

 Northern Periphery Programme 2007-2013		Northern Periphery Programme 2007-2013	
		4 th Call Application Form	
		For Programme Secretariat use only	
		Registration no:	
		CAV number:	
		Date of arrival:	

Main Application Part 1: Content

SECTION 1: PROJECT INFORMATION

1.1 Project Title:	
The THING Project – THing sites International Networking Group	
1.2 Acronym/Abbreviation:	
THING	
1.3 Project Duration:	
Start date: 01.07.2009	Finish date: 30.06.2012
1.4 Priority:	
Priority 1: Promoting innovation and competitiveness in remote and peripheral area	
Priority 2: Sustainable development of natural and community resources	X
1.5 Target area / Location of the operation:	
Norway (Sogn og Fjordane, Gulen), Scotland (Shetland, Highlands, Orkney), Faroe Islands, Iceland (Thingvellir Selfoss), Isle of Man (Associated partner)	
1.6 Total project budget:	989 001,85
1.7 Total funding request:	485 378,16
1.8 Specify funding sources:	
Member State, ERDF:	277 675,56
Member State 20 %, ERDF:	0,00
Norway, ERDF equivalent:	83 127,60
Norway 20 %, ERDF equivalent:	0.00
Iceland, ERDF equivalent:	61 375,00
Faroe Island, ERDF equivalent:	63 200,00
Greenland, ERDF equivalent:	0,00
10 % source to Non Member State partner:	0,00
1.9 Document checklist:	
<input checked="" type="checkbox"/>	Complete Main Application Part 1, Part 2 and Part 3
<input checked="" type="checkbox"/>	Complete and signed Partner information forms from all parties
<input checked="" type="checkbox"/>	Annexes to Main Application Part 3, detailing the individual partner budgets
	Attestation from Tax Authority from partners that are not allowed to recover VAT
<input checked="" type="checkbox"/>	Other, please specify Attached match funding commitments, Associated partner confirmation

I, the signing authority for the Lead Partner organisation, certify that the information in this proposal is accurate and that my organisation has agreed to co-ordinate the activities and carry the full responsibility of the project if this proposal is awarded funds from the Northern Periphery Programme 2007-2013. I certify that the project will be implemented in accordance with national laws and EU regulations, and I especially acknowledge the rules considering *public tendering, competition policy and eligible costs*. To the best of my knowledge, a proposal with similar content, with the involvement of any of the partners has not been submitted to other EU-funded programme.

Date Signature

Bjørn B. Bremer
Full Name

Deputy Chief Executive Officer
Position

SECTION 2: PARTNER INFORMATION

Lead Partner:	
Title of institution in English:	Sogn og Fjordane County Council
Location:	Leikanger
Country:	Norway
Partner 2:	
Title of institution in English:	Gulen Municipality
Location:	Eivindvik
Country:	Norway
Partner 3:	
Title of institution in English:	Thingvellir national park
Location:	Selfoss
Country:	Iceland
Partner 4:	
Title of institution in English:	Shetland Amenity Trust
Location:	Shetland
Country:	Scotland
Partner 5:	
Title of institution in English:	Department of Archaeology, Orkney College
Location:	Kirkwall
Country:	Scotland
Partner 6:	
Title of institution in English:	The Highland Council
Location:	Inverness
Country:	Scotland
Partner 7:	
Title of institution in English:	Kunningarstovan
Location:	Tórshavn
Country:	Faroe Islands
Associated partner:	
Title of institution in English:	Manx National Heritage
Location:	Douglas, Isle of Man
Country:	United Kingdom
Associated partner:	
Title of institution in English:	
Location:	
Country:	

SECTION 3: PROJECT CONTENT

3.1 Synopsis of the project (max 500 characters or ¼ page)

The THING project is based on the Thing sites that are the assembly sites spread across North West Europe as a result of the Viking diaspora and Norse settlements. The objective is to exchange knowledge, specify, develop and test new and improved services for sustainable management and business development at the Northern European Thing sites. The project results should also contribute to a future nomination process of a serial inscription on the UNESCO World Heritage List of the North Atlantic Thing sites.

3.2 Overall objective of the project (max 2000 characters or 1 page)

The overall objective for the THING project is.
to exchange knowledge, specify, develop and test new and improved services for sustainable management and business development at the Northern European Thing sites. The project results should also contribute to a future nomination process of a serial inscription on the UNESCO World Heritage List of the North Atlantic Thing sites.

Thing sites are the assembly sites which spread across North West Europe as a result of the Viking diasporas and Norse settlements.

The overall objectives will be achieved by a strong and complementary inter-regional partnership implementing the following sub-objectives:

1. Run a series of surveys and documentation activities and international workshops and seminars held in each of the involved regions to develop shared knowledge and understanding of the history of Thing Sites to support the new regional service development activities
2. Implement and test interpretation methods for local, regional and inter-regional content development and branding, and mainstream this into recommendations for improved services for sustainable tourism and site management
3. Combine the results and new knowledge into an ICT web2.0 based service to promote and support the protection, management and interpretation of the Thing sites and to stimulate mobilisation and networking between the interested end-users, regional and international knowledge providers including the regional authorities and universities.
4. Deliver a well managed and successfully communicated project

Sub-objective 1 and 2 forms the basis for work package 3, sub-objective 3 is the basis for work package 4. Sub-objective 4 is the basis for work package 1 and 2.

3.3 General project description (max 6000 characters or 3 pages)

The approach to implement the activities of the THING project is based on iteration of key activities organised by 4 Work packages (WP):

- WP1. Management and coordination
- WP2. Communication and dissemination
- WP3. Analysis of good practices and specifications of new service models
- WP4. Pilot test web2.0 inter-regional co-production and co-profiling of services

WP 1 and 2 will run during all phases of the THINGS project and will monitor, evaluate and make strategic decisions, provide feedback to all partners at regular intervals and provide dissemination of approaches, interim results and final results both at regional, national and international level.

WP 3 will document the potential of sustainable service development at the Thing Sites and further develop the service models and the set of identified good practices based on surveys, analysis, study trips and inter-regional seminars. The inter-regional seminars will include

presentation and discussing of interim results, and study trip to relevant sites, public authorities and enterprises in the host region. The results will be aggregated into Good Practice Guidelines and into updated regional toolset for local, regional and international service development. The topics for each best practice survey, the seminars and the follow-up activities are the following:

Develop shared knowledge and understanding of the history of Thing Sites

Documentation and exchange of the Thing Sites inter regional history will better define their individual context and support important local development activities. The study and research of Thing sites will further develop links to universities, museums and other relevant knowledge centres across. These knowledge networks will support collaboration between rural and urban centres for the development of local and regional services. The activity will also provide results relevant for the Thing Sites planning for an application for inscription on the UNESCO World Heritage list. The THING project partnership will develop strategies, services and inter-regional collaboration models for an serial nomination of Thing Sites at the UNESCO World Heritage list. The issues to be explored include documentation for Thing sites to establish integrity, authenticity and significance as individual sites and as an inter-regional body (define and suggest cross border research, present new research from researchers at seminars, explore potential themes for documentation and research):

- how similar and how different are they?
- how did they operate as assembly sites?
- how did the sites influence each other?
- what do we know about their physical development?
- what literary and archive references are there?
- what images of them are there (especially historical)?

How can the sites and regions work together to learn from each others strengths and raise the mutual understanding?

