



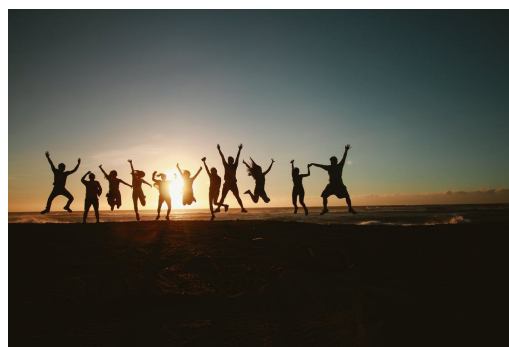
## Newsletter #1

### Project description

The project “COMM.ON HERITAGE. Community Manager for Inclusive Development of Vulnerable Areas based On Heritage” examines ways that cultural heritage contributes to **social inclusion and economic growth** in mountain, peripheral and rural areas. These areas are vulnerable due to the demographic, social and economic changes. Cultural heritage offers opportunities, but the marginality of the areas prevents the community to benefit from them.

The objectives of the project are to:

- Create economic development opportunities giving value to cultural heritage.
- Renew motivation of local communities, promoting participation and entrepreneurial approach



### Areas of intervention

- Reggio Emilia Apennines - Italy
- Idrija Town - Slovenia
- Lassithi Plateau - Greece
- Municipality of Grândola (including the Parish of Melides) - Portugal
- Paola town - Malta

### Who is a Community Manager?

The project aims to build the term of the Community Manager as a new professional role that contributes in redefining several approaches connected with community and local population.

## Needs Analysis — Focus groups

What are the needs of local people? This is what they told us!

- Employment opportunities
- Services and investments
- Training and Education
- Focused and targeted interventions
- Inclusion of vulnerable people
- More jobs for students of social sciences and humanities
- Renovation of abandoned houses
- Better connectivity of institutions
- More cultural events for young people
- Development of tourism, especially natural heritage
- Festivals connected with the local cultural heritage
- better knowledge of the EU grants and calls
- modernisation of the existing institutions

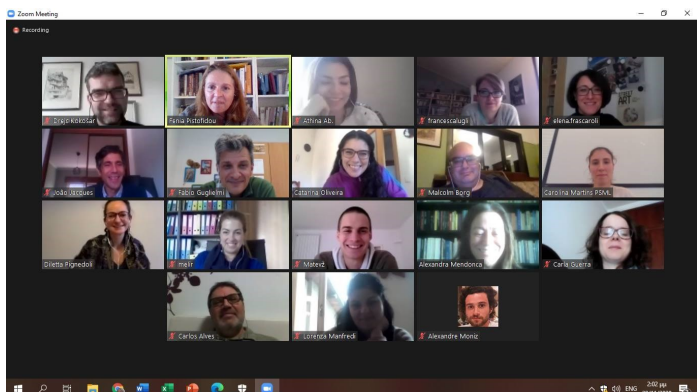


## Local voices

Despina Hatzaki, president of the women's association "REA" states that among the good practices of the association is the participation in the international gastronomic festival, where local traditional products are promoted, as well as the organization and implementation of sewing, knitting, decoupage and jewelry making techniques workshops for women of the community, in order to acquire useful skills with a professional perspective.



## C1 Training



C1 Training Activity, organized by L'Ovile, has been developed from September to November 2020 through three main online meetings, some additional materials and a groupwork.

The first meeting was focused on community cooperatives as a tool for local development. The topic has been deepened thanks to a lecture held by the Italian expert Jacopo Sforzi and some interesting articles exploiting (exploring?) the theme in several Countries.

The second meeting was specifically dedicated to the community manager profile, defined not only from a traditional point of view, with specific sets of hard and soft skills, but also through working practices and concrete know – how. This was possible thanks to the involvement of the Italian enterprise Social Seed, that faced the topic with a theoretical introduction and an interactive lab.

After these two meetings, all the partners have been involved in groupworks aimed at implement the tools presented and imagining specific projects in their own framework.

## C2 Training

C2 Training Activity, addressing ENGAGEMENT AND INCLUSION, was organised by RCDI, under two topics:

- Understanding accessibility to cultural and natural heritage.
- Involving local communities in cultural activities.

Each topic included three steps: an initial webinar conducted by experts; group work to explore the information and materials resulting from the experts' lectures and to discuss ideas and possible solutions to be implemented locally; a closing webinar to present the results of the working groups and to collect opinions and advice from the experts.

Accessibility to cultural and natural heritage was based on the experience of the Cultural Landscape of Sintra, a World Heritage Site classified by UNESCO, where valuable accessibility solutions have been implemented, covering diverse specific needs of the visitors, both for cultural and natural locations.

Involvement of communities in cultural activities was developed with the support of Madalena Victorino, a teacher and choreographer (Cooperative "Lavrar o Mar"), that provided multiple examples of participatory artistic practices, following different approaches.

## C3 Training

Idrija 2020 organized online trainings in November and December 2020, focusing on the value and impact of the cultural heritage activities.

Through providing special publication and good practices panel participants learned about the local experiences in Slovenia . This was followed by the presentation of the TBI Method, an interesting participatory method which was implemented in Idrija and will be used in the follow-up project activities. Through the group work, participants researched the possibilities of incorporating TBI method in their area.

Participants learned about the economic value of the cultural heritage with focus on sustainable tourism, FARO Convention and good practices by cooperatives. Digital tools for the community manager were introduced and participants took part in digital workshop about the use of digital tools in the promotion and dissemination of the activities.

## Next Steps

### ⇒ [Guide addressed to Community Manager](#)

The guide is addressed to community managers, who work in vulnerable territories, with the aim to define the role of the CM and the methodologies and techniques that he/she can use in order to activate the community and create opportunities of local heritage-based and inclusive development.

### ⇒ [Community Heritage GeoTrail in vulnerable areas](#)

A heritage trail including all tangible and intangible elements representing the cultural heritage, including past and present elements, with a trans-cultural and accessibility approach.

### ⇒ [Innovating Cultural Heritage Toolkit](#)

A practical toolkit on analysing and assessing the challenges and ideating new heritage-inspired solutions with the aim to build on the social, economic, environmental and cultural value of local cultural heritage.

### ⇒ [Collaborative digital platform](#)

A collaborative digital platform, aiming at collecting and showcasing different ideas for the development of communities.

## Find more at [common-heritage.eu](http://common-heritage.eu)

## Meet partners in the project

### Leading partner



### Partners



## **Idrija 2020**

