example, the elderly, who have difficulty leaving the house, and are precious for the memory of the area, were able to follow online activities at the elderly association for following the activity. Another frail category, that had benefits, were Islamic women, which can overcome cultural barriers, following online activities without exposing themselves, and also enhancing their language skills and cultural heritage knowledge. Adult immigrants were not much involved before the Pandemic, unless when activities were at their symbolic places, such as mosques. Only second generations were involved, thanks to educational activities with schools, but now thanks to online activities it has conquered a new audience of adult's immigrants.

Online activities were a success and it is continuing after the lockdown; for the ecomuseum was a great opportunity to expand the audience of the local community.



**Co-funded by
the European Union**

This project has been funded with support from the European Commission. The content of this website reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Except where otherwise noted, content on this site is licensed under a Creative Commons Attribution 4.0 International license.

italy

PARABIAGO'S LANDSCAPE ECOMUSEUM



Website

1. Ecomuseum Data

Ecomuseum Name

Parabiago's
landscape
ecomuseum

Date of Creation

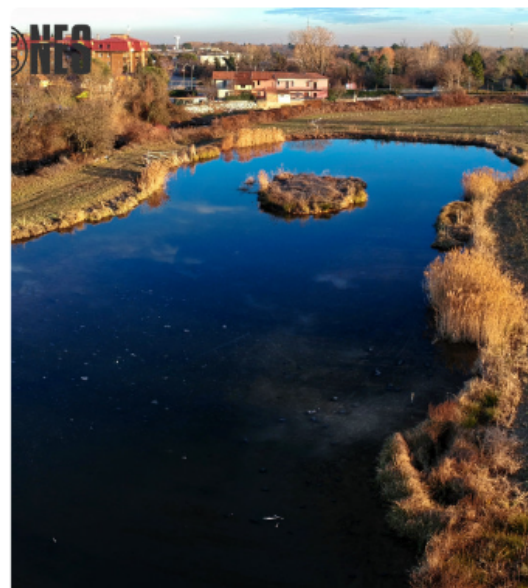
2008

Location

P.zza della Vittoria, 7
- Parabiago (MI) -
Italy

Phone

Tel. fisso:
0331/493002
Tel. mobile:
3292107213



1.1. Description of the Ecomuseum

In 2008, the ecomuseum of Parabiago (Italy) was founded in the urban context of Milan, characterised by inhabitants' inability in feeling the value of the living heritage. Through participation processes, the empowerment of people, the large use of principles of subsidiarity and co-responsibility, the ecomuseum facilitated the work of a wide network of stakeholders; this network was able to mapping the heritage, to take care of it, to manage and regenerate it. The ecomuseum is working not only to implement but also to inspire, also beyond its border, methodological, relational and social changes. Such changes, in turn, contributed to modify the landscape and make some Italian Constitution "dreams" real.

1.2. Members of the Ecomuseum

Name of the person in charge	Raul Dal Santo
Position	Ecomuseum Coordinator
Contact	Phone: +39 0331493002 - mobile phone: +39 3292107213
Number of ecomuseum team members	3 team members
	Dal Santo Raul – Coordinator – Degree Natural science
	Vignati Lucia – Technical Employee, Agenda 21 Office – Documentation Center – Degree Natural Science Dossena Silvia – Technical Employee, Agenda 21 Office -Documentation Center – Degree Biological Science

1.3.Training

Over the years, the Ecomuseum has performed workshops **landscape education activities** aimed not only at school teens, but also at their parents and grandparents, acquaintances and elderly people in the nursing home, with lectures, guided tours of the areas and participatory planning activities.

The objectives of these didactic activities can be summarized as follows:

1. knowledge of our landscape: identifying the elements that compose it, understanding the differences between the various landscapes and observing their transformations.
2. learning to see, as a prerequisite for learning to act correctly.
3. to respect, that is, to preserve the landscape.
4. Pass on the landscape to future generations. According to the logic of sustainable development, which is the basis of the Agenda 21 process, the landscape must also be preserved, without compromising its quality, and passed onto future generations.

Internships and degree theses have been activated on-site with the Milanese universities and upper secondary schools in the area.

Training / information meetings on-site were also held for the Technical-Political Committee and for the teachers of the classes participating in the educational projects.

The ecomuseum has contributed to virtual **national and international conferences** on ecomuseums.

