



T1.1.1 Eco-museum cross-border model and network developed

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Safeguarding, enhancing and promoting the natural and cultural heritage of Coastal Communities by boosting the eco-museum model aiming at smart and sustainable TOURism management

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1. Extended summary

This document, prepared by the PP3 Magna Grecia Mare Association through external expertise, introduces the Common guidelines and standards for management and promotion ecomuseum plan in the frame of WPT1 - Development of a crossborder ecomuseum model for enhancing cultural and touristic potential of coastal communities, activity A.T1.1 of the CO.CO.TOUR project.

The CO.CO.TOUR guidelines aimed at the identification of a shared model of crossborder ecomuseum and the strengthening of a network of ecomuseum for enhancing assets of coastal communities.

In particular the guidelines are developed on a knowledge base building on the results and experiences gained by the Italian partner (Porto Museo di Tricase) of the project and on the lessons learned through the territorial analyses presented during a specific crossborder working session in Tricase.

The ultimate goal of the methodology is to provide a tool for supporting, technically, the launch and strengthening of “context-oriented” ecomuseum projects.

According to the ICOM definition, the ecomuseum should be classified as a process rather than a product, and it depends in particular on the local community. The ecomuseum is based on three main elements:

1. the **heritage**, instead of the collection;
2. the **territory**, instead of the building-container;
3. the **population**, instead of the public

Starting from the definition of coastal ecomuseum, the guidelines have been organized in three groups. For each group, the actions and instruments for achieving the objectives are defined.

2. A general definition of an ecomuseum

An ecomuseum is a community spread museum that provides a unique mechanism for community engagement, in which community members work to preserve and learn from tangible and intangible heritage in its living form.

Through community consultations, stakeholders agree on natural and cultural assets that they value and create plans to ensure they are preserved and used to foster a culture of sustainability.

Unlike a traditional museum, ecomuseums do not necessarily gather objects in a museum facility. Instead, they enable communities to preserve valued objects, sites, and cultural practices where they exist, enhancing their visibility and the contributions they make to community development activities.

An ecomuseum is a cultural phenomenon that stems from the relationships between a specific place, which encompasses heritage and art objects, and the people, which form a community and identities, that inhabit that place. Ecomuseums are formed from the participation of three major agency groups, personnel, visitors, and local inhabitants and their interactions and relations with the accompanying art objects and heritage of the involved community and place.

3. Coastal and maritime ecomuseum

The coastal ecomuseum is a kind of ecomuseum project based on the central role of the coastal and maritime local hosting community which is its “primary and sensitive” heritage. The coastal ecomuseum model, based on a genuinely bottom-up approach, is typically promoted and dynamically supported by coastal and riparian Mediterranean communities.

The whole project cycle appears as a participatory process of recognition, maintenance and management of the maritime and coastal local cultural heritage, enabling the sustainable social, environmental and economic growth.

The ecomuseum is thus a cultural institution, structured in places, itineraries and systems, ensuring, in a given coastal area and with the involvement of the local community, the research, conservation and enhancement of the environmental, historical and cultural assets representing the environment and life styles that followed each other, settled and followed its development.

It is wholly clear that the coastal ecomuseum territorial scope should ideally include a port site as symbolic place of the strong common link between the community and its own culture. The presence of a port as a physical and ideal place on which and around which the ecomuseum project is developed, constitutes a spatial priority condition in which to launch an evolutionary project based on the advantage offered historically by ports, in terms of relationships.

4. The prototype of the Port museum of Tricase

The CO.CO.TOUR project recognizes the organisational and management model of Tricase Port Museum as a reference prototype already developed and from which to draw experiences and good practices.

The establishment of Tricase Port Museum was made possible through the synergy between the Municipality of Tricase, the Associazione Magna Grecia Mare (managing entity), the International Centre for Advanced Mediterranean Agronomic Studies of Bari (CIHEAM Bari), the Regional Park “Costa Otranto, S. Maria di Leuca e Bosco di Tricase” and the University of Salento.

It was funded under Italy-Greece territorial cooperation programme (INTERREG 2007 – 2013). Situated in the middle of the area protected under the Regional Nature Park “Costa Otranto, Santa Maria di Leuca e Bosco di Tricase”, Tricase Port Museum is maybe the unique concrete example of “widespread” musealisation of a

port, its sea, its coastal territory and community of people, which has lived since time immemorial between land and sea.

