RURITAGE
Heritage for Rural Regeneration

Training Workshop
From seed the sapling: first step in growing the RURITAGE knowledge tree

Valladolid, Spain
19-22 March 2019
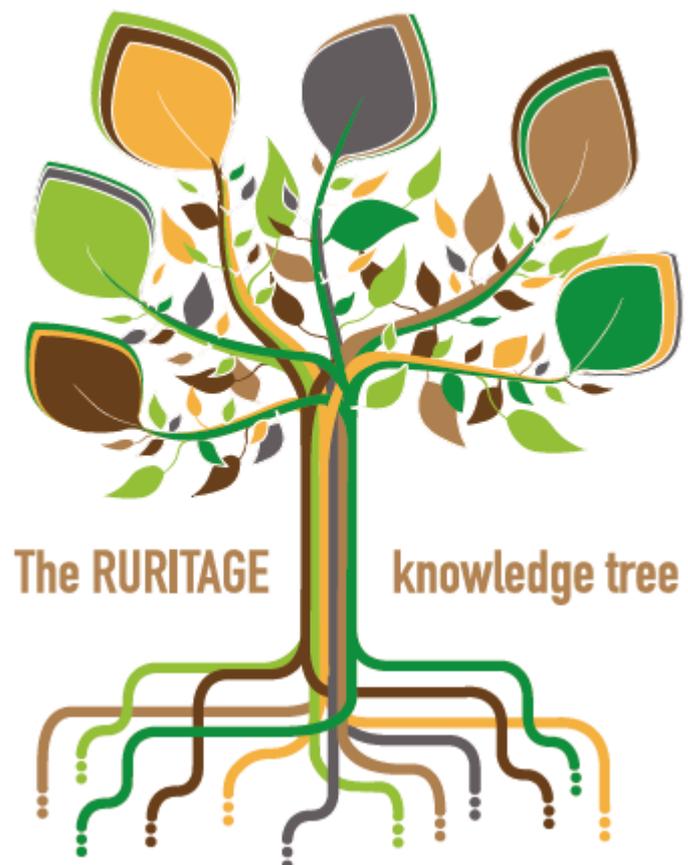
RUR|TAGE
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Concept Note

Introduction

RURITAGE establishes a new heritage-led rural regeneration approach, turning rural areas into sustainable development demonstration laboratories, through the enhancement of their unique heritage potential. Based on past research and experiences, RURITAGE has identified 6 Systemic Innovation Areas and 11 Crosscutting Themes, which represent the ways in which cultural heritage acts as driver for regeneration of a rural area and its economic, social and environmental development.

Through the analysis of 13 selected Role Models (i.e. rural landscapes which have demonstrably and successfully pursued a heritage-led regeneration within one of the 6 Systemic Innovation Areas), RURITAGE will support the co-creation and implementation of heritage-led regeneration strategies in 6 Replicators (i.e. rural landscapes that replicate the heritage-led regeneration 'blueprints' of the 'Role models', properly contextualised to fit their particular contexts).

The knowledge transfer and capacity-building methodology among Role Models and Replicators can usefully be represented by the Tree metaphor, reflecting the integrated and dynamic relations identified among the Role Models and Replicators. The process of knowledge transfer is not intended to be unidirectional, but it should be considered as a dynamic and living exchange of capacity building and mutual learning where Role Models, as roots of a Knowledge transfer tree, will mentor and support the Replicators in the development of their heritage-led rural regeneration strategies and, at the same time, swap experiences in a fertile environment to further develop their knowledge and capacities.

The RURITAGE knowledge tree

Objective

RURITAGE aims to foster social innovation potential and to ensure continuous knowledge transfer and mutual learning. It will support and foster the knowledge transfer and capacity building among Role Models and Replicators through both face-to-face interactions and serious games. This workshop is the first one in a series of four. These four workshops will follow the four stages of the development and implementation of the heritage-led rural regeneration strategies in the different partner regions.

Meeting length and participants

Three days for all RURITAGE Role Model and Replicator representatives. This includes also representatives of the additional Role Models.

One extra day for the representative of each Replicator who will lead the serious game activities in her/his Rural Heritage Hub.

Meeting modality

- The meeting will be opened by plenary sessions related to Cultural and Natural Heritage safeguarding, appreciation and interpretation and the RURITAGE data collection and monitoring strategy.

- Three parallel sessions on the different SIAs will be organized. The SIAs have been grouped on three main themes: 1) thought for the soul (religion, art, reflection); 2) a resilient soul (our ability to bounce back after setbacks and to handle change); 3) the soul of nature. These grouping was chosen as it represents common lines between these SIAs and also after mapping the interests of RMs and Rs, there was a lot of overlapping interest between these SIAs. The presentations of each RM will be a symbiosis between the on the ground tricks and tips from the RM itself and the lessons-learned and good practices distilled from the collected data by one of the KFPs.