Some Examples of Training offered by the Ecomuseum

COURSE	DESCRIPTION	ECOMUSEUM MEMBERS (TECHNICAL TEAM)	LOCAL COMMUNITY
Workshop educational activities	Landscape education		Children, teens, adult
Stage on-site	Stage for upper secondary student		89 upper secondary students
On-site degree internship	internship for degree thesis		14 graduate student of various university
On-site thematic study	Internship for the development of a thematic study		4 students of Milan Polytechnic
Workshop events	Exhibition, landscape day, Mulino day		Citizens and visitors
The Ecomuseums role for the development goals of United Nation 2030 and climate action September 30th 2021- virtual	<p>The Ecomuse attended the virtual World Forum for Democracy, an international conference on the methods and tools that ecomuseums can make available for fighting the climate crisis and for ecological and supportive development.</p> <p>The Ecomuseum also participated at the pre-cop26 All4 Climate where the Ecomuseums wondered what actions could be taken to combat the climate crisis.</p>	X	
Italian Ecomuseums' landscape week from 21 to 25 June 2021 - virtual	The Ecomuseum attended the virtual webinars with which the Italian Ecomuseum Network intended to reflect on the ecomuseums' role in the landscape's care, with the participation, in the section of 24 June, "Landscape is short supply chains and circular economy.	X	
Cultural landscape: museums and tourism in metropolitan city, March 10 2016 on-site	The Ecomuseum attended on-site the conference held at the Bicocca University of Milan on the museums' role as a key element of metropolitan cultural landscapes.	X	
Educational and didactic services of scientific museums, 30-31 May 2014. On site	The Ecomuseum presented on-site its experience at the Master Level I "Protection and management of naturalistic and historical-scientific assets" of Siena's University.	X	
The Ecomuseum on tour - 19 and 30 May 2009 on-site	The Ecomuseum presented on-site its experience at the Faculty of Architecture and Society of the Politecnico of Milan and it gave a lesson at the refresher course for ecomuseum operators in Friuli (Italian Region).	X	

Some Examples of Training Needs Identified

AREA / FIELD	DESCRIPTION	ECOMUSEUM MEMBERS (TECHNICAL TEAM)	LOCAL COMMUNITY
Participatory management and planning	Implementation of tools and methods for the management and stakeholders' active participation	X	
Museum education	Take over new creative and innovative teaching methods.	X	
Communication for Ecomuseum	Improvement of communication skills towards partnerstner	X	
Technological solutions for inclusion	Take over of new methods to increase the ability to innovate its processes, but also its services through a wider, more diversified and inclusive technology	X	

WAY OF TRAINING (VIRTUAL / ON-SITE / WORKSHOPS / ETC.)

Through guide material, dedicated website / online learning course or other online resources (e.g. webinar, tutorial, video), seminar / short training, continuing education, expert assistance in the development of new projects

2. Funding and Resources

Type of entity	Ecomuseum
Ownership	Public
Official status	Cultural institution acknowledged by Lombardy Region

Annual budget

Outputs	2021	2022
Employees	28.800	28.800
Prints, publications, website	0	0
Enhancement Ecomuseum and visiting itineraries	3.000	3.000
Visiting itineraries maintenance	11.000	11.000
Ecoheritage (travel expenses, international meeting, miscellaneous and secretarial costs, intellectual products)	15.000	15.000
Total	57.800	57.800

Revenue	2021	2022
Municipal co-financing for Museum activity including route maintenance	42.800	42.800
Ecoheritage international research – money from our participation in Ecoheritage	15.000	15.000
Total	57.800	57.800

The Parabiago's landscape Ecomuseum is part of the process of the local Agenda 21 of Parabiago that started in 2003 thanks to the contributions of the European Union. Agenda 21 developed in its first phase a Report on the environmental, social and economic situation of the city. Subsequently with the Decree n. 15075 of 8/1/2007, the Lombardy Region, as part of the Regional Development European Fund relating to the "Promotion of local Agendas 21: energy, landscape, tourism and biodiversity", assigned a contribution to Parabiago's city for financing of the project "Parabiago's landscape Ecomuseum" equal to 80% of the total cost.

The financial plan of Parabiago's landscape Ecomuseum came from the budget of the Parabiago's Municipality, as a managing body that guarantees self-sustainability.

Over the years the Ecomuseum has received funding from other Bodies to develop specific projects:

in 2007 the Milan's Province financed the Virgilian Itinerary as part of the "Il Metrobosco" project, a visiting itinerary to discover the landscape in Roman times;

– The Lombardy Region financed 50% of the total cost of five Ecomuseum projects in 2008, 2009, 2010, 2011 and 2015: two relating to the enhancement of the same, one relating to the creation of educational activities for schools and two relating to the creation / realization of cultural or natural paths.

A contribution was obtained from a local company that collaborates with the Ecomuseum, in particular for a text published in 2010.

