



**Northern  
Periphery  
Programme**

2007–2013

Innovatively investing  
in Europe's Northern  
Periphery for a sustainable  
and prosperous future



Northern Periphery Programme 2007-2013

# MAIN PROJECT ACTIVITY REPORT

<b>Project Name:</b>	<b>The THING Project – Thing sites International Networking Group</b>
<b>Project Number:</b>	JPS 4.7 CAV 304-6421-2009
<b>Report Number:</b>	No 3
<b>Date Submitted:</b>	(30-07-2011 ) 9/23/2011 Updated


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## SECTION 1: GENERAL INFORMATION

<b>Activity Report number:</b>	3	<b>Activity report for period:</b>	01.10.2010 – 31.03.2011
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<b>1.1 Project Title</b>
The THING Project – Thing Sites International Networking Group



<b>1.2 Acronym/Abbreviation</b>
THING

<b>1.3 Project Duration</b>
(Copy from main application, if changes request for changes in a separate document and highlight changed period in red and keep previous period within brackets)
Start date:      Start date: 10.06.09             Finish date: 30.06.2012


<b>1.4 Priority</b>	
(Copy from the main application)	
Priority 1: Promoting innovation and competitiveness in remote and peripheral area	
Priority 2: Sustainable development of natural and community resources	x

<b>1.5 Target area / Location of the operation</b>
Copy from the main application, if changes highlight them in red and explain the reason for the change in section 8.1. (Note that any change(s) in the target area need pre-approval by the NPP 2007-2013 to be considered as eligible, please contact Secretariat for consultation in advance.)
Norway (Sogn og Fjordane, Gulen), Scotland (Shetland, Highlands, Orkney), Faroe Islands, Iceland (Thingvellir Selfoss), Isle of Man (Associated partner)

<b>1.6 Partnership information</b>	
Copy from main application, highlight changes in red and explain the reason for the change in section 8.1. (Note that any change(s) in the partnership need pre-approval by the NPP 2007-2013 to be considered as eligible, please contact Secretariat for consultation in advance.)	
<b>Lead Partner:</b>	
Title of institution in English:	Sogn og Fjordane County Council
Legal status of the organisation:	Public Authority
Location:	Leikanger
Country:	Norway
<b>Partner 2:</b>	
Title of institution in	Gulen Municipality

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English:	
Legal status of the organisation:	Public authority
Location:	Eivindvik
Country:	Norway
<b>Partner 3:</b>	
Title of institution in English:	Thingvellir National Park
Legal status of the organisation:	Local Authority
Location:	Selfoss
Country:	Iceland
<b>Partner 4:</b>	
Title of institution in English:	Shetland Amenity Trust
Legal status of the organisation:	Public Trust
Location:	Shetland
Country:	Scotland
<b>Partner 5:</b>	
Title of institution in English:	Orkney College
Legal status of the organisation:	Local Authority
Location:	Orkney
Country:	Scotland
<b>Partner 6:</b>	
Title of institution in English:	The Highland Council
Legal status of the organisation:	Local Authority
Location:	Inverness
Country:	Scotland
<b>Partner 7:</b>	
Title of institution in English:	Kunningarstovan
Legal status of the organisation:	Private organization
Location:	Tórshavn
Country:	Faroe Islands
<b>Associated partner:</b>	
Title of institution in English:	Manx National Heritage
Location:	Douglas
Country:	Isle of Man

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### 1.7 Executive Summary

Provide an executive summary of the reporting period: (maximum 2 pages, this should contain a summary of implementation so far and specific activities for the reported period, please include outputs such as product and service so far. This will be used for wider dissemination on NPP website and other dissemination channels)

#### Executive summary of reporting period 3, THING Project:

**Organizing:** The organisation structure in the project remains unchanged, building on the 7 partner organisations and one associated partner organisation.

The implementation of the activities of the THING project is based on iteration of key activities organised by 4 Work packages (WP)

The Management Team consists of four work package leaders and the project coordinators, while the project management is ensured by the Steering Committee, supported by the International Coordinator, based in Sogn og Fjordane County, Norway, WP leaders and Partner Contact Persons based in Iceland, Scotland, Faeroe Islands, United Kingdom and Isle of Man (associated partner).

#### Specific activities for the reported period:

**MT-meetings:** During the 3<sup>rd</sup>. report period, 5 Management Team Meetings were organized. When required, all partner contact persons were invited to take part in the meetings. In October 2011 the 3<sup>rd</sup> Main Partner Meeting was arranged in Thorshavn, Faeroe Islands. Kunningarstovan, Faeroe Islands hosted the event.

During the period all 5 MT-meetings were organized as telephone/Skype conferences and a total of 26 items have been on the agenda.

**SC Meetings :** In connection with the Main Partner Meeting, the Steering Committee organized their 2<sup>nd</sup> meeting. The Steering Committee's main task is to direct the work, and:

- Define the general strategy of the Partners/Partnership
- Decide about foreseen costs
- Approve in general all matters related to operational issues in the six-monthly/annual work plans
- Monitor the progress of the project and analyse the results achieved by the project
- Adopting a new work plan and timetable to be submitted to the Northern Periphery Programme Secretariat in case of a change in direction or major changes in the project
- Define and ensure implementation of a policy of dissemination of result of the work undertaken

#### New lectures:

In connection with the Main Partner Meeting a number of lectures were organized, also in combination with excursions and in-site situations.

- Guided tour of Tinganes : Hilmar Høgenni, director
- Presentation of the plans for Tinganes: Mayfinn Norðoy, architect
- The old marks on Tinganes and new interpretations: Helgi Mikkelsen, archaeologist

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- Geology and Tinganes: Lis Mortensen, physical geographer
- Lecture about the Thing system: Arne Thorsteinsson, archaeologist
- Viking Law Thing Discovery in Robin Hood's Sherwood Forest' : Stuart Reddish, Thynghowe
- Excursion on Sandoy with Simun Arge, archaeologist
- Visit to the excavations in Sandur, Spring Thingsite in Trøðum and an older site between villages
- Video Conference : “. 2.0 Services” : Øystein Åsnes

### **Communication:**



The project web page ([www.thingproject.eu](http://www.thingproject.eu)) is now fully functional, updated and designed to conform to EU standards for access by physically disabled.

In order to improve communication between the partners and communication in and between work groups, and to facilitate exchange of information, other internet communication programs were introduced. “Basecamp” internet based communication and project planning tool was preferred .

A number of 10 work groups and more than 30 participants are now using the communication program tools, with good results.

### **Product and Services, New services – developments:**

- The project Facebook account has been updated and as tool for uploading photos to Internet, a Flickr account was opened with a large number of photos uploaded. The service is now functioning as a photo library for the project and various Thing sites.
- Other web.2.0 services are under evaluation and to be implemented later.
- The partner decided to purchase the domain names: *thingsites.com* and *thingsites.org*. and the site is now under development. The target groups for the internet page are professionals, travel organizations, educational institutions and organizations and public in general.
- The purpose is to continue a web presence for the Thing sites and to secure that marketing strategies are implemented.
- During the 3<sup>rd</sup>. project period new information material, such as a new brochure and “roll-ups” have been produced.
- A dissemination strategy document for the project and Thing Sites was also produced. The aim is to identify and organise the activities required to underpin the widest transfer of knowledge about the project, and to identify and organise the activities required to promote knowledge and enhance the commercial outcomes of the promotion of the actual sites.  
The Strategy focuses on these two core areas and will address the expansion of understanding of the activities and outcomes of involvement in the actual Project itself, and the marketing and promotion of the sites themselves
- As part of basic material for further development in several areas in the project, a bibliography was produced and uploaded to the project web page.
- The first draft for “THING Project Site Management Guidelines” was produced.

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## SECTION 2: PROJECT ACTIVITIES

### 2.1 Project Activities

Provide an overall description of project activities so far (Highlighting the most important activities in all work packages and how they interlink)

#### **Organization:**

The project organisation structure has remained the same since the start up of the project. The Management Team consists of four work package leaders and the project coordinators, while project management is ensured by the Steering Committee, supported by the International Coordinator. In addition 10 work groups are active in the project.

#### **Partner and Management Team meetings**

The first Main Partner Meeting was hosted by Thingvellir National Park (WP4) while the second Main Partner Meeting was hosted by Shetland Amenity Trust and Orkney College (WP3 and WP2) and the third was hosted by Kunningarstovan, Faeroe Islands.

