

## **MOMAr**

**Models of Management for Singular Rural Heritage**

**P2 – Territorial Administrative Unit Mehedinti County**



# **ACTION PLAN**



## **Consiliul Județean Mehedinți**

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PROGRAMME	<b>INTERREG EUROPE 2014-2020</b>
CALL	<b>4</b>
PRIORITY AXIS	<b>4. Protecting the environment and promoting resource efficiency</b>
SPECIFIC OBJECTIVE	<b>4.1 Improving natural and cultural heritage policies</b>
PROJECT	  <p><b>PGI06095</b></p> <p><b>Models of Management for Singular Rural Heritage</b></p>
PROJECT BENEFICIARY	<b>P2 – Territorial Administrative Unit Mehedinti County</b>

DELIVERABLE	<b>Action Plan</b>
DELIVERY PERIOD	<b>6<sup>th</sup> Semester of Implementation of the project</b>

## Abbreviations

CF	Cohesion Fund
CP	Cooperation Programme
EC	European Commission
ERDF	European Regional Development Fund
EU	European Union
GIS	Geographic Information System
ICT	Information and Communication Technology
IP	Investment Priority
JS	Joint Secretariat
MA	Managing Authority
NGO	Non-Government Organisation
NSRF	National Strategic Reference Framework
MCDS	Mehedinti County Development Strategy 2014-2020 Public – Private Partnership
RDP	Rural Development Programme
TO	Thematic Objective
RIS3	Research and Innovation Strategies for Smart Specialisations
SO	Specific Objective

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## Introduction

In recent decades, modern management models and instruments have reached the field of cultural heritage. They offer an excellent opportunity to improve policies aiming to minimize over tourism and reach resource efficiency. However, **the degree of introduction of innovative management models and practices varies significantly from one territory to another.**

The territories facing problems such as depopulation, ageing, no use of resources, are however marked by a rich heritage but unfortunately their management entities have either not finished defining their models of action in terms of cultural and natural resources or directly borrowed models that do not correspond to the territorial reality.

MOMAr will serve to improve policies and programmes addressing heritage in rural territories, taking into account the peculiarities and cultural identities of places where rurality determinates a mode of action. The inhabitants -who maintain the territories alive- will be a central part of the strategies and new projects designed.

## Project Partners

DPZ Provincial Government of Zaragoza	Spain
Territorial Administrative Unit Mehedinti County	Romania
Regional Development Agency of South Bohemia – RERA a.s.	Czech Republic
Province of Groningen	Netherlands
Ministry for Regional Development and Transport of Saxony-Anhalt	Germany
Corsican Regional Authority	France

## About this Document

This document presents the Action Plan for the improvement of the Policy Instrument that will be exploited for the Cultural Heritage Management in Mehedinti County, Romania.

It is based on the exchange of experiences during the project implementation, the good practices analyzed by the project partners and the study visits developed, aiming to transform learning into actions. The selected actions are the output of a process with consultation and discussions among stakeholders, policy makers and MOMAr project partners and are in line with the policy instruments involved.

The present Action Plan brings together specific actions, financiers, implementation entities and end-users and concerns the project partner 2-PP Mehedinti County Council (RO).

## The Policy Instrument by Mehedinti County

### Mehedinti County Development Strategy 2014-2020

Mehedinti County Development Strategy 2014-2020 aims the improvement of the living standards of the county inhabitants and to increase the competitiveness of the county, it becoming thus in the long term, competitive and attractive for investments, capitalizing local resources and developing a community capable to manage them efficiently and effectively.

There are several priorities of the present County Strategy related to the objectives of MOMAr project. They are the following:

- Priority 5: Increasing energy efficiency and protecting the environment.
- Priority 6: Developing cultural and tourist identity at the Mehedinti county
- Priority 7: Sustainable rural development and better use of resources in the rural environment

- Priority 8: Promoting cross-border cooperation

Mehedinti County has experienced different difficulties to implement its Development Strategy in relation with the development of natural and cultural assets in terms of resources and specialization in new models of development and management.

In such scenario the MOMAr project has offered the opportunity to Mehedinti county representatives to learn about sound and efficient management strategies for valorizing the natural and cultural heritage in an integrated way, which can be applied to local heritage.

