ARCHEODANUBE
E-NEWSLETTER

ISSUE 5 • NOVEMBER 2022

Time to say goodbye

ArcheoDanube: where we came from, where we are headed?

We are approaching the end of the ArcheoDanube project, an inspiring project aimed at connecting us in our archaeological past in order to face common issues in the present for shared solutions in the future. In practice, 15 partners from 11 countries of the Danube region worked together to define strategies and approaches for valorising urban archaeological sites, also by testing designed solutions on 10 pilot sites, which were as well improved by small investments.

The starting point of our project was challenging. It namely tackled usually conflictual relationships between urban centres and archaeological heritage, as well as between city development, tourism and preservation. A variety of countries and profiles were represented by our partnership, in order to assure an optimal integration and exchange of knowhow, skills and ideas. This implied, on the one hand, a wider range of possible solutions to develop within the project, on the other hand big efforts were necessary in order to build a thorough and mutual understanding of all project-related topics.

But it was worth it.

Interreg
Danube Transnational Programme
ARCHEODANUBE

Already in the first project period, important results were achieved, with the preparation of the Baseline Study, covering various subjects, from international conventions and national legislature to specific conditions of partners' chosen archaeological sites, but also crucial definitions, as that one concerning archaeological parks, which are also the main focus of the ArcheoDanube project. Partners were informed how to best involve stakeholders in the management of their archaeological sites and local stakeholder teams were created. At the same time partners learned how to plan enhancement and management activities for their sites within Local Archeo Plans. A template and a Guidebook was created, as well as a training course performed. Partners then also prepared their Local Archeo Plans, planning in detail pilot actions and other activities to be implemented in the following years. Pilot actions were performed at the 10 pilot sites: they were documented by video and evaluated by other partners. A thorough exchange of experiences convoyed these activities.

ARCHEODANUBE: WHERE WE COME FROM, WHERE WE ARE HEADED?

The local dimension is often not strong enough for successful tourism approaches, so we widened our perspective. Good practices in the field of archaeological tourism were collected, crowned by a strategy for the implementation of archaeotourism. Then also an E-handbook for the management of enhancement projects of urban archaeological sites and integration with sustainable tourism was published. Two new tools were created: the Yesterday-today-tomorrow tool (helping users to choose between different solutions for presenting archaeological remains) and Archeotales (an app used to design treasure hunts at archaeological sites or museums) which both stand out because of their original and innovative character. The partnership also worked on policy proposals and on an ArcheoDanube webspace, as well as on the inclusion of ArcheoDanube within already existing strong networks. Several meetings, conferences and publications complemented all these efforts.

All these results testify to the great value of the Archeodanube project and pave at the same time the way for future projects. Working with cultural heritage always means work in progress, each concluded project implies the beginning of new ones. What we inherited from the past and how we used and enhanced it, will be also our legacy for future generations: we are proud, that the ArcheoDanube project did not miss to give its contributions to it.

Katharina Zanier

STEERING COMMITTEE MEETING – 15TH NOV.

GRAND HOTEL PRIMUS, PTUJ, SLOVENIA

During the SC meeting all Work Package leaders presented the status of the work, highlighted all achievements and the to-dos and next steps for the last 1,5 months of the project. City partners presented their Local Action Plans and the achievements of Pilot Actions. The partnership agreed that city partners made wonderful achievements in pilot actions that have a great impact on archeo tourism. The work is not over yet, as city partners are about to put the local action plans into practice.

PTUJ
SLOVENIA

The keynote speaker of the conference "The past made present: public archaeology and archaeological tourism for young generations" was an internationally known expert of cultural heritage protection, Dr. Andrew Birley, the CEO & Director of Excavations The Vindolanda Trust; Chesterholm Museum. His speech was followed by two round table panels. The first panel was about archaeology in cities, archeological parks and working with young people. While the topic of the second panel was cultural tourism, archeotourism, and regional city development. The conference was a great opportunity for sharing knowledge and experience.

FINAL CONFERENCE – 16TH NOVEMBER 2022

CONGRESS AND CULTURAL CENTRE DOMINICAN MONASTERY, PTUJ, SLOVENIA

Baseline study
of the ArcheoDanube project

Prepared within the project
"Archaeological Park in urban areas as a tool for Local Sustainable Development"
co-financed within the Interreg Danube Transnational Programme

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GUIDEBOOK
FOR **DESIGNING LOCAL ARCHEO PLANS**

TOURISM
ARCHAEOLOGY
URBAN DEVELOPMENT

Mega Publishing House

The ARCHEODANUBE Strategy
for Successful Archaeological Tourism –
Lessons Learned from European Good Practices

T2.1 Strategy for the implementation of archaeological tourism

Deliverable D.T2.1.1 Good Practices Catalogue
Attachments 1 and 2

Provided by the ArcheoDanube project partners:

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December 2021

The ARCHEODANUBE Strategy
for Successful Archaeological Tourism –
Lessons Learned from European Good Practices

T2.1 Strategy for the implementation of archaeological tourism
Deliverable D.T2.1.1 Good Practices Catalogue
Deliverable D.T2.1.2 Infographics

Provided by

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December 2021

E-HANDBOOK
FOR **THE MANAGEMENT OF ENHANCEMENT PROJECTS ON URBAN ARCHAEOLOGICAL SITES**

TOURISM
ARCHAEOLOGY
URBAN DEVELOPMENT

Mega Publishing House

Welcome!

Welcome to the ArcheoDanube's archaeological park tool *Yesterday-today-tomorrow*. Based on the
answers you provide, the tool will suggest suitable types of presentations/arrangements for your
archaeological park, either planned or in the process of renovation or improvement. Alternatively, the tool
can be used to give the user a general idea of all the needs, requirements and facilities to take into
consideration for the establishment of a modern archaeological park. The tool can also be used for
simulations in relation to different scenarios (e.g. different budget levels) in order to test the potential
outcome for diverse conditions.

Start

*The results suggested by the tool are by no means mandatory; they should be considered as the most logical solution
suitable for the specifics of the archaeological park you will describe through the following questionnaire. In order to simplify
the questions, the term "archaeological park" is here used indistinctly also for other areas you may intend to valorise for their
archaeological importance.

The ArcheoDanube project is co-funded
by the European Union (ERDF, IPA, ENI)
in the frame of the Interreg Danube
Transnational Programme. The
ArcheoDanube's archaeological park
tool Yesterday-today-tomorrow was
developed by the Institute for the
Protection of Cultural Heritage of
Slovenia and 34PPES in collaboration
with the partners of the ArcheoDanube
project.

archeotales
explore archaeological remains

HOME   WHAT IS ARCHEOTALES?   CONTACT

Make your museum a playground

Try digital scavenger hunts on our ArcheoTales app

AppStore   Google Play

EDUCATIONAL ENTERTAINMENT
The app is intuitive to use and
allows simple, digital knowledge
transfer

CHATBOT
On the scavenger hunts users
receive instructions and
information via realtime chat

PLAYFUL LEARNING
Archaeological knowledge is
conveyed in a playful and
communicative way and tested on-
site.

HAPPY HUNTING
Thematic scavenger hunts lead
users to interactive experiences

REALTIME QUESTIONS
Users can answer questions in
different ways

TEAM EXPERIENCE
The app allows participation in
groups and individually – Users
receive points and experience
archaeology and cultural heritage

Click & read

Interreg
Danube Transnational Programme
ARCHEODANUBE

Fantastic chance to meet great professionals, exchange ideas and have fun while looking for the best opportunities to implement "the past" in the modern urban areas!

A heritage site needs supporters and champions. We can confidently say, that each partner has through the project become the champion of their local heritage.

It was such a pleasure to be a part of this great idea of ArcheoDanube. I am looking forward to my next adventures with the same team.