All three meetings and programs were planned in close contact with all project partners, Work Package Leaders, project coordinators and included open lectures and excursions.

Six Management Team Meetings were organized during the first project period, seven meetings were organized during the second period while five Management Team Meetings were organised during the 3<sup>rd</sup> round, all involving all partners.

Steering Committee Meetings were organised in the connection with Main Partner Meetings.

#### **Project Activities**

During the first project period all partners focused and cooperated on mandatory products such as logo, graphic profile, development of the communication plan, development of partnership agreement and establishing the project web site, while in the second period the audit carried out by WP3 and the development of interpretation guidelines, required input from all partners.

In round three the partners developed and uploaded the Thing Site Bibliography (WP3) to the project web page:

([http://thingproject.eu/sites/default/files/projectdocs/thing\\_bibliography\\_mar\\_2011.pdf](http://thingproject.eu/sites/default/files/projectdocs/thing_bibliography_mar_2011.pdf))


and the dissemination strategy document (WP2):

[http://thingproject.eu/sites/default/files/projectdocs/110428\\_thing\\_project\\_dissemination\\_strategy.pdf.pdf](http://thingproject.eu/sites/default/files/projectdocs/110428_thing_project_dissemination_strategy.pdf.pdf)

The products required involvement of all partners over a period of time.

#### **Work Groups**

The activities in the project are connected and interlinked. The development of specialised products and services requires communication and co-operation between all partners and work

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packages.

Consequently, the partners have now established 10 work groups to ensure communication and progress in the individual work package as well as between all partners. All together, more than 30 persons are now connected to the work groups. Some work groups include members from organizations outside the project and all work groups are now active.

### Communication

The implementation of a common project website (WP1/WP2) required all partners to submit material. All partners are now represented on the website. The second project period was about testing the website and to investigate if the functions of the web site are satisfactory and what improvements or changes were needed, while in the 3<sup>rd</sup> period the project web page is fully functioning and regularly updated.

Evaluation showed that the web page did not meet the requirements of a good internal communication and thus did not function as intended.

The third period therefore introduced a new communication internet tool to the project: Internal communication is now carried out using “Basecamp” project planning tool. In combination with Skype, this program covers the requirements for internal communication and exchange of information.

The graphic profile has been implemented during the three periods and communication has been secured both by Skype/telephone conferences and through communication via internet.

### Reports

Reports have been submitted to the Steering Committee and to NPP as required, including the Project Case Study

<b>2.1.1 Description of project WP 1</b>	
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
<b>Activity description of WP 1</b>	
<i>Please present your activity plan outlined in your approved application</i> <ul style="list-style-type: none"> <li>Organizing the steering committee and Management Team</li> <li>Face to face meetings, work shops, MT</li> </ul>	<b>Activity report no 1</b> (List the activities) <ul style="list-style-type: none"> <li>Organizing the steering committee and Management Team: <i>Executed</i></li> </ul>



and SC meetings (project indicators):

- 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
  - Final evaluation workshop
- Monthly MT meetings (audio or internet supported)
- Reporting
  - Signed project agreement
  - Financial reports
  - Progress reports
  - Final evaluation report
  - Final report
- Documents and tools
  - 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

- Face to face meetings, work shops, MT and SC meetings :
  - Kick off meeting in Iceland fall 2009: *Executed (Hosted by WP 4)*
  - *Established lead partner work group*
- Monthly MT meetings (audio or internet supported): *Six meetings organized*
  - Signed project agreement: *Developed*
  - Documents and tools
    - Communication plan: *Produced*
    - Design and Project logo: *Produced*
  - Adopting web based project management Tool : *Testing*
  - Design of the website: *Project web site produced, up and running*
  - Document templates
  - Project leaflet: *Flyer produced*
  - Presentation template: *Produced ppt template*
  - Project Presentation: *Produced ppt.*

**Activity Report no 2** List the activities


- Face to face meetings, work shops, MT and SC meetings :
  - *Meeting 2 in Shetland & Orkneys spring 2010 – Hosted by WP2/WP3*
  - *One Steering Committee Meeting organized in Shetland & Orkneys*
  - *Attended NPP Lead Partner Seminar, Ireland Sept. 2010*
- Monthly MT meetings (audio or internet supported): *Seven meetings organized*
  - *Meeting with partner 3 in Oslo concerning financial issues/budget*
- Reporting
  - Signed project agreement : *Produced*
  - Financial reports : *Five project claims submitted from five partners*
  - Progress reports: *One Project Case Study submitted to NPP Secretariat. One Main Project Activity Report submitted to NPP Secretariat One activity report submitted to Steering Committee*
- Documents and tools
  - Adopting web based project management





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	<p>Tool: <i>Testing and evaluation of web forum and web site</i></p> <ul style="list-style-type: none"> <li>○ Design of the website: <i>Updated</i></li> <li>○ Document templates:</li> <li>○ <i>Press release template produced</i></li> <li>○ Project leaflet: <i>Evaluated</i></li> <li>○ Poster: <i>Produced poster</i></li> </ul> <p><b>Activity Report no 3</b> List the activities</p> <ul style="list-style-type: none"> <li>● Face to face meetings, work shops, MT and SC meetings : <ul style="list-style-type: none"> <li>○ <i>Main Partner Meeting no3. was organized according to the schedule, hosted by Kunningarstovan, Faeroe Islands.</i></li> <li>○ <i>One Steering Committee Meeting was organized in Faeroe Islands</i></li> <li>○ <i>Monthly Managemet Team Meetings ( 5) was organised via SKYPE .</i></li> </ul> </li> <li>● Reporting <ul style="list-style-type: none"> <li>○ <i>Financial reports : One main project claim submitted on behalf of 6 partners Presented proposal on budget changes from partner no 3</i></li> <li>○ <i>Progress reports: One Main Project Activity Report (round 2) submitted to NPP Secretariat . One activity report submitted to Steering Committee</i></li> <li>○ <i>Final evaluation report: Pending</i></li> <li>○ <i>Final report : Pending</i></li> </ul> </li> <li>● Documents and tools <ul style="list-style-type: none"> <li>○ <i>Communication plan: Active Design and Project logo: Logo for <u>thingsites.com</u> in cooperation with all partners and external experts.</i></li> <li>○ <i>Adopting web based project management Tool: All partners involved in evaluating the web forum. Established Basecamp as project management tool as result of evaluation.</i></li> <li>○ <i>Design of the website: Updated and adjusted design of project web site. All partners may access and contribute</i></li> </ul> </li> </ul>
<p><b>Results to date from WP 1</b></p>	
<ol style="list-style-type: none"> <li>1. Project coordinator engaged and regional communication work group established</li> <li>2. Established organization model based on the structure of activities in work packages and as</li> </ol>	

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<p>described in the application.</p> <ol style="list-style-type: none"> <li>3. Management team consisting of WP-leaders organized and 18 meetings have been organized.</li> <li>4. Steering Committee organized, and 2<sup>nd</sup> meetings arranged.</li> <li>5. Ten work groups have been established in cooperation with partners and external organizations. Local work group established.</li> <li>6. Partnership agreement developed and signed</li> <li>7. 1 web site established in cooperation with partners</li> <li>8. Design and project logo developed in cooperation with all partners</li> <li>9. Communication plan produced (WP2 and all partners)</li> <li>10. Document templates, info material: 2 project flyers/brochures, presentation template and project presentation have been produced in cooperation with all partners. (WP2)</li> <li>11. Reports produced as required.</li> </ol>
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<b>2.1.2 Description of project WP 2</b>	
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.
<b>Activity description of WP 2</b>	
<p><i>Please present your activity plan outlined in your approved application</i></p> <ul style="list-style-type: none"> <li>○ Establish a common website</li> <li>○ Separate websites for each Thing Site will be improved and developed</li> <li>○ Dissemination strategy will be made</li> <li>○ Communication plan will be made.</li> <li>○ Organize a training course</li> <li>○ Promotional material for conferences, seminar, exhibitions, will be made available</li> <li>○ A media kit will also be made</li> <li>○ Project presentations</li> <li>○ Leaflets</li> <li>○ Power points, etc will be available</li> <li>○ Press releases</li> </ul>	<p><b>Activity report no 1</b> List the activities</p> <ul style="list-style-type: none"> <li>○ Establish a common website: <i>A project web site has been produced by WP1 in coop. with WP2 and all partners (WP2 responsible for written content)</i></li> <li>○ Separate websites for each Thing Site will be improved and developed: <i>Started, developed web site audit concerning partners and their Thing sites, processing the collected material. Responsibility for the content of the common web page.</i></li> <li>○ Dissemination strategy will be made: <i>Pending.</i></li> <li>○ Communication plan will be made: <i>Produced in cooperation with WP1, and</i></li> </ul>



