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XI
COMUNITA'
MONTANA
OF LAZIO
CASTELLI
ROMANI
AND
PRENESTINI
(APPLICANT)

PASSIONRUINS

***CREATIVE EUROPE SUB PROGRAMME CULTURE
COOPERATION PROJECT- CATEGORY 1 |***

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APPLICANT AND PARTNERS PROFILE DESCRIPTION

XI COMUNITA' MONTANA OF LAZIO CASTELLI ROMANI AND PRENESTINI

The Comunità Montana of Lazio Castelli Romani and Prenestini (hereafter C.M.) is a local public body with statutory autonomy within the State and Regional Laws.

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The C.M. implement actions in finalized to:

- a) promote the development of the mountain area as falling within its territorial area pursuing the harmonious balance of the living conditions of the mountain populations through the exercise of its functions and duties assigned or delegated to it by the Lazio Region, the Province of Rome and the municipalities;
- b) exercise the associated municipal functions.

Among its purposes there are in particular that of :

- a) ensure appropriate economic, social and cultural services able to impact positively on the quality of life of local people;
- b) promote the development of economic and productive activities on territory, the exploitation of local resources, the protection of local products and the creation of innovative forms of production. To this end, the C.M. encourages and supports research in the food industry based on the natural heritage of the district. It also promotes, in agreement with the municipalities participants, consumer protection through positive actions to know and identify foods affected by unhealthy technology modification;
- c) contribute, within the current legislation, to the protection and promotion of the soil and the environment;
- d) safeguard and promote the culture and traditions of the territory, and help in the cultural and professional growth of the area's population.

To sum up, the role of the C.M. covers four areas:

- 1) Territorial: protection and promotion of environmental resources, and the development of the transport system and road local conditions.
- 2) Economic: development of the economic activities present on upland areas to be considered depressed.
- 3) Social: by guaranteeing adequate services for the community.

4) Cultural: helping to maintain old cultural traditions, to rediscovery and preserve the ancient history of the place, encourage the cultural tourism, highlight and promote the cultural heritage also creating professional collaborations with foreign research institutions working together on the archaeological site near Rome, the so called Tusculum site, and promote theatre performances also in collaboration with the National Institute of Ancient Drama of Syracuse as well as with the theaters of Agrigento, Paestum and Athens in order to revitalize the historical art performances in the Roman Republic. In fact, the drama theatrical performance take place in the old roman theatre that was till some years ago unused and abandoned.

In 1984, the XI Lazio Comunità Montana bought land on the hill of Tusculum: the nucleus of the Archaeological Park where the public body intend to implement the activities of the project. Since then the C.M. has organized a Museum System based on two kinds of activities: archaeological researches on Tusculum site and theatre art performances.

In 1994 the Escuela Espanola de Historia y de Arqueologia en Roma started the first campaign of excavations. Since then other excavation campaigns were realized, with important scientific results, and continued, intense efforts of protection along with the enhancement and promotion of the area. I

In 2011 it was realized with the collaboration of the Spanish school, the cultural Park of Tusculum.

In 2012 it started a new phase of research, complementary to that developed: the study of the evolution of the landscape and the reconstruction of the economy and supply of the Tusculum existing in the medieval times. The main goal is to bring Tusculum in the middle of the international scientific community, through the application of modern methods and perspectives of research at European level. It wants to put down the basis for scientific international collaborations in the archaeological field to create an important archive of ideas, sharing technique of excavations, methodologies of preservation of finds, and of catalogue.

In 2013 the C.M. organised the event "Tusculum: archaeological research and new projects" which records many important innovations to the archaeological site from the scientific point of view and facilitating the fruition of the cultural area to a wider audience. The excavations brought to discover the medieval basilica also obtained through the use of innovative technologies and equipment. This represented a key finding in the study and understanding of the medieval city. This project was particularly important because implemented also an innovative experiment in terms of management including the involvement of citizens in the planning of activities.