What fascinated me most about ArcheoDanube was the recurring experience that in all our European countries we have a common archaeological heritage that connects countries and people. We have all learned to see what unites us, the glue that holds Europe together. That was certainly the most important experience in view of the social and political crises we are currently experiencing. The exchange with colleagues was infinitely enriching and I am very grateful for all the professional and social contacts, which I sincerely wish to continue.

At the end of this amazing experience with ArcheoDanube, I am glad to have worked with so many very professional people and I am looking forward to see the impact of our joined effort in the future of archaeological parks. I am confident that our project has already made and will make a difference in peoples lives.

I'm extremely proud of being part of the ArcheoDanube Family. Good project, amazing results, fantastic management, wonderful person, perfect communication - this is ArcheoDanube

Participating in the ArcheoDanube project was for me an extraordinary opportunity to meet specialists and people involved in the research and promotion of European cultural heritage, to learn new practices from partners and to find together solutions for the preservation of these treasures from past. It was also an excellent opportunity to make known the wonderful archaeological heritage from Alba Iulia and the great Roman site Apulum, which deserves to be promoted and preserved through all these means proposed and discussed within ArcheoDanube. Moreover, the preparation of documentation for a Local Archeo Plan in order to create an urban archaeological park in Alba Iulia was a very useful experience of interdisciplinary collaboration in view of a large future infrastructure project. Thank you all for what you shared in this important project!

The heritage of the Danube region is a hidden jewel, and its diverse sides deserve a wider familiarity. May our efforts in this relation be ever successful!

Interreg
Danube Transnational Programme
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Nice places, people, support, cooperation...best experince!

For me ArcheoDanube was and continues to be an inspiring community with a project aiming for making archaeological heritage more visible. We do so with different approaches and different means. Thats were the project provokes new ideas, new thoughts. I am thankful for that.

Trying to solve together common issues in different countries through European projects is always an uplifting experience: ArcheoDanube has connected us in our roots, our archaeological past.

For me, the ARCHEODANUBE project was a pleasant experience and challenge. Within the project I interacted with other colleagues from various fields of activity and thus I learned many more useful things. At the beginning of the year 2022 I had the opportunity to participate in the project meeting that took place in Sarajevo and there I also met the other colleagues.

The connections with various specialists from our partners, the exchange of skills and ideas were my personal highlights of this project. Learning so much more about the partner's countries and people made me grateful for the things we share together and hopeful for the future of European heritage.

The archaeological heritage must be protected, and the ArcheoDanube project offered the opportunity for the interaction of teams from all partner localities to establish novel and innovative models for the protection, valorization and promotion of archaeological sites.

The Archeodanube project has instructed us on how to properly take care of our cultural heritage.

The Archeodanube Project was a great learning opportunity that gave us a lot of unique perspective on the issues that plague the archaeological parks along the Danube and a lot of creative solutions. With the LAP for the fortress in Horizon Quarters, Balchik, the pilot video of the city, and all of the other pilot activities, we think that not only did we create something incredibly valuable, but we also forged incredibly valuable new relationships with our partners and stakeholders. Without a doubt, the project's deliverables are an ongoing effort that will help not only the Balchik Municipality but also Bulgaria and the Danube region as a whole.

ArcheoDanube Project has gifted to Chisinau the chance to be part of a European family, with cities and partners from many countries, and to embrace its kindness, supportive attitude and openness! Thank you ArcheoDanube and the nice people behind the Project!

ARCHEODANUBE ACHIEVEMENTS FROM
PTUJ, SLOVENIA

Archaeological Park Poetovio – Your bridge to the past

Through the project ArcheoDanube in Ptuj we created the umbrella product brand of the Archaeological Park Poetovio, together with an expert group and various stakeholders. By creating this product brand we managed to unite the Roman cultural heritage under one roof. Together, we have built the bridge to the past.

We were actively involved in all of the work packages of the project: formation of the Baseline Study, preparation of the Local Archeo Plan and contents for the Good practice catalogue, Yesterday-Today-Tomorrow tool, Archeotales App, participation on Think Tank workshops. Through the project, we gained knowledge how to introduce and promote the Roman cultural heritage in the best way.

The Guidebook for designing Local Archeo Plan (LAP), which was prepared by project partners, is a tool to help all partners in writing and implementing local plans. As a tool, it creates synergies between heritage and tourism, looks for solutions for cultural values and thus ensures the vitality of the historic town of Ptuj. It consists of several chapters or key points that the planners can refer to or choose from. The partner selects the focus area. In Ptuj, LAP focuses on communication, branding and promotion.

The fundamental purpose of the ArcheoDanube project is to properly present and interpret the Roman-era archaeological heritage of Ptuj to various target groups, to raise local population's awareness about the importance of the ancient Roman archaeological heritage and to connect geographically scattered archaeological remains/sites under the Archaeological Park Poetovio product brand in terms of communication and content.

The importance and value of a product brand

Designing the umbrella product brand of the Archaeological Park Poetovio and creating its visual identity is an integral part of the project. It represents a strategic and communication platform that will connect the rich archaeological heritage of ancient Ptuj and the accompanying tourist services through a unified visual identity and communication. The umbrella brand also aims to strengthen the knowledge of the local history and the recognition of the destination by both the locals and visitors.

The Archaeological Park Poetovio product brand will, through a clearly designed identity, character, core promise, and consistent visual identity and communication, contribute to better visibility and added value of the Roman-era archaeological heritage of Ptuj. The umbrella brand of the archaeological park helps create synergies between heritage and tourism, look for solutions for cultural values and thus ensure the vitality of the historic town of Ptuj.

As part of the pilot action of the project, three movable copies of Roman-era monuments will be placed in the old town center, equipped with a QR code and a small information sign. Their purpose is to bring the rich archaeological heritage of Ptuj to visitor's attention and invite them to explore the scattered Roman-era archaeological sites in the Archaeological Park Poetovio.

Programme co-funded by the European Union

ARCHEODANUBE ACHIEVEMENTS FROM
SZOMBATHELY, HUNGARY

Archaeological tourisn in Vas Country and ArcheoDanube webspace

The potential of archaeological tourism in Vas County

The tourism indicators of Vas County in Hungary are good in national terms, although obviously they are lower than those of the capital, Budapest, and the more popular and attractive Lake Balaton. But the county's two large, nationally and internationally renowned spas Bük and Sárvár, as well as a few larger and many smaller attractions, offer visitors great opportunities for relaxation, immersion, and discovery.

In addition to wellness and health tourism, the region is mainly characterised by green and cultural tourism, for which the county has excellent potential. Cultural tourism has a solid base in the form of numerous excavated and buried historical monuments, which provide a glimpse into the past of an area that has been inhabited for a long time. There is a wealth of archaeological and architectural heritage dating back to Roman times and earlier. Furthermore, the built heritage, programme tourism also builds on historical elements and traditions - e.g. Savaria Historical Carnival, Siege days in Kőszeg, traditional programmes in the Őrség and the Vasi Hegyhát. This also shows that archaeological traditions are strong in the county and that the local population has a strong attachment to the ancient/medieval past.

It follows from this that there is a place for an archaeological tourism strategy in the tourism sub-strategies of the county, which encompasses and supports a large part of cultural tourism. An archaeological tourism strategy is important because there are only a few major sites that can attract visitors on their own - notably ISEUM and the castles of Kőszeg and Sárvár - but the potential in this segment is much greater if smaller attractions are interlinked.

Finally, archaeological tourism can offer a combination of quiet experiences of nature-based, active, value-based and cultural tourism that provide unique opportunities for potential visitors. Thematic tours, publications, experience packages and appropriate marketing work are needed to achieve this.

ARCHEODANUBE webspace

The aim of the webspace is to provide the archaeological community with an information-rich portal where key players can share their different good practices and strategies and create a dialogue on the topic. The website includes a presentation of useful tools for archaeologists, as well as a mapping tool to make presentations and demonstrations more colourful and interesting.