The Ecomuseum is also a partner of the Olona Green Way project, a co-financed project since 2017 by the Lombardy Region, Parco dei Mulini and the Municipality of San Vittore Olona with funds from the Rural Development Plan, and the "The valley calls you back" project.

Finally, from 2020 the Parabiago's Ecomuseum is a partner of the project 100% funded by the European Union for the project "Ecoheritage – ecomuseums as a collaborative approach for the recognition, management and protection of cultural and natural heritage", as a part of ERASMUS + programming KA.

3. Social and Community Participation

1. The parish map of Parabiago was started in 2007. A working group constituted within the forum of citizens met regularly to design the map. The working group first composed a questionnaire that was submitted to the citizens. The working group recorded the cultural heritage in accordance with the results of a survey and the maps realised by local schools. The map was printed in 2008 and distributed to all the families of Parabiago. To update and implement its contents, a multimedia map was realised. – Active participation..
2. Permanent participatory processes were started in 2007. A complex network of actors succeeded in knowing the community heritage, taking care of it, managing, and regenerating it, realizing cooperation agreements that were implemented with great human resources. A model of governance and a territory project were created that were able to address and integrate physical, managerial and procedural aspects, and to bridge the general interests with interests of the private sector. – Active participation.
3. Pilot actions coordinated by the ecomuseum from 2007/8. Activities involving several local actors on thematic areas chosen during the participatory process. – Active participation.
4. Participatory planning of ecomuseum itineraries since 2007, Institutions, associations, citizens designed some itineraries that illustrate the main elements of the community heritage. – Active participation.
5. Educational activities since 2007 a continuous educational process of cooperative learning was realised and it is still going on. Active participation.
6. Support for the actions carried out by active partners and citizens according to the subsidiarity principle and through citizen empowerment since 2016. – Active participation.

3.1. Local Population

Number of inhabitants of the territory/locality where the ecomuseum is located

The town is inhabited by about 28.000 people.

Number of members of the local population involved in the ecomuseum

about 50 people, even if not continuously involved in the activity of the ecomuseum in presence. About 20 people who collaborate by web.

Ways of participation

The ecomuseum has taken on the role of facilitator of a complex network of actors that has made it possible to know the landscape through participation and cooperative learning paths, the enhancement of skills, knowledge and resources of the territory, the extensive use of principles of subsidiarity and co-responsibility, the ecomuseum has taken on the role of facilitator of a complex network of actors who have made it possible to get to know the landscape.

Through collaboration agreements with citizens it was also possible to care for, manage and regenerate the cultural and landscape heritage, in the general interest. The agreements stipulated so far are both formal and informal in nature. In 2016 the Ecomuseum approved the regulation for the active participation of the community and for the promotion of resilience processes for the care, regeneration of urban spaces, social cohesion and safety.

The Ecomuseum has sought not only to implement, but also to inspire methodological, relational and social changes which in turn have contributed to changing the landscape.

The Ecomuseum is made up of a Technical-Political Committee aimed at monitoring the process of involving local actors and defining the Action Program (municipal employees involved and Councilors), by a Scientific Committee (municipal employees and volunteers), as well as by volunteers involved in the various activities carried out by the Ecomuseum or of which the Ecomuseum favors the realization.

3.2. Social milieu

Number of visitors from the territory/locality where the ecomuseum is located	It was not measurable
Number of foreign visitors	It was not measurable

Forms of involvement

The Parabiago's Ecomuseum has activated and / or coordinated projects useful for cultural tourism, visiting itineraries and nature walks, communicating the tourist offer of the Ecomuseum to the hoteliers' area representative.

1. Audio-guided itineraries. The Ecomuseum made some **participatory itineraries** that illustrate the main elements of the community heritage through physical (in the city) and virtual (on the web and smartphone application) routes.
2. The best activities / experiences that the Ecomuseum offers visitors are the guided tours organized on specific themes
3. **Local products**. In 2014 the Ecomuseum presented a collaboration agreement with some farmers, artisans and traders for the local products promotion with a short supply chain. The products with the Municipal Designation of Origin (De.CO) of the Ecomuseum were born from tradition (how it was grown and produced in the past) and from innovation (how to produce local food while respecting the environment and at the same time ecosystem services of which the landscape is the most important).

3.3. Website analysis

Type of intervention made possible by the website

Only information	Chance to suggest actions	Complaints or Compliments	Purchase of tickets	Open access or under registration
	X	X		Open access

Kinds of suggestions available

Proposing museum objectives	On funding issues	About museum planning	On accessibility
X		X	

Quality of Feedback

Receipt message is sent	The proposal is discussed at the museum management level	Results of the discussion are sent
	X	X

The Ecomuseum makes available to everybody, through its website, a great deal of multimedia documentation: more than 3,000 web pages in 7 languages (Italian, English, French, Portuguese, Spanish, German and the local dialect), 7,000 images, 250 e-books, 200 audio files, 30 videos. A huge number of stakeholders, both from the local context, and from all over the world, can benefit from this documentation, through the license Creative Commons; this kind of licence permits to share, use, modify and build upon a work with every tool and format, for every purpose, simply by citing the source.

