EVALUATION REPORT

FOR THE PILOT ACTIONS AND THE PEER REVIEWS

July 2022

INTRODUCTION

ArcheoDANUBE aims to improve and intensify cooperation between relevant actors in order to preserve, support and valorise cultural heritage through archaeological parks as a means of archeotourism development.

📅 **JULY 1, 2020 – DECEMBER 31, 2022** 💵 **2 157 540 €**

The logical steps of the process envisioned by the partners in the Application Form are the following:

❖ Collecting and reviewing available good practices for a catalogue and summarizing the state of the art regarding heritage preservation in a Baseline Study

❖ Developing a methodology for the design of Local Archeo Plans (LAPs) and an innovative toolkit to support the promotion and management of urban archaeological sites

❖ Surveying the local situation and elaborating an action plan – the LAP – in every partner city, which includes the **implementation of various pilot actions**

❖ Accumulating and disseminating the key findings, enabling capitalisation and the identification of the most important policy learnings

The implementation of the pilot actions was preceded by a **peer review process in the form of Transnational Think Tank workshops**. The main purpose of these events was **to exchange knowledge and experience about the pilots** between external experts and the partnership. This accumulated knowledge base will enrich the target partner's work and give added value to the planned interventions. It also provided an opportunity for the reviewing experts to share their thoughts and build a cooperative relationship with the reviewed partner and the other participants.

These **intensive, in-depth discussions** were organised by each pilot city – **10 overall**. The responsible knowledge provider (KP) for each workshop evaluated both the peer review (the method itself) and the given pilot action based on a pre-designed template and the agreed-upon criteria – **this document is the final output: a comprehensive report about the whole partnership.**

Chapter 1 contains the evaluation of the pilot actions, leaving **Chapter 2** to focus on the workshops.

1 *PILOT ACTIONS*

Evaluating the pilot actions of the city partners

EXECUTIVE SUMMARY

The pilot actions are practical solutions to the project challenges and can be divided into three distinct categories:

❖ **Small-scale investments** (low-cost solutions)
These were detailed in separate Work Packages in the Application Form – branding, 3D modelling and visualization of archaeological items/locations using VR and AR technology and computer software, etc.
Locations: Alba Iulia, Romania; Chişinău, Moldova; Sremska Mitrovica, Serbia; Vodnjan, Croatia; Ptuj, Slovenia; Ruse, Bulgaria

❖ **Applying project principles** (investment plans, action plans, technical drawings) **to guide investments in the partner cities** (from ERDF co-financed national OPs, for example)
Locations: Balchik, Bulgaria; Sarajevo, Bosnia and Herzegovina

❖ **Educational, awareness raising and promotional activities for sustainable tourism**
Developing thematic strategies/interventions
Locations: Szombathely, Hungary; Starý Plzenec, Czech Republic

Pilot cities in the ArcheoDANUBE project

Municipality of Ptuj

Ptuj has long had a strategically important position at a favorable crossing of the Drava River and at the intersection of two old highways: the Amber Road (which connected the northern Adriatic area with the Baltic) and the route along the river. During Roman times, **POETOVIO** flourished here: the largest city in the area between the northern Adriatic and the Danube – a centre of Mithraism.

CHALLENGE

Unfortunately, **Ptuj is losing its importance despite its rich Roman heritage and unique features** (like the bull carrier statue in one of the Mithraeums and the tibia – a musical instrument – in the Castle Museum).

❖ The city's **multiple archaeological sites** are spread **all over Ptuj**, with **no clear link between them**.
❖ The locations themselves also have some problems: e.g. Panorama hill only has paths and information boards but nothing else because the remains are underground which is usually difficult to communicate.

PROJECTED GOALS AND RESULTS

The pilot action will **connect and present** the Roman cultural heritage **under one brand** with a holistic approach, creating **a common touristic/cultural product** – Poetovio Archaeological Park – **with joint promotion**. Their motto is

"Let it be an experience, not just information."

ACTIONS

❖ Inventory of the remains and the locations – *already done*
❖ Defining the tasks and roles of the stakeholders – seven organizations have been involved so far in the working group
❖ **Creating a product brand with a new logo** – *in progress*
❖ Placing **three movable copies of Roman monuments** at separate locations in the city (marked with QR codes and small info boards) and creating a 3 km walking path between them
❖ In order to promote the new brand, a **communication strategy** will be developed which will include several tools (e.g. a brochure with a map of the archaeological route).
❖ *Possible future action:* developing the infrastructure for a proper **cycling route** along the paths of the Archaeological Park

Municipality of Ptuj

IDEAS TO THINK ABOUT

- ❖ The history and heritage of Ptuj is **European history**, not just local and Slovenian, which – as an extraordinary strength – should be utilized.
- ❖ **Avoid isolated actions** – **Networking** at the local level is crucial, but due to the close borders of Croatia, Austria and Hungary, there are additional **cross-border opportunities** that are worth considering.
- ❖ Consider the **effects on employment and** city **businesses** and **communicate this to the locals** – The Archaeological Park is not just about restoring cultural heritage or promoting tourism, but also investing in jobs and the well-being of the population.
- ❖ **Improve stakeholder and citizen inclusion** – Public funding can only be sustainable if its results are appreciated and accepted by the citizens. If they are involved from the beginning (e.g. through focus groups), they will more likely provide additional resources in future maintenance efforts, for example.
- ❖ **Check the ArcheoDanube good practices** for inspiration – Successful concepts can rarely be transferred one-to-one, but they can lead to more solutions.

THINGS TO BE PROUD OF (& CONTINUE)

The city is working to include the park in an **overall concept of inner-city redevelopment and heritage preservation** – a long-term but promising approach. They are strongly encouraged to proceed with **bringing key players together** to create an attractive tourism destination while also **building a local citizen identity**.

	STRONGLY DISAGREE	STRONGLY AGREE
CLEAR CHALLENGES		▬▬
REALISTIC OBJECTIVES		▬
LOGICAL SOLUTION		▬▬
SMART INDICATORS	NOT DISCUSSED	
SENSIBLE TIMELINE		▬
SUFFICIENT BUDGET	NOT DISCUSSED	
REASONABLE MONITORING		▬
ADAPTABLE PROCESS		▬

West Pannon Ltd.

Szombathely and the surrounding region contains important remains from all over history: the **Fort of Vasvár** (a rampart built in the 2nd half of the 10th century), **Iseum Savariense** (a reconstructed Isis sanctuary from Roman times), the **Ruin Garden** (with remains of Roman streets and the Amber Road) and the picturesque **Velem** (a settlement which was already inhabited in the Neolithic).

