



**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

Project Name:	The THING Project – Thing sites International Networking Group
Project Number:	JPS 4.7 CAV 304-6421-2009
Report Number:	No 5
Date Submitted:	25-09-2012

Address:


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European Union
European Regional Development Fund

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SECTION 1: GENERAL INFORMATION

Activity Report number:	5	Activity report for period:	01.10.2011- 31.03.2012
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1.1 Project Title
The THING Project – Thing Sites International Networking Group



1.2 Acronym/Abbreviation
THING

1.3 Project Duration	
(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: 10.06.09	Finish date: (30.06.2012) 30.09.2012

1.4 Priority	
(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



1.5 Target area / Location of the operation
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)

1.6 Partnership information	
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.)	
Lead Partner:	
Title of institution in English:	Sogn og Fjordane County Council
Legal status of the organisation:	Public Authority
Location:	Leikanger
Country:	
Partner 2:	
Title of institution in	Gulen Municipality

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

Associated partner:	
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 5, THING Project:

Organizing:

During report period no 5 the structure and organisation of the project remain unchanged. The implementation of the activities in the THING project is based on iteration of key activities organised by 4 Work packages (WP), involving 8 partners, including one associated partner organisation.

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, Faroe Islands, United Kingdom and Isle of Man (associated partner).

Specific activities for the reported period:

Activities in project round no 5 reflects the fact that the project is in a phase where collected information and material is being processed and prepared for final versions and the last main partner meeting.

Management Team Meetings: During the project period 6 management team meetings were organized. In order to ensure a good communication all partners contact persons were invited to the meetings. The meetings were organised as telephone conferences and a total of 25 items have been on the agenda.

During the project period Lead Partner and Partner 4 also participated in seminar and meeting organised by the NPP office in Copenhagen


Steering Committee Meeting: In order to ensure updated information and communication, a Steering committee Meeting was organised towards the end of project period 5.

Main tasks in the period:

Collecting and processing information about the Thing sites has continued to be a major part of the activities in the 5th project period. As material is being processed, coordination and distribution of the material plays a major role in project activities.

The THING Story builds a basis for texts to be used in context with web based information tools and other products.

The common web site that was created in addition to the existing project web site is now connected to web 2.0 services and to QR-code information. QR-codes and smart phone apps will offer new opportunities in the dissemination of information re the Thing sites.

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Important decisions: As the project is moving towards a conclusion the Steering Committee made an important decision when it was formally decided that future co-operation is desirable and that project legacy will be ensured by partners through their network. Following up on the NPP-seminar and meeting in Copenhagen, partners have discussed how to move on regarding the announced requirements from desk officer and towards a common understanding of the concept of “service model”.

Product and Services, New services – developments:

Collecting, evaluating, processing and updating material submitted by the project partner forms an important foundation of knowledge in the project, a material that will influence a number of products in the project. Producing “The Thing Story” requires all partners to collect, write and submit relevant material concerning thing sites in their region.

Common general guidelines for interpretation, site management guidelines and strategy document concerning tourism are offering new opportunities for partners and future users. They also form the fundament when developing services for a wide range of users:

The collected material is a.o. the foundation for the new common website that was soft launched during project period no.5 (This web page may be viewed on www.thingsites.com.) The formal launching of the web page will take place in late spring 2012.

The page contains a.o. information of interest to travelers and other users as well as links to travel organisations/companies, connected to the various regions. Further the web page will offer seven different language versions and links to Facebook and Flickr. Educational material will be added to the web site.

As the content has been growing on the common web page during the period, this has offered the possibility to develop the concept with QR codes.

Further development of web based services may also be found in the introduction of geo-caching connected to Thing sites.

Summary of implementation:


During the period partners have developed and tested information services like the web page and carried out pilot tests regarding QR codes to be used at Thing sites.

A wide range of tests was carried out, covering everything from materials to sizes and the behavior of the landing pages.

Collected material for the “ Thing Story” combined with the common web site is expected to be the foundation for information. The use of different languages has also been included in the testing.

With the introduction of the web page and QR codes we now see that all partners and their Thing sits are represented on the net and also may be found via smart phones.

Discussions regarding the concept of a service model based on the Thing sites have been carried out during project round no 5. Partners are in project round no. 5, still seeking a common platform on which the results may be presented as a packaged product.

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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)

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. Project results are also expected contribute to a future nomination process of a serial inscription on the UNESCO World Heritage List of the North Atlantic Thing sites.

Project activities in the **first rounds** focused on producing **mandatory common products** such as a common logo, graphic profile, communication plan, dissemination strategy, **project web site (WP2/WP1/all partners)** and providing internal and external information, involving all work packages.

At a later stage in the project, collecting, and processing material about the Thing sites have continued to be an essential part of the project, creating a **common knowledge platform,(WP1-4)** requiring contributions from all partners.

At the present stage (project round 5) we see that project activities are connected to development of concrete products:

The development of the **common web page (Wp2/WP)** has involved all partners and external experts. The content of the common web page (**WP3/all partners** and external experts) is based on collected material and information provided by all partners and the web page was soft launched during report period no 5. The web page is additional to the project web page(**WP1-2**) that was produced in the early stage of the project. The common web page will be formally launched in May/June 21012.

The “Thing Story” (WP3) involving all partners and external experts, is a major factor in the project and much of the material found here will be reflected in other products such as **in QR-codes (WP4/Wp1 and external experts/all partners)** and the common web page.

In cooperation with Partner 2, QR-code tests have been carried out on site and alternative landing platforms as well as design and material samples for information boards have been investigated,

In this work the development of a common set of **interpretation guidelines (WP3/WP2)** is a step to develop a **common methodology for interpretation(W3/WP2)** for the Thing sites. Also the development of **Site Management Guidelines(WP3)** has had an impact on the products.

The creation of a common knowledge platform is of importance for the **Tourism and Marketing Strategy** being drafted by **Tourism and Marketing Work Group (WP3/all partners)**. There is a close co-operation with **WP2/Wp3 and WP4** in order to further develop the **Thing sites website for future use** as well as a **promotional map-based leaflet** which can be used to market thematic trips and historic paths connecting thing sites in the North Atlantic.

Essential when carrying out the work tasks has been the partners and their participation in

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work groups.

In connection with previous main partner meetings a number of open lectures and events have been organised. Even if no main partner meeting was organised in round 5 a number of **lectures, events and courses** was organised in project round no 5 in connection with activities in **WP2 and WP3**. During the project round, a series of public lectures in Shetland and Orkney have explored different aspects of Thing sites.