Ever in 2013 it was realized the project "Let's open Tuscolo" aimed to increment the participation and the inclusion of disadvantaged people, which saw the direct collaboration of the citizenship in designing methods to be adopted. Within that project it was organised many activities: picnic area - archaeological tours - days addressed to students with visits to the archeological site to learn more about the history of Tusculum.

Moreover, it has been organised special events: - “Tuscolo under the stars” - “Tuscolo between archeology and history” - “Kite Festival” dedicated to the construction of kites with traditional methods thanks to an educational workshop open to children but also to adults - “Autumn holiday” with planned walks archeology experiences, solidarity , food tasting, and music from Tusculum Villa Fiorio.

In 2015 from April to September, the C.M. has been involved in the project "Tuscolo Partecipatoalto", which aims to enhance the archaeological area of the Tusculum site.

The activity are: - Guided tours - Cultural festival - Contest cooked meat - Dramatized guided tours - Animation and games - Music and Theatre. Among these activities, one in particular is very significant, that is the Theatre drama, that the C.M. realized in collaboration with the National Institute of Ancient Drama of Syracuse as well as with the theaters of Agrigento, Paestum and Athens.

ROLE IN THE PROJECT

The CM will be the coordinator of the project managing the kick off meeting and other coming working meetings among partners. It will be the referent if there will be some problems in relation to the relationship among partners and if something in the project will not function. The role of the CM is the core of the project because it will provide an important place of work where to develop activities addressed to young people, to researcher, to archaeological experts, and the public in general. This historical place is mainly composed by an archaeological site (Tusculum site), the Theatre and amphitheater. It manages also a network of museum that will be a useful source to develop preparatory activities in relation to the study and selection of the scientific materials to be shared and the designation of the target audience to increase. Within the project, the local public body will be also responsible of a participated laboratory on the urban development and cultural heritage.

CESTER IMPRESA SRL SPIN OFF UNIVERSITY OF TOR VERGATA (ITALY)

Cester company is a spin-off university that offers many services in preventive archeology, enhancement, training and underwater archeology, through the use of modern technologies applied.

The Board of Directors is chaired by Professor Carmine Macri and councilors Professor Salvatore Bellomia and Dr. Mariateresa Martines; the Assembly is formed by nine persons.

In addition, the company is making good use of collaboration of other professionals (archaeologists, geologists, architects, restorers, anthropologists, computer, photographers etc.).

The CeSTerImpresa founded in October 2010 by the experience, gained in almost twenty years of activity in the field of cultural heritage, of the Interdepartmental Centre for the Study of the transformations of the Territory of the University of Rome 'Tor Vergata', set up by Rector's decree in September 1994; the board of the Centre, led by Professor Andreina Ricci Professor of Methodology and Techniques of Archaeological Research at the Faculty of Arts was attended by the Faculty of Arts, Economics, Engineering, Sciences MFN University of Rome 'Tor Vergata'.

The Cester has operated for almost twenty years in the field of archaeological research in the design of territorial and territorial development, in particular: impact studies prior to transformative works of the territory, archaeological surveys of emergency, museum display and enhancement of archaeological sites; also playing an important role in the training of professionals who work in activities related to cultural heritage, through internship, Master and Doctoral courses.

Cester company specializes in the following areas:

- Archaeology: archaeological investigations and preventive archeology
- Territory: territorial planning for redevelopment and promotion of large urban and suburban, and territorial changes.
- Museum and enhancement: design and project content for exhibitions, museums, archaeological parks etc.
- New technologies: new technologies applied to the documentation and use of cultural heritage

ROLE IN THE PROJECT

CesterImpresa will be responsible of some Work packages within the project (creation of original and accessible cultural routes supported by the use of new technologies), one preparatory activity that is the viewing and sharing of scientific content for the construction of activities, and the evaluation of the project outcomes.

Since it has experience on that, it will contribute also to the organization of cultural initiatives and it will give an important support during the co-working archaeological excavations sharing their knowledge in terms of methodology, technique and technologies applies. It will work in strict contact with ARENDUS in order to transform the project in a concrete and important opportunity for the sharing of knowledge and realize a mutual improvement.

