

WP-C COMMUNICATION

D.C.5.1 Report on Workshops with public

Version 1.0





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History of the document

Version	Status	Date	Changes	Comment
0.1	First draft	19 July 2018		
1.0	Final	31 July 2018		

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1. Introduction

Though it was initially planned to make the issue only a part of the public discourse opportunity arose and it was jointly decided to include all potential beneficiaries to participate in the organized workshops. Workshops with public sector (D.T2.1.1) and Workshops with public (D.C.5.1) were thus jointly implemented. Bringing those with an interest in the topic together and engaging them in a dialogue, enabling different perspectives to be presented and debated, allowed for different knowledge to be shared and for seemingly separate problems to be linked and debated.

Presented document provides a comparative analysis of the workshops organized by nine HICAPS partner organizations with the reference to dissemination and communication component within the workshops.

Similarities and differences among the organized workshops are presented in the first part of the document in the form of a table following with the conclusive remarks regarding expected impact and benefits of conducted workshops and lessons learned. Additionally, data on the satisfaction of the participants at the workshops were also collected and analysis of satisfaction of the participants for each conducted workshop is presented at the end of a document.

With the aim of providing the reader with the full understanding of conducted workshops and variety of different approaches and methods used during their organization in the annex part of the document are attached reports from all project partners presenting every organized event. Agenda of the day and a list of participants together with all presented materials during the workshops are included.

1.1. Partner organizations / countries where workshops have been conducted

Partner organizations who have been active in the organisation of the workshops are the following:

- LP Municipality of Velenje (Slovenia)
- PP2 Scientific research centre Bistra Ptuj (Slovenia)
- PP4 Villa Ghigi Foundation (Italy)
- PP5 Kujawsko-Pomorskie Voivodeship (Poland)
- PP6 Association “Petit Philosophy” (Croatia)
- PP7 Municipality of Varaždin (Croatia)
- PP8 Municipality of Bedekovčina (Croatia)
- PP9 Municipality of Ferrara (Italy)
- PP10 Rzeszów Regional Development Agency (Poland)



2. Implemented workshop with public (and also public and private sector)

2.1. Summary description of the implemented workshop measures, explaining the specific goals and target groups

Although many different approaches were applied during the organization of the workshops all the same key elements were met concerning the dissemination and communication component of the workshops. Key elements of raising awareness about the value of historical parks and the need for conservation and revitalization of the same, providing information about different results, tools and action plans, promoting and giving the outputs of the project greater visibility and importance especially in terms of external communication and finely enabling the participants to engage in an open dialogue sharing their ideas and suggestions and gathering their valuable input/feedback about the topic discussed, were met.

Enabling the participants to engage in an open dialogue, all workshops have successfully provided all the participants with the opportunity to present their thoughts and interests clearly and with impact. Opportunity to share their suggestions and ideas was also made possible by getting their input/feedback about the topic discussed.

Workshops also provided everyone involved with new contacts and all participants were able to gain better insight into each other's motivations and needs, increasing mutual understanding.

Partner organization	Participants (Audience and number)	Aim of the workshop	Location	Main Feedback
Municipality of Velenje	Tourist boards, cultural institutions, urban planners, 33 people in total	Raise awareness and increase knowledge about the need for conservation and revitalization of historical parks. Share good practice examples and strategies on how to attract more visitors. Enabling an open dialogue between all groups active in the area dealing with the use of natural and cultural heritage.	Mladinski Hotel Velenje	Promotion of good balance between preservation of cultural heritage and sustainable socio economic development of the site. Emphasizing the need and value of creating management plan and local action plan all actors declared their willingness to engage themselves for additional fund raising. Participants concluded how it would be useful to organize a new workshop and discuss some of the topic with more detail.



				Discussion about the current state of the park, problems and needs.
Scientific research centre Bistra Ptuj	Municipality of Ptuj, owner of castle park Turnišče and the 'Group for Turnišče", the association trying to revive castle and castle park, 8 people in total	Informing participants and promoting HICAPS project and its activities with the focus on investment process in historical castle park.	City Hall, Ptuj	During the workshop a discussion was conducted about the most appropriate location for investment. With mutual consensus location of investment was set and themes of educational outdoor trail focusing on historical landscaping were confirmed.
Villa Ghigi Foundation	Environmental, cultural and tourism operators, 23 people (workshop 1), Schools, 31 people (workshop 2), 54 people in total	<p>Presentation of the key activities currently run by FVG within the framework of the promotion of its natural heritage under the HICAPS project.</p> <p>Informing the participants about pilot actions and the strategy designed for revitalizing the Park through the participation in the HICAPS project.</p> <p>Providing the participants with the opportunity to exchange their ideas and plans for further joint activities.</p> <p>Focus on the use of educational tools, and the best way to make them performing for environmental education.</p>	Villa Ghigi Park	<p>Interest in using the opportunity offered by HICAPS in the actions concerned with education for sustainability.</p> <p>Interest in improving the methods for managing historical gardens, focusing on different level of sustainability: landscape, cultural, environmental, financial.</p> <p>Idea about re-using tools developed through HICAPS.</p> <p>Possible synergisms with another Interreg project was brought to attention.</p> <p>Interest in integrating communication concerned with natural and environmental topics within the general tourism strategy of the Bologna City.</p> <p>Idea to use a drone for filming the evolution of a park in different seasons, to be combined with storytelling describing</p>

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				<p>personal ways to use the historical parks.</p> <p>Need for raising awareness about the topic of biodiversity. Involving the citizens in the definition of actions protecting biodiversity.</p> <p>Useful suggestions were provided how to integrate the training tools planned to be developed and used by the HICAPS project also in the educational offer proposed by the primary and secondary schools of the city.</p> <p>All participants declared their willingness to actively engage in the project.</p>
Kujawsko-Pomorskie Voivodeship	Local authorities, tourist & cultural institutions, NGOs, 17 people in total	<p>Allow the participants to familiarize themselves with methodology for creating and marketing tourist products concerned with historical parks and palaces. It is an important initiative for the creation of a network of organizations, services and citizens, dealing with the use of natural and cultural heritage.</p> <p>Developing an open dialogue between all groups active in the area dealing with the tourist products concerned with</p>	Wyższa Szkoła Gospodarki	<p>Promotion of better balance between preservation of cultural heritage and sustainable socio economic development of regions.</p> <p>Importance of interpersonal relations of local entrepreneurs by stressing the relevance of cooperation by bringing those with an interest in the topic together.</p>



		historical parks and palaces.		
Association for promotion of informal education, critical thinking and philosophy in practice “Petit Philosophy”	Three workshops were organized in three cities. Participants came from public institutions, local business, NGOs as well as general public, 40 people in total	<p>Presentation of project HICAPS. Informing participants about project aims, objectives and outcomes and introducing them to different suggestions, tools and action plans that we are planning to implement during the project life time.</p> <p>Give example of good revitalization practice.</p> <p>Facilitated discussion by the end of each event.</p> <p>Raise awareness in communities about the need for conservation and revitalization of historical parks so that the parks can become places for different activities e.g. cultural events, socializing, learning and recreation.</p> <p>Collect participants feedback (user need analysis through method “Design Thinking”).</p>	City Hall of Knin, Faculty of Philosophy - University of Split and Multimedia Hall of the City Library of Zadar	<p>Sharing ideas and visions on what would revitalized parks mean for the community, how the parks should look like, and what should be done to start the process of revitalization.</p> <p>Discussion about the current state of the parks in their cities, problems and needs.</p> <p>Increasing parks accessibility for disabled people by emphasizing the importance of including NGO’s for people with disabilities already in an early stage of preparation and building the access paths.</p> <p>Participants expressed the need for continuation of this kind of workshops as a place for sharing insights and exchange of knowledge and experience.</p> <p>Participants emphasized how this kind of activities are good starting point for: collaboration between different organizations, engaging the citizens and resolving the above mentioned current state of the parks.</p> <p>Participants concluded that experience and conclusions from project HICAPS will be valuable source of information for taking actions in their community and making</p>

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				new places where people can be socially active.
City/Municipality of Varaždin	Schools, NGOs, local councils, media, public institutions (Ministry of culture, museums), 18 people in total	<p>Presentation of the project HICAPS and giving information on what is going to be done in Varaždin regarding the revitalization of historical castle park.</p> <p>Explanation of documents and pilot action and introducing the audience to important goal of increasing accessibility to people with reduced mobility.</p> <p>Raise awareness of the importance of cultural and natural heritage and the importance of conservation and revitalization of historical castle parks.</p>	DVD Varaždin	<p>By informing participants about project aims, objectives and outcomes and talking about concrete local plan and strategy as well as planned pilot action, further development and revitalization of historical castle park through stakeholders involvement was successfully promoted.</p> <p>Local stakeholders expressed their interest about the concrete deliverables and actions within the implementation of the project and declared their willingness to actively engage in the project.</p>
Municipality of Bedekovčina	Schools, 34 people in total	<p>Promote and increase awareness of the importance of cultural and natural heritage and of conservation and revitalization of historical castle parks among children from the earliest age.</p> <p>Promote advantages and the way of using the results of the HICAPS project.</p>	Castle Gornja Bedekovčina	By increasing childrens knowledge of the topic children were able to present their ideas about garden design and their vision of the future park use.
Municipality of Ferrara	Citizens, cultural operators, schools and tourism	Promoting project HICAPS as a part of presentation of the key projects and activities currently	City Hall Ferrara	Considering that many public and private services are located close to the where the HICAPS actions are run in Ferrara they are

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	professionals (tourist guides, hotels, restaurants, bicycle rental, small business, etc.), 40 people in total	run by the City of Ferrara within the framework of the promotion of its natural and cultural heritage. Introducing a set of actions and tools aiming to involve citizens, cultural operators, schools and tourism professionals in further involvement in the project. Stressing the relevance of cooperation bringing those with an interest in the issue together, since cooperation increases the impact of each single action.		ready to contribute to the definition of a common strategy by communicating policies in a way that they bring new opportunities for people to access services and resources. Desire to communicate policies and other instruments and services to interest, motivate and develop working relations with public and private sector as well as general public. Importance of merging the natural and cultural attractions with the sport opportunities offered by local associations.
Rzeszow Regional Development Agency joint stock company	Cultural and Tourism organisations, universities, development agencies, companies, 12 people in total	Presentaton of the ongoing activities of the HICAPS project as well as those that are going to be implemented in the future. Increasing social awareness with regard to the protection of natural and cultural heritage. Sharing insights about the problems participants face in their daily work.	Storczykarnia Cafe Jazz Bar, in Łańcut	Emphasizing the need for legislative changes and legal regulations (problem of unclear ownership situations of parks and castles, setting standards for project documentation in historical parks, ect.) Participants pointed out the need to develop methods for raising awareness of all the people involved about the value of parks and gardens, and gave a suggestion of organizing trainings enabling them to broaden their knowledge. Participants emphasized the lack of opportunities to meet and share insights and exchange knowledge and experience about

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				<p>problems of park's operations.</p> <p>Discussion about good practices that was inspired by presented ideas from the Good practice manual created in the HICAPS project.</p> <p>Participants expressed a great interest in the next events organized by the project and expressed their willingness to actively engage in the project.</p>
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3. Conclusive remarks

3.1. Expected impact and benefits of conducted workshops / lessons learned

During the implementation of the workshops we have successfully achieved to inform and to open a dialogue between all groups active in the area of dealing with the use of natural and cultural heritage. Bringing those with an interest in the topic together (public and private sector as well as general public) and engaging them in a dialogue, enabling different perspectives to be presented and debated, allowed for different knowledge to be shared and for seemingly separate problems to be linked and debated (environmental, natural, economical, educational, cultural, social, political, scientific, ect.) Our workshops successfully aimed at empowering public and private sector as well as general public, with new knowledge, so that the perception of how and what to do with historical parks in Central Europe can be able to change.

The feedback from participants of the workshops was positive. They were highly satisfied with the content, new information and organization of workshop activities. Some of the comments were; *“A very useful and thankful project. The knowledge and ideas learned at the workshop can be easily realized both in reality and in practice.”*, and also *“Thank you for this workshop. I would like to find out how to start something similar. Practically.”*

Workshops with children gave an excellent feedback. Children accept ideas more easily if they are actively involved in the process of making them. Through involving them directly in a way that they present their ideas about garden design and their vision of the future park use, like partners from Municipality of Bedekovčina did, we gained the opportunity to increase awareness of the importance of cultural and natural heritage among children. It also allowed us to improve children's levels of knowledge about the topic of historical castle parks and the need for conservation and revitalization from the earliest age.

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Visibility of the project HICAPS has been ensured through dissemination of project leaflets, as well as dissemination of knowledge through presentation of different suggestions, documents, tools and action plans that we are planning to implement during the project life time.

Ideas were shared about using new technology. Workshop in Bologna offered an interesting idea of integrating communication concerned with natural and environmental topics within the general tourism strategy of the City. The idea is to use a drone for filming the evolution of a park in different seasons, to be combined with storytelling describing personal ways to use the historical parks.

Useful suggestions were provided on how to integrate the training tools planned to be developed and used by the HICAPS project in further potential activities.

Workshops indicated as one of the biggest problems not sufficiently clear legislation and complex administrative procedures, as well as low public participation in decision making processes together with limited financial resources. All of the mentioned issues hinder efforts to use all the potential of historical gardens and parks.

Workshops highlighted the need of developing stronger local network cooperation and thus enable new opportunities for access to people and different services.

By organizing the workshops at this stage of the project we were able to involve all target audience in interactive policy making at an early stage. It enabled everyone to gain better insight into each other's interests and needs and allowed them to exchange different experiences, giving the opportunity for all potential questions and distractions to be discussed in time.

4. Statistical data of satisfaction of the participants

In addition to the data collected above, data on the satisfaction of the participants at the workshops were also collected.

Conducted workshops had a variety of different approaches and methods used during their organization. Based on the nature of the workshops and profile of participants partners had two different approaches for collecting data of satisfaction of the participants: written and oral feedback.

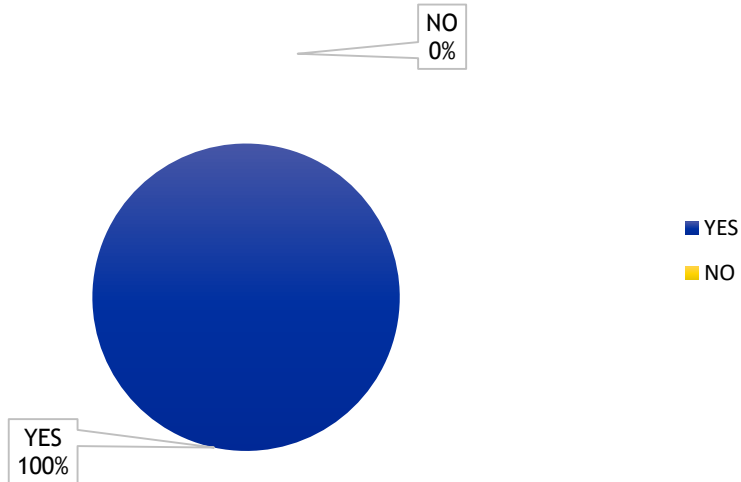
Following presented analysis shows the satisfaction of the participants for each conducted workshop.

