



RURITAGE
Heritage for Rural Regeneration

DESIRA
**Digitalisation: Economic and Social
Impacts in Rural Areas**

Rural Digitalisation Forum (RDF) – 1st Webinar



This project has received funding
from the European Union's Horizon 2020
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RDF 1st Webinar

10 September 2020



RURITAGE 
Heritage for Rural Regeneration

Rural Regeneration Through Systemic Heritage-Led Strategies

*Rural Digitalisation: Lessons from H2020
Projects*

Francisco Barrientos (CARTIF)



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Why regenerating rural areas through CNH??

European rural areas embody outstanding examples of Cultural and Natural Heritage (CNH) that need not only to be preserved but also to be promoted as a catalyst of economic competitiveness and sustainable and inclusive growth.

27.8% of the EU population lives in rural areas and 32% in "intermediate" areas [EUROSTAT]
around 46.5% of EU 'GVA' is created in intermediate and predominantly rural areas

most rural areas are facing chronic economic, social and environmental problems, resulting in unemployment, disengagement, depopulation, marginalisation or loss of cultural, biological and landscape diversity. In most cases, tangible and intangible Cultural Heritage is threatened.

RURITAGE aims at demonstrating **how CNH can emerge as a driver of sustainable development and competitiveness**, by the recognition of **rural areas as 'poles of excellence' in heritage capitalization**



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RURITAGE objectives

- RURITAGE establishes a **new heritage-led rural regeneration paradigm** able to transform rural areas in sustainable development demonstration 'laboratories', through the enhancement of their unique Cultural and Natural Heritage potential.
- Increase **knowledge** about successful practices of heritage-led rural regeneration and provide **tools** making successful practices and solutions available and replicable.
- Identify the **financial resources** needed to preserve cultural heritage in rural areas, and promote the **engagement** of rural communities in the decision-making processes
- Enhance awareness on **exploitation** possibilities in CNH sector in rural areas, providing roadmaps for the **long-term sustainability** of heritage-led regeneration strategies.
- Address and overcome potential regulatory and legislative barriers



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RURITAGE Systemic Innovation Areas (SIAs)



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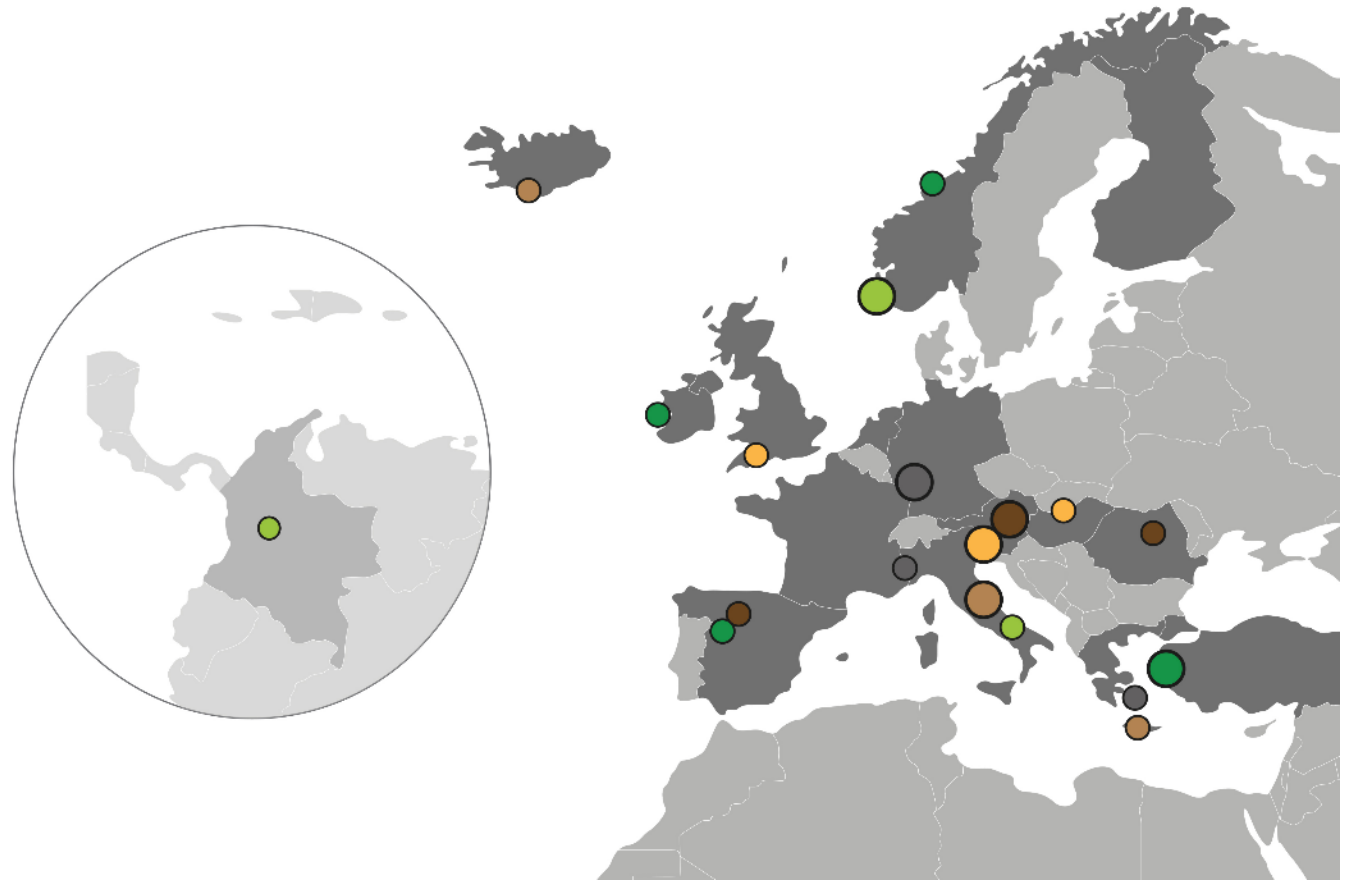
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RURITAGE Partners

- **13 Role Models** in Europe and beyond
- **6 Replicators** where RURITAGE supports the co-creation and implementation of heritage-led regeneration strategies
- **15 Knowledge Facilitator Partners**



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RURITAGE – Knowledge transfer