ARENDUS AB (SWEDEN)

ARENDUS is an archaeological field school operating especially on the concept of sustainable archaeology. It uses sustainable methods of excavations and the approach called "handling of finds". It participates in the planning of a building project in order to highlight the archaeological issues and avoid impact on the prehistoric monuments. Before an archaeological operation, it produces a knowledge-base with information from historical maps, elevation data, place names etc. After an investigation, it strives to re-deposit as much of the archaeological material as possible. Only artifacts and material with high value for research and/or perception are handled and conserved. The rest is re-deposited carefully in the exact position where it was found. Finally, it 3D-scan the most important finds and in the phosphate lab tries to limit the use of hazardous acids and recycle as much material as possible.

It has experiences from communication and mediation of cultural heritage, experiences from field schools and archaeological investigations with public access, guided tours, lectures and databases with information on cultural heritage.

ARENDUS main idea is to involve three persons; Christian, Dan and Amanda. CV's are attached for Christian and Dan. Amanda has a short presentation in the document "partnership_information".

Dan has been a project manager in Council of Europe of the viking routes project and both Dan and Christian have experience from international projects concerning archaeology, heritage management and cultural tourism. Both have worked as university teachers, Dan also with experience from own research being an associate professor in Human Geography, which have made us used to speak in front of an audience and to communicate in groups. Dan's research have given him opportunities to work internationally both in research projects and as a lecturer. Christian has worked in archaeology projects in Sweden, the Baltic and in Great Britain. The dissemination of knowledge and rather to work with communication rather than information are his field of interest. Amanda is responsible for our field courses and for digital documentation. Main interest in archaeology focuses on GIS, digital documentation and landscape analysis. All three of us speak impeccable English and Dan also speaks French.

ROLE IN THE PROJECT

Inside the project it will be responsible of some WPs but essentially it will help to develop the concept of sustainable archaeology and new methods and stages for heritage information.

In the development of these activities it will use its experiences from communication and mediation of cultural heritage, experiences from field schools and archaeological investigations with public access, guided tours, lectures and databases with information on cultural heritage with the goal to develop a working model that gathers and structures relevant information from an excavation or historic site, which in turn enables interaction with the audience.

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CENTRE OF HIGHER EDUCATION IN THEATRE STUDIES (GREECE)

Centre of Higher Education in Theatre Studies is a non- profit, research Organisation that specializes in the Arts/Theatre/Education fields involving performances, related artistic activities with educational interest, practical (educational or rehabilitation) workshops and many more. The Centre has significant teaching and performing experience in the Arts, Music, Theatre and Cultural studies. It has an extended Experience in EU projects and International Co-operations and has been involved in many Culture, Leonardo, Socrates/Minerva and Youth in action projects in the past.

One of its main goal is to further raise the awareness and the understanding of young people of the legislation making processes of the European Union and increase their confidence in the European institutions, by allowing them to put themselves in the shoes of MEPs, Ministers in the European Council, Commissioners and etc. This is possible using artistic/theater activities/workshops/lectures/theatre performances.

The CENTRE OF HIGHER EDUCATION IN THEATRE STUDIES is located in an renovated Neo-classical building at the centre of Athens (20, Sozopoleos str. 10446 ATHENS) and also has its own theater building with 2 stages. Its establishments are fully equipped for seminars and workshops directly related to Arts, Theatre, Teacher's/educator's training as well as for various social activities. The centre has its own wardrobe of theatre costumes, masks, hats and accessories.

The Centre of Higher Education in Theatre Studies has significant experience in the relation between Arts, Theatre and Education.

ROLE IN THE PROJECT

It will create a high quality performance based on ancient and roman theater with aesthetic and educational interest for young audience and adults. Workshops based on the same subject also for young audience and adults and interactive games with young audience and students based on the theatre history worldwide. In this games Tutors will create an interactive game combine the new technologies, big projections on a screen with theater history educational information, with a vivat models with historical costumes, shoes and masks.

The Centre is responsible of a preparatory activity related to the study and research of a strategy to maximize the theatrical audience, and together with ARENDUS AB it will do efforts also to develop a strategy of strengthening of a link between the archaeological and theatrical audience. it will be experimental through a specific interactive workshop game.