The main target audience is the archeologists, but it should be of interest and use to anyone interested in the relics of the past. The site is available as a visitor and as a registered user.

Once on the website, there are several menu options to choose from:
- Good practices: here you can find a list of good practices collected in the project. As a registered user you can create new good practices to share on social media.
- Legislative framework: in this section you can find the most important European, national, regional and local legislative frameworks for heritage protection and archaeology collected by the Partnership.
- Archeo strategies: this menu item contains the European, national, regional and local strategies related to archaeology and heritage protection that have been collected and produced during the project.
- Archeo tools: clicking on this menu item will bring up a drop-down menu containing several useful and interesting items created within the ARCHEODANUBE project. Among other things, a tool to support the creation of an archaeological park, a scavenger hunt phone application, archaeological action plans and their associated methodology, and a mapping tool to help with presentations and tutorials.
- Pilots: the last menu item presents the small-scale investments and strategies created in the project, as well as short films related to each site and pilot action.

Another important function of the website is to connect the key players in the field, so that registered users will be able to find other users, view their profile and contact them on a specific issue.

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ARCHEODANUBE ACHIEVEMENTS FROM
RUSE, BULGARIA

ARCHEODANUBE: Digital glimpses into analogue worlds

ARCHEODANUBE: Digital glimpses into analogue worlds

Communication with modern cultural product users certainly is not an easy task, as it demands that museums adapt and modify their communication policies to the higher expectations of their audiences. The correlation between heritage presentation and the new digital technologies constructing the digital world is growing stronger. To be relevant to the time in which they exist, museums should tell stories and create contents that is interesting, exciting and easily accessible. The ArcheoTales application that was developed under the ArcheoDanube project enables museum audiences to have fun while learning information concerning the regional mediaeval heritage. Telephone in hand, visitors do not just walk in the streets of the mediaeval town of Cherven; they actively interact with the surrounding archaeological environment through Scavenger Hunts. In the process of overcoming the challenges they meet in the constructed digital world, through the archaeological finds there the visitors learn about the mediaeval Bulgarian fortifications and the life in the mediaeval town.

Augmented reality as a possibility to visualise archaeological heritage is a tool that helps the visitor to see what some elements of the archaeological sites actually looked like. There are stereoscopes installed on the hill of the Mediaeval Town of Cherven and on the UNESCO site of the Rock-hewn Churches of Ivanovo.

Each of them is focused on a key segment of the site. When the visitor looks in the stereoscope, he/she sees a reconstruction of the Cherven landlord's castle or the beautiful 14th century frescoes in the rock-hewn churches that in fact are not preserved in their completeness.

The system of interpretative boards installed by the Rousse museum in the Mediaeval Town of Cherven and on the site of the Rock-hewn Churches of Ivanovo tell stories about the past in a manner that is easy to understand. Although based on research work, the board texts are free of any special terminology, and the fascinating narration is illustrated by photographs. The interpretative boards produced under the ArcheoDanube project open the knowledge of archaeology to a wide audience and bridge the gap between the institution and its visitors.

The digital applications and interpretative tools mentioned above are valuable communication vehicles integrated in the Local Archaeological Plan. It marks important points of the transformation of the archaeological site into an archaeological park. A short video promotes the place and the events that include the local communities and build lasting experiences. The ArcheoDanube project makes the Rock-hewn Churches of Ivanovo and the Mediaeval Town of Cherven much better visible and configured in a friendlier way so that they welcome a growing number of visitors.

Programme co-funded by the European Union

ARCHEODANUBE ACHIEVEMENTS FROM
PILZEN, CZECH REPUBLIC
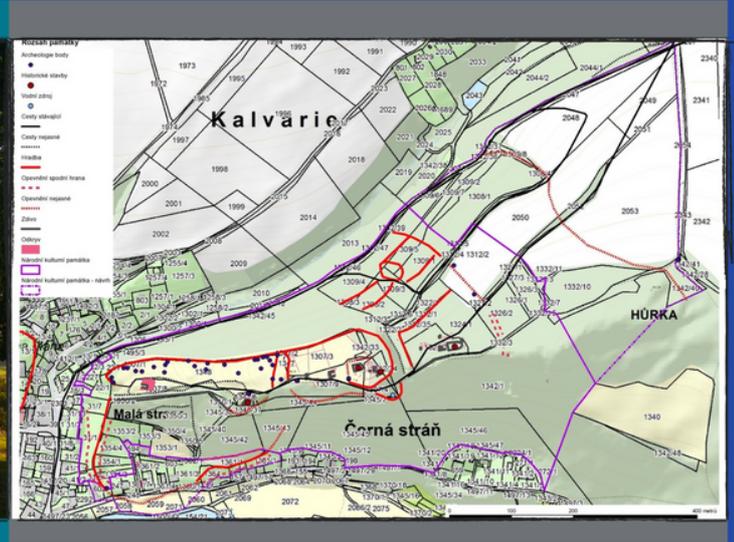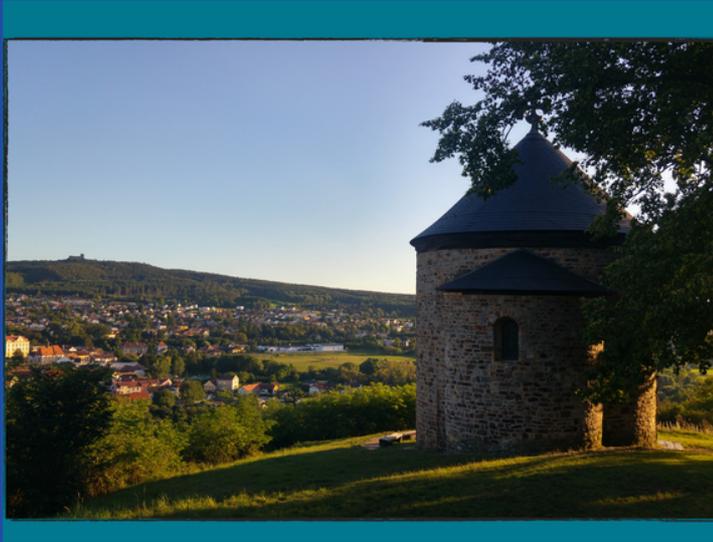
iThe Castle of Old Pilsen – the cradle of the royal city and the whole region

The Castle of Old Pilsen

Starý Plzenec is the cradle of the royal city of Pilsen. The heart of the city definitely is the Castle of Old Pilsen (the Castle). Joining the ArcheoDanube Programme gave us an exceptional opportunity to transform this heritage into an archaeological park. By creating the Local Archeo Plan (LAP) the first step to the archaeological park was taken. The Castle needs to be reminded live and in interpretation and presentation without losing its specific character and genius loci. In cooperation with archaeologists, historians, tourism, marketing and media experts, the city deputies and regional authorities and NGOs the main priorities were defined. The meetings of this local stakeholder group were very valuable.

In the LAP we put emphasis on the heritage protection where the priority is to remedy the state of disrepair of the heritage while its remains are uncovered and the whole area is attacked by erosion - natural and as an impact of the not regulated movement of visitors. This could be done by wooden steps or bridges, new entrance ways from different sides to give the visitors alternatives for their sight-seeing. It is also necessary to sensitively reduce the greenery and maintain it, while the landscape of the Castle is under vegetation, forestation and succession and it is not visible and somewhere even not accessible. Extension of the protected heritage area and uniting the land ownership under the city would be helpful.

The heritage itself definitely needs proper interpretation and presentation and the best solution is to present the City of Starý Plzenec as one destination: one place that offers a wide range of activities for its visitors as points of interest, services and infrastructure with defined system of logistics and navigation for visitors, all together under one marketing strategy and one branding. The Castle area will have linked points of interpretation, will offer guided tours and new presentation elements and lookouts. Reconstruction area with presentation of livestock as goats or sheeps is also one of the ideas. Top solutions for visitors would be centre with facilities, offering educational programmes for individuals or families coming for a short trip or larger organised groups including students.