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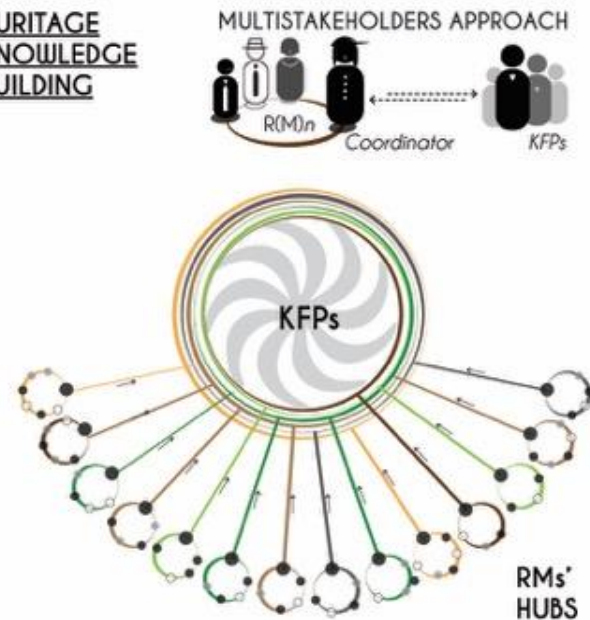
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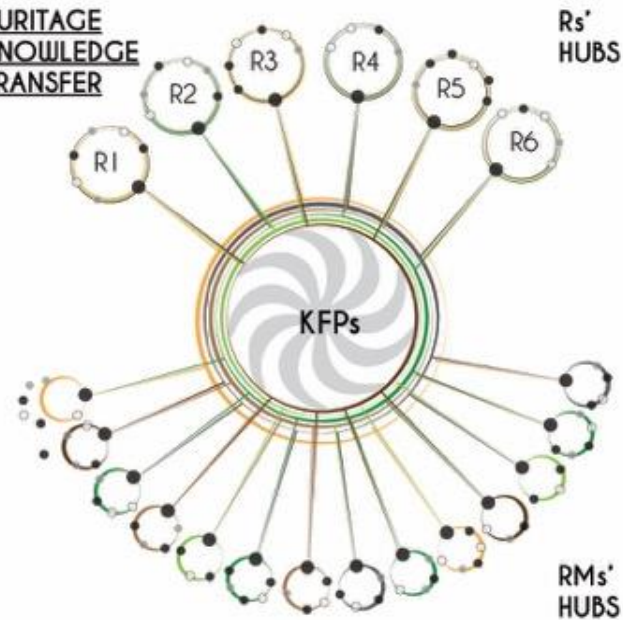
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RURITAGE – knowledge transfer and capacity building

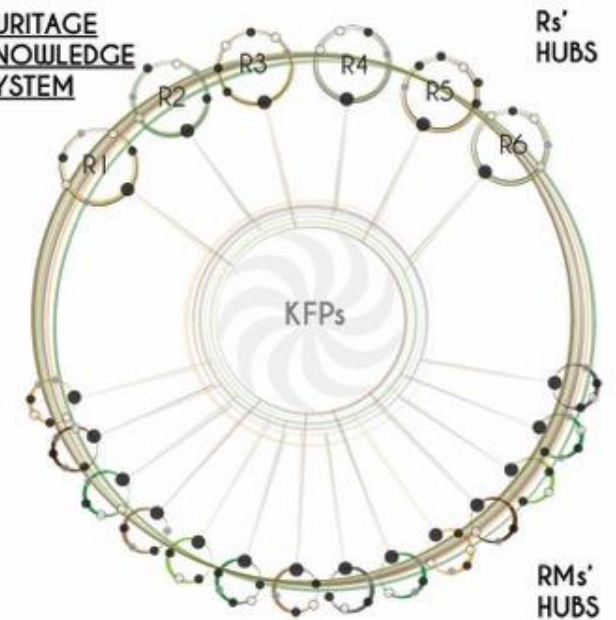
RURITAGE KNOWLEDGE BUILDING



RURITAGE KNOWLEDGE TRANSFER



RURITAGE KNOWLEDGE SYSTEM



- 19 Rural Heritage Hubs
- 1 Digital heritage Hub



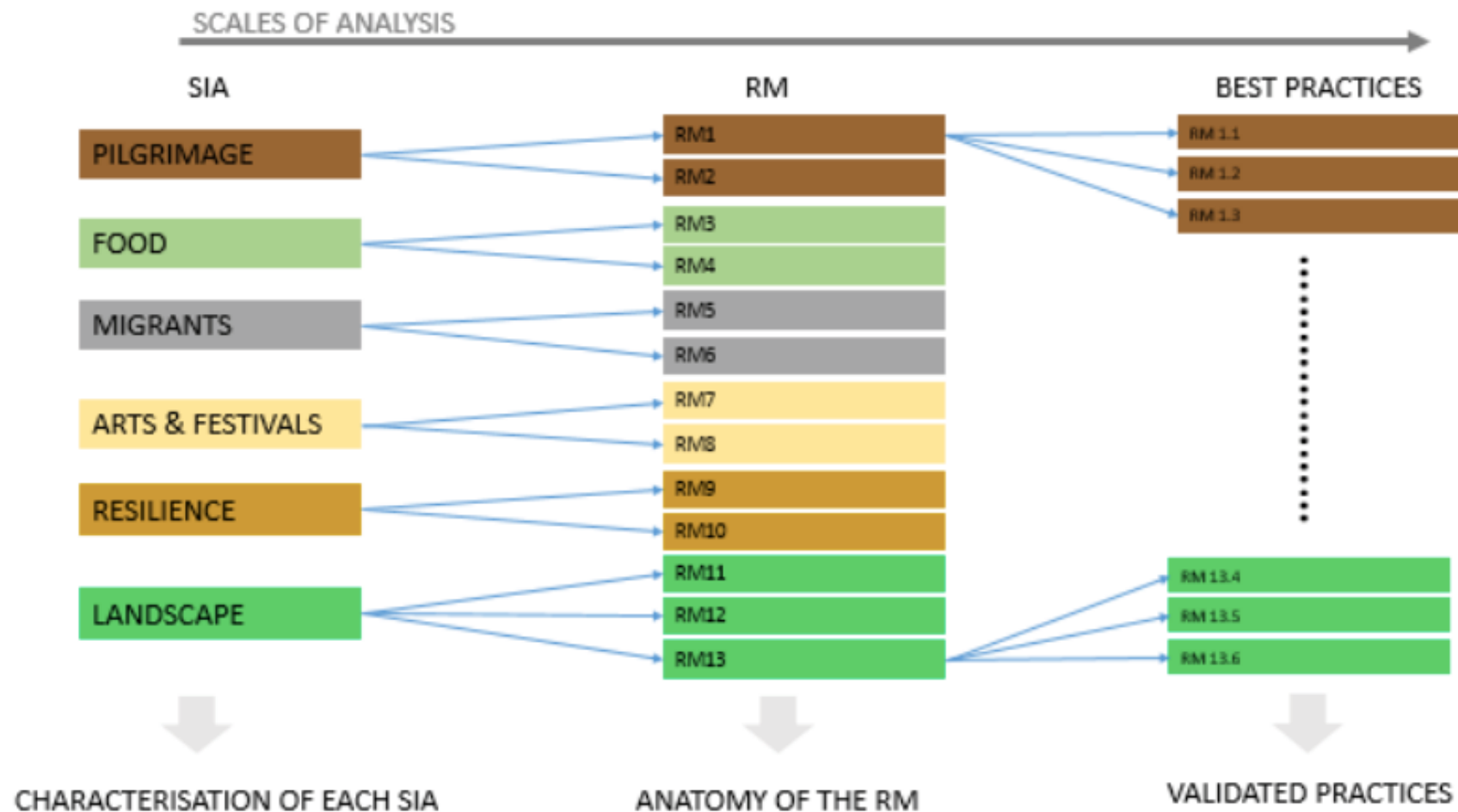
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RURITAGE Practices Repository