This is one of the very few models of economic, social and environmental development, a perfect and concrete example of the current concept of sustainability, applied to a Mediterranean coastal community.

Tricase Port Museum was formally recognised as an "Ecomuseum of regional interest" with the resolution No 1182/2017 of Puglia Regional Government, in accordance with Regional Law No 15/2011, following the favourable opinion of the Consultative Committee for Ecomuseums, on the initiative of the Department for Tourism, Culture Economy and Territorial Enhancement of Regione Puglia.

5. The common guidelines

The guidelines to plan, strengthen and manage the coastal ecomuseum have been conceived as a user-friendly tool supporting the project choices at the basis of a bottom-up intervention.

On the basis of this, the guidelines are structured in three different procedural steps distinguishing the project cycle of a coastal ecomuseum. The three steps are as follows:

Step 1 – Definition and establishment of the ecomuseum

Step 2 – Development and management of the ecomuseum

Step 3 – Involvement and participation of local stakeholders.

For each step the guidelines indicate possible actions, outcome and operational tools that could be activated, either separately or synergistically, to achieve the planned objectives.

Whilst the first two steps may be deemed to be consecutive and preparatory, the third step, which involves the local community, can be considered horizontal vis-à-vis the whole ecomuseum project process, as it is applicable at all times.

5.1 Guidelines on definition and establishment of the ecomuseum

This step can be broken down into four different actions:

Territorial definition and characterisation of the ecomuseum: the purpose is to document that the ecomuseum refers to a coastal and maritime area characterised by cultural, geographic and landscape homogeneity. This would require checking on whether the existing tangible and intangible assets in the area concerned are perceived by the local community as identity-making resources. Specific mapping will be directed towards identifying any other cultural initiatives in the area in order to avoid duplications and/or promote synergies.

Definition of the objectives and of the cultural project: with regard to this action, you find below, just as an example, the objectives that the best practice of Tricase Port Museum has incorporated in its Statute as the aim of the port museum initiative.

Objectives of the port museum (as set out in the Statute of Tricase Port Museum)

- *To raise awareness and promote the sustainable development of the local community, the cultural, scientific and educational institutions, economic activities, bodies and associations;*
- *To enhance the existing human and environmental resources in the area and to protect and promote the historic, cultural and artistic heritage, nature and environment, also through training, management and dissemination of participatory practices in the context of ecomuseums;*
- *To support and implement educational, training, research and cooperation projects, and educational workshops in order to facilitate the active participation of the local population;*
- *To support the conservation and restoration of traditional living environments, which are typical of a coastal area and of a marine environment/landscape, in order to bear witness to the tangible and intangible culture, the living and working habits of local populations, the religious, cultural, and recreational traditions, the use of natural resources, technologies, energy sources and raw materials used in production activities, with a particular emphasis on fisheries and on the work on the sea and with the sea, including their close relations with the hinterland and the other coastal populations, in particular in the Mediterranean;*
- *To document, preserve and enhance the value of the historical memory of the territory, in its tangible and intangible expressions, through the implementation of an "active" and coordinated "management" of museum venues, documentation centres and thematic educational workshops, as well as the involvement and participation of the population and the institutions. The focus is on the relationship with the territory for sustainable development, in particular on the social, cultural and economic issues, with the aim of promoting broader knowledge of local identities and traditions and protecting the environment and the marine and coastal landscape;*
- *To pursue the mission of conservation, communication and dissemination of identity and values, shared with the educational, cultural, scientific, historical, nature-related, environmental and economic local institutions and the population;*
- *To implement traditional knowledge through modern technologies, aiming not only at keeping alive local traditions, but also at developing their potential, thus promoting broader knowledge and diffusion of trades and skills, environmental education and respect for the landscape, in particular the sea and the coast;*
- *To organise tourist and cultural itineraries aimed at promoting the knowledge of the territory and its culture, creating opportunities for the use of local products, education, sport and leisure activities;*
- *To stimulate the interaction between the population and visitors/tourists in order to promote not only new forms of sustainable tourism but also a deeper understanding of the ecomuseum mission;*
- *To organise cultural and educational initiatives designed to revitalise and promote the historical, cultural and environmental heritage of the sea and the coast, in the broad sense, and their activities and human resources;*
- *To pursue social exchanges and dialogue between generations and with the peoples of the neighbouring Mediterranean countries, with the aim of revitalising technical knowledge and*