Lectures have included. *“Viking and Norse Ting Sites in Shetland”* by Dr Alexandra Sanmark, postdoctoral research associate at the UHI Centre for Nordic Studies in Kirkwall, and *“Law in Early Scandinavia”* by Professor Stefan Brink, director of the Centre for Scandinavian Studies at the University of Aberdeen.

In April and May 2012 the **events (WP2-WP3)** will include Professor Judith Jesch, director of the Centre for the Study of the Viking Age at the University of Nottingham, and President of the Viking Society for Northern Research who will discuss “Sagas and Things: The Cultural Life of Assemblies.” and Dr Peter Anderson, former Deputy Keeper of the National Archives of Scotland, who will conclude the lecture series.


Entitled “Women’s Things”, a “Gender and Justice Conference” (**W2/WP3**) took place in the Pier Arts Centre, Stromness, Orkney, 8 March, to mark the International Women’s Day.

Further, project activities have led to the set of study to develop plans for a new Viking-themed heritage hub near Dingwall town centre. With the support of The Highland Council, Dingwall History Society commissioned OJT Heritage, consultants in **tourism and archaeology, (WP2/WP3)** to develop plans for the new centre. The consultants will be working closely with the community to explore a range of models aimed at enhancing tourist information facilities for the town. The new project came about following The Highland Council’s support for Dingwall’s important role as a partner in the THING Project.

The project has produced proposals for detailed **site management guidelines (WP3/all partners and external experts)** including **management practices (WP 3)** and visitor **management recommendations** for each site and general recommendations for a **sustainable approach (WP3)** to site management.

In connection with the development of educational/pedagogical material for the common web site, material which needs **translating** has been identified (**Wp1/all partners, external experts**). Following up on the **UNESCO seminar (Wp1-4)** the **Steering Committee (WP1)** has considered relevant approaches in relation to the development of the **research agenda (WP3/allpartners)**. The project partner no 8 have been attending (UK) Local Authority World Heritage Forum; and UK Department of Culture Media And Sport UNESCO World Heritage Site Tentative List Forum .

The project activity has been monitored by **monthly partner meetings** where all partner contacts have been invited (**WP1**), main partner meetings (every 6th months) except in round 5, and by Steering Committee Meetings(**WP1**) (every 6th months). This means the project organisation structure has remained the same since the start up of the project.

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The meeting activity includes participation in NPP seminar in Copenhagen and meeting with desk officer to discuss project outcomes and the concept of a service model. **(WP1/Wp3)**

The Management Team **(WP1)** 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 up to 10 work groups (WP1-4 and external experts) have been active in the project.

2.1.1 Description of project WP 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
Activity description of WP 1	
<p><i>Please present your activity plan outlined in your approved application</i></p> <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 	<p>Please describe your activities in your WP 1, please make this description accumulative. Make the description in chronological order and name the different descriptions as follows in this example:</p> <p>Activity report no 1 (List the activities)</p> <ul style="list-style-type: none"> • Organizing the steering committee and Management Team: <i>Executed</i> • Face to face meetings, work shops, MT and SC meetings : <ul style="list-style-type: none"> ○ Kick off meeting in Iceland fall 2009: <i>Executed (Hosted by WP 4)</i> ○ <i>Established lead partner work group</i> • Monthly MT meetings (audio or internet supported): <i>Six meetings organized</i> ○ Signed project agreement: <i>Developed</i> • Documents and tools ○ Communication plan: <i>Produced</i>

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<p>internet supported)</p> <ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> ○ Design and Project logo: <i>Produced</i> ○ Adopting web based project management Tool : <i>Testing</i> ○ Design of the website: <i>Project web site produced, up and running</i> ○ Document templates ○ Project leaflet: <i>Flyer produced</i> ○ Presentation template: <i>Produced ppt template</i> ○ Project Presentation: <i>Produced ppt.</i> <p>Activity Report no 2 List the activities</p> <ul style="list-style-type: none"> • Face to face meetings, work shops, MT and SC meetings : ○ <i>Meeting 2 in Shetland & Orkneys spring 2010 – Hosted by WP2/WP3</i> ○ <i>One Steering Committee Meeting organized in Shetland & Orkneys</i> ○ <i>Attended NPP Lead Partner Seminar, Ireland Sept. 2010</i> Monthly MT meetings (audio or internet supported): <i>Seven meetings organized</i> ○ <i>Meeting with partner 3 in Oslo concerning financial issues/budget</i> • Reporting ○ <i>Signed project agreement : Produced</i> ○ <i>Financial reports : Five project claims submitted from five partners</i> ○ <i>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</i> • Documents and tools ○ <i>Adopting web based project management Tool: Testing and evaluation of web forum and web site</i> ○ <i>Design of the website: Updated</i> ○ <i>Document templates: Press release template produced</i> ○ <i>Project leaflet: Evaluated</i> ○ <i>Poster: Produced poster</i> <p>Activity Report no 3 List the activities</p> <ul style="list-style-type: none"> • Face to face meetings, work shops, MT
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- and SC meetings :
- *Main Partner Meeting no3. was organized according to the schedule, hosted by Kunningarstovan, Faeroe Islands.*
 - *One Steering Committee Meeting was organized in Faeroe Islands*
 - *Monthly Managemet Team Meetings (5) was organised via SKYPE .*
 - **Reporting**
 - *Financial reports : One main project claim submitted on behalf of 6 partners Presented proposal on budget changes from partner no 3*
 - *Progress reports: One Main Project Activity Report (round 2) submitted to NPP Secretariat . One activity report submitted to Steering Committee*
 - *Final evaluation report: Pending*
 - *Final report : Pending*
 - **Documents and tools**
 - *Communication plan: Active Design and Project logo: Logo for thingsites.com in cooperation with all partners and external experts.*
 - *Adopting web based project management Tool: All partners involved in evaluating the web forum. Established Basecamp as project management tool as result of evaluation.*
 - *Design of the website: Updated and adjusted design of project web site. All partners may access and contribute*

Activity Report no 4 List the activities

- **Face to face meetings, work shops, MT and SC meetings :**
- *Main Partner Meeting no4 was organized according to the schedule, hosted by Gulen Municipality,Norway*
- *Main Partner Meeting no5 was organized according to the schedule, hosted by Highland Council*
- *Two Steering Committee Meetings was organized in Norway and Scotland All partners involved in the planning*
- *Monthly Management Team Meetings*



(4) was organised via SKYPE/telephone .

