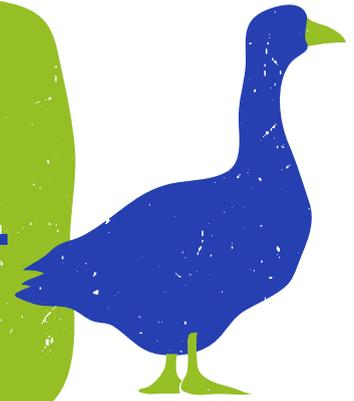


PILGRIM PAGES

2020



What is the NewPilgrimAge project?

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What? You must have heard of it, surely!

QUICK INTERVIEW WITH ST. MARTIN

Local hero

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Route Planner

*Via Sancti Martini map with the participation
of all the NPA partners*

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THE ESSENTIALS

OF COMMUNITY

ENGAGEMENT AND CULTURAL HERITAGE

For beginners

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TASTE

of the

PILGRIMS

*A full dinner
menu based on
traditional cuisine*

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INTERVIEW WITH ST. MARTIN



Paul: Dear Saint Martin, thank you for coming! It's truly an honour!

St. Martin: It really is nothing, I was about to come around here anyways.

Paul: Do you hike around here often?

St. Martin: I come here often, but I also regularly go elsewhere.

Paul: Whom have you met on your journey? You've had a couple of hundred years to make friends, for sure.

St. Martin: One would think that during this long time you would get to know everyone, and everyone would know who you are. But sadly many people still live with their heads buried in the sand.

Paul: After 1700 years, people around Europe are still connected through your legacy. What do you think of that?

St. Martin: Striving to be a more generous and loving human is an endless journey. I'm simply honoured that my name still comes up in these discussions.



Paul: How are you with geese? Does their betrayal still hurt?

St. Martin: We made up a long time ago. We are such good pals now, that contrary to some traditions I don't eat goose anymore, I'm vegetarian.

Paul: Do you have a mobile phone?

St. Martin: No, but some of the young people in my community do. I think it's a great tool to learn with. I also find some Tik-tok videos quite funny.

Paul: Do you have a favourite St. Martin's day dish?

St. Martin: Gooseberry cake, obviously.

During the project, we have attempted to revive the traditions and core values that Saint Martin is known for, such as generosity, inclusivity and acceptance of all people. He was born in Savaria (now Szombathely) around 316. He was 15 years old when he joined the military that was sent to Gaul. Seeing the devastating effects of the war he did everything he could to help people. During this time he had a dream where Jesus Christ presented himself to him, that led him to convert to Catholicism. He spent his life spreading his faith from Gaul to Italy. He was ordained bishop of Tours but always led a simple life, and wherever he went, miracles followed. He was loved by many. Now his body rests in Tours, where a Basilica had been erected over his tomb.

WHAT IS NEWPILGRIMAGE?

The NewPilgrimAge project brings together 7 communities from 4 countries along the Via Sancti Martini in Central Europe. This all started in June 2017 and will come to an end on the 31st of May 2020.

We all share the idea that seeking harmony with our pasts works towards reviving and strengthening our values, all serving a better future. A future that we have built collectively based on our local visions. The humanist values that St. Martin represented in the 4th century are just as important in the 21st century as they were in the past. In the NewPilgrimAge project we have been attempting to reinterpret and revive his cultural heritage – both the tangible parts and those that we have retained through our memories and customs.

Saint Martin, the symbol of sharing, is one of the most popular saints in central Europe with thousands of monuments and intangible heritage (folk traditions, legends) keeping his memory alive. Partner cities of the NewPilgrimAge project are located along the European Cultural Route of Via Sancti Martini. We have joined forces to revive this cultural heritage and to promote the common European values of solidarity and hospitality linked to St Martin. Cities and cultural organisations from four countries have mobilised their citizens, most of all the young people and small enterprises, to propose and jointly develop new creative initiatives, bringing thus far hidden heritage potentials into focus.

PARTNERS

Szombathely, Hungary | Dugo Selo, Croatia | Maribor, Slovenia |
Albenga, Italy | Unpli Veneto, Italy | ZRC Sazu – Ljubljana, Slovenia |
Mindspace – Budapest, Hungary

WANT TO LEARN MORE?

We have more than 20 documents about our work, in detail. You can download them from our website:
www.interreg-central.eu/Content.Node/Downloads1.html

WANT TO ENGAGE?