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traditional manual skills and ensuring the correct relationship between consumption and renewal of resources;

- *To support and promote scientific research, educational and cooperation activities focused on the history, culture and traditional arts related in particular to fisheries and the sea, their interactions with the hinterland and the other countries, the life and typical activities of coastal territories, the environment;*
- *To coordinate its own activity with similar entities at the regional, national and international level, including in the Mediterranean countries, which have been in direct contact with the local populations;*
- *To create a network of national and international useful relationships to implement the purposes and the diffusion, participation and dissemination of results, thereby stimulating similar initiatives;*
- *To participate in the Network of Ecomuseums and local and international ecomuseum systems;*
- *To build a community-based participatory system characterised by organisational capacity, entrepreneurial responsibility, institutional cooperation;*
- *To stimulate the population's involvement and participation, since the Ecomuseum represents the expression of a territory's culture and has the local community as its main point of reference.*

Defining the objectives and the mission of the ecomuseum lies at the basis of a specific Development Plan set out by the promoting entity of the coastal ecomuseum.

Establishment of the ecomuseum: this step of the ecomuseum project is usually preceded by a promotional action supported by the creator of the initiative. For its inclusive and participatory nature, the ecomuseum project necessitates, since its promotion, collective representativeness that should stimulate the local community's recognition and awareness process. In the regions in which there is a specific regulatory framework, this principle is unanimously supported by local rules laying down the regulations for the recognition of the status of "ecomuseum of regional interest".

Research data suggest that the best practice is to entrust the promotion of the ecomuseum to one or more entities, such as:

- Specially established non-profit cultural and environmental associations and foundations involved in preserving the historical heritage;
- Individual and associated local authorities;
- Public and private research bodies.

As for the establishment of the ecomuseum, it should be stressed that two different cases may be distinguished. In the first case the establishment is based on specific regulations (many Italian regions have got a specific law on ecomuseums), while in the second case it is not supported by any regulatory framework (Albania and Montenegro). In the first case the regulation provides for the establishing formality that regulates the legal recognition. It will therefore be necessary to identify a managing body, indicate a name, provide a logo and define a specific regulation.

The adoption of the Statute is an essential condition for the purpose of the establishment. It is not just a symbolic but also a substantial action, through which the ecomuseum defines itself and declares its aims and how it intends to pursue them. It is an essential element of its own identity, through which it certifies its membership of the world of museums (the ICOM code of practice requires the existence of a Statute for

accepting an institution as a museum) and of ecomuseums (thus contributing to a common definition in terms of minimum requirements), while still emphasising its own specificities.

Each ecomuseum must have a statute and/or a written regulation identifying clearly:

- Its nature of non-profit making, permanent institution;
- Its mission and aims;
- Its forms of governance and management;
- Its financial structure and accounting framework;
- Its rules and staff provisions;
- Its assets;
- The general principles for the management and handling of collections;
- The general principles for public service provision;
- The methods of data collection on the activity and management, for statistical and programming purposes;
- The functions and duties that the ecomuseum intends to carry out in the territorial context as well as within the framework of a possible joint organisation.

Accreditation and scientific recognition: this action, independently of the legal recognition, results in building up a network of relations and stable collaborative activities with local authorities and educational institutions.

The ecomuseums generally establish collaborative relations by joining regional and/or national and/or international networks. An interesting case in this context is the Tricase Port Museum, which coordinates a networking project with Mediterranean fishing communities via the WEBPORT project.

5.2 Guidelines on development and management of the ecomuseum

The step involving the development and management of the ecomuseum can be broken down into the following actions:

Action 1 - Defining the internal organisation

Action 2 - Identifying the organisational, human and financial resources

Action 3 - Research

Action 4 - Conservation

Action 5 - Enhancement

Action 6 - Education/training, information, communication

Action 7 - Monitoring.

