



**Northern  
Periphery  
Programme**

2007–2013

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



Northern Periphery Programme 2007-2013

# MAIN PROJECT ACTIVITY REPORT

<b>Project Name:</b>	<b>The THING Project – Thing sites International Networking Group</b>
<b>Project Number:</b>	JPS 4.7 CAV 304-6421-2009
<b>Report Number:</b>	No 2
<b>Date Submitted:</b>	31.01.2011

**Address:**



Northern Periphery Programme Secretariat  
Strandgade 91, 4. sal  
DK-1401 Copenhagen K  
DENMARK

E-mail: [secretariat@northernperiphery.eu](mailto:secretariat@northernperiphery.eu)

Website: [www.northernperiphery.eu](http://www.northernperiphery.eu)



European Union  
European Regional Development Fund

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## SECTION 1: GENERAL INFORMATION

<b>Activity Report number:</b>	2	<b>Activity report for period:</b>	01.04.2010 – 30.09.2010
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<b>1.1 Project Title</b>
The THING Project – Thing Sites International Networking Group



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

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

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

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

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

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English:	
Legal status of the organisation:	Public authority
Location:	Eivindvik
Country:	Norway

<b>Partner 3:</b>	
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Title of institution in English:	Thingvellir National Park
Legal status of the organisation:	Local Authority
Location:	Selfoss
Country:	Iceland

<b>Partner 4:</b>	
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Title of institution in English:	Shetland Amenity Trust
Legal status of the organisation:	Public Trust
Location:	Shetland
Country:	Scotland

<b>Partner 5:</b>	
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Title of institution in English:	Orkney College
Legal status of the organisation:	Local Authority
Location:	Orkney
Country:	Scotland

<b>Partner 6:</b>	
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Title of institution in English:	The Highland Council
Legal status of the organisation:	Local Authority
Location:	Inverness
Country:	Scotland

<b>Partner 7:</b>	
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Title of institution in English:	Kunningarstovan
Legal status of the organisation:	Private organization
Location:	Tórshavn
Country:	Faroe Islands

<b>Associated partner:</b>	
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Title of institution in English:	Manx National Heritage
Location:	Douglas
Country:	Isle of Man



### 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 2:**

Specific activities for the reported period

Organisation:

By decision dated 26.08.2010 , Managing Authority for the NPP approved a new start up for the Thing Project.date - the starting date is 10.06.2009 -

#### **Organizing**

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

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

The Management Team consists of four work package leaders and the project coordinators, while the project management is ensured by the Steering Committee, supported by the International Co-ordinator , 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:**

Seven Management Team meetings were organized in 2<sup>nd</sup>. period, following up on work tasks and approved time schedule.

The Main Partner Meeting no 2 was organized in spring 2010. The meeting was hosted by Orkney College and Shetland Amenity Trust. A Steering Committee meeting was also organized during the meetings in Shetland/Orkney.

Lead partner was represented in the Lead partner seminars organized by NPP, in Ireland September 2010.

#### **Communication**

Communication has been secured by monthly meetings in the Management Team group/WP leaders and, when wanted, by including all partners in meetings.

Telephone conferences and communication via Internet has been the main tool for sharing, and exchange of information during the 2<sup>nd</sup> project period.

The project web site also offered an opportunity for partners to establish communication on closed forums and for visitors to comment.

#### **Work Groups**

The project includes, and shall explore, a variety of potential themes for documentation and research. As a step to ensure progress and professionalism in the individual Work Package, a number of eight work groups have been established. One of the aims is to connect professionals and representatives of own organizations with specialists in several fields, representing a wider range of businesses and organizations.

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### **Web page updates**

After establishing the project web site the main focus has been on updating content and to have the discussion forums established and functioning.

The main aim of the web site is to offer internal information in the project and external information regarding the project to the public. The web page contains sections for general information, contact information, press releases, news and related links to other organizations, including NPP.

### **Product and Service**

An important part of the project is to develop shared knowledge and understanding of the history of Thing Sites. Documentation and exchange of the Thing Sites inter regional history will better define their individual context and support important local development activities. Consequently, during the second period an audit and bibliography compiled of information relating to main thing sites in 7 partner regions was carried out.

### **Interpretation guidelines prepared for Thing sites.**

A report - "Interpret it" - regarding interpretation guidelines was produced during the 2 project period. Here is to be found of a common set of interpretation methods that will form the basis for making the local and regional history better adapted to the needs of the visitors.

### **Dissemination**

During the organizing of the Main Partner Meeting no 2, April 2010, exhibitions were prepared and held, informing of the project and Shetland Thing sites. In addition open lectures were also arranged.

As part of documentation and information about the project a professional photographer was hired to document the events and the sites visited during the Main Partner Meeting no 2.

Draft standards prepared for archaeological assessment of thing sites in the Highlands and Islands of Scotland were produced.

## **SECTION 2: PROJECT ACTIVITIES**

### **2.1 Project Activities**

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

#### **Organization:**

In the start up period of the project there has been focused on the development of the project organization structure. This process has involved all work package leaders and partners.

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

The first Main Partner Meeting was hosted by Thingvellir National Park (WP4) while the second Main Partner Meeting was hosted by Shetland Amenity Trust and Orkney College (WP3 and WP2). Both meetings were planned and organized in cooperation with all WPs and partners. The partner meetings also included open lectures and work shops.

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Six Management Team Meetings were organized during the first project period, while seven meetings were organized during the second period, all involving all partners. The Steering Committee also met during the Shetland/Orkney partner meeting and the Thing Project was represented at the NPP Lead partner seminar in Ireland September, 2010.