Interpretation methods for local and regional content development and branding

A common set of interpretation methods will be introduced and will form the basis for making the local and regional history better adapted to the needs of the visitors. The interpretation methodology will enable further development of the story and the links to other local and regional resources. In addition to improved services for external visitors, it will also form the basis for improved information and better collaboration between the Thing Sites and the local population. Links to local schools are important for developing local and regional awareness, motivation and support.

Develop knowledge and strategies for sustainable tourism and site management

Sustainable tourism is a key issue where the Thing Sites have to balance increasing number of tourists with the protection of the cultural heritage. The THING project will identify site management principles, including conservation, care and visitor management for the long term benefit of the site and sustainable tourism. It will develop strategies for spreading tourists more in "space and time". Increased collaboration between national tourism gateways (urban areas) and the local Thing sites will focus and stimulate a more sustainable regional tourism development. Key issues to address are: How are they legally and physically protected? What is about them that need protection and care? What should the guiding principles for management and conservation be? How can regional and inter-regional trails and urban-rural links be integrated in the local services.

WP 4 will pilot test an inter-regional Internet web 2.0 platforms to enable people and ideas to come together both within and across the Thing site regions. The service will address the problems of how to attract and mobilise the users and visitors, how to ensure a widespread

use of the good practice result from WP 3 and how to enable a dynamic interaction increasing the inter-regional knowledge base initiated by the activities in WP3. This new service delivery is also about user empowerment and putting the users and the user communities at the centre of interactive networks of knowledge and service. This will be done by putting the new ICT tools and resources at the disposal of users to create opportunities for the user communities to contribute to the shared knowledge base. These new tools are especially useful for attracting the interest among young people, students and pupils.

The THING project will not develop any new technologies as such. These already exist through the Internet services like YouTube, MySpace, Flickr, wikies, blogs, forums and related social networking services. WP 4 will specify the relevant mix of services, set up an inter-regional internet web2.0 test interface to the services, provide content from the results developed and transferred in WP 3 and then stimulate and test mobilisation and networking between the interested end-users, the regional and international mentors, the other regional and international knowledge providers including the regional authorities and regional development agencies.

During the project, regional operational services will be improved, re-implemented some as inter-regional services. The services will be evaluated, and the conclusions will be used to improve practices and summed up in the concluding inter-regional service model. The concept "service model" is used to describe the added value and the set of new inter-regional services that is the result of the cooperation. Consequently, the project will produce not only the services themselves, but also a presentation of what has been achieved, and furthermore evaluation and recommendation of how to move on in order to improve services.

3.4 Justification for the project's approval (max 3000 characters or 1½ pages)

The key aspect of this project is the close inter-regional collaboration of the 7 regions of the northern periphery of the Europe, namely Sogn og Fjordane County in Norway with the Sogn og Fjordane Council, Leikanger and Gulen Municipality, Eivindvik as partners, Iceland with Thingvellir national park, Selfoss, as partner, the three regions Highlands, Orkney and Shetland with Shetland Amenity Trust, Department of Archaeology, Orkney College, Kirkwall and The Highland Council. Inverness as partners, Faroe Island with Kunningarstovan, Torshavn as partner as well as the associated partner Manx National Heritage, Douglas, Isle of Man.

The partnership represents a strong mix of partners representing regional authorities, local authorities, cultural heritage organisation, universities and national parks and information centres. Each of the partners and regions do also have its own broad regional partnership network that will support the project activities and will ensure durability of results. The project partnership has been structured according to the triple helix model bringing together policy, business and knowledge. Businesses are not formal partners, but are represented in the local and regional networks. The triple helix approach inside the THING project is an organisational arrangement for joint development including businesses, local and regional authorities and university partners.

The partners are all deeply involved in the development of new sustainable services based on the Thing sites heritage. Thing sites are the assembly sites which spread across North West Europe as a result of the Viking diasporas and Norse settlements. The THING project partnership was developed and established through a pre-project funded by NORA. This project identified a strong need for more in-depth collaboration between the sites and the regions. It also identified key activities and who should participate in a main project. The partners met for an international conference at Gulatinget in Gulen, Norway in June 2008, and the partners signed an agreement for further collaboration and aimed at developing a project for further development of services based on the Thing site heritage. From June 2008 until the March 2009 the partnership has had a series of meetings (audio conference and online discussions) on the preparation of the THING application. The partnership also invited a

Greenland partner organisation, but due to difficulties with the final signatures just before the deadline, the Greenland partner was not able to join the project application. If possible, the Greenland partner might join the project at a later stage.

The THING project has a strong strategic aspect as it deals in a holistic and coherent way with key challenges of the regions. The THING project knowledge network will support collaboration between rural and urban centres for the development of local and regional services. The activity will provide results relevant for the Thing Sites planning for an application for inscription on the UNESCO World Heritage list. The THING project partnership will develop strategies, services and inter-regional collaboration models for a serial nomination of Thing Sites at the UNESCO World Heritage list. This is very useful to the project-partners and the regions, as its activities reflect local development policy priorities; documented development needs, and benefit from the knowledge input of the different partners. Thus the added value of the project to the partner – regions, and the relevance and sustainability of its results are ensured.

The THING project has a strong trans-national character. Joint conceptual development and shared interregional expert teams are fundamental to the project and partners benefit from the interregional exchange, transfer, documentation and further improvement of good practices.

The THING project contributes positively both to environmental sustainability and to polycentric development through collaboration between urban and rural organisations.

If applicable:

3.5 Please describe your project's synergies with projects funded by other programmes (Northern Dimension Framework, other community programmes) or if the project draws on the experience of previously funded EU projects. (max 1000 characters or ½ page)

Not applicable

3.6 Justify application exceeding total budget maximum target of 1.5 MEUR (max 500 characters or ¼ page)

Not applicable

3.7 Justify the use of geographical flexibility rules, 10% and 20 % funding sources (max 500 characters or ¼ page)

Not applicable

SECTION 4: CONTRIBUTION TO THE NORTHERN PERIPHERY PROGRAMME CONCEPTS

4.1 Please demonstrate the project's added value. Describe clearly the product(s) and service(s) that will be developed, including their functionality and future viability: (max 2000 characters or 1 page)

This THING project will jointly develop a trans-national service model based on the Thing Sites heritage of 6 regions in the Northern Periphery. It will be documented, specified, delivered and marketed in a transnational fashion by the partners. It will contain a number of

integrated elements developed through a combination of:

- New knowledge developed and shared in the project
- The documentation, packaging and transfer of existing core competence products and expertise owned by the partners from public sector and university