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- Invite key stakeholders to participate in promotional, open parts of seminars and final conference

- all partners.*
- Organize a training course: *Next period*
  - Promotional material for conferences, seminar, exhibitions, will be made available: *Under planning*
  - A media kit will also be made: *Submitted material for photo collection. Planning of media kit and promotional material in cooperation with Lead Partner/all partners.*
  - Project presentations: *To be executed coming period*
  - Leaflets : *Flyer produced in cooperation with WP1/all partners*
  - Power points, etc will be available: *Produced*
  - Press releases: *Under planning(WP3)*
  - Invite key stakeholders to participate in promotional, open parts of seminars and final conference: *Under planning*

**Activity Report no 2** List the activities

- Establish a common website: *A work group has been established with the aim of ensuring content and language.*
- Separate websites for each Thing Site will be improved and developed: *Audit under work,*
- Dissemination strategy will be made : *Pending*
- Organize a training course: *Organized 2<sup>nd</sup> partner meeting, steering committee meeting, visiting lecturers, public events, workshops and site visits in Shetland and Orkney in April 2010 in partnership with WP3.*
- Promotional material for conferences, seminar, exhibitions, will be made available: *Posters produced for mini exhibition in context with 2<sup>nd</sup> partner meeting (Shetland/Orkney)*
- A media kit will also be made: *Produced/ under evaluation*
- Project presentations : *Presented during 2<sup>nd</sup> partner meeting (Shetland/Orkney)*
- Leaflets: *Flyer(WP1) produced/under*




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	<p><i>evaluation</i></p> <ul style="list-style-type: none"> <li>○ Power points, etc will be available : <i>Introduced during 2<sup>nd</sup> partner meeting (Shetland/Orkney)</i></li> <li>○ Press releases: <i>Published in connection with 2<sup>nd</sup> partner meeting</i></li> <li>○ Invite key stakeholders to participate in promotional, open parts of seminars and final conference: <i>In cooperation with (see )WP 3 and organizing the 2<sup>nd</sup> partner meeting</i></li> <li>○ <i>Established three work groups</i></li> </ul> <p><b>Activity Report no 3</b> List the activities</p> <ul style="list-style-type: none"> <li>○ Establish a common website: <i>In cooperation with WP3 (involving all partners and external experts), a new web site is under development.</i></li> <li>○ Separate websites for each Thing Site will be improved and developed: <i>Under work Audit/collecting of material from all partners.</i></li> <li>○ Dissemination strategy will be made : <i>Dissemination Strategy Document was produced</i></li> <li>○ Promotional material for conferences, seminar, exhibitions, will be made available: <i>Contribution to roll ups and leaflet in cooperation with partner 2(production), and partner 1, 4 and external experts.</i></li> <li>○ A media kit will also be made: <i>Produced</i></li> <li>○ Project presentations : -</li> <li>○ Contributed to : <i>Standards for archaeological assessment of Thing sites in Highlands and Islands of Scotland. Produced "Risks for Thing sites in Orkney"- to be used in connection with "Site management", involving all partners.</i></li> </ul>
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**Results to date from WP 2**

1. Established web site in cooperation with Lead partner. (Content responsibility)
2. Audit concerning separate web sites developed and distributed
3. Communication plan developed in cooperation with lead partner(all partners)
4. Material for Media Kit produced in cooperation with Lead Partner/WP3/all partners
5. Organized and hosted the 2<sup>nd</sup> partner meeting in cooperation with WP3
6. Media training course and work shops organized in connection with 2<sup>nd</sup>. Partner meeting(WP3)
7. Project presentations : Produced, presented during 2<sup>nd</sup> partner meeting

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| <p>8. Three Work groups established : Dissemination, Editor(Web), Media Kit</p> <p>9. Dissemination strategy Document produced in cooperation with all partners</p> |
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### 2.1.2 Description of project WP3

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)	<ul style="list-style-type: none"> <li>- Documentation of the Thing Sites inter regional influence and history</li> <li>- Adapted interpretations methodology for the Thing sites</li> <li>- Resulting common inter-regional branding and marketing strategies</li> <li>- Recommendations for sustainable tourism services</li> <li>- Recommendations for sustainable site management</li> <li>- Documentation for supporting serial nomination of Thing Sites at the UNESCO World Heritage list.</li> </ul> <p>Results and recommendations will also be tested in all regions.</p>

### Activity description of WP 3

<p><i>Please present your activity plan outlined in your approved application</i></p> <ol style="list-style-type: none"> <li>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.</li> <li>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.</li> <li>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</li> </ol>	<p><b>Activity report no 1</b> List the activities</p> <ol style="list-style-type: none"> <li>1) Developed survey for documentation of the inter-regional Thing site history across the 7 regions. All partners involved.</li> <li>2) Started development of interpretation guide lines. Audit and gather information. All partners involved.</li> <li>3) Thing Story: Started the process of documentation of the inter-regional story and links to other local and regional resources.</li> <li>4) To be started later in the project life span</li> <li>5) To be started later in the project life span</li> <li>6) To be started later in the project life span</li> <li>7) Established work group for UNESCO World Heritage Status – development on common strategies and collaboration models</li> </ol>
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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)

The planned series of inter-regional seminars (one each half year) will support these key activities and processes by presentations &

for the process towards serial nomination of Thing sites on the World Heritage list

**8)** To be produced later according to progress plan.

Other:

- Organizing/preparing the 2<sup>nd</sup> Partner meeting and Steering Committee meeting in cooperation with Orkney College, involving all partners.
- Preparations on establishing sub committees (work groups)
- Developed press release template in cooperation with WP1 (all partners)

**Activity Report no 2**

- 1)** Draft standards prepared for archaeological assessment of thing sites in the Highlands and Islands of Scotland.
- 2)** Interpretation guidelines prepared for Thing sites. Produced “Interpret it”- guidelines
- 3)** Audit and bibliography compiled of information relating to main thing sites in 7 partner regions.
- 4)** Work group established. Start Jan 2011.
- 5)** Work group established. Start Jan 2011.
- 6)** To be started later in the project
- 7)** Established work group for UNESCO World Heritage Status – development on common strategies and collaboration models for the process towards serial nomination of Thing sites on the World Heritage list: Lecture during 2<sup>nd</sup>. partner meeting. Work group meeting organised.
- 8)** To be produced later in the project

- Organised 2<sup>nd</sup> partner meeting, steering committee meeting, visiting lecturers, public events, workshops and site visits in Shetland and Orkney in April 2010 in partnership with Orkney College. In cooperation with WP2.

**Workshops:** Ran 3 WP workshops and specific training sessions on:

- Using the THING website,
- Pictures and the power of the press,
- Tourism and marketing strategies.

