

# **PROJECT SHARE**

**Sustainable approach to cultural Heritage for the urban Areas Requalification in Europe  
PGI02343**

## **MINUTES**

### **Steering Committee, Interregional Exchange Meeting and Study Visit**

Pécs (HU), JULY 3<sup>rd</sup> - 5<sup>th</sup>

## SHARE

### Steering Committee, Interregional Exchange Meeting and Study Visit

Pécs (HU), JULY 3rd - 5th

### AGENDA

LIST OF PARTICIPANTS		
Partner	Name	Role in the project
Sviluppumbria SPA	Chiara Dall'Aglio	Sviluppumbria
	Cathleen Foderaro	Sviluppumbria
	Erika Squadroni	Sviluppumbria
Regional Government of Extremadura	Javier Cano Ramos	Project manager. Expert in heritage
	Patricia Mora Mc Guinity	Stakeholder. Expert In Participation
County Administrative Board of Östergötland	Jenny Bouzeid	Financial manager
North-East Regional Development Agency	Georgeta Smadu	
	Ana-Maria Paraschiv	
	Olimpia Adam	Piatra Neamt Town Hall
	Lacramioara Partenie	Botosani Town Hall
	Ovidiu Obreja	Vaslui Town Hall
University of Greenwich	Andres Coca-Stefaniak	Project Manager
	Monika Konyeczky	Finance Officer
Pannon EGCT	Csaba Nagy	President of PANNON ETT
	András Göndöc	Director of PANNON ETT
	Viktoria Bede	PANNON ETT
	Lívia Tóth	PANNON ETT
	Erna Kamilla Nagy	PANNON ETT
	Csaba Ders	Expert in heritage

**SHARE**

*Sustainable approach to cultural Heritage for the urban Areas Requalification in Europe*

City of Šibenik	Petar Misura	Project manager, City of Šibenik, Department of Economy, Entrepreneurship and Development
	Marijana Klisović Kalauz	Stakeholder

**Monday, 3 JULY**

**Steering Committee**

**Venue: Baranya County General Assembly Hall**

**Papnövelde Street 5, 7621-Pécs**

<b>Day 1 – Project Management, Finance and Study Visit</b>		
9.00	<b>Welcome &amp; Opening of the Steering Committee Meeting</b>	
	Welcome to project partners	Sviluppumbria + Pannon EGCT
9.15	<b>State of art of the project implementation</b>	
	State of art of administrative and communication activities	Sviluppumbria
10.45	<b>Coffee break</b>	
11.00	<b>Project Communication</b>	
	Feedback from Interreg Europe Seminar held in Barcelona.	Sviluppumbria
11.30	<b>Next steps to do</b>	
	Executive planning for the 2 <sup>nd</sup> and 3 <sup>rd</sup> semester (July 2017 – June 2018)	Sviluppumbria + All partners
13.00	<b>Light Lunch</b>	
14.00	<b>Administrative and Financial Issues</b>	
	Feedback from Interreg Europe Seminar held in Barcelona.	Sviluppumbria
	How to fill-in the narrative and financial report templates	
17:00	<b>End of Day 1</b>	
17.00-	<b>Study Visit Siklos Castle and Villány Vine Region</b>	
	Study visit to the Siklos Castle and Villány	Pannon EGCT

**DINNER**

**When: 19.30**

**Where: Villány, Gere Tamás & Zsolt Winery**

**Tuesday, 4 July**

**Venue: Baranya County General Assembly Hall**

**Papnövelde Street 5, 7621-Pécs**

<b>Day 2 - Interregional Exchange Meetings</b>		
09.00	<b>Interregional Exchange Meeting (session no. 1)</b>	
	<p>SHARE project partner presentations (30 minutes each) on any differences found between the results of the case study's SWOT analysis and opinions voiced by local stakeholders in the focus group meeting.</p> <p>Brief outline by each SHARE partner of the main results obtained from the benchmarking activity.</p>	<p>Contributors: All project partners</p> <p>Moderator: University of Greenwich</p>
10.45	<b>Coffee break</b>	
11.15	<b>Interregional Exchange Meeting (session no. 2)</b>	
	Continuation of session no. 1	<p>Contributors: All project partners</p> <p>Moderator: University of Greenwich</p>
9.00-12.30	In parallel with the interregional Exchange one-to-one meetings between Project Financial Manager and Partners' Financial Managers on specific administrative and financial issues.	Finance Officers for Sviluppumbria + Finance Officers for All project partners
12.30	<b>Light Lunch</b>	
13.45	<b>Interregional Exchange Meeting (session no. 3)</b>	
	Debrief by partners and discussion (knowledge exchange) on lessons learnt from the process of managing stakeholder focus groups	<p>Contributors: All project partners</p> <p>Moderator: Sviluppumbria</p>
14.45	<b>Coffee break</b>	
15:00	<b>Interregional Exchange Meeting (session no. 4)</b>	
	SHARE survey – an overview and discussion with regards to content and field research methodology	<p>Contributor: University of Greenwich</p> <p>Moderator: Sviluppumbria</p>

