

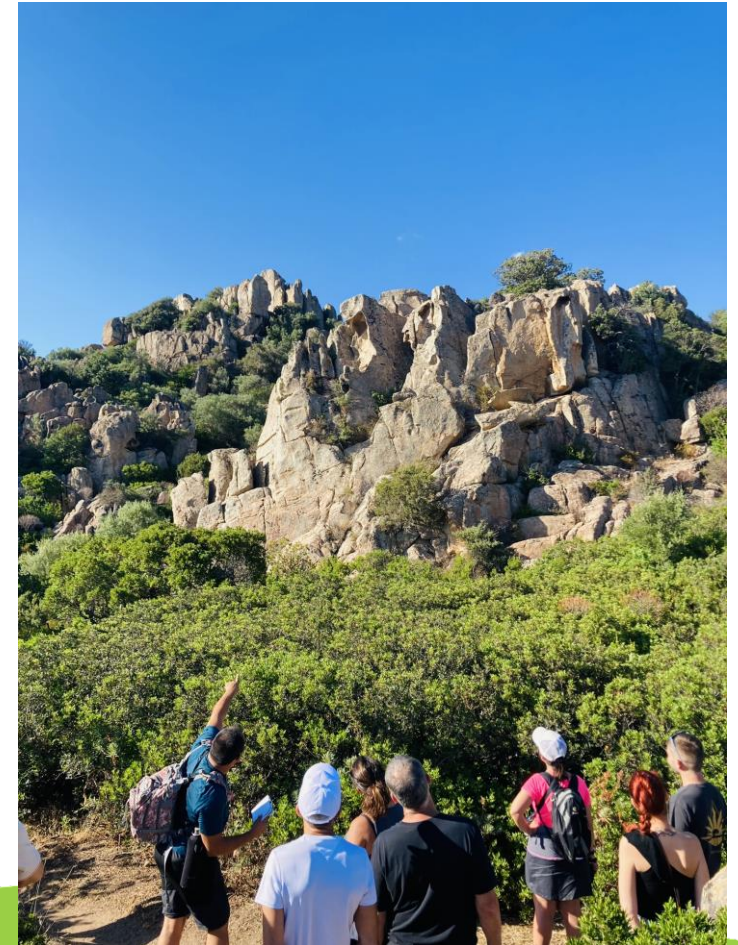
# Methodology for the experimentation of local cultural identity ecosystems

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# The starting point: the problem/need

RACINE is a project that addresses the challenge of the loss of value of local cultural heritage, especially in the more isolated areas, by promoting the direct involvement of local communities in the enhancement and preservation of their own identity heritage.

The project thus aims to contribute at improving the capacity of the public system of the cross-border area to promote, develop and preserve cultural heritage, jointly experimenting innovative territorial management methods, based on the enhancement of the identity relationship between cultural sites and the local community, to ensure mutual sustainability and socio-economic development.



Tomba dei Giganti, Santadi (Sardegna)