It is also responsible of the evaluation of the projects outcomes related to theatrical aspects.

SUB CONTRACTOR

The **Spanish School of History and Archaeology in Rome (EEHAR)** is an institute of the **Spanish National Research Council (CSIC)**, the largest public institution dedicated to research in Spain and the third largest in Europe. Belonging to the Spanish Ministry of Economy and Competitiveness through the Secretary of State for Research, Development and Innovation, its main objective is to develop and promote research that will help bring about scientific and technological progress, and it is prepared to collaborate with Spanish and foreign entities in order to achieve this aim.

The CSIC has a staff of more than 13,000 employees, among these about 3,300 are permanent researchers and about 4,300 are pre- and post-doctoral researchers.

The CSIC has 70 fully own institutes or centres distributed throughout Spain. In addition, it has 53 Joint Research Units with universities or other research institutions. In addition to the EEHAR, there is also a delegation in Brussels.

CSIC provides services to the entire scientific community through management of the Singular Scientific and Technological Infrastructures (ICTS) such as Calar Alto Astronomical Observatory, Doñana Biological Station, European Synchrotron Radiation Facility, Hesperides Ocean Research Vessel, Integrated Micro and Nanoelectronics Clean Room, Juan Carlos I Antarctic Base, Max Von Laue-Paul Langevin Institute and Sarmiento de Gamboa Ocean Research Vessel.

SUMMARY OF THE PROJECT

The goal of the project PassionRuins (Paru) is to create a new business model of revenue, management and marketing relating to cultural and creative sector, due primarily to archeology and theater. The project is unique because the combination of archaeological theme with that theatrical raise the deep tradition of the countries involved (already rich in history) from another point of view.

The project from a landscape rich in history and culture (the Archaeological Cultural Park of Tusculum near Rome) wants to experience a way of making culture that is innovative, interactive, and economically sustainable involving not only European cultural organizations, but also citizenship.

Thus, the citizen is no longer only “user” of the cultural and creative events, but he himself will be the “creator and the director” of the cultural life of their country. Therefore, we can talk about participatory culture that will broaden the "usual" local regional and European cultural audience.

The foundation of the project is to create a cultural cluster, where culture is lived interactively as "experience". The culture in relation to tourism is always a look: art, museums etc. In this model of "turistatement" tourist collaborate to the show, works at archaeological findings, and assists the implementation of theatrical moments where the exhibits and the beautiful historical setting is the protagonist. In this way they can learn the history and culture of a place and meeting people "doing" instead of "watching".

The participatory management of citizenship will be tested by involving them in various activities (archaeological co-working both on field and on laboratory; creating cultural and interactive original paths; laboratory of creativity with creation of multimedia [3D projection] and virtual photograph gallery; and theater workshops with use of new technologies). In short, the creation of a real laboratory of ideas that has a dual social and economic importance. This will be made possible through a co-working method both outdoor (on the field) and in the laboratory in special dedicated spaces (co-working and co-creation spaces) allowing for better performance and lower costs.

In order to reduce costs, theatrical performances for scenography will use copies of artifacts found on the site, and will stage also stories related to the story of behavioral habits of the ancient Romans. Such as respect for women and the Roman policy of gender equality to highlight how women gender equality has historical roots and has always existed fine ancient times.

Furthermore, the project aims to create a business model related to the cultural and creative sector by exploiting (through protection, enhancement, promotion, management and communication of cultural heritage), the diversity of natural and historical sites, making these the strength to impact communities in terms of social and economic.

The project objective will be achieved through an approach that pays attention to the environment and to preserve the natural territories.

In particular, it will be paying attention to:

- the link between urban development and cultural heritage
- the archaeobiology (archaeobotany, zooarchaeology, anthropology)

enabling laboratories participated construction of furniture and signage of the equipped area with recycled, according to a redevelopment project of space.

In addition, it will be created a sustainable path of archeology through the adoption of an handling of finds approach.