CHALLENGE

Tourism development in the region is focused on physical activities – particularly active tourism (cycling and hiking) and wellness connected to thermal water; however, **programs are mostly offered in spa cities** like Bük and Sárvár, **as well as Kőszeg and Szombathely**, the administrative centre of the county. Presentation of archaeological heritage for tourists is focused in Savaria Museum facilities – **the region's other archaeological sites/remains have weak marketing and no synergy and/or joint brand** between them.

PROJECTED GOALS AND RESULTS

Concentrating on at least **4 sites** in the county, the goal is to **design an ARCHAEOLOGICAL TOURISM PACKAGE** which (1) can be experienced in both a **sustainable** and **immersive** way, (2) is presented **innovative**ly, (3) provides an **integrated** cultural and historical experience, (4) uses the **storytelling** method, (5) links archaeological exploration with enjoying **physical activity** and (6) creates a **community experience**.

ACTIONS

The pilot action is the **development of an archaeological tourism strategy for Vas County** which will be linked to its "general" tourism strategy currently under development.
This includes the steps below:
- ANALYSING the current situation of archaeological heritage and tourism in the region (visiting selected sites & discovering new ones)
- IDENTIFYING needs, opportunities and goals
- PLANNING an archaeological tourism product while CONSULTING with stakeholders (building trust, ensuring a flow of information, focusing on their interests)
- IMPLEMENTING, PROMOTING & MONITORING (a.k.a. improving) the new product *(after the project)*

West Pannon Ltd.

IDEAS TO THINK ABOUT

❖ The **narrative framework** connecting the different heritage sites could be the concept of **genius loci**: the **spiritual atmosphere and mystery** of each location, presented through the storytelling method and gamification/adventure elements ("the hidden crown", "the lost chalice", etc.).

❖ Promotion activities should **address** not just tourists, but the **locals**, too. Community excavations, joint tours, on-site workshops and cultural events can win over the local population as **ambassadors** for their region.

PROBLEMS TO LOOK OUT FOR

❖ **Broad target group definitions:** The partner should focus on very specific target groups – offers and engagement tools need to be tailor-made to support active positioning as a touristic brand.

❖ **Unprecise terms:** Concepts such as Active and Adventure Tourism and Silence Zones should be used as specifically as possible (to avoid turning them into mere buzzwords).

❖ Even before elaborating the strategy, some basic topics have to be addressed quickly: e.g. **online visibility** of information about the sites (in English *and* German).

THINGS TO BE PROUD OF (& CONTINUE)

The pilot includes **concepts** that should definitely be followed up on (e.g. green mobility). The actions effectively **combine physical activities with the natural & cultural environment**, offering multiple points of contact. Creating a **regional brand** is also a smart approach: the sites offer a variety of narratives that can be helpful.

	STRONGLY DISAGREE	STRONGLY AGREE
CLEAR CHALLENGES		▬
REALISTIC OBJECTIVES		▬
LOGICAL SOLUTION		▬
SMART INDICATORS	NOT DISCUSSED	
SENSIBLE TIMELINE	NOT DISCUSSED	
SUFFICIENT BUDGET		▬
REASONABLE MONITORING	NOT DISCUSSED	
ADAPTABLE PROCESS		▬

National Museum of Unification

APULUM (today's Alba Iulia) was the largest conurbation of Dacia (a Roman province): a fortress of the Legio XIII Gemina, the seat of the governors, two urban centres and two large necropolises. Preventive archaeological research carried out in 2009 and 2019 led to the remains of a Roman city, the most important of which was a Roman domus--type house occupying an area of 2000 m^2.

CHALLENGE

- ❖ The creation of an archaeological park was delayed due to **administrative problems** and the lack of a project.
- ❖ Besides bureaucratic problems being an impediment, the main problem is related to **land ownership** – the area is in private hands.
- ❖ The site is very **sensitive to climate and other natural conditions** (e.g. growing plants) – the structures are made of crumbly sandstone, lime, sand, crushed bricks, etc. They cannot be covered with soil so as of now the remains are protected by resistant geotextile material.

PROJECTED GOALS AND RESULTS

Finding solutions for the presentation and incorporation of archaeological heritage in the urban area, paving the way for opening an archaeological park on site

- ❖ **Preservation** in situ (conservation and restoration)
- ❖ **Valorisation** (including it on the World Heritage List)
- ❖ **Digital technologies** to facilitate access

ACTIONS

- ❖ Co-opting decision-makers and involving **stakeholders** (local and national authorities, public and private institutions, the local community & press, etc.)
- ❖ Inviting **specialists**: archaeologists, restorers, curators, architects, 3D digitization and VR specialists
- ❖ Establishing the necessary **equipment**
    - ❖ **3D scanning** of artefacts from Apulum
    - ❖ Creating a **virtual collection**
    - ❖ **3D/VR visualization** for the presentation of Roman houses – a **multimedia room**
- ❖ Plan for the **Domus-Thermae Archaeological Park** *(until the end of the project)*

National Museum of Unification

IDEAS TO THINK ABOUT

❖ The partner focuses mainly on planning the technical implementation of the pilot action while **communication** activities seem to be neglected a little bit.

  ❖ **Public engagement and social media appearances** need to be developed. If the public is not aware of the site, the visitor numbers will not increase – they need to be engaged and involved more.

  ❖ For this purpose – and for successful efforts towards archaeological tourism – the **target groups** must be defined in a precise way in the case of both younger generations and adults.

❖ If we think about sustainability, we must think in a broader scope – including not just the archaeological site, but also its surroundings and the whole city or area.
Therefore, a **detailed sustainable mobility concept** is needed.

  ❖ It would be crucial to **cooperate with the city leaders** and find **green ways** for transporting the visitors (bike routes, tourist buses, etc.).

THINGS TO BE PROUD OF (& CONTINUE)

One of the most important novum of the pilot action is the implementation and use of **digital tools** that can have a great added value and address the widest public.
The efforts to establish an **archaeological park** can be the first step to make the archaeological tourism of the city more successful.

	STRONGLY DISAGREE	STRONGLY AGREE
CLEAR CHALLENGES		▬
REALISTIC OBJECTIVES		▬
LOGICAL SOLUTION		▬
SMART INDICATORS	▬	
SENSIBLE TIMELINE		▬
SUFFICIENT BUDGET	▬	
REASONABLE MONITORING	▬	
ADAPTABLE PROCESS		▬

City of Vodnjan – Dignano

KAŽUNI is a typical example of **drywall** in Istria (stacking stones in rows without the use of any binder). This is the **oldest way of building** in the Mediterranean area: it can be traced back to prehistoric times through archaeological finds (fences & shelters for people and livestock). The art of drywall construction was inscribed on the **UNESCO List of Intangible Heritage** on November 28, 2018.