16:30	<b>Interregional Exchange Meeting (session no. 5)</b>	
	Open discussion – general issues related to sustainability and smart approaches in the management of heritage tourism sites and urban spaces	Contributors: All project partners  Moderator: University of Greenwich
17.30	<b>End of Day 2 and start of study visits</b>	
17.30-	<b>Study Visit to Cella Septichora Visitor Centre in Pécs</b>	
	Study visit to the Cella Septichora Visitor Centre in Pécs. The 4th century early Christian burial sites are part of the UNESCO world heritage in the category of culture-historical architecture.	Pannon EGCT

**LIGHT LUNCH**

**When: 12.30**

**DINNER**

**When: 18.30**

**Where: Cella Septichora**

**Wednesday, 5 July****Venue: Baranya County General Assembly Hall****Papnövelde Street 5, 7621-Pécs**

<b>Day 3 – Study visit</b>		
10:00	EKF key Projects Study visit to Zsolnay Cultural Quarter	Pannon EGCT
12:30	Lunch at Zsolnay Cultural Quarter	
14.00	<b>End of Working session</b>	

## Introduction

The second Steering Committee, Interregional Exchange Meeting and Study Visit of SHARE project was organised, managed and hosted by Pannon EGTC. As project leader Mrs. Chiara Dall'Aglio (Sviluppumbria spa.) coordinated the professional work of the meeting.

All the slides screened during the meeting are at disposal of the partnership.

The activities were organised on three days and three main topics:

1. The **Steering Committee Meeting**, focused on the managerial issues, including communication and executive planning;
2. The **Interregional Exchange meeting**, focused on the research activities, experiences of the focus groups held by each partner and on the survey,
3. The **Study Visit** to Cella septicora and to the Zsolnay Cultural Center.

All partners joined the meeting.

The meeting successfully addressed all the points of the Agenda by each working session, as scheduled.

The main points processed were:

## Welcome & Opening of the SHARE Meeting

The meeting was hosted by the Pannon EGTC in the General Assembly Hall of Baranya County. It started as scheduled.

Day 1 – Steering Committee

### Overview of SHARE project

Sviluppumbria provided to partnership an overview of the current progression of the project:

- the partnership agreements were signed by each partner
- the briefs, which contains the main methods for focus groups, for the benchmarking and the case study were prepared the University of Greenwich
- each partner hold the first stakeholder/focus group meeting
- main features of project, in terms of objectives, partnership, Policy Instrument addressed by the action, budget and work-plan.

The reference is the current Application Form in force, which is the Version 6 available on IOLF and delivered in PDF format to partners.

### Overview of managerial issues of the project: reporting and executive planning

In this section Project leader explained to the partners the main procedures to be taken during project management. Particular attention was paid to the terms, contents of the project report due to fulfill until the 17<sup>th</sup> July. Eligible are the costs incurred and paid by the partner within the reporting period.

The main issues of the iOLF system were discussed. Regional Government of Extremadura, University of Greenwich and the Pannon EGTC do not have access to the iOLF yet. The First Level Controllers of Extremadura and the University of Greenwich also do not have access to the system, their system is decentralized. They have to clear this with their FLC.

Lead partner is going to check the preliminary list of expenditures. The FLC certification must be done until the 21<sup>st</sup> August.

The second point processed was the executive planning, with a time perspective till next July 2018. It were agree with partners the steps to do, the specific commitments per each, the internal deadlines and the type of working papers to be produced.



It was decided that the next transnational meeting will be implemented in Spain on December 2017, under the operational responsibility of Partner EXTREMADURA. The Spanish partner has two potential locations for the study visit. The meetings in the 3rd semester will be in Romania and in the UK. Preliminary dates for the meeting in Romania is between the 16<sup>th</sup> and 22<sup>nd</sup> April 2018. The meeting organized by the University of Greenwich will be implemented in June 2018.

The Executive Plan in force for the project till December 2018, is attached to these minutes.

It commits all partners to fully respect its contents.