Join our Facebook group at
www.facebook.com/groups/newpilgrimage

THE BASICS OF COMMUNITY ENGAGEMENT AND CULTURAL HERITAGE

In recent years, all they talk about is community engagement this and community engagement that but why is it so important? What is the meaning of an engaged community?

The members of **a community are engaged when they play an effective role** in the decision-making processes. So they are actively involved in defining issues, identifying solutions, and developing priorities for actions and for the utilization of resources. In 2003, UNESCO adopted the convention for the safeguarding of the Intangible Cultural Heritage (ICH) which now focuses on viability, meaning that **ICH is constantly recreated by local communities** in response to their environment, their interaction with nature and their history. This provides them with a sense of identity and continuity, thus promoting respect for cultural diversity and human creativity. Basically, with this convention, local people were recognized as the first-hand participants of ICH.

Therefore, an **engaged community is a key factor in the process of identifying**, inventorying, safeguarding, maintaining, promoting and transmitting ICH. According to their attitude towards the ICH and the meanings and importance they give to ICH, they preserve, maintain and utilize ICH for different purposes (social, cultural, educational, developmental, economic, etc.)

In addition to the above-mentioned factors about the importance of community engagement, it is also worth acknowledging that a comprehensive consultation process allows community members with ideas and concerns to be heard, and even if community members don't ultimately agree with the decisions that are being made, they have the benefit of understanding the process. **People must have an opportunity to participate in public debates** on matters which concern ICH safeguarding and sustainable use.



The Team of Experts

MINDSPACE (HU)

MindSpace is a non-profit organization based in Budapest, focusing on urbanism, culture-based neighbourhood revitalization and event organization. They have joined the NewPilgrimAge project as a communication partner and knowledge provider. They manage inner communication platforms, and external communication, such as events and publications. MindSpace aims to help partners by sharing experience and inspiration in the field of community engagement and awareness-raising. If you would like to learn more about MindSpace, check out their Facebook page or website: www.mindspace.hu

ZRC SAZU (SI)

The main role of the ZRC SAZU team in the NewPilgrimAge project is to raise awareness among partners and their cultural drivers on how to research, interpret, valorise, safeguard and sustainably utilize heritage in connection with the cult of St. Martin. Researchers help partners in their challenges in working with local communities and present them how to use heritage practices for sustainable development. Researchers also analyze other case studies in order to come up with various ways of using heritage in the field of cultural/creative industry. If you want to learn more about ZRC SAZU and their work, go to their Facebook page or website at www.zrc-sazu.si



Transnational Exchange Meeting is a meeting that takes place every six months, where actual project milestones are presented. They comprise of interactive sessions to maximise experience exchange and cross-learning, such as study visits, co-creation sessions, and critical classroom exercises. During the project, the partners have embarked on travels together.





UNPLI VENETO - REGIONAL COMMITTEE OF PRO LOCO ASSOCIATIONS IN VENETO (IT)

The umbrella organization represents more than 530 Pro Loco Associations of the Veneto Region which are volunteers working for the valorisation of their territory. Thousands of volunteers work towards preserving the cultural, historical and touristic heritage of their territory. The region is crossed by Via Sancti Martini as well, and with a number of built heritage devoted to St. Martin, his memory and presence are almost tangible here.

MUNICIPALITY OF SZOMBATHELY (HU)

Szombathely is the only settlement in Hungary that has been continuously inhabited for 2000 years. The Municipality and its communities strive to protect its precious legacy. St. Martin was born in the city (then called Savaria) in 316 AD. After years of being away, he returned to baptize his own mother

VIA SANCTI MARTINI



SZOMBATHELY

BUDAPEST

MUNICIPALITY OF DUGO SELO (HR)

The old, historical name of the town is "Terra Sancti Martini" which means "the land of Saint Martin" in Latin. The Municipality is working on promoting St. Martin's heritage, as well as piloting local community initiatives. Saint Martin is the patron of the town and parish church. Their aim is to revive such values of St. Martin's as tolerance, love, justice, solidarity, and self-sacrifice.

