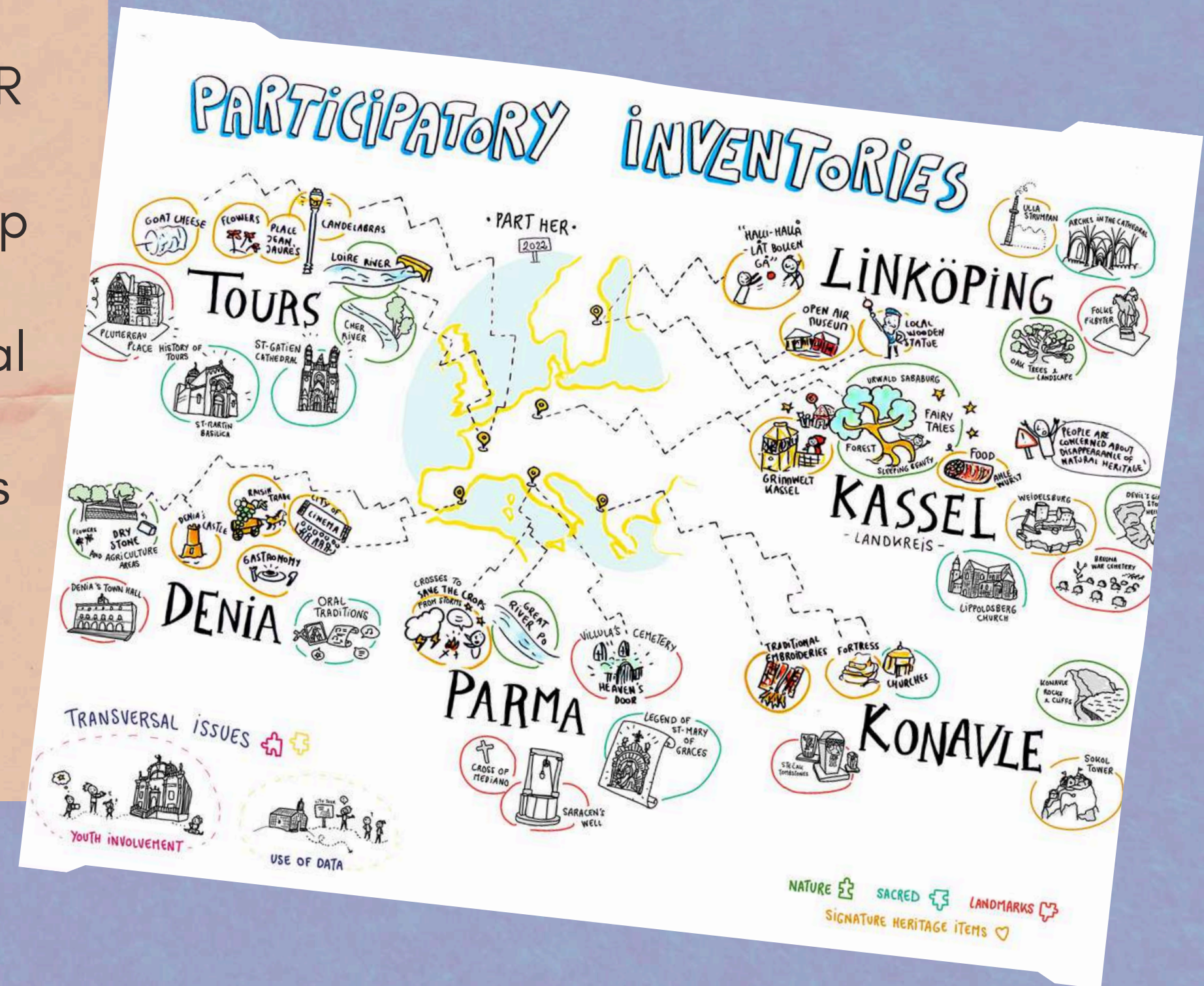