- Reporting
- Financial reports : *One main project claim submitted on behalf of 6 partners Presented proposal on budget changes from partner no 3*
- Progress reports: *One Main Project Activity Report (round 3) submitted to NPP Secretariat . Two activity reports submitted to Steering Committee*
- Final evaluation report: *Pending*
- Final report : *Pending*
- Documents and tools
- Communication plan: *Active*
Design and Project logo: *Logo for thingsites.com in cooperation with all partners and external experts.*
- Implementing web based Project management tool:
- Design of the website: *Updated project web site. All partners may access and contribute.*

Activity Report no 5

- Face to face meetings, work shops, MT and SC meetings :
- *Monthly Management Team Meetings including all partners (6) was organised via SKYPE/telephone .*
- *A Steering Committee Meetings was organized as telephone conference All partners involved in the planning*
- *Participation in NPP seminar*
- *Meeting with desk officer*
- Reporting
- Financial reports : *One main project claim submitted.*
- Progress reports: *One Main Project Activity Report (round 4) submitted to NPP Secretariat .*
- Final evaluation report: *Pending*
- Final report : *Pending*
- Documents and tools
- Communication plan: *Active*
- Design of the website: *Updated project web site. All partners may access and contribute.*

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Results to date from WP 1
<ol style="list-style-type: none"> 1. Project coordinator engaged and regional communication work group established 2. Established organization model based on the structure of activities in work packages and as described in the application. 3. Management team consisting of WP-leaders organized and 24 meetings have been organized. 4. Steering Committee organized, and 5 meetings arranged. 5. Ten work groups have been established in cooperation with partners and external organizations. Local work group established. 6. Partnership agreement developed and signed 7. 1 web site established in cooperation with partners 8. Design and project logo developed in cooperation with all partners 9. Communication plan produced (WP2 and all partners) 10. Document templates, info material: 2 project flyers/brochures, presentation template and project presentation have been produced in cooperation with all partners. (WP2) 11. Implemented web based project management/communication tool, all partners 12. Reports produced as required.

Same structure for WP 2-5

2.1.2 Description of project WP 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.
Activity description of WP 2	
<i>Please present your activity plan outlined in your approved application</i> <ul style="list-style-type: none"> o Establish a common website o Separate websites for each Thing Site will be improved and developed o Dissemination strategy will be made o Communication plan will be made. o Organize a training course o Promotional material for conferences, seminar, exhibitions, will be made 	Please describe your activities in your WP 2, please make this description accumulative. Make the description in chronological order and name the different descriptions as follows in this example: Activity report no 1 List the activities <ul style="list-style-type: none"> o Establish a common website: <i>A project</i>



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

web site has been produced by WP1 in coop. with WP2 and all partners (WP2 responsible for written content)

- Separate websites for each Thing Site will be improved and developed: *Started, developed web site audit concerning partners and their Thing sites, processing the collected material. Responsibility for the content of the common web page.*
- Dissemination strategy will be made: *Pending.*
- Communication plan will be made: *Produced in cooperation with WP1, and 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 2nd 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 2nd partner meeting (Shetland/Orkney)*
- A media kit will also be made: *Produced/under evaluation*
- Project presentations : *Presented during 2nd partner meeting (Shetland/Orkney)*
- Leaflets: *Flyer(WP1) produced/under evaluation*
- Power points, etc will be available : *Introduced during 2nd partner meeting (Shetland/Orkney)*
- Press releases: *Published in connection with 2nd partner meeting*
- Invite key stakeholders to participate in promotional, open parts of seminars and final conference: *In cooperation with (see)WP 3 and organizing the 2nd partner meeting*
- *Established three work groups*

Activity Report no 3 List the activities

- Establish a common website: *In cooperation with WP3 (involving all partners and external experts), a new web site is under development.*
- Separate websites for each Thing Site will be improved and developed: *Under work Audit/collecting of material from all partners.*
- Dissemination strategy will be made : *Dissemination Strategy Document was produced*
- Promotional material for conferences, seminar, exhibitions, will be made available: *Contribution to roll ups and leaflet in cooperation with partner 2(production), and partner 1, 4 and external experts.*
- A media kit will also be made: *Produced*




- Project presentations : -
- Contributed to : *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.*

Activity Report no 4 List the activities

- Establish a common website: *In cooperation with WP1 (involving all partners and external experts), under construction web site no 2*
- Separate websites/webpages for each Thing Site has been enhanced, created and/or are under construction.
- Power points were made available internally through Basecamp.
- Local and regional media interest was generated by the Dingwall project and meeting.
- Education was the theme and Knowledge Exchange between urban university lecturer (ex St Andrews) archaeologists, historians, local educationalists with Thing group.
- Lectures, Scotland Highland
 - Dr Barbara Crawford - 'Things in the Norse world'
 - David & Sandra MacDonald & Dr Oliver O’Grady – 'The Thing Site of Dingwall'
 - Dingwall Academy on Local educational workbook

Activity Report no 5 List the activities

- Seminar entitled “Women’s Things, in co-op with WP3.”
- Organised lectures series in co-op with WP3:
 - “*Viking and Norse Ting Sites in Shetland*” by Dr Alexandra Sanmark, -
 - Law in Early Scandinavia*” by Professor Stefan Brink
- Produced press release and poster
- Soft launch common web site, ccopWP3,

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	<p>Ensuring web presence for all partners/ Thing sites</p> <ul style="list-style-type: none"> o Presented the project to Scottish Place-Name Society in Dingwall
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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 2nd partner meeting in cooperation with WP3
6. Media training course and work shops organized in connection with 2nd. Partner meeting(WP3)
7. Project presentations : Produced, presented during 2nd partner meeting
8. Three Work groups established : Dissemination, Editor(Web), Media Kit
9. Dissemination strategy Document produced in cooperation with all partners
10. New common web page under construction
11. Separate websites/webpages for each Thing Site have been enhanced, created and/or are under construction
12. Organized seminar and series of lectures

2.1.3 Description of project WP 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)	<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>

Activity description of WP 3



Please present your activity plan outlined in your approved application

1. Survey and document the inter-regional Thing site history across the 7 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.

Please describe your activities in your WP 3, please make this description accumulative. Make the description in chronological order and name the different descriptions as follows in this example:

Activity report no 1 List the activities

- 1) Developed survey for documentation of the inter-regional Thing site history across the 7 regions. All partners involved.
 - 2) Started development of interpretation guide lines. Audit and gather information. All partners involved.
 - 3) Thing Story: Started the process of documentation of the inter-regional story and links to other local and regional resources.
 - 4) To be started later in the project life span
 - 5) To be started later in the project life span
 - 6) To be started later in the project life span
 - 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
 - 8) To be produced later according to progress plan.
- Other:
- Organizing/preparing the 2nd 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



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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 & discussions of interim results, including study trip to relevant the Thing site, public authorities and enterprises in the host region.

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 2nd. partner meeting. Work group meeting organised.