- There will be three round table discussions on the different SIAs regarding very specific questions regarding good practices, challenges and key elements needed before implementation. The panellist will answer the questions of firstly the Replicators, but also of Role Models who want to expand their activities into different SIAs than the one they have already successfully implemented. Again, the SIAs are grouped by two as during the parallel sessions mentioned above as there are lot of parallels between them.

- There will be rotational table discussions regarding the 11 crosscutting themes. There will be 11 different locations each representing one of the 11 crosscutting themes. At each of these locations there will be a facilitator and a KFP with expertise on the presented theme. Small groups of RMs and Rs (randomly mixed) will spend 10 minutes at each location. There will be set list of questions or scenarios they will work through, but they do not have to be followed strictly depending on the questions asked by the members of the group.

- There will be an interactive session to test the pilot version of the serious game. To accommodate the large group of ca. 80-90 people, CRS will conduct 3-4 gameplays at the same time. Next to the CRS team, extra volunteers (2-4 people) will have been trained the evening before (18 March 2019) to guide the game participants through the process.

- There will be a training for the coordinators of the Rural Heritage Hubs regarding the CHMP methodology.

- On Friday 22 March 2019, there will be an extra session for two people per Replicator to receive training on how to moderate the serious game within their own Rural Heritage Hub. 12 volunteers from the Role Models will be asked to attend this session as well to increase the dissemination of the game within the RURITAGE project.

Agenda
3 Days of workshops for all RMs and Rs

Day 1 – 19 March 2019: Cultural and Natural Heritage strategies: theory, numbers to game		
MEETING VENUE: 'Castillo de la Mota' Medina del Campo (Valladolid) --- *shuttle bus provided*		
08:00	Shuttle bus departure at 'Plaza de Zorrilla' with destination to 'Castillo de la Mota'	
08:45-09:00	Registration of the participants	
09:00-09:10	Welcome from Regional Government of Castilla y León	Regional Government of Castilla y León
09:10-09:20	Welcome from the coordinator	UNIBO
09:20-09:30	Introduction to the workshop agenda and structure of the programme	UNESCO & Cartif
09:30-11:00	The role of culture for sustainable development within the framework of UNESCO [#]	UNESCO
11:00-11:30	*Coffee break*	
11:30-12:00	Good practices in numbers – RURITAGE practices repository (includes Q&A)	Tecnalia
12:00-12:30	Monitoring programme & KPIs (includes Q&A)	Cartif
12:30-13:00	RURITAGE apps and toolkits	University of Plymouth
13:00-14:00	*Lunch break*	
14:00-18:00	Pilot version of the serious game (universal version for all SIAs) – 3 to 4 simultaneous game plays	CRS & 3-4 assistants (trained by CRS evening before)
18:00-…	Evening event: Social dinner in 'El Hilo de Ariadna' including visit to the caves. There will be a bus transport from the castle to the restaurant and then, to Valladolid again.	Cartif

Day 2 – 20 March 2019: Systemic Innovation Area good practices, starting at the roots								
MEETING VENUE: CARTIF facilities at Parque Tecnológico de Boecillo, 205 --- *taxi or local bus (see info pack)*								
Pilgrimage and Art & Festival session			*Migration & Resilience Session*			*Food & Landscape Session*		
09:00-09:30	Camino de Santiago (RM1): *Presentation of the good practices + Q&A*	FSMLRPH & ACIR	**09:00-09:45**	Migrants hospitality and integration in Asti Province (RM5): *Presentation of the good practices + Q&A*	PIAM & UNIBO	**09:00-09:30**	A cultural and natural heritage approach in Austrått manorial landscape (RM11): *Presentation of the good practices + Q&A*	NMBU & NMBU

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09:30-10:00	NEW: Digital Sanctuary (Brazil): *Presentation of the good practices + Q&A*	PUCMIN AS & ACIR	**09:45-10:30**	NEW: The Ecomuseum of Apuan Alps: patrimonializati on processes and local heritage enhancement (Italy): *Presentation of the good practices + Q&A*	Ecomu seum of Apuan Alps & UNIBO	**09:30-10:00**	NEW: Agroecologi cal innovations to increase the resilience and sustainabilit y of mountain livestock farms (Italy): *Presentation of the good practices + Q&A*	Ecom useu m of Judic aria & ICLEI
10:00-10:30	The living village of the Middle Age (RM8): *Presentation of the good practices + Q&A*	VVO & EMI & BITN				**10:00-10:30**	Preserving old traditions for innovating agro-food production in Apulia (RM3): *Presentation of the good practices + Q&A*	DARe & West BIC
10:30-11:00	*Coffee break*							
11:00-11:45	NEW: Matmata an unique troglodyte village of Tunisian Berbers goes digital (Tunisia/Switzerla nd): *Presentation of the good practices + Q&A*	ASM & BITN	Boosting migrant integration with nature in Lesvos Island (RM6): *Presentation of the good practices + Q&A*		NHMLP F & UNESC O	NEW: Smart Rural Living Lab and Intelligent Network (SRLL) (Portugal): *Presentation of the good practices + Q&A*		SRLL & Savo nia
11:45-12:30	TakeArt (RM7): *Presentation of the good practices + Q&A*	TakeArt & UoP	Natural hazards as intangible heritage for the human resilience in south Iceland (RM10): *Presentation of the good practices + Q&A*		KATLA & UNESC O	Coffee production in World Heritage landscapes (RM4): *Presentation of the good practices + Q&A*		FCM & Savo nia
12:30-13:30	*Lunch break*							

