

**2018**   
**AÑO EUROPEO  
DEL PATRIMONIO  
CULTURAL**  
#EuropeForCulture

**SHARE**   
Interreg Europe

 European Union  
European Regional  
Development Fund

# PROJECT SHARE

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

## MINUTES

**Interexchange of Best Practices event, Informal Project Meeting in Extremadura (Spain)  
12<sup>th</sup>, 13<sup>th</sup> and 14<sup>th</sup> of December 2018**

## SHARE

### Interexchange of Best Practises event, Informal Project Meeting and Study Visits in Extremadura (Spain); 12<sup>th</sup>, 13<sup>th</sup> and 14<sup>th</sup> of December 2018

LIST OF PARTICIPANTS		
Partner	Name	Role in the project
Sviluppumbria SPA	Chiara Dall'Aglio	Project Coordinator
Regional Government of Extremadura	Jose Javier Cano Ramos	Project Manager
	Santiago Guerra	Expert in Cultural Heritage
	Francisco Pérez Urban	Partner Representative: General Director for Libraries, Museums and Cultural Heritage for the Regional Government of Extremadura
	Patricia Mora McGinity	Expert
	Juan Pablo Martín García	External support
North-East Regional Development Agency	Georgeta Smadu	Technical Manager
	Ana Paraschiv	Financial Manager
University of Greenwich	Andres Coca-Stefaniak	Project manager
	Michael De Domenici	Expert
County Administrative Board of Östergötland	Mattias Schönbeck	Project manager
	Eva Nyström Tagesson	Expert
Pannon EGCT	Andras Gondoc	Director of PANNON ETT
	Viktoria Bede	Project Manager
	Norbert Biro	Expert
City of Sibenik	Petar Misura	Project manager
	Kresimir Kovac	Expert

## AGENDA

Tuesday, 12 December

Location: Trujillo

Venue: -Fundación Xavier de Salas.

<b>Day 1 – Interexchange of BP, technical session and Study Visit</b>	
10.00- 10.10	<b>Welcome:</b> - General Director for Libraries, Museums and Cultural Heritage - Major of Trujillo
10.15 – 12.00	<b>Interexchange of BP event</b> <ul style="list-style-type: none"><li>- Fundación Xavier de Salas – Experiences in cultural heritage management</li><li>- Álvaro Casanova o Rafael Mata – Natural and cultural heritage and its influence in a territory (Trujillo and the Berrocal)</li><li>- Pedro Blanco: The influence of a festival in the city (the case of Merida)</li><li>- Nuria Franco Polo: European Cultural heritage days in Extremadura</li><li>- Santiago Guerra – The case of Medellín and its Roman theatre as vehicle for promotion</li><li>- Javier Cano – Vía de la Plata, the influence of a historic road in the development of the Region</li></ul>
12.00	<b>Coffee break</b>
12:20-12:45	<b>Brief overview of the research to date (incl. preliminary survey report)</b>
12:45-13:20	<b>Monitoring and evaluation of the project - partners' discussion affecting Local Action Plans</b>
13.30 – 15.00	<b>Lunch</b>
15.15 – 17.00	<b>Project meeting.</b> Informal steering committee
17:15 – 19.00	<b>Study visit to the historical center of Trujillo</b>
20.30	<b>Project dinner</b>

**Wednesday, 13 December**

**Study Visits**

**Location: Trujillo, Guadalupe, Don Benito**

<b>Day 2 – Project meeting and Study Visits</b>	
9.15 – 11.30	<b>Transport to the town of Guadalupe (bus)</b>
11.45 – 13.00	<b>Study visit to the Real Monastery of Guadalupe, historical center (influence of the historical heritage in the town of guadalupe), and the influence of the Geoparque Villuercas, Ibores Jara.</b>
13.15 – 15.00	<b>Lunch</b>
15.00 – 16.30	<b>Transport to the town of Medellín (bus)</b>
16.30 – 18.00	<b>Study Visit to the local Roman theatre</b>
20.30	<b>Project dinner</b>

**Thursday, 14 December**

**Study Visits**

**Location: Magacela, Casturera and Cancho Roano, Castuera**

<b>Day 3 –Study Visit</b>	
9.15 – 11.30	<b>Transport to Castuera (through Magacela)</b>
10.30 – 11.30	<b>Study visit to local entities and the site of Cancho Roano</b>
11.45 – 12.15	<b>Meeting with CEDER la Serena (management of the cultural heritage in a rural county)</b>
13.30 – 15.00	<b>Lunch in Don Benito</b>
15.00	<b>End of the sudy visits and Transport to Trujillo</b>

## Introduction

The Interexchange of Best Practises event, Informal Project Meeting and Study Visits in Extremadura for the SHARE project was organised, managed and hosted by the Regional Government of Extremadura, as project partner.

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

1. The **Interexchange of BP event** focused on the presentation of best practises for the promotion and valorisation of cultural heritage as a tool for local development;
2. The **Informal Steering committee session and Brief overview of the research to date**, focused on the update of Project activities, reporting, and results of the research activities to date,
3. The **Study Visit** to different heritage sites with influence in the management of towns and in the local development of small communities.