Partner organization	Municipality of Velenje
Name of the workshop	Castles -our cultural legacy
Date and place	21.06.2018, Velenje
Total number of participants	33
Number of completed questionnaires	28

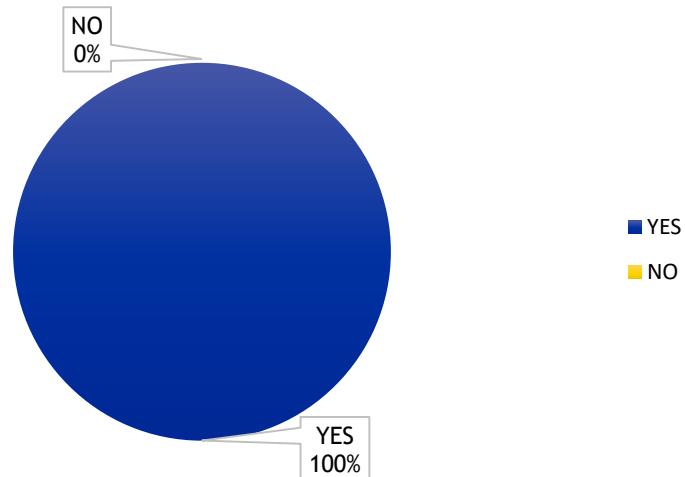
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1. Did the content of the workshop meet your expectations?



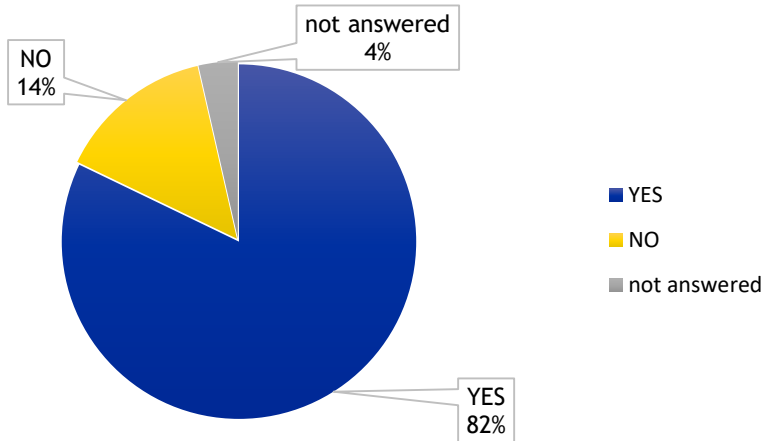
2. Did you obtained new information from this event?



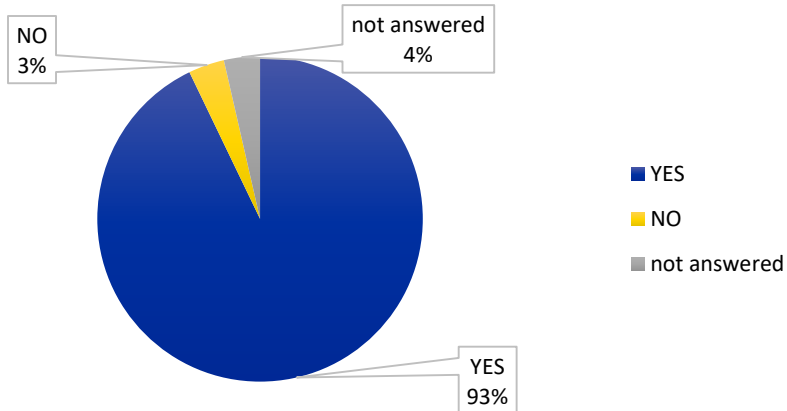
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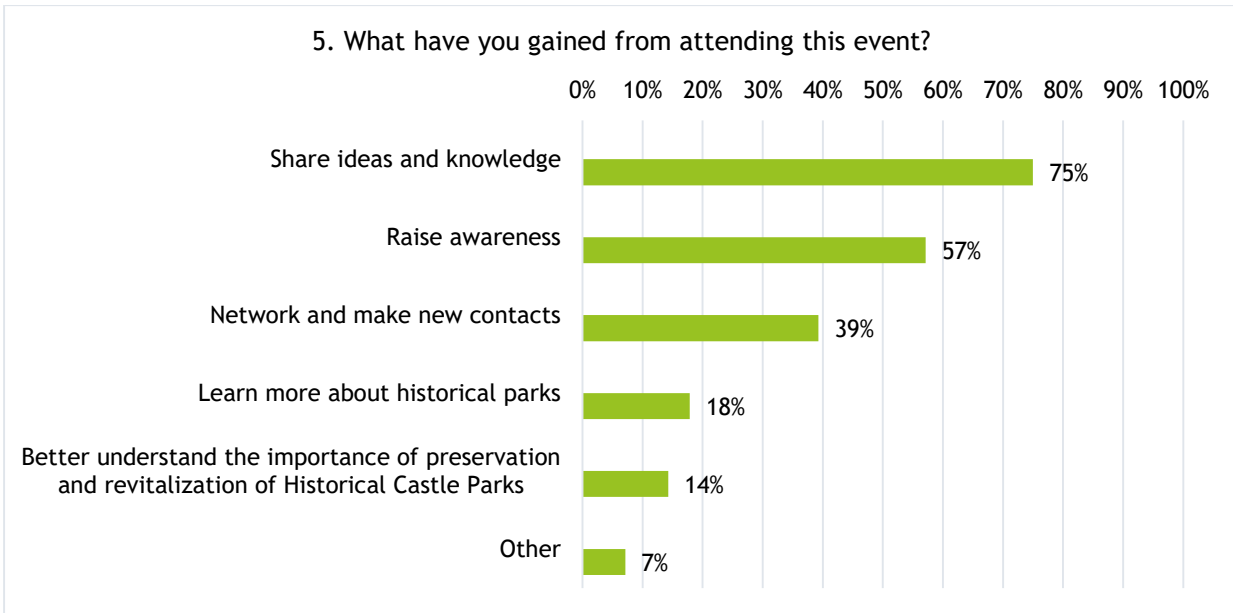
3. Do you think that your activities/services can be improved thanks to the results of the project?



4. Do you think that organization of this “brainstorming session” is good method for the implementation of the project?



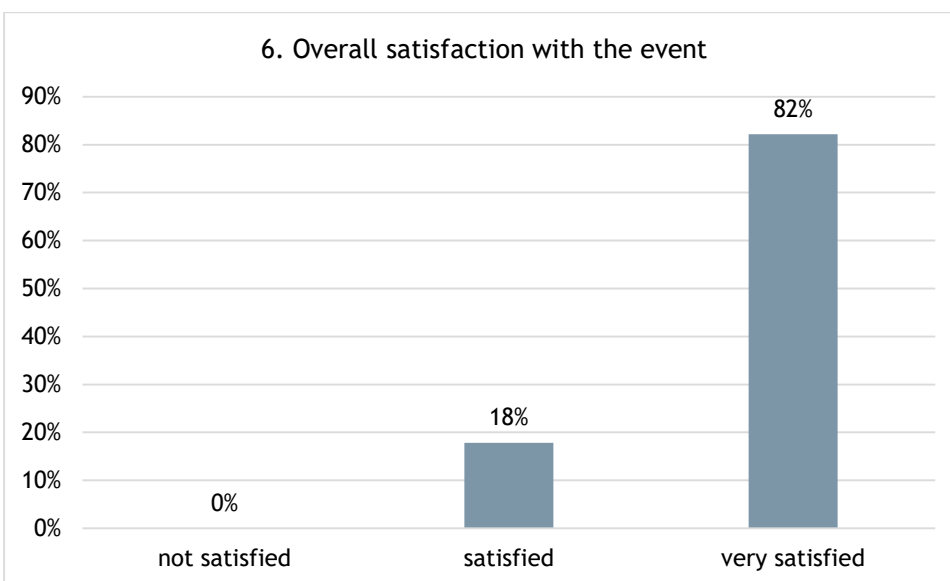
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Other:

There is a lot that can be done, but first we need to arrange all documents in order to go ahead

Additional task to focus on solutions for this problem area



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7. Further comments:

Almost everyone is willing to give a scaffolding in return to an advertisement on it, but the problem is who will prevent climbing on it.

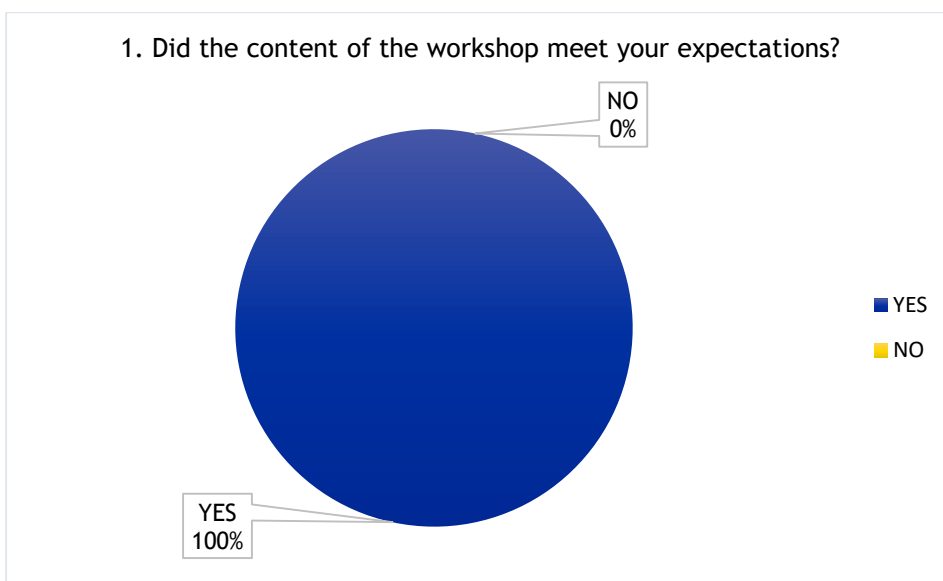
What will happen in a case of an earthquake?

Go ahead with an organization of such workshops.

Do not have any comments.

Bravely forward.

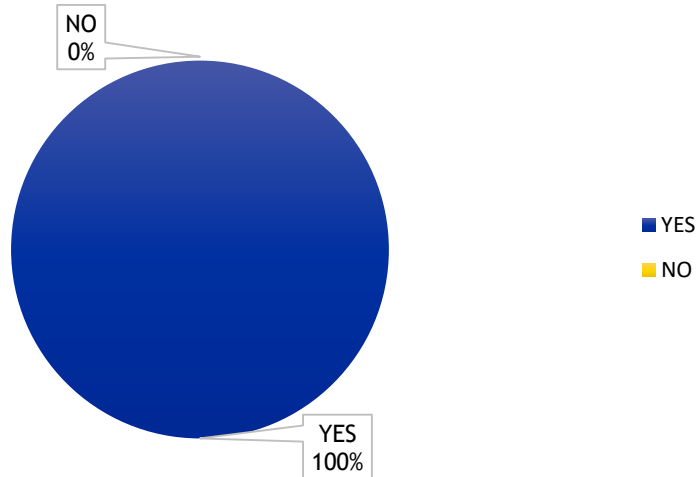
Partner organization	Scientific research centre Bistra Ptuj
Name of the workshop	HOW TO IMPROVE THE USE OF HISTORICAL PARKS - WS with public sector
Date and place	26.3.2018, City Hall Ptuj
Total number of participants	8
Number of completed questionnaires	8



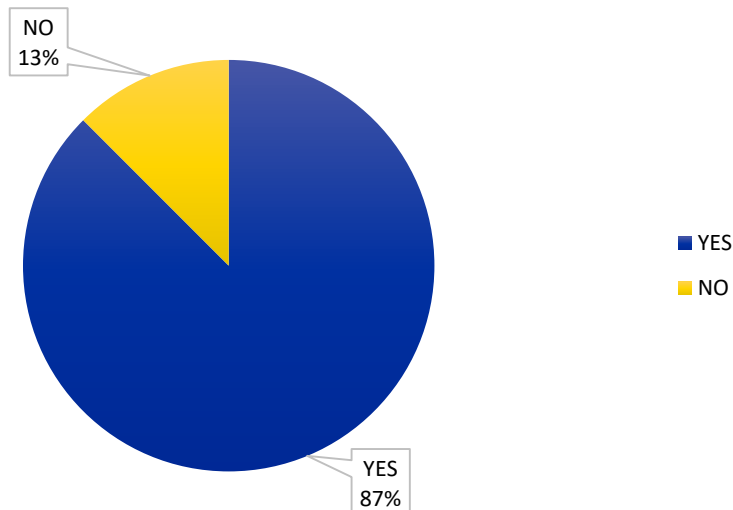
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2. Did you obtained new information from this event?