8) To be produced later in the project

- Organised 2nd 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 transfer through series of lectures for partners and public as part of partner meeting as follows:

Brian Smith, Shetland Museum and Archives: *Tings in Shetland: myths and realities*
Arild Bergström and Siri Ingvaldsen) *NPP THING Project: Thing sites International Networking Group*

Dr John Baker, University of Nottingham and Dr Stuart Brookes, University College London): *Leverhulme Project: Landscapes of Governance: Assembly Sites in England 5th-11th centuries*

Dr Alexandra Sanmark UHI Centre for Nordic Studies: *HERA Project: The Assembly Project: Meeting Places in Northern Europe AD 400-1500*

Dr Victoria Whitworth: *The Dead in Court: Law and World-View in the Early Middle Ages*

Stuart Reddish: *Thynghowe – discovery of an assembly site in Sherwood Forest, Nottingham*



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	<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 - 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. - Exhibitions prepared regarding project and Shetland thing sites for partner meeting in April 2010. - Template press releases and partner meeting programmes developed from those prepared for Shetland/Orkney partner meeting.</p> <p>Activity Report no 3 List the activities 2) Common knowledge platform being 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. 3) 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. 4) 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>
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	<p>5) Interpretation guidelines: General Guidelines produced.All partners invited to submit material. Standards for archaeological assessment of Thing sites in Highlands and Islands of Scotland. List of risks and challenges been prepared for each partner site.</p> <p>6) 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>7) 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 partners are invited to take part in the process while associate partner have the main responsibility for the program .</p> <p>8) 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>Meetings: Met with representatives of <u>The Assembly Project</u> to liaise regarding excavations at Tingwall, Shetland planned for May 2011.</p> <p>Communication: Reported on progress of the project to <u>Destination Viking Association</u>.</p> <p>Other: 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</p>
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debating events, interpretation on site and in local museum, series of lectures, production of educational resources and activities involving local primary schools.

Activity Report no 4 List the activities

3) Considerable work has been undertaken working closely with web designers to develop a good platform for publishing material relating to thing sites and the wider local and regional resources.

- Information, text and images regarding the inter-regional story and other sites of interest for researchers and tourists have been collated.

4) Audit conducted on what activities partners already have in place and what are aspirations as part of this project.

5) Detailed site management guidelines are being drafted and include management practices and visitor management recommendations for each site and general recommendations for a sustainable approach to site management.

6) Tourism and marketing strategy are being drafted by Tourism and Marketing work group, which 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. Plans include producing film clips or possibly a more ambitious film package telling the joint story.

7) Seminar and workshop on UNESCO status was held September 2011 and is now forming the basis of a detailed report on the issue.

Organising :

Commissioned and liaised with external experts re website, photographs and publications.

Meetings:


Met with representatives of The Assembly Project to liaise regarding excavations at

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	<p>Tingwall, Shetland planned for May 2011.</p> <p>Communication: Reported on progress of the project to Destination Viking Association.</p> <p>Activity Report no 5 List the activities</p> <ul style="list-style-type: none"> ○ Organised lectures series in co-op with WP3: <ul style="list-style-type: none"> - “Viking and Norse Ting Sites in Shetland” by Dr Alexandra Sanmark, - -Law in Early Scandinavia” by Professor Stefan Brink ○ Thing Site concert, Royal Scottish National Orchestra – press release ○ Magazine '60 NORTH' produced article ○ Commissioned editor and authors to produce Thing book and prepared brief for a Thing leaflet. ○ Developed and implemented elements of tourism and marketing strategy ○ Produced website www.thingsites.com and commissioned translations into 6 partner and common tourism languages ○ Produced site management guidelines for each partner sites ○ Conducted and audit and gathered material relating to existing educational and outreach activities in all partner regions ○ Contacted all Shetland primary schools to discuss developing thing-related resources ○ Developed plan to film at thing sites to use on web and as promotional and marketing
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Results to date from WP 3

1. Conducted Audit of documentation of the inter-regional Thing site history and prepared comprehensive bibliography.
2. Prepared Interpretation guidelines for Thing sites and shared examples of good practice with partners.
3. Organised partner meeting, steering committee meeting, public lectures, training events,

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- workshops and site visits as part of Shetland/Orkney partner meeting April 2010.
4. Developed press release and partner meeting templates.
 5. Established work groups for UNESCO World Heritage Status, Site Management, Education and Tourism and Marketing.
 6. Liaised with the Assembly Project re proposed excavation in Shetland.
 7. Engaged and worked closely with web-designers to produce a Thing sites website and liaised closely with all partners to collate text and images.
 8. Prepared summary sheets re Thing sites, THING Project and individual sites for use in articles, leaflets and other publications, web sites.
 9. Prepared standards for archaeological assessment of Thing sites in Highlands and Islands of Scotland.
 10. Prepared brief and commissioned editor for a common thing booklet and prepared brief and sought concept designs for a promotional leaflet.
 11. Co-ordinated input from partners and drafted site management guidelines.
 12. Organised a seminar and workshop on the issue of UNESCO status.
 13. Produced site management guidelines for each partner sites
 14. Conducted an audit and gathered material relating to existing educational and outreach activities in all partner regions
 15. Produced website www.thingsites.com and commissioned translations
 16. Developed plan to film at thing sites to use on web and as promotional and marketing.
 17. Organised events&lectures

2.1.4 Description of project WP 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 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.

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Activity description of WP 4

<p><i>Please present your activity plan outlined in your approved application</i></p> <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 	<p><u>Activity report no 1</u></p> <ol style="list-style-type: none"> 1) Not concluded, still under work 2) Not executed. Web 2.0 service Facebook and Twitter account started. 3) Not executed. To be concluded Jan 2012 4) Not concluded. To be concluded Jan 2012 5) Start up 2011-conclusion June 2012 <p>Organizing: Organizing/preparing the 1st. Project Partner Meeting and “Kick Off” - meeting in cooperation with all partners.</p> <p>Organizing workshops: Four workshops for work packages All partners involved</p> <p>Organizing Lectures/ 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 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</p> <p>Meetings: Participated, actively taking part in, all MT and partner meetings concerning the project.</p> <p>Communication: GAGARIN: Digital design company – lecture/work shop</p> <p><u>Activity Report no 2</u></p>
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2.0 technological services to support entrepreneurs (May 2012)

- 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.
- 2) Not concluded, still under progress: Web 2.0 service Facebook re-established and updated:
 - <http://nb-no.facebook.com/pages/Thing-Project/106164962786881?ref=ts>
 - Twitter account evaluated and removed. WP4 is represented in five project work groups.
- 3) Not executed. To be concluded Jan 2012
- 4) Not concluded. To be concluded Jan 2012
- 5) Start up June 2011

- o Meeting with project coordinator in Oslo, spring 2011 in connection with future budget changes

Details on workshops organized in Iceland 2009, during “Kick Off meeting”:

Four Work packages-workshop 2009.