The new products are the following

- **Documentation of the Thing Sites inter-regional influence and history**
To share knowledge and pass on existing and new competences, a report will be published and can be the basis for further development into articles in periodicals and papers given at seminars.
This interregional history will form the basis for pedagogical material for schools. Material will be shared among the partners. Furthermore this will be the basis for developing an agenda for future research on the Thing Sites.
- **Adapted interpretations methodology for the Thing sites**
The project will develop a common methodology for interpretation for the Thing sites. This will be a common knowledge platform. Guidelines for interpretation and dissemination will be worked out and shared among the partners. This work will influence both the development and content of the web sites and the pedagogical material developed.
- **Common inter-regional branding and marketing strategies**
A plan will be made of how to market the Thing Sites together and separately. Included in a common strategy are elements such as a common logo, information material to tourism agencies, a common web portal, publications telling the history of the Thing Sites and information on how to travel to the Thing Sites and to other destinations in the regions surrounding the Thing Sites. A common branding and marketing strategy will build on shared knowledge and competence in order to strengthen the profile of the Thing Sites as the cradle of democracy in Northern Europe.
- **Recommendations for sustainable tourism services**
The project will seek professional advice on how to meet the challenges connected to tourism and the Thing Sites. A report will be produced with recommendations for a sustainable approach. The project will establish cooperation with tourism agencies in each nation/region, and develop and market thematic trips between the Thing Sites and to historic paths connected to each Thing Site. Common web resources aimed at travel-businesses and individual tourists will increase the availability of the sites.
- **Recommendations for sustainable site management**
An investigation will be carried out, looking into the challenges that physical historic places like the Thing sites are facing. Guidelines and strategies will be identified. Special emphasis on issues related to mass tourism, for instance the question of whether or not encourage visits by cruise ships. The partners will exchange experience and ideas on the physical development of the sites, e.g. about signs, paths and security. The project will publish common recommendations linked to the preservation of the sites and the application for inscription on the World Heritage List.
- **Documentation for supporting serial nomination of Thing Sites at the UNESCO World Heritage list.**
As part of the project a report will be produced about the Thing Sites and the opportunity of a serial nomination at the UNESCO World Heritage List. The report will describe efforts made so far in each of the nations/regions, and collect advice from professionals and politicians on how to continue the process. The conclusion will point at possible ways of moving on to get closer to the target. The partners will appoint an executive committee of representatives from the Thing Sites who will work on the

UNESCO World Heritage issue. An important aim for the committee will be to establish contact with the UNESCO organisation, and to find out what financial sources are available to support the work. A seminar on the UNESCO issue will be held to share knowledge collected through the project work, and to decide on how to continue the process.

- Inter-regional and region web2.0 sites for wide spread promotion and co-production including both professionals and end-users/visitors.

The project will have regional and transnational website using tools based on web2.0 services. The partners will publish information and interpretations on Internet and use such as YouTube to publish videos to support the interpretation. The site will be interactive to get feedback from users and visitors using communication channels like blogs and forums. This project will use the service to test its use for different purposes; among other to develop pedagogical material and information about the cultural sites. The outcome will benefit tourism enterprises and regional authorities.

The innovative nature of the service derives from the holistic approach to the challenge of stimulating the developing a set of sustainable services for the THING sites based on the both new ICT technologies (Web2.0), the requirements specified by UNESCO for candidates for inscription on the World Heritage list with a serial approach, the needs from integrating cultural heritage sites into regional development strategies with a set of related business sectors. The innovations will be supported by a pool of experts drawn from a range of institutions across the Northern Periphery, with the resources to assist regions to develop the new or improved products and services. The new ICT services will also facilitate organisational learning between experts both within and external to the partnership.

The project will have a real impact on regional development in the regions where the Thing Sites are located, especially when it comes to tourism and for developing services based on local and regional cultural and natural heritage and an innovative approach. Services developed in the project will strengthen the ties between rural and urban areas. Professionals working with the Thing Sites will need to cooperate closely with universities and tourism agencies in the cities. The collaboration between rural and urban organisation, the integration of the new and highly relevant internet tools (web 2.0) and the link to the highly profiled UNESCO world heritage activities are clearly new and innovative approaches for the regions involved . It represents a new set of instruments and approaches integrating the regional heritage and the regional service entrepreneurs with their target groups and customers in ways not seen before in these regions. It is also innovative in a broader EU perspective and can form a basis for knowledge transfer and transfer of best practices to other European regions building local business development on thematic specialisation.

The THING project is about the complex and famous THING sites and development of services based on their role as the cradle of democracy in Northern Europe. The THING project represents different approach to the cultural heritage and to the unique similarities across the North Atlantic countries. The composition of the partnership and the integration of the fundamentally new internet technologies are clearly different.

Note: Do not forget to fill in the number of transboundary products and services in section 8 Indicators.

4.2 Please describe the transnational impact of the product(s) and service(s) that the project aims to develop: (max 1000 characters or ½ page)

A key output of the project is the service model for the Thing sites including common inter-regional branding and marketing strategies, common recommendations for sustainable tourism services. Common recommendations for sustainable site management will feed into the documentation to support a serial nomination of Thing Sites at the UNESCO World Heritage list. A serial nomination is a unique and very strong transnational impact. The results will also be supported by the inter-regional and region web2.0 sites for wide spread promotion and co-production including both professionals and end-users/visitors.

The trans-nationality is the core and the most important part of this service model and it is penetrating all the stages of its development and usage. Expertise is collected and benchmarking is undertaken across all the regions participating in the project with the purpose to facilitate the development of the service model. All the regions participating in the project contribute to the service model and these would benefit from applying it for regional development.

Promoting THING sites as world heritage sites demand holistic and qualified ways of interpreting both the uniqueness of each site and also the commonalities between the THING sites. It is not enough to produce leaflets and sign posts. Visitors at the THING sites are perhaps the most demanding target group concerning ways of multi-facet interpretations and certified content.

A variety of interests would benefit from what can be achieved through the project. The main demand is for more in-depth information about the Thing sites and their history and better methods of documentation and dissemination. The outcome of the project will be vital to the tourism industry surrounding the sites at both local and regional levels. Furthermore there is a need for information about the process of enlisting the different Thing Sites on UNESCO World Heritage List, both from the side of each Thing Site and for the North Atlantic region altogether.

The most important target group will be visitors who seek adventure, culture, history, archaeology and interaction with local people. The rising interest of academic tourism also makes it more relevant for academic institutions like colleges and universities not only to visit the THING sites, but also for the THING sites to provide opportunity to conduct research. Local and regional schools will also be primary target groups, and the project will work on guidelines and educational programs adapted for different school levels.

Local, regional and national tourism agencies are not only significant target groups, but will also be responsible partners in each THING site partnership. This will also correspond with the role of local and regional authorities. They will play a major part in the project. The concept of the project is based on regional development approach, and it is vital for local and regional businesses to adapt and develop new strategies and services parallel to the services provided by the project.

Consequently - because of the known demand - the target groups will be individual visitors and groups visiting, regional and international tourism agencies, schools, universities, cultural institutions, local, regional and national authorities and professionals and politician working with UNESCO issues.

4.3 Please demonstrate the project's transnationality, please refer to criteria and definitions made by the Northern Periphery Programme 2007-2013: (max 2000 characters or 1 page)

Transnationality cover the following fields:

1.- Joint development:

Joint development of documentation of inter-regional aspects of Thing sites

Joint development of inter-regional branding and marketing strategies

Joint development of the ICT web2.0 services
 Joint developed recommendation for sustainable tourism and site management

2.- Joint implementation:

Joint implementing and testing the recommendations.
 Joint implementing the ICT web2.0 services in all regions
 Joint actions for supporting serial nomination of Thing Sites at the UNESCO World Heritage list.

3. Joint staffing:

All the interregional activities will be carried out in collaboration between partners from different regions. All regions are involved in all work packages, and the key activities are developing new recommendations and services based on combined knowledge from the 6 regions.

4.- Joint financing

All the activities under 'joint development' and 'joint implementation' above are relying on joint financing.

Indicate which transnationality criteria the project meets

Joint development	X	Joint implementation	X
Joint staffing	X	Joint financing	X

4.4 If applicable, please describe the triple helix partnership or if the project will work in a triple helix context: (max 1000 characters or ½ page)

The partnership represents a strong mix of partners representing regional authorities, local authorities, cultural heritage organisation, universities and national parks and information centres. Each of the partners and regions do also have its own (external) broad regional partnership network that will support the project activities and will ensure durability of results. The project partnership has been structured according to the triple helix model bringing together policy, business and knowledge. Businesses are not formal partners, but are represented in the local and regional networks. The triple helix approach inside the THING project is an organisational arrangement for joint development including both local and regional authorities and university partners across the regions.