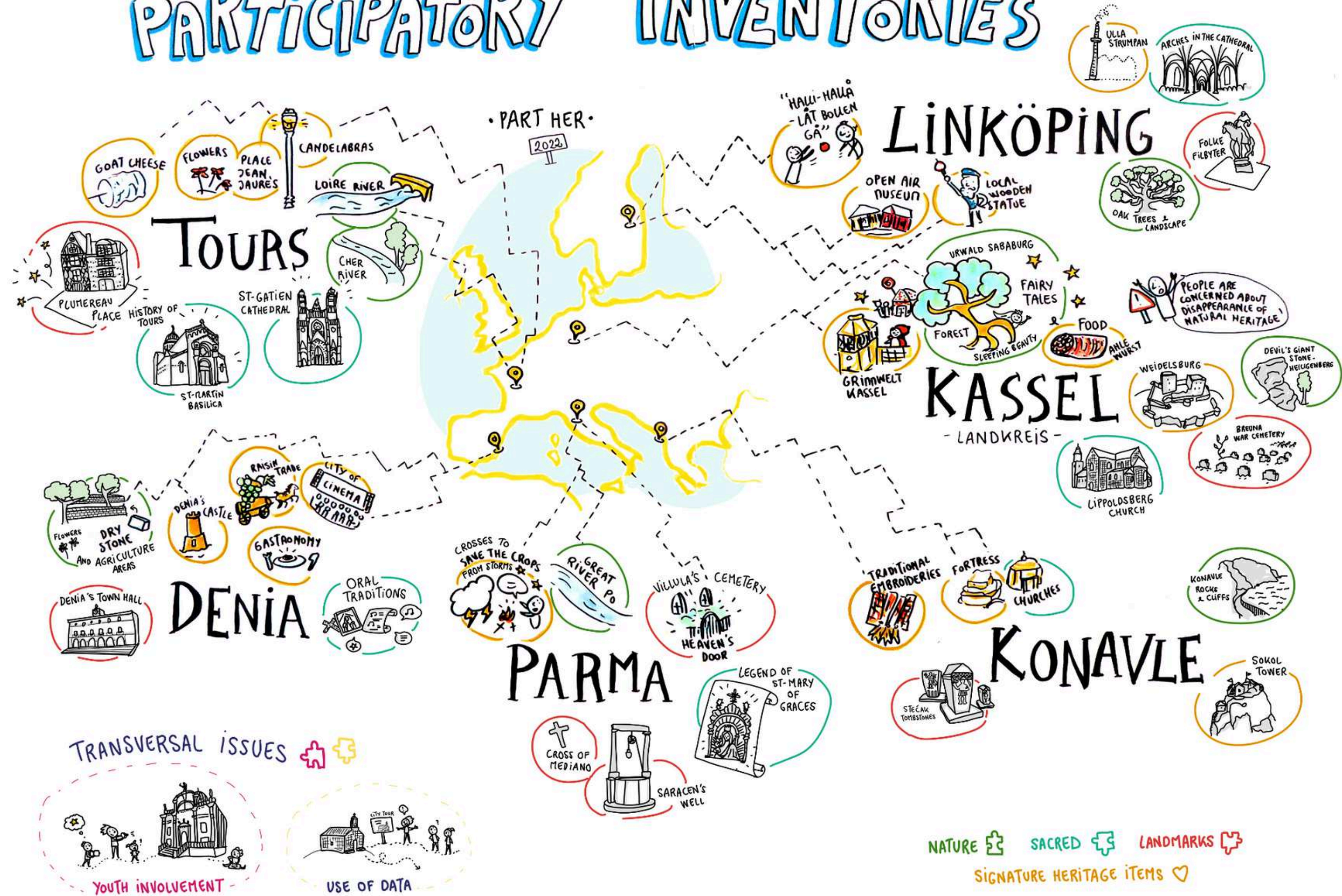# BACKGROUND