The improvement of the policy instrument will be approached through new projects developed supported by the **new Mehedinti County Development Strategy 2021-2027** witch is under development :

- Models of management learnt during the cooperation will be applied to undermanaged heritage under the scope of action of the partner
- New calls for projects will be launched, where approached obtained through MOMAr project will be fostered
- Work with Universities and Research Centres will be developed, so that models of management for heritage gain importance in the training of future professionals of heritage management
- Awareness campaigns with approaches learnt during the cooperation will be developed, helping to boost the local singular heritage

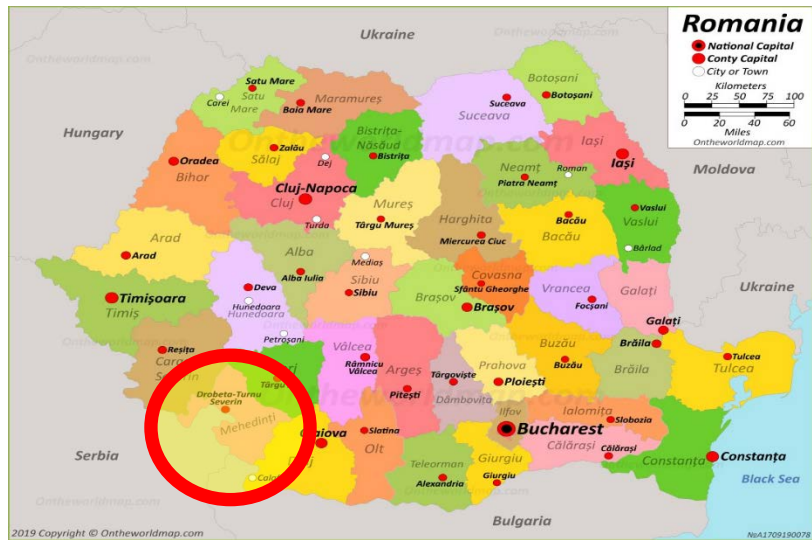
All these actions will be implemented through the Mehedinti County Development Strategy 2021-2027, which represents the planning tool ensuring a local efficient cultural rural heritage management in Mehedinti County with a minimum impact on the environment and human health and consumption of resources and energy.

MOMAr lessons learned and experience exchanged inspired significantly the new territorial strategy for cultural heritage management in Mehedinti County.



## Coverage

The Policy Instrument addressed, covers the area of Mehedinti County.



## MOMAr

### Models of Management for Singular Rural Heritage

#### Action Plan for the region of Mehedinti County (RO)



### Consiliul Județean Mehedinți

#### Part I – General information

**Project:** *Models of Management for Singular Rural Heritage*

**Partner organisation(s) concerned:** *PP2 - Mehedinți County*

**Country:** *Romania*

**NUTS2 region:** *Sud-Vest Oltenia*

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## Part II – Policy context

- The Action Plan aims to impact:**
- Investment for Growth and Jobs programme
  - European Territorial Cooperation programme
  - Other regional development policy instrument

**Name of the policy instrument(s) addressed:**

Mehedinti County Development Strategy 2021-2027

Mehedinti County Development Strategy 2021-2027 (MCDS) aims to improve the living standards of the county inhabitants and to increase the competitiveness of the county, it becoming thus in the long term, competitive and attractive for investments, capitalizing local resources and developing a community capable to manage them efficiently and effectively. The original policy instrument, Mehedinti County Development Strategy 2014-2020 is at the end of its programming period and there are no funds available anymore. The new policy instrument reflects the continuation of the old priorities of the territory as well as the new directions and priorities of the territory for the period 2021-2027. The MCDS 2021-2027 is the sole responsibility of the P2 – Mehedinti County Council as the” owner” of the policy instrument.

MOMAr lessons learned and experience exchanged inspired the new territorial strategy for managing cultural heritage in Mehedinti County. In the case of Romania, and specifically in the territory of Mehedinti, the funding for these types of activities and interventions can be sourced only from the central Ministry of Regional Development in Bucharest as there are no local sources of funding. Most activities at the local level are funded from the central administrative sector in Bucharest.