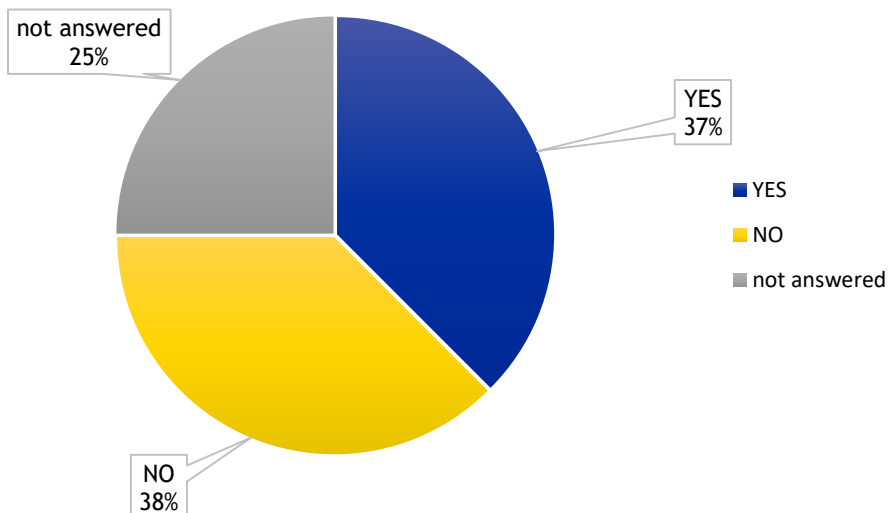


3. Do you think that organization of this “brainstorming session” is good method for the implementation of the project?

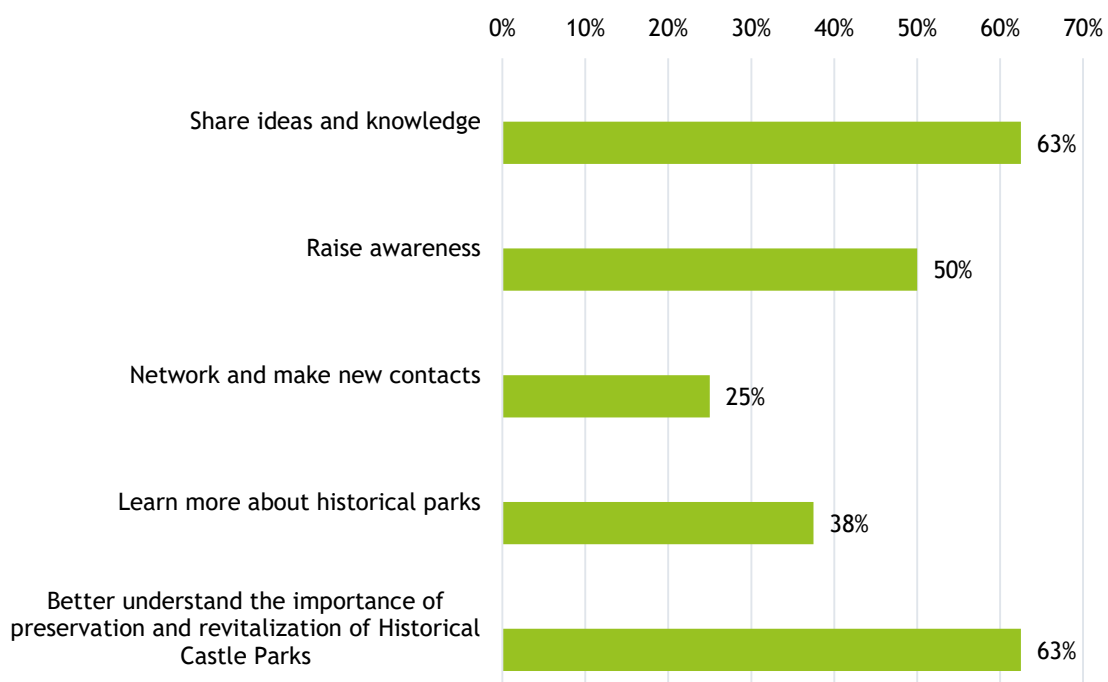




4. Do you think that your activities/services can be improved thanks to the results of the project?



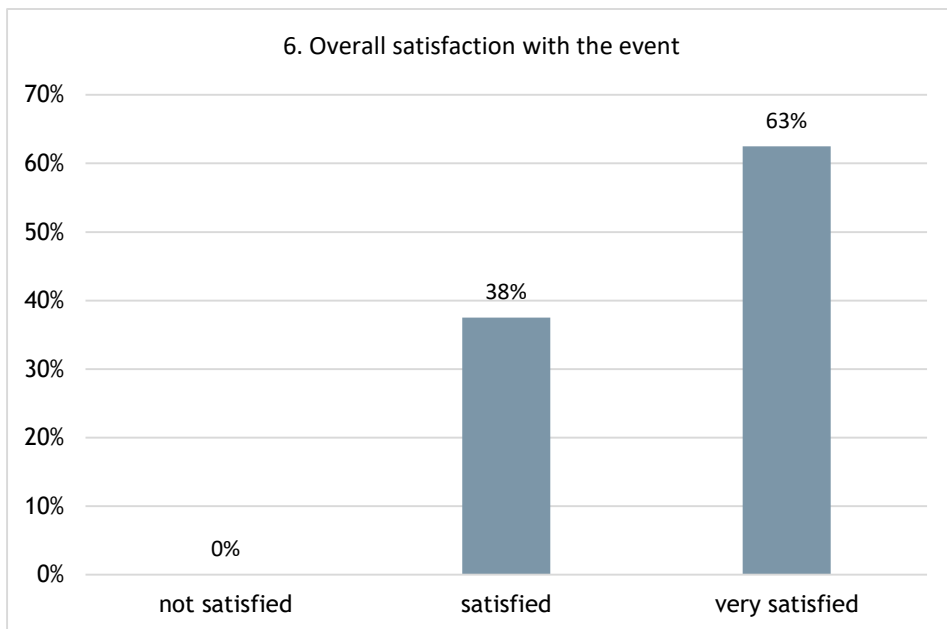
5. What have you gained from attending this event?



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6. Overall satisfaction with the event

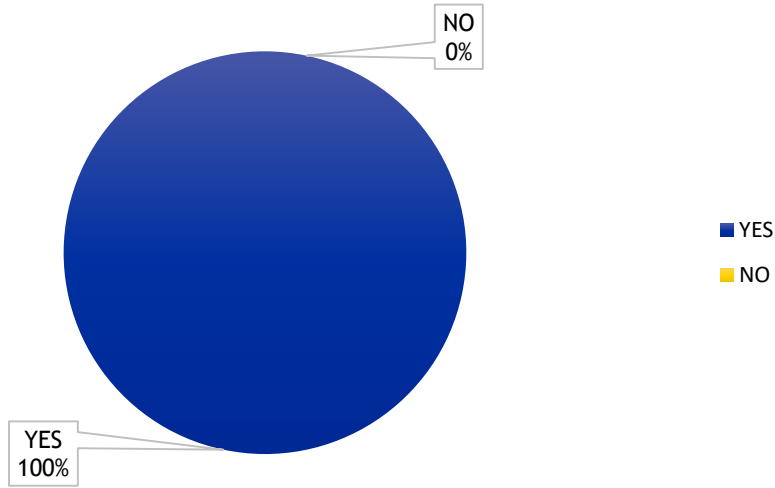


Partner organization	Kujawsko-Pomorskie Voivodeship
Name of the workshop	Networking of the tourist product
Date and place	3.7.2018
Total number of participants	16
Number of completed questionnaires	14

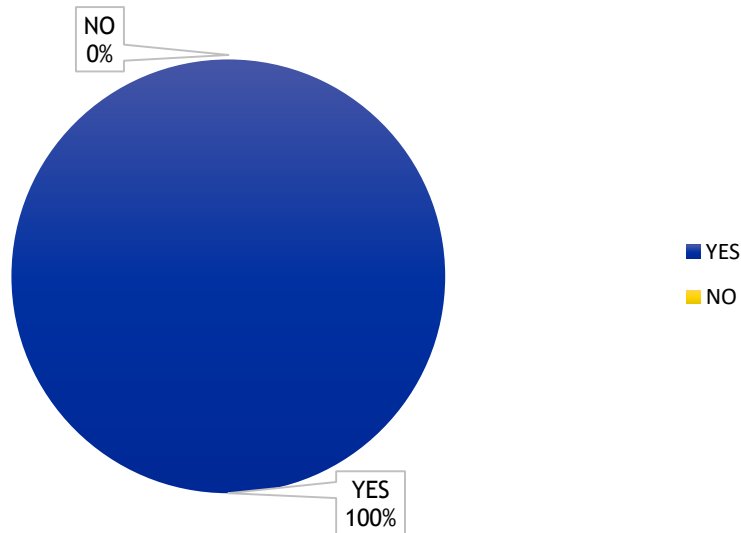
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1. Did the content of the workshop meet your expectations?



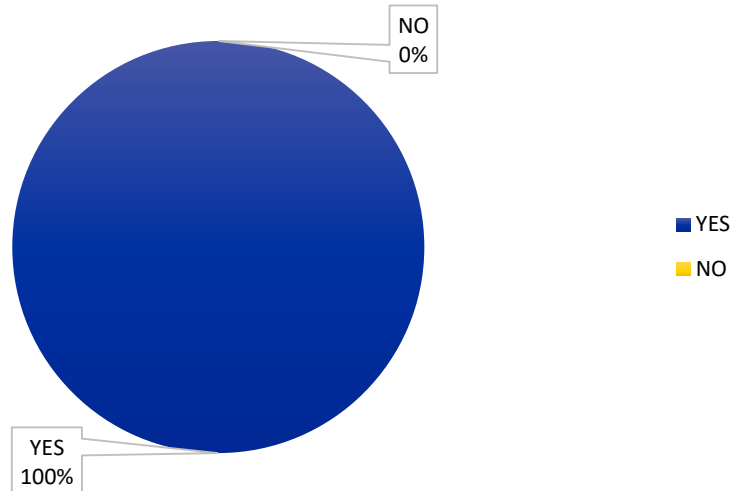
2. Did you obtained new information from this event?



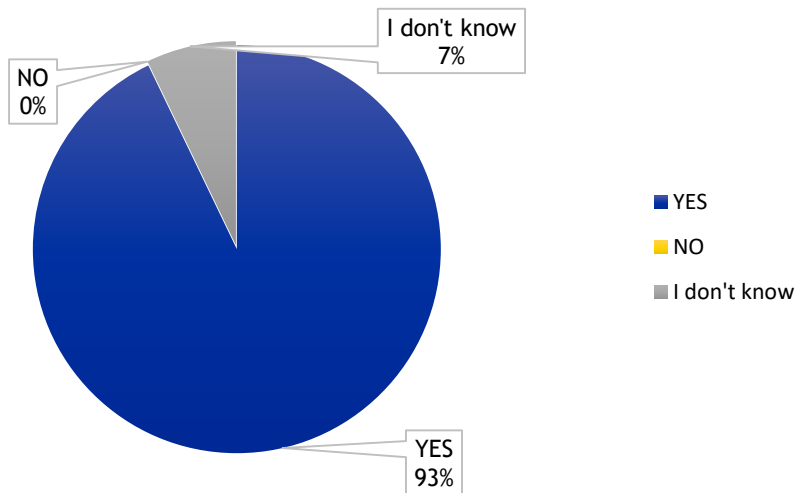
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3. Do you think that organization of this “brainstorming session” is good method for the implementation of the project?