To support the actions taken in the LAP we mapped the area with all the existing as well as the newly suggested solutions (extent of the heritage, land ownership, vegetation, state of disrepair, entrance ways, navigational and informational system etc.).

Generally it is necessary to protect the site as a unique historical and natural place with specific features, mood and so called genius loci and not to change it too much from close view and also from the outer perspective.

Programme co-funded by the European Union

ARCHEODANUBE ACHIEVEMENTS FROM
SREMSKA MITROVICA, SERBIA

SIRMIUM

ALL YOU EVER WANTED TO KNOW ABOUT SIRMIUM

Appreciating the main idea of our fantastic project Archeodanube, the pilot project in the Museum of Srem is totally dedicated to putting the right information on the cultural heritage of Sirmium to everyone.

Having the exclusive privilege to work in such an important Roman town and to enjoy all research results, although not finalized yet, provided an opportunity to be part of the huge community around Europe dedicated to presenting and making sustainable (but with great care on preservation), all cultural heritage. In our case, it is a matter of Roman archeological remains of a town called Sirmium, once one of four capital cities in the Roman Empire.

Our participation in and following achievements of the Archeodanube enabled us to become totally open and ready to welcome all around the world visitors eager to get knowledge.

Using tools and activities provided by the Archeodanube project we managed to find ways and systems to make available to all visitors who speak Serbian and English a lot of information on Sirmium in regard to up-to-date results of archaeological investigations and the current state of conservation and reconstructions.

In executing our pilot project we developed 3D reconstructions and animations of three sites in Sirmium, then explained in detail the usage and origin of Roman marble found in different sites (this time 13 different luxurious marbles is explained in full), managed to give explanations on different topics, such as the history of Sirmium, particular sites with maps and finds, then on marble sculptures, frescoes, military equipment, Early Christianity and on material from the Great Migration, namely of Germanic tribes and Avars, who conquered Sirmium in 582. Info boards will be put all around the Museum also. We were also extremely lucky to have the opportunity to introduce one part of our everyday live contact with visitors that they enjoy the most – storytelling - in a digital form, as short films with actors in costumes giving interesting facts on some of the objects in the Museum. This way will provide a 24/7 possibility to see and hear the most valuable stories on Sirmium and its material.

All this was made possible by step-by-step work on different activities in the project Arceodanube, especially with developing the idea of archeological parks through formulating a Local Archeo Plan and Strategy for successful archaeological tourism, learning from the best good practice examples, and further developing the same.

Programme co-funded by the European Union

ARCHEODANUBE ACHIEVEMENTS FROM
SARAJEVO, BOSNIA AND HERZEGOVINA

Debelo brdo-Vranjače site

Systematic archaeological research at the Debelo brdo-Vranjače site

Through the Archeodanube project, the Municipality of Centar Sarajevo has started research on one of the most important archaeological sites in Bosnia and Herzegovina, to establish an archaeological park in the future.

Our Pilot activity involves systematic archaeological excavations at the Debelo brdo-Vranjače site. The Debelo brdo locality has been a known archaeological site since the 19th century, however, the Vranjače locality was discovered after prospecting only in 2017, when the archaeological potential was identified. The finds found in Vranjače are analogously very similar to the Debelo brdo locality, so it is considered that the Vranjača plateau is part of the Debelo brdo settlement complex. Considering that it is a large area, where there are more than 20 cadastral parcels from different owners, we asked for their consent for archaeological research. We received most of the consent, and we requested a permit for archaeological research from the competent Federal Ministry of Spatial Planning.
The civil defence of the Municipality of Centar Sarajevo cleared the terrain and arranged the access road, considering that the site is in a very bad condition, which would make archaeological excavations difficult.

Another activity that the Municipality of Centar Sarajevo carried out as part of the Archeodanube project, together with stakeholders, is the drafting of a new Rulebook on archaeological excavations at the level of Sarajevo Canton.

Drafting of the new Rulebook is underway, which represents a significant step in the development of archaeology in Bosnia and Herzegovina because the laws in the field of cultural and historical heritage protection are outdated and not aligned with modern archaeological approaches.

The Archeodanube project is of great importance for the Municipality of Centar Sarajevo, the City and the state of Bosnia and Herzegovina because it enabled us to devote ourselves to our cultural heritage systematically, including all important participants who can contribute to the protection of cultural heritage, all with financial and scientific support. Through the Archeodanube project, we started the implementation of systematic archaeological research, which will continue in the future after the project, which is a prerequisite for the construction of the future, first archaeological park in Sarajevo.

Generally speaking, for the whole of Bosnia and Herzegovina, the revitalization of archaeology after the end of the war in 1992-1995 has not yet been completed, however, with a very professional staff, there are very few material resources necessary for further research and raising archaeology to the old, higher level, which the Archeodanube project has enabled us to do.

Municipality of Centar Sarajevo

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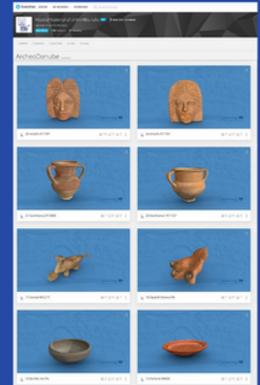archeodanube

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ARCHEODANUBE ACHIEVEMENTS FROM
Alba Iulia, Romania

APULUM. DOMUS-THERMAE URBAN ARCHAEOLOGICAL PARK

DOMVS VR
INSIDE A ROMAN HOUSE FROM APULUM
O CASĂ ROMANĂ DIN APULUM

PARCUL ARHEOLOGIC DOMUS-THERMAE
CONCEPT ARHITECTURAL
Expoziție temporară
Vernisaj 9 septembrie, ora 18:30
Muzeul Principia, Piața Cetății

APULUM ARCHAEOLOGICAL SITE
A CITY UNDERNEATH THE CITY

Apulum (present day Alba Iulia) was the great cosmopolitan center of Roman Dacia, the largest Roman conurbation in this province founded by Emperor Trajan after the conquest of the Dacian Kingdom in 106 AD. Apulum is the generic name of a complex that includes: the fortress of the Legio XIII Gemina, the seat of the governors of Dacia (*praetorium consularis*), two urban centers, and two large necropolises. Together with the construction of the Roman fortress, a civilian settlement called *canabae* emerged. The settlement developed fast around the fortress, reaching to fulfill in 197 AD. the conditions for access to the first urban status. Thus, Emperor Septimius Severus, due to the fidelity of the legion, expressed gratitude and accepted *canabae* to become a city with the name of *Municipium Septimium Apulense*.

The Roman Site Apulum was declared an area of national interest, respectively an area of archaeological priority, a regime that is established on a territory that includes archaeological sites whose archaeological research, protection, and enhancement is of exceptional importance for national history and culture. The development and the urban evolution of Alba Iulia through the rise and expansion of the real estate investments implicitly determined the increase of the rescue excavations in the city, that is, of the *urban archaeology*.

LOCAL ARCHEO PLAN
DOMUS-THERMAE ARCHAEOLOGICAL PARK

The area targeted for the Local Archeo Plan is the Roman house from Apulum and other findings from the Domus-Thermae Area. The rescue archaeological research carried out in 2009 and 2019 led to the uncovering of a part of the Roman city, near the fortress. Were discovered a Roman house - *domus* type, a part of the Roman baths (*thermae*), a road, and a small building consisting of two rooms. The most important discovery is the Roman Domus, which occupies an area of about 2000 square meters and probably belonged to the family of a local authority, being built after the second half of the 2nd century AD. The building has a typical planimetry, the rooms being arranged around a courtyard with a peristyle.