The partners represent public sector organisations and have collaboration with R&D partners and business partners in the tourism sector. In the case that such links do not exist, these will be developed through the project. One example of existing partnerships is Gulating in Norway with collaboration partners: University of Bergen, Western Norway Research Institute, Haugland FoU, Sogn og Fjordane County municipality, Gulen Municipality and for business partners, see list of tourism businesses provided in annex. Many of these partnerships will be urban – rural links. Some R&D partners and business partners represent the urban segment.

Note: If applicable, do not forget to fill in the number of triple helix partnerships in Section 8 Indicators.

SECTION 5: INTEGRATION AND IMPLEMENTATION OF THE HORIZONTAL PRINCIPLES OF EQUAL OPPORTUNITIES AND SUSTAINABLE DEVELOPMENT

(Please refer to Northern Periphery Programme 2007-2013 definitions of horizontal principles given in the Programme Manual)

5.1 Equal opportunities: How have equal opportunities been integrated into the project plan? Have any specific equality objectives been set? (max 1000 characters or ½ page)

This horizontal principal has been reflected in the three main work packages by designing in opportunities for considering and highlighting equal opportunities in relevant activities. In WP 2, Dissemination, activities and workshops will include a focus on equality, and will also focus on issues of equality in presentation of material in different languages, and for persons with different disabilities. In WP 3 equality issues will cover how to best communicate the intangible heritage of the sites, how to make the sites accessible to different groups will also be covered among the best practices, included in this is also equality issues such as, equal opportunity with regard to business development, access to information about the sites and access to the sites. In WP 4, builds on results of WP 3. The aim is to develop and deploy ICT to support development of the sites and economic growth.

5.2 Equal opportunities: How will equality be reflected in the composition of the project partnership? Information may be included on wider partnerships, including steering groups, associated partners, stakeholders, end beneficiaries, etc: (max 1000 characters or ½ page)

The project partnership is balanced with regard to gender, and has equal participation from both genders. This is also reflected in the planned steering group. External stakeholders in the area represent small businesses that are important for business and work opportunities for female actors in the region. By strengthening the development of the sites and the economic growth the sustainability of these stakeholders are improved.

5.3. Equal opportunities: What steps, if any, are being taken to ensure that equal opportunities are taken into account in the implementation of the project? What actions are being taken to create a positive impact in terms of equal opportunities? (max 1000 characters or ½ page)

The combination of ensuring that:

- The work plan activities outlined are designed to take equality issues into account
- The project's partnerships, working groups, etc. will seek input from equality professionals and representation from disadvantaged groups

and will create optimum conditions for ensuring that equality opportunities are taken into account during the implementation of the project. The following actions are also envisaged:

1. The project website will be multi-lingual (particularly the minority languages of the participating regions) and designed to conform to EU standards for access by the physically disabled.
2. The communication plan will ensure that it is designed to reach relevant persons and groups within the equality risk category
3. Equality professionals and representatives from relevant equality at risk groups will be invited to workshops, conferences, dissemination and evaluation events
4. The site management principles developed will also focus on equality to ensure that the further development of the thing sites in respect of equality principles

5.4 Equal opportunities: Please indicate which of the following classifications applies to the project and justify this choice below: (max 1000 characters or ½ page)

The project is positive in terms of equal opportunities	Yes
The project is neutral in terms of equal opportunities	

The regions taking part in this project are located in remote and sparsely populated areas, with the related challenges of geographically marginalized communities, depopulation by the young and higher unemployment. At the same time the partnership represents a combination

of rural and urban partners.

The development and deployment of ICT services can have a beneficial impact on creating equal opportunities by enabling a wide spread of information about the project, the methods developed and its services provided. The aim of the project is to improve the balance between urban and rural and bringing work to marginalized societies, the physically disadvantaged, creating the conditions for improved participation by females and single parent families in the business development and in the workforce.

5.5 Sustainable development: How has sustainable development been integrated into the project plan? Have any specific sustainability objectives been set? How will negative environmental impacts be mitigated and reduced and what actions are being taken to create a positive impact in terms of sustainability? (max 1000 characters or ½ page)

Sustainable development has three dimensions: economy-society-environment. Economic sustainability of regions and businesses is directly addressed through the project, by focusing on sustainable management and business development related to the common Thing heritage sites. The regional economic competitiveness is closely and positively linked to regional economic sustainability.

Social sustainability is addressed indirectly, in two ways: (i) reinforced business competitiveness implies stable employment, and (ii) capacity building and the urban rural link is contributing competence to local businesses, which increase the competitiveness.

Environmental sustainability is also addressed: The THING project focus on the cultural heritage of the thing sites, that is to both address the protection and utilization of the sites for the future and to make it more accessible to the common public.

5.6 Sustainable development: Please indicate which of the following classifications applies to the project and justify this choice below: (max 1000 characters or ½ page)

The project is positive in terms of sustainable development	X
The project is neutral in terms of sustainable development	

The THING project is positive in terms of sustainable development. By strengthening economic growth in the region of the thing sites and the management of the sites, inhabitants in the regions surrounding the sites private persons has better possibilities to find working opportunities and they don't need to move to urban regions. At the same time the urban link to research and development and museums, transferring skills and knowledge to the rural area. In this way it is possible to keep the rural and remote areas active and populated and as such the regions can develop and reduce the migration. The THING project is also directly involved in preserving the cultural heritage of the regions.

SECTION 6: ALIGNMENT WITH EUROPEAN AND RELEVANT DOMESTIC STRATEGIES

6.1 Analyse how the project contributes to the Lisbon and Gothenburg Agendas. (max 1000 characters or ½ page)

The Thing Project will develop an approach to integrate the protection of cultural heritage sites with better opportunities to create a more knowledge based economy in rural and remote areas. The Thing Project approach needs to be brought together in complementary

ways which also correspond with the objectives of the Lisbon and Gothenburg agendas. The renewed Lisbon Agenda focuses on “delivering stronger, lasting growth and create more and better jobs” with a strong emphasis to make more attractive places to invest and work and to create growth through knowledge and innovation ¹.

The overall aim of the renewed Gothenburg Agenda is to identify actions to improve quality of life through the creation of sustainable communities that are able to balance economic, social and environmental policy in a mutual reinforcing way ².

The Thing Project will create new, innovative and sustainable methods for the interpretation of a common heritage by making use of digital actions, providing best practises and heritage management concepts. This needs to be balanced with the aim to create economic growth based on the common heritage of the sites. In order to strengthen sustainable and economic growth related to the sites, the transfer of skills and knowledge from urban environments (such as universities and museums), can contribute to create more and better jobs in rural and remote areas. Building on a strong rural – urban approach is therefore crucial.

6.2 Please list any other alignments with relevant European strategies and domestic strategies, for all countries participating in the project (max 1000 characters or ½ page)

The European Spatial Development Perspective (ESDP) aims towards a more balanced and multi-centric system of cities and a new urban-rural relationship, the parity of access to infrastructure and knowledge and the prudent management and development of the natural and cultural heritage. ESDP calls also for the promotion of diversified development strategies for rural areas, sensitive to the indigenous potential of the rural areas. This also includes promotion of cooperation between towns and countryside aimed at strengthening functional regions. The Thing Project will substantially contribute to the ESDP goals. The Thing Project will create an important technique for diversified development strategies based on digital services, interpretative methods and best practices will strengthen the indigenous potential of rural areas.

