

Created Oct 2011

	Sep 2009	Oct	Nov	Dec	Jan -10	Fe	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan -11	Fe	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan -12	Feb	Mar	Apr	Mai	Juni	July	Aug
WP1 15%	Develop project website, logo and a graphical layout		Organizing the steering committee and Management Team - Face to face meetings, work shops, MT and SC meetings (project indicators) →																									Final evaluation & report/work shop								
	Develop: information material: general brochure, flyers, media kit. Signed project agreement		Monthly MT meetings (audio or internet supported) Reporting Financial reports																																	
	Create: P.P.Pres./template/ project case study, media kit		Ec. r		Ec. r		Ec. r		Ec. r		EcR		Ec. R																							
	Develop: promotional plan will be developed with key events		→																																	
	Signed project agreement Communication plan		→																																	
		Document templates		→																																
All	SC			SC			SC			SC			SC			SC*			SC																	
	MT	MT	MT	MT	MT	MT	MT	MT	MT	MT	MT	MT	MT	MT	MT	MT	MT	MT	MT	MT	MT	MT	MT	MT	MT	MT	MT	MT	MT	MT	MT	MT	MT	MT	MT	MT
	M1			Sh/O	M2			Fae	M3			Norw	M4			SctI	M5			Rep ort			M6 SjfF													
WP2 10%	Develop dissemination strategy		Organise training course - Decide what is needed at a MT meeting or next seminar and deliver when appropriate																																	
	Separate websites for each Thing Site will be improved and developed		Each partner responsible for the websites for their things and for making sure they are up to date, and for creating a web presence where there is none already. →																																	
	Promotional material for conferences, seminar, exhibitions, will be made available - once project leaflet and presentation is produced by WP 1		→																																	
	Establish a common website Orkney to ensure public content is current/relevant		Iceland (WP4) and Sogn og Fjordane (WP1) for creation and design Common website in coop with T&Marketing group →																																	
	Develop communication plan		REVISED COMM. PLAN*																																	
		Media kit consisting of presentations, leaflets, PPs, Press releases. Orkney to co-ordinate, but each partner to provide materials for inclusion. Will rely on information gathered in WP3 (finish date of 06/2010).		→																																
WP3 45%	Document inter-regional story and the links to other local and regional resources		RESEARCH AGENDA June 1 <sup>st</sup> .																																	
	Prepare interpretation guidelines		SC		UNESCO World Heritage Status: develop common strategies and models for the process towards serial nomination and report on the opportunity of serial nomination to UWHL																															
	Audit and Gather Information: survey the inter-regional Thing site history and develop agenda for future research		Site management : identify and document sustainable site management principles Prolonged																																	
			Tourism and Marketing: develop tourism strategies to link tourism gateways to local Thing sites to stimulate a more sustainable regional tourism. Strategy document. Website in coop with WP2 I Prolonged*																																	
			Education: establish links with schools, produce range of resources for use in educational settings. Template available 15 <sup>th</sup> of March Completed 30.06.-12																																	
		Produce Good Practice guidelines																																		
WP4 30%	First implemented version of service; (1-2)		→																																	
			→																																	
			Document existing social media ..... Test with set of target groups (3)																																	
			Create accounts/web profiles for the THING project on 3-4 existing services. Create a strategy for the different market groups																																	
			Start? : Plan permanent operation of internet based mobilisation and interaction service (4) →																																	
		SC		Verified and modified services based on full set of results (5) →																																
ALL WP			Pro.			Ec.r p			Pro.			Pro.			Ec.r p			Pro.			Pro.			Ec.r p			Pro.			Ec.r p			Pro.			Ec.r p
	Sep	Oct	Nov	Dec	Jan	Fe	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Fe	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Mai	Juni	July	Aug

<p>WP1 <b>Management and coordination Sogn og Fjordane County Council All partners involved</b></p>	<p>WP2 <b>Communication and dissemination Department of Archaeology, Orkney College, All partners</b></p>	<p>WP3 <b>Analysis of good practices and specifications of new service models Shetland Amenity Trust, Shetland, (UK)</b></p>	<p>WP4 <b>Pilot test web2.0 inter-regional co-production and co-profiling of services Thingvellir national park, Iceland</b></p>
<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</li> <li>▪ Mid-term evaluation workshop</li> <li>○ Meeting 5 in Scotland Highlands Fall 2011</li> <li>○ Final Conference Sogn og Fjordane Spring 2012</li> <li>▪ Final evaluation workshop</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> <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</li> <li>○ Project presentation</li> </ul> </li> </ul> <p><b><i>During the first six months of the project website will be published, include a logo and a graphical layout for the project and information material: general brochure, flyers, PowerPoint presentation, project case study on an NPP template, media kit, will be created in line with the NPP requirements mentioned in the programme manual. Also a promotional plan will be developed with key events to be highlighted.</i></b></p>	<ul style="list-style-type: none"> <li>○ Establish a common website</li> <li>○ Separate websites for each Thing Site will be improved and developed</li> <li>○ Dissemination strategy will be made</li> <li>○ Communication plan will be made.</li> <li>○ Organize a training course</li> <li>○ Separate websites for each Thing Site will be improved and developed</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>During the first six months of the project, a dissemination strategy and a communication plan will be made.</p>	<p>Sogn og Fjordane County, (NO) Gulen Municipality, (NO), Thingvellir, Iceland, Dep. of Arch., Orkney College, (UK), The Highland Council. Inverness, (UK), Kunningarstovan, Torshavn (FO) and associated partner Manx National Heritage Douglas, Isle of Man</p> <ol style="list-style-type: none"> <li>1. Survey and document the inter-regional Thing site history across the 7 regions regions (start Sept 2009, end June 2010). Develop an agenda for future research.</li> <li>2. Establish common set of interpretation methods adapted to the Thing site regions (start Sept 2009, end Dec 2009). Develop a common knowledge platform of the Thing Sites. Make available exhibitions, publications and role play models.</li> <li>3. Documentation of the inter-regional story and the links to other local and regional resources. (Start Jan 2010 – end Dec 2010). Publish information sheets, leaflets, web page articles and entries for regional and international tourism. Guidelines for interpretation and dissemination of the common history will be worked out.</li> <li>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)</li> <li>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.</li> <li>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.</li> <li>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.</li> <li>8. Produce final Good Practice guidelines for sustainable local, regional and international service development. (Start Jan 2012 – end June 2012)</li> </ol> <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>Sogn County Council, (NO) Gulen Municipality, (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</p> <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> <li>- develop information and interpretation models for Internet services</li> <li>- develop a common template for presentations on web</li> </ul> </li> <li>2. First implemented version of service finished June 2010</li> <li>3. Test with set of target group July 2010-Dec 2011 <ul style="list-style-type: none"> <li>- feed content from first analysis of regional good practice</li> <li>- feed content from presentations from WP3 seminar</li> <li>- feed complementary material from all regions base on the WP3 results</li> </ul> </li> <li>4. Stimulate interactivity and wide dissemination of results</li> <li>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)</li> <li>5. Verified and modified services based on full set of results (by May 2012) <ul style="list-style-type: none"> <li>- Plan for future operation of internet based service</li> <li>- Final Specification of web 2.0 service</li> <li>- Report on aggregated results for use of Web 2.0 technological services to support entrepreneurs (May 2012)</li> </ul> </li> </ol>