The discussion on the four work packages, their content and aims, was organized as a workshop 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.



Activity Report no 3

- 1) Not concluded, still under work.
 - Web.2.0 Work Group consisting of five members from partner organizations activated.
- 2) Not concluded, still under progress:
 - WP4 is represented in five project work groups.



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	<p>Established and tested Flickr-account regarding dissemination of Thing site photo material /new photo library</p> <ol style="list-style-type: none"> 3) Not executed. To be concluded Dec 2011 4) Not concluded. To be concluded Dec 2011 5) Start up June 2011 <p>Other) Budget change process started and approval of budget changes received from NPP, Copenhagen.</p> <p><u>Activity Report no 4</u></p> <ol style="list-style-type: none"> 1)Not concluded, still under work. Concluding March 2012 2) Flickr/Facebook-account regarding dissemination of Thing site photo material /new photo library established and updated 3) Not executed. To be concluded Feb 2012 4) Not concluded. To be concluded Feb 2012 5) To be concluded May 2012 <p>Other) Budget change process started and approval of budget changes received from NPP, Copenhagen. Due to budget changes the original activity plan is reduced. However, outcome is expected in all parts.</p> <p>Also see section: 5.1</p> <p><u>Activity Report no 5</u></p> <ol style="list-style-type: none"> 1)QR code system created in coop with partners <ul style="list-style-type: none"> - survey conducted - POI selected 2) Flickr/Facebook-account are being continuously updated 3) QR-code systems tested on site in coop with partners and other institutions (the Heiberg Collections – Sogn Folk Museum/Gulatinget/Thingvellir) <ul style="list-style-type: none"> - evaluation of design for information boards/QR signs 4) QR landing platforms investigated Optimized web service in coop with WP2/3
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	5) Investing geo caching in coop with WP3 6) Implement user generated feedback : Pending
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Results to date from WP 4

<ol style="list-style-type: none"> 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 1st. Web 2.0 service 5. Work Group for QWeb.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 8. Measures to secure conclusion of service-product(WP1/all partners) 9. Developing QR-code systems 10. Testing QR-code systems/landing platforms 11. Linking QR code systems to web sites and other services 12. Development of apps

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
1) - formal starting date for project changed from 01.07.09 to 10.06.09 Approval: 26.08.2010	1) No practical impact expected

SECTION 3: INDICATORS

3.1 General indicators

All projects should report accumulatively on **general indicators achieved so far** 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	

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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: List accumulatively any participants involved in the project activities			No
<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	46	No. of female > 25 years old	51

(Not counting attendance in open lectures/events – (hundreds))

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

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


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		-

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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 (8
No. of R& D partners involved in industrial collaborations	-
No. of risk prevention measures	-
No. of actors adopting “green” products or services	8
No. of businesses with improved sustainable development practises	8
No. of solutions focusing on small scale renewable energy or energy efficiency	-
No. of new rural services developed through urban-rural links	10
Priority 2 output indicators	No
No. of transnational networks supporting new products and services	1
No. of transnational networks involving local, regional and national actors to inform policy development	1
No. of triple helix partnerships	8
No. of urban-rural links	8
Priority 2 result indicators	No
No. of transboundary products (refers to added value section)	0
No. of transboundary services (refers to added value section)	1
No. of new or improved solutions for sustainable management of natural or community resources	-
No. of new or improved solutions for sustainable management of cultural heritage	0


3.3 Additional project indicators	No
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)	9
International seminars and conference (Project meetings and a UNESCO strategy conference)	6
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	0
Best Practice Guidelines and documentation (interpretation and branding, site management, sustainable tourism, UNESCO documentation) Documentation 1. Guidelines for Interpretation and dissemination of common history	0

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2. Common strategy for UNESCO nomination	
3. site management and sustainable tourism	

3.4 Change of indicators	
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>

3.5 Project outcomes
Please provide an overall description of project outcomes so far, by describing the status of the product and or service development and its implementation. Please describe specific features of your product or service which can demonstrate its innovativeness.
<p>A core activity in the project is to improve and re-implement operational regional services and to develop new sustainable services based on the Thing sites heritage. Consequently, audits based on a wide range of activities and the mapping of present status of Thing Sites in the region have been of vital importance in evaluating existing services and products and when recommending sustainable site management practices.</p> <p>The Documentation of the Thing Sites inter-regional influence and history The documentation in the “Thing Story” is to a high degree also the source for information and facts to a number of other products in the project. The documentation is being used when developing services like the common web page and products like maps /leaflets. The work has included an Audit of Documentation of the Inter-regional Thing Site History and preparation of a comprehensive bibliography. During the period copyright issues have been clarified and the material has been prepared for designers and printers. The final version/publication is expected at project end.</p> <p>Adapted interpretations methodology for the Thing sites Aiming at stimulating improved practices the project has produced the report “Interpret It”, containing the first basic interpretation guidelines for an adapted interpretations methodology for the Thing sites. This document gives a broad outline of the major aspects involved in interpretation, and provides guidance to all partners in the THING Project.</p> <p>Common inter-regional branding and marketing strategies The Tourism and Marketing Strategy is being drafted by Tourism and Marketing Work group, which is working in close co-operation with WP2 and WP4/all partners. A new common logo for the Thing sits have been developed in connection with the soft launch of a common web site, including all partners. Further there is under work a</p>

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promotional map-based leaflet which can be used to market thematic trips and historic paths connecting thing sites. The strategy document is expected concluded May 2012 while the web site will be formally launched May/June. Steps has been taken in order to ensure the continuation of the web page.

Recommendations for sustainable tourism services/ Site management)

For the partners this is a topic of high importance and much attention has been paid to developing recommendations for sustainable tourism services.

Draft no 5 of the document has been produced, including management practices and visitor management recommendations for each site and general recommendations for a sustainable approach to site management. The results will be aggregated into “THING Project Site Management Guidelines”, a toolset for local, regional and international service development. The document is expected to be published at the end of the project.

Documentation for supporting serial nomination of Thing Sites at the UNESCO World Heritage list.

Exploration of opportunities for recognition (including WHS status) was carried out with expert advisers at a “UNESCO-seminar” in Dingwall, Scotland.

Further, during project period 5, the Steering Committee has discussed the topic and decided that the final report with recommendations shall be published in June 2012. The project has also been attending meetings : Local Authority World Heritage Forum; and UK Department of Culture Media And Sport UNESCO World Heritage Site Tentative List Forum

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

During the period the project has developed and tested QR-codes as information source for visitors. Various landing platforms have been investigated and the common web site has been vital when selecting points of interest.