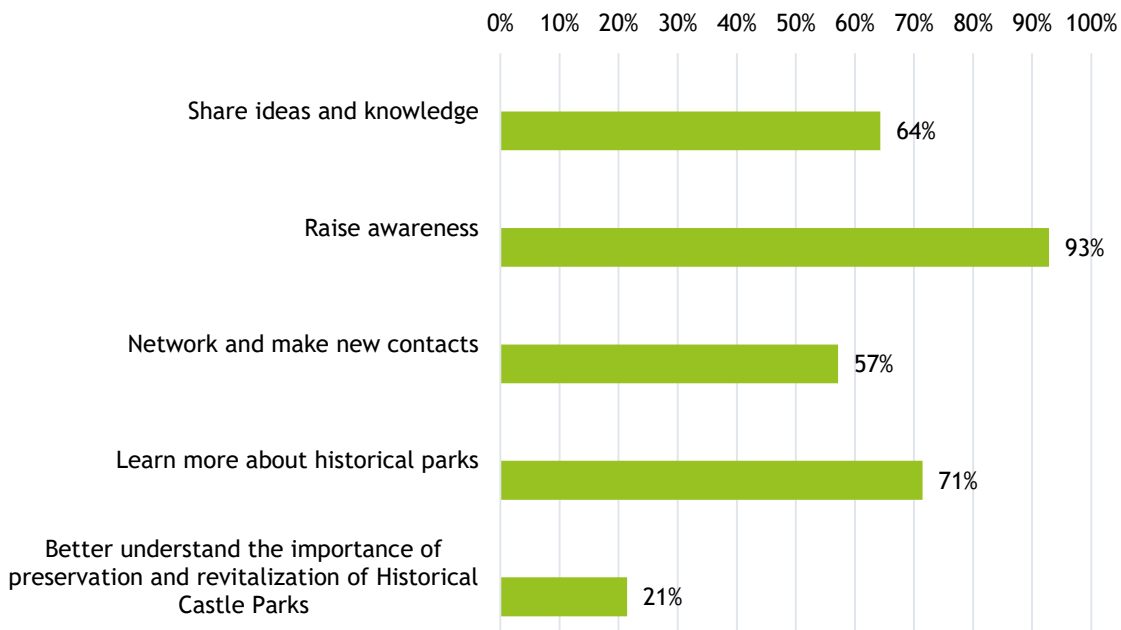


4. Do you think that your activities/services can be improved thanks to the results of the project?

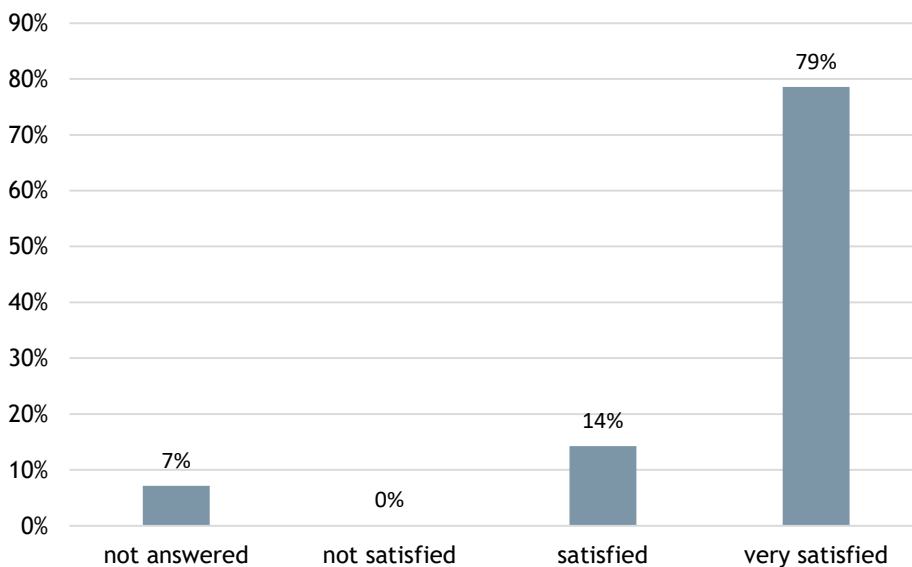




5. What have you gained from attending this event?



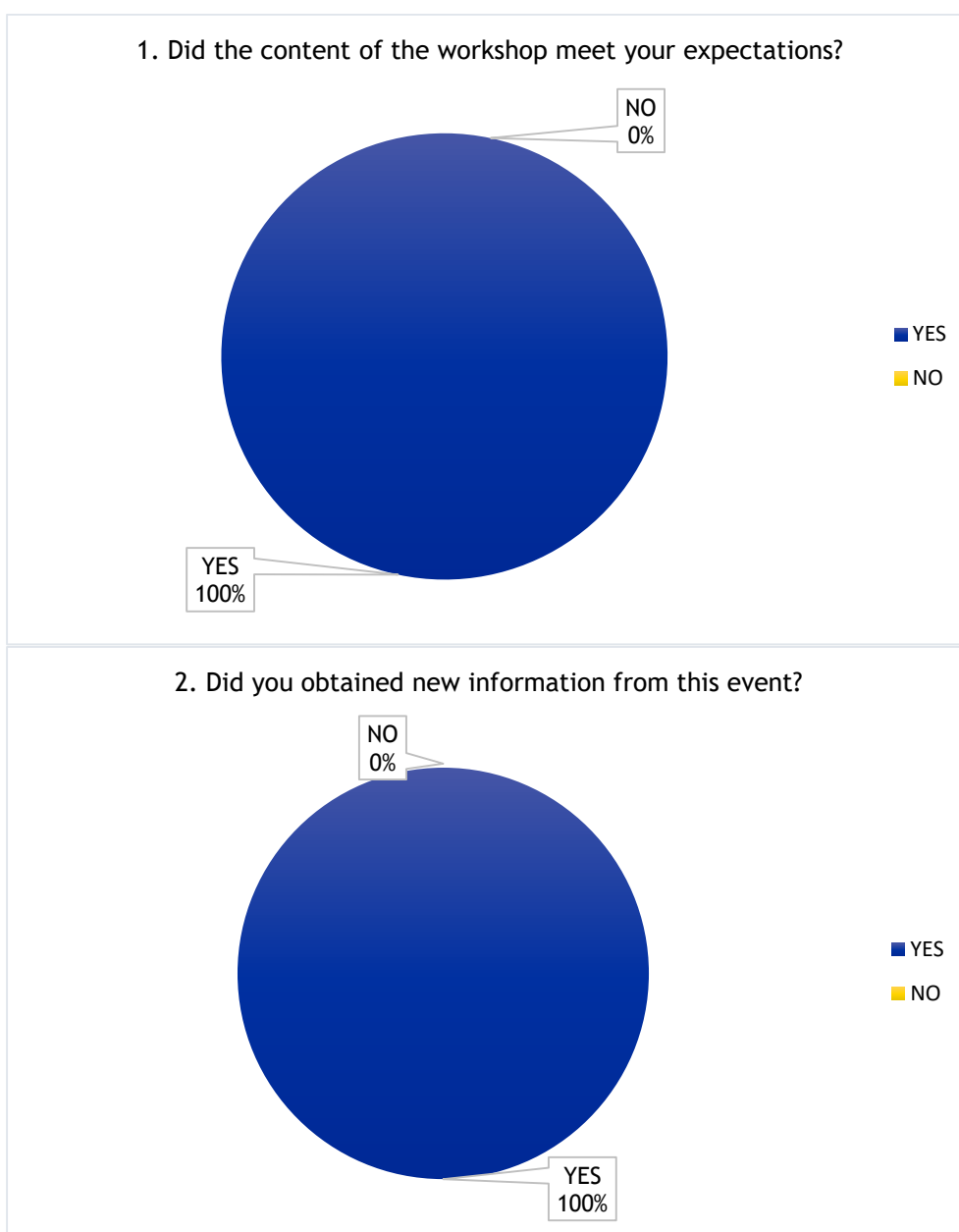
6. Overall satisfaction with the event



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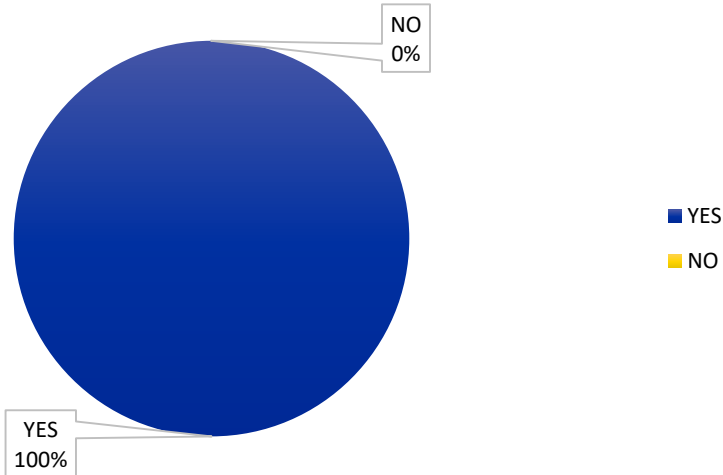
Partner organization	Association “Petit Philosophy”
Name of the workshop	The needs of users in the parks
Date and place	26.6.2018. Knin
Total number of participants	7
Number of completed questionnaires	7



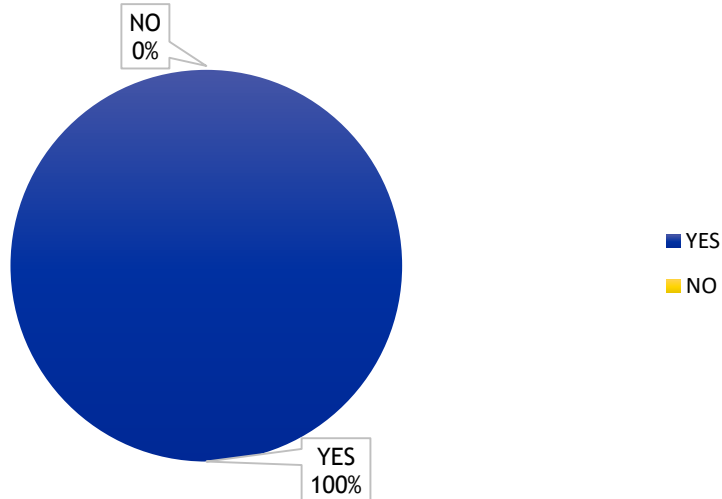
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3. Do you think that organization of this “brainstorming session” is good method for the implementation of the project?

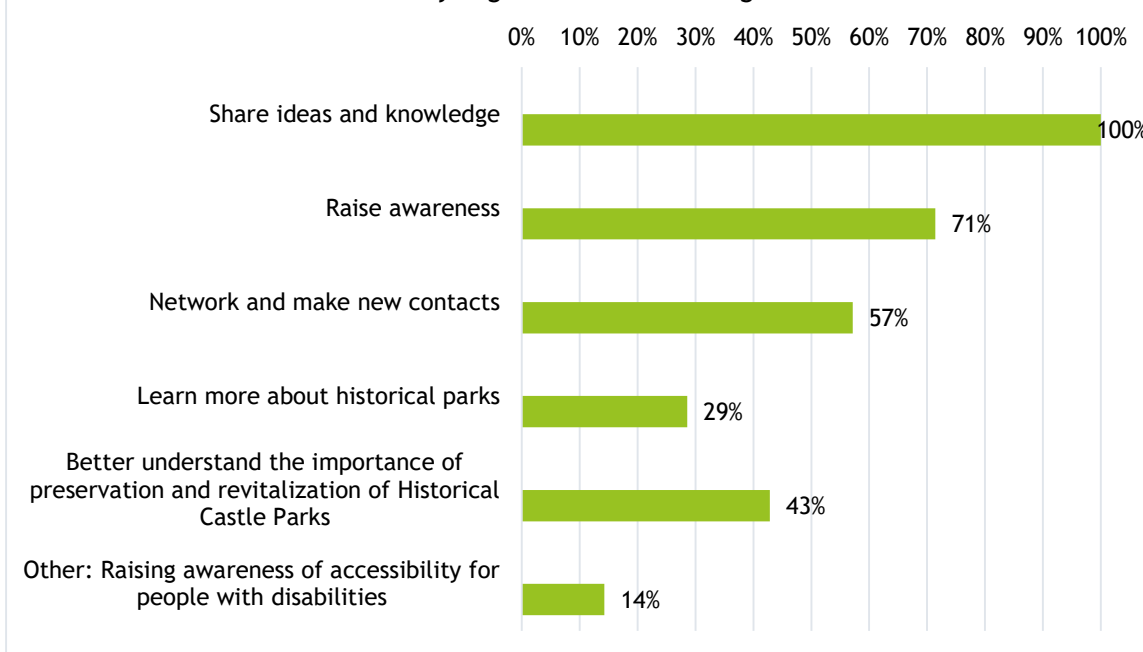


4. Do you think that your activities/services can be improved thanks to the results of the project?

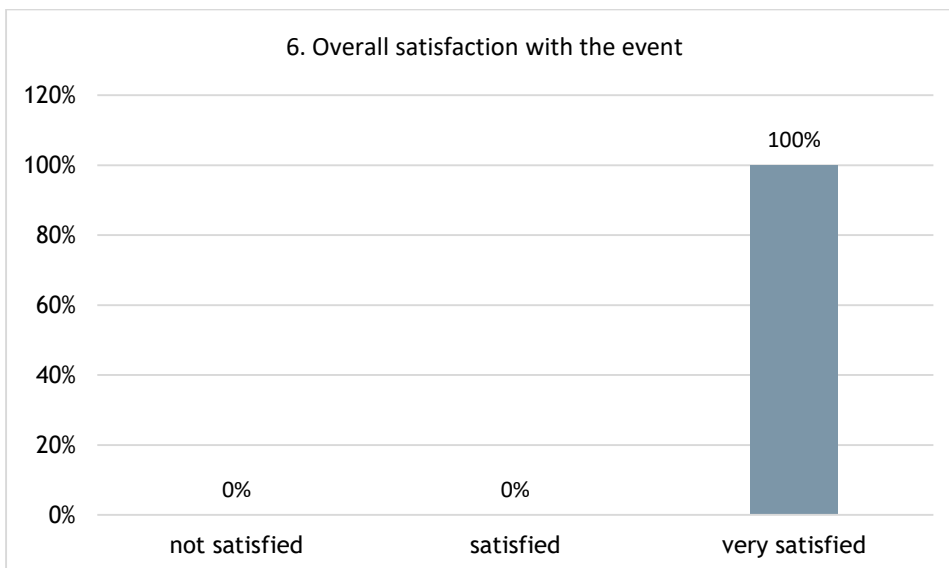




5. What have you gained from attending this event?



6. Overall satisfaction with the event



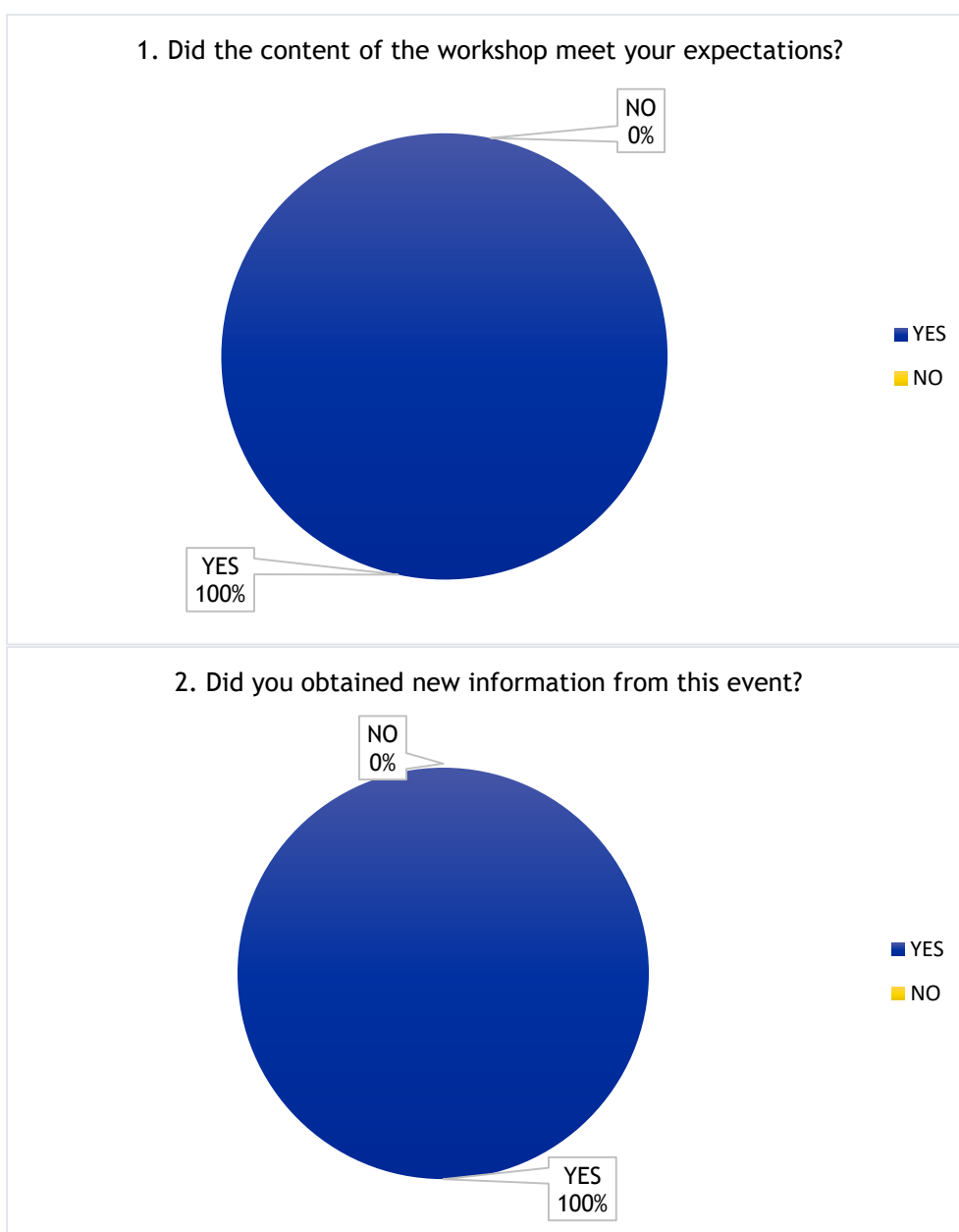
7. Further comments:

Thank you!