- Participation of SERN in the project PART-HER which aimed at reframing the value and promotion of cultural heritage as a bottom-up process starting from citizens
- According to the Faro Agreement, the cultural heritage is, as its core, a social construction resulting directly from the perceptions, values and sensitivities of the people belonging to a given community, whether it be small or wide
- Focus on the PART-HER project

WHY THIS INITIATIVE?

Objectives

To promote the role of citizens as drivers in the identification of tangible and intangible elements that shape cultural heritage at the local as well as at transnational level in the framework of SERN

To implement concretely the principles set in the Faro Convention and in the European Landscape Convention

To enhance the idea of a participatory valorisation of cultural heritage coming from the past, interacting with the present and possibly to be handed down to future generations.

IMPLEMENTATION

Phase 1

PROJECT ANNOUNCEMENT AND AWARENESS

- **Objective**: To inform all network members about Heritage pulse/Voices Of Heritage, its goals, and the importance of their participation.

ACTIVITIES

- **Launch of the project:** Organize a virtual kickoff meeting to introduce the project, highlighting its connection to the Faro Convention and the European Landscape Convention. on the project's progress.
- **Information Package:** Prepare a comprehensive information package detailing project objectives, timelines, and expected contributions from each member organisation participating.
- **Communication Channels:** Utilize newsletters and the network's social media to regularly update on the project's progress.

IMPLEMENTATION
Phase 2

TRAINING

- **Objective**: To ensure all members understand how to participate effectively and can engage their local communities in the project.

ACTIVITIES:

- **Training Workshops:** SERN hosts an online workshop explaining methods used for community engagement and the use of the digital platform for collecting contributions.The seminar should be aimed at encouraging members to define an organizational setting at local level to work with the project.

IMPLEMENTATION
Phase 3

ENGAGEMENT AND CONTRIBUTION COLLECTION

- **Objective**: To involve citizens in identifying tangible and intangible cultural heritage, ensuring wide participation.

ACTIVITIES:

- **Digital Engagement:** Use the Heritage Pulse/Voices Of Heritage platform to facilitate contributions, employing social media campaigns and interactive online events to raise awareness and participation.
- **Youth Involvement:** Engage schools or youth centers to involve younger generations, perhaps through projects or competitions related to cultural heritage.
- **Local Workshop:** Organize a local event that engage citizens who contributed and key stakeholders in presenting the findings about cultural heritage, possibly integrating these with existing cultural events for broader reach.

IMPLEMENTATION
Phase 4

DATA MANAGEMENT AND ANALYSIS

- **Objective**: To organize and analyse the contributions collected, identifying key themes and insights.

ACTIVITIES:
- **Technical Support:** SERN provide training/support on data management tools to ensure contributions are effectively catalogued and analysed.
- **Collaborative Analysis**: SERN organize virtual workshops for members to collectively review contributions and derive insights on shared cultural heritage values. Opportunity for collaborations at transnational level on specific aspects identified during the process.

IMPLEMENTATION
Phase 5

DISSEMINATION AND EVALUATION

- **Objective**: To share findings and influence policy on cultural heritage at local, national, and European levels

ACTIVITIES:

- **Findings Report:** Each participating municipality compiles a local report summarizing the contributions, with analysis and recommendations for policy and practice. SERN will collect and produce a report summarizing the findings.
- **Presentation Event at GA 25:** Final event presenting the project outcomes
- **Surveys and Interviews:** Conduct surveys and interviews with participants, both citizens and local authorities, to evaluate the project's success and areas for improvement.
- **Sustainability Plan:** Develop strategies for sustaining the engagement and valorisation of cultural heritage locally beyond the project's timeline.

TIMELINE

INITIAL PLANNING AND TRAINING

1-4 months (June – October 24)

DISCUSSIONS

6 months (November 24- April 25)

PRESENTATIONS

6 months (April 25 – October 25)

NEXT STEPS

- SERN members who want to be part in this process have to express their interest by the end of June 2024
- During the kick off meeting, the platform to collect citizens' opinions will be shown and explained