Further design and format of information boards have been evaluated and tests has been carried out on site. In addition the project is in round 5 investigating the use of geo caching in connection with the Thing sites.

Service Model



Development and evaluation of existing services, conclusions, improved practices and recommendations form the service model.

The project is expected to produce not only the services themselves, but also a presentation of what has been achieved, and furthermore evaluation and recommendation on how to move on in order to improve services.

In discussions following the NPP seminar and meeting with desk officer in Oslo, partners have been discussing the concept of “service model” in relation to the grant letter/application. During the period partners have not reached a conclusion or common understanding, choice of platform regarding the service model.

3.6 Transnational impact

Please describe the transnational **impact** of product and services developed to this date.

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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. The products and services developed to date are designed to include information about the wider thing story and relate to the wider North Atlantic region, but include specific details and examples from each partner's own region which can be used for information and as models of good practice by other partners.

The products currently being developed will have a much wider impact as they will provide information and allow accessibility across the globe through the use of Web 2.0 services for dissemination of information. The wider interest in the subject and our project outcomes has already been demonstrated by the demographic, academic and geographic profile of users of the project Facebook page.

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**.

<p><i>Please present your total approved project budget:</i></p> <p>989 001,85 EUR</p> <p>After budget change 2011:</p> <p>951 401,85</p>	<p>Please present your project's certified expenditures for the respective reporting period and total certified expenditure</p> <p><u>Certified Expenditure period 1</u> 83 874,71 EUR</p> <p><u>Certified Expenditure period 2</u> 144 636,68 EUR</p> <p><u>Certified expenditure period 3:</u> 116 404,43</p> <p><u>Certified expenditure period 4:</u> 132 249,24 EUR</p> <p><u>Certified expenditure period 5:</u> 132 552.- EUR</p> <p>Total certified expenditures: 651 005.- EUR</p>
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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).

Spent: 66 % of total approved budget by the end of March 2012.



Costs connected to project work, such as concluding the service model and finalizing publications, filming, documenting and reporting have taken place during the last project period, and will be evident in the last project claim. The percentage of total spending will therefore increase.

Lead Partner and Shetland Amenity Trust have carried out a substantial part of the work load in the project, and Lead Partner has already 136% spending by the end of period 5. Some partners have had lower activities and expenses than expected at this stage, resulting in Lead Partner taking more responsibility.

Budget lines	approved budget	Total spent per 31.03.2012	Percentage spent
1. Staff costs	390498	290668	74 %
2. Travel and accomodation	81100	72081	89 %
3. External experts	229542	154067	67 %
4. Office costs (directly allocated)	64400	43029	67 %
5. Office costs (distributed proportionally)	-	-	100 %
6. Promotion / publications, Seminars / conferences, Meetings	124140	46805	38 %
7. Equipment and supplies	18 572	10297	55 %
8. Other (including 1st level control)	40750	13802	34 %
9. In kind costs	40000	20258	51 %
10. Share of common costs	-	-	100 %
Total project expenditure	989002	651005	66 %
Deducted: Received common cost payments	-	-	100 %
Deducted: Project revenue	-	-	100 %
Deducted: In kind costs	-40000	-20258	51 %
Total project net cost	949002	630748	66 %

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.

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(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
<p>23.03.2011 Approval budget change: deduction 37 600. Revised budget: 951 401,85</p>	<p>Because of the financial situation in Iceland, Thingvellir had to apply for a budget reduction during this financial period.</p> <p>Following a discussion with Thingvellir and the other partners, coordinators conclude that:</p> <ul style="list-style-type: none"> • 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 • There should be no changes in the projects outcomes and their viability after the project period other than those mentioned above. • 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. <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>

SECTION 5: ANALYSIS OF PROJECT ACTIVITY AND OUTCOMES PERFORMANCE

5.1 Project activity and outcome performance

Make an **analysis** of project activity and outcome performance **in relation to indicators, time plan and budget** in your approved application.

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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.

Project Activity

The project had a late start with project coordinators (**WP1**) being engaged in January 2010, 6 months after the start up of the project. This is reflected in the project activity, time plan and in budget spending.

It has earlier been stated that 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 and to balance the late start. (project indicators 3.3).

However, in the main partner meeting in September 2011 in Dingwall and in the following report October 2011, project coordinators informed partners that:

“The under-spending for some partners may indicate that a higher degree of activity is needed and that more effort will be needed in the remaining time, if the aims in the project shall be met.”

Further, coordinators stressed that :

- *It will be of high importance that partners will keep the deadlines and produce the results in time for the final meeting and conference in Norway, June 2012.*

- *Consequently all partners must take active part and produce material on time and as expected. The project coordinator stressed that no more time is available and that we have a conclusion of all project activities 30th of June 2012.*

The report also *“encouraged to bring in external experts in order to secure the quality of products and services being developed.”* Even more recommendations of similar nature were made.

In WP 4 the activity Web 2.0 services (3.3)(8.1) has clearly been behind schedule and this is reflected in the budget (under)spending/changes and results.


In order to bring project activities up to date WP1/lead partner has taken more responsibility and more effort have been put into production of web2.0 services (3.3).

The situation is (as mentioned in report 4) reflected in budget spending. With new and strengthened efforts, the results are that tests have been carried out regarding QR codes, web services and smart phones and that the activity in this field has been higher. It is anticipated that the higher degree of activity and use of external experts will be reflected in the budget spending towards the very end of the project.

Creating a common knowledge platform

Even if somewhat behind the original schedule with project activities, we see at this stage that a good amount of material has been produced.

WP3 has carried a heavy work load and without the persistent effort from partner Shetland Amentity Trust the results would not have been delivered to the extent we see today. The common knowledge platform requires that all partners are delivering information and material on time. When partners are meeting challenges in delivering information/material according to agreed deadlines, this is reflected by the project also encountering challenges in meeting the milestones.

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However, the creation of a common knowledge platform contributed to the organizing of the UNESCO seminar (ind 3.3) and the preparations for the final UNESCO report, expected in June 2011(ind 3.3)

WP3/all partners are also responsible for creating the “THING Story”(3.3) a product that is essential for the new common web site(3.3), the establishment of web 2.0 services (3.3) and development of an research agenda(3.3).

Much effort has been put into producing Site Management Guidelines(3.2) including management practices and visitor management recommendations for each site and general recommendations for a sustainable approach to site management (3.2). A draft no 5 has been produced and it is expected that the report will be produced as scheduled (project end).