All governments within the participant member states: Scotland, Iceland, The Faroe Islands, Greenland, Isle of Man, and Norway have adopted policies for a diversified rural economy. For example, the Norwegian Government “White book” proposition No 16 2004 – 2005 on cultural heritage presents a strategy on how cultural heritage helps delivering stronger growth in a sustainable way. The “White book” states cultural heritage represents values with great potentiality to develop local communities and create innovation and more jobs. It also empathize the fact that both domestic and internationally the growth depends also more and more on how cultural heritage contributes social, cultural and economical.

Another example is the Scottish Government (then known as the Scottish Executive) who produced a paper in 2006 which stated that local government has a key role to ensure cultural provision in its locality. The objective is to ensure that culture’s contribution is harnessed in all departments of local government leading to a greater consistency of approach to cultural provision across Scotland. EU has also launched an agenda for sustainable and competitive tourism in 2007 referring to a renewed Tourism Policy with the main objective to contribute to “improving the competitiveness of the European tourism industry and creating more and better jobs”. The agenda presents a strategy that puts the employment growth in the tourism sector significantly higher than the rest of the economy the recent years, making the sector a significant contributor to the Lisbon agenda to create more and better jobs. The important challenge is to find the right balance between autonomous development of the destinations and the protection of their environment and development of a competitive economic activity.

Another key aspect is internationalization as a key driver for regional development. Referring to Highland and Island Enterprise (Scotland), a key driver for developing tourism is internationalisation. As stated on their website, “internationalisation, though, is not something

¹ “Working together for Growth and Jobs: a New Start to the Lisbon Strategy” Brussels, COM 2005-24)

² “A sustainable Europe for a Better World” (COM 2001 264 Final)

we can do solely in our own backyard. As well as being responsive and pro-active at a local level, there must also be co-operative action taken at an international level in the form of standardisation of quality measures and benchmarks” – (<http://www.hie.co.uk/tourism/the-internationalisation-story.html>)

SECTION 7: COMMUNICATION, INFORMATION AND PUBLICITY STRATEGY

7.1 Internal communication, Please outline the methods of internal communication within the project partnership and include a description on the structure of the partnership: (max 1000 characters or ½ page)

The THING project is of reasonable size and effective internal communication needs to be ensured. Where WP leaders are responsible on communicating the daily tasks to the participating partners, the main organ for internal communication will be the Management Team consisting of the WP leaders and the Coordinator, the other regions will be invited to ensure transparency. In addition to monitoring and guiding the project on operational level, the regular MT meetings will also be forums for information exchange between WPs and the Coordinator. The THING project partnership will adopt an on-line system (a WIKI or Intranet) for sharing all important project documentation, project calendar and other information. The Coordinator will be responsible for updating the information together with the WP leaders and other partners. The project will have monthly meetings carried out using online tools or telephone, and six face-to-face partner meetings.

7.2 Internal communication, Please outline the decision making procedures within the project partnership and include information on any joint decision making structures, steering committees, stakeholder input, etc. (max 1000 characters or ½ page)

WP-leaders and the project coordinator, form the Management Team (MT). The MT is responsible for the technical coordination, day-to-day activities, and the operational progress monitoring of the project. The THING project will have a Steering Committee (SC) that consists of senior representatives of the partner organisations. SC's will monitor implementation and evaluate the project results. The SC is the decision making body: and make the decisions within the NPP rules and the Consortium Agreement. The SC will seek to make unanimous decisions; if this is not possible then decision will be based on majority voting. In the case of major disagreements between partners, the SC will assemble to resolve the issue(s). Stakeholder views will be taken into account through active cooperation and communication on a daily basis between the stakeholders and project actors. When making important decisions, representatives of stakeholders may also be invited to participate in the MT or SC meetings.

7.3 External communication: Please outline the communication and dissemination objectives set by the project: (max 1000 characters or ½ page)

The main objectives of the communication and dissemination activities are to inform politicians, policy makers, SMEs and citizens about the project itself, its aims and results. Another objective is to inform target groups about the benefits that the THING project can provide. This way regional, national and international policymakers can find the THING project relevant and useful and it will ensure widespread uptake of results from the project.. The THING project will have a web-site informing about the project. Project web-site will be updated continuously with the project information but also with the information that project partners and target groups can take benefit of. The site will also publish invitations to seminars and workshops. Project results, seminars and workshops are published in media. Press releases are provided for newspapers, radio stations and TV channels.

7.4 External communication: Please outline the target groups and audiences that will be targeted by your project's external communication and dissemination strategy. Why have

these been chosen? Demonstrate wide dissemination throughout the programme area: (max 1000 characters or ½ page)

The main target groups for external communication are municipalities including county municipalities and County Governor Authorities, NGO's represented by outdoor recreational organizations, cultural heritage organizations, etc, institutions including museums, local and regional schools including colleges, universities and university colleges, destination organizations, tourism industries, and local businesses which are involved in knowledge based industries.

An important target group is tourism and knowledge based industries. It is critical to adapt their services to the new and innovative services provided by the The THING project.

Another target group would be the public sector. One aspect will be to address the importance of working together internationally and to display the added value.

NGO partners would also be a relevant target group. The NGO's play a crucial role in involving communities and inhabitants to create enthusiasm and to take part in local and regional projects. The TING project will be one of the most innovative projects in the regions involved.

However private persons are also important target group for communication to improve public opinion of European Union. When private people better understand the benefits of EU's regional development actions it will be easier in future to get enterprises and other organizations to be involved in incoming development actions.

7.5 External Communication: Please list the communication tools to be developed and include information on any anticipated conferences or seminars. Demonstrate a clear link between the methods chosen and the target audiences described in question 7.4. Provide an estimated timeframe and describe how communication tools will be kept updated throughout the project's lifetime: (max 2000 characters or 1 page)

During the first six months of the project website will be published, include a logo and a graphical layout for the project and information material: general brochure, flyers, PowerPoint presentation, project case study on an NPP template, media kit, will be created in line with the NPP requirements mentioned in the programme manual. Also a promotional plan will be developed with key events to be highlighted.

The project website will be updated regularly. All information will be available on-line, and the content will be updated by each partner in accordance to their needs. The project website will be presented in the English-language. However, the regional Web2.0 sites will be in the national languages and in English. Communication activities will be made a regular item in the MT meeting agenda in that way making sure that the communication activities is kept up and the material is up to date.

The THING project will be actively marketed to be presented in seminars, conferences and events in each participating region, and also beyond. The regional politicians and policy makers will be informed regularly on the issues related to the THINGS project and development of sustainable site management and sustainable tourism. They will also be invited to THING events whenever possible.

All project meetings and seminars will be communicated to the wider audience and media representatives will be invited whenever it is seen appropriate.

Face-to-face meetings:

- Kick off meeting in Iceland fall 2009
- Meeting 2 in Shetland & Orkneys spring 2010
- Meeting 3 in Faroe Islands fall 2010
- Meeting 4 in Norway spring 2011 (mid-term evaluation workshop)
- Meeting 5 in Scotland Highlands Fall 2011
- Final Conference Sogn og Fjordane Spring 2012

7.6 Publicity: How will the project interact with the media? Please outline any publicity objectives and planned media activities or tools: (max 1000 characters or ½ page)

A media kit will be developed at an early stage containing basic information on the project, the partners and especially the actions for beneficiaries in remote rural areas. Press releases will be made when something newsworthy takes place in the project. All project meetings and seminars will be communicated to the media and representatives of media will be invited to participate.