LJUBJANA

MARIBOR

DUGO SELO

VENETO

ALBENGA

MUNICIPALITY OF ALBENGA (IT)

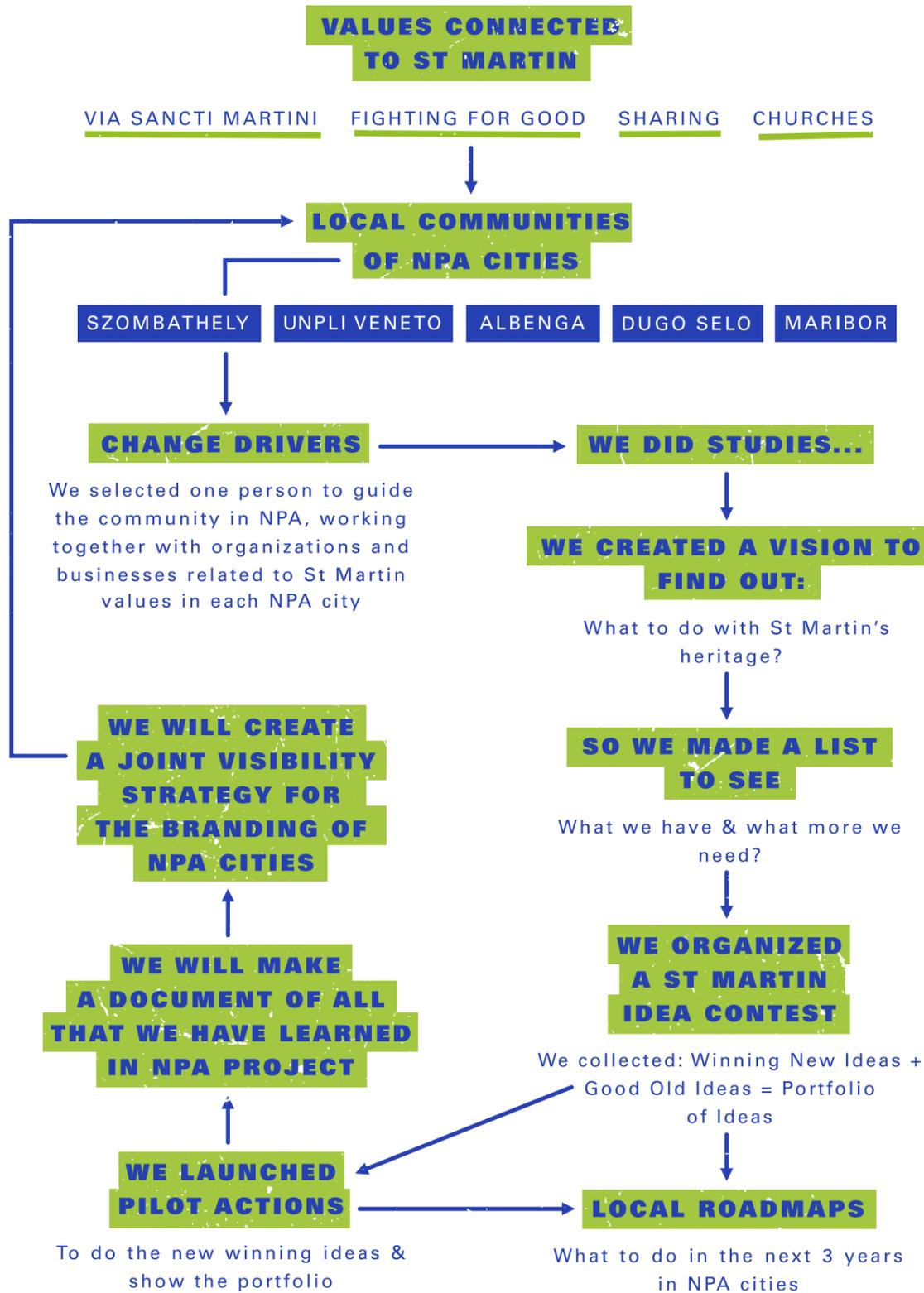
The city is famous for its cultural heritage and the Regional Natural Reserve of the Gallinara Island. The Municipality is committed to preserving the huge cultural heritage of the city, including the island. Only 1.5 km from the coast, the Gallinara Island hosted St. Martin for a short period on his way to France. Their aim is to interconnect the local museums, archaeological sites and their heritage with St. Martin's core values.

MUNICIPALITY OF MARIBOR (SI)

The city of Maribor is home to the oldest vine in the world. The Old Vine is over 400 years old and is a symbol of the rich wine culture of Maribor, Styria, and all of Slovenia. Since St. Martin is known for turning must into wine, you won't be surprised to find Maribor hosting the largest St. Martin's Day celebration in Slovenia.



SO, HOW DOES THIS PROJECT WORK?



What's the meaning behind these specialized texts?



Without knowing the meaning behind these words, our project could also be written in Japanese kanji. Here is a little vocabulary, for all the NewPilgrimAge newbies.