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RURITAGE Practices Repository

Anatomy of the RMs

1. Context and challenges:
 - geographical and economic context
 - challenges: i) ageing of the population, ii) immigrants, iii) depopulation, iv) unemployment and, v) poverty.
2. Process and timeline: process structured in sequential milestones and framed in a timeline
3. Plan and strategies: the formal plans and strategies of the process with their objectives.
4. Drivers and barriers
5. Capitals:
 - cultural (including intangible heritage), natural, built (including built cultural heritage), social (including political), human and financial as framework to measure the effectivity of the SIAs, RM and practices as mechanisms of capitals transformation (from the initial stock of capitals to other kind of capitals).
 - initial, developed and obtained capitals



RURITAGE Practices Repository

Each SIA has been characterised to facilitate the knowledge transfer and replication

- seasonality degree
- required key resources
- level of replicability
- driver for changing (development-driven and challenge driven),
- addressed challenges and the transformation of capitals



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RURITAGE Practices Repository

- RURITAGE practices are conceived as actions that have been implemented and supported the rural regeneration process in Role Models territories.
- They are context related and strictly linked to one Role Model

1- PILGRIMAGE

	CODE	BEST PRACTICES	INVOLVED CAPITALS	RELEVANCE
PILGRIMAGE	RM1	Camino de Santiago (Spain)		
	RM1-1	Promote a governance model with the involvement of public and private bodies	SOCIAL	Very relevant
	RM1-2	Develop Heritage innovation as Monitoring Heritage System	BUILT	Very relevant
	RM1-3	Form a tourism body with the specific charter for developing these resources and attracting tourism (see Spanish Federation of Associations of Friends of the Camino de Santiago)	SOCIAL	Relevant
	RM1-4	Promote the restoration of old or unused buildings to offer them as temples, shelters, hotels, restaurants and shops for pilgrims.	BUILT	Relevant
	RM1-5	Study and research the historic traces of the pilgrimage routes and the traditions related to them (in literature, historic maps, art, etc.)	CULTURAL	Relevant
	RM1-6	Digitalization of the pilgrimage - through websites, GIS maps, apps.	CULTURAL	Relevant
	RM1-7	Foster training and employment: schools' workshop and internships	HUMAN	Relevant
	RM2	Maria-UT (Romania)		
	RM2-1	Improve services: eco-mobility, Wi-Fi connection, tourism services (hostels, bar and restaurants), signals, maps, radio...	BUILT	Very relevant
	RM2-2	Expand the offer, promoting eco-tourism: link the pilgrimage route to other activities (outdoor sports, excursions...)	CULTURAL	Very relevant
	RM2-3	Create a set of guided tours or organized travels, tailored for different targets	CULTURAL	Relevant
	RM2-4	Pilgrim's passport: a fidelity card to involve local business into the project and create new business opportunities.	FINANCING	Relevant