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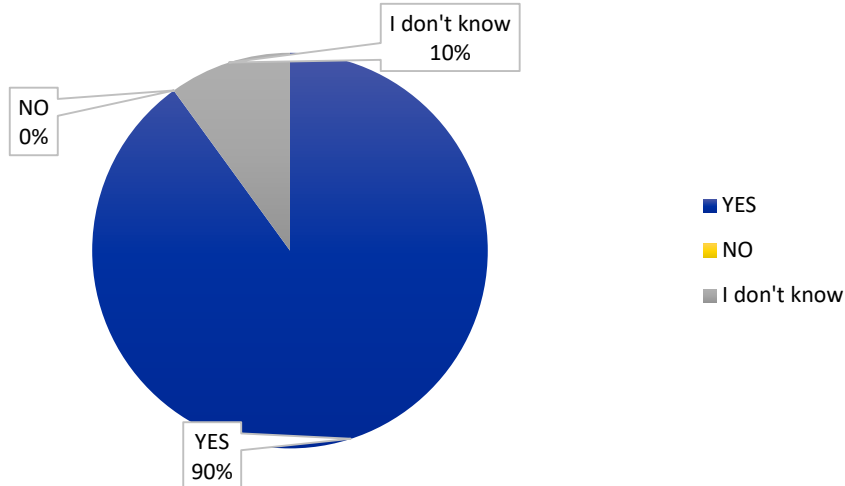
Partner organization	Association “Petit Philosophy”
Name of the workshop	The needs of users in the parks
Date and place	27.6.2018. Split
Total number of participants	10
Number of completed questionnaires	10



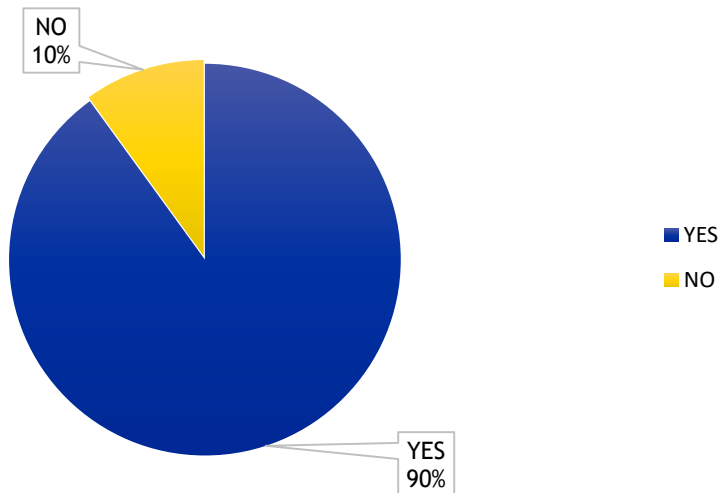
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3. Do you think that organization of this “brainstorming session” is good method for the implementation of the project?

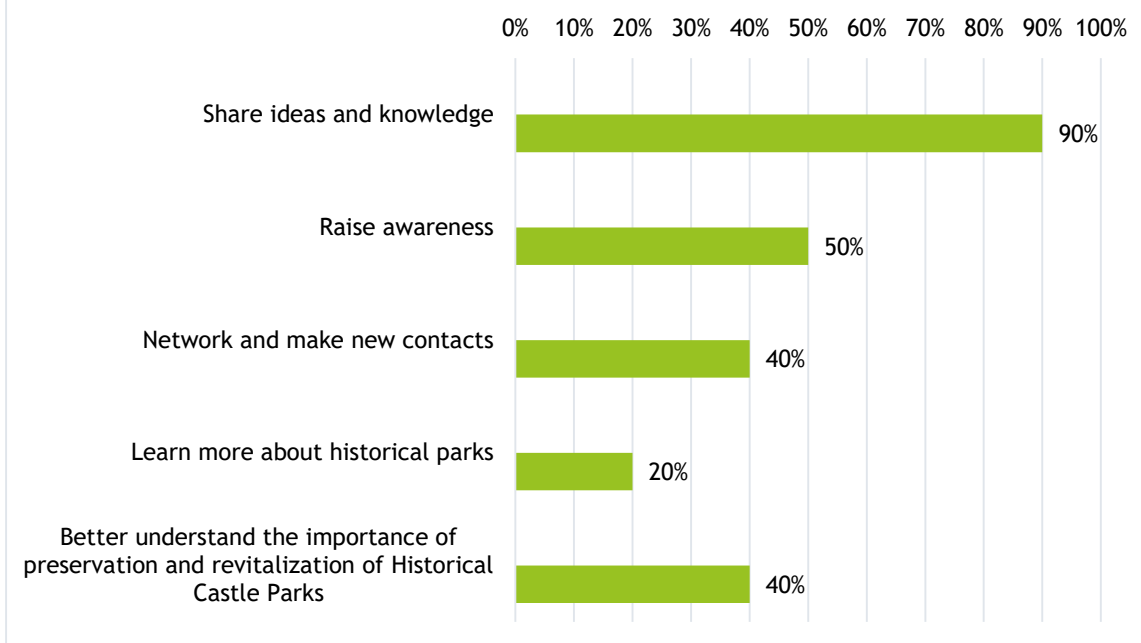


4. Do you think that your activities/services can be improved thanks to the results of the project?

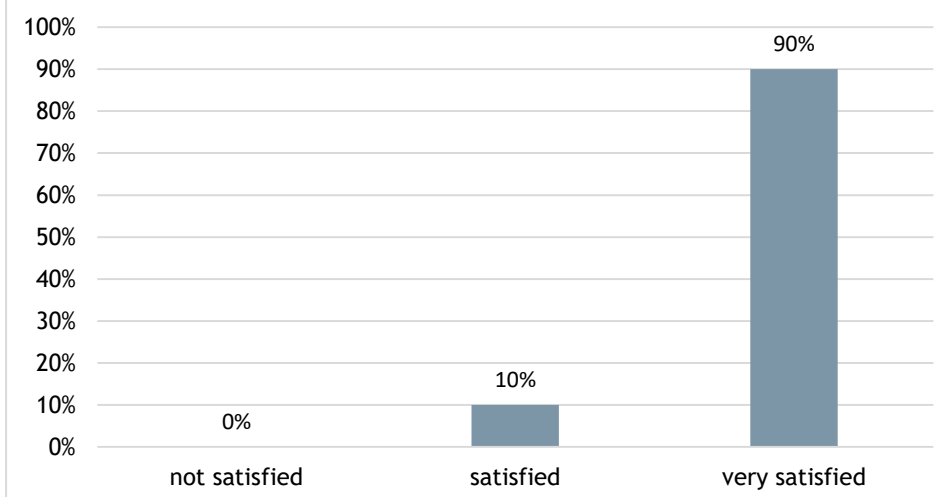




5. What have you gained from attending this event?



6. Overall satisfaction with the event



7. Further comments:

Each project that restores the sensitivity to life is praiseworthy.

Excellent!

Very good.

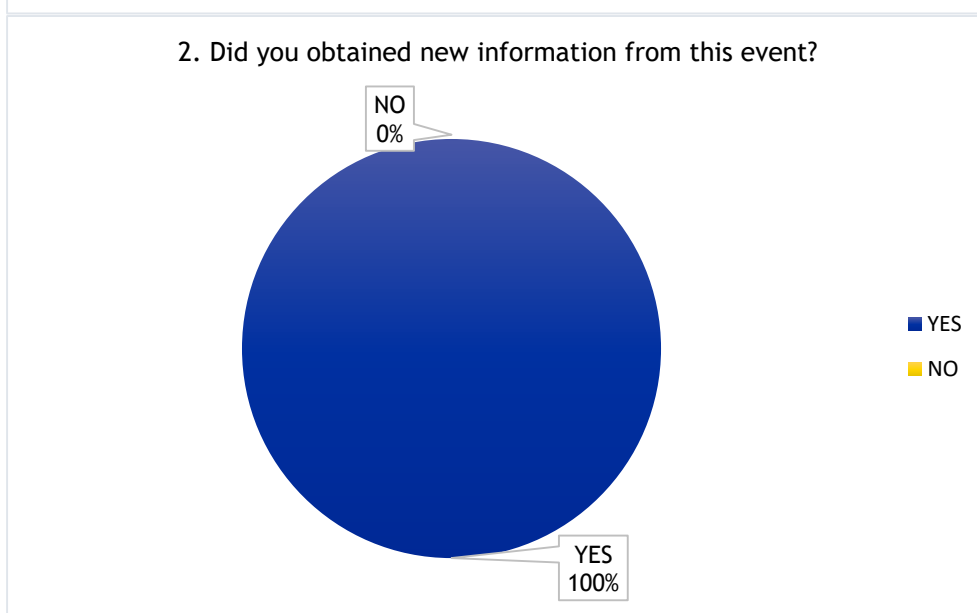
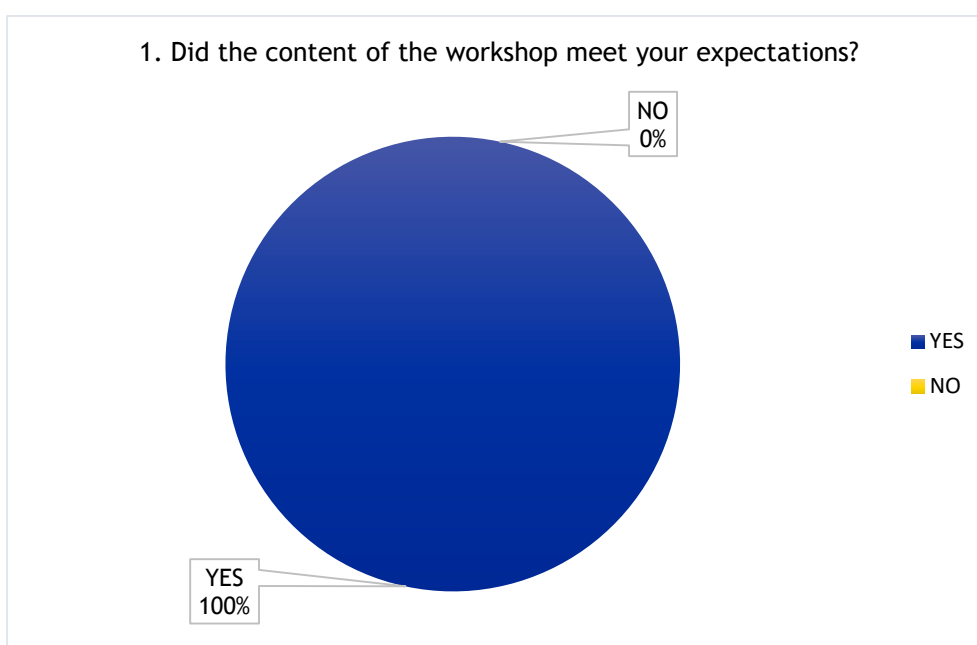
Thank you for this workshop. I would like to find out how to start something similar. Practically. I would like to cooperate on project bases.

A very useful and thankful project. Ideas and knowledge acquired at the workshop can be easily implemented and in reality and in practice.

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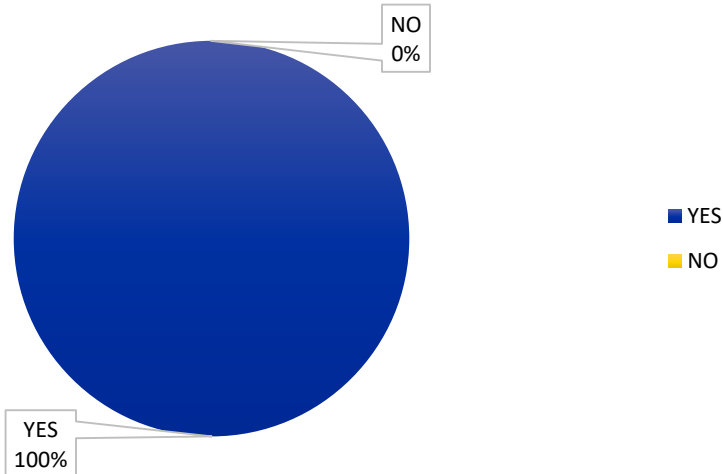
Partner organization	Association “Petit Philosophy”
Name of the workshop	The needs of users in the parks
Date and place	5.7.2018. Zadar
Total number of participants	12
Number of completed questionnaires	12



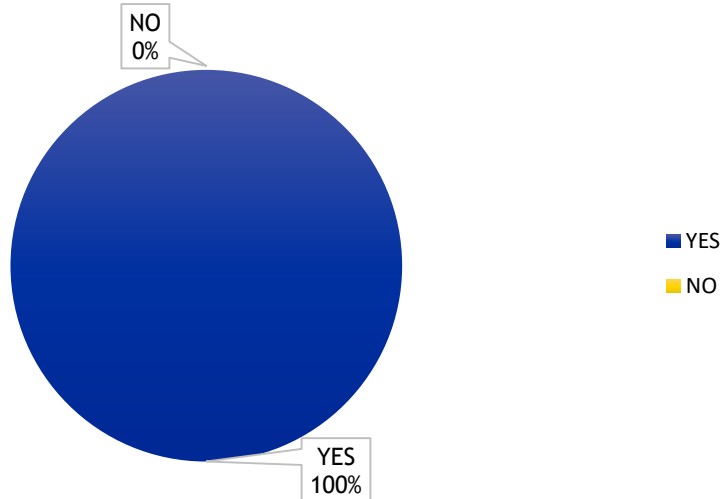
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3. Do you think that organization of this “brainstorming session” is good method for the implementation of the project?