CHALLENGE

The **know-how** of kažuni is being **lost over time**: nowadays, there are only a few craftsmen who are able to build one authentically. As the remaining examples are **scattered all over the region**, their presentation is a complicated matter. **Park Kažuna** – an open air museum near the city centre – is a good start, but the location requires **more tools to describe this art**. As a significant and symbolic find, kažuni is the most recognizable element of local cultural heritage – its **protection** and **promotion** are of paramount importance.

PROJECTED GOALS AND RESULTS

The goal of the pilot action is to turn Park Kažuna into a **recognizable starting point** for learning about the tradition of drywall construction in Istria – a "spiritus movens". With programs for different target groups, the city wants to **increase visitor numbers** (within the acceptable capacity of the area) and gauge their **satisfaction** through surveys.

ACTIONS

❖ Installing a **digital totem** in the park, with digital content (e.g. information, games) presented **interactive**ly in four languages *(to be placed in the next few months)*

❖ Establishing a **management system** with clearly defined activities for the research, protection, conservation, restoration and sustainable valorisation of kažuni

❖ Defining models for the **education** of stakeholders and citizens on topics related to kažuni and drywall heritage

❖ Setting up a **cooperation** at national and international level with experts, researchers, associations and other professional community actors on various topics related to kažuni and drywall construction

City of Vodnjan – Dignano

IDEAS TO THINK ABOUT

- ❖ **Including stakeholders and the local population:** If they recognize their heritage and its value, they might even want to cooperate with the city to develop the park.
- ❖ **Facilities:** Park Kažuna could benefit from a permanent **shop** offering local products and souvenirs and/or a **café**, boosting visits – the position of the park is already perfect along one of the most travelled roads in Istria.
- ❖ Consider adding **digital reconstructions or illustrations** on how the kažuni were used (e.g. representation of sheep and shepherds).

PROBLEMS TO LOOK OUT FOR

- ❖ The question of **WHAT exactly and HOW to present** the cultural heritage of kažuni has not been addressed in enough detail in terms of the digital totem.
- ❖ The **target groups** are defined too vaguely. 'Children' and 'adults' are **not specific enough** – the marketing strategy needs to be looked at more closely.
- ❖ As step zero, it is important to create a **general online visibility of information about the different sites** on Google (additionally TripAdvisor, Komoot and Instagram) in Croatian, Italian but also English and German.

THINGS TO BE PROUD OF (& CONTINUE)

Park Kažuna showing the construction of a kažuni in **4 phases**, developing the info point with a **gastronomical offer**, expanding the **souvenir shop**, organizing **workshops** for different age groups and **integrating** the location into other cultural and touristic offers are all promising and highly relevant plans.

	STRONGLY DISAGREE	STRONGLY AGREE
CLEAR CHALLENGES		
REALISTIC OBJECTIVES		
LOGICAL SOLUTION		
SMART INDICATORS		
SENSIBLE TIMELINE		
SUFFICIENT BUDGET		
REASONABLE MONITORING		
ADAPTABLE PROCESS		

BATTI

The **FORTRESS** of Dionysopolis was built on a flat terrain ("Horizon") after a devastating earthquake destroying the city in the 6th century. It was one of the largest fortresses in the Byzantine world at that time and has guarded the road from Constantinople to the Danube Delta. The four fortress walls, the remains of 30 battle towers and more than 20 burials have been discovered at the site.

CHALLENGE

The fortress in the Horizon district became known to science by chance during excavations carried out in the late 1960's. Its systematic study lasted from 1972 to 1990 – in 1994, it was declared a cultural monument. Despite its historic significance and easy accessibility by arranged public transport, it is **not a sufficiently popular destination**. **More visitors** would be preferable, but that also leads to a higher **risk of damaging the remains** – these issues must be balanced and solved to both promote and preserve them.

PROJECTED GOALS AND RESULTS

The Local Archeo Plan is designed to uncover the potential of the fortress as a cultural-historical destination, tourist attraction and place for entertainment – it includes ideas for its popularization, advertising and development. However, the goal of the pilot action is to **attract tourists and put the site – and Balchik – on the map of archaeological tourism** *before* the LAP is finalized.

ACTIONS

❖ Developing a **movie clip** for the Horizon fortress and the city with English subtitles, presenting them in an attractive way and therefore giving room for international attention *(done – subtitles to be added until the end of July)*

❖ Designing a series of **brochures** to be disseminated to tourists in Balchik, with information about the sites and the ArcheoDANUBE project as well *(in progress)*

❖ Placing **informational signs** throughout the city where the current location of the visitor and all sites are mapped, also including available public transport services *(in progress)*

BATTI

IDEAS TO THINK ABOUT

- ❖ **Collaboration with other local stakeholders** – especially from the tourism industry – to gain additional support
- ❖ **More engagement with the locals**, specifically those living close to the sites and/or monuments
- ❖ **Creating an app** that could be accessed via QR codes placed on physical panels and websites to attract visitors and disseminate the promotional movie

PROBLEMS TO LOOK OUT FOR

- ❖ The fortress is currently used as an anchor of the project, but it is not clear how this can support the development of a **brand of Balchik** as a cultural tourism destination and whether the local archaeological attractions will be parts of a **future tourism route** through the town.
- ❖ **Families with children** seem to be the main visitors, yet only a few activities of the pilot are targeting them.
- ❖ **Brochures and panels** alone are less efficient in promoting the local archaeological attractions – **digital maps and guides** should also be used. Moreover, the **lack of collaboration with local tourism service providers** will make the distribution of these materials harder to implement.

THINGS TO BE PROUD OF (& CONTINUE)

- ❖ The excellent **partnership** with the local museums will be a major contributor to the success of this pilot project.
- ❖ Interest in attracting a wide range of **different visitors**
- ❖ **Linking** the historical and archaeological **heritage** of Balchik with the local traditional **gastronomy** and **crafts**

	STRONGLY DISAGREE	STRONGLY AGREE
CLEAR CHALLENGES		
REALISTIC OBJECTIVES		
LOGICAL SOLUTION		
SMART INDICATORS	TOO EARLY TO MEASURE	
SENSIBLE TIMELINE		
SUFFICIENT BUDGET		
REASONABLE MONITORING		
ADAPTABLE PROCESS		

RDA of Pilsen Region

STARÝ PLZENEC ("Old Pilsen") is the birthplace of the royal City of Pilsen. The site is located on a hill 10 km from the city centre. It was a large fortress established by the Přemyslid dynasty in the 10th century, consisting of the palace, two churches, a rotunda (the only above-ground part nowadays), a cemetery, an acropolis, a lower castle and fortifications with gates and guarding towers.