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:

## 12th December 2017

### Welcome & Opening of the Interexchange of BP event

The event was held in the Fundación Xavier de Salas in Trujillo. The General Director for Libraries, Museums and Cultural Heritage of the Regional Government of Extremadura and the Mayor of Trujillo welcomed the attendees and stressed the importance of the sustainable management of cultural heritage as a tool for development in the Region of Extremadura and the town of Trujillo

### Interexchange of BP Event (IBPE)

The IBPE was moderated by Álvaro Casanova, expert in natural heritage. The event started as scheduled and included the following presentations:

- Fundación Xavier de Salas: Experiences in cultural heritage management
- Álvaro Casanova: Natural and cultural heritage and its influence in a territory (Trujillo and the Berrocal)
- Pedro Blanco: The influence of a cultural festival in the city (the case of Merida)
- Nuria Franco Polo: European Cultural heritage days in Extremadura
- Santiago Guerra: The case of Medellín and its Roman theatre as vehicle for promotion
- Javier Cano: Vía de la Plata, the influence of a historic road in the development of the Region

A round of questions was implemented at the end of the event and the moderator thanked all participants for their dedication.

### Brief overview of the research to date, Monitoring and evaluation of the project

After a Coffee break, Dr. Andres Coca-Stefaniak, from the University of Greenwich provided an updated overview of the research activities, including results and some interesting findings from surveys already implemented by project partners in their territories.

In particular, and in line with the project schedule, partners received the Benchmarking Report, the Case Studies Report (additional output) and the Survey report produced by the Advisory Partners.

After lunch, Andres Presented the Brief for the Local Action Plan and opened a debate on the mechanism for monitoring and evaluating Local Action Plans, an important issue that project partners needs to decide.

Partners agreed on:

- 1<sup>st</sup> Draft for Action Plans to be provided by partners in March/April
- Peer review from other 2 partners (with similar contexts as long as possible) to be agreed upon in occasion of next meeting and with the support of a brief from Advisory partner
- Partners will elaborate the Final Draft for local Action Plans in English (taking into account partners recommendations) and in national languages
- U. of Greenwich will take into account some minor indications and incorporate these into the brief for the Local Action Plan to be reviewed by partners and then sent to the JTS
- In order to prove the effectiveness of Action Plans, partners could use a comparison between preliminary and final benchmarking studies, to be organized with no costs for partners on the basis of the brief already produced by the University of Greenwich
- For the monitoring of Action Plans, the Advisory Partner will define a monitoring toolkit with indicators to measure changes every year, including a risk assessment plan

## Project meeting. Informal steering committee

Chiara Dall'Aglio, Project coordinator, updated the state of the project regarding administrative and financial issues, urging partners to prepare for the next reporting.

Chiara showed the situation of expenditures for each partner with regard to expected figures at this point of the project and reminded the importance of complying with the foreseen budget to all partners.

Chiara also showed the expenditure expected in the next period for each partner and dates for internal and official reporting:

		<b>REPORTING PERIOD</b>	<b>Deadline for submission Finance and Activities Report to LP</b>	<b>Deadline for submission FLC Certification to LP</b>	<b>Deadline for submission of the «Info to be provided to LP» for Joint Report</b>
<b>PHASE 1</b>	six-monthly	01 January – 30 June 2017	<b>31 July 2017</b>	<b>21 August 2017</b>	
		<b>01 July - 31 December 2017</b>	<b>31 January 2018</b>	<b>19 February 2018</b>	<b>28 February</b>
		01 January – 30 June 2018	<b>31 July 2018</b>	<b>21 August 2018</b>	
		01 July - 31 December 2018	<b>31 January 2019</b>	<b>19 February 2019</b>	

Chiara reminded partners some rules for the reporting of specific expenditures. A reminder to partners to contribute strongly to communication activities was also made.

## **Study visit to the historical center of Trujillo and Project Dinner**

After the meeting, project partners visited the historical center of Trujillo, a professional Guide explained the main cultural heritage values of the town and the importance of heritage in the development of this area.

### **13th December 2017**

#### **Study Visit to Guadalupe and Medellin: historical and natural heritage and its influence in the local community and sustainable development.**

In the morning of the 13<sup>th</sup> of December, partners visited the town and Monastery of Guadalupe, small town located in the Villuercas Geopark, and example of promotion of the natural and cultural heritage as main engines for the development of the area. The important influence of the Monastery in socioeconomic terms has a direct impact in the daily activities of citizens and in the management of this town.

After lunch, partners visited the historic site of Medellín. Santiago Guerra Millan, expert in cultural heritage and director of the archeological works in this site, explained the process of engaging the local community in the preservation, valorization, promotion and exploitation of the site as a tool for local pride and local development. The roman theatre of the historical site of Medellín was included two years ago in the Classical Theater Festival of Merida and it is an example of how a cultural festival can boost the local economy.

### **14th December 2017**

#### **Study visit to local entities and the site of Cancho Roano**

On the 14<sup>th</sup> of December, partners went to the site of Cancho Roano, but first, in their way, the group stopped in Magacela, where the mayor explained the importance of the dolmen and the castle of this small village.

At 10.30 aprox. Partners arrived to the site of Cancho Roano, one of the study cases selected for the SHARE project in Extremadura. This site is located in the middle of the countryside and it has special importance for historical reasons, but also for its influence in the promotion and development of this area.

#### **Meeting with CEDER la Serena (management of the cultural heritage in a rural county)**

At 11.45 partners had a meeting with the local action group of the county of La Serena, responsible for many initiatives for the promotion and preservation of cultural heritage. The director and president of the action group presented the initiatives and also how they are preparing the candidature for Cultural landscape for this county.