CHANGE DRIVER (CD)
 Change Drivers are key catalysts of the process. They are important and respected members of the community, have an effect and influence on the community. A Change Driver can translate the goals and main idea of the community to real-life, implementable projects.

LOCAL STAKEHOLDER PLATFORM (LSP)
 Local Stakeholder Platform is the meeting of local public authorities, knowledge providers, NGOs, citizens, and businesses. Together they look 2-5 years ahead and make plans for its sustainable future regarding local cultural heritage.

EU BENCHMARK STUDY
 The collection and assessment of contemporary good practices on cultural heritage valorization applying innovative and participatory approaches, with a focus on bottom-up initiatives within the creative/ cultural sector, and on thematic routes.

TRANSNATIONAL VISION STATEMENT
 Common concept including core values that NPA Cities are committed to and a joint vision on how these cities operate new frameworks and collaborate.

LOCAL VISION STATEMENT
 Collaborative local visions derived from the transnational vision, co-created by local cultural heritage management and community stakeholders, supported by local decision-makers, also published to a wider audience.

IDEA CONTEST
 A public competition of grassroots creative ideas on cultural heritage valorization. Awarded ideas are channelled into local cultural portfolios. The winners participate in an Idea Fair to exhibit their initiatives.

JOINT VISIBILITY STUDY
 The construction of a common strategy of information exchange, cross-marketing network, a shared brand aligning the promotional elements of the Local Roadmaps.

LOCAL ROAD MAPS OF NPA CITIES
 Strategic documents setting targets and measures for durable community-engagement programs to develop new cultural heritage values and frameworks, in line with local visions.

PILOT ACTIONS MEAN EXPERIMENTING, TESTING, AND REALIZING THE WINNING IDEAS. DURING THE NPA PROJECT, THESE PILOT IT APPLICATIONS AND OTHER ACTIONS WERE MADE TO PROMOTE HERITAGE-DRIVEN CULTURAL PRODUCTS AND SERVICES, PLUS ALSO REACHING OUT TO YOUNGER GENERATIONS OF OUR DIGITAL AGE.

ALBENGA

The actions developed by the Municipality of Albenga in strict cooperation with the local community had a twofold aim: to raise awareness of the local community on the St. Martin's legacy, and to highlight the links the town had with the Saint in the past, and to further valorise Albenga as a cultural and religious touristic destination by creating a number of services and tools. The 21st Century Pilgrim's goal was to undertake Saint Martin's journey (from Szombathely to Albenga) again and to promote the Via Sancti Martini. During his journey from Szombathely to Albenga, the 21st Century Pilgrims acted as Ambassadors of Albenga's schools meeting pupils in Ajdovscina (SI), Peschiera del Garda and Aquileia (IT). The new ICT-based itineraries also allow visitors to discover Albenga's history and help reinforce the touristic vocation of the city. Through the QR codes tourists/visitors can receive historical and artistic information on the monuments that constitute the important cultural heritage of the city. The Multimedia Center in Albenga has received installations of Saint Martin and the Gallanaria Islands, which is otherwise inaccessible to the public. The visitors can now discover the huge natural heritage preserved on the Island and its sea and the deep link between the Island and Saint Martin in the Multimedia Centre.

UNPLI VENETO

Unpli Veneto pilot action was aimed at empowering regional actors in the valorization of St. Martin's tangible and intangible heritage mainly through the youngster and to create the pre-conditions for developing Via Sancti Martini in collaborations with the local communities and tourism stakeholders. Unpli Veneto has created a permanent network in the territory of Veneto Region of the so-called "Centri di San Martino - St. Martin's Centres", mainly situated along the existing Via Sancti Martini with new possibilities for the development of the route. The development of the web portal (www.sanmartinoinveneto.it) and the "Talking Map of Saint Martin in Veneto" supports the main goal of Unpli Veneto. The main objectives of the webportal are to provide citizens (locals and foreigners) the possibility to find all information related to St. Martin and the Talking Map and its unique artistic contents in one place, and to narrate the huge St. Martin related heritage of the Veneto region in a modern way for all.