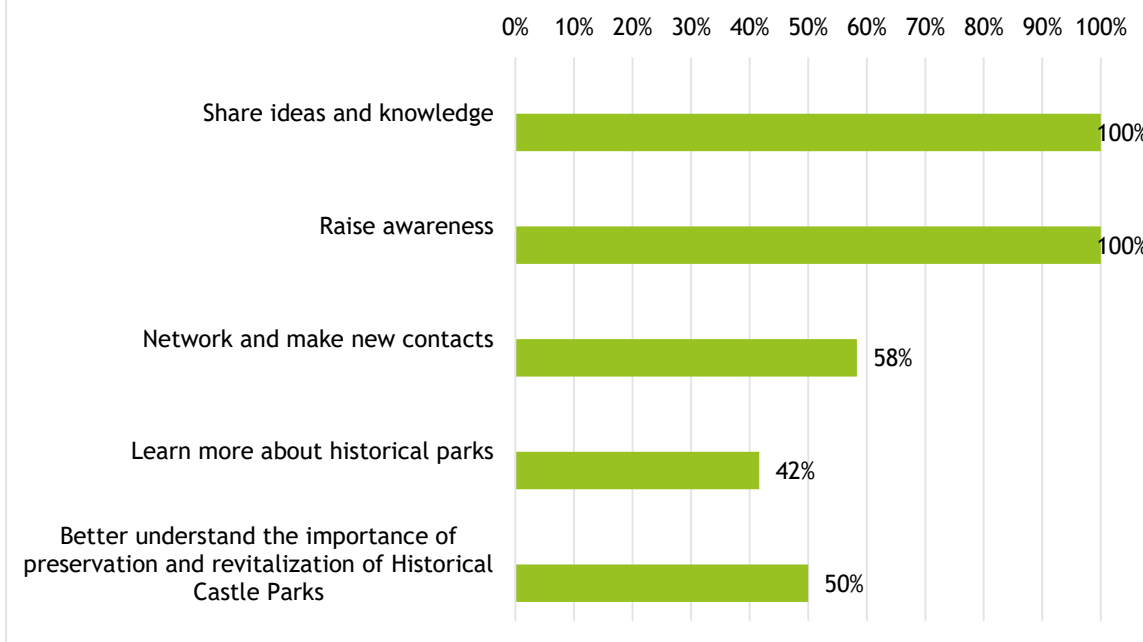


4. Do you think that your activities/services can be improved thanks to the results of the project?

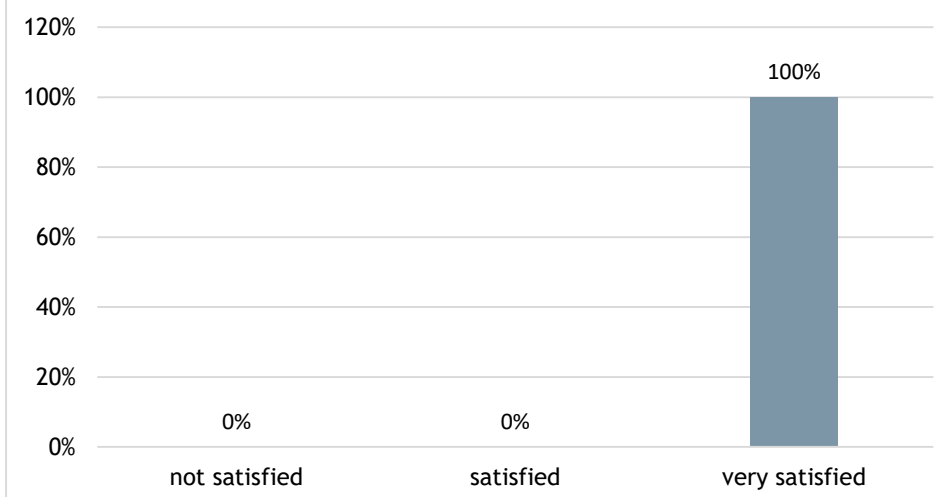




5. What have you gained from attending this event?



6. Overall satisfaction with the event



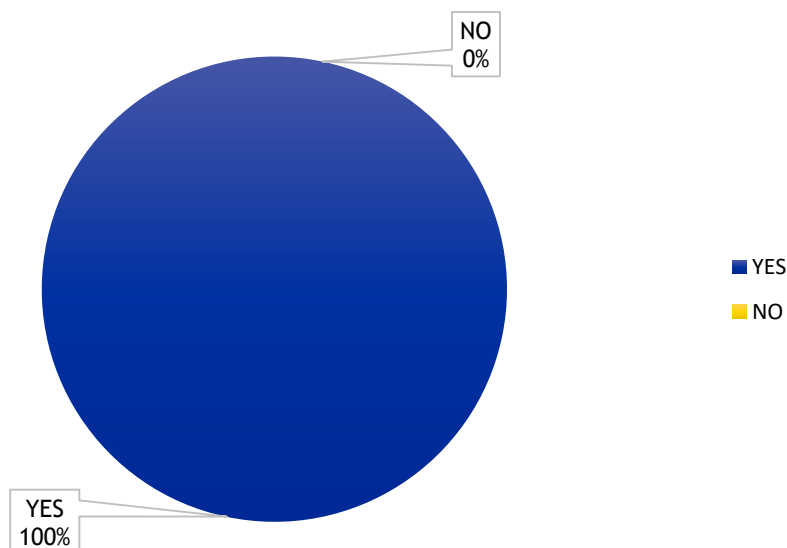
7. Further comments:

Just go on! Ducks in the parks.

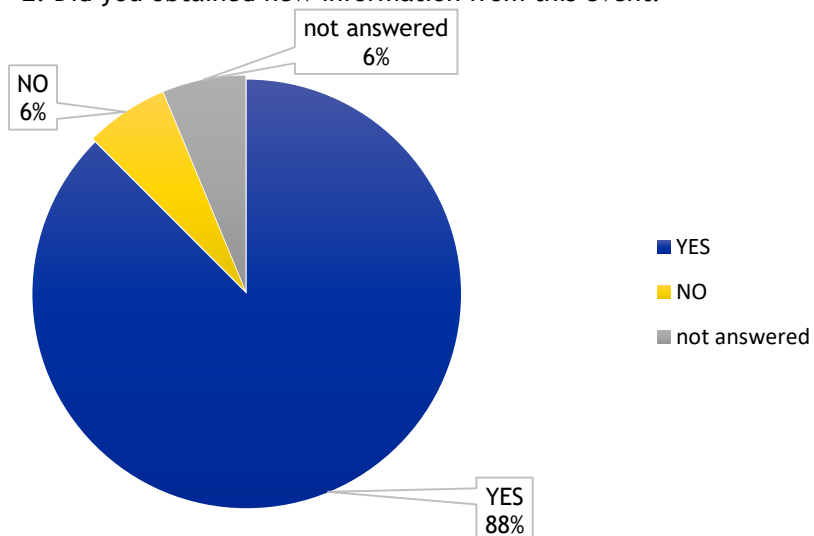


Partner organization	Municipality of Varaždin
Name of the workshop	Informative workshop of the project "HICAPS"
Date and place	May 25, 2018 in the City of Varaždin
Total number of participants	22
Number of completed questionnaires	16

1. Did the content of the workshop meet your expectations?



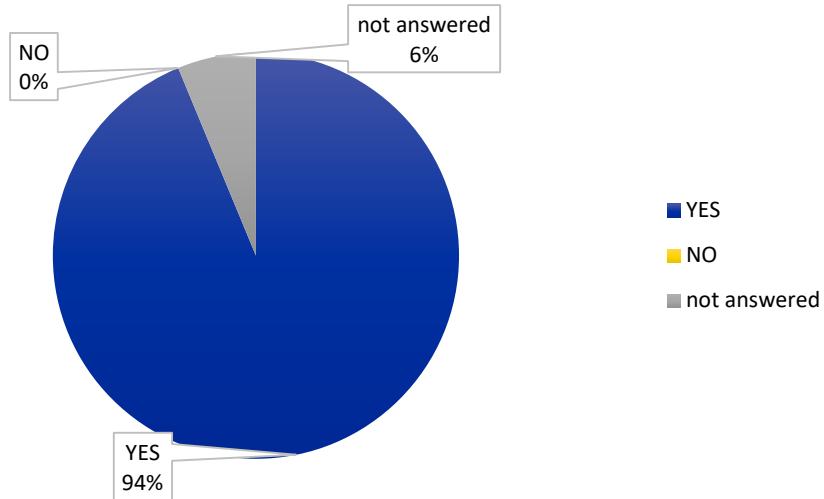
2. Did you obtained new information from this event?



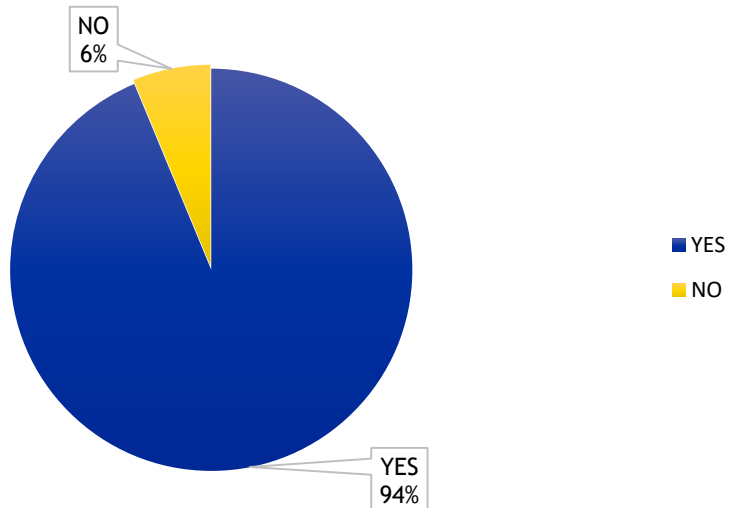
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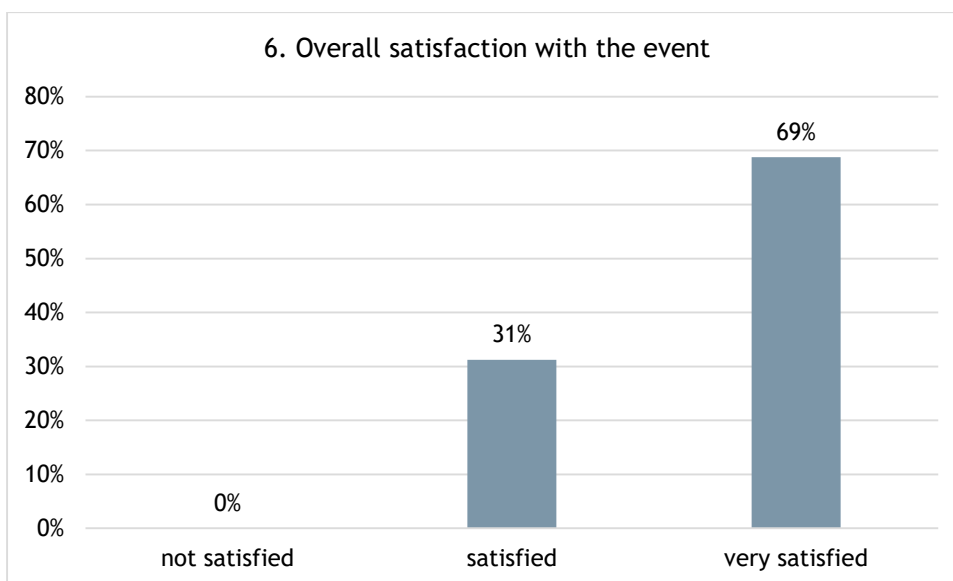
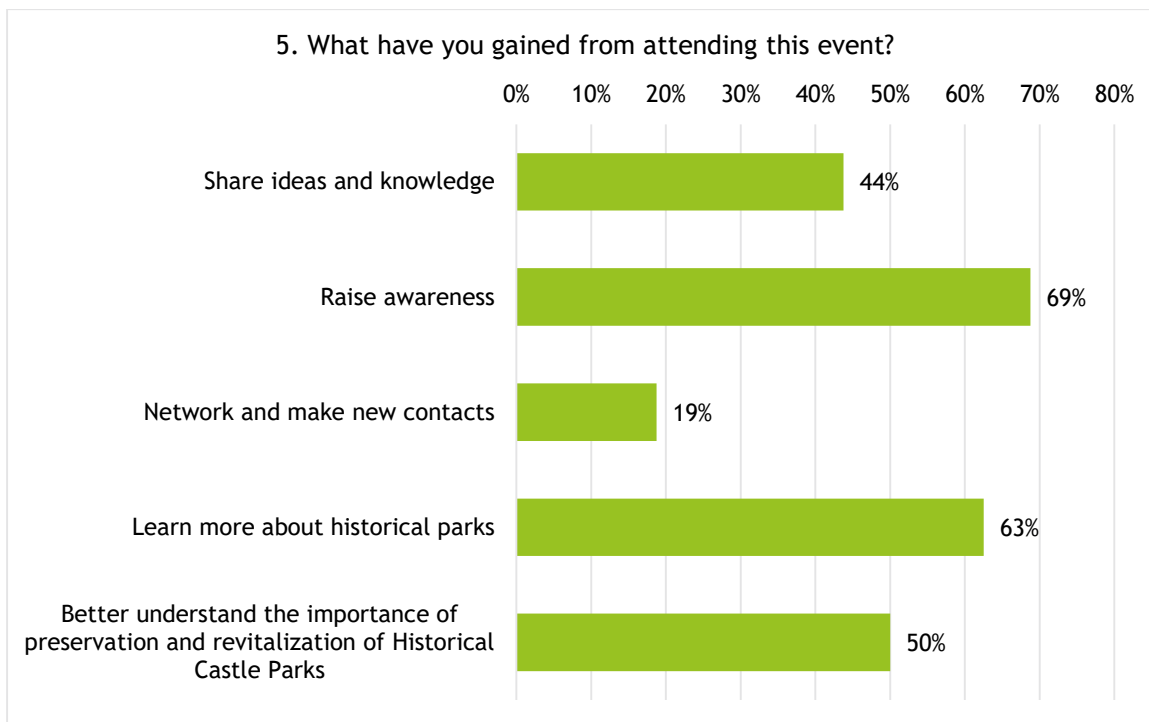