This step includes first of all setting up democratic forms of management and identifying the organisational, human and financial resources for the functioning of the ecomuseum.

Research: once the organisational structure has been defined along with the professional roles required for the management, the Research action is launched to identify the community heritage through cataloguing, census and reconnaissance activities. In relation to this, innovative tools are proposed, such as the participatory inventory. This is a collective and cooperative exercise consisting in identifying all assets, whether tangible or intangible, natural or cultural, which fall within the ecomuseum area and belong to the community and its members and which may be shared and used by everyone. This is a process involving the population's awareness of the value of its heritage and its responsibility for the management and enhancement of these resources for sustainable development. All this necessitates new and original approaches, interdisciplinary methods, innovative practices and it may involve professional operators (anthropologists, geographers, town planners, etc.). This may require additional tools, such as collective inspections, participatory exhibits, etc.

The Research action also provides for operational activities aimed at the historical reconstruction of the social, economic, cultural and environmental changes in the area of the ecomuseum. The collaboration with universities and/or other entities and centres engaged in research can be especially helpful.

In this regard, the *Community or Parish map* is a particularly effective tool also for its highly participatory dimension.

The parish map is a tool that may be used by the people living in a given place to represent the heritage, landscape, knowledge they recognize as their own identity and that they wish to pass on to the younger generation. It highlights how the local community sees, perceives, and attributes value to its own territory, its memory, its transformations, its present conditions and its expectations for the future.

It may consist of a map or of any other product or work that the community feels as its own.

Landscape Maps constitute a development of parish maps. This tool stems from the concept that the landscape is an expression of civilization and multidisciplinary cultures, and is an important part of the quality of life for people everywhere.

In contrast to parish maps, the "organised contents" of different landscape maps constitute the direction or strategy applied in activities, workshops, itineraries, namely the "cultural facts" transposed to the territory and made accessible to everyone in the form of events, storytelling, experiences.

Landscape maps' implementation may be entrusted to actors actively involved in the community.

An additional tool to strengthen the Research action is the "*Heritage Walk*". The Heritage Walk is designed and implemented by those who live and work in the specific area of the ecomuseum of which they share historical, cultural and/or personal memories and experiences.

Its main objective is to raise awareness among people, meant as cultural entities, of their interaction with the cultural heritage in which they live and work, in particular of the benefit resulting from the condition of living immersed in this "heritage", both for its historical value and its current activities.

In particular, the Heritage Walk may lead to different results:

- discovering or re-discovering the valuable resources offered by the place in which you live;
- recollecting personal experiences or taking up the experiences of people/witnesses;

- discovering new aspects of places that were deemed to be known in their entirety;
- re-emergence of extinguished memories;
- acquisition of knowledge;
- surprise and fun
- emotions.

The Heritage Walk is different from the more popular guided tour for the following reasons:

- it is an open and flexible format that may and must be interpreted by those who design it, and is conceived and planned by citizens who, regardless of their professional roles, act as an heritage community;
- it is focused on a significant theme, taken as the unifying factor of people and places in the ecomuseum;
- it is based on interviews with witnesses who bring back past memories of the ecomuseum places, talk about their direct experience, point to what makes the places significant to them and what are their expectations;
- the theme is cultural in the broad sense, and involves ecomuseum places that are not directly concerned by the usual flow of visitors and tourists;
- it makes preferably private places, not usually open to the public, accessible to visitors, in agreement with owners who often act as witnesses;
- walks are usually designed and carried out free of charge and on voluntary basis. However, they may also be organised on assignment for institutions, local authorities or private bodies, as a cultural activity of public interest.

Conservation: this action is geared towards recovering traditional spaces that may be re-used for social, cultural and tourist purposes, thus increasing the accommodation supply through the launching of “widespread hotel” initiatives.

Furthermore, the conservation action conducted by the ecomuseum will aim at the transmission of the testimonies and transformations of tangible and intangible culture. One way to achieve this result is to launch actions for reviving ancient knowledge, rediscovering oral traditions and creating a memory bank. For example, Tricase Port Museum has produced over the years a large collection of audio and video recordings with interviews to sailors, fishermen, shipwrights and other witnesses of the ancient life and of the activities taking place in the port linked to fishing either directly or indirectly. Currently, the collection of testimonies is accessible in the archives of the Permanent Cultural Centre on ancient traditions related to the sea.