ARCHITECTURAL CONCEPT

The proposed new architectural ensemble is intended to protect the ruins of the Roman *domus* and *thermae*. The aesthetic approach is not one of an antithesis between the two periods, modern and ancient, but of highlighting and valorising the archaeological findings. This will be done by adopting a minimalist architectural style in image and design. Beneath the proposed roof covering, the route is marked by a suspended glass walkway, a transparent material that allows a visual opening over the entire site. This walkway covers the circuit of the entire dwelling as seen from above. Another suspended walkway leads visitors to the ruins of the Roman baths. Like the roof, the metal pillars are an interpretation of ancient columns in a modern manner. The main access will be from the street via stairs and a platform lift for the disabled. In the access area, there is a waiting platform allowing entry to the archaeological park. The newly created architectural space can also accommodate related activities such as workshops, courses or other types of programmes, either specialised or for the public. The volume of the two pavilions is designed to occupy the site in a harmonious way without crowding the space. Architectural aesthetics thus becomes important in the urban context.

THE PILOT ACTION
DOMVS VR – INSIDE A ROMAN HOUSE FROM APULUM

The exhibition event represented the pilot action of the National Museum of the Unification Alba Iulia, as partner within the *ArcheoDanube Project*. The opening took place in the *Principia Museum* on September 9th, 2022. During the exhibition, artifacts from the Roman domestic environment of Apulum were presented to the public. The concept included an interactive VR section, a virtual tour inside the Roman Domus, reconstructed in 3D and visitable through VR headsets. The exhibition presented the important archaeological discoveries from *Domus-Thermae Area.*

DIGITIZING THE PAST FOR THE FUTURE

The ArcheoDanube Virtual Collection of Roman artifacts from Apulum was created on Sketchfab. Digital documenting of tangible cultural heritage based on 3D scanning, modelling and printing may open the museum to the entire world. Also, the importance of such initiatives is indisputable within the framework of urgent protection, recovery and restoration of cultural heritage measures in risk areas or in the context of catastrophic events.
Our activities within the project were interdisciplinary, specialists from various fields being involved: archaeologists, restorers, conservators, architects, specialists in 3D digitization and VR technology.
Our approach aimed at using modern solutions for the documentation, presentation and incorporation of archaeological heritage in the contemporary social environment. We have developed activities within the project that will contribute to the improvement of the strategies of capitalization and conservation of the local archaeological heritage by creating a framework for an urban archaeological park in Alba Iulia.

ARCHEODANUBE ACHIEVEMENTS FROM
CHISINAU, MOLDOVA

New archaeological impulses in Chișinău, Moldova

New archaeological impulses in Chișinău, Moldova

The General Directorate of Architecture, Urbanism and Land Relations of the Chișinău City Hall became the new project partner from Moldova starting 1st of January 2022. In just one year, the project team from Chișinău has managed to implement the planned activities and achieve the set objectives.

The results of the ArcheoDanube Project implementation in Chișinău are tangible, relevant and focused on the selected Pilot project, which represents a pluristratigraphic site that includes among others, an old cemetery with a complex of monuments located right next to the Church of the "Saints Constantine and Helena" in Râșcani district of the city, one of its five districts.

The vision for the named pilot area was the creation of the first archaeological park in Chisinau and in Moldova overall, including as an archaeological tourism attraction. For this purpose, local and regional stakeholders were identified and engaged; pilot action summary for peer review was drafted and the Think Tank workshop organised on 24th of May, with the participation of local stakeholders, target group and 2 other partners of the project; ArcheoDanube Project results were presented at national level on 21st of September; 2 regular workshops were organised targeting project key points; participation of the team in 2 Steering Committee meetings of the Project was ensured.

Furthermore, the Local Archaeological Plan for the pilot area was drawn up, as a first-time document ever developed targeting an area of cultural and heritage protection. Also, by the end of the project, Chișinău will have the Overall design and architectural project of the future Visterniceni Archaeological Park together with its graphic visual identity, which enable authorities to access funds needed for the establishment and operation of the park; information board installed at the park premises.

Moreover, this year, for the first time in a 30 years period, the city has budgeted funds for archaeological research of the most important sites, including the Visterniceni area, resulting in the setting up of a centralised archaeological anthology. The findings from all archaeological sites research shall be included in the registry for monitoring and dissemination of urban archaeology. The authorities also consider the possibility of integrating the registry in the city's GIS-based portal, which compiles all relevant architectural, urbanistic and heritage aspects of the city.

The overall working process has been tremendously facilitated by the knowledge providers and other territorial partners of the Project, who shared their experience and made available to all partners an array of useful tools and instruments.

Concluding, we can state that the ArcheoDanube Project implementation in Chișinău has greatly boosted the urban archaeology development and establishment of the first archaeological park in our city.
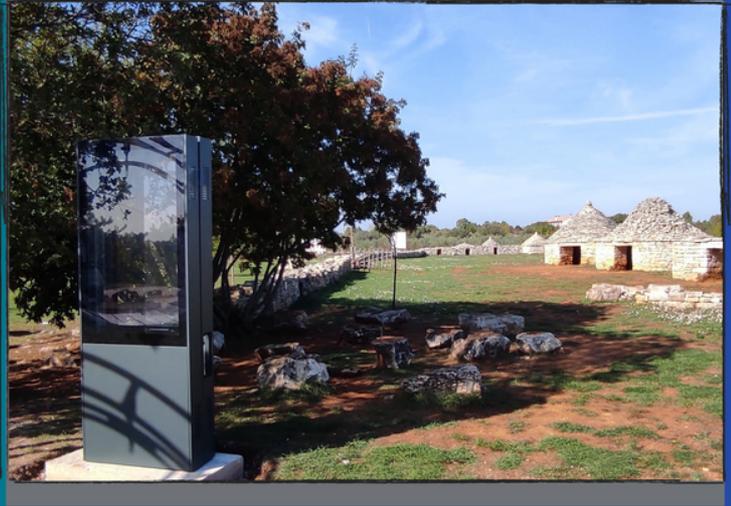
Programme co-funded by the European Union

ARCHEODANUBE ACHIEVEMENTS FROM
VODNJAN, CROATIA

INTERACTIVE PRESENTATION OF "KAŽUNI"

The ARCHEODANUBE project promotes valorisation and preservation of cultural heritage in archaeological parks in addition to boosting archeotourism through an integrated concept – tourism, archaeological heritage and urban development.

In fact, the focus of the project in our area is placed precisely on the element of cultural heritage called kažun, an indispensable element of cultural heritage of southern Istria.

The city of Vodnjan-Dignano recognized kažun as an element of cultural and architectural heritage that definitively must be valued and protected. With this goal, the Kažun Park was built in Vodnjan in honour of kažuni, now recognized as a unique attraction in the entire Republic of Croatia. The main function of the location is didactic in nature, where everyone can try their luck with drystone construction techniques, see how kažuni were built and what they were used for.

As part of project activities, a basic document was created for further development and improvement of this particular location. The document called Local Archeo Plan analyses the state of the location and contributes to the preservation and enhancement of the attractiveness of the location itself at the same time providing guidelines for protection, tourist promotion and valorisation of kažuni.

The planning process defines a vision of how the location will look like in the next 10 or 20 years. Moreover, the development of new presentation skills adapted to young and adult audiences was defined. These ideas and goals were translated into a pilot activity realized as part of the project, with the final goal of setting up a digital totem in the location of the Kažun Park.

After numerous meetings with the stakeholders, the content was defined, i.e., what the software must display in order to make the location more attractive, and for its visitors to be able to get all the necessary information regarding the unknown elements of our tradition and cultural heritage. The software was ultimately incorporated into the outdoor digital totem set up in the Kažun Park.