13:30-14:15	Via Maria (RM2): *Presentation of the good practices + Q&A*	HCC & Pro EDU & ACIR	NEW: Heritage being active recovery actor after major disasters, Japanese experience (Japan): *Presentation of the good practices + Q&A*	Sanriku Fukko & UNESCO	Douro-Duero cultural landscape, driver for economic and social development (RM12): *Presentation of the good practices + Q&A*	AEICE & Cartif
14:15-15:00	NEW: The Halland Model (Sweden): *Presentation of the good practices + Q&A*	Christer Gustafsson & TEC	Teaching culture for learning resilience in Crete (RM9): *Presentation of the good practices + Q&A*	UoC & ICLEI	Wild Atlantic Way (RM13): *Presentation of the good practices + Q&A*	WestBIC & WestBIC
15:00-15:30	*Coffee break*					
Round tables*						
15:30-16:20	Round table: Pilgrimage & Art & Festival	Relevant RMs & relevant KFPs (max. 5 experts)				
16:20-17:10	Round table: Migration & Resilience	Relevant RMs & relevant KFPs (max. 5 experts)				
17:10-18:00	Round table: Local Food & Landscape	Relevant RMs & relevant KFPs (max. 5 experts)				

Day 3 - 21 March 2019: Cross-cutting themes & Rural Heritage Hubs		
MEETING VENUE: CARTIF facilities at Parque Tecnológico de Boecillo, 205 --- *taxi or local bus (see info pack)*		
Musical chairs**		
09:00-11:00	Cross-cutting theme 'musical chairs' part 1	
11:00-11:30	*Coffee Break*	
11:30-12:30	Cross-cutting theme 'musical chairs' part 2	
12:30-13:30	*Lunch break*	
13:30-15:30	Training of Rural Heritage Hub coordinators regarding the Community Based Heritage management and planning (CHMP) methodology	CE and UNIBO
15:30-16:00	*Coffee break*	
16:00-16:15	The learning and mentoring staff visits: what to expect?	UNESCO and ICLEI

16:15-16:30	Private reflection moment - What was the highlight? - What is your biggest take home message? - What is the good practice you want to start with implementing soon? - What will you try to implement? - What is your biggest challenge?	Every participant will get a brainstorm sheet constructed around the RURITAGE knowledge tree in the middle
16:30-17:00	7-8 discussion groups (mixed Rs, RMs and KFPs – max 10 people per group) making an overview together of their reflections	Each group will get a big version of the brain storm sheet constructed around the RURITAGE knowledge tree in the middle
17:00-17:20	Wrap-up of the outcomes of the different groups to the others	
17:20-17:30	Conclusions and closing remarks	UNIBO

*During day 1 and day 2 there will be two question letterboxes, one for the replicators and one for the Role Models. They can submit their specific questions to these letterboxes. Questions will be selected from these boxes to ask the expert panels. Of course, it will be possible to ask questions directly to the panel, but unfortunately, it is often the same people who ask questions. In order to give all participants a voice (also the ones who are maybe a bit more shy, who feel uncomfortable talking in English or who need some time to think about their questions) we suggest to also use the letterbox model.

**11 different tables, one for each crosscutting theme with at least one facilitator per table and minimum 2 KFP experts per topic at each table. The RM and R participants are mixed up in small heterogeneous groups and rotate along the tables.

#On Day 1, Tuesday 19 March 2019, between 09:30 and 11:00, CRS will have a special session to train the volunteers who will assist them when introducing the pilot version of the game.

Extra Day Workshop for selected group of moderators of each R

Day 4 – 22 March 2019: Serious game training		
MEETING VENUE: CARTIF facilities at Parque Tecnológico de Boecillo, 205 --- *taxi or local bus (see info pack)*		
08:30-11:00	Serious game moderator training session part 1	CRS & 2 Moderators of each R & 12 volunteers from RMs
11:00-11:30	*Coffee break with extra snacks*	
11:30-14:30	Serious game moderator training session part 2	CRS & 2 Moderators of each R & 12 volunteers from RMs