3. Do you think that organization of this “brainstorming session” is good method for the implementation of the project?



4. Do you think that your activities/services can be improved thanks to the results of the project?



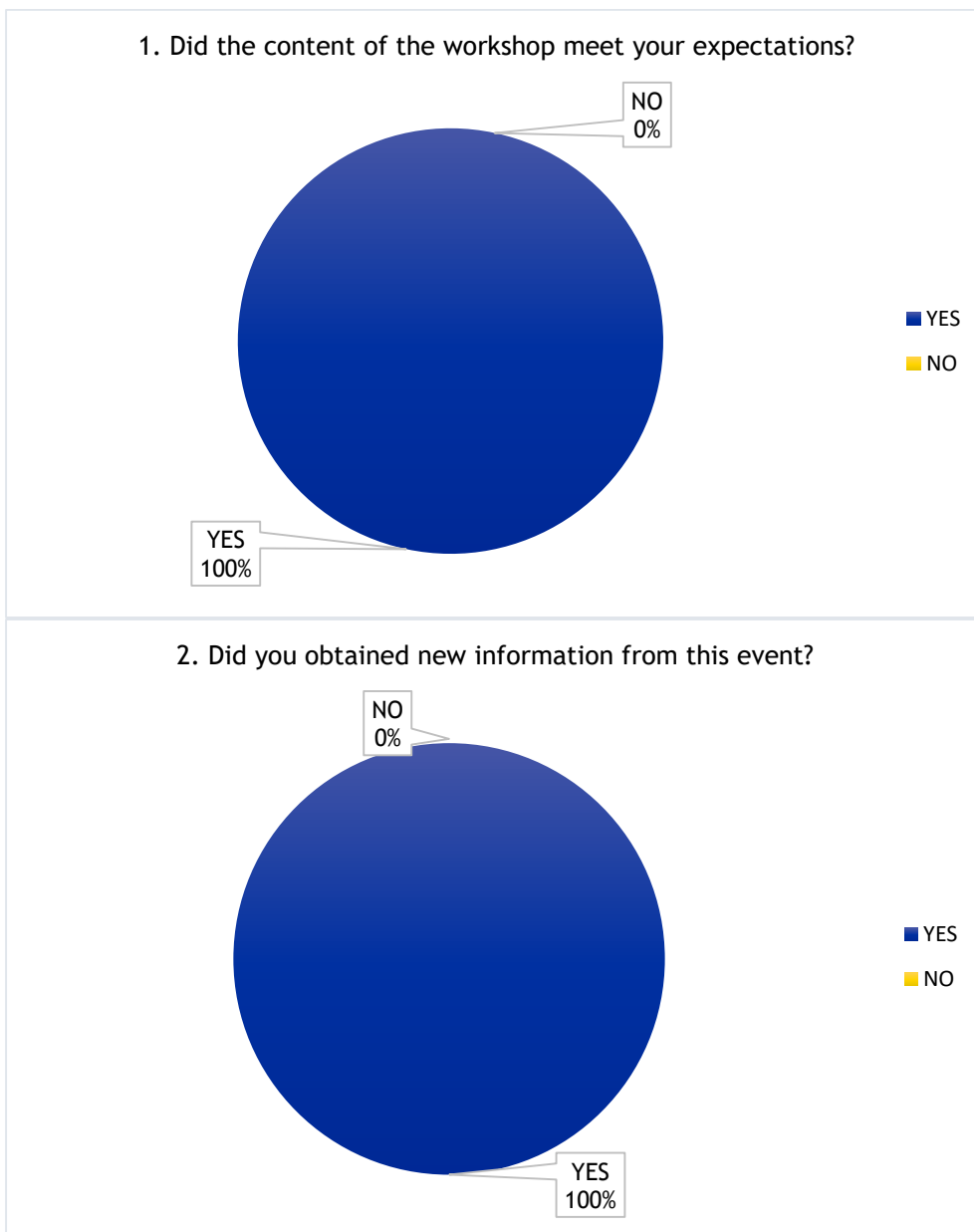


7. Further comments:

It is important that at the end of the project is a visible result for the benefit of citizens, tourist potential and of course the environment



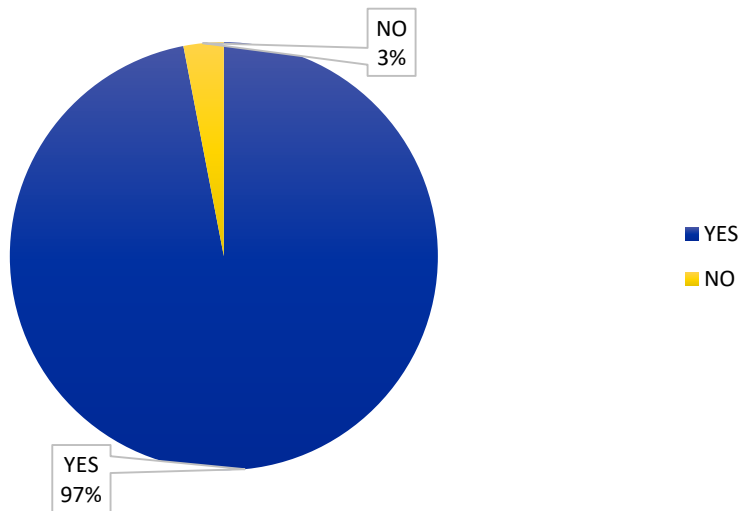
Partner organization	Municipality of Bedekovčina
Name of the workshop	What does the park mean for me?
Date and place	14.6.2018., Bedekovčina
Total number of participants	33
Number of completed questionnaires	33



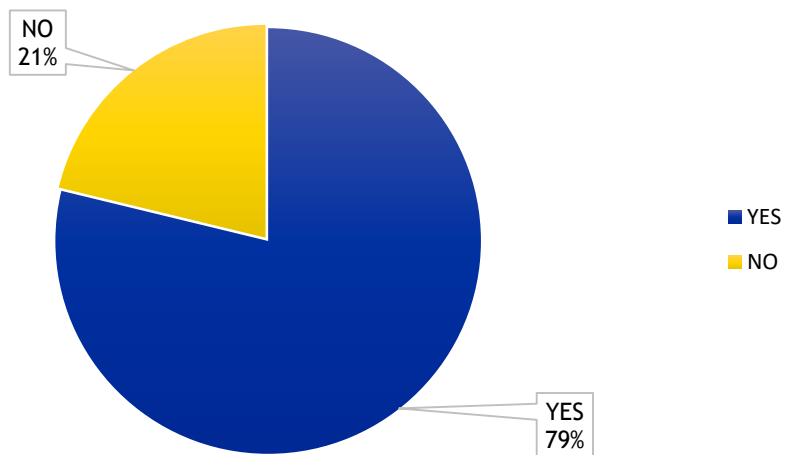
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3. Do you think that organization of this “brainstorming session” is good method for the implementation of the project?

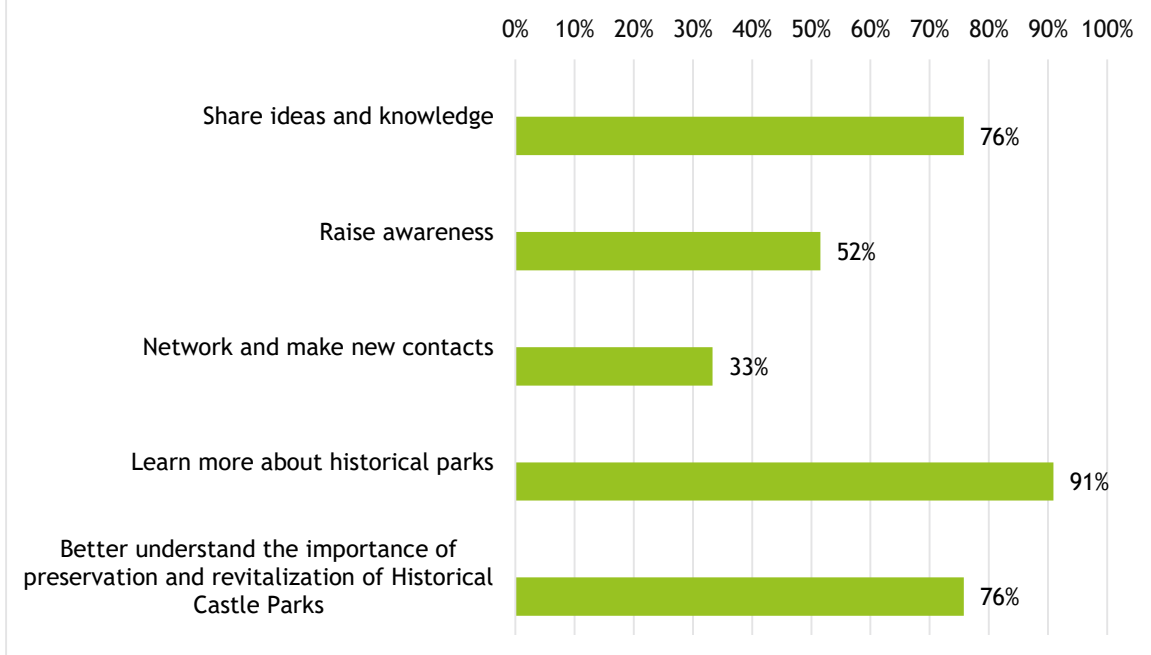


4. Do you think that your activities/services can be improved thanks to the results of the project?

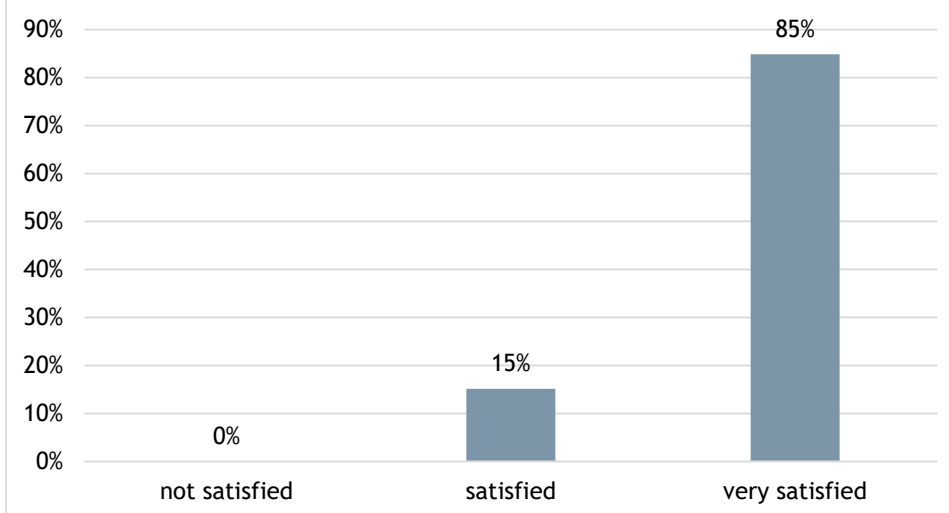




5. What have you gained from attending this event?



6. Overall satisfaction with the event



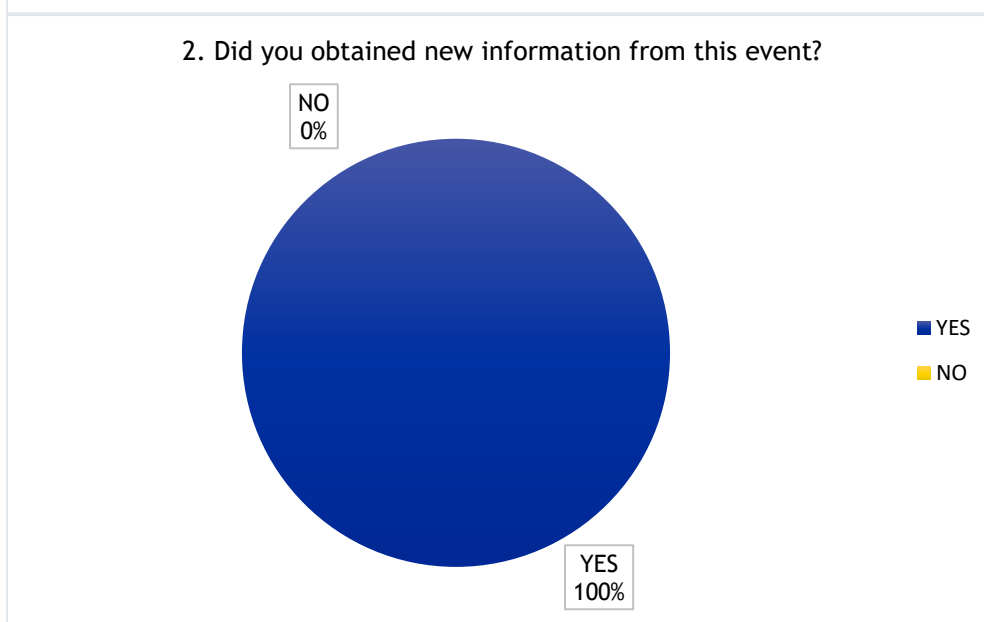
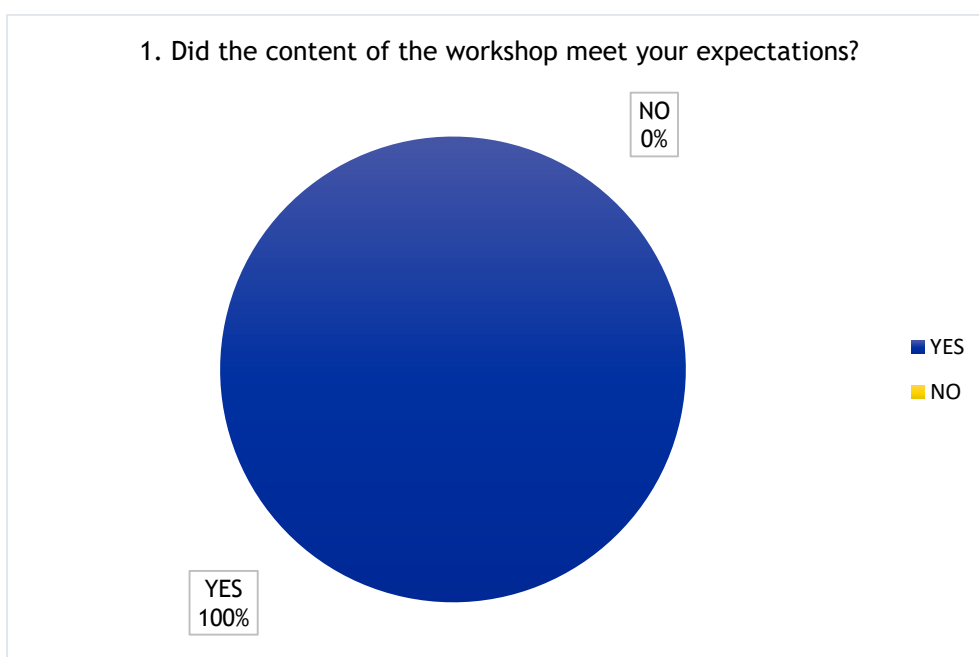
7. Further comments:

- I think this workshop is very instructive and that it was worth the effort when we painted.
- I think the workshop is great!
- It was very fun and nice.
- I think this workshop is the best.
- I am very pleased with this workshop.
- At this workshop I was feeling nice and I learned something new.
- I think this workshop is very instructive and encourages us to preserve the environment.
- I think the workshop was good and perfect.
- It was a lot of fun and I would like to have it again next year.