The digital totem with a double-sided touch screen is interactive. All visitors can get useful information in a total of four languages (English, German, Italian and Croatian) at the same time having fun answering questions in the kažun quiz or in the game of building a digital kažun.

After the opening, local school and kindergarten children were invited, and they used the digital totem with enthusiasm and great joy. Since the location is completely open, every day more and more passers-by and visitors use this new element in the Park.

The total amount of the investment of the pilot activity for the development of software, procurement and setting up of the digital totem was €30,111.48.

Programme co-funded by the European Union
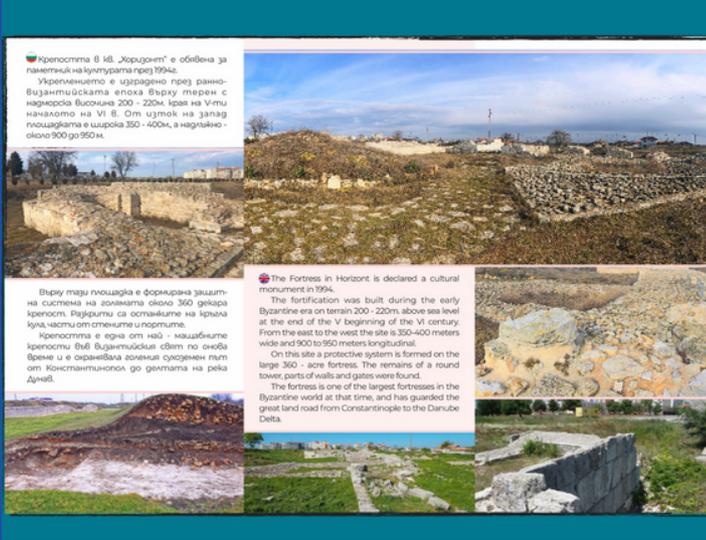
ARCHEODANUBE ACHIEVEMENTS FROM
VARNA, BULGARIA

ARCHEODANUBE - BALCHIK PILOTS IN THE ARCHEO SKY

ARCHEODANUBE - BALCHIK PILOTS IN THE ARCHEO SKY

A pilot action is an activity that is only meant to last for a short period of time. Its purpose is to test out ideas, concepts, methods, or products before committing to a longer-term implementation plan. A smaller-scale version of a larger project is referred to as a "pilot project."

BATTI's team has identified the archeological site of the city with the greatest potential, which can be a new point of interest not only for tourists and archeologists, but for everyone in between. This fortress in the Horizon quarters dates back to the 6th century AD. BATTI and the associated partner, Balchik Municipality, have done all of this and more in the Archeodanube project.

Together with our affiliated partner, we have worked with some of the most well-known experts in the field to come up with a plan to turn the fortress into a modern archeological park that anyone who cares about preserving culture should be interested in.

The HORIZON FORTRESS LAP, which was created in accordance with the local archeoplan guidebook, is an example of the type of project deliverable that gives the impression that the entire enterprise is very real, very helpful, and very exciting. We have planned every step of turning this cultural heritage into a place where the old and the new meet, where history is shown in a new way, and where people of all ages can take part in activities on the premises. These activities range from witnessing archeological works to visiting recreations of ancient weapons and machines used during this time period, as well as simply having a nice, quiet place to relax. This is the type of paper that provides the municipality with a vision for financing their newest and most exciting tourist attraction, which is the Horizon archeological park. The Archeoplan satisfies all of the cultural and recreational needs that are present in the community.

We have put our hearts and souls into making the incredible pilot action video, which includes drone footage and professional narration of the most important information to know about the ancient city of Dionisiopolis, and we have also designed and printed thousands of informational brochures. In addition, we have installed several information signs with all of Balchik's cultural sites.

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ARCHEODANUBE ACHIEVEMENTS FROM
BAD MERGENTHEIM, GERMANY

ArcheoDanube Good Practices

**What the past can tell us for the present:
the 17 ArcheoDanube Good Practices**

Can you imagine a European city without archaeological finds? You won't find any! Under every city as we perceive it today lies another city or several cities, grown over centuries, layer upon layer, and each new layer is like a book with pictures, writings, knowledge, human destinies. Archaeology helps us to read these books, to understand them, to weave threads to today's inhabitants.

However, it is often not easy to visualise history in a way that makes it clear to residents and guests alike how past and present are interwoven. This interaction of archaeology, urban development and tourism is a great challenge because without the presentation of history we cannot grasp the present and are not able to adequately preserve our European cultural heritage for the future.

The ArcheoDanube Good Practices were chosen in order to show how the successful integration of archaeology, city development and cultural tourism is handled in 17 European archaeological parks and sites. The final decision on their choice was based on the qualitative and quantitative information available and the impact of the sites on their local and regional environment in general and tourism specifically.

These are the "top five" success factors for the benefit of citizens and visitors:
- Success factor 1: Political support, which can be seen both financially and ideally
- Success factor 2: Sustainable cooperation with the tourism sector and its diverse stakeholders
- Success factor 3: Promotion of and integration into networks
- Success factor 4: Conceptual involvement of citizens, and
- Success factor 5: Scientific quality of research activities onsite.
With these preconditions, considerable impacts can be achieved that go far beyond the preservation of the archaeological heritage and make an archaeological park an engine of local development.
Interested to get inspired and learn more? The Good Practices and their analysis in archaeological, social, cultural, sustainable, and economic terms are available at the ArcheoDanube homepage: https://www.interreg-danube.eu/approved-projects/archeodanube/outputs

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ARCHEODANUBE ACHIEVEMENTS FROM
BAD MERGENTHEIM, GERMANY

MORE THAN REVEALING HISTORY

MORE THAN REVEALING HISTORY: ARCHAEOLOGY, TOURISM, AND URBAN DEVELOPMENT

Archaeological excavations do not necessarily adhere to the glamorous nimbus, whether they are based on epochs (e.g. Roman times or the Middle Ages), regions (e.g. Middle East), or themes (such as industrial archaeology). Most spectacular finds sometimes reach wider public attention, and even then they usually require popular scientific preparation and interpretation in order to be understood in their historical relevance.

However, the European project ARCHEODANUBE proves that archaeology can play a decisive role when it comes to the interaction between different fields and topics: Here archaeology, cultural tourism, and urban development are brought together in examples from nine European cities and regions. Numerous instruments have been created to support the establishment and management of archaeological parks.

Archaeology is an increasingly important topic in integrated urban development and cultural tourism, but so far, especially in large cities, where "the city under the city" is becoming more and more interesting for citizens as well as visitors. Archaeological relics become part of reconstruction and new construction measures and experience a staging as a "window into the past". In public spaces, new paths, archaeological paths, special plastered pavements, and information boards point to the archaeological heritage.

On the basis of the archaeological inventory, inner cities can thus be developed in a planning and design sense and can be preserved in terms of location and cityscapes. An integrated approach and joint action involving citizens' interests are crucial. The initial question in ARCHEODANUBE was how archaeological sites in the inner-city area of small to medium-sized cities can be included in urban development and tourism in such a way that they can become a value-added factor.

The value added did not only relate to economic factors, but should also take into account cultural, social, future planning, and education aspects and involve citizenship. For this purpose, various instruments have been developed that build on each other, complement each other meaningfully and keep an eye on implementation aspects.

Available are

- a concept for initiating and implementing participatory processes and appropriation by the citizenry (building of civic interest groups with representatives of the citizenship of culture, education, various service providers from tourism such as local tourism agencies, accommodation providers, service providers, companies, and media)
- a strategy paper that captures and evaluates good examples
- a compendium of 17 good examples from Europe, in which archaeological sites, tourism, and urban development are exemplary and that social, cultural and economic effects are not only convincing but can (mostly) also be quantified;
- a Guide to Creating Local Plans for Archaeological Parks
- a manual for the implementation;
- a digital assessment tool called "Yesterday-today-tomorrow" which facilitates the assessment of the possibilities of archaeological parks for tourism and urban development
- ArcheoTales, an app for the attractive and interactive development of archaeological parks and sites.