Text was translated by high school students in the framework of the work-linked training.

The website has a very large number of pages but not all with graphics suitable for mobile devices. The large amount of data is not cataloged with modern methods. Some information is available on external websites with the overall search difficulty.

4. Innovation and Research

The innovation for the Parabiago's landscape ecomuseum is the change that concerns both the methodological dimension (the working method) and the relational and social aspects (cultural changes) to change the physical dimension (improve the landscape) is in fact a modification positive that trigger changes to improve the landscape

1. **The parish map** was the first tool used by the ecomuseums, according to the model of English parish maps. It is a participatory mapping of a landscape, resulting from a shared reading of the tangible and intangible heritage. Through the parish map the ecomuseum achieved these goals:

- the realization of the participatory inventory of the heritage and of the long term action plan of the ecomuseum;
- the activation of community projects for the good use of the heritage.

An interactive and multimedia map was carried out to make it easily upgradeable. In 2010 and 2011 the Ecomuseum contributed as a technical partner to the realisation of a parish map of the Mills Park.

Among the impacts: greater awareness of citizens, sense of places, development of ecomuseum visit routes.

2. The Ecomuseum has facilitated the creation of **collaboration agreements** with the network of actors for the care, communication / interpretation, enhancement and good use of the community heritage. Collaboration agreements were therefore activated with citizens for the care, management and regeneration of cultural heritage and the landscape in the general interest, as required by the principle of horizontal subsidiarity pursuant to art. 118, last paragraph, of the Italian Constitution. The Ecomuseum thus becomes a facilitator to release energy, to share resources in the common interest within the community itself. The agreements signed up till now are both formal and informal in nature. To regulate and promote the shared administration, the City of Parabiago, manager of the Ecomuseum, in 2016 approved the regulation for the active participation of the community, for the promotion of resilience processes for the care and regeneration of urban spaces, social and security cohesion. Through the instrument of collaboration agreements, thanks to this precious network of actors, new energies have been released and enhanced in the local community with positive impacts on the shared management of cultural heritage.
3. The Ecomuseum proposed a **project on the theme of the Milan EXPO** "Feeding the planet, Energy for life!" to the local community in 2015. The short food supply chain of the Parabiago bread was activated by many local stakeholders. 170 hectares of agricultural fields are cultivate with the conservative agriculture which intervenes in a minimum manner on the ground; it preserves biodiversity and humus, it provides cover crops after the harvest and avoids the development of weeds; the fields are fertilized by the compost produced in a local farm from vegetable waste coming from the public and private gardens of Parabiago. Local bakeries sell the bread that is also served in School canteens. This was the first of many products with a trademark that certifies that the product is made in Parabiago (Municipal Denomination of Origin, De.C.O. is the Italian acronym).
4. In 2019 the Ecomuseum joined, with the Parco dei Mulini and numerous partners, the **"The valley calls you back" project**, aimed at designing an Integrated Territorial Plan of Culture (PIC-Ter) in the Milanese Olona Valley. The project responds to the Framework Culture Law of Lombardy n. 25/2016. The main purpose is the coordination between all the subjects of the culture of the territory, with possible positive effects of social, environmental and also economic development.

5. Sustainable Development Goals (SDGs)

Number of SDGs that the ecomuseum is working on	10
Preferential SDGs	INTERNATIONAL COOPERATION, SUSTAINABLE CITIES, CLIMATE ACTION