**Lectures:** Facilitated public knowledge

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<p>discussions of interim results, including study trip to relevant the Thing site, public authorities and enterprises in the host region.</p>	<p>transfer through series of lectures for partners and public as part of partner meeting as follows:</p> <p>Brian Smith, Shetland Museum and Archives: <i>Tings in Shetland: myths and realities</i> Arild Bergström and Siri Ingvaldsen) <i>NPP THING Project: Thing sites International Networking Group</i></p> <p>Dr John Baker, University of Nottingham and Dr Stuart Brookes, University College London): <i>Leverhulme Project: Landscapes of Governance: Assembly Sites in England 5<sup>th</sup>-11<sup>th</sup> centuries</i></p> <p>Dr Alexandra Sanmark UHI Centre for Nordic Studies: <i>HERA Project: The Assembly Project: Meeting Places in Northern Europe AD 400-1500</i></p> <p>Dr Victoria Whitworth: <i>The Dead in Court: Law and World-View in the Early Middle Ages</i></p> <p>Stuart Reddish: <i>Thynghowe – discovery of an assembly site in Sherwood Forest, Nottingham</i></p> <p><u>Site visits:</u> Old Scatness Broch and Tingwall, Shetland Maeshowe, Ring of Brodgar, Skara Brae, Tingwall, St Magnus Cathedral, Dingieshowe and Brough of Deerness, Orkney</p> <ul style="list-style-type: none"> <li>- Publicised project to representatives of local councils, businesses, universities, local history groups, parish councils, funding bodies, media, tourism organisations, social enterprises and members of the public through inviting them to participate in public elements of Shetland/Orkney partner meeting in April 2010.</li> <li>- Exhibitions prepared regarding project and Shetland thing sites for partner meeting in April 2010.</li> <li>- Template press releases and partner meeting programmes developed from those prepared for Shetland/Orkney partner meeting.</li> </ul> <p><b>Activity Report no 3</b> List the activities 2) Common knowledge platform being</p>
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	<p>developed through uploading examples from all partners, of good practice, role play, exhibitions and interpretation opportunities onto Basecamp to be shared by all partners to help develop their own local initiatives.</p> <p><b>3)</b> Audit forms, images and comprehensive bibliography available to all partners through Basecamp and bibliography available on project website. Introduction to Things, project and brief summary compiled for each partner and images collated and available for use in leaflets, articles, website and publications. Papers from Shetland/Orkney conference are uploaded on Basecamp. All partners have contributed in the process.</p> <p><b>4)</b> Information being collated on what activities partners already have in place and what are aspirations as part of this project. Links being established between partners and local schools, material which needs translating has been identified and discussions commenced re the types of resources we want to produce. All partners have been involved in the process.</p> <p><b>5)</b> Interpretation guidelines: General Guidelines produced. All partners invited to submit material.</p> <p>Standards for archaeological assessment of Thing sites in Highlands and Islands of Scotland.</p> <p>List of risks and challenges been prepared for each partner site.</p> <p><b>6)</b> Tourism and marketing group established and preparing marketing strategies. All partners and external experts are represented. The group is working in close co-operation with WP2 and WP4 to develop a Thing sites website and promotional map-based leaflet which can be used to market thematic trips and historic paths connecting thing sites.</p> <p><b>7)</b> Information being collated and collaboration between partners on the UNESCO work group regarding possible routes towards serial nominations from different countries. Seminar and workshop being planned for September 2011. All</p>
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	<p>partners are invited to take part in the process while associate partner have the main responsibility for the program .</p> <p><b>8)</b> Interpretation guidelines and standards for archaeological assessment of thing sites in Highlands and Islands of Scotland prepared. Good practice will be discussed in more detail at Highland meeting Sep 2011 to determine which other guidelines should be produced. All partners are involved in this process.</p> <p><b>Meetings:</b> Met with representatives of <u>The Assembly Project</u> to liaise regarding excavations at Tingwall, Shetland planned for May 2011.</p> <p><b>Communication:</b> Reported on progress of the project to <u>Destination Viking Association</u>.</p> <p><b>Other:</b> Produced a plan for activities and products to be developed in Shetland including commissioning a play based on an original Thing case, re-enactment and debating events, interpretation on site and in local museum, series of lectures, production of educational resources and activities involving local primary schools.</p>
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Results to date from WP 3	
<ol style="list-style-type: none"> <li>1. Conducted Audit of documentation of the inter-regional Thing site history and prepared comprehensive bibliography.</li> <li>2. Prepared Interpretation guidelines for Thing sites and shared examples of good practice with partners.</li> <li>3. Organised partner meeting, steering committee meeting, public lectures, training events, workshops and site visits as part of Shetland/Orkney partner meeting April 2010.</li> <li>4. Developed press release and partner meeting templates.</li> <li>5. Established work groups for UNESCO World Heritage Status, Site Management, Education and Tourism and Marketing.</li> <li>6. Liaised with the Assembly Project re proposed excavation in Shetland.</li> <li>7. Engaged web-designers to produce a Thing sites website.</li> <li>8. Prepared summary sheets re Thing sites, THING Project and individual sites for use in articles, leaflets and other publications, web sites.</li> <li>9. Prepared standards for archaeological assessment of Thing sites in Highlands and Islands of Scotland.</li> </ol>	



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<b>2.1.4 Description of project WP 4</b>	
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 mobilize 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.

<b>Activity description of WP 4</b>	
<p>1. Specify and implement test service</p> <ul style="list-style-type: none"> <li>- set up technical structures linked via interregional THING portal</li> <li>- selection and training of personnel from Thing sites and regional authorities</li> <li>- selection and training of personnel from education and research</li> <li>- develop information and interpretation models for Internet services</li> <li>- develop a common template for presentations on web</li> </ul> <p>2. First implemented version of service finished June 2010</p> <p>3. Test with set of target group July 2010- Dec 2011</p> <ul style="list-style-type: none"> <li>- feed content from first analysis of regional good practice</li> <li>- feed content from presentations from WP3 seminar</li> <li>- feed complementary material from all</li> </ul>	<p><b>Activity report no 1</b></p> <ol style="list-style-type: none"> <li>1) Not concluded, still under work</li> <li>2) Not executed. Web 2.0 service Facebook and Twitter account started.</li> <li>3) Not executed. To be concluded Jan 2012</li> <li>4) Not concluded. To be concluded Jan 2012</li> <li>5) Start up 2011-conclusion June 2012</li> </ol> <p><b>Organizing:</b> Organizing/preparing the 1st. Project Partner Meeting and “Kick Off”- meeting in cooperation with all partners.</p> <p><b>Organizing workshops:</b> Four workshops for work packages All partners involved</p> <p><b>Organizing Lectures/</b> Alice Whitmore PhD Candidate, Þingstaðir og staðsetningar út frá landslagi Alexandra Sanmark PhD Assembly features and characteristics – is there a ‘model thing site’? Bergur Þorgeirsson director of Snorrastofa: Assembly sites in the west of Iceland in</p>

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<p>regions base on the WP3 results - stimulate interactivity and wide dissemination of results</p> <p>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)</p> <p>5. Verified and modified services based on full set of results (by May 2012) - 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)</p>	<p>medieval text Svavar Sigmundsson : Thing as a sitename in Iceland. Einar Á.E.Sæmundsen: Thingvellir as masstourism site and a World Heritage site Adolf Friðriksson : Archeological excavation at Thingvellir Gísli Sigurðsson : Lawspeakers and their role All partners involved <b>Meetings:</b> Participated, actively taking part in, all MT and partner meetings concerning the project. <b>Communication:</b> <b>GAGARIN:</b> Digital design company – lecture/work shop</p> <p><b><u>Activity Report no 2</u></b></p> <p>1) Not concluded, still under work. Produced ppt. for partner meeting no 2 with basic analyses of implementation of Web.2.0 services. - Web.2.0 Work Group consisting of five members established.</p> <p>2) Not concluded, still under progress: Web 2.0 service Facebook re-established and updated: <a href="http://nb-no.facebook.com/pages/Thing-Project/106164962786881?ref=ts">http://nb-no.facebook.com/pages/Thing-Project/106164962786881?ref=ts</a> Twitter account evaluated and removed. WP4 is represented in five project work groups.</p> <p>3) Not executed. To be concluded Jan 2012 4) Not concluded. To be concluded Jan 2012 5) Start up June 2011</p> <p>o Meeting with project coordinator in Oslo, spring 2011 in connection with future budget changes</p> <p>Details on workshops organized in Iceland 2009, during “Kick Off meeting”:</p> <p><b>Four Work packages-workshop 2009.</b> <i>The discussion on the four work packages, their content and aims, was organized as a workshop</i></p>
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	<p><i>in four sessions, each session reserved for the individual work package. Ample time was reserved for discussions aiming for a deeper understanding of the project outcomes and implementation of each of the work packages. The introduction to themes was supported by inviting specialists to lecture on selected topics. In addition the Icelandic company GAGARIN was invited to introduce methods on how interactive media solutions may be experienced, understood and shared.</i></p> <p><b>Activity Report no 3</b></p> <p>1) <i>Not concluded, still under work.</i> - <i>Web.2.0 Work Group consisting of five members from partner organizations activated.</i></p> <p>2) <i>Not concluded, still under progress:</i> <i>WP4 is represented in five project work groups.</i> <i>Established and tested Flickr-account regarding dissemination of Thing site photo material /new photo library</i></p> <p>3) <i>Not executed. To be concluded Dec 2011</i></p> <p>4) <i>Not concluded. To be concluded Dec 2011</i></p> <p>5) <i>Start up June 2011</i></p> <p><b>Other)</b> <i>Budget change process started and approval of budget changes received from NPP, Copenhagen.</i></p>
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**Results to date from WP 4**

1. Organized the first Partner Meeting (“kick-off” meeting)
2. Five workshops organized in connection with the partner meeting
3. 7 lectures organized
4. Established 1<sup>st</sup>. web 2.0 service
5. Work Group for web.2.0 services was established
6. Produced ppt. for partner meeting no 2 with basic analyses of implementation of Web.2.0 services.
7. Facebook and Flickr accounts established

**2.2 Change of activities**

Please report accumulatively any approved activity change(s) in comparison to approved application. (Note that any activity change(s) need pre-approval by the NPP 2007-2013 to be considered as eligible, please contact Secretariat for consultation in advance.)