Programme co-funded by the European Union
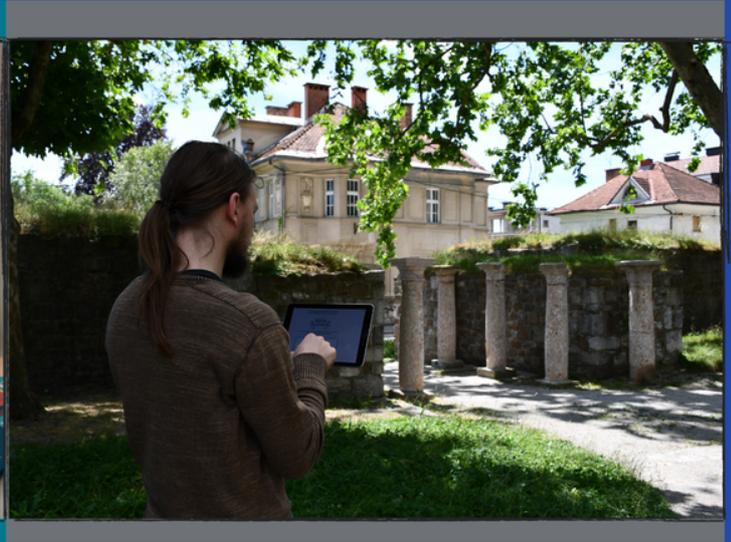
ARCHEODANUBE ACHIEVEMENTS FROM
LJUBLJANA, SLOVENIA

YESTERDAY-TODAY-TOMORROW TOOL

YESTERDAY-TODAY-TOMORROW TOOL: THE FIRST DIGITAL TOOL FOR PLANNING ARCHAEOLOGICAL ON-SITE PRESENTATIONS

Archaeological heritage managers are faced with the arduous task of successfully and sustainably managing archaeological sites. They may not be in the know about all the requirements and possibility of archaeological heritage management and presentation, since it is often difficult to acquire knowledge and new ideas about this extensive subject. This lack of clear and easy to understand suggestions for developing archaeological heritage presentations was the basis for the idea of the Yesterday-today-tomorrow tool.

The Yesterday-today-tomorrow tool was developed by Institute for the Protection of Cultural Heritage of Slovenia and 3APPES. The new digital tool is suitable for anyone who wants to establish a new archaeological park or modernize an existing one or simply wants to present archaeological remains in other areas. It guides the user through a detailed questionnaire about the specifics of the archaeological site and the user's wishes. Based on the answers given, the tool provides the most suitable solutions for presenting archaeological remains. It also offers the option to simulate certain conditions (e.g. different budget levels) and to see, which solutions may be applicable under different conditions.

The tool was principally created to support the city partners of the project, especially in their pilot actions and planning activities (Local Archeo Plans) as well as in future capitalization projects. Nevertheless, the target group of the tool is actually larger, as it can be used by all managers of archaeological parks or other interested stakeholders, especially municipal or regional administrations, national agencies, museums, specific management authorities, associations, SME and similar. The tool can also be used by the general public in order to understand conditions which influence decisions in the presentation of archaeological heritage, but also in the perspective of local participatory projects. Its user-friendly structure and graphics can attract new audiences to the topic of archaeological presentations and its use within archaeotourism.

The tool was also designed to take into consideration the users' country of origin. We wanted the budget, the users' intended value to invest into their archaeological park/site, to be in the national currency of the partner countries. Currently, the tool is meant to be used in the following countries; Austria, Bulgaria, Bosnia and Herzegovina, Croatia, Czech Republic, Germany, Hungary, Moldova, Romania, Serbia and Slovenia. However, the tool Yesterday-today-tomorrow can still be effectively used in other European countries, since all solutions and suggestions from the tool are also applicable to countries and regions outside the partnership.

On a global scale, the tool is a complete novelty, as there is no comparable tool on the market yet.
The use of the tool is completely free. Users can use the tool as many times as they want, they can try out different scenarios and maybe get new ideas for presenting archaeological remains.

The tool is available at:
https://atool.zvkds.si

Programme co-funded by the European Union

ARCHEODANUBE ACHIEVEMENTS FROM
VIENNA, AUSTRIA

ArcheoTales™

join in a digitally supported journey of discovery
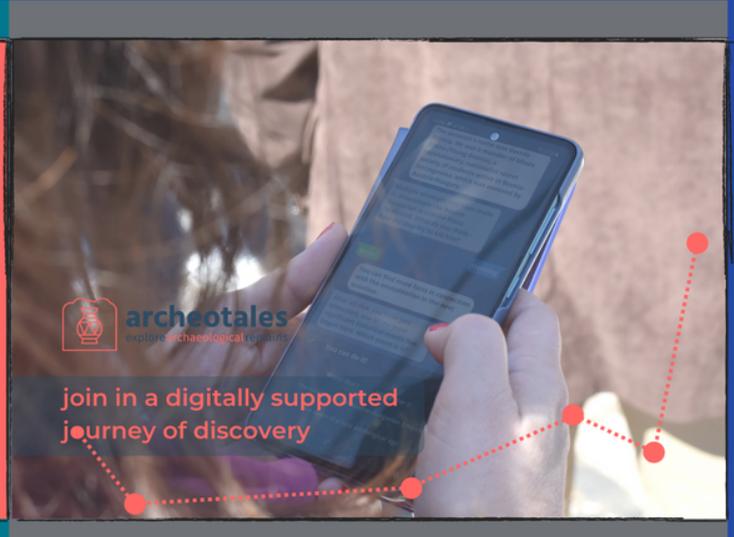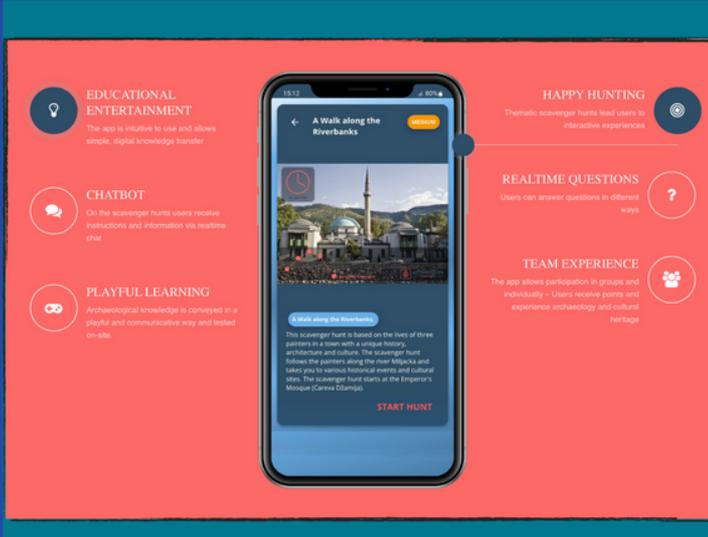
ArcheoTales™ – Experiencing Archaeology in a Digital and Playful Way

While the demands of museum and cultural sites visitors for digital knowledge transfer are increasing, it remains burdensome for many operators to create digital offerings. ArcheoTales™ makes this easier with a simple mobile app in the style of Scavenger Hunts, where a chat guides visitors through the exhibition and invites them to interact.

Museums and cultural institutions are subject to digital change. And so are the needs and expectations of visitors. For them, the focus is on the experience and cultural institutions face the challenge of adapting to this new media consumption behaviour and offering high-quality digital programmes. And this is where ArcheoTales™ comes in. As an information and communication tool, it represents a contemporary digital mediation format that supports cultural institution operators in making the leap into the digital age.