### **Project Activities**

During the first project period the partners put the main effort into following up on mandatory products such as logo, graphic profile, development of the communication plan, development of partnership agreement and establishing the project web site. These products demanded an activity involving all partners over a period of time. Development of logo/graphic profile (WP1), the development of media kit (WP2) and communication plan (WP2/WP1) have required the effort of all partners in the first project period, while in the second project period the audit carried out by WP3 and the development of interpretation guidelines, required input from all partners.

### **Work Groups**

The activities in the project are connected and interlinked. The development of products and services requires communication and co-operation between all partners and work packages. Consequently, the partners have during the second project period established eight work groups to ensure communication and progress in the individual work package as well as between all partners.

All together, more than 30 persons are now connected to the work groups. Some work groups include members from organizations outside the project.

### **Communication**

Web site

The implementation of a common project website (WP1/WP2) required all partners to submit material. All partners are now represented on the website. The second project period has been about testing the website and to investigate if the functions of the web site are satisfactory and what improvements or changes are needed.

The Communication Plan for internal and external communication was developed during the first period, together with Media Kit, presentation templates and other mandatory communication tools.

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

### **Reports**

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

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<b>2.1.1 Description of project WP 1</b>	
Title:	Management and coordination
Strategic Focus:	Project management and coordination to secure the successful operation of the project
Responsible partner:	Sogn og Fjordane County Council
Involved partners:	All partners involved
Expected outcome: (Summary of the planned effect of the work package)	Well organized project which fulfils the objectives of the project
<b>Activity description of WP 1</b>	
<ul style="list-style-type: none"> <li>• Organizing the steering committee and Management Team</li> <li>• Face to face meetings, work shops, MT and SC meetings (project indicators): <ul style="list-style-type: none"> <li>○ Kick off meeting in Iceland fall 2009</li> <li>○ Meeting 2 in Shetland &amp; Orkneys spring 2010</li> <li>○ Meeting 3 in Faroe Islands fall 2010</li> <li>○ Meeting 4 in Norway spring 2011 <ul style="list-style-type: none"> <li>▪ Mid-term evaluation workshop</li> </ul> </li> <li>○ Meeting 5 in Scotland Highlands Fall 2011</li> <li>○ Final Conference Sogn og Fjordane Spring 2012 <ul style="list-style-type: none"> <li>▪ Final evaluation workshop</li> </ul> </li> </ul> </li> <li>• Monthly MT meetings (audio or internet supported)</li> <li>• Reporting <ul style="list-style-type: none"> <li>○ Signed project agreement</li> <li>○ Financial reports</li> <li>○ Progress reports</li> <li>○ Final evaluation report</li> <li>○ Final report</li> </ul> </li> <li>• Documents and tools <ul style="list-style-type: none"> <li>○ Communication plan</li> <li>○ Design and Project logo</li> <li>○ Adopting web based project management tool</li> </ul> </li> </ul>	<p><b><u>Activity report no 1</u></b> (List the activities)</p> <ul style="list-style-type: none"> <li>• Organizing the steering committee and Management Team: <i>Executed</i></li> <li>• Face to face meetings, work shops, MT and SC meetings : <ul style="list-style-type: none"> <li>○ Kick off meeting in Iceland fall 2009: <i>Executed (Hosted by WP 4)</i></li> <li>○ <i>Established lead partner work group</i></li> </ul> </li> <li>• Monthly MT meetings (audio or internet supported): <i>Six meetings organized</i></li> <li>○ Signed project agreement: <i>Developed</i></li> <li>• Documents and tools <ul style="list-style-type: none"> <li>○ Communication plan: <i>Produced</i></li> <li>○ Design and Project logo: <i>Produced</i></li> <li>○ Adopting web based project management Tool : <i>Testing</i></li> <li>○ Design of the website: <i>Project web site produced, up and running</i></li> <li>○ Document templates</li> <li>○ Project leaflet: <i>Flyer produced</i></li> <li>○ Presentation template: <i>Produced ppt template</i></li> <li>○ Project Presentation: <i>Produced ppt.</i></li> </ul> </li> </ul> <p><b><u>Activity Report no 2</u></b> List the activities</p> <ul style="list-style-type: none"> <li>• Face to face meetings, work shops, MT and SC meetings : <ul style="list-style-type: none"> <li>○ <i>Meeting 2 in Shetland &amp; Orkneys</i></li> </ul> </li> </ul>

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<ul style="list-style-type: none"> <li>○ Design of the website</li> <li>○ Public web-site up and running</li> <li>○ Document templates</li> <li>○ Project leaflet</li> <li>○ Presentation template Project presentation</li> </ul>	<p style="text-align: right;"><i>spring 2010 – Hosted by WP2/WP3</i></p> <ul style="list-style-type: none"> <li>○ <i>One Steering Committee Meeting organized in Shetland &amp; Orkneys</i></li> <li>○ <i>Attended NPP Lead Partner Seminar, Ireland Sept. 2010</i></li> </ul> <p>Monthly MT meetings (audio or internet supported): <i>Seven meetings organized</i></p> <ul style="list-style-type: none"> <li>○ <i>Meeting with partner 3 in Oslo concerning financial issues/budget</i></li> <li>• Reporting</li> <li>○ <i>Signed project agreement : Produced</i></li> <li>○ <i>Financial reports : Five project claims submitted from five partners</i></li> <li>○ <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></li> <li>• Documents and tools</li> <li>○ <i>Adopting web based project management Tool: Testing and evaluation of web forum and web site</i></li> <li>○ <i>Design of the website: Updated</i></li> <li>○ <i>Document templates:</i></li> <li>○ <i>Press release template produced</i></li> <li>○ <i>Project leaflet: Evaluated</i></li> <li>○ <i>Poster: Produced poster</i></li> </ul>
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**Results to date from WP 1**