CHALLENGE

- ❖ Outdated **knowledge** about the extent of the heritage: archaeological research has found that the castle covered a larger area than what is protected now
- ❖ Some parts of the site are **private property**.
- ❖ General state of **disrepair**: erosion, impact of the tourists
- ❖ Lack of visitor **facilities** (i.e. parking, toilets, catering)
- ❖ No joint **promotion** and/or complex **interpretation**
- ❖ **Greenery** obscures the remains from visitors and even archaeologists, making them harder to access (and notice).

PROJECTED GOALS AND RESULTS

The partner's goal is the **creation of a strategy** with specific measures which lead to a sustainable existence and development of the heritage, attracting funds for further interventions.

ACTIONS

- ❖ Working with new technologies, creating **maps** showing the new "borders" of the heritage *(done)* → adjusting the national heritage protection to the newly defined area
- ❖ Buying/exchanging the private properties to unite the area under **public ownership** *(in progress)*
- ❖ Creating a **contactless copy** of the remains, covering them to **stop erosion**, reducing the movement of visitors by technical solutions and distributing them better through a **navigation and information system** (e.g. signs and alternative entrances), etc.
- ❖ Building a **visitor centre** with exhibitions and educational programmes, offering guided tours and thematic activities
- ❖ Creating a **brand** and a complex **communication and marketing strategy** for the destination
- ❖ **Reducing and maintaining greenery** – the trees, bushes and grass – regularly *(in progress)*

RDA of Pilsen Region

IDEAS TO THINK ABOUT

- ❖ **Identify** (very!) **specific target groups**
- ❖ **Improve the visibility of the site**
  Illuminating the castle hill with lights and/or lasers, enhancing its online visibility, organizing events and utilizing already existing app frameworks for fun activities
- ❖ **Establish a storytelling-driven marketing approach**
  Example: creating the myth of an "invisible castle"
- ❖ **Keep the stakeholder group** as an instrument to have a representation of civil society for all future decisions
- ❖ **Join relevant networks**
  Why not offer those dealing with similar problems to host a conference for knowledge and experience exchange?
- ❖ **Prevent further soil erosion** (e.g. from rainy weather)
- ❖ **Create a holistic concept for cultural tourism activities** to avoid isolation without links to other regional offers
- ❖ **Engage local politicians as "ambassadors"** or "patrons" of the site, ensuring commitment for the long-term plans
- ❖ **Develop a funding concept with different scenarios** for the site, NOT focusing on the cultural heritage angle, but rather on digitalisation, employment and the EU Green Deal

THINGS TO BE PROUD OF (& CONTINUE)

Since the site is already a special place for the **locals** as an educational and recreational resource, **focusing on *them*** rather than visitors will lead to a **local identity and raised awareness** instead of "just" another touristic product which might be difficult to fit into the current tourism activities.

	STRONGLY DISAGREE	STRONGLY AGREE
CLEAR CHALLENGES		▬
REALISTIC OBJECTIVES	▬	
LOGICAL SOLUTION		▬
SMART INDICATORS	TOO EARLY TO MEASURE	
SENSIBLE TIMELINE	NOT YET SET UP	
SUFFICIENT BUDGET	▬	
REASONABLE MONITORING	▬	
ADAPTABLE PROCESS		▬

Rousse Regional Museum of History

The rock churches near **IVANOVO** have a crucial place in the Christian art of Southeast Europe – they are a testament to the artistic sensitivity of the 14th century which combines ancient motifs and a variety of styles that first appeared in religious art. The site was inscribed on the World Heritage List in 1979. The nearby city of **CHERVEN** is also a significant location from the time of late Antiquity and the Middle Ages – it was an administrative, military, religious and trade centre, destroyed in the 16th century. Both sites are managed by the Rousse Regional Museum of History.

CHALLENGE

Unfortunately, **the sites are not well known to tourists – not even to locals**. The locations have virtually **no touristic infrastructure** (except a restaurant in a nearby village): there's no visitor centre, for example. Their distance from any urban structure makes them **isolated** and decreases the chance of including them in community events.

PROJECTED GOALS AND RESULTS

The aim of the pilot action is to provide **new perspectives on the theme of the Middle Ages related to everyday life**, thus comparing them with the lives of today's visitors. In this way, the interpretation of cultural heritage will have a greater effect on the knowledge of the place and creates a better experience, leading to **increased visitor numbers**.

ACTIONS

The pilot will provide important **interpretive tools** for reaching different audiences:

❖ **14 information boards** will contain texts in two languages, images, maps, as well as QR codes for added information. Some of the signs will be related to the *Question and Answer Game Application* developed for the Medieval City of Cherven, creating links between the outdoor exhibitions and the museum in Ruse. The signs are expected to be placed on location until June 15, 2022 – two days later the *Festival of Ritual Bread* in Cherven should provide an opportunity for observing their short-term impact.
❖ **2 stereoscopic binoculars** will be used to create an augmented reality of the past.

Rousse Regional Museum of History

IDEAS TO THINK ABOUT

- ❖ The landscape design and maintenance on the sites themselves are adequate, but the way to getting there still needs improvements. The partner should focus on **increasing their accessibility**: providing **sufficient/basic visitor infrastructure and services** (toilets, resting areas, food and drink offers, parking spaces, shops, etc.). Providing **shuttle transport from the museum to Cherven** (perhaps in collaboration with a local provider) can be advantageous for visitors who don't want to drive to the site, while also negating the need for a visitor centre there (since the exhibition in Ruse is comprehensive enough to get a clear picture and probably only the lack of direct transport deters many visitors to go).

- ❖ **On the site of Cherven**, archaeological excavations are already organized every summer and they have their own logistics base. These can easily be transformed into **archaeological camps for volunteers**, which can also be offered to international participants. Most of the necessary infrastructure for such camps is already present, so expanding the offer would not be too difficult.

THINGS TO BE PROUD OF (& CONTINUE)

The focus on a **new interpretation** – presenting the everyday life of people in the past compared to life today – is welcome, commendable and should be encouraged, because it will allow visitors to connect with the local history in a more personal way.