Change(s) made/ by WP/ Date of approval	Justification of change(s) made and impact on project implementation
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1) - formal starting date for project changed from 01.07.09 to 10.06.09	1) No practical impact expected
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### SECTION 3: INDICATORS

<b>3.1 General indicators</b>			
All projects should report accumulatively on <b>general indicators achieved so far</b> on the basis of your approved application. 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	


<b>Please indicate if the project involves:</b>			
Universities / higher education institutions	x	Technology institutes and SMEs	

<b>Equal opportunities: List accumulatively any participants involved in the project activities</b>			<b>No</b>
<i>(i.e. conference and workshop participants, collaboration partners, project partner participants and other persons directly involved with the project)</i>			
No. of male < 25 years old		No. of female < 25 years old	
No. of male > 25 years old	17	No. of female > 25 years old	19

<b>Involvement of Small &amp; Medium Sized Enterprises (SMEs)</b>		<b>No</b>
No. of SMEs involved as partners		0
No. of SMEs involved as associated partners		0

<b>3.2 Priority Specific Indicators</b>	
All projects should report accumulatively on <b>priority specific indicators achieved so far</b> on the basis of your approved application:	



<b>Priority 1 activity indicators</b>		<b>No</b>
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		-

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No. of patent applications	-
No. of new e-services developed	-
No. of businesses modernised through ICT	-
No. of improvements in maritime safety/risk prevention	-
<b>Priority 1 output indicators</b>	<b>No</b>
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	-
<b>Priority 1 result indicators</b>	<b>No</b>
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	-

<b>Priority 2 activity indicators</b>	<b>No</b>
No. of SMEs involved in development of new products and services	<b>8</b>
No. of R& D partners involved in industrial collaborations	<b>0</b>
No. of risk prevention measures	<b>0</b>
No. of actors adopting “green” products or services	<b>8</b>
No. of businesses with improved sustainable development practises	<b>8</b>
No. of solutions focusing on small scale renewable energy or energy efficiency	<b>0</b>
No. of new rural services developed through urban-rural links	<b>0</b>
<b>Priority 2 output indicators</b>	<b>No</b>
No. of transnational networks supporting new products and services	<b>1</b>
No. of transnational networks involving local, regional and national actors to inform policy development	<b>1</b>
No. of triple helix partnerships	<b>8</b>
No. of urban-rural links	<b>8</b>
<b>Priority 2 result indicators</b>	<b>No</b>
No. of transboundary products (refers to added value section)	<b>0</b>
No. of transboundary services (refers to added value section)	<b>0</b>
No. of new or improved solutions for sustainable management of natural or community resources	<b>0</b>
No. of new or improved solutions for sustainable management of cultural heritage	<b>0</b>

<b>3.3 Additional project indicators</b>	<b>No</b>
Report on any additional indicators listed in your approved application and achieved so far:	
International THING website (inclusive WIKI or intranet) and improved regional Web 2.0 based sites (All partners + a common website)	<b>5</b>
International seminars and conference (Project meetings and a UNESCO strategy conference)	<b>3</b>
Reports Surveys and documentation of THING sites history and research questions, site	<b>0</b>

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management status of tourism impacts.  Reports on: * Thing Sites interregional influence and history * Agenda for research * Sustainable site management principles	

<b>3.4 Change of indicators</b>	
Please report accumulatively any change(s) of indicators in comparison to approved application.	
Change(s) made	Justification of change(s) made and impact on project implementation
<i>None</i>	<i>None</i>



<b>3.5 Project outcomes</b>
Please provide an overall description of project outcomes <u>so far</u> , by describing the <b>status of the product and or service development</b> and its implementation. Please <b>describe specific features</b> of your product or service which can demonstrate its innovativeness.
Development of new products:  <b>Documentation of the Thing Sites inter-regional influence and history</b> <ul style="list-style-type: none"> <li>○ Thing Story: Started the process of documentation of the inter-regional story and links to other local and regional resources.</li> <li>○ Thing Story: Developed survey for documentation of the inter-regional Thing site history across the 7 regions.</li> <li>○ All partners involved and material is being collected in round 3.</li> </ul> <b>Adapted interpretations methodology for the Thing sites</b> <ul style="list-style-type: none"> <li>○ Conducted Audit of documentation of the inter-regional Thing site history.</li> <li>○ Prepared Interpretation guidelines for Thing sites.</li> <li>○ Produced report “Interpret It”, basic recommendations</li> <li>○ All partners involved</li> </ul> <b>Common inter-regional branding and marketing strategies</b> <ul style="list-style-type: none"> <li>○ Project web site established in cooperation with partners ( <a href="http://www.thingproject.eu">www.thingproject.eu</a> )</li> <li>○ Common web site for Thing sites under development ( <a href="http://www.thingsites.com">www.thingsites.com</a> ) includes audit concerning separate web sites. Audit developed and distributed</li> <li>○ Two Project brochures, presentation template and project presentation have been produced in cooperation with all partners.</li> <li>○ Communication plan produced in cooperation with lead partner (all partners)</li> <li>○ Media training course (web/photo) and organized in connection with 2<sup>nd</sup>. Partner</li> </ul>

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<p>meeting(WP3)</p> <ul style="list-style-type: none"> <li>o “Roll-ups” and posters produced</li> </ul> <p><b>Recommendations for sustainable tourism services/ Site management)</b></p> <ul style="list-style-type: none"> <li>o Einar Á.E.Sæmundsen: Lecture(part of workshop): Thingvellir as mass tourism site and a World Heritage site</li> <li>o Established Work group: Site Management Work Group, WP 3</li> </ul> <p><b>Recommendations for sustainable site management</b></p> <ul style="list-style-type: none"> <li>o Work group established: Gather info on risk and challenges.</li> <li>o Material collected and produced first draft : “THING Project Site Management Guidelines”</li> <li>o Prepared standards for archaeological assessment of Thing sites in Highlands and Islands of Scotland.</li> </ul> <p><b>Documentation for supporting serial nomination of Thing Sites at the UNESCO World Heritage list.</b></p> <ul style="list-style-type: none"> <li>o Work groups for UNESCO World Heritage Status, Site Management, Education and Tourism and Marketing have been established.</li> <li>o The list of applications for the UK’s new Tentative List, including of sites for World Heritage status was published July 2010. The list includes Tynwald Hill on the Isle of Man (associated partner)</li> <li>o Main partner meeting 3 : Presentation by associated partner on possibilities and challenges</li> <li>o Information being collated and collaboration between partners on the UNESCO work group re possible routes towards serial nominations from different countries. Seminar and workshop being planned for September 2011</li> </ul> <p><b>Inter-regional and region web2.0 sites for wide spread promotion and co-production including both professionals and end-users/visitors.</b></p> <ul style="list-style-type: none"> <li>o Design and project logo developed in cooperation with all partners</li> <li>o Communication plan produced (WP2 and all partners)</li> <li>o <b>GAGARIN:</b> Digital design company –lecture/work shop</li> <li>o Mapping existing services</li> <li>o Web 2.0 service Facebook re-established and updated: <a href="http://nb-no.facebook.com/pages/Thing-Project/106164962786881?ref=ts">http://nb-no.facebook.com/pages/Thing-Project/106164962786881?ref=ts</a></li> <li>o Twitter account evaluated and removed.</li> <li>o Photo documentation online by internet service Flickr for all partners</li> <li>o Dissemination Strategy Document produced.</li> </ul> <p><b>Project presentations :</b> Produced, presented during 2<sup>nd</sup> partner meeting. Templates uploaded to project thing site.</p>
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<p><b>3.6 Transnational impact</b></p> <p>Please describe the transnational <b>impact</b> of product and services developed to this date.</p>
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**Joint development:**

All work packages and work groups have representatives from across the partner regions enabling sharing of experiences and ability to make contrast between countries and scale of sites.