All partners have good relationships with the local and also national media. The THINGS project will exploit these already available relationships in the project the best possible way.

7.7 How will the project ensure compliance with EU publicity rules? (max 1000 characters or ½ page)

The THING project will comply with the European requirements and the additional NPP requirements for publicity.

The Project will include the EU flag, a reference of the ERDF funding and the programme statement in addition the Northern Periphery Programme logo on all the printed and electronic material in compliance with the Commission Regulation No 1828/2006.

To ensure that all the partners will follow the Commission Regulation No 1828/2006 the lead partner will make the template documents for different purposes that will follow the mentioned Commission regulation. By using common templates and guidelines of using the shared templates partners can easily follow the publicity rules.

In addition the THING project will develop the set of mandatory communication tools within the first six months as outlined in section 7.5

SECTION 8: TOTAL BUDGET AND FINANCIAL PLAN

TOTAL COST BUDGET (IN EURO)	2009	2010	2011	2012	Total
Types of expenditure					
1. Staff costs including social contributions	52 497,74	133 848,26	128 801,03	75 350,51	390 497,54
2. Travel and accommodation	12 661,11	29 994,44	25 055,56	13 388,89	81 100,00
3. External experts	26 975,93	75 915,74	79 329,31	47 321,12	229 542,10
4. Office costs (directly allocated)	7 871,11	22 173,33	21 053,33	13 302,22	64 399,99
5. Office costs (distributed proportionally)	0,00	0,00	0,00	0,00	0,00
6. Promotion / publications, Seminars / conferences, Meetings	11 133,34	36 408,88	53 861,11	22 736,67	124 140,00
7. Equipment and supplies	8 297,78	4 018,89	4 323,33	1 932,22	18 572,22
8. Other (including 1st level of control)	5 970,00	13 780,00	13 240,00	7 760,00	40 750,00
9. In kind cost	6 000,00	14 000,00	12 000,00	8 000,00	40 000,00
Add share of common cost	0,00	0,00	0,00	0,00	0,00
Reduction: Planned project revenue (-)	0,00	0,00	0,00	0,00	0,00
Reduction: Private cash contribution (-)	0,00	0,00	0,00	0,00	0,00
Total eligible costs	131 407,01	330 139,54	337 663,67	189 791,63	989 001,85
TOTAL FINANCING PLAN (IN EURO)	2007	2008	2009	2010	Total
Member State, ERDF:	30 768,11	92 244,07	106 385,43	48 277,95	277 675,56
Member State 20 %, ERDF:	0,00	0,00	0,00	0,00	0,00
Norway, ERDF equivalent:	13 692,00	27 721,50	27 721,50	13 992,60	83 127,60
Norway 20 %, ERDF equivalent:	0,00	0,00	0,00	0,00	0,00
Iceland, ERDF equivalent:	4 625,00	20 750,00	18 000,00	18 000,00	61 375,00
Faroe Island, ERDF equivalent:	9 480,00	22 120,00	18 960,00	12 640,00	63 200,00
Greenland, ERDF equivalent:	0,00	0,00	0,00	0,00	0,00
Non Member State 10 %:	0,00	0,00	0,00	0,00	0,00
Public Match Funding:	72 841,90	167 303,97	166 596,74	96 881,08	503 623,69
Total financial contribution	131 407,01	330 139,54	337 663,67	189 791,63	989 001,85

SECTION 9: INDICATORS

General Indicators

All projects should complete the general indicators section

Please indicate if the project deals with:			
Water management		Improving transport links across national borders	
Improving accessibility	X	Improving waste management services	
Developing RTD and innovation networks	X	Actions between rescue services	
Risk prevention		Reducing climate change	
Promoting female entrepreneurship		Furthering adaptation to the effects of climate change	

Please indicate if the project involves:			
Universities / higher education institutions	X	Technology institutes and SMEs	

Equal opportunities: participants in project			No
No. of male < 25 years old	3	No. of female < 25 years old	2
No. of male > 25 years old	8	No. of female > 25 years old	10

Involvement of Small & Medium Sized Enterprises (SMEs)		No
No. of SMEs involved as partners		0
No. of SMEs involved as associated partners		0

Priority Specific Indicators

Please complete the indicators based on the priority that the project has applied to:

Priority 1 activity indicators		No
No. of SMEs involved in development of new products and services		
No. of R&D partners involved in industrial collaborations		
No. of new technology transfer models developed suitable for rural areas		
No. of patent applications		
No. of new e-services developed		
No. of businesses modernised through ICT		
No. of improvements in maritime safety/risk prevention		
Priority 1 output indicators		No
No. of transnational networks supporting new products and services		
No. of transnational networks involving local, regional and national actors to inform policy development		
No. of triple helix partnerships		
Priority 1 result indicators		No
No. of transboundary products (refers to added value section)		
No. of transboundary services (refers to added value section)		
No. of new or improved solutions/systems to promote innovation & competitiveness in remote and peripheral areas		
No. of new or improved transportation schemes / services developed		
No. of new or improved ICT services / ICT solutions developed		

Priority 2 activity indicators		No
No. of SMEs involved in development of new products and services (each of the 8 partners work with business partners to develop new products and services. See attachment from all partners with list of business partners. (This is a minimum number of SMEs we were aiming for.)		8
No. of R& D partners involved in industrial collaborations		0
No. of risk prevention measures		0
No. of actors adopting “green” products or services (each of the 8 partners are expected to adopt “green” products or services. Green here refers to the development of products and services aimed at protecting the physical sites, among other threatened by mass tourism, and enhancing the unique nature of the area)		8
No. of businesses with improved sustainable development practises (each of the 8 partners work with business partners to improve their sustainable development practice. This is a minimum number we were aiming for)		8
No. of solutions focusing on small scale renewable energy or energy efficiency		0
No. of new rural services developed through urban-rural links (All regions will at least have a website and have developed an interpretation model which will be communicated to the others and to business partners in rural and urban areas. The project will also have a common website.)		16
Priority 2 output indicators		No
No. of transnational networks supporting new products and services (The THING Network)		1
No. of transnational networks involving local, regional and national actors to inform policy development (The THING Network)		1
No. of triple helix partnerships (All partners, see section 4.4)		8
No. of urban-rural links (All partners, see section 4.4)		8
Priority 2 result indicators		No
No. of transboundary products (refers to added value section) (Examples: Report on a common UNESCO strategy and common interregional branding and marketing strategies)		2
No. of transboundary services (refers to added value section) (Examples: Adapted interpretations methodology and guidelines for a sustainable sites management)		2
No. of new or improved solutions for sustainable management of natural or community resources		0
No. of new or improved solutions for sustainable management of cultural heritage (All partners are expected to implement improved solutions.)		8

Project specific indicators

Each project is free to develop a maximum of four of its own indicators based on the specific objectives of the project

Additional project indicators		No
International THING website (inclusive WIKI or intranet) and improved regional Web 2.0 based sites (All partners + a common website)		9
International seminars and conference (Project meetings and a UNESCO strategy conference)		7
Reports Surveys and documentation of THING sites history and research questions, site management status of tourism impacts. Reports on: * Thing Sites interregional influence and history * Agenda for research * Sustainable site management principles		3

<p>Best Practice Guidelines and documentation (interpretation and branding, site management, sustainable tourism, UNESCO documentation)</p> <p>Documentation</p> <ol style="list-style-type: none">1. Guidelines for Interpretation and dissemination of common history2. Common strategy for UNESCO nomination3. site management and sustainable tourism <p>Best practice guidelines</p> <p>Good practice guidelines for sustainable local, regional and international service development)</p>	4
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Main Application Part 2: Work Packages