During the period educational material has been prepared for the common web page(3.3) The material is expected to be available on the web site towards the end of the project.(3.2)

The project has also started the development of educational material which is expected to be uploaded onto the common website in June 2012 (3.3.), somewhat after the time schedule.

The costs of these products will not be fully reflected on the budget until the last rounds of the project, but are estimated to stay within the budget limits.

Even if digital material is an essential part of the products and services, the projects expects to produce, and at present have under development map/leaflets in addition to the booklet that will be published June 2012.(3.3)

Service model

In meetings with NPP there has been discussions on the and the development and common understanding of the concept “ service model” in relation to grant letter and application. A web based service model is expected to have an impact on the budget spending towards the conclusion of the project.

SECTION 6: PROJECT MANAGEMENT AND PARTNERSHIP DYNAMICS

6.1 Project Management dynamics

Provide an **analysis of the Project Management dynamics**, list decisions taken by Project Management Bodies and describe the impact the decision will have on the project implementation.

Prior to the start up of the project the majority of 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.

The communication and interaction between partners are secured by Internet based communication, (ip) telephone conferences and direct meetings.

The feedback from partners on communication is good and the information flow and exchange of material through Internet based services seems to be on a satisfactory

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level and create a satisfactory fundament for decisions to be made. The positive attitude among partners and their willingness to pull in the same direction is demonstrated in the fact that all partners agree to ensure the project legacy and continue the cooperation after project conclusion.

Decisions made in project period 5:

Lead partner:

- report and financial claim to NPP
- ensure activity in WP4- by taking direct action in development of products

Steering Committee:

- Decisions on project legacy
- Decisions on cooperation after project closure
- Decisions on maintenance of web based services

Management team/all partners:

26 items on the agenda, decisions on:

- communication tools/web 2.0
- organising the 6thrd. main partner meeting
- organising the Steering Committee meeting
- submitting reports
- organising of new web page (Thingsites.com)/responsibilities
- geo caching
- QR codes
- 36 months amended plan as suggested in Main Partner Meeting
- 9 months amended plan as suggested in Main Partner Meeting
- Service Model

The decisions are expected to ensure progress, the wanted results and products while at the same time aiming to stay within budget lines.

Decisions are also aiming at ensuring contact and cooperation after the conclusion of the project.

6.2 Project Partnership dynamics

Provide an **analysis of the Partnership dynamics.**

As mentioned in earlier reports, the THING project partnership was developed and established through a pre-project funded by NORA. The pre-project identified a 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 leading to THING Project.

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During the five project periods the members of the Steering Committee, Management Team and the partner contact persons have remained the same.

This has contributed to continuation and easy communication internally and of consistent representation in the work groups. The work groups, consisting of representatives from partner organizations and external experts, contribute to close cooperation and communication between all partner organizations.

We know that partner organisations represent different backgrounds, level of resources and organisation structures. We may now also observe that organisational changes during the last two periods, as well as changes of personnel/positions in partner organisations may have had influence on how well the project is anchored in the organisations.

In project round no 5 it has become evident that without the persistent effort and contribution from partner no 4, Shetland Amenity Trust, the project would face challenges in meeting the aims of the project in some areas. The heaviest work load and most work tasks have been distributed to WP3 and SAT has succeeded in including all partners in their part of the programme.

This has been possible also because partners share a common understanding of aims and objectives in the project, and of the fact that external expertise has been brought in where needed.



Partner dynamics may also be influenced by the fact that partners are representing organisations with varying status concerning Thing sites in their region.

Some partners have developed services for their thing sites to the highest level while others are still at the starting point. In addition we may observe that the financial situation may play a role when it comes to maintaining an activity level as first planned.

In previous project rounds partners have observed that WP4 encountered challenges in executing their work tasks. During the end of project round 4 and through round 5, lead partner has, in understanding and cooperation with all partners, taken on more responsibility re the content of the work package. As mentioned in earlier report it is expected that with strengthened efforts from all partners and with active and sustained support from Lead Partner/coordinators, the activities defined in work package 4 will be carried out, but with a delay and not as extensively as originally planned.

Even if internet communication tools have contributed to easy communication between partners, sharing of material etc. , we see that partners are struggling to meet deadlines. The reason for this is to be found within the individual partner organization and is not caused by dynamics in the project as such. A result is that we may observe that the project has failed to deliver main project activity reports and project claims on time.


More than 40 persons are now directly involved in the project activities (registered on Basecamp) through the partner organisations. In addition there are companies and external experts connected to the project and personnel working in the individual partner organisation.

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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)	The Assembly Project: Meeting Places in Northern Europe AD 400-1500 (HERA Project) Invited representatives from University of Nottingham and University College London to lecture at Shetland/Orkney partner meeting.
Landscapes of Governance: Assembly Sites in England 5 th -11 th centuries (Leverhulme Project)	Discussions re commissioning and staging a play on the site at Tingwall, Shetland
Friends of Thynghowe, Nottingham	Liaised regarding discovery of a new thing site in Sherwood Forest, Nottingham, England and invited representatives to our partner meetings
Destination Viking Association	Updated Association on project activities and explored how project can link into the wider viking world and continue beyond the life of this project
Shetland Arts	Partnership work towards staging a play on the thing site at Tingwall, Shetland
SIC Education Services	Partnership work towards holding a writing competition with a thing theme during 2012 Work with school staff to develop appropriate educational resources about thing sites
Althing Debating Society (Shetland)	Discussions re hosting a debate for young people (possibly working with partners in Orkney) on a theme which would have been relevant at time the things were meeting
Bradford University with Friends of St Ninians Ltd/ Scotland's Islands Project	Community organization working with arts foundations to develop local economy.

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<p>Rousay Egilsay and Wyre Development Trust (variety of funding including renewable energy) Large community event (70+ attenders)</p> <p>Tom Muir (SME) folklorist and storyteller</p> <p>Dingwall Heritage Hub</p> <p>Haugland Int. R&D Center/SFj. County Governor/Gulen Municipality</p>	<p>Thing project advertised through TimeZone re-enactment and interpretation at Viking sites in island of Wyre, working with Julie Gibson, archaeologist and Bradford Uni International students from City University New York/ UK students and staff</p> <p>Services: Provision of advice to individual tour guides (e.g. at Cathedral) and connections with story tellers etc to support intangible cultural heritage aspects of tours of Thing sites</p> <p>Highland Council partnership with Dingwall History Society, - commissioned OJT Heritage, consultants in tourism and archaeology to develop plans for new centre.</p> <p>Book about Gulating Published English translation</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.
- A common web site with translations has been soft launched
- 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 that 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.

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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 5th draft for “Site Management”, including risk and challenges has been produced in project round 5. The final version is expected to be published at project end.