**Specific outputs :**

Establishment of 10 cross partner groups with more than 30 representatives.

Executed by partners (WP3) :

Joint development of an audit of available information about our Thing sites

Joint development of an Interpretation plan

Joint development of archaeological standards for Scotland which will be further developed across the entire partnership

Joint development for Thing Site management guide lines

Joint development of web services and web sites

**SECTION 4: PROJECT FINANCIAL INFORMATION**

**4.1 Project Expenditures**

Please state your **approved total project budget**, the **total certified expenditures in the respective project period** and sum up the **total certified expenditures**.

*Please present your total approved project budget:*

**989 001,85 EUR**

**After budget change 2011:**

**951 401,85**

Please present your project's certified expenditures for the respective reporting period and total certified expenditure

**Certified Expenditure period 1**

**83 874,71 EUR**

**Certified Expenditure period 2**

**144 636,68 EUR**

**Certified expenditure period 3:**

**116 404,43**

**Total certified expenditures:**

**344 915,82**



## 4.2 Financial performance

Make an **analysis** of financial performance in comparison to your budget in the project decision and to your estimated distribution among Work Packages (% of budget spent vs. % of time spent according to project plan).

Type of costs	Spent per 31.03.11	Revised budget per 31.12.2010*	% spent
Staff costs	160 610,47	172 346,00	93 %
Travel&accomodation	43 416,69	40 305,55	108 %
External experts	84 567,69	98 891,67	86 %
Office costs (directly allocated)	19 083,05	28 244,44	68 %
Promotion,publications,seminars, meetings	15 852,42	44 492,22	36 %
Equipment & supplies	9 685,43	11 866,67	82 %
Other	7 138,36	18 500,00	39 %
In kind costs	4 561,71	20 000,00	23 %
Share common costs	-	-	
Total project expenditure	344 915,82	434 646,55	79 %

*\*Budget in Grant Letter per 31.12.2010 with deductions per 31.12.2010 in Thingvellir's revised budget (budget change in email from Einar Sæmundsen 14.12.2011, budget form from Siri Ingvaldsen to NPP 22.03.2011, approved by NPP 23.03.2011)*



By the end of March 2011 79% of the revised budget per 31.12.2010 is spent (75 % of the original budget.) The numbers are not completely comparable, because expenses belonging to a quarter of a new year are included. On the other hand only only two financial periods are included for Iceland, and only one for Faroe Islands (for other partners three financial reports). When all CoEs are in, expenses will increase.

The budget lines with the lowest expenditure compared with the budget are Promotion, publications, seminars, meetings 36% and Other (e.g. audit) 39%. Costs in these areas will rise towards the end of the project period. Only Faroe Islands has included In kind cost, and the percentage spent (23%) will increase when more reports are handed in.

The first half year of the project period coordinators were not in place, and consequently activities were delayed. We expect that the higher activity in the work packages will be visible in the following financial reports.

The project activities are organized in four work packages.

Budget spending compared with work planned in each work package:

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Work package	Responsible	Estimated part of work load	Budget spending per 31.03.2011
WP 1	Sogn og Fjordane County	15%	131 315,75 – 38%
WP 2	Orkney College	10%	32 392,66 – 9%
WP 3	Shetland Amenity Trust	45%	98 363,59 – 29%
WP 4	Thingvellir	30%	14 311,74 – 4%



Three partners are not included in this overview: Kunningarstovan (Faroe Islands), Scotland Highland Council and Gulen Municipality (Norway). These partners' work and funding go into diverse activities in the work packages. It is difficult at this point to estimate exactly where their spending should be counted.

A substantial part of the expenditure so far is covered by WP 1. This has to do with the administrative work tasks that had to be done to start up the project.

#### 4.3 Budget changes

Please **indicate aggregated budget changes** made between different expenditures, and please **describe the impact** of the budget change on project implementation. (Note that all budget changes need pre-approval to be considered as eligible. Please contact the Programme Secretariat in advance for consultation).

Changes made/ Amount/Date of approval	Justification of change(s) made and impact on project implementation
23.03.2011 Approval budget change: deduction 37 600. Revised budget: 951 401,85	Justification of change(s) made and impact on project implementation  Because of the financial situation in Iceland, Thingvellir had to apply for a budget reduction during this financial period.  Following a discussion with Thingvellir and the other partners, coordinators conclude that: <ul style="list-style-type: none"> <li>• The requested budget change will not have impact on the project as a whole, except that not as many and advanced Web2 services will be implemented as originally planned</li> <li>• There should be no changes in the projects outcomes and their viability</li> </ul>

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	<p>after the project period other than those mentioned above.</p> <ul style="list-style-type: none"> <li>• Other partners may need to be more active in the work package, but we do not foresee the need for more changes following this reduction.</li> </ul> <p>With strengthened efforts from the other partners, especially those represented in the work group, and sustained support from Lead Partner/coordinators, we expect the activities defined in work package 4 to be carried out, but with a delay and not as extensively as originally planned.</p>
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## SECTION 5: ANALYSIS OF PROJECT ACTIVITY AND OUTCOMES PERFORMANCE

<p><b>5.1 Project activity and outcome performance</b></p> <p>Make an <b><i>analysis</i></b> of project activity and outcome performance <b>in relation to indicators, time plan and budget</b> in your approved application.</p> <p><b>General:</b> The Thing project shall develop and test new and improved services for sustainable management and business development at the Northern European Thing sites.</p> <ul style="list-style-type: none"> <li>○ <b>The services shall be defined and developed by implementing and testing 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.</b></li> <li>○ Documentation of the Thing Sites inter-regional influence and history</li> <li>○ Adapted interpretations methodology for the Thing sites</li> <li>○ Common inter-regional branding and marketing strategies</li> <li>○ Recommendations for sustainable tourism services</li> <li>○ Recommendations for sustainable site management</li> <li>○ Documentation for supporting serial nomination of Thing Sites at the UNESCO World Heritage list.</li> <li>○ Inter-regional and region web2.0 sites for wide spread promotion and co-production including both professionals and end-users/visitors.</li> <li>○</li> </ul> <p><b>Project Activity</b> As mentioned in earlier reports, the project had a late start with project coordinators <b>(WP1)</b> being engaged in January 2010, 6 months after the start up of the project.</p>
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Consequently this is, in general, reflected in the project activity, timeplan and in the budget spending.

However, regular monthly Management Team meetings, Main Partner meetings (every sixth month) and Steering Committee meetings (every sixth months) (**WP1**/allpartners) have been organized and the organizational structure seems to meet the requirements of the program and its aims.

To ensure progress according to the time plan, a number of work groups, involving all partners, have been established in cooperation with all partners. In order to meet the special requirements in the individual work packages and the variety of specialized work tasks, the work groups are consisting of representatives from the partner organizations as well as external experts. In round 3 of the project, most activities mentioned at top have started.

Common inter-regional branding and marketing strategies, Recommendations for sustainable tourism services, Recommendations for sustainable site management and issues on education was started in round 3.

**Activity-Outcome-Budget:**

The main practical work load during the 3<sup>rd</sup>. period has, as expected, been on **WP3** and a variety of work tasks have been executed in accordance with the approved time plan and in cooperation with all partners.

At this stage in the project a main task has been to collect basic information and contributions from all partners for further processing and to activate the individual work groups.

The collected material is essential in order to produce the services and products mentioned at the top of this section and will also be the foundation for the research agenda.

This material includes preparation of interpretation guidelines and standards for archaeological assessment of thing sites in Highlands and Islands of Scotland. There has also been a close co-operation between WP2 and WP4 and all partners to develop a Thing sites website and promotional map-based leaflet.

In cooperation with all partners a list of risks and challenges (WP3/all partners) has been prepared for each partner site and a common knowledge platform is being developed through collecting examples of good practice, role play, exhibitions and interpretation opportunities in order to be shared by all partners to help developing their own local initiatives as part of sustainable site management.