**Further details on the policy context and the way the action plan should contribute to improve the policy instruments:**

The **general objective** of the Mehedinți County Development Strategy for 2021-2027 is sustainable development and improving the quality of life of the population,

so that this county becomes competitive in the long run and attractive for investment, capitalizing on natural and cultural heritage, material and intangible, mobile and real estate and the development of a community capable of managing resources efficiently and effectively.

Mehedinti County Development Strategy 2021-2027 includes measures and actions of county competence proposed as priority for cultural heritage management. The **specific objectives** of the instrument are:

- assessment of the current situation in the field of cultural heritage management in the county of Mehedinți: the existence of models and instruments to manage local cultural and natural resources so that they contribute to the territory's overall competitiveness.
- identification of investment needs and establishment of actions and initiatives at the local level, those in the MOMAr action plan being part of this strategy.

Mehedinti County discussed the action plan development under the policy instrument with its stakeholders and has decided on 2 (two) actions that are to be included into the new Mehedinti County Development Strategy 2021-2027. This was accompanied by many informal talks and expert interviews in the territory. Models of management learnt during the cooperation so far were analyzed and slated to be applied to undermanaged heritage areas that are under the scope of action. Collaborative work with local universities and research centres were tentatively developed so that models of management for heritage gain importance in the future of heritage management through the implementation of the action plan. The questions generated during these discussions centered on which practices caught our attention and which changes are currently being assessed in the territory with end goal of measuring the potential impact of MOMAr at local level.

Part III – Details of the actions envisaged

**ACTION 1:**

**Name of the action:** *Rehabilitation, consolidation and inclusion in the tourist and cultural circuit of the Plesa Palace*

1. **Relevance to the project**

*The suggested action 1 is the output of the inspiration of good practices that were presented during the project implementation. More specifically, the sources of inspiration were the following good practices<sup>1</sup>:*

*(1) the first IEE meeting in CORSICA of March 10-11 2020 - Study Visit I: visit of the “Centre of Conservation and Restoration of Corsican Furniture Heritage CCRMPC Study Visit II: Visit of fablab in partnership with University of Corsica.*

From this practice, we have learned how can a building of great cultural distinction, through the change in the local cultural management model, can not only retrace the way of life of local society through its physical artefacts, but also show the historical background on which visitors can base their understanding of the present; also, the facilities and methods used for the restoration of works of art were instrumental in adapting our own local action plan regarding the Plesa building.

*(2) Luna’s Palace in Daroca, Let’s do a twist!: management before intervention (Zaragoza)-IEE2 Groningen*

From this practice, we plan to include the lessons learned from how the building’s final usage became the framework space in which to integrate the different heritage initiatives as to contribute to the cultural and socioeconomic development of the territory, as well as the preservation of the artistic and architectural legacy of the past; we also decided to include in our action plan that any intervention carried out in this type of building must have as its first objective to preserve its historical, aesthetic, identity values

to transmit them to the future (Architectural Restoration) above any other type of intervention that considers other types of values in first place (economic, comfort, use).

*(3) Monuments live - Series of cultural and social events at cultural heritage sites across South Bohemia and Upper Austria, example of good practice presented by RERA Partner*

From this practice, we plan to use their experience of revitalization of cultural sites through the organization of various cultural and social events, which in our case will include concerts, traditional fairs, cultural performances, workshops; these events will be both temporal-seasonal as well as permanent to assure the sustainability of the project.

## 2. **Nature of the action**

*The action envisages the transformation of the neoclassical Gheorghe Pleșa Palace from Obârșia de Câmp into a cultural events hub through project submission for financing to various national funding opportunities of the central Ministry of Regional Development, and consequent project implementation. "Gheorghe Pleșa Neoclassical Palace" is located in the village of Obârșia de Câmp, about 65 km from the Drobeta-Turnu Severin municipality. The building was apparently built at the end of the 19th century on the model of French architecture. According to information provided by the locals, the building was rarely inhabited, with the owner spending most of the year in Paris; it seems that in 1948, the palace was left to the villagers from Obârșia through a donation deed. Finally, in 2018, the neoclassical Gh. Pleșa Palace passed from the property of Obârșia de Câmp City Hall to that of Mehedinți County Council.*

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<sup>1</sup> More information is provided in Annex1