<ol style="list-style-type: none"> <li>1. Project coordinator engaged and regional communication work group established</li> <li>2. Established organization model based on the structure of activities in work packages and as described in the application.</li> <li>3. Management team consisting of WP-leaders was organized and 13 meetings have been organized.</li> <li>4. Steering Committee organized, and 1 st meeting organized April 2010</li> <li>5. Eight work groups have been established in cooperation with partners and external organisations</li> <li>6. Partnership agreement developed and signed</li> <li>7. 1 web site established in cooperation with partners</li> <li>8. Design and project logo developed in cooperation with all partners</li> <li>9. Communication plan produced (WP2 and all partners)</li> <li>10. Document templates,; project flyer, presentation template and project presentation have been produced in cooperation with all partners. (WP2)</li> </ol>
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<b>2.1.2 Description of project WP 2</b>	
Title:	Communication and Dissemination
Strategic Focus:	Communication to secure the effective dissemination of project information and results, and information about the Thing sites.
Responsible partner:	Department of Archaeology, Orkney College
Involved partners:	All partners
Expected outcome: (Summary of the planned effect of the work package)	The awareness of the project and the sites is high at local and regional level. National, regional and local media emphasis on the THING project and Thing sites in feature articles. Increased interest and focus from the local educational institutions and in the urban research communities.
<b>Activity description of WP 2</b>	
<ul style="list-style-type: none"> <li>○ Establish a common website</li> <li>○ Separate websites for each Thing Site will be improved and developed</li> <li>○ Dissemination strategy will be made</li> <li>○ Communication plan will be made.</li> <li>○ Organize a training course</li> <li>○ Promotional material for conferences, seminar, exhibitions, will be made available</li> <li>○ A media kit will also be made</li> <li>○ Project presentations</li> <li>○ Leaflets</li> <li>○ Power points, etc will be available</li> <li>○ Press releases</li> <li>○ Invite key stakeholders to participate in promotional, open parts of seminars and final conference</li> </ul>	<p><b>Activity report no 1</b> List the activities</p> <ul style="list-style-type: none"> <li>○ Establish a common website: <i>A project web site has been produced by WP1 in coop. with WP2 and all partners (WP2 responsible for written content)</i></li> <li>○ Separate websites for each Thing Site will be improved and developed: <i>Started, developed web site audit concerning partners and their Thing sites, processing the collected material. Responsibility for the content of the common web page.</i></li> <li>○ Dissemination strategy will be made: <i>Pending.</i></li> <li>○ Communication plan will be made: <i>Produced in cooperation with WP1, and all partners.</i></li> <li>○ Organize a training course: <i>Next period</i></li> <li>○ Promotional material for conferences, seminar, exhibitions, will be made available: <i>Under planning</i></li> <li>○ A media kit will also be made: <i>Submitted material for photo collection. Planning of media kit and promotional material in cooperation with Lead Partner/all partners.</i></li> <li>○ Project presentations: <i>To be executed coming period</i></li> <li>○ Leaflets : <i>Flyer produced in cooperation with WP1/all partners</i></li> <li>○ Power points, etc will be available:</li> </ul>



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	<p><i>Produced</i></p> <ul style="list-style-type: none"> <li>○ Press releases: <i>Under planning(WP3)</i></li> <li>○ Invite key stakeholders to participate in promotional, open parts of seminars and final conference: <i>Under planning</i></li> </ul> <p><b>Activity Report no 2</b> List the activities</p> <ul style="list-style-type: none"> <li>○ Establish a common website: <i>A work group has been established with the aim of ensuring content and language.</i></li> <li>○ Separate websites for each Thing Site will be improved and developed: <i>Audit under work,</i></li> <li>○ Dissemination strategy will be made : <i>Pending</i></li> <li>○ Organize a training course: <i>Organized 2<sup>nd</sup> partner meeting, steering committee meeting, visiting lecturers, public events, workshops and site visits in Shetland and Orkney in April 2010 in partnership with WP3.</i></li> <li>○ Promotional material for conferences, seminar, exhibitions, will be made available: <i>Posters produced for mini exhibition in context with 2<sup>nd</sup> partner meeting (Shetland/Orkney)</i></li> <li>○ A media kit will also be made: <i>Produced/ under evaluation</i></li> <li>○ Project presentations : <i>Presented during 2<sup>nd</sup> partner meeting (Shetland/Orkney)</i></li> <li>○ Leaflets: <i>Flyer(WP1) produced/under evaluation</i></li> <li>○ Power points, etc will be available : <i>Introduced during 2<sup>nd</sup> partner meeting (Shetland/Orkney)</i></li> <li>○ Press releases: <i>Published in connection with 2<sup>nd</sup> partner meeting</i></li> <li>○ Invite key stakeholders to participate in promotional, open parts of seminars and final conference: <i>In cooperation with (see )WP 3 and organizing the 2<sup>nd</sup> partner meeting</i></li> <li>○ <i>Established three work groups</i></li> </ul>
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Results to date from WP 2	
	<ol style="list-style-type: none"> <li>1. Established web site in cooperation with Lead partner. (Content responsibility)</li> <li>2. Audit concerning separate web sites developed and distributed</li> <li>3. Communication plan developed in cooperation with lead partner(all partners)</li> <li>4. Material for Media Kit developed in cooperation with Lead Partner/WP3/all partners</li> <li>5. Organized and hosted the 2<sup>nd</sup> partner meeting in cooperation with WP3</li> <li>6. Media training course and work shops organized in connection with 2<sup>nd</sup>. Partner meeting(WP3)</li> <li>7. Project presentations : Produced, presented during 2<sup>nd</sup> partner meeting</li> <li>8. Three Work groups established : Dissemination, Editor(Web), Media Kit</li> </ol>