Information has been collated and collaboration established between partners on the UNESCO work group regarding possible routes towards serial nominations from different countries. A seminar and workshop (host: Partner Highland Council) is being planned for September 2011, preparing for the final “UNESCO-report.” The associate partner and Thingvellir National Park (WP4), with it’s special competence plays a major role here, though all partners have been included in the planning.

At this stage not all partners have reported their budget spending. However, it is evident that the project is experiencing an under-spending of the budget at this stage. Also see section 4.2. Higher costs are to be expected when the collected material is being processed and transferred into products and services.

Progress:

The delayed start is reflected in the progress of some work tasks and as mentioned, also in the

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budget spending. However, only minor adjustments have been done to the time plan, even if delays have occurred and still do occur.

Thus, in the period<sup>3</sup> the Steering Committee has made minor adjustments to the time plan and the milestone concerning “improving and developing separate web sites” (WP<sub>2</sub>) which was set to January 2011.

This milestone was not met: Seven partners now have a web presence while two partners still need to produce thing site information on the internet.

It was mentioned in report no<sup>2</sup> that the dissemination strategy document was behind schedule: This document has now been produced and consequently may be implemented (WP<sub>2</sub>).

The material to be supplied to the various documents and services is complex and vast, and is reflecting the differences in the structure of the partner organisations. This is clearly creating challenges when the project aims to meet the deadlines in the time plan.

However, issues concerning common inter-regional branding, marketing strategies (WP<sub>3</sub>/WP<sub>2</sub>/all partners) and recommendations for sustainable tourism services have been addressed by all partners and external experts. A strategy on how to market and communicate the Thing sites and new services is a central element in the work tasks. This group have in addition to tele-conferences also organised a face- to- face meetings. In order to secure the quality of the product external experts have been engaged. This activity started in round 3 and is expected to conclude in round 5, in accordance with the time plan. Increased budget spending is expected here as in the other activities.

The progress in WP<sub>4</sub> is behind schedule and during the three project periods it has become evident that there will be budget changes concerning WP<sub>4</sub>, partner 3 Thingvellir National Park. It is too early to make any statement on what impact this will have on the activities and work tasks in WP 4. However, a reduced activity area and level is expected, which was also stated in Main Project Activity Report no. 2. Consequently partners are expected to take larger responsibility in this work package in order to secure the result.

The activity in this work package is partly reflected in the budget under spending.

### **Reporting**

During the three periods it has become evident that the project is meeting challenges when it comes to meet deadlines for reporting.

This applies to all partners. The reasons for the delay in submitting Main Project Activity Reports on time are many and complex: formal issues, holiday seasons, reduced staff etc. The partners are aware of the situation and working to improve the performance in this area.

## **SECTION 6: PROJECT MANAGEMENT AND PARTNERSHIP DYNAMICS**


### **6.1 Project Management dynamics**

Provide an **analysis of the Project Management dynamics**, list decisions taken by

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Project Management Bodies and describe the impact the decision will have on the project implementation.
<p>Decisions made in project period 3:</p> <p><b>Lead partner:</b></p> <ul style="list-style-type: none"> <li>-report and financial claim to NPP</li> </ul> <p><b>Steering Committee:</b></p> <ul style="list-style-type: none"> <li>- Approval of activity report</li> <li>- Approval of six month/annual work plan</li> <li>- Approval of initiative for budget changes</li> </ul> <p><b>Management team/all partners:</b></p> <p>26 items on the agenda, decisions on:</p> <ul style="list-style-type: none"> <li>- communication tools</li> <li>- organising of the 3<sup>rd</sup>. main partner meeting</li> <li>-organising of the Steering Committee meeting</li> <li>- meeting plan/time plan</li> <li>- confirmation of budget changes</li> <li>-submitting reports</li> <li>-activating of Site Management Work Group</li> <li>- activating of Education Work Group</li> <li>- approval of “Dissemination Strategy Document”</li> <li>- organising of new web page (Thingsites.com)/responsibilities</li> <li>- Dissemination Strategy document</li> </ul> <p>Prior to the start up of the project the partners had already established good communication, an informal network and contact meetings. Decisions made in the project aim to strengthen and improve all aspects of cooperation.</p> <p>The challenge of finding good communication tools was met by the decision to use “Skype“ and Basecamp for communication, exchange of information, and as a common project planning tool. With addition to the general use of e-mail and the project internet site, project partners now seem to have acquired adequate tools for communication and exchange of information.</p> <p>Further, decisions on activating all work groups have contributed to progress and development of the project.</p> <p>Decisions on financial issues (budget changes) have been made in order to secure a realistic economical foundation for project activities.</p>

<b>6.2 Project Partnership dynamics</b>
Provide an <b>analysis of the Partnership dynamics.</b>
<p>The THING project partnership was developed and established through a pre-project funded by NORA. The pre-project identified a strong need for more in-depth collaboration between the sites and the regions. It also identified key activities and potential participants 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.</p>

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Contact persons and other active participants in the project have largely remained the same during the 3 project periods. This has contributed to continuation and easy communication internally.

Even if the partner organisations represent different backgrounds, level of resources and organisation structures, a common understanding concerning the aims and goals in the project has been developed.

During the 3<sup>rd</sup>. project period it has become evident that the work of collecting background material and basic information concerning the individual thing sites are more challenging than first anticipated. This may be explained by the fact that limited resources by some partners consequently demands more time resources available in order to collect all needed information as required.

However, the partners have succeeded in meeting important deadlines. This is largely due to the introduction of new communication tools that has contributed in a more fluent and efficient exchange of information and communication and to the responsibility demonstrated in the execution of WP3 . The partners and their works groups now have a better total overview of the project and are invited to a flexible information flow.

During the 3<sup>rd</sup> project period the introduction of budget changes created a situation where the partner cooperation was put to a test.

The reduced budget is related to the financial situation in Iceland, and that situation became evident after the first budgets were signed and the project started in June 2009. The partners state that with strengthened efforts from the other partners, especially those represented in the work group, and sustained support from Lead Partner/coordinators, it is expected that the activities defined in work package 4 will be carried out, but with a delay and not as extensively as originally planned.


The work groups, consisting of representatives from partner organizations and external experts, highly contribute to close cooperation and communication between all partner organizations.

### 6.3 Project Partnership cooperation

Please indicate any **synergies exhibited with other projects** funded by the Northern Periphery Programme 2007-2013 or projects funded by other programmes and **describe concrete cooperation activities.**

Name of project/ funded by (name of programme)	Description of synergies and cooperation activities
The Assembly Project: Meeting Places in Northern Europe AD 400-1500 (HERA Project)	Invited representatives from UHI Centre for Nordic Studies and University of Oslo to lecture at our partner meetings. Liaised directly with project representatives regarding surveying and excavation in Shetland.



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<p>Landscapes of Governance: Assembly Sites in England 5<sup>th</sup>-11<sup>th</sup> centuries (Leverhulme Project)</p> <p>Shetland Arts</p>	<p>Invited representatives from University of Nottingham and University College London to lecture at Shetland/Orkney partner meeting.</p> <p>Discussions re commissioning and staging a play on the site at Tingwall, Shetland</p>
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## SECTION 7: NPP 2007-2013 HORIZONTAL PRINCIPLES

### 7.1 Equal opportunities

Please report **concrete steps and activities** to enhance Equal Opportunities and how this changed the working culture in the organisations participating in the project.

- The project web page is updated and designed to conform to EU standards for access by physically disabled.
- An editor group with responsibility for language issues on the project web page has been established.
- The interpretation guidelines (WP3) have taken full account of equal opportunities ensuring interpretation methods are tailored to different audiences and that they address issues of equality of access - physical, intellectual, sensory, cultural, financial and organizational. Reference is made to particular guidelines e.g. clear print developed in the UK by the Royal National Institute of the Blind.
- The project partner organizations already has an equal opportunities policy in place and this project conforms to those guidelines ensuring that people of any age, sex, gender or ability have equal opportunity in carrying out activities on behalf of the organization.


### 7.2 Sustainable development

Please report **concrete steps and activities to** enhance Sustainable Development and how this changed the working culture in the organisations participating in the project.

The Site Management Work Group and the Tourism and Marketing Work Group both started their activities in Jan 2011 and are expected to have the major impact on this issue. A first step was to produce a list of “Risk and Challenges” concerning Thing sites. The material is being processed and a first draft for “Site Management”, including risk and challenges, is expected to be published the 1<sup>st</sup> of April 2011.