SECTION 1: WORK PACKAGE 1

Title:	Management and coordination
Strategic Focus:	Project management and coordination to secure the successful operation of the project
Responsible partner:	Sogn og Fjordane County Council
Involved partners:	All partners involved
Expected outcome: (Summary of the planned effect of the work package)	Well organized project which fulfils the objectives of the project

Estimated % of total project budget allocated to Work package 1	15%
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1.1 Description of work package 1 (Do not exceed 1000 characters, ½ page)

The objective of the WP1 management, coordination and communication is to ensure smooth performance of the project in order to carry out the project objectives and results with the given resources. In addition, the objective of the WP1 management, coordination and communication is to secure the effective communication and dissemination of project results. Management structure is designed to contribute to the successful execution of the project. The Steering committee (SC) and management team (MT) have clearly defined roles, tasks and communication procedures. Decision making structure reflects the transparency and democratic principles of the project management. Special attention has been put on project assessment to ensure the high quality of the project work and results, and effective use of resources. Strategic level decisions will be handled by the SC in close cooperation with the Project Manager.

A work package leader will be appointed for each work package, who is responsible for the technical coordination and day-to-day activities in the work packages. The detailed duties and responsibilities of the participants in the project will be described in the consortium agreement. WP leaders report WP activities and progress directly to the project manager.

Continuous communication between the project manager and work package leaders is essential to assure good cooperation and a successful project. Communication takes place in regular meetings – monthly MT meetings through the use of web based tools, by e-mail and telephone and six face to face project meetings and SC meetings,. Additional meetings will be arranged if needed. The meetings will be either virtual or they will be arranged in conjunction with seminars or workshops to avoid unnecessary travelling.

The work package leaders organise the work inside the work packages. Most of the work packages require involvement by several partners as different kind of expertise is needed in different tasks.

1.2 Activity plan for work package 1, please list the activities from day one in the work package and state key dates for listed activities. (max 2000 characters or 1 page)

(Note: The listed activities and key dates provide only an indicative plan, which can be updated when the project is being implemented)

List planned activities:	<ul style="list-style-type: none"> • Organizing the steering committee and Management Team • Face to face meetings, work shops, MT and SC meetings (project indicators): <ul style="list-style-type: none"> ○ Kick off meeting in Iceland fall 2009 ○ Meeting 2 in Shetland & Orkneys spring 2010 ○ Meeting 3 in Faroe Islands fall 2010 ○ Meeting 4 in Norway spring 2011 <ul style="list-style-type: none"> ▪ Mid-term evaluation workshop ○ Meeting 5 in Scotland Highlands Fall 2011 ○ Final Conference Sogn og Fjordane Spring 2012 <ul style="list-style-type: none"> ▪ Final evaluation workshop • Monthly MT meetings (audio or internet supported) • Reporting <ul style="list-style-type: none"> ○ Signed project agreement ○ Financial reports ○ Progress reports ○ Final evaluation report ○ Final report • Documents and tools <ul style="list-style-type: none"> ○ Communication plan ○ Design and Project logo ○ Adopting web based project management tool ○ Design of the website ○ Public web-site up and running ○ Document templates ○ Project leaflet ○ Presentation template ○ Project presentation
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SECTION 2: WORK PACKAGE 2

Title:	Communication and Dissemination
Strategic Focus:	Communication to secure the effective dissemination of project information and results, and information about the Thing sites.
Responsible partner:	Department of Archaeology, Orkney College
Involved partners:	All partners
Expected outcome: (Summary of the planned effect of the work package)	The awareness of the project and the sites is high at local and regional level. National, regional and local media emphasis on the THING project and Thing sites in feature articles. Increased interest and focus from the local educational institutions and in the urban research communities.

Estimated % of total project budget allocated to Work package 2	10%
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2.1 Description of work package 2 (Do not exceed 1000 characters, ½ page)

The dissemination and communication aspects are crucial for the THING project. The core of the project seeks to communicate the different activities, practises and results of the project and of each member region and their Thing Sites. It is most critical also to address the public with relevant information. The partnership recognises that a strong profile needs to be developed for this project to succeed, hence the emphasis on this WP. The THING project partnership will address this at the kick-off meeting and will continue to address these issues throughout the project. At the kick-off meeting experts on public relations will be invited to chair a training session. During the first six months of the project, a dissemination strategy and a communication plan will be made.

A common website will be developed. In addition, separate websites for each Thing Site will be improved and developed as part of WP 4. The project web site will be a key marketing tool for the project and a key tool for awareness rising and member liaison. The website will also be instrumental in presenting the activities of the project.

Project partners will find the majority of the communication from other partners and from the Project Manager via the website's intranet part. In the interest of the environment, only a select few documents will be printed

In addition promotional material for conferences, seminar, exhibitions, will be made available according to the project template. A media kit will also be made, and project presentations, leaflets, power points, etc will be available. Press releases will be made when something newsworthy takes place. The press will be informed about relevant meetings, seminars and conferences. All partners have good relationships with the local and national media. The project will exploit these already existing relationships.

2.2 Activity plan for work package 2, please list the activities from day one in the work package and state key dates for listed activities. (max 2000 characters or 1 page)

(Note: The listed activities and key dates provide only an indicative plan, which can be updated when the project is being implemented)

List planned activities:	<ul style="list-style-type: none"> ○ Establish a common website ○ Separate websites for each Thing Site will be improved and developed ○ Dissemination strategy will be made ○ Communication plan will be made. ○ Organize a training course ○ Separate websites for each Thing Site will be improved and developed ○ Promotional material for conferences, seminar, exhibitions, will be made available ○ A media kit will also be made ○ Project presentations ○ Leaflets ○ Power points, etc will be available ○ Press releases ○ Invite key stakeholders to participate in promotional, open parts of seminars and final conference
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SECTION 3: WORK PACKAGE 3

Title:	Analysis of good practices and specifications of new service models
Strategic Focus:	The work package is the key activity of the project and will document the potential of sustainable service development at the Thing Sites and further develop the service models and the set of identified good practices based on surveys, analysis, study trips and inter-regional seminars. WP3 will specify and test the full set of services.
Responsible partner:	Shetland Amenity Trust, Shetland, (UK)
Involved partners:	Sogn og Fjordane County Council, Leikanger, (NO) Gulen Municipality, Eivindvik (NO), Thingvellir national park, Iceland, Department of Archaeology, Orkney College, Kirkwall, (UK), The Highland Council. Inverness, (UK), Kunningarstovan, Torshavn (FO) and associated partner Manx National Heritage Douglas, Isle of Man
Expected outcome: (Summary of the planned effect of the work package)	<p>The new inter-regional products are the following (project indicators)</p> <ul style="list-style-type: none"> - Documentation of the Thing Sites inter regional influence and history - Adapted interpretations methodology for the Thing sites - Resulting common inter-regional branding and marketing strategies - Recommendations for sustainable tourism services - Recommendations for sustainable site management - Documentation for supporting serial nomination of Thing Sites at the UNESCO World Heritage list. <p>Results and recommendations will also be tested in all regions.</p>

Estimated % of total project budget allocated to Work package 3	45 %
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3.1 Description of work package 3 (Do not exceed 1000 characters, ½ page)

WP 3 will develop shared knowledge and understanding of the history of Thing Sites. This will further develop links to universities, museums and other relevant knowledge centres across the regions. These knowledge networks will support collaboration between rural and urban centres for the development of local and regional services. The activity will also provide results relevant for the Thing Sites planning for an application for inscription on the UNESCO World Heritage list. The Thing project partnership will develop strategies, services and inter-regional collaboration models for an serial nomination of Thing Sites at the UNESCO World Heritage list. The issues to be explored include documentation for Thing sites to establish integrity, authenticity and significance as individual sites and as a inter-regional body. A common set of interpretation methods will be introduced and will form the basis for making the local and regional history better adapted to the needs of the visitors. The interpretation methodology will enable further development of the story and the links to other local and regional resources. Sustainable tourism is a key issue where the Thing Sites have to balance increasing number of tourists with the protection of the cultural heritage. The THING project will identify site management principles, including conservation, care and visitor management for the long term benefit of the site and sustainable tourism. Increased collaboration between national tourism gateways (urban areas) and the local Thing sites will focus and stimulate a more sustainable regional tourism development.