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


Activity description of WP 3	
<ol style="list-style-type: none"> <li>1. Survey and document the inter-regional Thing site history across the 7 regions regions (start Sept 2009, end June 2010). Develop an agenda for future research.</li> <li>2. Establish common set of interpretation methods adapted to the Thing site regions (start Sept 2009, end Dec 2009). Develop a common knowledge platform of the Thing</li> </ol>	<p><b><u>Activity report no 1</u></b></p> <ol style="list-style-type: none"> <li><b>1)</b> Developed survey for documentation of the inter-regional Thing site history across the 7 regions. All partners involved.</li> <li><b>2)</b> Started development of interpretation guide lines. Audit and gather information. All partners involved.</li> <li><b>3)</b> Thing Story: Started the process of documentation of the inter-regional story and</li> </ol>

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<p>Sites. Make available exhibitions, publications and role play models.</p> <p>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.</p> <p>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)</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>8. Produce final Good Practice guidelines for</p>	<p>links to other local and regional resources.</p> <p>4) To be started later in the project life span</p> <p>5) To be started later in the project life span</p> <p>6) To be started later in the project life span</p> <p>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</p> <p>8) To be produced later according to progress plan.</p> <p>Other:</p> <ul style="list-style-type: none"> <li>- Organizing/preparing the 2<sup>nd</sup> Partner meeting and Steering Committee meeting in cooperation with Orkney College, involving all partners.</li> <li>- Preparations on establishing sub committees (work groups)</li> <li>- Developed press release template in cooperation with WP1 (all partners)</li> </ul> <p><b>Activity Report no 2</b></p> <p>1) Draft standards prepared for archaeological assessment of thing sites in the Highlands and Islands of Scotland.</p> <p>2) Interpretation guidelines prepared for Thing sites. Produced “Interpret it”- guidelines</p> <p>3) Audit and bibliography compiled of information relating to main thing sites in 7 partner regions.</p> <p>4) Work group established. Start Jan 2011.</p> <p>5) Work group established. Start Jan 2011.</p> <p>6) To be started later in the project</p> <p>7) Established work group for UNESCO World Heritage Status – development on common strategies and collaboration models for the process towards serial nomination of Thing sites on the World Heritage list: Lecture during 2<sup>nd</sup>. partner meeting. Work group meeting organised.</p> <p>8) To be produced later in the project</p> <ul style="list-style-type: none"> <li>- Organised 2<sup>nd</sup> partner meeting, steering committee meeting, visiting lecturers, public events, workshops and site visits in Shetland and Orkney in April 2010 in partnership with</li> </ul>
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<p>sustainable local, regional and international service development. (Start Jan 2012 – end June 2012)</p> <p>The planned series of inter-regional seminars (one each half year) will support these key activities and processes by presentations &amp; discussions of interim results, including study trip to relevant the Thing site, public authorities and enterprises in the host region.</p>	<p>Orkney College. In cooperation with WP2.</p> <p><b>Workshops:</b> Ran 3 WP workshops and specific training sessions on:</p> <ul style="list-style-type: none"> <li>- Using the THING website,</li> <li>- Pictures and the power of the press,</li> <li>- Tourism and marketing strategies.</li> </ul> <p><b>Lectures:</b> Facilitated public knowledge transfer through series of lectures for partners and public as part of partner meeting as follows:</p> <p>Brian Smith, Shetland Museum and Archives: <i>Tings in Shetland: myths and realities</i>  Arild Bergström and Siri Ingvaldsen) <i>NPP THING Project: Thing sites International Networking Group</i></p> <p>Dr John Baker, University of Nottingham and Dr Stuart Brookes, University College London): <i>Leverhulme Project: Landscapes of Governance: Assembly Sites in England 5<sup>th</sup>-11<sup>th</sup> centuries</i></p> <p>Dr Alexandra Sanmark UHI Centre for Nordic Studies: <i>HERA Project: The Assembly Project: Meeting Places in Northern Europe AD 400-1500</i></p> <p>Dr Victoria Whitworth: <i>The Dead in Court: Law and World-View in the Early Middle Ages</i></p> <p>Stuart Reddish: <i>Thynghowe – discovery of an assembly site in Sherwood Forest, Nottingham</i></p> <p><b>Site visits:</b></p> <p>Old Scatness Broch and Tingwall, Shetland  Maeshowe, Ring of Brodgar, Skara Brae, Tingwall, St Magnus Cathedral, Dingieshowe and Brough of Deerness, Orkney</p> <ul style="list-style-type: none"> <li>- Publicised project to representatives of local councils, businesses, universities, local history groups, parish councils, funding bodies, media, tourism organisations, social enterprises and members of the public through inviting them to participate in public elements of Shetland/Orkney partner meeting in April 2010.</li> <li>- Exhibitions prepared regarding project and Shetland thing sites for partner meeting in April 2010.</li> <li>- Template press releases and partner</li> </ul>
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	meeting programmes developed from those prepared for Shetland/Orkney partner meeting.
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<b>Results to date from WP 3</b>
<ol style="list-style-type: none"> <li>1. Conducted Audit of documentation of the inter-regional Thing site history.</li> <li>2. Prepared Interpretation guidelines for Thing sites.</li> <li>3. Produced "Interpret It" - guidelines</li> <li>4. Organised partner meeting, steering committee meeting, public lectures, training events, workshops and site visits as part of Shetland/Orkney partner meeting April 2010.</li> <li>5. Developed press release and partner meeting templates.</li> <li>6. Established work groups for UNESCO World Heritage Status, Site Management, Education and Tourism and Marketing.</li> </ol>