In case of delays or other events that can affect this Executive Plan as there reported, the concerned partner must inform as soon as possible the Lead Partner SVIL.

## **Project Communication**

Sviluppumbria informed the partnership of the main tasks according to communication and how to enhance stakeholder engagement. 55 total press mentions must be done over the life of the project, which means about 2 per partner in each reporting period during Phase 1. These must be “earned media”, not social media, articles on our own websites or institutional newsletters. The website of the project is already working (<https://www.interregeurope.eu/share/>). The partnership is asked to send any information about the implementation of the project (stakeholder meeting, focus groups, press releases, etc.). The A3 project poster is designed and sent to the partnership. Each partner displayed it in public area of host institution.

The lead partner encourages using the opportunities given by social media.

The Pannon EGTC organized a press conference during the meeting.

According to the partnership internal communication it was decided that all email should be seen and responded in 3 days maximum, even if only to let the sender know it was received.

## **Day 2- Interregional Exchange Meeting - presentation of partners**

Each partner introduced the first stakeholder/focus group meeting held in the first semester. The conclusions of the SWOT analyses, the main statements of the case studies were presented.

All the slides are available to partnership.

The policy instruments must be more highlighted in the case studies. There must be a clear connection to the policy, the national policy and the heritage, suggest that write the clear connection the national policy and the case study. Write the knowledge of stakeholders and focus groups and its connection of policies. Elaborate the information the policy information in the document.

The University of Greenwich emphasizes the importance of ranking the items on the case studies' SWOT analysis. It would be advisable for project partners to go back to their SWOT analysis and rank the issues from 1 to 10.

Political changes are a very important factor. The effects of elections for the project. Almost every partner is affected with elections, which can be either an opportunity or a threat. Political changes can slow down operative processes.

The main questions asked by the partners were the following ones:

### **1. PANNON EGTC**

Main issues of the focus group meeting held in May: What is the first issue to count the maintenance of the buildings can be profitable or they need central subsidy to survive is the first issue that we have to consider.

The key projects and the city center is built from financial support so we have to find the financial sustainability to maintain and operate them.

On the stakeholder meeting the representatives of managing authority was there, and we discussed the main key points of policy instruments, how to improve it to the next EU period, how to focus on that touristic attractions.

## **2. SIBENIK**

Increasing number of visitors. Main problem is transport. Problem with own cars, public transport system is very poor, What can be the solution if the city is in lack of available submits of parking area, and the city cannot be extended because natural areas. How can you solve the problem?

You can park 2 kilometers from the city, and you can walk. There is rush in the city center, there are few parking places, and there is no good public transportation.

Bad airport connection- Split is only 40 kilometers, and there is no connection by public transport. (2,5 million passengers/year in Split Airport)

There is a project to connect to the airport, and some elements electric buses, and so on.

## **3. SVILUPPUMBRIA**

Sviluppumbria was asked: Are there integrated urban development document that covers all this topics, and do you have any strategic document of city level that deals with all of this?

Urban agenda has the main priorities, but in itself is a thematic priority document. The municipalities adopted the document. Documents from 2015, and there is 2 years on and we see a lack of understanding, a complex system of policies of different measures.

## **4. ROMANIA- North-East Regional Development Agency**

The partners asked: where do the tourists arrive from to your region? Are the foreigners or domestic tourists? North-East Regional Development Agency told that they have mostly domestic tourists.

## **5. SPAIN- EXTREMADURA**

What is the population of this area?

The region has a population about 44 thousand persons. This area has only heritage and nature.

## **6. SWEDEN**

### **- survey**

The University of Greenwich held an overview and discussion with regard to content and field research methodology: how to start, introduction, how to fill in the survey, how to transfer the answers to the Knowledge partner's database. The importance of translation was emphasized.

1000 responses needed by every partner. Maximum time to do the questionnaire face to face is 12 minutes, or less.

Need to capture the information. We have to segment tourists, segment visitors in other locations.

Visitors and tourists distinction is up to the partners. Each partner need to define the groups.

The following three target groups should be asked during the survey:

- visitors
- local residents
- local businesses

The question is how to distribute the 1000 responses to 3 groups: Percentages or 3 equal parts? It is a question, how to portion, if you know the number of visitors, how many will you get? The Advisory Partner (University of Greenwich) assured partners that a full research brief document would be supplied dealing with methodological issues such as this one (sampling strategy).

It was agreed that the extended session in Pecs with all project partners effectively designing the questionnaire together by consensus would replace the need for local focus groups for the review of the questionnaire.

