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برنامج ممول من الإتحاد الأوروبي

Euromed Heritage  
التراث الأوروپي المتوسطي



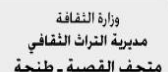
## Training "SUSTAINABILITY & EMBEDDING OF RESULTS" TANGIER – NOVEMBER 17-19, 2011

### SOME SUGGESTIONS FOR INDICATORS FOR COMMUNICATION IMPACT

**To strengthen mutual understanding and dialogue between the Mediterranean basin cultures and communities by valorizing and promoting their Cultural Heritage in a more communicative and educational effective way**

- Number of articles in local / international written press referring to project's activities
- Number of readers reached
- Number of emissions in the local / international audiovisual media referring to project's activities
- Dimension of audience reached (amount of viewers / listeners / users)
- Number of references in specialized media
- Hits on the specialized web sites established
- Amount of files from MED archives "sold" to professional users and total amount of sales
- Number of participants at seminars for journalists
- Level of satisfaction of participants at the seminars for journalists
- Number of questions received by e-mail
- Number of contributions in the audiovisual media
- Number of films, videos and photos produced by the project used by media
- Level of satisfaction of the users of the website
- Total number of visits of the website
- Total number of unique visitors of the website

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- Number of events organized on special communication occasions

## SOME SUGGESTIONS FOR INDICATORS FOR IMPROVED AWARENESS

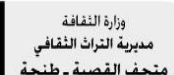
### To contribute to the public awareness of the preservation and promotion of the Mediterranean historical sites

- The methodology developed by the project for recognizing the importance of the selected sites as part of a **cultural cluster** has been endorsed and used by Local / National Authorities (list number of cases)
- The Local Authorities developed plans / laws / regulations to reduce the “*anthropic*” pressure around the historical sites (list number of cases)
- New bodies and departments within the Local / National Authorities implement a new system for financial management and decision support for historical sites (list number of cases)
- List of management measures for historical sites prepared by the project and/or by the Local National Authorities, approved and implemented (list number of cases)
- Amount of Inhabitants / house renovations for local residential purposes in the historic sites
- New forms of Cooperation and joint initiatives among the targeted cities on Cultural Heritage issues (list number of cases)
- Management Plans of historic cores of the targeted cities, developed in co-operation with public and private sectors (list number of cases)

### To position cultural heritage as instrument for development and social growth

- Increase in number of visiting tourists and increased sales of handicrafts as indicators of the definition of management plans of the target sites to promote sustainable tourism
- Increased economic activities started in the urban context surrounding the selected sites and their “cultural clusters”
- Increased amount of sales of handicrafts based on cultural heritage as indicators of improved quality of handicrafts
- Increased number of entrance tickets to historical sites sold

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- Increased number of cultural and sustainable tourism initiatives (list number of cases)
- Increased tourist initiatives/holiday packages in the targeted towns / sites from the catalogues of the major tourism organizations operating in the area (list number of cases)
- Business and restoration plans accepted by “hammam” manager by owner and local authorities together with Raised number of clients in summer and winter in the “hammam” (list number of cases)

## **To contribute to the improvement of the overall knowledge concerning the sites.**

- Increased participation of local population in events on cultural heritage (number of participants as % of total population)
- Increased local visitors to tourist itineraries (with special regard to the youths and students) (absolute quantity, increase, typology)
- Other historical sites are identified in a participatory way and the restoration works have started (list number of cases) as indicator for the increased interest of local communities in being involved in the issues concerning their cultural heritage
- Increased cases in which local communities have access to historical sites, that were not accessible before (list number of cases)
- Increased number of clients for the services provided in the renovated sites (list number of cases)
- Reduced reported damages / wrong uses to / of historical sites as indicator of better ownership of cultural heritage and civic responsibility (list number of cases)
- Increased use of the tools and services produced by the project, according to nationality, age, gender (quantity of users, increase, typology) (example for a web site: accesses to web site, unique visitors, historical trends, nationality, down load of files, time spent on the site, etc.)
- The initiatives developed by the project (example: the Cultural Heritage Monitoring Centre The Open Air Museum of local Heritage) are operational and accessed by XXXX persons/ per year
- Comprehensive, organised and accessible records of the historical local language and traditions produced by the project are used by inhabitants and professionals (list number of cases)

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## SOME SUGGESTIONS FOR INDICATORS FOR IMPACT ON EDUCATION

### To contribute to Cultural Heritage awareness raising through the educational system (formal or informal) in order to reach the youngest generations

- Educational tools / kits produced by the project are endorsed by Educational Authorities of XXXX countries (list number of cases and countries)
- Educational tools / kits produced by the project are in use in XXXXX educational institutions in XXXX countries (primary / secondary / high schools / Universities) (list number of cases and institutions)
- Increased amount of educational institutions using the educational tools / kits produced by the project on former year (list number of cases and institutions)
- Amount of enrolled students in the courses using the educational tools / kits produced by the project (absolute amount / percentage on total students / type of school)
- Increased amount of enrolled students in the courses using the educational tools / kits produced by the project (percentage increase on precedent year)
- Amount of students passing the final test as percentage of total enrolled students
- Increased amount of students passing the final test as percentage of total enrolled students
- (For online courses) amount of enrolled students in the courses
- (For online courses) amount of students passing the final test as percentage of total enrolled students

Prepared by Francesco BADIOLI

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