<b>2.1.4 Description of project WP 4</b>	
Title:	Pilot test web2.0 inter-regional co-production and co-profiling of services
Strategic Focus:	Test Internet web 2.0 platform to enable people and ideas to come together both within and across the Thing site regions. Address the problems of how to attract and mobilize the users and visitors, how to ensure a widespread use of the result from WP 3 and how to enable a dynamic interaction increasing the inter-regional knowledge base initiated by the activities in WP3.
Responsible partner:	Thingvellir National park, Iceland
Involved partners:	Sogn og Fjordane County Council, Leikanger, (NO) Gulen Municipality, Eivindvik (NO), Shetland Amenity Trust, Shetland, (UK), Department of Archaeology, Orkney College, Kirkwall, (UK), The Highland Council. Inverness, (UK), Kunningarstovan, Torshavn (FO) and associated partner Manx National Heritage Douglas, Isle of Man
Expected outcome: (Summary of the planned effect of the work package)	Specify the relevant mix of services, set up an inter-regional internet web2.0 test interface, provide content from the results developed and transferred in WP, then stimulate and test mobilisation and networking between the interested end-users, the regional and international mentors, the other regional and international knowledge providers including the regional authorities and regional development agencies.

<b>Activity description of WP 4</b>	
<ol style="list-style-type: none"> <li>1. Specify and implement test service <ul style="list-style-type: none"> <li>- set up technical structures linked via interregional THING portal</li> <li>- selection and training of personnel from Thing sites and regional authorities</li> <li>- selection and training of personnel from education and research</li> </ul> </li> </ol>	<b>Activity report no 1</b> <ol style="list-style-type: none"> <li>1) Not concluded, still under work</li> <li>2) Not executed. Web 2.0 service Facebook and Twitter account started.</li> <li>3) Not executed. To be concluded Jan 2012</li> <li>4) Not concluded. To be concluded Jan 2012</li> <li>5) Start up 2011-conclusion June 2012</li> </ol>





- 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
- 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)
- Plan for future operation of internet based service
  - Final Specification of web 2.0 service
  - Report on aggregated results for use of Web 2.0 technological services to support entrepreneurs (May 2012)

**Organizing:**

Organizing/preparing the 1st. Project Partner Meeting and “Kick Off”- meeting in cooperation with all partners.

**Organizing workshops:**

Four workshops for work packages

All partners involved

**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

**Meetings:**

Participated, actively taking part in, all MT and partner meetings concerning the project.

**Communication:**

**GAGARIN:** Digital design company – lecture/work shop

**Activity Report no 2**

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


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	<p>work groups.</p> <p><b>3)</b> Not executed. To be concluded Jan 2012  <b>4)</b> Not concluded. To be concluded Jan 2012  <b>5)</b> Start up June 2011</p> <ul style="list-style-type: none"> <li>o Meeting with project coordinator in Oslo, spring 2011 in connection with future budget changes</li> </ul> <p>Details on workshops organized in Iceland 2009, during “Kick Off meeting”:</p> <p><b>Four Work packages-workshop 2009.</b>  <i>The discussion on the four work packages, their content and aims, was organized as a workshop in four sessions, each session reserved for the individual work package. Ample time was reserved for discussions aiming for a deeper understanding of the project outcomes and implementation of each of the work packages. The introduction to themes was supported by inviting specialists to lecture on selected topics. In addition the Icelandic company GAGARIN was invited to introduce methods on how interactive media solutions may be experienced, understood and shared.</i></p>
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<b>Results to date from WP 4</b>	
<ol style="list-style-type: none"> <li>1. Organized the first Partner Meeting (“kick-off” meeting)</li> <li>2. Five workshops organized in connection with the partner meeting</li> <li>3. 7 lectures organized</li> <li>4. Established 1<sup>st</sup>. web 2.0 service</li> <li>5. Work Group for web.2.0 services was established</li> <li>6. Produced ppt. for partner meeting no 2 with basic analyses of implementation of Web.2.0 services.</li> </ol>	

<b>2.2 Change of activities</b>	
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	1) No practical impact expected



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<p>Approved by e-mail 15<sup>th</sup> march 2010  by : <a href="mailto:kirsti.mijnhijmer@northernperiphery.eu">kirsti.mijnhijmer@northernperiphery.eu</a></p>	
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### SECTION 3: INDICATORS

<b>3.1 General indicators</b>			
All projects should report accumulatively on <b>general indicators achieved so far</b> on the basis of your approved application. Please indicate if the project deals with:			
Water management		Improving transport links across national borders	
Improving accessibility	x	Improving waste management services	
Developing RTD and innovation networks	x	Actions between rescue services	
Risk prevention		Reducing climate change	
Promoting female entrepreneurship		Furthering adaptation to the effects of climate change	