SDG-related projects/actions

PROJECTS / ACTIONS	SHORT DESCRIPTION	SDG
Food production and quality of life	Continue to develop the local economy in order to have experience of a short supply chain of agricultural products that combine agriculture-environment-tourism-culture- welfare.	Good health and wellness
Education and sociocultural activities	Monitor and report progress of results obtained about educational projects on sustainable development, the landscape enhancement and cultural heritage.	Quality education
Agreement for the Olona River	Rediscovery and enhancement of the common heritage, so that the Olona river, the pivot of the development of this territory, returns to be the river of civilization, culture and nature that has been for millennia and reassembles a new habitable city around its course.	Clean water and sanitation
Food production and quality of life	Continue to develop the local economy in order to have experience of a short supply chain of agricultural products that combine agriculture-environment-tourism-culture- welfare.	Satisfactory work and economic growth
Training and research	Promote new partnerships with stakeholders dealing with the government of territory.	Sustainable cities and communities
Food production and quality of life	Continue to develop the local economy in order to have experience of a short supply chain of agricultural products that combine agriculture-environment-tourism-culture- welfare.	Responsible consumption and production
Circular economy, products of agro-ecology, education and forestation	bread of Parabiago, ecosystem services, "Forestami" project (3 million trees by 2030 in the metropolitan city)	Climate action
Put landscape at the centre	Its goals are to study, conserve, enhance and show the community heritage, especially the landscape	Life on earth
Focus on sustainable local development	Thanks to a new socialization between stakeholders and the large use of the subsidiarity principle some heritage's elements got new life or new use in order to improve social, environmental and economic development.	Peace, justice and strong institutions
Landscape and planning	Work as partner with public institutions to continue and improve implementation of the European Landscape Convention	Shared goals

IMPACTS
The Parabiago ecomuseums tried not only to implement, but also to inspire changes, primarily in methodological, relational and social dimensions, that in turn have contributed to change the quality of landscape, even beyond the border of the ecomuseum

The Ecomuseum has recognized the responsibility of:

- promote a sustainable, circular economy aimed at the integral development of all people, especially those most in difficulty;
- recognize the cultural landscape as a common good to be protected and lived in a sustainable way, both environmentally and economically;
- respect the cultural heritage both locally and globally;
- reiterate that cultural heritage is a very important resource since it concerns traditions, social relations, the meaning of places, their identity;
- raise awareness of local products, enhance their production chains, circulate products in ecomuseum communities;
- activate, in ecomuseums and community museums, ever closer collaborative relationships to create a better world, with particular regard to courage, ethical innovation, social commitment and responsibility, resilience.

6. COVID-19

During the lockdown periods the Parabiago ecomuseum continued its mission of care and interpretation of the living cultural heritage, empowering the community on the sustainable use of heritage for integral development and strengthening the social awareness and self-awareness of identity collectively shared. Measures aimed at containing the pandemic have led the ecomuseum to explore new ways of involving, inspiring and supporting the public in an attempt to meet the needs of the local community.

The epidemic situation in progress unexpectedly has also reserved positive surprises for us, providing us with opportunities to:

- experimenting with new models of behavior, new ways of relating to reality in the making;
- the web and social channels have proved to be useful for building a fruitful collaboration network between ecomuseums on the theme of cultural heritage;
- guarantee a circular economy and proximity tourism;
- reaffirm the importance of continuity and self-sustainability in the construction process of the ecomuseum.

During the social distancing, the Parabiago ecomuseum carried out these activities:

1. improve the digital accessibility of assets,
2. promote "proximity tourism" based on virtual and self-guided tours,
3. staging of conferences and video broadcasts,
4. the promotion of local products.
5. local, national and international networking

Methodological and cultural changes have been achieved. Actions and methods were tested, albeit remotely and in compliance with lockdown restrictions, to support and connect local communities and ecomuseums and regional, national and global networks with each other. The Parabiago Ecomuseum worked within the network of Italian ecomuseums to devise the Cooperation Charter "Distant but United. The ecomuseums and community museums of Italy and Brazil "have achieved the result of a renewed awareness of the need to act locally and think globally. The charter contains the common vision, challenges and responsibilities, discussed, adopted and accepted by both national groups, as a reference for joint actions.



**Co-funded by
the European Union**

This project has been funded with support from the European Commission. The content of this website reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Except where otherwise noted, content on this site is licensed under a Creative Commons Attribution 4.0 International license.

spain

LA PONTE



Website

1. Ecomuseum Data



Ecomuseum Name

La Ponte

Date of Creation

2011



Location

Centro Tecnológico
El Sabil s/n. 33115,
Villanueva de Santo
Adriano, Asturias

Phone

+34 985 76 14 03



1.1. Description of the Ecomuseum

The La Ponte-Ecomuséu project was born in 2011 with the aim of mobilizing a series of heritage resources in a mid-mountain municipality in the central area of Asturias (northwestern Spain). This territory, like others in rural Asturias, presents important socio-economic problems, clear socio-economic needs, demographic decline, migration of the young population, withdrawal of traditional economic activities and low diversification of the existing ones, dependence on public administrations, etc.

In this context, the Ponte-Ecomuséu was constituted by professionals related to various sciences, mostly related to heritage (archeology, ethnography, history, etc.), as a possible way to provide solutions to some of these problems. This communitarian initiative gave rise to the creation of an ecomuseum, coordinated by experts, technicians and neighbors.