Sustainability is addressed in terms of the whole approach we take to interpretation as outlined in the Interpretation Guidelines. This may change approach taken to partners in developing new products.

## SECTION 8: PROJECT COMMUNICATION

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<b>8.1 Communication Indicators</b>	<b>N°</b>
Please report accumulatively on the <b>mandatory communication measures</b> by using the following indicators:	
N° of websites developed	2
N° of visitors on website	unknown
N° of project logos developed	1
N° of promotional materials developed	5
N° of copies of promotional materials distributed or downloaded	unknown
N° of PowerPoint presentations developed	3
N° of project case studies submitted	1
N° of project picture libraries developed	1
N° of times the project attended an Annual Conference	2
N° of times the project attended a Lead Partner & Partner Seminar	2
N° of times the project attended a Thematic Event	3
N° of times the project attended a Training Seminar	3
N° of times the project attended an event organised by a Regional Contact Point	2

<b>8.2 Communication tools</b>			
To exemplify the indicators above, please <b>list all the communications tools and promotional materials</b> developed by your project so far.			
Date	Type of tool/material	Short description	Target group(s)
March 2010	Flyer	Printed material, basic info on about the project	Public, politicians, professionals
March 2010	Power point pres	1. Presentations made to Shetland/Orkney partner meeting in April 2010 shared with attendees and shared with partners through website 2. Presentation about Shetland, Orkney and Highland prepared for Scottish region NPP meeting August 2010 3. Presentation template	Public, politicians, professionals, internal
March 2010	Project Web site w/ closed discussion forum	General info and news, material for partners and public, photo, links, events. Possible with feed back from visitors	Public, politicians, professionals and internal
March 2010	Facebook	Development of general profile and info on the project	Public, politicians, professionals and internal
March 2010	Logo	Colour and presented with NPP/EU flag logo	Partners and cooperative organizations
March 2010	Graphic profile	Describing the profile and the informing of the implementation of the NPP logo	Partners and cooperative

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			organizations
March 2010	Communication Plan	For internal and external communication	Partners
Apr 2010	Press release templates	To be used in connection with news/events	Media, all
Apr 2010	Posters series	To be used in connection with meetings.	Public, politicians, professionals, internal
June 2010	Conference folder	To be used in connection with meetings.	All
Sep 2010	Thing audit	Detail of thing sites and bibliography relating to 7 partner regions initially to be used internally, but will be developed and shared through website	Internal, public, professionals, co-operative organizations
Sep 2010	Archaeological standards	Guidelines prepared in relation to practice in Scotland – to be used as model within wider partnership	Internal, professionals, co-operative organizations
Oct 2010	Established Basecamp communication	Project planning and communication tool	Internal, partners and works groups
Jan 2011	Dissemination Strategy Document	A structured plan to spread to as wide an external audience as possible both information about the Thing sites of the Project's partners and information about the actual Project itself.	Internal, partners and works groups
Feb 2011	Roll ups	To be used in connection with conferences and meetings	Public, politicians, professionals, internal
Feb 2011	Flyer/Brochure	Printed material, info on about the project	Public, politicians, professionals
March 2011	Flickr- account established	Photo library on line	All

**8.3 Provide an analysis** of the internal and external communication activities performed during this reporting period. What activities worked well, what activities did not work well? How do you see your overall communication performance? **Mention any (innovative) steps** your project has taken to enhance its communication performance.

**Internal Communication:**  
Prior to the application process the partners already had established communication lines. Important aims in the THING Project Communications Plan are to :  
- ensure effective knowledge transfer to all partners and organisations involved.  
- ensure an integrated approach of all communication applications  
- ensure service to participants/members in the project,  
- ensure increased partner teamwork  
- manage implementation of the project through effective communication.

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During the 3<sup>rd</sup> project period we have observed improved communication channels due to the introduction of new communication tools.

The partners have overcome the challenges connected to technical issues and all partners can now join Skype- internet conferences. Even if not the perfect tool, Skype IP-telephone service has proven to be a useful internet-service meeting the requirements of a project this size.

The communication between all partners has mainly taken place as Skype conferences, (Management Team/Partner Meetings) or as general exchange of information and communication via e-mail.

The main tool for internal communication has been the internet-based communication and project-planning tool, “Basecamp”.

This program seems to meet the requirements in this sized project. All partners, contact persons and work group members, close to 40 persons, are now connected to the program.

**For external communication the Thing Project a.o aims to:**

- ensure 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
- ensure an integrated approach of all communication applications
- inform politicians, policy makers, and the public about the project itself, its aims and results.

The main tool for information concerning the project has been the project web site : **[www.thingproject.eu](http://www.thingproject.eu)** . The page has been regularly updated and contains information about the partners, and/or direct links to partner’s web sites.

To ensure the transparency in the project the main project documents are uploaded to the web page as well as general information. Some functions were removed as they did not meet the requirement for internal communication.


A new web site was decided established and the domain names “thingsite.com” and “thingsites.org” were purchased. This website aims to follow up on more specific information regarding the thing sites and is also part of the development of Tourism and Marketing Strategy.

In addition the introduction of Flickr internet service and revitalisation of the Facebook account, have contributed to information about the project.

All produced information material is consistent in the use of project and NPP logo.

The 3<sup>rd</sup> partner meeting successfully conveyed the project to representatives of local councils, educators, media, tourism organisations, social enterprises and members of the public through inviting them to participate in public lectures in connection with Kunningarstovan, Faroe Islands partner meeting in October 2010.

An exhibition about the project was organized in the Nordic House (Nordens hus) in Thorshavn. Part of the meeting took place in the parliament building in Thorshavn, situated on the old Thing sites, Tinganes.

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This approach is in line with the communication plan and should be repeated and reinforced at other project events.

#### 8.4 Certification of compliance with the NPP and European publicity requirements

All promotional materials comply with the NPP and European publicity requirements, which can be found in the Programme Manual and Commission Regulation No 1828/2006, Articles 8 and 9.	yes
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### SECTION 9: CHANGES IN PROJECT PARTNERSHIP, TARGET AREA AND OTHER CHANGES

#### 9.1 Report on changes

Please report accumulatively any changes in the project **in comparison to approved application**. (Note that all changes need pre-approval to be considered as eligible, please contact the Programme Secretariat in advance for consultation)

Type of change(s)made/ Date of approval	Justification of the change(s) made and impact on the project implementation
<p><i>Date for start of the project period was changed to 10<sup>th</sup> of June 2009.</i></p> <p><i>Approved by e-mail 15<sup>th</sup> march 2010</i></p> <p><i>by : <a href="mailto:kirsti.mijnhijmer@northernperiphery.eu">kirsti.mijnhijmer@northernperiphery.eu</a></i></p>	<p><i>No impact on project implementation expected.</i></p>

### SECTION 10: ADDITIONAL INFORMATION

#### 10.1 Contribution to relevant strategies for your region

Please **list** which relevant international strategies your project is contributing towards if applicable. Please **exemplify** your alignments with these strategies.

Strategy name:	Example(s) of contribution:
----------------	-----------------------------

##### 10.1.1 Contribution to the EU Baltic Sea Region Strategy (EUBSRS)

Please **tick** the box below if your project contributes to the EU Baltic Sea Region Strategy and **specify** to which priority area. Please **exemplify** your alignments with the EUBSRS if applicable in the comment box.

Alignment with EUBSRS:	Priority area:
------------------------	----------------

Comments:

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**10.2 Feedback and Suggestions**

If you have any comments on other things you wish to forward to the secretariat (material, events etc.), please write these comments here.


**10.3 Supporting Documents**

Please mark the relevant enclosures. Number the list and the enclosed documents.

**Project Claim**  
 **Certificates of Expenditure for all partners**  
 **Summary of Certificates of Expenditure**  
 **FLC checklist**  
 **Examples of information material**  
     **1 - Flyer 2011**  
     **2 - Roll ups Gulen (2 pieces)**  
 **Others:**



**10.4 Signature**

Please certify that all information given is complete and correct

<b>Place and date</b> <b>Dale 9/23/2011</b>	<b>Authorized signature for the Lead partner organisation</b>  <hr/> Name of the LP representative
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Print date and time: 12/12/2011 11:34:00

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