But what is ArcheoTales™ about? ArcheoTales™ is an online application designed to facilitate the playful transfer of knowledge about archaeological and cultural heritage sites. It works as an interactive scavenger hunt that is intended to explore archaeological remains. After onboarding to the ArcheoTales™ mobile app and choosing a specific exhibition site and hunt, users usually follow instructions that come in a chat-like style. The dialogical orientation of the app is an essential innovative component, allowing both users and cultural sites to learn from each other. Users might be invited to provide answers to different types of questions. They may be asked to share a photograph or to write a free text.

For knowledge questions they might be invited to choose and tick the correct answers. According to the answers given, visitors can pursue an individual course. There is not a single pathway to success, but multiple ones. According to the target audience, the chat flow of each scavenger hunt can be adapted in tone, style and difficulty.

With ArcheoTales™, operators of historical, archaeological and cultural sites, but also cities or tourism agencies, send their visitors on a journey of discovery that allows them to explore the surroundings and learn about history, archaeology and culture in a fun and innovative way. Allowing the user to explore and to interact with heritage at one's own pace also enables the best possible, individualised acquisition of knowledge. Another key feature of the app is the detachment of the user experience from the classic exhibition space. ArcheoTales™ might guide the visitors through a classic exhibition scenario, but it also offers the possibility to connect the experience with outdoor sites or even to take it into the public domain. ArcheoTales™ transforms the user's smartphone into a potentially ubiquitous archaeology and/or heritage guide using gamification to immerse visitors in heritage presentations.

Finally, the application is meant to allow all sorts of heritage institutions that tie with state-of-the art mediation formats and link online and offline museum experiences. In this sense, ArcheoTales™ are another important brick in making museum and exhibition experiences more sound, holistic and approachable to new audiences at reasonable cost.

Programme co-funded by the European Union

ARCHEODANUBE ACHIEVEMENTS FROM
CLUJ-NAPOCA, ROMANIA

TOOLS FOR THE FUTURE OF ARCHAEOLOGICAL PARKS

Identification of needs, opportunities, goals and stakeholders

Planning of the archaeological tourism product and stakeholder consultation

Implementation of the archaeological tourism product and stakeholder collaboration

Promotion and marketing of the of the archaeological tourism product

TOOLS FOR THE FUTURE OF ARCHAEOLOGICAL PARKS – E-HANDBOOK FOR THE MANAGEMENT OF ENHANCEMENT PROJECTS ON URBAN ARCHAEOLOGICAL SITES

At present, there is no fixed framework for how an archaeological park should be built and what it should include, lack of coherence often being paralleled by a legislative gap. While there are many success stories, in other cases the monuments lack proper and safe presentation or are not presented at all. Often the issues stem from the lack of financial support, ultimately transforming existing archaeological parks into burdens for the community or leading to the abandonment of potential projects. Using the experience of European countries, the ArcheoDanube project is set to make a change in the future of urban archaeological parks, to make them sustainable and thus positive for the life of urban communities, while balancing the need to protect the archaeological heritage. The project achieved to go beyond proposals and evaluations and develop actual tools that can be used by those currently running or wishing to develop an archaeological park in the future.

Based on the feedback of the pilot cities and the experience of research partners in the project, the *E-Handbook for the Management of Enhancement Projects on Urban Archaeological Sites. Integration with a Sustainable Tourism* is designed as a practical tool for actors currently involved in managing or planning an archaeological park, including municipalities and other public authorities, museums and institutions involved in heritage protection, local communities, developers, tourism entities, non-profit organisations and other interested stakeholders. The *E-Handbook* makes use of the Local Archaeological Plans implemented by the pilot cities within the ArcheoDanube project and examples of good practices from outside the project to provide a tool for enhancing the management of archaeological parks.

The *E-Handbook* addresses the entire process of planning and sustaining archaeological parks, providing practical and concrete solutions from setting up basic infrastructure and services to interpretation and promotion, visitor and community engagement, and networking. The focus of the tool is sustainability, for which the interested actors are assisted step by step in including stakeholders, engaging the interest of the local community and developing attractive branding and communication, aspects that are often ignored and which can make a difference between a successful project and a non-sustainable archaeological park that in time becomes a burden for the local communities. Last but not least, the solutions provided by the *E-Handbook* are designed to maximize the protection of archaeological heritage and maintain the scientific accuracy of the interpretations. Relying on already consecrated studies and guidelines, the *E-Handbook* addresses the problems of risks and helps users to identify and evaluate risk potential and risk solutions.

Guidebook for Designing Local Archeo Plans

The E-Handbook is best used together with another amazing tool developed by the ArcheoDanube project, the *Guidebook for Designing Local Archeo Plans*. This Guidebook is a practical tool that provides detailed instructions for municipalities to design and implement their own *Local Archeo Plans*, to help them achieve good planning and effective cultural management of the local archaeological heritage. The *Guidebook* provides a novel methodology that has been thoroughly tested by several municipalities from the Danube Region, which have already designed and implemented a number of *Local Archeo Plans* as part of the Interreg DTP Project ArcheoDanube.

ARCHEODANUBE ACHIEVEMENTS FROM
SZEGED, HUNGARY

Interreg
Danube Transnational Programme
ARCHEODANUBE

Communication and Dissemination Activities

EMFIE developed and used a new generation communication method, increasing added value and resulting in increased effectiveness. The core was the development of innovative and visually pleasing content and its effective targeted dissemination with high reach rates. Project partners were constantly involved with our coordination.Our tasks included communication, dissemination and the transfer of results.

Three pillar of our communication activities:

1.Build new knowledge and cooperation among relevant actors
Raising awareness and stakeholder involvement is a key from the overall project success point of view. Currently, the awareness level of the local players is strong enough to be able to welcome, understand and use the final results of the ArcheoDanube project.

2.Design, test and promote transfer of new tools and guildlines
We focused our communication activity to content devlopment and transforming konwledge to easy-to-understand messages in visually pleasent form. During this activity, the main messages of ArcheoDanube deliverables were investigated and shortened, and designed graphically.

3. Increasing tourist attractiveness
Each stakeholder group is targeted with tailor-made messages using tailor-made communication channels. The message here is clear, positive and equally easy to identify with by leaders / professionals / decision-makers and policy makers alike: increasing tourist attractiveness of the cultural heritage with development of archaeological parks in cities.

Main achievements :

1 ARCHEODANUBE Communication Plan
14 Mandatory posters placed
1 Project website
22 outputs published on project website
34 Project infos on each partner's institution website
10 Transnational Stakeholder Groups created
3 Public events (Sarajevo, Varna, Ptuj)
210 People reached directly through public events
1 Digital activity training
1 Social media account (Facebook)
200+ Digital contents
160 posts on ArcheoDanube's official Faebook page
147.377 people reached on Facebook
1 Leaflet
1 Final e/broschure
6 eNewsletters
7 Project presentations transnational level
10 Project presentations national level
5 Thematic articles
6 Animated cartoon movies on ArcheoDanube's achievements

Programme co-funded by the European Union

THE ARCHEODANUBE PARTNERSHIP

Mestna občina Ptuj
Zavod za varstvo kulturne dediščine Slovenije
EMFIE Egyesület
Nyugat-Pannon Terület- és Gazdaságfejlesztési Szolgáltató Közhasznú NKft.
Academia Română Filiala Cluj, Institutul de Arheologie și Istoria Artei
Muzeul National al Unirii Alba Iulia
Grad Vodnjan - Dignano
Kultur und Arbeit e.V.
Българска асоциация за трансфер на технологии и иновации
Regionální rozvojová agentura Plzeňského kraje, o.p.s.
OIKOPLUS KG / Sustainication e.V.
Регионален исторически музей - Русе
Općina Centar Sarajevo
Muzej Srema
Urban Lab Chișinău Association / DGAURF Chișinău

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