Throughout the years, the ecomuseum has carried out research, protection and dissemination of heritage, involving different groups in the processes of heritage and its socialization, and betting on a horizontal organization that works in a communitarian way. One of its greatest achievements has been to achieve that the public Administrations, for the first time in Asturias, delegate the management of a public asset of special protection to a civil association. This action has been a way of calling on the responsibility that each individual has over their territory and heritage, and to the processes of Critical Culture that must be linked to a project like this.

La Ponte is a permanent laboratory of ideas and actions. A "social enterprise of knowledge" that utilizes parameters of the business environment within an economic rationality, that works with a model of communitarian participation and communal lucrative purpose, and that intends, through knowledge, to apply traditional and academic knowledge to a particular reality.

1.2. Members of the Ecomuseum

Name of the person in charge	Jesús Fernández Fernández. Director (info@laponte.org)
	Violeta Gomis García. Dissemination and Interpretation Manager (info@laponte.org)
Number of ecomuseum team members	1 director, 1 person employed, 15-20 people from the Network (volunteers and/or staff paid per activity carried out), the community of the Santo Adriano Council.

Qualification/training of team members

The ecomuseum's members and collaborators have different educational backgrounds, from professional training, intermediate and higher education programs, degrees in various areas of knowledge, to postgraduate level training: masters and doctorates. The most frequent disciplines in which they are trained and qualified are:

- Museology.
- Archaeology.
- Agricultural Engineering.
- Anthropology / Ethnography.
- Sociocultural Animation.
- Social Work.
- History.
- Fine Arts.
- Classical Philology.

1.3. Training

The ecomuseum's training activities are carried out: (1) internally, for members of the team (hired and volunteers); (2) and externally, for members of the community and outside community members. It should be noted that La Ponte-Ecomuseu is an association that arises from members of the community itself, so some of the training activities are carried out by people who belong either to the ecomuseum team or the community of the Council of Santo Adriano.

Internal training is mainly dedicated to deepening the methodology for the dissemination and the interpretation of the region's heritage, the creation of itineraries and technical specialization for the work with the community, the territory and the heritage.

Training for the community (and members of the ecomuseum team) is focused on offering tools, methodologies and innovations applied to the territory, as well as on the recovery of traditions, knowledge and know-how, and oral memory. Thus, can be highlighted courses and workshops on agroecology, wellness and health or oral memory of adults

The ecomuseum, on the other hand, states that it has training needs in management and administration of organizations and economic resources, communication skills in traditional and digital media, image improvement and analysis of the impact of its communication and marketing, and aspects related to skills in local relations with members of the community, especially with the adult population.

Some Examples of Training offered by the Ecomuseum

COURSE	DESCRIPTION	ECOMUSEUM MEMBERS (TECHNICAL TEAM)	LOCAL COMMUNITY
Interpretación del Patrimonio	Course centered on learning the methodologies of heritage interpretation.	X	
Agroecología	Several courses and workshops for the implementation of sustainable farming and the use of organic fertilizers	X	X
Música tradicional	Workshops for the teaching of playing traditional musical instruments		X
Arqueología	Course carried out in collaboration with the University of Oviedo for carrying out archaeological work.	X	X
Itinerancia	Local management training project developed in Cantabria, where La Ponte was a partner-trainer.	X	X
Taller Andechando cola Tradición	A series of workshops to recover the community's knowledge: bread making, wool spinning and spinning, cider making, etc.		X

Some Examples of Training Needs Identified

AREA / FIELD	DESCRIPTION	WAY OF TRAINING (VIRTUAL / ON-SITE / WORKSHOPS / ETC.)	ECOMUSEUM MEMBERS (TECHNICAL TEAM)	LOCAL COMMUNITY
Management	Administration and management of institutions, accounting, etc.	All	X	
Communication	Communication techniques in diverse media: creation of corporate image, communication with traditional media, social networks, etc.	All	X	
Memory management	Training to apply knowledge of oral and collective memory in order to have an impact on the Present.	In-person		X
Presentation of projects and grants	Development, drafting and submission of research projects and grants from local, regional, State and international calls for proposals.	All	X	
Social skills	To deepen the methodologies to establish empathetic contacts with the local population.	All	X	
Sustainable way of life	Fostering other forms of consumption	All		X

2. Funding and Resources

Type of entity	Association.
Ownership	Private (associative).
Official status	Association.
Annual budget	25000 €

La Ponte-Ecomuéu is a non-profit association that considers itself a social enterprise of knowledge. Its objectives are focused on raising awareness of the socio-territorial reality in which it is located and the generation of resources to promote social, cultural and economic development. This vision means that its funding is aimed at supporting activities and projects in this direction. However, one of its goals is to obtain stable jobs within the organization and the remuneration of professionals who carry out specific jobs for the organization.