Enhancement: it consists in identifying and promoting innovative ways of interpreting the landscape and the cultural heritage. Interpretation is actually crucial in the ecomuseum activity. In today’s context, the term “interpretation” is meant to describe the communication activities used to promote understanding and the experience within natural areas, museums, historical-archaeological sites, etc. “Interpretation is an educational activity intended to reveal meanings and correlations via original objects, direct experiences, illustrative material, and not simply through the communication of a fact.”

In this field, the ecomuseum activities could range from creating itineraries to planning guided visits implemented with traditional and/or innovative methods.

There are different possibilities to use modern technologies to facilitate and communicate the interpretation of a place, all aimed at correlating sensory and conceptual activities achieving a balance between tangible and intangible assets. For that purpose the ecomuseum should have an actual Interpretation Plan or Strategy providing different tools to ensure an integrated communication system.

The objectives that the ecomuseum Interpretation Plan should address are short and long term goals.

Short term goals:

- To enrich the ecomuseum visitors' experience;
- To introduce people to the ecomuseum in which they are, in connection with the territory focusing on what makes it special (introducing to the sense of place);
- To provide a focal point for the interpretation of the territory as a whole, as a single unit.
- To establish some key interpretative experiences and motivate visitors to take part in them (for example The life of fishermen, Trade within the Port, etc.);
- To define a programme, an educational system involving methodologies and standards for the ecomuseum operators who apply to become "interpreters" in charge;
- To explain the integrations and relations between the coast and the hinterland focusing on the complementarities with local agriculture, architecture, environment, and the traditional life style of the place;
- To organise the interpretative experiences of visitors so as to remind them the core concepts to understand the territory;
- To provide a facility that allows local populations to offer significant and captivating interpretative experiences, on a commercial basis.

Long term goals:

- To develop a system involving the local population;
- To promote the image of the area;
- To encourage positive attitudes and behaviours;
- To increase visitors' appreciation of the natural and cultural assets of the place and promote their participation for the purpose of protection;
- To create an annual "attraction" involving the whole local population.

The strategic objective is to propose to the visitor a real and fascinating journey across the ecomuseum, through the history of the territory and of the peoples that animate it or that have experienced it, through exhibition panels, videos, realistic reconstructions, interactive activities, sound interpretation, dioramas, stuffed animals, multimedia books and games, etc.

Other possible ways of enriching the interpretation of heritage or cultural landscape may include:

- Guided visits: it is possible to propose walking routes following the ancient topography of the ecomuseum, by setting up small visitors' centres on specific themes near significant places of the ecomuseum;
- Collections of objects: the deep knowledge of the objects of the past, their substance, the underlying technology, their use within the old trades of ancient times (fishing, seamanship, shipbuilding, processing of catches), the aura surrounding them in the history which has seen

them play a vital role, can be an excellent way of communicating the outline of the ecomuseum identity;

- Theatrical performances to reconstruct events through dramatised interpretative encounters, (historical re-enactments, storytelling, characters, readings, etc..);
- Photo contests;
- Organisation of temporary exhibitions;
- Creation of educational packages for schools;
- Drafting of educational and scientific publications;
- Publication of historical short novels.

The enhancement of the coastal ecomuseum can be implemented through the production of goods and services. In particular, the provision of services is also a way of ensuring the economic sustainability of the ecomuseum activities. Services are often provided by volunteers, but for some kinds of services professional qualified personnel is needed.

The types of services are mainly linked to the access and use of places and collections and to the knowledge of local cultural features.

Services are often delivered in the form of experiential workshops that allow the visitors of the ecomuseum to come into contact with the local traditional values, whether cultural or related to handicrafts or wine and food.

Education, information, communication: education and information can be provided to both internal operators of the coastal ecomuseum organisation who benefit from continuing refresher training, and stakeholders, visitors, schools, through targeted teaching methods.

Tricase Port Museum, for example, not only hosts school visits but it also carries out educational activities with qualified personnel in all the educational establishments of all types and at all levels sited in the area, requesting it. In both cases, this is done in the framework of open days reserved to schools, in which practical activities are conducted as entertainment (knotting, friendship knots, building and launch of sailing boat models made from beach waste– sailing recycling, wind capture, making rope, reader-buster, etc.).

