



# MOMAr Objectives and Work Plan

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MOMAr Project kick-off meeting

# MOMAr Project

## Project main aim:

To improve policies supporting supporting **cultural and natural** heritage in the **partner rural regions**, through the introduction of **efficient management models** of applicability to local heritage.

## Sub - objectives:

- To **exchange good practices as well as failed experiences** concerning the management of the local heritage in **rural areas**.
- To **produce Action Plans** summarizing the knowledge gained during the cooperation.
- To **communicate and disseminate project conclusions and main outputs** to administrations and other key players in rural territories across Europe.

## Project duration:

3 years and ½

7 semesters: **5 for learning + 2 for acting**

From August 2019 till January 2023

## -Years 1, 2 and half year 3: Learning

- Drafting of Reports on the Models of Management in force for Heritage in the partner territories (S1)
- 3 Thematic Seminars for exchange of Good Practices (S2, S3)
- 1 Laboratory of Case Studies (S4)
- 1 Partners Meeting to produce Action Plans (S5)
- Study Visits (S1, S2, S3, S4, S5)
- Local Stakeholders Groups meetings (S1,S2,S3,S4,S5)
- In- house meetings (S2,S5)
- Drafting of Action Plans (S5, second half 2020)
- **Communication is cross-cutting during phase 1**

- Years 3 , 4 and 5: **Acting, Implementation of Action Plans**
  - Implementation of **Action Plans** in partner territories
  - Updating of the web
  - Press releases about the project produced and published
  - 1 Final Event for Dissemination of project results
  - 1 last Project meeting for follow-up of Action Plans

# Which policy instruments we will be addressing in MOMAr?

ERDF Regional Operational Programme 2014-2020 Aragon. Thematic Objective 6c: Protection, promotion and development of the natural and cultural heritage.



Mehedinti County Development Strategy 2014-2020

# Which policy instruments we will be addressing in MOMAr?

Integrated Regional Operational Programme 2014-2020 Czech Republic. IP 6c: Preservation, protection, promotion and development of natural and cultural heritage.



Groningen Provincial Programme Heritage, Spatial Quality, Identity and Landscape (ERL) 2017-2021.



# Which policy instruments we will be addressing in MOMAr?

Urban Development Funding of Saxony-Anhalt.  
Section C: Measures for the protection of  
historical monuments.



ERDF-ESF Regional Programme Corse 2014-2020. IP 6c: Preserve,  
protect, promote and develop natural and cultural heritage.

# Reports on the Models of Management in force for Heritage (S1)



IEE 1, IEE2, IEE3 (S2,S3)



## Laboratory of Case Studies (S4)



# Partners' meeting for Action Plans production (S5)



# Stakeholders Groups

- **Stable groups of local actors** differently involved with the project topic.
- They will **meet once or twice per semester** during the project lifetime ( 1 in S1, 1 in S2, 1 in S3, 2 in S4, 2 in S5).



# Stakeholders Groups

- **They will provide Good Practices** from all over the territory (and even abroad) to be shared with the rest of the partners
- **They will learn Good Practices** thanks to the partners



# Stakeholders Groups

- **Some of their members may participate in different partners meetings**, either to explain themselves some Good Practice either to learn some specific Good Practice out of a meeting.
- **They will contribute to choose which Good Practices** could be imported locally.
- They will be key actors to elaborate and implement **Action Plans**.





# Opportunities of the Stakeholders Groups

- Involve policy owners, if they are not partners
- Involve privates
- Involve local experts and expertise in the project
- Maybe, spin-off activities



# Challenges of the Stakeholders Groups

- Lack of contents for the meetings
- Maintain a stable group, maintain the interest, keep the stakeholders involved

## Suggestions:

- ❖ Agenda for each meeting of the group defined in advance.
- ❖ Local issues of common interest – even if external to project- included in agendas.
- ❖ Taking stakeholders to meetings and study visits.
- ❖ The same person of the staff always in charge of contacting the stakeholders.

# In-house meetings

- Meetings to share with colleagues from the same organisation the learning gained through the project.
- The purpose is the knowledge gained through the project not to remain only at the level of the 2/3 people involved in the project..but reaching other staff.



# In-house meetings

- 2 In-house meetings must be celebrated per partner organisation: 1 in S2 and 1 in S5.
- It is up to each organisation choosing the best time and format for the meeting.
- Lead Partner will provide some guidelines and a template to write down the minutes of the in-house meetings.

# Suggestions for in-house meetings:

- ❖ Use another event inside the institution gathering together the staff and add a section to it.
- ❖ Select the group of addressees strategically.
- ❖ Select nice contents of usefulness for the recipients.
- ❖ The same person of the staff in charge of organising these in-house meetings.
- ❖ Use nice materials from the “big meetings” for these local in-house meetings.

# Communication activities

- Project posters installed in partners headquarters.
- Website and Social Networks.
- Participation in Interreg Europe Thematic Platforms.
- Mass Media presence.
  
- Diptych-brochure.
- Video of the project.
- MOMAr Tours throughout partner rural areas.
- Attendance to External Events.
- E-newsletters produced periodically.

# MOMAr indicators

- N<sup>o</sup> of Good Practices identified: **54**
- N<sup>o</sup> of Action Plans developed: **6**
- N<sup>o</sup> of appearances in media: **42**



# MOMAr indicators

- Number of interventions supported by the ROP Aragon 2014-2020 involving the application upon cultural and natural heritage of models of management learnt during the project: **4**
- Number of interventions supported by the Mehedinti County Development Strategy involving the application upon cultural and natural heritage of models of management learnt during the project: **4**

# MOMAr indicators

- Number of interventions supported by the IROP Czech Republic 2014-2020 involving the application upon cultural and natural heritage of models of management learnt during the project: **4**
- Number of interventions supported by the Groningen Programme Heritage, Spatial Quality, identity and Landscape 2017-2021 involving the application upon cultural and natural heritage of models of management learnt during the project: **4**

# MOMAr indicators

- Number of interventions supported by the Urban Development Funding of Saxony-Anhalt involving the application upon cultural and natural heritage of models of management learnt during the project: **4**
- Number of interventions supported by the ERDF-ESF Regional Programme Corse 2014-2020 involving the application upon cultural and natural heritage of models of management learnt during the project: **4**

# Remember, every 6 months we will report...

- On activities
- On results: policy improvement, territorial impact

# When reporting, the change produced has to be very well described:

- ✓ We must clearly say **what is the change:**  
(e.g. new call launched, new project developed, new method put into practice...)
- ✓ We must clearly specify **the source of the lessons learnt**  
(e.g. study visit to X in Y, case study learnt during thematic seminar on Y in Z...)



**An intention or will to do something does not count as change, only effective changes count.**



# MOMAr

Interreg Europe



European Union  
European Regional  
Development Fund

# Thank you!

Questions welcome



[www.interregeurope.eu/winp0l](http://www.interregeurope.eu/winp0l)

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