	STRONGLY DISAGREE	STRONGLY AGREE
CLEAR CHALLENGES		(middle)
REALISTIC OBJECTIVES		(high)
LOGICAL SOLUTION		(middle)
SMART INDICATORS		(middle)
SENSIBLE TIMELINE		(high)
SUFFICIENT BUDGET		(middle)
REASONABLE MONITORING		(middle)
ADAPTABLE PROCESS		(middle)

Municipality of Centar Sarajevo

The **VRANJAČE** plateau is located near the prehistoric settlement complex Debelo brdo--Soukbunar-Zlatište (near Sarajevo, on the western slope of the Trebević mountain, an important tourist and recreational centre), so there was an assumption that the site is rich in archaeological finds – which has been confirmed in 2017. As a new development, this isn't even mentioned in scientific literature.

CHALLENGE

Since Vranjače is located in an attractive location drawing many tourists, it has great potential for the construction of an archaeological park. However, the **infrastructure** at the site is unregulated: there is no access path, the bushes are overgrown – overall, **the location is quite inaccessible**. **The local population and the city authorities are** also **not informed enough of its value.** Moreover, before starting a preliminary design with a defined budget, **the site has to go through systematic excavations**.

PROJECTED GOALS AND RESULTS

Establishing the first prehistoric archaeological park in Sarajevo to:

❖ Present the life of prehistoric man in this area
❖ Raise awareness of the (local) continuity of life
❖ Develop archeotourism
❖ Educate young people with the tools of experimental archaeology

ACTIONS

❖ **Systematic archaeological research, supported by a marketing campaign to inform the population about the value of the site** *(hopefully done until the end of 2022)*
❖ Creating an **access road/promenade** to the site
❖ **Tender for architectural engineers** to develop the **preliminary design** of the archaeological park with the aim of adequately presenting the site (in consultation with archaeologists)
❖ Tentative plans for **reconstructing** the prehistoric settlement and the found remains, but also providing a catering facility, a children's playground and a prefabricated facility where an archaeology class and workshops for children can be held

Municipality of Centar Sarajevo

IDEAS TO THINK ABOUT

❖ **Communication and promotion** is crucial, and the city should focus on it a lot more: engaging a wider audience through social media; participating at various events, festivals, public forums; etc.

❖ **Connecting the site with other archaeological sites and the recreation facility** of Sunnyland **nearby** (by a hiking path, for example) would be smart – the latter can be the location of the archaeology class and the workshops until the new facilities are done.

❖ Archaeological parks represent a large investment that is not easily reimbursed. Therefore, **alternative sources of funding** (e.g. sponsors) should be found for the short and long-term operation of the park.

PROBLEMS TO LOOK OUT FOR

As the pilot city also noted, **the site hasn't provided enough information yet** for scientifically accurate reconstructions, so these should be left to the future, for now focusing on providing accessibility and basic visitor infrastructure.
After that, interpretive media should be employed to explain the site to visitors.

THINGS TO BE PROUD OF (& CONTINUE)

❖ Conducting an **assessment study** (arguments for why the site is the best option for an archaeological park)
❖ Involving a **multidisciplinary team** of experts
❖ **Targeting children** to teach them about local history
❖ **Supporting activities**: policy change, urban planning, etc.

	STRONGLY DISAGREE	STRONGLY AGREE
CLEAR CHALLENGES		▬▬ (near agree)
REALISTIC OBJECTIVES		▬ (middle)
LOGICAL SOLUTION		▬ (middle)
SMART INDICATORS	▬ (left)	
SENSIBLE TIMELINE		▬ (middle)
SUFFICIENT BUDGET		▬ (middle)
REASONABLE MONITORING		▬ (middle)
ADAPTABLE PROCESS		▬ (middle)

Museum of Srem

SIRMIUM was a town of great importance: the seat of Pannonia Secunda and one of the capitals of the whole Roman Empire – its remains lie under Sremska Mitrovica today. Systematic archaeological excavations started on site in 1957 and they are still ongoing. Notable locations include the Imperial Palace, the Basilica of St. Demetrius and Mačvanska Mitrovica (four churches in one place).

CHALLENGE

❖ Despite its historical value, Sirmium does not attract many visitors (around 10 000 people yearly) due to its **insufficient promotion** (only covering sites like the Imperial Palace) – this leads to a **lack of information** about it.
❖ **Lack of funds** is always an issue.
❖ **Not having all institutions** "under one roof" **working together** only exacerbates the problem (i.e. dealing with questions like who oversees maintenance and who is the actual manager of the site).

PROJECTED GOALS AND RESULTS

All pilot activities have the same goal: **branding Sirmium as an archaeological park and enhancing its marketing** to invite more visitors who will then bring economic growth to the whole community, but specifically to the institutions in charge of protecting this cultural heritage.

ACTIONS

❖ Utilizing **existing films** about Sirmium made in/by the museum *(permission granted by the authors)*
❖ Rearranging existing showcases *(already done)* to create space for **new info boards and exhibition pieces**
❖ Making **3D reconstructions** of sites and items *(3 sites already finished with animation)*
❖ Making **films** with the **storytelling** method to be put on **two** strategically-placed **video beams**
❖ Creating an **exhibition of luxury marble** from Sirmium
❖ Offering a **bike route** that goes along all accessible open sites, supplemented by a **mobile application** which provides not just historical but also practical information on the road (e.g. where to find accommodations or buy the best burek, vine, cheese or Roman bread)
❖ Elaborating a **marketing** and a **maintenance plan**

Museum of Srem

IDEAS TO THINK ABOUT

The actions in the pilot are very specific – it is possible that the topics involved are the result of visitor questions, therefore reflecting their requests, but some improvements can still be made. For example, the partner has a level of cooperation with local televisions and a person appointed for **utilizing social media**, but they are not aware of a museum-wide communication and marketing policy – much more can be done in this regard.

PROBLEMS TO LOOK OUT FOR

Regarding the planned **use of existing films** to present the site: their creation is the result of cooperation between the museum and private TV operators and it's obvious that great efforts have been made to design them well. However, these films are not:

- ❖ Intended to interpret local heritage
- ❖ Targeted at visitors from abroad
- ❖ Equipped with detailed subtitles – only some selected parts of the actual text and information presented

Therefore, **their inclusion in the pilot action should be reconsidered**.

THINGS TO BE PROUD OF (& CONTINUE)

- ❖ Gaining the **support of an architectural studio** to help developing the smartphone application
- ❖ Including the **storytelling method** as a strategy
- ❖ Mixing **different presentation methods** (signs, video animations, an application, etc.)

	STRONGLY DISAGREE	STRONGLY AGREE
CLEAR CHALLENGES		▬
REALISTIC OBJECTIVES		▬
LOGICAL SOLUTION	▬	
SMART INDICATORS	▬	
SENSIBLE TIMELINE	▬	
SUFFICIENT BUDGET	▬	
REASONABLE MONITORING	▬	
ADAPTABLE PROCESS		▬

Primăria municipiului Chișinău

The **CHURCH OF SAINTS CONSTANTINE AND HELENA** – the second oldest in Chișinău – was built on a hill bordering the Bâc River Valley in 1777. The church also had a **CEMETERY**. From the 1960s, there were several destructive road constructions and usage (e.g. parking, storage) near and at the site, but the Parliament of the Republic of Moldova finally granted its protection in 1993.