All partners took part to a debate about every single question of the survey. Both survey starts with the same statistical questions:

- name of the questioner
- place (locations)
- General questions about origin of tourist- list to tell the important countries
- the reason why the visitor/tourist choose this town to visit
- what factors he or she took into account by the choice: transport, parking, safety/security, local foods/brands, importance, ranking and so on.

## **Day 1 and Day 3- Study Visits**

### **- Castle of Siklós**

The castle of Siklos, which guards the southern border of Hungary, was the residence of the most important noble families in medieval Hungary. This monument reminds us of a past that is both glorious and sorrowful. Between 2009 and 2011, thanks to grants from Norway and the European Union, parts of the castle were renovated: the ground floor and first floor in the southern and eastern wings from the 14th-16th century, the barbican from the 16th century, the chapel from the 15th-16th century, the rose-garden (the so-called Dorothy garden), the ramp and the yard.

### **- Cella Septicora (Pécs)**

Sopianae, predecessor of Pécs in the Roman times had its late Roman Paleochristian cemetery included in the UNESCO World Heritage list in the year 2000. In their architecture and wall paintings, the excavated finds present the Early Christian burial architecture and art of the Northern and Western provinces of the Roman Empire. From among the Hungarian world heritage sites the Early Christian cemetery is the only one that has won itself a place on the UNESCO world heritage list in the category of culture-historical architecture.

### **- Zsolnay Cultural Center (Pécs)**

The Zsolnay Quarter is the most beautiful gem of Pécs. One of the most important developments that took place as part of the 2010 European Capital of Culture programme was the renovation of the listed Zsolnay factory buildings, which had become dilapidated and for the most part unused.

Various cultural and educational organisations have been relocated here, creating an active Cultural Quarter and recreational area. The Zsolnay Quarter is almost five-hectare area supplied with an informative visitors' centre, a parking lot, academic community spaces and a vibrating cultural life. Besides permanent exhibitions the Pyrogranite court provides a perfect place for festivals and outdoor performances. The E78 building can also be found here, a concert hall and conference room equipped with modern facilities, which was named after the former E78 factory building. The building of the Art Faculty of Pécs and its library, located in an old kiln, are both spectacular pieces of architecture. The Street of Artisans' Shops includes a handicrafts shop, a live candy manufacture, a chocolate store, a café and a restaurant.

## EXECUTIVE PLANNING

### JULY – DECEMBER 2017 (2<sup>nd</sup> Semester of Phase 1)

	Actions	Output/deliverable	Notes
<b>Exchange of Experience</b>	1. Local meetings and surveys.	1. 6 individual reports on local surveys; <b>ALL PARTNERS NO UNIGREE</b> 2. Overall Report on local surveys; <b>UNIGREE</b> 3. At least 1 meeting per territory with stakeholders, total 6. <b>ALL PARTNERS NO UNIGREE</b>	<b>Points already agreed in the 1<sup>st</sup> SC Meeting in Spoleto:</b>  <b>1. Transnational benchmarking tool document by end of July -&gt; September</b>  <b>2. Surveys and opinion polls implemented between July and September.</b>  <b>3. Each partner by October individual report (in Power Point format) containing the main statistics (e.g. graphs, pie charts, etc) gathered in the survey for each Action Plan area.</b>  <b>4. The University of Greenwich will produce an overall report of the surveys (in Power</b>

			<b>Point format with an executive summary in Word) by December.</b>
	<b>2. Focus Groups</b>	2. Implementation of 1 Focus Group per territory as planned in the previous semester. <b>ALL PARTNERS + UNIGREE</b>	
	<b>3. First draft of the Action Plan.</b>	1. One draft of Action Plan in each territories, total 6 <b>ALL PARTNERS + UNIGREE</b>	<b>&amp; Action Plans to be delivered, consisting in: Index+ some comments by the end of December.</b>
	<b>4. Interregional Exchange Meetings and Study Visits</b>	1. 2 Interregional Exchange meetings, 1 in ES and 1 in HU, attended by Stakeholder Groups (including press conferences and presentation of project to local public); <b>ALL PARTNERS</b>	<b>Interregional Exchange meeting in HU done on 3<sup>rd</sup> July 2017.</b> <b>Interregional Exchange meetings in ES proposed for 14<sup>th</sup> 15<sup>th</sup> December 2017. (To be confirmed)</b>
	<b>5. Policy learning platform</b>	1. Still waiting for indications by JS. <b>SVIL</b>	