The fixed expenses that the ecomuseum has are derived from the consumption of electricity, telephone, insurance, the agency that performs the administrative and accounting management tasks, and the only permanent contract of the entity. On the other hand, some other variable expenses that arise each year are design and layout (web page, brochures, books, magazines, etc.), drafting and preparation of projects and subventions, and the contracting of technicians in charge of courses, workshops, projects, etc.

Funding for the ecomuseum comes from different sources:

- **Membership fees.** It is a minimal part, since by its statutes every member of the community is automatically a member of La Ponte and is not obliged to pay dues (i.e.: fees are not required),
- **Subsidies.** The ecomuseum has occasional subsidies from regional and state administrations in order to develop concrete actions. Some examples are the collaboration with the Principado de Asturias for the management and diffusion of the Bienes de Interés Cultural (BIC) of the zone; the collaboration with the University of Burgos and the University of Oviedo for the organization of **workshops, courses, conferences**, etc.; or with the Government of Cantabria for the organisation and participation in meetings such as Rural Experimenta III.
- **Research projects.** One of the characteristics of ecomuseums is the integration of professionals, technicians and academics in its team. This allows them to apply for local, state and international research projects. They are managing European (Erasmus+) and regional (Principado de Asturias) funds for the development of projects.

The ecomuseum considers that rather than innovation, they are diversifying the spaces in which they can obtain financial support. The structure of the entity and the diverse profiles that compose the team allow them to have multiple financing. In addition, it allows them to make one of the cornerstones of the entity become a reality, which is not to depend on a single source of income or a single institution to provide it.

It is true that such diversification and the vision towards a critical culture, where scientific knowledge and local knowledge merge and dialogue, has meant that the way to innovate is, in the words of part of the team: "to shoot high and look upwards, towards Europe, for example".

At present, they continue to develop projects to expand the sources of financing which, of course, have an impact on the local economy and the territory. Local consumption and agroecology groups are a great potential for sustainable production and consumption that would generate economic activity in the area.

3. Social and Community Participation

The activities of the Ecomuseum are designed for the population of the council and the foreign population (visitors-tourists). The participation of the community in the activities organized by the Ecomuseum is about 15-20 people, which may seem a low figure, but we must be aware that the population census is 250 inhabitants, although residents are around half of them. This participation is bidirectional: they participate in the activities and propose activities and actions. It should be specified that some of the population is of older age, which makes their participation in some of the actions more complex. In this regard, the team we interviewed gave the example of the oral memory workshop on health, which traditionally depended on local women. It was a challenge and hard work to involve all the women due to socio-demographic and cultural aspects.

Regarding the visitor population, most of them are national tourists, mainly from Madrid and Asturias. The average number of visitors per year is about 1000 people, except in the post-confinement year, 2021, which was 250, since school visits were cancelled.

The public visiting the ecomuseum's itineraries is usually of three categories: (1) a specialized public that demands a specific offer and carries out the activities in small groups; (2) larger groups that come on a circuit arranged with a travel agency, with less knowledge and less time for the visit; (3) captive public groups (mainly schoolchildren), to whom a didactic visit appropriate to the curriculum of their educational level is offered.

The involvement of this sector is reduced, but in relation to type (1) there are sometimes people who have become associated with the entity and have even proposed activities.

3.1. Local Population

Number of inhabitants of the territory/locality where the ecomuseum is located	250 person
Number of members of the local population involved in the ecomuseum	All community members are members of Ecomuseum

Ways of participation

The participation mechanisms are as follows:

- **Cultural itineraries.** These are designed to make the local population aware of their own heritage and to provide an offer to the foreign population.
- **Courses, workshops and seminars.** These are the main areas of participation. Every action of the ecomuseum is based on the initiative of the community and tries to promote collective memory.
- **Work committees and assemblies.** La Ponte-Ecomuseu is organized through working groups and participatory assemblies where participation is carried out within the parameters of "cultural democracy".

3.2. Social milieu

Number of visitors from the territory/locality where the ecomuseum is located	250 residents, 100 real inhabitants, an active participation around 20.
Number of foreign visitors	An average of 1000 visits. However, during the confinement and opening period there were only 250.

Forms of involvement

The participation channels are as follows:

- **Cultural itineraries.** These are designed to make the local population aware of their own heritage and to provide an offer to the foreign population.
- **Courses, workshops and seminars.** These are the main focuses of participation. All of the ecomuseum's actions are based on the initiative of the community and attempt to promote collective memory.
- The website and social networks are also a means of interaction.
- **The Cuadiernu Journal.** It is one of the ways in which the project is disseminated and generates synergies with other experiences and professionals outside its territory.