*In order to stop the severe degradation process of the building, the first step undertaken by Mehedinti County Council was the procedure of Emergency intervention to the roof's monument (it had literally holes in it, raining and snowing inside the building). The challenge undertaken in the last years by Mehedinti County is to rehabilitate and use the building as a Cultural Hub.*

*The spaces of the building will have to be interpreted according to a flexible scenario, which would allow the development, in optimal operating conditions, of various cultural-educational activities, permanent, temporary or seasonal: permanent and temporary exhibitions, debates on different topics; creative camps (art, literature, music), workshops, shows and other cultural activities or events.*

*General steps already taken:*

- (1) carried out the emergency intervention of the roof between September 2020 and March 2021*
- (2) realized the technical expertise of the entire building/monument*
- (3) realized the historical-architectural study of the building/monument*
- (4) ongoing "Services for the elaboration of the Development Strategy of Mehedinți County for the period 2021-2027", policy tool targeted by the MOMAr project, a strategy that will be developed in the next 6 months.*

*General steps to be taken:*

- (1) Promote the concept to stakeholders/players & the public, in advance;*
- (2) Organize workshops, in order to boost cooperation between Public & Private entities and promote interdisciplinary projects and collaborations. Specifically, will organize at least **one workshop** to discuss the foreseen call and how stakeholders could join forces and some communication actions.*
- (3) Achieving the new MH County Development Strategy 2021-2027;*
- (4) Organizing public procurement procedures and achievement of technical and economic documentations;*

(5) Preparation and submission of the project proposal for funding from the national programs PNRR and POR 2021-2027;

(6) Actual Implementation.

### 3. Stakeholders involved

- *Mehedinti County as the manager and coordinator of the Policy Instrument, the Iron Gates Region Museum as the final beneficiary and administrator of the building ;*
- *The Municipalities, Cities and Communities in the Country as the players who can implement in their administration territories the action plan as good practice example, information & publicity for increasing awareness of the citizens;*
- *The NGOs for environment in the area of intervention, for multiplying the awareness about the optimal involvement of the citizens for the success of the action;*
- *Educational and cultural entities for emphasis the role of natural and cultural heritage and its preservation;*
- *The Citizens of the area of intervention as the end-users, whose role is the key-parameter for the successful implementation of the action.*

### 4. Timeframe

*The action will be implemented in the period 2022-2026.*

Activity	2022	2022	2023	2023	2024	2024	2025	2025	2026	2026
	A	B	A	B	A	B	A	B	A	B
Preparatory Phase	X	X								
Call for Proposals		X	X							
Approval of the projects			X							



<i>within the action</i>										
<i>Works / Procurements Installation</i>			X	X	X					
<i>Information &amp; Publicity</i>			X	X	X	X	X	X	X	X
<i>Operation</i>						X	X	X	X	X
<i>Assessment</i>										X

### 5. Costs

*Approximately 4.500.000€ for the actual implementation:*

- Organizing public procurement procedures for design services, achievement of technical and economic documentations; €1,000,000
- Preparing and submitting the application for funding;
- Obtaining construction permit, notices, agreements, taxes etc; €500,000
- Works execution: consolidation and rehabilitation works, exterior design, providing utilities (water, sewerage, energy, heating) etc; €3,000,000

### 6. Funding sources

*Mehedinti County Development Strategy 2021-2027, national programs PNRR, POR 2021-2027*

## ACTION 2:

**Name of the action:** *Digitization of the patrimony of the Museum of the Iron Gates Region*

### (1) **Relevance to the project**

*The suggested action 2 is the result of the inspiration found during the study visits held during the project implementation. More specifically, the following<sup>2</sup>:*

*(1) Good practice: The Roman City of Los Bañales: picking up good vibrations by managing cultural heritage; Integrated heritage management: research and recovery of the Roman city of Los Bañales de Uncastillo in the Region of the Cinco Villas (Aragón), presented during the third IEEE Mehedinti, "From theory to practice.*

### (2) **Nature of the action**

*The Iron Gates Region Museum is the most important cultural institution operating in Drobeta Turnu Severin and Mehedinți County, being, at the same time, an important tourist attraction of the city, with inestimable value, admirably illustrating the historical evolution that this settlement is known, but also the most representative characteristics of the whole geographical region, contributing to the education of the inhabitants - scientific, musical, artistic and which has become, in time, a center of cultural, patriotic irradiation for the inhabited lands on the Danube by Romanians.*