CHALLENGE

- ❖ **No** measures were taken for **preservation**, resulting in deplorable conditions.
- ❖ There is only **one way** to get to the location and the paved **road** is **not in** a **good condition**.
- ❖ The territory of the protected area must be clearly delineated to prevent **forced seizure and unauthorised constructions**.
- ❖ **Relations** between the local and central public authority are bordering on **hostility** which makes any cooperation significantly harder.

PROJECTED GOALS AND RESULTS

The local authority aims to "redeem" the area and tell its past by **discovering and preserving the remains**, making the first steps for its **conservation** and promotion.
This will lead to the future capitalisation and reintegration of the neglected area in terms of urban development and especially tourism. The overall vision is the establishment of the first archaeological park in Chișinău (and Moldova).

ACTIONS

- ❖ Ground works – cutting trees, land sanitation, etc. *(done in February-March 2022)*
- ❖ Carrying out engineering-geodetic **surveys** and elaborating the **topographic plan** of the location
- ❖ Analysing archive documents and conducting **non-invasive** archaeological **research** (e.g. locating underground tombs) and **excavations** (if necessary)
- ❖ **In-situ conservation and preservation**
- ❖ Developing the **execution plan** (which will be done by an architect) and **designing the concept of the future park**

The process will be a continuous investment planned and implemented step by step as stated in the LAP.

Primăria municipiului Chișinău

IDEAS TO THINK ABOUT

- ❖ Increased **collaboration with local/other stakeholders** (especially the National Museum of History of Moldova to support the development of attractive programmes), gaining additional support for the pilot action and the future archaeological park in general
- ❖ More **publicity** for the intended actions (also more details about the leading narrative of the site & the interpretive means which will be used within the park)
- ❖ The derelict fountain could become a **service area** for shops, cafeterias, restrooms, tourism info kiosks, etc.
- ❖ **Vandalism** is an issue so proper **protective means** must be taken into consideration (fences, cameras, but also awareness raising).

PROBLEMS TO LOOK OUT FOR

Tourism-related objectives are rather **loosely defined** at present. At this stage, the partner should focus on developing an identity for the site as a cultural hub rooted in local history in order to gain support among the local community (e.g. through collaborations with other cultural entities and local service providers to organize events).

THINGS TO BE PROUD OF (& CONTINUE)

- ❖ Focus on the park as a driver of **regenerating neglected areas**
- ❖ Use the LAP/park as an **example for future initiatives** in Chișinău and the country, with a bottom-up approach
- ❖ Identifying potential **connections with** local & regional **tourism service providers** (with successful stories) who can contribute

	STRONGLY DISAGREE	STRONGLY AGREE
CLEAR CHALLENGES		▬
REALISTIC OBJECTIVES		▬
LOGICAL SOLUTION		▬
SMART INDICATORS		▬
SENSIBLE TIMELINE		▬
SUFFICIENT BUDGET		▬
REASONABLE MONITORING		▬
ADAPTABLE PROCESS		▬

COMPARATIVE ANALYSIS

The wide variety of pilot actions led to very different conclusions and suggestions from the participating experts, but there were a few common issues that should be highlighted on project level.

NETWORKING

This includes several approaches that can be taken simultaneously: (1) finding a **joint** – narrative or other – **framework** to connect the pilot sites with other touristic offers (cultural or otherwise) nearby; (2) looking for **cross-border opportunities** where warranted; and (3) joining specific **networks** dealing with the same problems/issues in order to exchange relevant knowledge and experience. Regardless the chosen method, **avoiding isolated actions** is crucial.

TARGET GROUPS

The partners' definitions were found to be too wide most of the time – **segmentation** (geographic – location-based, demographic – population-based, psychographic – lifestyle and socio-economic-based and behavioral) is a must. There's a fine line here, but 'children' or 'adults' are not enough.

VISIBILITY

We can definitely say that not having enough **information** about a site **online** in at least two or three languages is a professional suicide in this day and age. This includes social media appearances, but also a dedicated webpage or at least an inclusion in thematically related websites. Moreover, **communication and marketing activities** in general have to take more of a centre stage in most pilot actions.

ACCESSIBILITY

Approaching the locations not just by car, but also through **sustainable mobility options** (bike routes, tourist buses, etc.) is an important consideration and must be planned for while preparing to receive more visitors.

FUNDING

Most of the pilot actions include long-term plans that go beyond the scope (and budget) of this project, therefore, the partners must be clever to find funding **from multiple sources** (EU funds, sponsors, etc.).

COMPARATIVE ANALYSIS

In terms of the general intervention logic of the pilot actions, the partners were usually very detailed, but **defining specific indicators in order to set up a reliable monitoring system** turned out to be a hard task – but it IS necessary.

The Cambridge Dictionary equates an indicator with

"something that shows what a situation is like or how it is changing".

When we talk about projects, an indicator usually means a **specific, observable and measurable** characteristic that can be used to **show changes or progress** the project is making **toward achieving a specific outcome**.

Therefore, the basis of an indicator is always a specified **objective** (our ambition for an outcome) – a statement which should always include a **descriptive verb**. *Examples: intensify promotion activities related to a site; increase the number of visitors*

Achieving this objective is done through implementing **actions** which present a **solution** to at least one challenge we identified at the beginning of the project cycle. *Examples: launching a marketing campaign, offering a new participatory activity*

Actions will lead to outputs – the **output indicator** determines the nature and value of these **direct products of the delivery**. *Examples: 500 leaflets distributed to 5 other destinations, 2 arts and crafts workshops per week with min. 10-10 people participating*

However, the objectives must also be "paired" with **result indicators** which **capture the change** the partners envisioned. While output indicators are closely linked to the actions, result indicators usually mean a **contribution**, not a direct cause-and-effect between the intervention and the outcome. *Examples: % of marketing budget compared to the whole (5% to 10%), monthly number of visitors compared to "before" data (+10%)*

WORKSHOPS 2

Evaluating the peer review process

EXECUTIVE SUMMARY

In roughly **three months** (April, May and June), the project partners managed to organize **10 Think Tank workshops** at the 10 pilot action locations – all of them **personal** (or at least hybrid) **meetings** despite the still ongoing COVID pandemic. Actually seeing the sites and walking through them was assumed to be a crucial necessity in advance and the reviewing partners' reactions confirmed this hypothesis.