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

<b>Equal opportunities: List accumulatively any participants involved in the project activities</b>			<b>No</b>
<i>(i.e. conference and workshop participants, collaboration partners, project partner participants and other persons directly involved with the project)</i>			
No. of male < 25 years old	0	No. of female < 25 years old	0
No. of male > 25 years old	14	No. of female > 25 years old	16

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

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


<b>Priority 1 activity indicators</b>		<b>No</b>
No. of SMEs involved in development of new products and services		-
No. of R&D partners involved in industrial collaborations		-

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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	-
<b>Priority 1 output indicators</b>	<b>No</b>
No. of transnational networks supporting new products and services	-
No. of transnational networks involving local, regional and national actors to inform policy development	-
No. of triple helix partnerships	-
<b>Priority 1 result indicators</b>	<b>No</b>
No. of transboundary products (refers to added value section)	-
No. of transboundary services (refers to added value section)	-
No. of new or improved solutions/systems to promote innovation & competitiveness in remote and peripheral areas	-
No. of new or improved transportation schemes / services developed	-
No. of new or improved ICT services / ICT solutions developed	-

<b>Priority 2 activity indicators</b>	<b>No</b>
No. of SMEs involved in development of new products and services	8
No. of R& D partners involved in industrial collaborations	0
No. of risk prevention measures	0
No. of actors adopting "green" products or services	8
No. of businesses with improved sustainable development practises	8
No. of solutions focusing on small scale renewable energy or energy efficiency	0
No. of new rural services developed through urban-rural links	0
<b>Priority 2 output indicators</b>	<b>No</b>
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
<b>Priority 2 result indicators</b>	<b>No</b>
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	0
No. of new or improved solutions for sustainable management of cultural heritage	0



<b>3.3 Additional project indicators</b>	<b>No</b>
Report on any additional indicators listed in your approved application and achieved so far:	
International THING website (inclusive WIKI or intranet) and improved regional Web 2.0 based sites (All partners + a common website)	5
International seminars and conference (Project meetings and a UNESCO strategy conference)	2

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<p>Reports Surveys and documentation of THING sites history and research questions, site management status of tourism impacts.</p> <p>Reports on:</p> <ul style="list-style-type: none"> <li>* Thing Sites interregional influence and history</li> <li>* Agenda for research</li> <li>* Sustainable site management principles</li> </ul>	0
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<b>3.4 Change of indicators</b>	
Please report accumulatively any change(s) of indicators in comparison to approved application.	
Change(s) made	Justification of change(s) made and impact on project implementation
<i>None</i>	None

<b>3.5 Project outcomes</b>
<p>Please provide an overall description of project outcomes so far, by describing the <b>status of the product and or service development</b> and its implementation. Please <b>describe specific features</b> of your product or service which can demonstrate its innovativeness.</p>
<p>Development of new products:</p> <p><b>Documentation of the Thing Sites inter-regional influence and history</b></p> <ul style="list-style-type: none"> <li>o Thing Story: Started the process of documentation of the inter-regional story and links to other local and regional resources.</li> <li>o Thing Story: Developed survey for documentation of the inter-regional Thing site history across the 7 regions. All partners involved.</li> </ul> <p><b>Adapted interpretations methodology for the Thing sites</b></p> <ul style="list-style-type: none"> <li>o Conducted Audit of documentation of the inter-regional Thing site history.</li> <li>o Prepared Interpretation guidelines for Thing sites.</li> <li>o Produced “Interpret It”</li> <li>o All partners involved</li> </ul> <p><b>Common inter-regional branding and marketing strategies</b></p> <ul style="list-style-type: none"> <li>o 1 project web site established in cooperation with partners</li> <li>o Audit concerning separate web sites developed and distributed</li> <li>o Project flyer, presentation template and project presentation have been produced in cooperation with all partners.</li> <li>o Communication plan developed in cooperation with lead partner (all partners)</li> <li>o Media training course (web/photo) and organized in connection with 2<sup>nd</sup>. Partner meeting(WP3)</li> </ul>

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#### Recommendations for sustainable tourism services

- Einar Á.E.Sæmundsen: Lecture(part of workshop): Thingvellir as mass tourism site and a World Heritage site
- Work group established with lead partner as responsible.
- Established Work group: Site Management Work Group

#### Recommendations for sustainable site management

- Work group established: First task: Gather info on risk and challenges.

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

- Established work groups for UNESCO World Heritage Status, Site Management, Education and Tourism and Marketing.
- The list of applications for the UK's new Tentative List, including of sites for World Heritage status was published July 2010. The list includes Tynwald Hill on the Isle of Man (associated partner)

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

- Design and project logo developed in cooperation with all partners
- Communication plan produced (WP2 and all partners)
- **GAGARIN:** Digital design company –lecture/work shop
- Mapping existing services
- 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.
- Project presentations : Produced, presented during 2<sup>nd</sup> partner meeting

### 3.6 Transnational impact

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

#### Joint development:

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

#### Specific outputs in report period 2:


Establishment of 8 cross partner groups with more than 30 representatives.