The creation of this new business model cannot take place without giving much importance to the expansion of the audience and through transnational mobility of cultural artists and archaeological experts, historians, and researchers.

About AUDIENCE DEVELOPMENT:

- Development of new methods and stages to promote information and interaction (developing a working model to collect and structure information about historical sites and excavations, which make easier the interaction with the audience). This implies a holistic approach on information management during an excavation or development of a historic site; and implementation of an innovative interactive games between the audience and the stage with respect to theatrical activities. The last is an ideal way of learning in a fun and creative way, a process of knowledge triggered by the actors.

- Strengthening of participatory management of the cultural sector with the activation of specific workshops and co-working space.

- Testing of cultural routes, original and accessible (both in terms of scientific and logistic) through the involvement of citizens with walks and research in the suburbs of the city.

- Testing of theater workshops with new technologies.

With regard to the TRANSNATIONALITY 'of the project:

- The participation of several European countries (Italy, Greece and Sweden) offers a valuable opportunity to discuss some issues with a multidisciplinary and multilevel approach, such as:

a) Which information is relevant in different stages of the work?

b) What is important for different types of the audience?

c) How is interaction with the audience created?

- Exchange and mutual learning on the excavation methods, techniques and technologies.

-Exchange and mutual learning about the management of theater workshops, and co-production of theatrical performances.

- Exchange about the methodology and technology used to conduct geophysical surveys, sampling and recovery of the remains, the realization of the basic digital map of the archaeological site, the documentation and dissemination of the results obtained.

-Mobility of archaeological experts, students of archaeological field, researcher, and theatrical artists that offers an opportunity to view, analyze, study, and cooperate on the same area of work but using a different approach and/or different methodologies of work. Therefore, to acquire a new working approach, new skills and to be open to new points of view.

The three priorities selected of the sub-programme culture will be implemented through many strategies:

New business model: adoption of a new management model based on **co-creation** space, **co-production** space, and **co-working** space; adoption of a sustainable archeology approach in order to test and provide sustainable solutions with obvious competitive advantage; adoption of an approach based on the strict link among urban development and cultural heritage in order to create new sources of revenue through innovative cultural tourism paths and through a destination management focused on culture.

Transnational mobility: this will be achieved allowing exchange of students, researchers, archaeologists, artists; improving their professional skills through a non-formal and informal

education (learning by doing, peer to peer education, peer group discussions etc.); increasing their career opportunities to work transnational and internationally once acquired more working approaches; accessing new markets and building new partnerships.

Audience development: this will be achieved through interactive and original cultural games; participated activities; heritage information disseminated through new methods and stages able to reach a broader public; use of an holistic approach on information handling during an excavation or development of a historic site; free use of a laboratory of creativity.

EXPECTED RESULTS

1-Promote the transnational mobility of professionals giving a physical place where work and to exchange working methodologies (archaeological excavations, theater performance, artistic recruitment system, artistic training methodologies, method of evaluation of performance art, etc.), acquiring new capacity going beyond that traditional. The Educators will be involved also in the management of excavation, while the Archaeologists will be involved in educative and dissemination activities.

2- Increase European cultural heritage materials (artifacts found) and immaterials (the digitization of artifacts) involving schools and family members of the students generally excluded from these activities.

3- Help to facilitate the interchange of cultural models, through the involvement of several European partners in the network (ex. study the way they see the Italian cultural model, to improve it and to adapt it to the needs of European fruition).

4- Increase National and European Tourist flows that at the moment coming into contact with the area only accidentally because of the proximity to the best known Roman sites.

5- Create New Business Models offering a new way to do and live culture.

6- Make this new model a driving force for activities of destination management (cultural tourism).

WHY THE PROJECT IS INNOVATIVE?