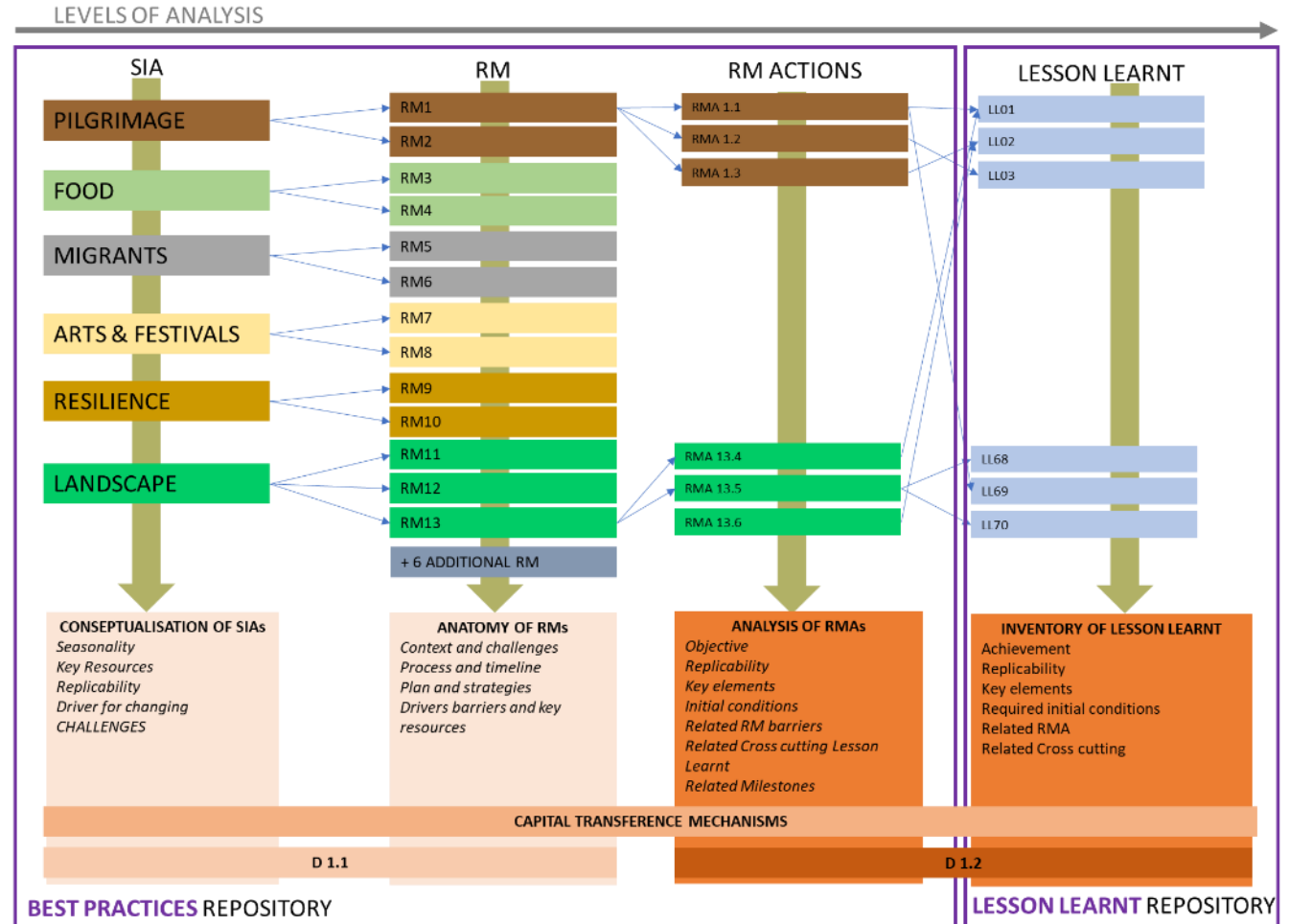
Table 82 Pilgrimage SIA best practices



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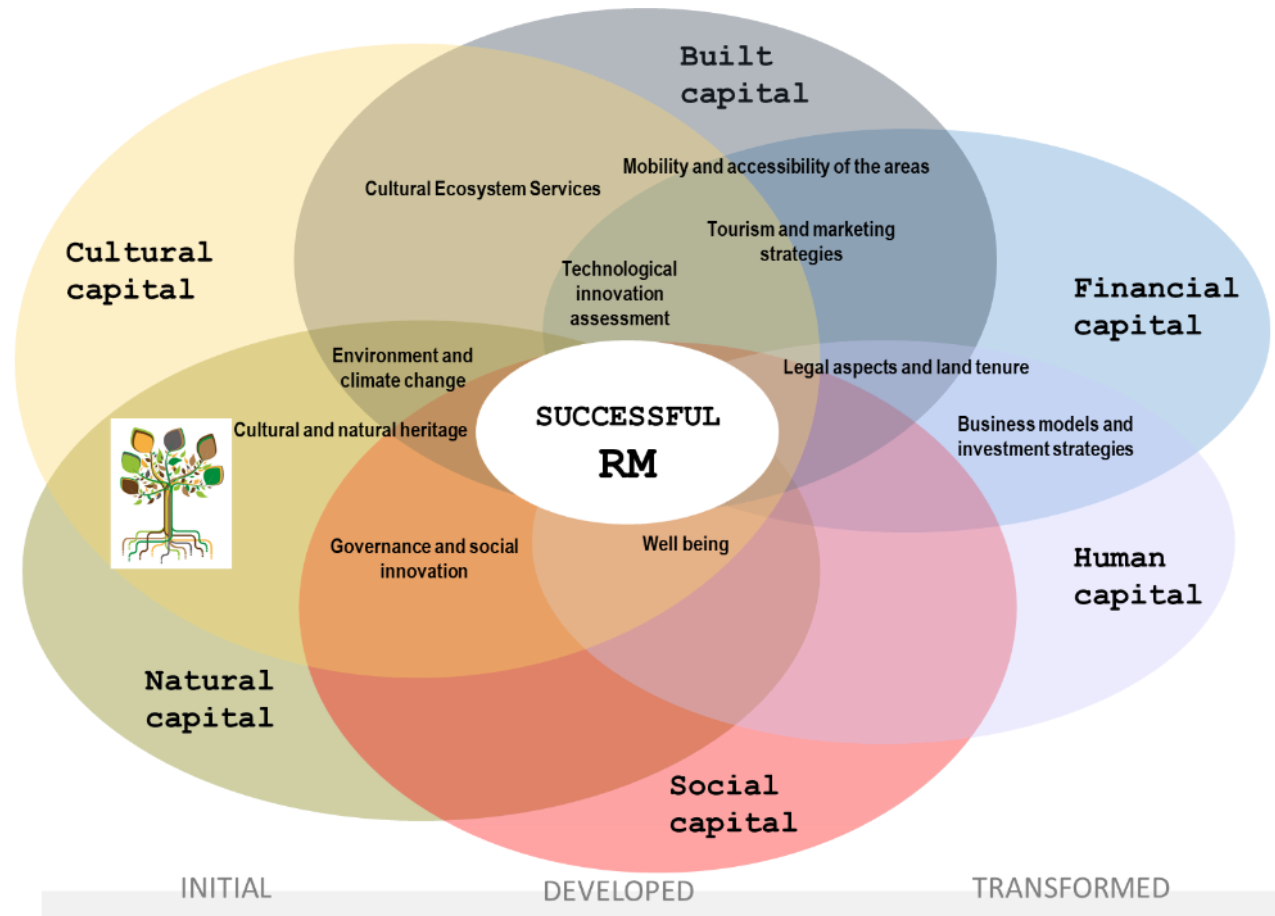
RURITAGE Inventory of Lessons Learned

- Lesson Learnt level: this level is the conceptualisation of the knowledge generated at the practices level.
- It aims to provide no context -dependant replicable strategies to replicators.



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RURITAGE Inventory of Lessons Learned



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RURITAGE Cross Cutting Themes



Business models and investment strategies



Governance and regulatory framework:



Legal aspects and land tenure



Technological innovation



Social innovation



Energy and climate change mitigation and adaptation



Cultural Ecosystem Services



Mental wellbeing



Tourism and Marketing strategies



Cultural and natural heritage (both tangible and intangible) safeguarding, appreciation and interpretation