Executed by partners (WP3) :

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

Joint development of an Interpretation plan


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

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## SECTION 4: PROJECT FINANCIAL INFORMATION

<b>4.1 Project Expenditures</b>	
Please state your <b>approved total project budget</b> , the <b>total certified expenditures in the respective project period</b> and sum up the <b>total certified expenditures</b> .	
<p><i>Please present your total approved project budget:</i></p> <p><b>989 001,85 EUR</b></p>	<p>Please present your project's certified expenditures for the respective reporting period and total certified expenditure</p> <p><b><u>Certified Expenditure period 1</u></b></p> <p><b>83 874,71 EUR</b></p> <p><b><u>Certified Expenditure period 2</u></b></p> <p><b>144 636,68 EUR</b></p> <p><b>Total certified expenditures:</b> <b>228 511,39 EUR</b></p>

<b>4.2 Financial performance</b>
Make an <b>analysis</b> 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).
According to the application the total budget should be allocated to WPs like this:
<p>WP 1 – 15 %          WP 2 - 10 %          WP 3 – 45 %          WP 4 – 30%</p> <p>Sogn og Fjordane County is in charge of WP1. In Project Claim no 2 this partner has 46,45 % of the expenditure.          Orkney is in charge of WP 2, and has 10,11 % of total expenditure          Shetland is in charge of WP3, and has 26,59 % of total expenditure          Iceland is in charge of WP4, and has 4,16 % of total expenditure, but this is related to the first financial period.</p> <p>Gulen Municipality, Scotland Highland and Faroe Islands are not in charge of WPs. They are contributing to the content of the project in many ways, but it is difficult to state exactly where their financial part should be registered. Their work goes into several parts of the project.</p> <p>The analysis does not give a complete picture, however, since Iceland and the Faroe Islands are reporting on the first financial period.</p>

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So far the Lead Partner has a major part of the total expenditure. This has to do with the start up process. We anticipate that more work and expenditure will be connected to the other WPs as more products and services are to be developed.

#### 4.3 Budget changes

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

Changes made/ Amount/Date of approval	Justification of change(s) made and impact on project implementation
There are no aggregated budget changes so far. A request for budget changes will follow in round 3	none

### 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.

##### Project Activity:

**Start up:** With approval from the NPP secretariat, Copenhagen, the starting date was changed to the 10<sup>th</sup> of June 2009.

During the second period the partners organised seven management team meetings, one steering committee meeting and one main partner meeting.

The main activity in the period has taken place in W1, WP2 and WP3.


Shetland/Orkney(WP2-WP3) were the responsible and practical organizers of the 2<sup>nd</sup>. main partner meeting, and there was arranged a number of lectures, including a training course on how to use the project web site.

One important activity in the project period has focused on developing and producing guidelines for interpretation methods, (3.3) resulting in the document: "Interpret It"

In addition the project has started the process of documentation of the inter-regional story and links to other local and regional resources, and there was developed survey for documentation of the inter-regional Thing site history across the 7 regions.(3.3) "Site management Work Group" (3.3) was established according to the approved time schedule.

As for web.2.0 services (3.3), the project Facebook page was deleted by the supplier. It became evident that the page was deleted as a mistake, interpreted as "commercial". The page is now once more up and running.

##### Outcome performance

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Even if executing a successful 2<sup>nd</sup> main partner meeting, it has become evident that the project must expect to meet challenges in terms of changes in budget allocations. This has consequently had some impact of the progress and output for some activities concerning web 2.0 services (3.3).

### **Dissemination Strategy**

Concerning the dissemination strategy, the partners acknowledge there is what may be regarded as an overlap in the activities and further clarifying will be needed in these matters. It is of importance to see these activities in context with the set of interpretation methods (3.3) adapted to the Thing site regions .

As this part of the project is behind the time schedule, approved by the steering committee, the partners will need to put in more effort in order to develop and implement a dissemination strategy for the project.

### **Budget**

The first financial report has been submitted. There are no indications so far, to our knowledge, that any activity started has had negative consequences for the accepted budget. According to the progress plan, a limited number of activities have been started during the first and second project period.

## **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.

Decisions made in project period 2:

#### **Lead partner:**

-report and financial claim to NPP

#### **Steering Committee:**

- Decision on Steering Committee/constitution
- Approval of activity report
- Approval of six month/annual work plan
- signed Partnership agreement

#### **Management team/all partners:**

17 items on the agenda, decisions on:

- organising of the 2<sup>nd</sup>. main partner meeting
- organising of the 3<sup>rd</sup>. partner meeting
- organising of the Steering Committee meeting
- meeting plan
- confirmation of “project message” and spelling of project name: The THING Project – Thing



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Sites International Networking Group.

- submitting reports
- activating of UNESCO World Heritage List Status Work Group
- mutual agreement on photo documentation by professional photographer
- approval of “Interpret It” – basic guidelines
- organising of project web page/responsibilities
- establishing of work groups and responsibility

*All decisions are expected to contribute in fulfilling the requirements of the two project periods and to ensure future progress.*

When analyzing the Project Partner dynamics it should be taken into consideration that the partners already had established informal network and contact meetings. Thus, the partners have a common interest when it comes to follow up on the aims of the project.

Establishing work groups under the responsibility of the WP leaders offers an opportunity for the organizations to have a wider contact and exchange. The main partner meetings have proven successful in many regards and are counter balancing the geographical distances between partners. Partners’ activities are of course reflected in the fact that the work load will vary according to the budget allocated.

Most communication has taken place by e-mail and telephone conferences. This has proven to be an adequate tool for communication and can be further improved by wider use of ICT. Communication is expected to improve further when a better communication/management tool and IP-telephone for all partners are introduced.

## 6.2 Project Partnership dynamics

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

The THING project partnership was developed and established through a pre-project funded by NORA. The pre-project identified a strong need for more in-depth collaboration between the sites and the regions. It also identified key activities and potential participants in a main project. The partners met for an international conference at Gulatinget in Gulen, Norway in June 2008, and the partners signed an agreement for further collaboration.