# The starting point: the problem/need



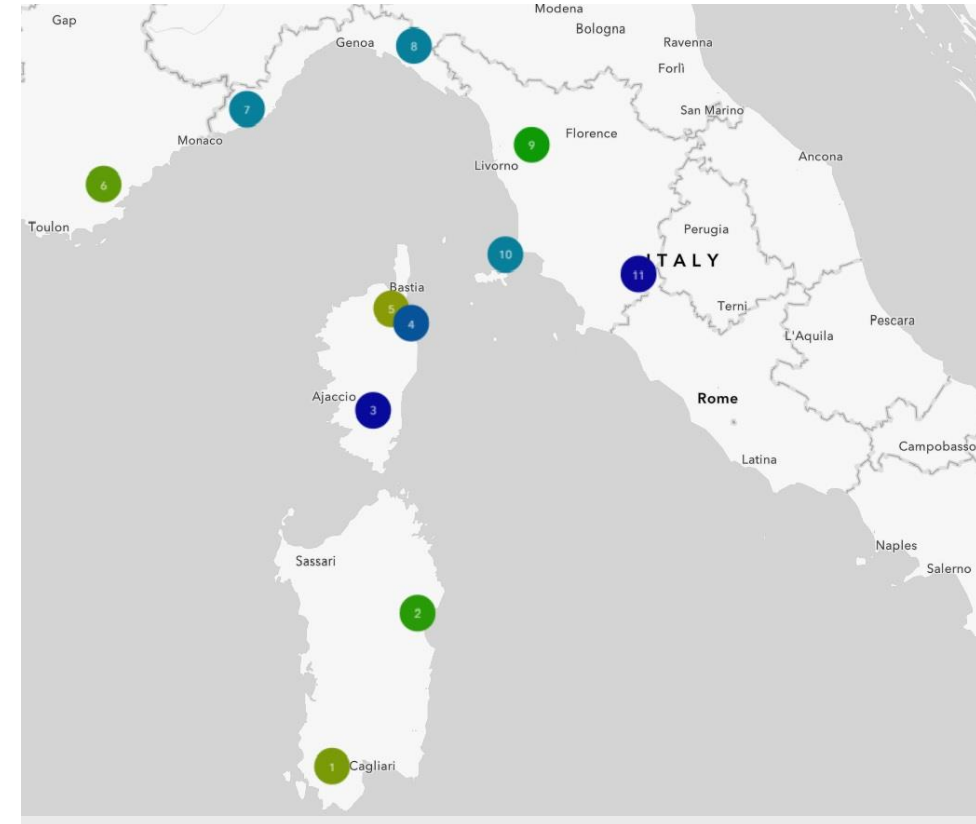
To realise this objective, the project developed a methodology to engage local stakeholders in participatory processes leading to the experimentation of “local cultural identity ecosystems”, an operational model in which heritage and community dialogue, thus giving value to the social and cultural components that turn the local area unique and special.

Participatory processes in Capannoli, Lucca, Toscana

The starting point was the analysis of good practices to strengthen the identity relationship between cultural sites and their communities within, above all, previous INTERREG cooperation projects, thus identifying more than 100 cultural places where participatory initiatives were developed.


# The result: the impact of the project

11 agreements (“Patti Locali”) for the development of the “local cultural identity ecosystems” were finalized in the five regions of the Programme: the project experienced the development of a lasting ecosystem between the place of culture and the local community, that is a relational model in which the cultural sites becomes an active agent of the local socio-economic development and the community contributes, with their own vision and creativity, to realise the mission of the cultural site as an active institution promoting the value of the heritage and the identity of the places they belong to.



# The result: the impact of the project

RACINE contributed to promote the cultural heritage of the cooperation area at cross-border level, capitalising on the results of the project, which acted mainly in inner areas, where the cultural places became “nodes” of the Upper Tyrrhenian Sea tours promoted by other projects of the Italy-France Interreg Maritime Programme, in particular GRITACCESS - Grand Itinéraire Tyrrhénien.



# The tool: main features


The methodology for the realisation of local actor involvement paths

The methodology has been built together with experts and project partners, based on interviews with key informants and the definition of a framework at cross-border level to make possible a comparative analysis of activities and results in the diversity of experiences and contexts.



# The tool: main features

This methodology envisages five operational phases, to be implemented in each context:

- Mapping: identification of key informants at local level (local authorities, associations, cultural actors, citizens' groups, etc.)
  - Interviews: using a semi-structured outline, to identify features of local contexts and, in particular, the local cultural heritage, vulnerabilities and strengths, social relations and roles in the field, opportunities for change
  - Co-design: workshops for analysis and participatory planning to identify activities aiming at experiment innovations in the cultural sites selected by the project
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# The tool: main features

- Experimentation: concrete activities identified in the co-design phase, with a focus on new audiences and new activities to be implemented within the cultural site (multifunctionality of spaces, enhancement of identity, accessibility to different forms of disabilities)
- Local Agreements: a document in which agreements, future visions and action plans are made explicit, involving the local's key players and all those who engaged themselves the participatory processes