One of the most important element of innovation is the methodology followed in carrying out the activities. In fact, almost all activities will be having in co -working (on outdoor spaces and in laboratory) creating a truly multi-sectoral and multi-level environment, enabling:

1. different professionals to work together and share and learn new techniques and methods of excavation and performing arts;
2. make visible to the public the activities during the excavations and the rehearsal;
3. make active citizenship by engaging them in theatrical role-playing games and simulations;
4. leave a space dedicated to public users (students and / or artists already professionals) to express their art and creativity. This is a very important element to foster social inclusion and integration not only between professionals and young people from different countries but also in the artistic sense that is an integration between professionals from different artistic fields and sometimes distant one another.
5. allow the tourist to enjoy culture through a proactive method of turistament where tourists "live" the experience, enjoy himself and can learn at the same time.

ACTIVITIES

PREPARATORY ACTIVITIES

- A) Viewing and sharing of scientific content that each partner can provide for the construction of exploitation activities

Responsible CESTER IMPRESA SRL.

- B) Studies and research on the strategy to maximize the development of the audience

Responsible ARENDUS AB for the archaeological themes and the CENTRE OF HIGHER EDUCATION IN THEATER STUDIES for the theatrical themes.

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PROJECT ACTIVITIES

Activity (a): KICK OFF MEETING

First meeting among partner to discuss about working method, timing, responsibilities, roles, budget allocation, the appointment of a control body (Steering Committee), the implementation of preparatory activities.

Responsible: Applicant - XI Comunità Montana of Lazio Castelli Romani and Prenestini (hereafter C.M).

Activity (b): ARCHAEOLOGICAL CO-WORKING

-Field activities (excavation, topographic survey, geophysical surveys, survey and technical analysis of the structures, sampling for the recovery of the remains, the realization of the basic digital map of the site).

-Laboratories (flotation samples excavation aimed at recovering the remains archaeobotanical; activities before cataloging and counting of bone remains, marbles, coins, etc.; analysis and cataloging artifacts archaeological faunal; laboratories of first restoration).

Responsible: C.M. with the support of the CSIC as a subcontractor, and CESTER IMPRESA Srl and ARENDUS AB as partners.

Activity (c): COMMUNICATION AND MEDIATION OF CULTURAL HERITAGE

Develop new methods and stages for heritage information and interaction.

The project intends also to develop activities around the museum system of the Castelli Romani and Prenestini, studying with other partners, a way to make the museum system in general more attractive and dynamic in order to gain more users. The aim is to create a strategy for each targeted audience using 2.0 web tools that are able also to link with transnational collections strengthening a sense of European cultural heritage.

Responsible: ARENDUS AB with the collaboration of all partners.

Activity (d): WORKSHOP ON THEATRE, AND CO-PRODUCTION OF THEATRICAL PERFORMANCE

a) Workshops (Mask construction, acting and animating the masks, Ancient Greek costume)

b) theater performances,

c) Interactive games for children and young people with the use of new technologies, projectors on screens with educational information on the history of the theater with vivants models with historical costumes, shoes and masks.

Responsible: CENTRE HIGHER EDUCATION IN THEATRE in collaboration with the C.M. supported by the ETI Roman Theatrer and the National Institute of Dramatic Theatre of Syracuse.

Activity (e): CREATION OF ORIGINAL AND ACCESSIBLE CULTURAL ROUTES SUPPORTED BY THE USE OF DIFFERENT TECHNOLOGIES

Within this activity, the participation should include walking or research in the suburbs of the city, archaeological remains tracing already contained in an online database, but to be studied from the point of view of the use, logistical and scientific. The purpose is that of experiment the creation of original and accessible paths for tourists, which may have a double meaning: social and economic. First because they can rise the public awareness of the historical value of their neighborhoods; second because they can attract an alternatively tourism network, interested in knowing another archeology, beyond that accessed from the most common tourist flows aimed at the best-known archaeological sites.

The methodology that will be tested will be the subject of analysis and evaluation, and then be replicated in Sweden with the same aim of creating originals cultural itineraries to highlight unknown archaeological sites because of their proximity with historical sites which attract all the touristic flows.

Responsible: CESTER IMPRESA in collaboration with the C.M. and ARENDUS.

Activity (f): LABORATORY OF PARTICIPATED CONSTRUCTION – URBAN DEVELOPMENT AND CULTURAL HERITAGE

Laboratory of participatory construction of furniture and posters of the equipped and the archaeological area, with recovery material according to a redevelopment project of the space with the involvement of architects and citizens living the Archaeological Park.