3.2 Activity plan for work package 3, please list the activities from day one in the work package and state key dates for listed activities. (max 2000 characters or 1 page)

(Note: The listed activities and key dates provide only an indicative plan, which can be updated when the project is being implemented)

List planned activities:	<ol style="list-style-type: none"> 1. Survey and document the inter-regional Thing site history across the 7 regions regions (start Sept 2009, end June 2010). Develop an agenda for future research. 2. Establish common set of interpretation methods adapted to the Thing site regions (start Sept 2009, end Dec 2009). Develop a common knowledge platform of the Thing Sites. Make available exhibitions, publications and role play models. 3. Documentation of the inter-regional story and the links to other local and regional resources. (Start Jan 2010 – end Dec 2010). Publish information sheets, leaflets, web page articles and entries for regional and international tourism. Guidelines for interpretation and dissemination of the common history will be worked out. 4. Establish collaboration with local schools for developing local and regional awareness, motivation and support and produce pedagogical material for schools (Start Jan 2011 – end June 2012) 5. Identify and document sustainable site management principles, including conservation, care and visitor management for the long term benefit of the site and sustainable tourism. (start Jan 2011 – end June 2011) . Produce a report with recommendations for a sustainable approach. Make guidelines and strategies, based on investigation of challenges met by the Thing Sites. Cooperation on physical development of the sites, e.g. about signs, paths and security. 6. Develop strategies for spreading tourists more in “space and time” through increased collaboration between national tourism gateways (urban areas) and the local Thing sites to stimulate a more sustainable regional tourism development. (start Jan 2011 – end Dec 2011) Develop and market thematic trips between the Thing Sites and to historic paths connected to each Thing Site. 7. Develop common strategies and inter-regional collaboration models for the process towards a serial nomination of Thing Sites at the UNESCO World Heritage list. (start Jan 2010 – end June 2012). Produce a report about the opportunity of a serial nomination at the UNESCO World Heritage List. Lead an executive committee of representatives from the Thing Sites. Run a seminar on the UNESCO issue. 8. Produce final Good Practice guidelines for sustainable local, regional and international service development. (Start Jan 2012 – end June 2012) <p>The planned series of inter-regional seminars (one each half year) will support these key activities and processes by presentations & discussions of interim results, including study trip to relevant the Thing site, public authorities and enterprises in the host region.</p>
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SECTION 4: WORK PACKAGE 4

Title:	Pilot test web2.0 inter-regional co-production and co-profiling of services
Strategic Focus:	Test Internet web 2.0 platform to enable people and ideas to come together both within and across the Thing site regions. Address the problems of how to attract and mobilise the users and visitors, how to ensure a

	widespread use of the result from WP 3 and how to enable a dynamic interaction increasing the inter-regional knowledge base initiated by the activities in WP3.
Responsible partner:	Thingvellir national park, Iceland
Involved partners:	Sogn og Fjordane County Council, Leikanger, (NO) Gulen Municipality, Eivindvik (NO), Shetland Amenity Trust, Shetland, (UK), Department of Archaeology, Orkney College, Kirkwall, (UK), The Highland Council. Inverness, (UK), Kunningarstovan, Torshavn (FO) and associated partner Manx National Heritage Douglas, Isle of Man
Expected outcome: (Summary of the planned effect of the work package)	Specify the relevant mix of services, set up an inter-regional internet web2.0 test interface, provide content from the results developed and transferred in WP, then stimulate and test mobilisation and networking between the interested end-users, the regional and international mentors, the other regional and international knowledge providers including the regional authorities and regional development agencies.

Estimated % of total project budget allocated to Work package 4	30 %
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<p>3.1 Description of work package 3 (Do not exceed 1000 characters, ½ page)</p> <p>The WP will specify and test the potential of the next generation Internet (web2.0) to transform the way the Thing sites as local and regional services providers interact with their users based on results produced in WP 3. The evolution of new communication and collaboration tools has the potential to enable and support a new and more efficient communication between the Thing sites, regional authorities, universities and the specific user groups. The new service delivery is about user empowerment and putting the users and the user communities at the centre of interactive networks of knowledge and service. This will be done by putting the new ICT tools and resources at the disposal of users to create opportunities for the user communities to contribute to the shared knowledge base. Pilot testing the use of new technologies will validate and transfer good practice on how public sector at local and regional level can produce more responsive services better adapted to the user groups. The THING project will not develop any new technical services. These already exists through the Internet services like YouTube, MySpace, Flickr, wikies, blogs, forums and related social networking services. WP 4 only needs to specify the right mix of services, set up an inter-regional test interface for the services, provide content from the results developed and transferred in WP 3 and then stimulate and test mobilisation and networking between users, the regional and international mentors, the other regional and international knowledge providers, including the regional authorities and universities.</p>

<p>3.2 Activity plan for work package 3, please list the activities from day one in the work package and state key dates for listed activities. (max 2000 characters or 1 page)</p> <p>(Note: The listed activities and key dates provide only an indicative plan, which can be updated when the project is being implemented)</p>
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List planned activities:	<ol style="list-style-type: none"> 1. Specify and implement test service <ul style="list-style-type: none"> - set up technical structures linked via interregional THING portal - selection and training of personnel from Thing sites and regional authorities - selection and training of personnel from education and research - develop information and interpretation models for Internet services - develop a common template for presentations on web 2. First implemented version of service finished June 2010 3. Test with set of target group July 2010-Dec 2011 <ul style="list-style-type: none"> - feed content from first analysis of regional good practice - feed content from presentations from WP3 seminar - feed complementary material from all regions base on the WP3 results - stimulate interactivity and wide dissemination of results 4. Plan permanent operation of internet based mobilisation and interaction service and consider possible threats like protecting privacy, securing correct and trusted content, and avoiding disconnected communities. (finished Dec 2011) 5. Verified and modified services based on full set of results (by May 2012) <ul style="list-style-type: none"> - Plan for future operation of internet based service - Final Specification of web 2.0 service - Report on aggregated results for use of Web 2.0 technological services to support entrepreneurs (May 2012)
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SECTION 5: WORK PACKAGE 5

Title:	Not applicable
Strategic Focus:	
Responsible partner:	
Involved partners:	
Expected outcome: (Summary of the planned effect of the work package)	

Estimated % of total project budget allocated to Work package 5	%
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5.1 Description of work package 5 (Do not exceed 1000 characters, ½ page)

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5.2 Activity plan for work package 5, please list the activities from day one in the work package and state key dates for listed activities. (max 2000 characters or 1 page)

(Note: The listed activities and key dates provide only an indicative plan, which can be updated when the project is being implemented)

List planned activities:	
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