The international project coordinators were engaged 6 months after the formal start of the project. To some extent this has influenced the progress and drive in the project. However most challenges have been overcome due to the fact that the partners already had created a good atmosphere and the platform for co-operation.

In addition the partners have developed a common understanding of aims and tasks. In the project there are areas where several fields of activity meet and interact. To clarify responsibility and individual tasks including when they shall be executed, will be of high importance for the project results. The accumulated trust and mutual interest in the topics should be a good foundation for meeting these challenges.

In the 2<sup>nd</sup> project period, because of changed financial and organisational circumstances, WP4/Partner 3, made it clear that changes must be expected concerning their in follow up on the financial and practical aspects of the project and the execution of WP4.

This situation has been reflected on the project activity and consequently, in certain areas of the project, there has been varying contribution and activity among partners.



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Partly these challenges were overcome by the organising of a successful partner meeting in spring 2010, where a number of work groups were established with the aim of ensuring progress and cooperation.

The project period has clearly shown the importance of partners following up on work tasks as scheduled. In this field the project is still meeting challenges.

As a step to improve communication and interaction the partners will seek other means of communication and project management tools.

### 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
Not applicable	

## 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 now updated and designed to conform to EU standards for access by physically disabled.
- An editor group with responsibility for language issues on the project web page has been established.
- The interpretation guidelines (WP3) have taken full account of equal opportunities ensuring interpretation methods are tailored to different audiences and that they address issues of equality of access - physical, intellectual, sensory, cultural, financial and organizational. Reference is made to particular guidelines e.g. clear print developed in the UK by the Royal National Institute of the Blind.

### 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.

During the 1<sup>st</sup>. project and 2<sup>nd</sup> period of the project, this issue has not been directly addressed but is reflected in the general activity/workshops organized by the project. The Site management work group (start Jan 2011) and the Tourism and Marketing Work group (start Jan 2011) are expected to have the major impact on this issue. First step: Produce list of Risk and Challenges” concerning Thing sites.



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

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## SECTION 8: PROJECT COMMUNICATION

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

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


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			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
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

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

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

The project partners have aimed to use a set of internal communication tools such as the project web site forum, ip-telephone (Skype) and Internet/email communication. As stated in our report the partners have encountered challenges of technical nature when establishing internal communication:  
Partners have experienced that firewalls or local restrictions are preventing downloading the required programs for communication. This has again lead to communication combining regular telephone conferences and ip-telephone services. However, all partners are now committed to establish communication via internet telephone. The communication has been secured by monthly partner/Management team meetings that are functioning satisfactory.

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The web page forum was intended to be one of the main communication tools for internal communication and exchange of material. The forum was established as a closed forum with access for members of the project only and invited visitors.

An evaluation of the discussion forum shows that this solution has not been successful as project management/communication tool. Consequently the forum will not be used in the future and other communication/management tools will be introduced. The project coordinators (lead partner) are to introduce alternatives. Evaluation has been started and new tools shall be implemented.

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

- ensure the project website will be multi-lingual (particularly the minority languages of the participating regions) and designed to conform to EU standards for access by the physically disabled
- ensure an integrated approach of all communication applications
- inform politicians, policy makers, and the public about the project itself, its aims and results.

The main tool and source of information in project period 2, has been the project web page.

***Since the first report, the web page have been tested concerning access by the physically disabled. Minor faults were found and should now be corrected.***

Links are established to all partner organisations and a section for events is also to be found. The web page is now under continuous evaluation: A discussion on the future of the web site has been started as a step towards fulfilling project aims concerning creating a common thing web portal.

***The next stage of the web page (under development) is to have a section describing products and services under development.***

The 2<sup>nd</sup> partner meeting successfully conveyed the 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 were organized regarding the project and Shetland Thing sites for during the partner meeting in April 2010.

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

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

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

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

## SECTION 10: ADDITIONAL INFORMATION

### 10.1 Contribution to relevant strategies for your region

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

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

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

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

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

### 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.

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### 10.3 Supporting Documents

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

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<input type="checkbox"/> <b>Project Claim</b> <input type="checkbox"/> <b>Certificates of Expenditure for all partners</b> <input type="checkbox"/> <b>Summary of Certificates of Expenditure</b> <input type="checkbox"/> <b>FLC checklist</b> <input checked="" type="checkbox"/> <b>4.0 Examples of information material</b> <ol style="list-style-type: none"> <li>1. 4-01 Communication Plan</li> <li>2. 4-02 Press release template</li> <li>3. 4-03 Thing project - poster Faeroe 59x80</li> </ol> <input checked="" type="checkbox"/> <b>5.0 Others:</b> <ol style="list-style-type: none"> <li>1. 5-01 Interpret It – Interpretation Guidelines</li> <li>2. Authorisation regarding signatures</li> </ol>
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<b>10.4 Signature</b>	
Please certify that all information given is complete and correct	
<b>Place and date: 11.04.2011</b>	<b>Authorized signature for the Lead partner organization</b>    <b>Arild Bergström</b>

**For completion and submission to:**

Northern Periphery Programme Secretariat  
 Strandgade 91, 4.sal  
 DK 1401 Copenhagen – K  
 Denmark  
 (Original blue ink signed copy)

E-mail: [secretariat@northernperiphery.eu](mailto:secretariat@northernperiphery.eu)  
 (Electronic copy in Word and Excel)