3.3. Website analysis

It is not being carried out. According to the declarations of the team members, this is due to a lack of time and staff. They recognize that it is a lack and that it should be one of the actions that the ecomuseum should carry out. Indeed, the digital visualization (website, social networks, etc.) is only a minor image of what the project really is and what it means for the territory and the community.

Type of intervention made possible by the website

Only information	Chance to suggest actions	Complaints or Compliments	Purchase of tickets	Open access or under registration
X	X	X	X	

Kinds of suggestions available

Proposing museum objectives	On funding issues	About museum planning	On accessibility
		X	X

Quality of Feedback

Receipt message is sent	The proposal is discussed at the museum management level	Results of the discussion are sent
X	X	X

The main interaction of the ecomuseum is done through Twitter, Instagram, Facebook, Youtube channels and the comments left by users on the website.

4. Innovation and Research

The ecomuseum is founded on the premise of social innovation, i.e.: “new ideas or processes that both meet different social needs (more effectively than alternatives) and contribute to the creation of new relationships and/or collaborations. In other words, they are innovations that are good for society while improving its capacity to act”. It is therefore understood as an innovation that goes beyond technological, industrial and business aspects. Any process and/or product of innovation must start from the social level and must have an impact on it.

The very existence of La Ponte is an innovation in its territory. Without this initiative, most of the actions and projects developed by La Ponte would not be carried out. The innovation lies in the fact that it unites the rigor of research with local needs, with the knowledge of the population and with the participation of the community. This involvement of the local population in the management of knowledge and its impact on the present is what makes it an innovative project.

The examples of (social) innovation of La Ponte-Ecomuséu have to be considered from the whole of the project itself, which implies, on the one hand, that all research that is developed must be connected with the current reality and, on the other hand, to manage the collective memory.

Some examples would be:

- **Interpretive itineraries.** They show the heritage and the humanized landscape from a different narrative.
- Workshops. They are the way to make visible the collective memory and the axis of the participation of the community.
- Organization. The structure of committees and assemblies encourages direct participation in decision-making.

5. Sustainable Development Goals (SDGs)

Number of SDGs that the ecomuseum is working on	8
Preferential SDGs	3, 4, 5 y 11

SDG-related projects/actions

PROJECTS / ACTIONS	SHORT DESCRIPTION	SDG
Interpretive itineraries	Interpretation of the heritage for an understanding of its historical, social, cultural and economic dimensions.	3, 11
Saludriano	Project developed by the city council and the ecomuseum to improve health and wellness.	3
Historical consciousness	Workshops for the recovery of collective memory.	4
Workshops with schools	Pedagogical activities.	4
Project to make women's work and memory in rural areas more visible	There is a working group for gender topics that works on the recovery of memory.	5
Gender Working Group	Research and dissemination of women in the prehistory, women in the history of the rural world, etc.	
Employment contract	La Ponte's goal is to generate a sustainable economy and jobs.	8 - 8.9
Workshops, conferences, projects, etc.	It is the core activity of La Ponte-Ecomuséu.	11 - 11.4
Agri-food exchange group	Focused on sustainable production and ecological use of the territory.	12, 13
Agreements with other entities	Ecomuseum has created a network at local, state and international level. It works and collaborates with professionals from different countries and disciplines, and with entities such as the Bishopric, the Principado de Asturias, the Ministry of Culture, etc.	18

The way in which La Ponte-Ecomuseu understands sustainability does not conform to the established standards. Sustainability is intrinsic to local (rural) populations. Their way of life and their survival depends on making their environment sustainable and adapting to the changing times and contemporary evolutions.

One of the parameters of the ecomuseum is the sustainability of non-locatable resources, such as the cultural and patrimonial manifestations of the Romanesque, the caves with parietal artistic representations, the generation of local employment, etc.

6. COVID-19

Activity during the confinement was at a minimum. The alternative was virtualization, but the Assembly of the ecomuseum decided to paralyze the actions and to wait for the return to normality. The main reason was that their work is developed with resources from the territory and with the community, an aging population. The main objective was to preserve the health of the population. This had an impact on the cancellation of outreach work, workshops, itineraries, etc.; and the cancellation of contracts that were not restarted until the beginning of 2021.

However, scientific activities were maintained: **publication of books and the journal**, dissemination through the writing of articles, project proposals, etc.



Co-funded by
the European Union

This project has been funded with support from the European Commission. The content of this website reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Except where otherwise noted, content on this site is licensed under a Creative Commons Attribution 4.0 International license.



EcoHeritage

Co-funded by the
Erasmus+ Programme
of the European Union



This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.