For local stakeholders, educational actions are focused on the themes of biodiversity, the protection of endangered fish species, visitor reception, waste management, the accessibility of places for visitors with special needs, sustainable fishing systems, safety at work, food safety protocols, etc.

The communication of the ecomuseum is a strategic issue of the initiative so much as to necessitate the drafting of a communication plan.

Monitoring: it is a strategic tool that constitutes the basis for the ecomuseum's assessment and self-assessment processes which contribute to make the action more effective through an analytic examination of individual aspects based on indicators and results.

The elements most commonly monitored in ecomuseums include, for example, the attendance of participants in the initiatives, although this parameter is essentially a number that does not reflect elements related to the quality of initiatives and, more importantly, to the degree of involvement of stakeholders or visitors. In that respect, check-lists are very effective self-assessment operational tools.

This may also include the participation in voluntary quality certification schemes, such as, for example, Herity International, the world non-governmental organisation for the Certification of Quality Management of Cultural Heritage.

5.3 Guidelines on involvement and participation of the ecomuseum's community

The ecomuseum, as an example of ecomuseum actively engaged in the search and implementation of alternative strategies for the enhancement of the cultural and environmental heritage, might represent, if strengthened and supported by the active participation of local communities, an effective model capable of providing practical answers to the emerging request for changes from the local coastal communities.

Since their establishment, ecomuseums have put forward an integrated and seamless vision of the relationship between humans and their surroundings, building their action upon the active involvement of local communities in the responsible management and planning of landscape. In ecomuseum processes, the supremacy of communities is a key driver of choices and strategies. "The involvement and active participation phase is carried out through the following actions:

Action 1 – Definition of the ecomuseum community

Action 2 – Awareness raising and training

Action 3 – Involvement and promotion of stable participatory forms.

Definition of the ecomuseum community: this action can be effectively implemented through a Stakeholder Analysis. This is a tool leading, in terms of output, to the Stakeholder Map, and is aimed to identify in a structured and effective way the key stakeholders that the organisation of the ecomuseum should consider in its activities. It is nonetheless evident that the identification of local actors should not exclude the involvement of institutional actors, such as local authorities and the Institutions directly concerned in the local government. The non-institutional actors mainly refer to the ecomuseum promoting group, to the local associations and to all categories of typical economic activities in the territory (fishermen, farmers, craftsmen, local product processors, etc.), in addition to the various categories in tourism accommodation (hotels, tourist farms, camping, bed and breakfast, etc.), restaurant business, volunteering and services (diving, environmental guides, renting, etc.). Inhabitants, visitors, cultural, sport and art operators, and other local players which together constitute the local community, form an integral part of the stakeholder analysis. Stimulating the interaction with the largest number of social groups in the area constitutes a guarantee for sharing the ecomuseum project, since the broad range of involved actors reflects the notion of "dissemination of local heritage" which is a collective cultural property requiring equally extended accountability and supervision.

Awareness raising and training: this action is aimed at consensus building and the involvement of the local community in the ecomuseum's activities. This would result in stimulating the participation of the community in programmes and projects, while involving it in identifying and managing projects, initiatives, proposals and strategies. To this end, in this phase it would be useful to promote awareness campaigns on the ecomuseum's general project highlighting the widespread benefits for the coastal and maritime community, with particular

emphasis on the themes related to the protection and conservation of the tangible and intangible local heritage. In this phase, it is crucial to promote public debate and workshops in which the local community is called to participate and deal with the complexity of issues and of territorial relationships.

Involvement and promotion of stable participatory forms: as already mentioned, the involvement of the local community is a horizontal participatory process throughout all stages of the ecomuseum project. The degree of involvement of the local community is usually reduced in the promotion and start-up phase of the initiative, and then it increases as the ecomuseum's reputation is established and the organization grows.

The instruments for citizen involvement include various forms (forums, workshops, etc..) and can be used in a non-exclusive and even complementary manner, within well-established consultation processes among local actors (GOPP method, Metaplan, OST technique, EASW method, etc..).

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