# The tool: main features

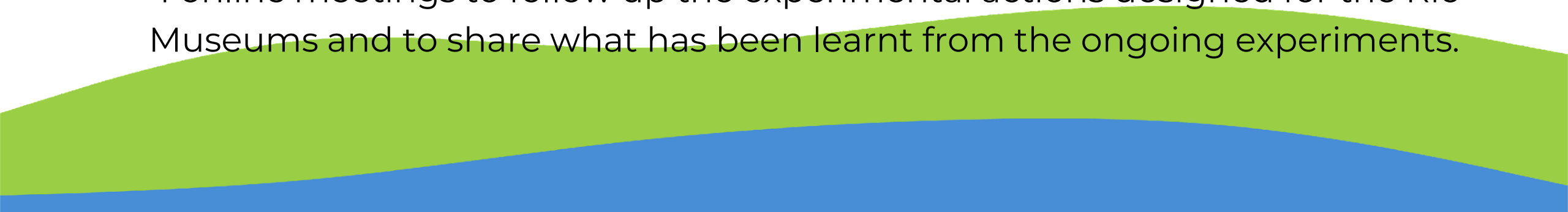
The methodology in practice

The co-design process in the Municipality of Rio (Livorno) for the enhancement of the Archaeological Civic Museum, the Mineral Museum and Mining Park



# The tool: main features

The co-design and experimentation phases

- 14 in-depth interviews to get to know stakeholders, cultural places and the community of Rio, in order to map individuals and organisations to be involved.
  - 4 In-person co-design meetings in both the museums, open to the community - citizens, associations, schools, tourist operators - to discover the project and share ideas for enhancing the importance of the local cultural heritage
  - 4 online meetings to follow up the experimental actions designed for the Rio Museums and to share what has been learnt from the ongoing experiments.
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# The tool: main features

- 2 inclusive experimental actions to make the museums more accessible for the communities with play, recreational and interactive activities, elaborated during the co-design meetings and financially supported by the RACINE project:
  - SPACE AT THE MUSEUM - A multimedia room at the Rio Marina Mineral Museum. The action intends to make the Museum's meeting room equipped as a multimedia space, that can be used by associations, youth groups and other local groups for activities such as film screenings in winter, game activities, workshops for young people, meetings, presentations, temporary exhibitions, courses, educational workshops, exhibitions, musical events, readings and theatre performances.
  - A TEA AT THE MUSEUM - Tea equipment and a small kitchen for the Rio Elba Archaeological Museum. The action intends to equip the Museum room for small refreshments and meetings that combine conviviality, but also discovery of the surrounding areas, such as commented excursions that end with a tea at the museum; tastings linked to the local traditional productions; temporary exhibitions; dissemination events that combine games, gastronomy, history and culture; workshops for adults and children, musical events, readings and theatre performances.
- 1 Agreement (“Patto Locale”) for the enhancement of the Museums of Rio as places of the community, whose central elements are the result of the co-design process between the actors involved in the project.

# The tool: main features

The co-design process: challenges identified

A community in search of places, places in search of community

- A local community that, especially in the winter months, experiences a lack of social spaces
- The museums seek to become reference points for the inhabitants and are therefore "in search of community"
- These spaces are conceived as places open to initiatives designed to enliven village life and to speak to audiences such as the elderly of the area, custodians of memory but also potential audiences to be re-involved in the creation of the local narratives; resident families with children, to be brought to discover the museum following activities dedicated to children; young people who do not know the museum and do not use its spaces; residents in the low season, so that they can take advantage of the spaces and, why not, becoming local ambassadors.

# Interreg IT-FR Marittimo and Interreg Med

- Projects creating connections, based on community engagement and new local development strategies focused on sustainable tourism
- That was the collaboration between RACINE and WINTEMED, in the municipality of Rio on the occasion of ValorizzArcipelago (2021) to enhance the tourist, food and wine and cultural heritage of the Tuscan Archipelago.



# The tool: useful for.. / added value

The Methodology for the experimentation of local cultural identity ecosystems can be used by territories interested in enhancing the identity relationship between local communities and cultural places, also with a view to socio-economic development

The Racine Cross-Border Action Plan presents the methodology, experimentations results, lessons learned and recommendations for their replicability

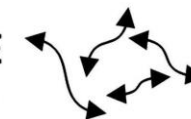


# The project

The methodology has been developed by Anci Toscana, in collaboration with project partners and experts in participatory processes.



**COMUNITA' INTERATTIVE**  
*Officina per la partecipazione*



# For further information

<https://interreg-maritime.eu/it/web/racine/progetto>

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