Mobility and accessibility of the areas



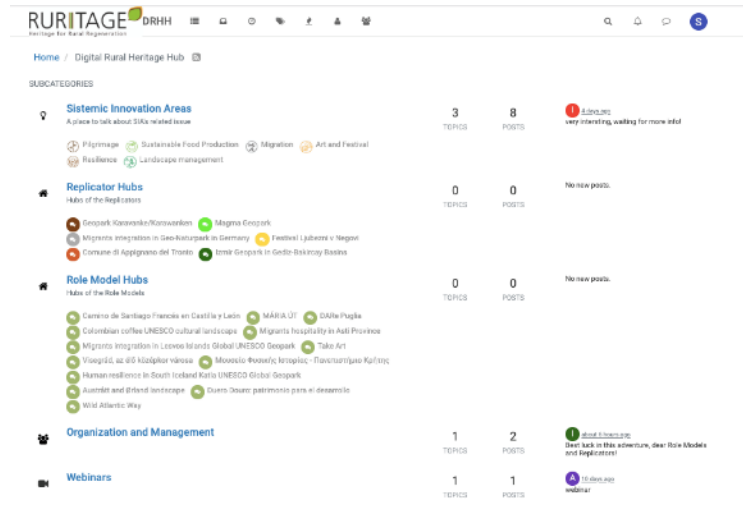
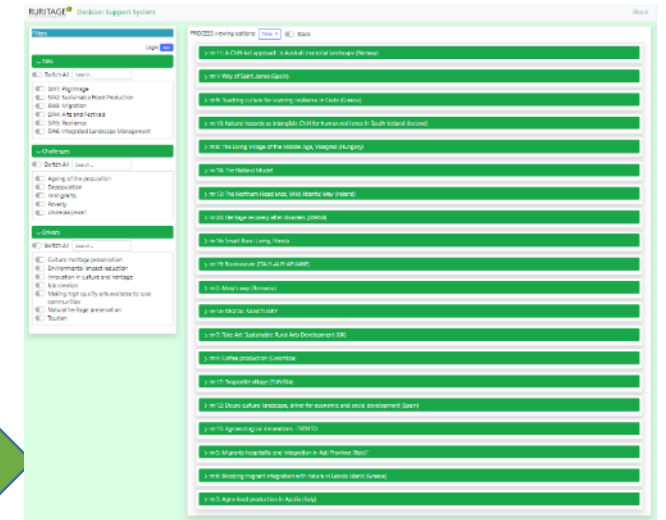
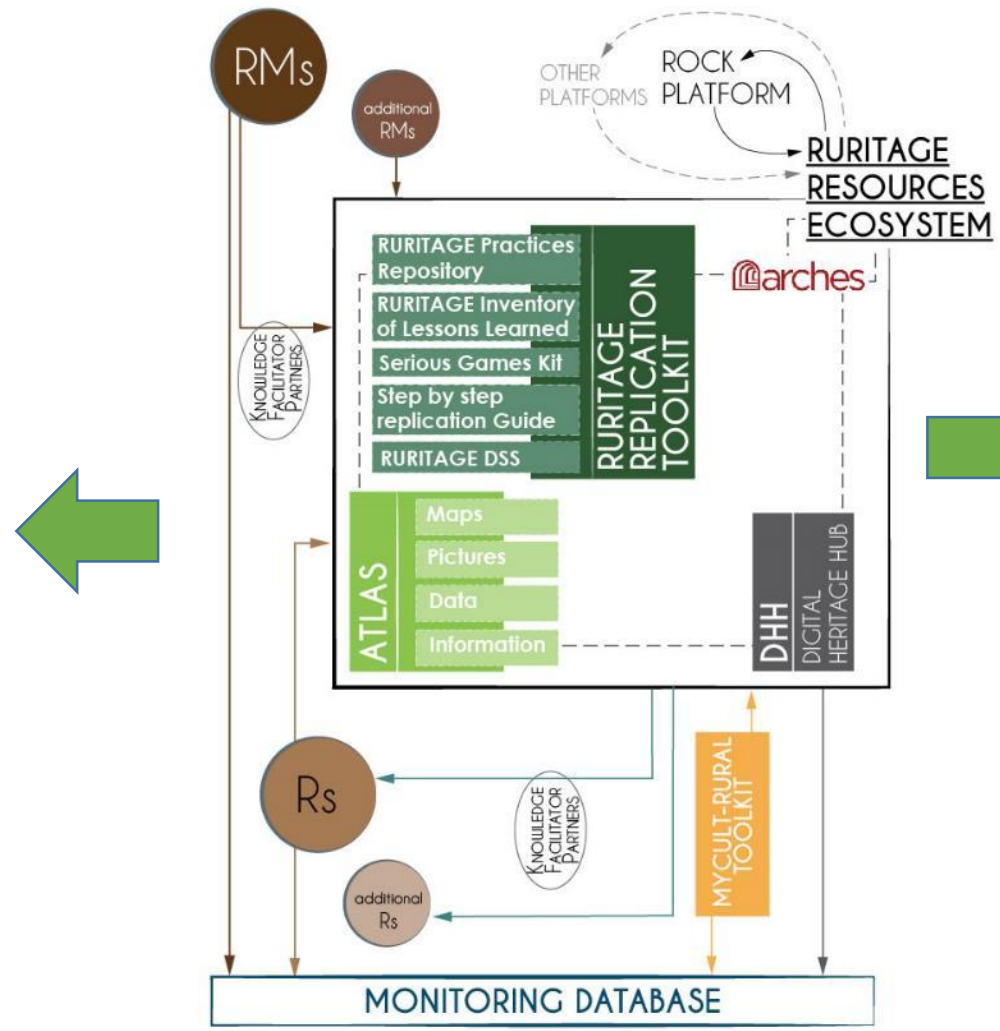
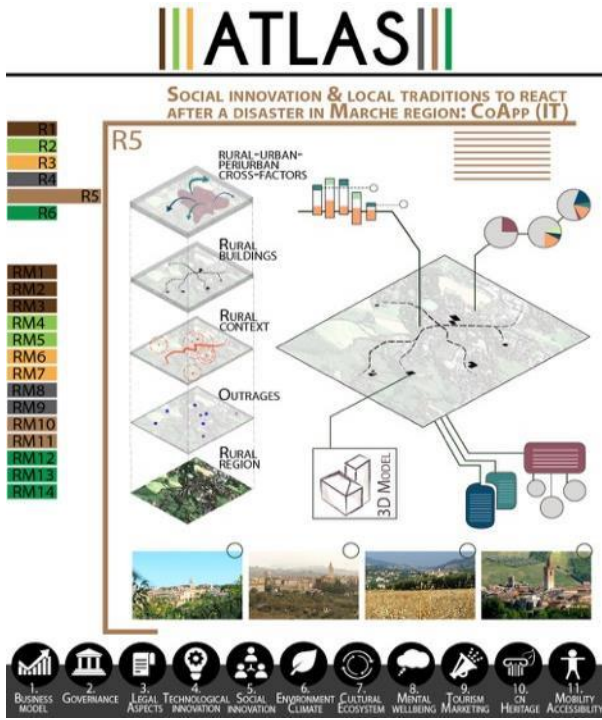
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RURITAGE – Resources ecosystem