Responsible: Responsible is the applicant that is the C.M. with the collaboration of the subcontractor.

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Activity (g): EVALUATION

The project will be evaluate according to precise indicators of performances.

The participants will develop a quality and quantitative evaluation plan to ensure adequate control over the implementation of the project activities, timely detect any deviation and adopt measures for its correction.

The evaluation activities will be performed on two complementary levels – internal partner evaluations and feedback from target group, and will focus on measuring the qualitative and quantitative aspects of the project.

The internal evaluations will follow the criteria developed jointly by the project partnership and focus on the operational aspects of the project.

The project target group will be involved in the implementation of the project activities at all stages. The received feedback will provide both the qualitative and the quantitative indicators for evaluation of the project progress.

The evaluation process and indicators designation will be managed by the following criteria:

- Effectiveness
- Efficiency
- Relevance
- Fairness
- Impact

Responsible: Responsible is CESTER IMPRESA SRL for the archaeological part, and the CENTRE OF HIGHER EDUCATION for the theatre part.

Activity (h): DISSEMINATION

All the work done will be registered, reported, and collected in a digital publication made available to all participants and other stakeholders in a USB stick distributed during the final conference. However, the dissemination will be a constant during all the project development through a weekly update of project activities on the web page dedicated to the project and on

social portals opened specifically. Obviously the contents will be translated in Italian, English, Sweden and Greek.

Responsible: the applicant with the contribution of all partners.

IMPACT AT EUROPEAN LEVEL

The project will impact at European level in many ways and with different tools.

- 1) The Partnership involves organizations from three European states (Italy, Greece and Sweden). The project does not provide a hermetic approach, but rather each partner will try to involve other cultural and creative organizations to ensure the sustainability of the project. The partnership is therefore expected to grow as a follow up activity.
- 2) Once the partnership become consistent numerically, it will implement policy analysis to try to influence cultural European policy through proposals and best practices to show.
- 3) The project aims to develop a new business model related to the cultural and creative sector. It will do that improving the skills of artists, technical staff, costume designers, archeologists, cultural experts, etc. All that will be validate with success during the project will be disseminated through Europe to allow other cultural and creative organisations to replicate the model and benefit new sources of revenue.
- 4) At the end of the project there will be a publication, a digital handbook, that will be made available to all using online channels. This could become the start of a more hard work that will be made with the growing European partnership in order to influence National and International Cultural Institutions.
- 5) The project will implement some learning exchanges through Europe giving the opportunity to meet local, regional and national bodies and entering into contact with them for networking european cooperation.
- 6) The project will increase the sense of belonging to, and protection of a European culture.
- 7) The project will make citizens and emerging artists more aware of the kinds of opportunities on how to transform culture in a real source of revenue.

SUSTAINABILITY OF THE PROJECT

The model finds its own sustainability on:

1. In proximity to the Italian capital with a steady flow of tourists. During the preparation of the project there have been numerous interlocutors with tour operators and travel agencies who have proven very interested in this experience. They will bring for a day (in line with the visits to the city) European tourists including the activity in the "cultural creative laboratory" as cultural day in the itineraries. The agencies will continue to bring tourists and therefore give stability to the activity of local marketing and cultural clusters
2. The involvement of consolidate theatrical structures and artists of European companies will allow the construction of an experience which can be a good practice to apply also to other archaeological sites (or cultural in general) in other parts of Italy and Europe. Practice with variable geometry has to meet tourists, artists and local operators in various areas of Europe.

COMMUNICATION AND DISSEMINATION

The selected practice for dissemination will include a number of steps: characterization of the goals; description of the contents; definition of the actions; scheduling of the actions; labeling of the target group; scheduling of the actions; eventual design of relevant tools.

The dissemination will be planned at three levels:

a) **In the consortium:**

A monthly broadcast of all relevant outcomes of activities within the partnership will be insured by the website and the mailing-list and managed by the dissemination leader and project's coordinator.