The **first and last peer reviews** coincided with **project level transnational meetings** in Sarajevo and Varna, which meant that the partners were able to try out the methodology together and have "closure" at the end, creating a literal **framework** for this activity.

Not counting these two events due to their different nature means that the **average number of participants** for a peer review workshop was **11** – this proved to be an **ideal number for intensive discussions** and gave everyone present the opportunity to speak up and add their opinion to the mix, resulting in truly useful evaluation reports and an effective peer review process overall.

The partners felt that the concept of a **one-day workshop with two additional days for travelling** there and back should be enough, therefore, most of the meetings followed this structure.

April 12-13 (Sarajevo) *30-35 participants*

May 4 (Ptuj) 12 participants

May 5-6 (Szombathely) 10 participants

May 11 (Alba Iulia) 15-20 participants

May 15-17 (Sremska Mitrovica) 7 participants

May 20 (Ruse) 5-11 participants

May 24 (Chișinău) 15 participants

May 26 (Vodnjan) 12 participants

June 24 (Pilsen) 7 participants

June 29 (Balchik) 33-35 participants

Ptuj & Szombathely

MAY 4, 2022 – PTUJ (MOP)
(12 participants)

The workshop in Slovenia was perfectly organized, with speakers presenting the Roman heritage and tourism situation in Ptuj expertly. The pilot action was introduced in detail and the transfer from the initial draft of the "park concept" to a much broader one including different sites and touristic activities was persuasive.

Visiting the sites on foot – one after the other – **proved to be essential to get an impression of how the idea could work from a visitor's perspective** – the partners even got to see locations that are inaccessible to tourists because they are relevant to the long-term plans of the partner.

The top-down process of creating a new brand for the park has sparked a **live debate**, but **the host handled the questions very well and convincingly explained their reasoning** (connected to the local circumstances in Ptuj).

All in all, all foreseen elements/agenda items were implemented successfully, fostering clear understanding of the concept for the planned Poetovio Archaeological Park.

MAY 5-6, 2022 – SZOMBATHELY (WPRED)
(10 participants)

In general, the programme was planned and implemented professionally. The information provided before & the explanations during the meeting were well structured and clear. The interactive session was successful, resulting in several ideas on how to link different archaeological heritage sites in the region.

Suggestions for improvement:

- ❖ Key topics such as mobility, green issues, social needs, inclusion and accessibility should be addressed prior to the workshop to **ensure a clear understanding of the local circumstances**.
- ❖ **Short breaks between the site visits** would be useful for the partners to "digest" and share their ideas. With so many impressions at once, there is a risk that one cannot fully engage with the topic or recall everything afterwards.
- ❖ The **presentation** of the pilot action was informative but could have been **more dynamic**, including good practices to illustrate the vision.
- ❖ As the Q&A session was highly productive, it would have been nice to have **more time to delve deeper** into the topic and work on practical solutions and strategies.
- ❖ We should **avoid technical, administrative terms** which could limit understanding and creative thinking.

Alba Iulia & Vodnjan

MAY 11, 2022 – ALBA IULIA (MNUAI)
(15-20 participants)

The workshop was well prepared, structured and organized, interesting and detailed with informative and easily understandable presentations. Therefore, the participants could get a clear view of the current status, main challenges and future aims of the pilot action – they also had the opportunity to visit the location.

Suggestions/comments:

❖ An **ice-breaking activity/exercise** at the beginning of the meeting would have been useful to introduce and engage the partners and make the workshop more interactive (and less formal).

❖ The presentations were interesting but felt like lectures – most of the sessions were **not interactive enough** (with the notable exception of the participants getting the chance to test the 3D models which was a highlight of the event).

❖ Mentioning a few **good examples/practices** before the presentation would have been a good addition to the content of the programme.

MAY 26, 2022 – VODNJAN (GVD)
(12 participants)

Agenda
❖ The "flow" of the workshop was planned out very well – there was no time pressure, and the participants were not overly taxed. The joint lunch break at one of the sites under the open sky provided a nice surprise.
❖ Due to the "walking format" of the workshop, the focus was more on the experience itself than on a theoretical exchange. **A short follow-up meeting or a closing Q&A session** would have been useful **to clarify some issues** about the pilot action, **ask in-depth questions and** partake in a **group discussion**.

Presentations
❖ The introduction of the kažuni and the historical context was comprehensive and very educational. Both tour guides were knowledgeable about their subject and also very friendly, which contributed to a pleasant atmosphere.
❖ A little **more explanation** about the intention of the pilot action and its embedding into ongoing initiatives would have been useful **before the actual site visit**. Without this, it was difficult to immerse oneself in the matter right from the start. There was also no presentation **about Park Kažuna** (maps, previous projects, etc.) which would have helped the partners to orient themselves, **providing context** for their visit.

Balchik & Pilsen

JUNE 29, 2022 – BALCHIK (BATTI)
(33-35 participants)

A lot of effort were put into organizing the workshop, including an excellent collaboration with the **Balchik History Museum**. The value of the local archaeological attractions was well understood and demonstrated – the team works with experts who have clear ideas about the pilot action and are familiar with the local challenges. However, **no other stakeholders** (besides the museum) **were invited** – representatives of the local tourism industry would have been particularly relevant.

The event also suffered the same "setbacks" as the meeting in Sarajevo due to its dual nature as both a transnational partner meeting and a Think Tank workshop: the **restricted time slot** for the peer review activities left only a **limited opportunity to ask questions and discuss the pilot project**.

Despite visiting other cultural attractions in Balchik, the **fortress** was not on the itinerary, and the design and content of the **brochures** and **panels** were also **not presented**. This would have been useful not only for **getting feedback**, but also for **comparing them with promotional solutions implemented by the other city partners**. Fortunately, the participants had the chance to watch the short movie.

JUNE 24, 2022 – PILSEN (RDAPR)
(7 participants)

The workshop was perfectly organized – all foreseen elements/ agenda items were implemented successfully, fostering a better understanding of the pilot action. The host also provided a sufficient amount of preparatory material.

Due to bad weather conditions (a thunderstorm), **the agenda had to be changed during the day** in order to make the site visits possible – this was organised **with great flexibility** (although it needed considerable effort).

The visits proved to be necessary for understanding the location and the archaeological, geographical, social and regional planning context which were explained very well and led to an intensive discussion. It was particularly positive that **an archaeologist accompanied the group** and visualised additional site information by maps, pictures, etc.

After the site visit, the host gave a detailed presentation reflecting on the challenges and suggested solutions for the location. The benefits from the stakeholder meetings were obvious and **the will to continue was** also **demonstrated**.