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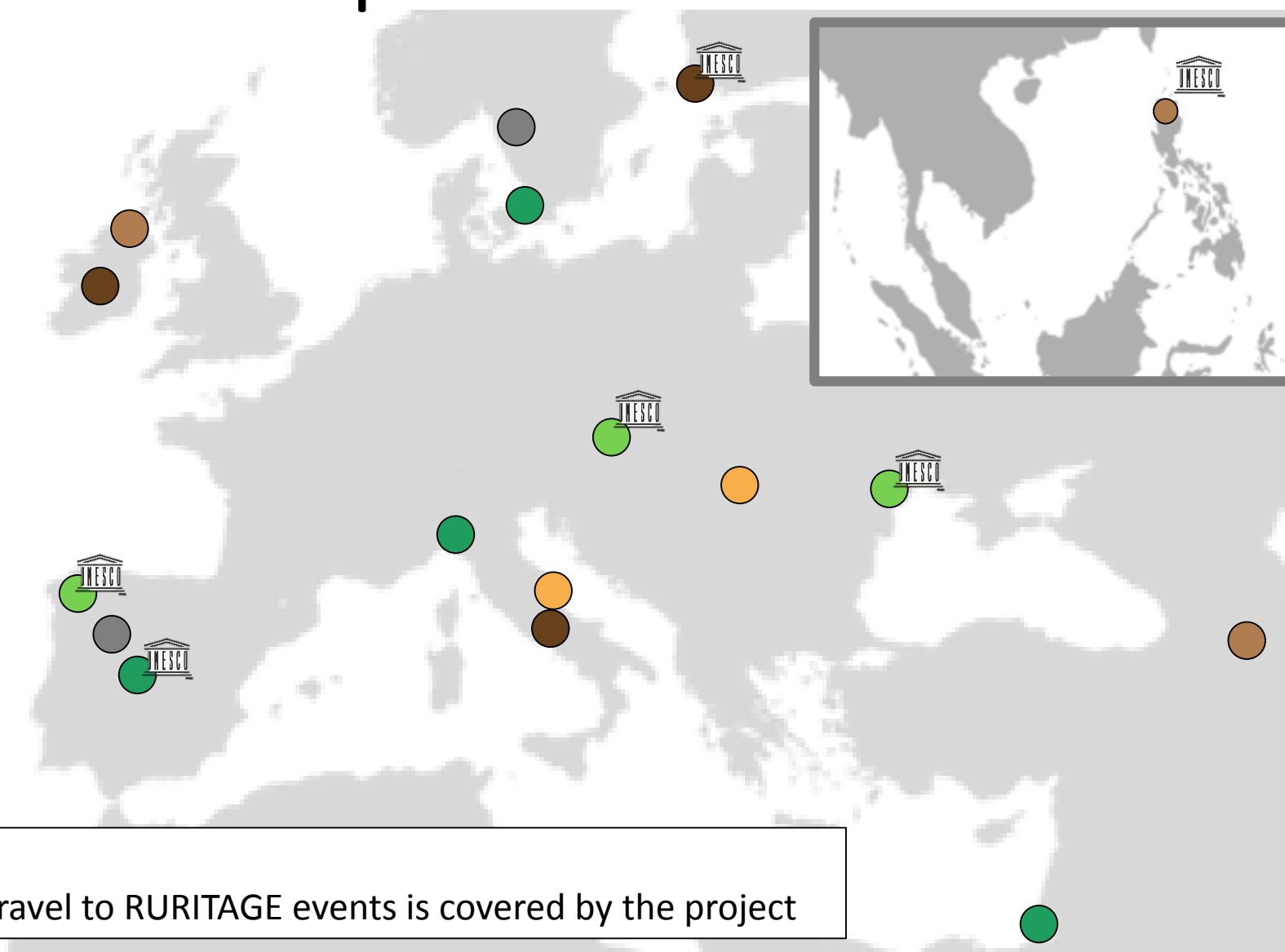
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Additional Replicators



- Pilgrimage
- Migration
- Resilience
- Local Food
- Art & Festival
- Landscape



18 applications covering all SIA's including top **10 best applications**, whose travel to RURITAGE events is covered by the project

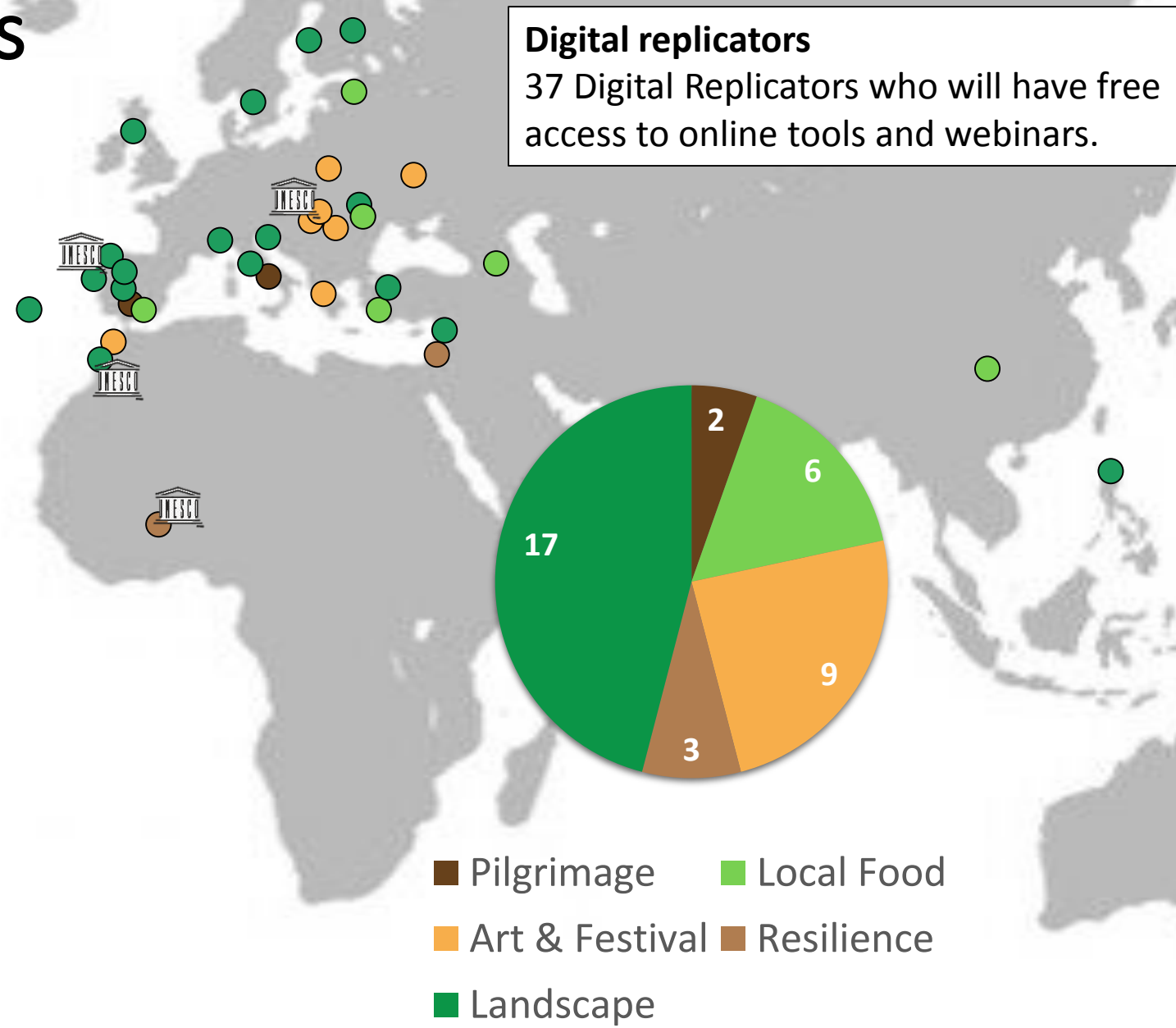


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Digital Replicators

Digital replicators

37 Digital Replicators who will have free access to online tools and webinars.



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RURITAGE online tools: ATLAS, DSS, DRHH, Toolkit, Monitoring