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



SECTION 8: PROJECT COMMUNICATION

8.1 Communication Indicators	N°
Please report accumulatively on the mandatory communication measures by using the following indicators:	
N° of websites developed	2
N° of visitors on website	unknown
N° of project logos developed	2
N° of promotional materials developed	6
N° of copies of promotional materials distributed or downloaded	unknown
N° of PowerPoint presentations developed	4
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	3
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	3



8.2 Communication tools

To exemplify the indicators above, please **list all the communications tools and promotional materials** developed by your project so far.

Date	Type of tool/material	Short description	Target group(s)
March	Flyer	Printed material, basic info on about the	Public, politicians,

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2010		project	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 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
May 2010	Interpretive guidelines	Guidelines for thing sites (general)	Partners
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	Internal, partners and works groups

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		Project's partners and information about the actual Project itself.	
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
August 2011	QR code	QR code for project web site	All
Sept 2011	Press release	Events, Shetland, Thing project	All
Oct 2011	Press release	Lectures	All
Feb 2012	Presentation	Info power point	All
"	Article	Magazine article	All
"	Poster	Information-poster	All
"	Advertisement	Advertisement for lectures	All
"	Poster	Poster for lectures	All
"	Poster	Poster for lectures	All
March 2012	Press release	Press release re concert	All
"	Press release	Press release re concert	All
"	Press release	Seminar	All
"	Web site	Thingsites.com	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:

A dissemination strategy document and communication plan has been developed at an earlier stage in the project. Further support is expected from The Tourism and Marketing Strategy document, under development in project round 5.

During round 5 partners are also discussing the concept of a service model and how to convey results and inform of the project and the Thing sites.

Internal communication is aiming at:

- ensuring effective knowledge transfer to all partners and organisations involved.
- ensuring an integrated approach of all communication applications
- ensuring service to participants/members in the project,
- ensuring increased partner teamwork
- manage implementation of the project through effective communication.

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During the project period partners have ensured internal communication by regular partner contact meetings and main partner meetings.

In addition a number of work groups are supporting internal communication in the project. Communication have been through face-to-face meeting (also work group) and by internet communication.

Internet based communication tools such as Skype, Basecamp, Doodle and Google services has proven highly useful combined with regular telephone conferences and e-mail services and together have proved to be adequate communication tools for the project.

The project has developed a common graphic profile as well as two related logos – one logo for the project and one for project legacy. The logos are found on thingproject.eu and thingsites.com.

The graphic profile has been used when appropriate, securing the implementation of correct use of logos and common integrated approach of all communication applications.

External communication the Thing Project :

In addition to each partner-area's indigenous cultural stakeholders, the Project has identified generic groups across its geographical spread who will be Thing project stakeholders, being

- regional tourism development organisations
- heritage consultants
- knowledge creators and holders e.g. academic groups/ community elders
- individuals with an interest in the past of the North Atlantic
- individuals and groups with an interest in the story of democratic activity, with the Things being the earliest manifestations of seats of democracy and law, and e.g. historical societies etc
- communities with Thing sites in their landscapes (European Landscape Convention refers)
- Landowners (private)
- Landowners (public institutions)
- Public bodies (Cultural and built heritage and natural heritage/landscape)

Sharing of knowledge: Net based services:

The main source for information externally has been the web site and Faceook-service.

The project now has two web sites, where the last one, www.thingsites.com was soft launched in round 5. The web pages have been regularly updated and contain information about the partners, and/or direct links to partner's web sites and/or information about their thing sites.

To ensure the transparency in the project the main project documents are uploaded to the project web page and general information may be found there as well.

The project has tested a number of web services such as Facebook, Twitter, Flickr, Wikipedia, and YouTube. Services have been tested and evaluated and it was decided that Twitter was not a well functioning service for the project. Of the active services it seems the most successful

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platform when it comes to information and interaction with the public are Facebook and Flickr.

However, new for the Thing sites is the implementation of QR-codes, geo-caching and apps for smart phones. The products are integrated with the common web page and other elements in the project such as “THING Story” and other printed material.

Partners are pleased with the results so far and this is demonstrated by the fact that it has been agreed to continue these services on cooperative basis after conclusion of the project.

Other sources for external communication:

During this and earlier periods a number of other sources for sharing of knowledge have been used or is under development.

Seminars, presentations, meetings and organising of events as well as participation and cooperation with other institutions are all elements in the dissemination strategy. In project round no 5 partners have organised a seminars, taken part in events and also published articles and press releases and continued to develop the booklet and maps.

As mentioned earlier in this report a series of open lectures have been successfully organised and more are under development:

THING Viking Feast November 2011(Shetland) engaged a new audience to promote Viking life and the concept of the Thing was shared with a wider audience through local media coverage.


Lecture Series, - aim: to work with external urban agencies to bring forward new ideas and research to an audience in Shetland and Orkney. Lecturers are booked for monthly lectures February-May

- February - Viking and Norse ting sites in Shetland: Dr Alexandra Sanmark, University of the Highlands and Islands, Centre for Nordic Studies -
- March - Law in Early Scandinavia: Professor Stefan Brink, Centre for Scandinavian Studies, University of Aberdeen.

Partner 4, Shetland Amenity Trust, in addition introduced the project to a wider audience on several occasions:

Royal Scottish National Orchestra (RSNO)

- liaised with local musician and composer to name tune commissioned by RSNO after the Shetland thing site
 - met members of the Orchestra and took a small group to visit thing site
 - filmed musical collaboration of piece with local artists in Britain’s most northerly school
- o Presented project (jointly with other Scottish partners) to Scottish Place-Name Society Conference in Dingwall in November
 - links made with experts and researchers in other parts of Scotland where there were also thing sites
 - Reported on project to Destination Viking Association
 - Presented project at Scottish NPP meeting in Inverness in March
 - Commissioned a play based on an original thing hearing to be performed open-air at Tingwall in summer 2012 and to be filmed to use as an ongoing educational and promotional resource

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- commissioned local playwright Jacqui Clark to produce play
- established link with Shetland Arts to engage Director
- liaised with local landowner and tenant re performing on site

SAT : Liaise with Shetland Library and Althing Debating Society re possible joint writing/debating activities for schools and contacted all Shetland primary schools to discuss developing thing-related resources

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
-	-

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:	
------------------------	--	----------------	--

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Comments: -

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. Press release Lectures
2. Presentation Info power point
3. Article Magazine article
4. Poster Information-poster
5. Advertisement Advertisement for lectures
6. Poster Poster for lectures
7. Poster Poster for lectures
8. Press release Press release re concert
9. Press release Seminar

 Others:

10.4 Signature

Please certify that all information given is complete and correct

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