There was **not much time for reflection breaks** between the single agenda items – this was done instead in an additional **evening session** which was kindly accepted by all participants and organized by the host partner.

Ruse & Sarajevo

MAY 20, 2022 – Ruse (RRMH)
(5-11 participants)

The workshop had a clear structure with a helpful agenda. The presentation of the pilot action was very informative and gave a basic overview on the subject. The partners were well versed in the topic, but also included external experts who are knowledgeable about the sites. The Q&A session was interactive with a lot of questions and comments from the participants which were answered by the hosts comprehensibly and informatively.

Suggestions for improvement:

- ❖ A **short presentation about the museum** – its founding and history – would have been welcome.
- ❖ There was **no ice-breaking session**. Although most of the participants already knew each other, some unfamiliar faces from the museum were also present – their (and maybe the project team's) **introduction** might be a good idea next time.
- ❖ **The partners connecting via Zoom didn't have the same experience** as those that were there physically – this affected their participation, especially in terms of the interactive discussions. The organizers of hybrid/online sessions must be prepared to deal with this outcome.

APRIL 12-13, 2022 – SARAJEVO (OC)
(30-35 participants)

This was a large meeting with many partners present, serving as a pilot peer review event so everyone can see how the process works. Some of the "weaknesses" of the meeting reflect this:

- ❖ **Lack of icebreaking** activities (which could have helped to create more mixed-country groups)
- ❖ **Short Q&A session** – many participants, many questions, not enough time
- ❖ Significantly **high noise level** (a smaller number of people generate a lot less background chat)
- ❖ **Fewer interactions** during presentations – it's harder to have a truly informal and interactive meeting with more than 30 people

However, the **content** of the workshop – the pilot action itself – was very **interesting and detailed**. The city partner is well-versed in the topic – they have explained their objectives and vision logically and with good arguments, answering every question comprehensibly and involving experts who are also knowledgeable about the site and archaeology in general. Unfortunately, **a site visit was not possible due to difficult access**, but the other workshops should definitely plan for one because it helps the participants to orient themselves and have an image of the site in their mind. However, **pictures, maps and videos can be sufficient substitutes** if a personal visit isn't feasible.

Sremska Mitrovica & Chișinău

MAY 15-17, 2022 – Sremska Mitrovica (MS)
(7 participants)

The seminar had a clear structure, and the agenda was understandable. The presentations of the pilot action were clear and specific, with a lot of information – this allowed the participants to get an accurate view of the situation on the ground and receive a basic overview of the topic. This was supported by the host partner being well acquainted with the local problems. The Q&A session was intensive, and all questions were handled superbly.

Suggestions/comments:

- ❖ Unfortunately, **not every colleague was able to come** to discuss the pilot face-to-face together.
- ❖ Although the presentations were well done, they contained many historical facts – **relying more on interpretive elements** (with more interactions and examples) would have not gone amiss. E.g. the topic of marble and granite emphasizes the origin of the stone, even knowledge of its geomorphology which is highly specialized and uninterpretable.

MAY 24, 2022 – Chișinău
(15 participants)

The workshop was well organized, with a comprehensive agenda. The presentations were informative, enabling an active exchange of opinions with many questions and suggestions for the local team (which in turn includes very supportive experts with clear ideas about the pilot). The visit to the archaeological site was also useful.

PARTICIPATION – A few **people** were **missing** from the meeting:
- ❖ **Partners** who were meant to participate online via Zoom but failed to do so
- ❖ The **archaeologist in charge** of future investigations on site (their presence would have been especially welcome during the site visit to respond specific questions)
- ❖ **Representatives/archaeologists** of the National Museum of History of Moldova, the Moldova State University, or the Institute of Cultural Heritage (despite their **relevant experience and prior involvement** in archaeological research in the area of Chișinău)

DISCUSSIONS – There was **little input from the architect in charge** of the overall design of the future park (maybe due to a language barrier).

All in all, the host partner became involved in the project only at the beginning of this year so the team in charge have had limited chances and a harder time to progress with the work.

COMPARATIVE ANALYSIS

As it can be seen from the sliders on the right, **the partners were overall satisfied with the workshops**: the events were properly organized and included an agenda in line with the objectives of a peer review, with possibilities for asking questions and gaining hands-on knowledge by visiting the pilot sites personally. **Congratulations** are in order **especially for** the cities of **Ptuj and Pilsen** – the host partners there have received **full marks** for their efforts. ☺

However, the **balance** between walking through the locations and dedicating time to discuss the challenges and their possible solutions was not always right. We should definitely be more mindful of **planning enough time between site visits** (at least in every 3-4 hours) **to summarize the learnings and listening to the experts' opinion** – otherwise, crucial things might be forgotten in the rush from one place to another.

Focusing on more **methods to provide interactivity** should also be considered *(see the photos on the right)* – the lowest mark of satisfaction was for this category, so there's room to grow.
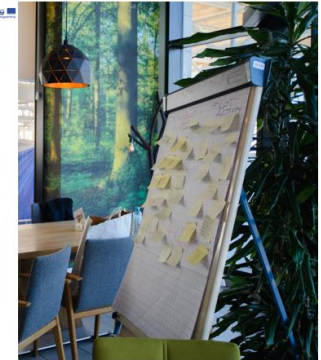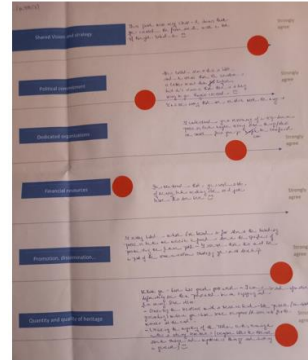
	STRONGLY DISAGREE	STRONGLY AGREE
WELL-ORGANIZED EVENT, ADEQUATE ARRANGEMENTS		
INFORMATIVE PRESENTATIONS, SATISFACTORY ANSWERS		
PROGRAMME IN LINE WITH THE STATED OBJECTIVE(S)		
CHANCE TO WORK TOGETHER EFFECTIVELY (INTERACTIVITY)		
INCREASED KNOWLEDGE, EXPERIENCE AND/OR SKILLS		

CONTACT

West Pannon Regional and Economic Development Public Nonprofit Ltd.

+36-30/251-0839
tibor.polgar@westpannon.hu

HETFA Research Institute and Center for Economic and Social Analysis

+36-30/730-6668
csite.andras@hetfa.hu

MEGAKOM Development Consultants Ltd.

+36-20/956-8063
kezy@megakom.hu
+36-20/501-0204
lupo@megakom.hu