The accessibility to this diffusion is internal: partners' staff, trainers and learners and partners' network. Mandatory information accessibility: interim reports and a final report on the activities will be provided.

b) **In the local communities:**

A quarterly broadcast of all relevant public outcomes of activities will be provided by an electronic newsletter (prior to the availability of the website) which will be sent to a mailing list specially created for this purpose. Press-releases will also be provided by each partner medias (news-paper, radio, etc.) accordingly to their area of influence (e.g. local, regional, etc.).

In time and according to the scheduled agenda of the project, the website and the social media page will provide periodical information on the activities.

c) **In the wider community:**

The coordinator and leading partner for dissemination will establish a specific networking strategy to organize the communication on the developments of the activities at different levels: national and European level.

The project logo (this will be created during the first month of the project) will be used for all communication activities, in all the Webpages and electronic documents produced, along with the official logo of the EU program, which provides greater visibility and coherence to the project.

In addition, all project documents and materials will have a unique style with models and common template (report, informational materials, presentations) consistent with the graphics of the logo. In the official documents will be always used the official logo of the Institute contractor of the project and the EC.

In all the official documents and communications will be reported a specific disclaimer highlighting the financial support of the EC in the implementation of the project.

The communication plan foresees the use of different channels of dissemination: online, in person, written.

A. Online

- Partners website: all partners will include a page and/or section of the project on their website. To avoid a redundant information, it will provide only a brief presentation of the project together with the official logo and a link to the portal where can be found all the information.

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- Project Web Portal (WEPL): it will ensure a wide visibility of the project. In particular, it should become a virtual space constructed to ensure to the target group to find a connection, a meeting place open and highly stimulating for their cooperation.

The content on the PP will be constantly updated in order to reach a quality results and it will be available also in English. The Portal will also have a private area restricted to the project participants; it will contains project documents such as reports, templates, administrative and financial documents.

The WEPL structure consists of three areas with different functions:

1 Project: institutional information on the project, addressed at the general visitors of the site. The area also contains a detailed description of the objectives of the project and the partners involved (research, test, transfer of best practices, promotion).

2 Community: a space dedicated to site users, with the goal of create and exhibit to the public a transnational dimension artists community. The area also interfaces to Web 2.0 tools in order to create a multiplication effect of dissemination channels (members, national networks, web 2.0. etc.).

3 Know How: a database of useful information, guides and good practice useful to the users of the portal (EU contribution, collaborative portals, video).

- Social media Networks (Facebook, Twitter, etc): the partners efforts will be concentrated in online tools typical of Web 2.0.

Those channels of dissemination ensure a dense promotional activity and a real content updating.

- Direct emails: Weekly catch-up summary email sent out to a selection of stakeholders.

- EU dissemination channels

- Web banner: An animated banner for the dissemination and promotion of the project on the homepage of the portals of the partners. Of course, the same banner can be published on to any other industry portal to be involved in the dissemination activities online.

B. Physical

- Working Meetings: it will ensure the communication among partners and the updating of the activities progress.
- Conferences: also overcoming the physical limit of events with correlated publications promoted in WEPL and in streaming during the event. They will be organized: a) to present reached outputs b) to create new relationships with potential stakeholders.

C. Written

- Quarterly Newsletters addressed to users and selected stakeholders: it will contains all the main news related to the development of the WEPL also with specific information about:
 - any innovations implemented in the WEPL
 - events related to the project
- Working Reports among project partner representatives
- Posters to promote events
- Brochures: it will contains the logo of the project and the EU logo, a short description of the objectives and activities, the partnership, the website link.

The brochures will be disseminated through:

- distribution of the brochure in digital format to be sent by mail (to all databases and mailing lists of partners, newsletters, stakeholders, etc.)
- distribution of the brochure in printed format to be sent by regular mail to targets identified
- distribution of the brochure in the workshop, seminars and other events relevant to the sector.

PROMOTIONAL ASPECT

In parallel to the dissemination activities there will be also activities of promotion focused on:

- make the WEPL attractive to the target group;
- adapt the services of WEPL to the needs of specific target groups, sectors or organizations.