*The approach of our Spanish Partner in regards to digital solutions for the preservation and promotion of cultural heritage was one of the most germane experiences and good practices identified during the exchange of experiences. The good practice, Integrated heritage management: research and recovery of the Roman city of Los Bañales de Uncastillo in the Region of the Cinco Villas (Aragón), presented during the third IEEE, "From theory to practice. Experimental Models of Management Tested" is the main basis of inspiration for our action.*

*The use of augmented reality (digital tools implemented) was one interesting and instructional case study that can and should be implemented in our territory, specifically for The Iron Gates Region Museum which is planning similar initiatives regarding their Roman and medieval monuments, whose ruins are still visible today after 2000 years. Digital tools have the potential to revolutionize the way tourism can be enjoyed by adding economic value through tourism applications that provide quality information about heritage sites and enhance visitors' experience. In addition, harnessing innovation and digital solutions contributes to a more sustainable and responsible tourism sector. For example, the Mehedinti county and its stakeholders would like to develop a new mobile app (including VR/AR elements) to help attract new visitors both to its permanent exhibitions as well as to the archaeological settlements from the local territory. The app would need to be non-destructive and to bring new information about the past environment and landscape transformations throughout centuries. The results would shed a new light on the ancient settlements landscape, providing some emerging information about the vicus, road networks and infrastructure, mortuary structures, and the preservation of archaeological remains. The most important is to establish the locations of all these places and to prepare one AR map in the mobile applications focusing more on the reconstruction of the natural landscape in the past and post-deposit processes and thorough examination of identified anomalies in order to better understand geophysical prospection results and provide better archaeological interpretations of geophysical data to enhance the attractiveness of the ruins and hence increase the number of visitors and guests.*

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<sup>2</sup> More information is provided in Annex1

General steps to be taken:

- (1) Promote the concept to stakeholders/players & the public, in advance;*
- (2) streamlining the services offered by IGM, by capitalizing on the potential of IT&C, in the process of digitizing the collections of documents likely to be part of the national mobile cultural heritage, in order to increase access to cultural resources and its good conservation.*
- (3) Achieving the IT&C infrastructure;*
- (4) Digitization of the IGM patrimony;*
- (5) Achieving the new MH County Development Strategy 2021-2027;*
- (6) Preparation and submission of the project for funding from the national programs POR 2021-2027;*
- (7) Actual Implementation.*

**(3) Stakeholders involved**

- (1) The Mehedinti County as the manager and coordinator of the Policy Instrument and Iron Gates Region Museum as final beneficiary ;*
- (2) The Municipalities, Cities and Communities in the Country as the players who will implement in their administration territories, the action plan the action plan as good practice example, information & publicity for increasing awareness of the citizens;*
- (3) The NGOs for multiplying the awareness about the optimal involvement of the citizens for the success of the action;*
- (4) Educational and cultural entities for emphasis and spreading information on digitization of natural and cultural heritage;*
- (5) Citizens of the area of intervention as end-users whose role is the key-parameter for the successful implementation of the action.*

(4) **Timeframe**

*The action will be implemented in the period 2022-2024.*

Activity	2022	2022	2023	2023	2024	2024
	A	B	A	B	A	B
Preparatory Phase	X	X				
Call for Proposals		X	X			
Approval of the projects within the action			X			
Works / Procurements Installation			X			
Information & Publicity			X	X	X	X
Operation				X	X	X

(5) **Costs**

*Approximately 500,000€ for the actual implementation*

(6) **Funding sources**

*Mehedinti County Development Strategy 2021-2027, national programs PNRR, POR 2021-2027*

## Conclusions

*The previous actions impact directly the new Mehedinti County Development Strategy 2021-2027. Their implementation will contribute to the achievement of the MOMAr project objectives and indicators, impacting and improving the addressed Policy Instrument.*

*It is expected to have long-lasting impact in the environment and the mentality of the end-users of the areas of intervention, while these actions could inspire other areas as well and bring new concepts on the table for the preparation of new and advanced projects.*

**Date:** \_\_\_\_\_

Name of the organisation(s) : :

*Territorial Administrative Unit Mehedinti County*

*President,*

*Atty. Aladin Georgescu*

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