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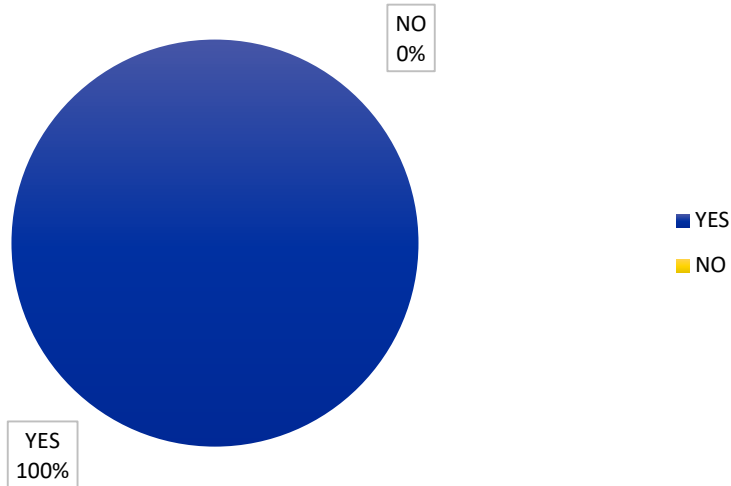
Partner organization	Rzeszów Regional Development Agency
Name of the workshop	How to improve the situation of historical castle parks
Date and place	09.07.2018, Łańcut
Total number of participants	12
Number of completed questionnaires	12



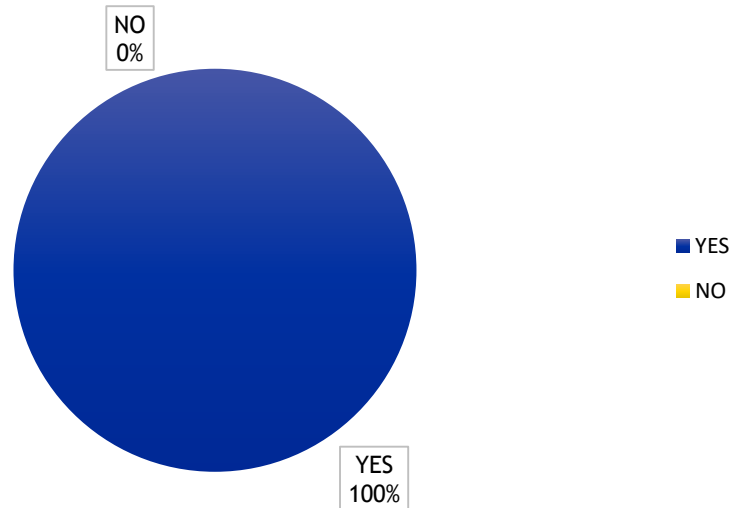
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3. Do you think that organization of this “brainstorming session” is good method for the implementation of the project?

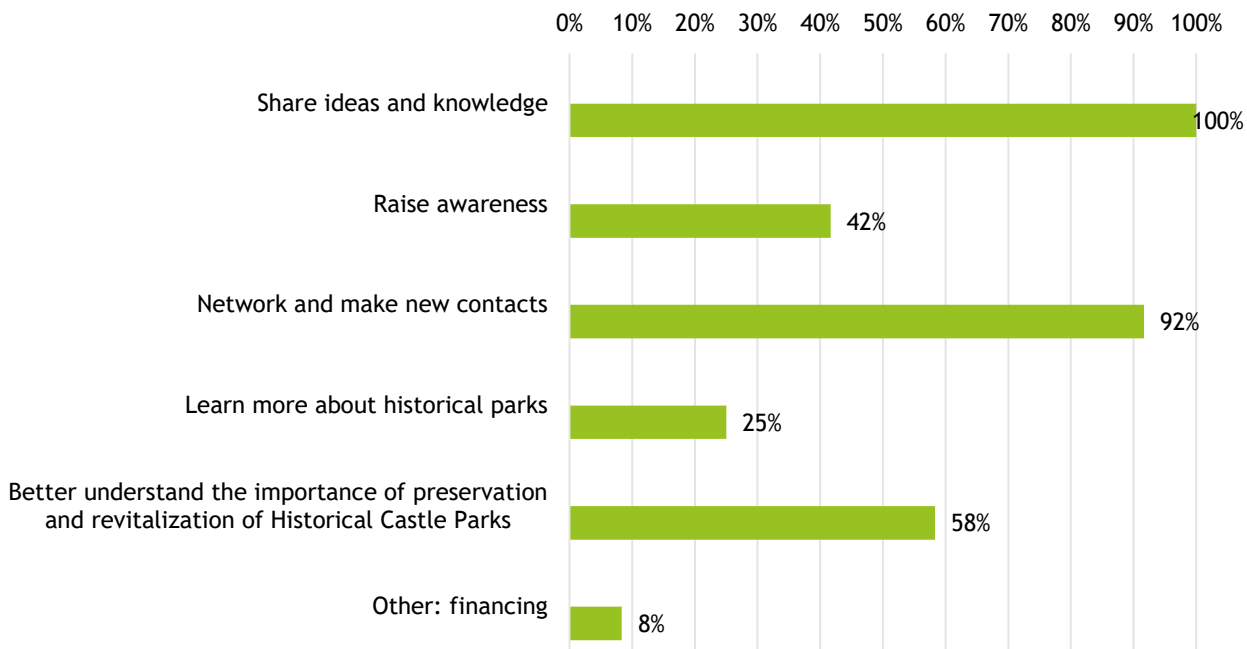


4. Do you think that your activities/services can be improved thanks to the results of the project?

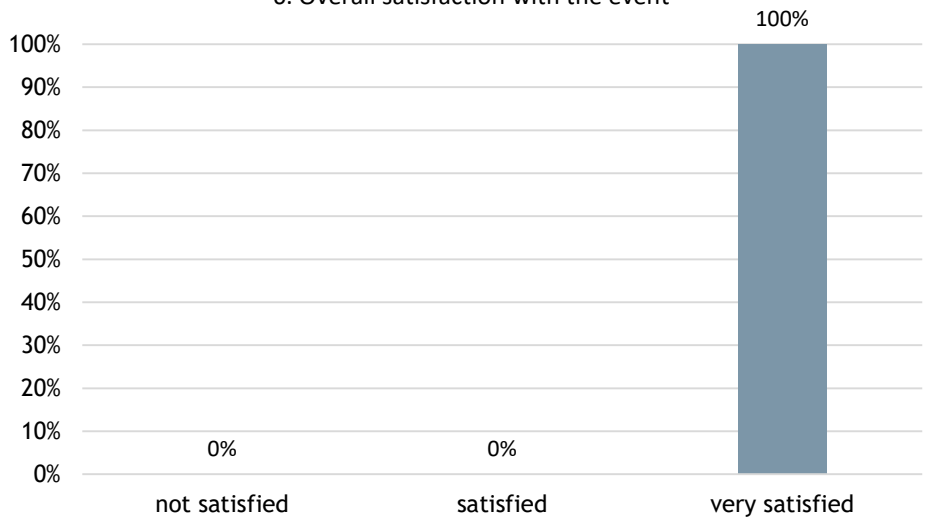




5. What have you gained from attending this event?



6. Overall satisfaction with the event



7. Further comments:

Thanks to the meeting I have obtained knowledge in the subject of financing sources

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Due to the different local situation in the two Italian areas, characterised by an already well structured system for the management of historical gardens and parks, the events organised in Bologna and Ferrara took the form of workshops for informing the relevant stakeholders about the objectives and activities of the HICAPS project. The goal of this events was then to identify the best way to involve stakeholders in the project and establish synergism among the ongoing services and the further actions planned by HICAPS, rather than to provide information and measure the satisfaction of the participants in front of the proposed actions.

For this reason, it was decided not to use an evaluation questionnaire as the other partners did, since it would be interpreted by the participants as an element in contradiction with the participative approach followed for facilitating their involvement. The evaluation in this case has been more on the qualitative level, assessed through the ideas, suggestions and practical support received from the participants during and after the workshops.

Partner organization	Villa Ghigi Foundation
Name of the workshops	Local workshop
Date and place	24.5.2018. Bologna 30.5.2018. Bologna
Total number of participants	54

The key institutions and organisations attending the first meeting, organised by the Villa Ghigi Foundation on 24th May, were the Municipality of Bologna (Tourism, Environmental and Sustainability Education Areas), Emilia-Romagna Region - Parks and Forests Service, ARPAE - the Environmental Agency of the Emilia-Romagna Region (Education Sustainability Area), the Agency of Parks of Eastern Emilia, the Botanical Garden of the University of Bologna, the Federation of Hiking Associations of Bologna, IBACN - the Regional Agency for Natural and Cultural Heritage, the Youth Group of the FAI (Italian Environmental Fund), the Consortium of Ecological Guards of Bologna and others. The event organised on 30th May was attended by 31 teachers and educators, most of them women, with also researchers belonging to the Department of Sciences of Quality of Life of the University of Bologna.

The representative of ARPAE Emilia-Romagna, managing a network of 38 sustainability education centres in the region, declared her particular interest in the actions concerned with education for sustainability. She would like to use the opportunity offered by HICAPS for setting up evaluation tools to be shared within the network, able to measure the possible impact after 3-5 years.

On behalf of the Municipality of Bologna, Roberto Diolaiti underline the key role of the Villa Ghigi Park for environmental education. The City is interested in improving the methods for managing historical gardens, focusing on different level of sustainability: landscape, cultural, environmental, financial. The necessity to add new signposting to show the directions to Villa Ghigi was also mentioned.

Since 2006, the 15 Hiking Associations present in the area of the Province of Bologna have created a common table to define common projects and strategies. Their priority is in opening new, and maintain the old natural paths, proposing excursion from the city to the hills around Bologna and the Bolognese Apennines. They are also available to contribute to the development of common training and communication tools.

There are many connections between the activities run by the Foundation and by the Botanical Garden of the University of Bologna: the management of a historical garden, the focus on education, the preservation of natural heritage. Some tools developed through HICAPS could find an immediate re-use in the possible intervention aiming to extend the Botanical Garden to the area close to the ancient city walls, at the moment not accessible.

IBACN, the Regional Agency for Natural and Cultural Heritage is looking with a great interest to some models coming from North European countries. They are used to organise one big fund raising event per year - and the relevant amount of incomes generated by the high number of participants is used to guarantee the free



access to all the other initiatives organized by the park. IBACN is also organizing an annual event (VIVI IL VERDE), aiming to organize shows, concerts, meeting and other cultural events in several historical parks of the Emilia-Romagna Region.

Volunteering is at the basis of the activities run by FAI Giovani, the youth group organizing events based not only on training but also entertainment, such as an action concerned how citizens should contribute to respect water as a source of life. The group has more than 3000 followers on Facebook.

Possible synergisms with another Interreg project run by the Emilia-Romagna Regional government are also described by Emanuela Caruso, while Monica Palmieri of the Municipality of Bologna is interested in integrating communication concerned with natural and environmental topics within the general tourism strategy of the City. She would like to use a drone for filming the evolution of a park in different seasons, to be combined with storytelling describing personal ways to use the historical parks.

The theme of biodiversity was arisen by David Bianco, representative of the Agency for Management of Parks in Eastern Emilia. City parks have an important role in preserving biodiversity and citizens must be made aware of that. There are several ways to present interesting stories concerning animals and vegetation, and citizens must be involved in the definition of actions protecting biodiversity.

Finally, useful suggestions were provided how to integrate the training tools planned to be developed and used by the HICAPS project also in the educational offer proposed by the primary and secondary schools of the city.

Partner organization	Municipality of Ferrara
Name of the workshops	Local workshop
Date and place	27.3.2018. Ferrara
Total number of participants	40

Relevant contributions to the discussion came from Maria Chiara Ronchi, who illustrated the itineraries presenting the rationalist architecture typical of 1920s-40s organised by Itinerando - a tourism company specialised in cultural tours, and Matteo Ludergnani, head of VisitFerrara - the consortium created in 2013 to provide common services and increase the visibility of more than 90 tourism operators. The Head of CNA Ferrara, representing the handcraft companies, as well as public administrators of municipalities of towns around Ferrara were also involved in the discussion.

Due to the effects of economic crisis started in 2008, and after the earthquake in 2013 that damaged the centre of Ferrara, the domestic tourism had dramatically decreased from 440.000 units in 2008 to 360.000 in 2012. Following a positive trend, the figures were back to 455.000 units in 2017, with a large predominance of business tourism (65%) vs leisure (35%), with 1,6 overnights in average per person.

More and more tourists are now looking for flexibility and the opportunity to choose by themselves: there is no more room for all-inclusive packages where all the visits are fully pre-organised. It is important to train operators and inform them about the existing opportunities offered by the cultural sector (exhibitions, events, celebrations, etc.).

The Este Walls have a great potential, due to the many tourists used to visit the centre by bike. The Walls are also well responding to the three key assets of tourism in Ferrara - Art, Nature and Cyclo-tourism - a city that cannot benefit of a strong brand, as Florence, Venice and Naples do.

The experience of FerraraOff was also presented. It is a cultural association born in 2011 and located at the Baluardo del Montagnone, on the Este Walls, proposing theatre shows, public reading of novels located in Ferrara, training how the main city locations must be visited. A special attention is given to children, to help them discover the heritage they are living in.

Finally, the importance of merging the natural and cultural attractions of the Este Walls with the sport opportunities offered by local associations has been also remarked.



Annex A: Template for data collection

HISTORICAL CASTLE PARKS

WP-T2 Tool development and consensus building:
D1.1: Report on Workshops with public sector

WP-C Communication: D.C.5.1-Report on Workshop with public

We ask you please to input the following information, respecting the suggested dimension of each section and adding pictures and links to existing URLs for enriching your presentation. We suggest that ratio between text and images should be about 67% and 33%

1. Letter/email with the invitation to the event and/or agenda of the day

Please attach the files, or a good quality scan of the documents.

2. Powerpoint presentations and other documents distributed

Please attach the files, or a good quality scan of the documents.

3. List of participants

Please attach a good quality scan of the documents.

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4. Provide a short description of the main institutions and organizations involved, presenting their interests and potential benefits

5. Provide a short description of the discussion, the contributions received from the different participants and how they will be involved in the project

6. Please also provide us with some files (PDF, images and videos) about the park, its activities, etc.

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Annex B: Template for data collection of satisfaction of the participants

HISTORICAL CASTLE PARKS

WORKSHOP QUESTIONNAIRE

Name of the workshop

Date and place

Please circle YES or NO answer to following questions:

1. Did the content of the workshop meet your expectations?

YES / NO

2. Did you obtained new information from this event?

YES / NO

3. Do you think that your activities/services can be improved thanks to the results of the project?

YES / NO

4. Do you think that organization of this “brainstorming session” is good method for the implementation of the project?

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YES / NO

Please turn the page

Please circle one or more answers to following question:

5. What have you gained from attending this event?

- a. Share ideas and knowledge
- b. Raise awareness
- c. Network and make new contacts
- d. Learn more about historical parks
- e. Better understand the importance of preservation and revitalization of Historical Castle Parks
- f. Other: please explain _____

Using the following scale, please rate your satisfaction with selected key aspects of the event.

1= *not satisfied*; 2= *satisfied*; 3= *very satisfied*

6. Overall satisfaction with the event:

① - ② - ③

7. Please, use this space if you wish to add any further comments:



Thank you for completing the questionnaire!

Annex C: Reports from all project partners

With the aim of providing the reader with the full understanding of conducted workshops and variety of different approaches and methods used during their implementation in the C annex part of the document, on the following pages are attached reports from all project partners presenting every organized event. Agenda of the day and a list of participants together with all presented materials during the workshops are included.