	Actions	Output/deliverable	Notes
<b>Communication and dissemination</b>	<b>1. Presentation of project to local public.</b>	1. Presentation of project to local public + press conference in ES or HU. <b>To be implemented by Extremadura and PANNONEGCT</b>	<b>PannonEGCT: done in July 2017</b> <b>Spain: December 2017</b>
	<b>2. Regular updates of the project website.</b>	1. Regular updates of the project website. Animation on social networks. <b>ALL PARTNERS</b>	<b>Leaflet to be done by December</b> (originally planned for the 1 <sup>st</sup> Semester)

	<b>Actions</b>	<b>Output/deliverable</b>	<b>Notes</b>
<b>Project Management</b>	<b>1. Implementation of management actions.</b>	1. Support to partnership. <b>SVIL</b>	<b>Ongoing</b>
	<b>2. Submission of 1st Progress report.</b>	1. Submission of 1st Progress report by September. <b>SVIL + ALL PARTNERS</b>	<b>Deadline: 1 October 2017</b>
	<b>3. 2nd SC meeting in Hungary.</b>	1. SC Meeting	<b>Done in Pecs, July 2017</b>
	<b>4. Updating of executive plan.</b>	1. Updating of executive plan. <b>SVIL</b>	<b>Done in July 2017</b>
	<b>5. Participation to annual events</b>	1. Participation to annual events. <b>SVIL</b>	<b>No event organized by Interreg Europe yet.</b>

## JANUARY – MARCH 2018 ( first half of 3<sup>rd</sup> Semester of Phase 1)

	Actions	Output/deliverable	Notes
<b>Exchange of Experience</b>	<b>1. Development of Action Plans</b>	1. 7 Provisional Action Plans. <b>ALL PARTNERS + UNIGREE</b>	
	<b>2. Interregional assessment of Action Plan by peer review</b>	2. 1 Peer review operated by all partners on the provisional Action Plans; <b>UNIGREE</b>	
	<b>3. Consultation of local stakeholders</b>	1. Implementation of at least 2 meetings per territory (12 in total). <b>ALL PARTNERS NO UNIGREE.</b>	
	<b>4. Definition of Consolidated Action Plans</b>	To be done in the period April-June 2018	
	<b>5. Interregional Exchange Meetings and Study Visits</b>	1. 1 Interregional Exchange meetings (including press conferences and presentation of project to local public) in UK or in RO. To decided what implement first. <b>UNIGREE or ADR (in RO including stakeholders)</b>  Another Interregional exchange meeting is foreseen in the concerned period, to be implemented between April and June.	<b>Interregional Exchange meeting in RO between 16<sup>th</sup> and 22<sup>nd</sup> April 2018.</b>  <b>Interregional Exchange meeting in UK by June 2018.</b>
	<b>6. Participation to policy learning platform.</b>	1. Still waiting for indications by JS. <b>SVIL</b>	<b>Testing ongoing now, SHARE selected as participant.</b>



	<b>Actions</b>	<b>Output/deliverable</b>	<b>Notes</b>
<b>Communication and dissemination</b>	<b>1. Presentation of project to local public.</b>	1. Presentation of project to local public + press conference in UK or RO Connected with the Interregional Exchange Meetings. <b>UNIGREE or ADR</b>	<b>In occasion of the meetings, organized by the relevant partner</b>
	<b>2. Regular updates of the project website.</b>	1. Regular updates of the project website. Animation on social networks. <b>ALL PARTNERS + SVIL</b>	<b>Ongoing</b>
	<b>3. Dissemination of project at national and transnational level</b>	1. Developing of a common of the comprehensive dissemination kit. <b>ALL PARTNERS + SVIL</b>	<b>Partly done over 2017; final kit by April 2018.</b>

	<b>Actions</b>	<b>Output/deliverable</b>	<b>Notes</b>
<b>Project Management</b>	<b>1. Submission of 2nd Progress report.</b>	1. Submission of 2nd Progress report. <b>SVIL + ALL PARTNERS</b>	<b>1 April 2018</b>
	<b>2. Updating of Executive plan.</b>	1. Updating of Executive plan. <b>SVIL</b>	<b>By April 2018</b>
	<b>3. 3rd SC Meeting in UK</b>	1. 3rd SC Meeting in UK. <b>UNIGREE + SVIL + ALL PARTNERS</b>	<b>June 2018</b>
	<b>4. Implementation of management actions.</b>	Support to partners. <b>SVIL</b>	<b>Ongoing.</b>
	<b>5. Participation to annual event</b>	5. Participation to annual event. <b>SVIL</b>	