- **ATLAS** **RURITAGE** Resource Ecosystem
Heritage for Rural Regeneration

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ATLAS DSS DRHH Replication ToolBox My Cult-Rural Toolkit Monitoring Platform

Systemic Innovation Areas Role Models Replicators

Database search Q

- Ruritage Territories
- Rural Context
- Rural/Urban Interaction
- Images Archive
- Narratives

Navigation legend

- show/hide all layers
- Satellite view
- RM/R Areas
- Role Models (RM) Hub
- Replicators (R) Hub
- Area of influence
- Land Use
- Site of interest
- Area of changes
- Open-air activity
- Infrastructure
- Route
- Buildings and artifacts
- Events
- Tourism
- Elements of disturbance
- Towns
- Public services
- Natura 2000
- RateMyView
- Corine land cover

Esperando a ratemyview.co.uk...

Keymap



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Webinar 1

16 July 2019



RURITAGE online tools: ATLAS, DSS, DRHH, Toolkit, Monitoring

- My Cult-Rural Toolkit



RURITAGE Resource Ecosystem
Heritage for Rural Regeneration

ATLAS DSS Digital Rural Heritage Hub Replication ToolBox **My Cult-Rural Toolkit** Monitoring Platform

mobile phone application (app) that are free to download and allow text and images to be collected and georeferenced using smartphones or tablets.

Object mapping tool Walking maps tool Mini-Landscape tool **Rate My View tool** Landscape Connect tool

Rate My View

Rate My View is a mobile phone application (app) that allows in-the-field data collection, combined with a server-based back end that allows real-time data analysis. The app is free to download and allows text and images to be collected and georeferenced using smartphones or tablets. It uses GPS technology to pinpoint the users location and also detects the direction the user is facing. Images and text are cached on user's devices and then automatically uploaded to the Ruritage Atlas when WIFI or phone signal are available.

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RURITAGE online tools: ATLAS, DSS, DRHH, Toolkit, Monitoring

• DSS **RURITAGE** Resource Ecosystem Heritage for Rural Regeneration



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- ATLAS
- Decision Support System
- DRHH
- Replication ToolBox
- My Cult-Rural Toolkit
- Monitoring Platform

LL - RELATED CROSSCUTTING ?

- Business models and investment strategies
- Cultural Ecosystem Services
- Cultural and natural heritage (both tangible and intangible) safeguarding, appreciation and interpretation
- Environment and climate change

LL - CAPITAL TRANSFERENCE MECHANISM ?

- Initial
- Developed
- Obtained

RM - DRIVERS ?

- Cultural heritage preservation
- Environmental impact reduction
- Innovation in culture and heritage
- Job creation
- Making high quality arts available to rural communities
- Natural heritage preservation

FILTERS

Sorting Criteria

Give some keywords describing each topic below. RMs and LL will be sorted by relevance according to these descriptions.

Geography:

Economic Sector:

Barriers:

LESSONS LEARNT

NAME	DESCRIPTION	RELEVANCE
LL20	Innovative revenue models for CNH facilities, to maximise income and minimise costs, including efficient use of technology for income generation	<div style="width: 80%;"></div>
LL22	Invest in safety to make safe for tourists even the places less accessible	<div style="width: 70%;"></div>
LL13	Ensure, at least, standard quality internet connection and mobile coverage	<div style="width: 60%;"></div>

ROLE MODELS

NAME	RELEVANCE
Troglodite village (TUNISIA) RM17	<div style="width: 90%;"></div>
The Living Village of the Middle Age, Visegrad (Hungary) RM8	<div style="width: 85%;"></div>
Teaching culture for learning resilience in Crete (Greece) RM9	<div style="width: 75%;"></div>
Mary's way (Romania) RM2	<div style="width: 60%;"></div>



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- DRHH

Home / Digital Rural Heritage Hub

SUBCATEGORIES

Subcategory	Topics	Posts
Systemic Innovation Areas A place to talk about SIA's related issue Pilgrimage, Local Food Production, Migration, Art and Festival, Resilience, Landscape	17	33
Replicator Hubs Hubs of the Replicators Geopark Karavanke/Karawanken, Magma Geopark, Migrants integration in Geo-Naturpark in Germany, Festival Ljubezni v Negovi, Comune di Appignano del Tronto, Izmir Geopark in Gediz-Bakircay Basins	6	8
Role Model Hubs Hubs of the Role Models Camino de Santiago Francés en Castilla y León, MÁRIA ÚT, DARE Puglia, Colombian coffee UNESCO cultural landscape, Migrants hospitality in Asti Province, Migrants integration in Lesvos Islands Global UNESCO Geopark, Take Art, Visegrád, az éld közérkör városa, Μουσείο Φυσικής Ιστορίας - Πανεπιστήμιο Κρήτης, KATLA JARÐVANGUR, Austrátt and Ørland landscape, Duero Douro: patrimonio para el desarrollo, Wild Atlantic Way	7	16
Organization and Management	13	110
Webinars	12	67



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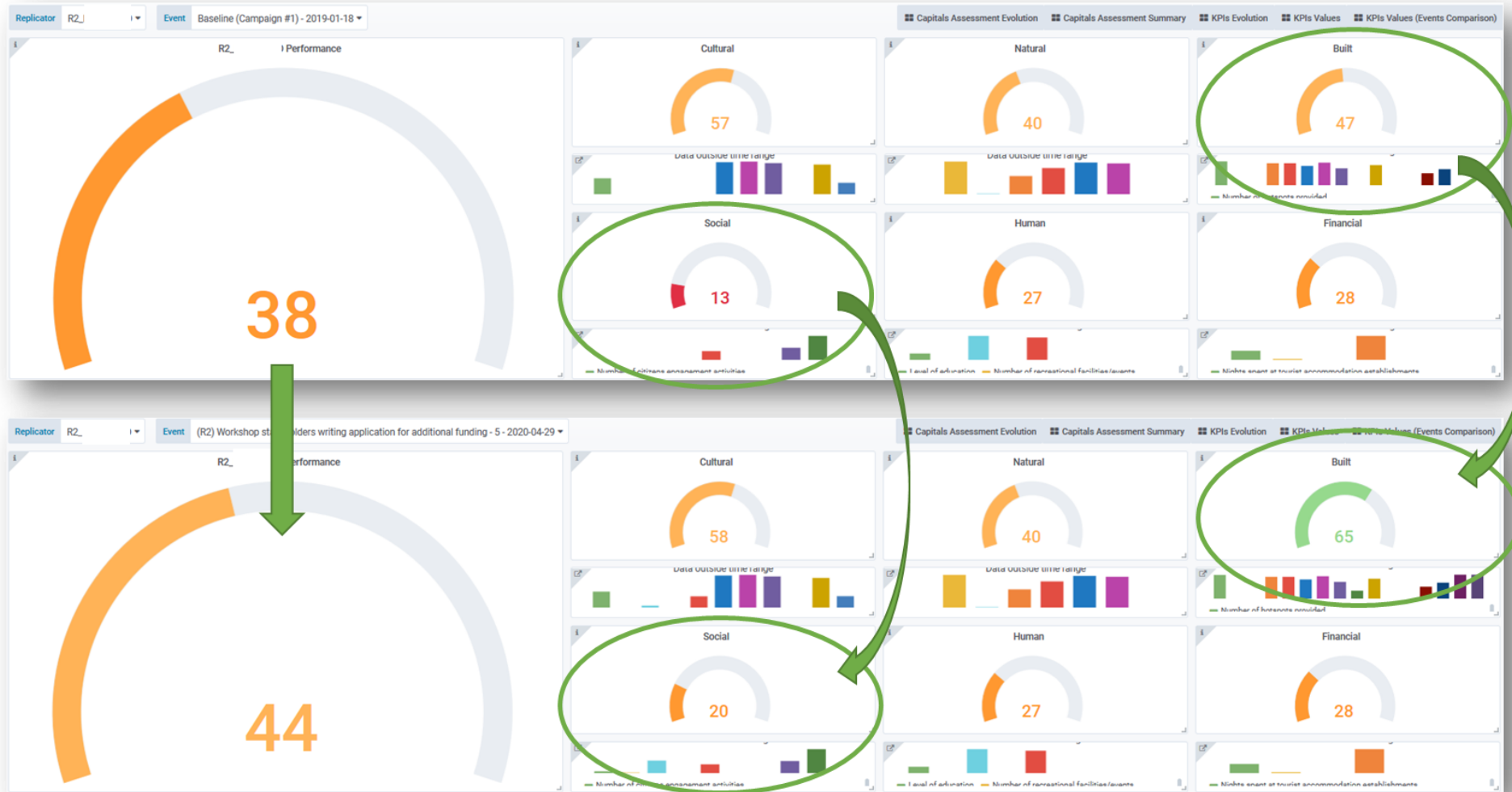
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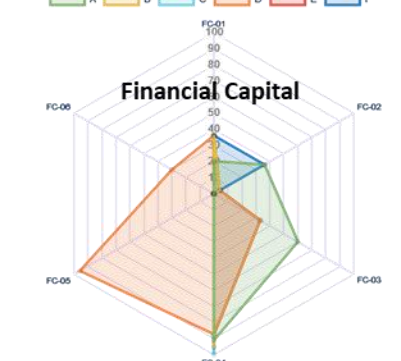
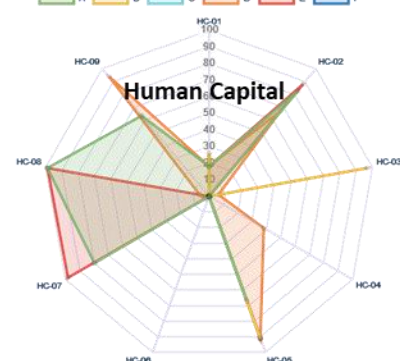
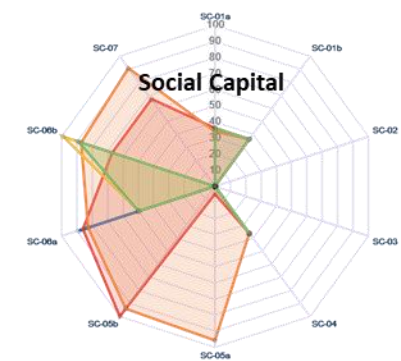
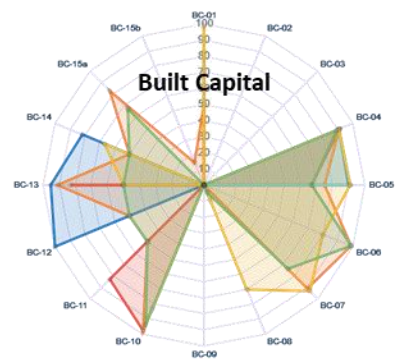
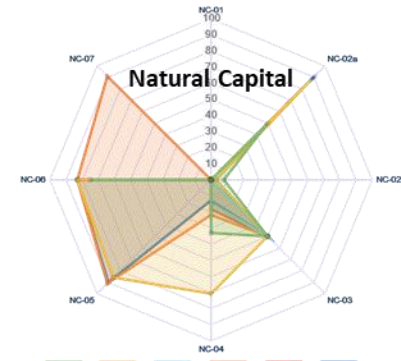
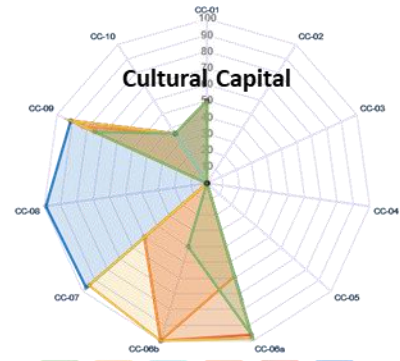
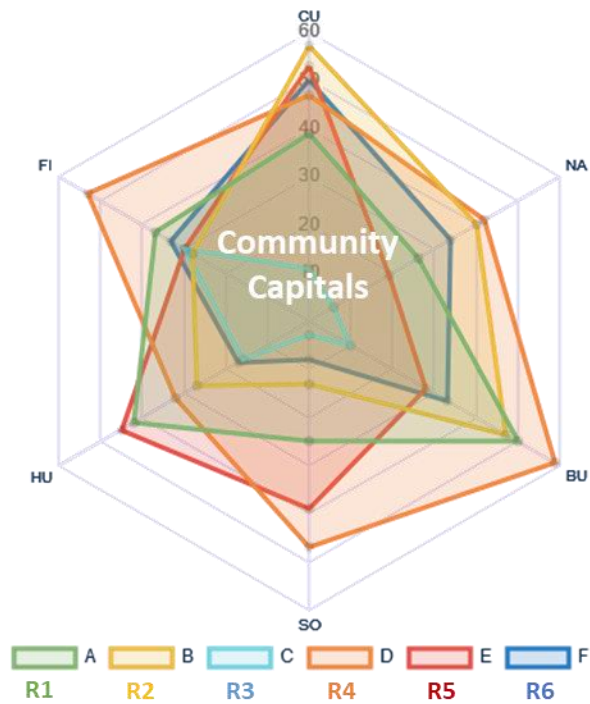
- Monitoring



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RURITAGE online tools: ATLAS, DSS, DRHH, Toolkit, Monitoring

- Monitoring




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