MARIBOR

An output of the pilot action is a digital platform "St. Martin's Route in Maribor" that includes mobile application with motivational multimedia content and enables creation of sub routes for target groups, a quiz and a website with additional information. The mobile application named MariborTour is an interactive presenta-

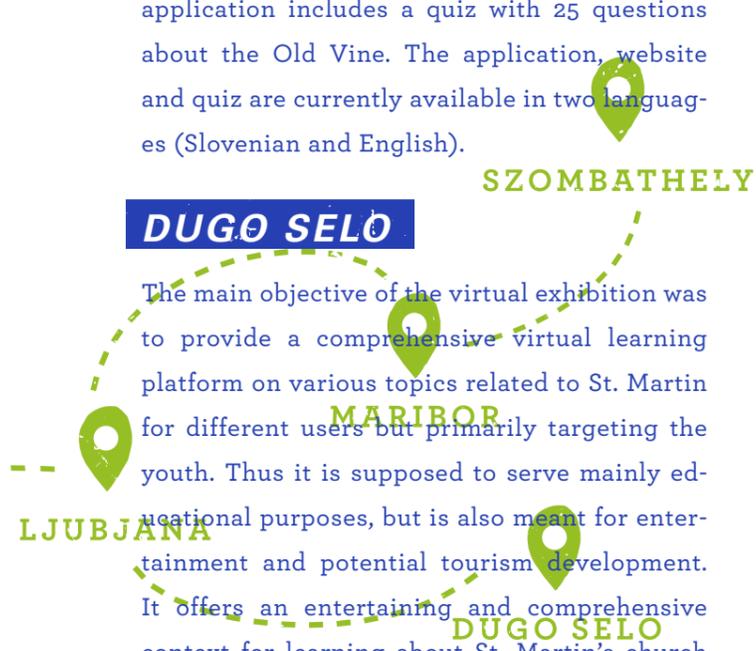
tion of St. Martin's Cultural Route in the area of the Municipality of Maribor, featuring the points of sights on the way. The interactive map includes major attractions; currently 29 points of sights are included in the map. Application records the user's current location and the mobile telephone vibrates when approaching an important attraction. By clicking on points on the map, the user can read the description and see the pictures of individual attractions. The application includes a quiz with 25 questions about the Old Vine. The application, website and quiz are currently available in two languages (Slovenian and English).

DUGO SELO

The main objective of the virtual exhibition was to provide a comprehensive virtual learning platform on various topics related to St. Martin for different users but primarily targeting the youth. Thus it is supposed to serve mainly educational purposes, but is also meant for entertainment and potential tourism development. It offers an entertaining and comprehensive context for learning about St. Martin's church related to different time-dimensions (yesterday, today and tomorrow). The main goal of the QR code quiz was to provide another innovative way of learning about St. Martin's life, good deeds, tradition and customs in the city of Dugo Selo, but this time moving through the physical location of Dugo Selo. The target users are the youth, citizens of Dugo Selo as well as their tourists.

SZOMBATHELY

The main point of Szombathely's pilot action was creating and testing an application that meets multiple requirements: reliable, provides valid and apt information about Saint Martin's life and the heritage connected to him, is educational and also provides high-level user experience. The application is an info-communicational tool that presents Saint Martin's tangible and intangible heritage in a way that helps understanding, increases local identity, while at the same time motivates users to physically visit the sites involved. Besides being bilingual (Hungarian and English) it is aimed at a triple target group (children between 4-6, 7-11, and families with children) providing a gamified, colourful surface, keeping in mind that the younger age group is yet unable to read. The created tool is important as Szombathely has never had an ICT tool providing digestible, overall information regarding the Saint Martin heritage.



TASTE OF THE PILGRIMS

Are you at a loss what to have for dinner? Luckily, we've brought you some St. Martin inspired dishes!

STARTER

FOIE GRAS WITH SOURDOUGH BREAD AND BABY SPINACH SALAD

Everyone has their own favourite paté recipe, so it's no surprise that we can prepare foie gras in many different ways. We can enrich it with onions and spices, but our choice would be a Tokay wine marinade. The day before, we marinate the liver with Tokay aszú and some spices (sweet paprika and thyme work the best), then the next day we bake it in the oven. The last step is always the same: puree with a blender and serve with toast and salad. Our personal favourite is sourdough bread, and some baby spinach drizzled with olive oil.

DESSERT

GOOSEBERRY-ORANGE SPONGE CAKE

Since festive cooking can get very overwhelming, we advise keeping the dessert simple. Separate the yolks and whites of six eggs, then beat the whites until they form soft peaks. Mix the yolks with six tablespoons of sugar until it gets creamy and fluffy. Mix the two gently not to break the whites, then add six tablespoons of flour one-by-one. Add some gooseberry, and the zest of one orange, and bake in a preheated 180 °C oven. For a finishing touch, pour the juice of the orange onto the hot cake. Enjoy!

MAIN-COURSE

ROAST GOOSE WITH MASHED POTATOES AND RED CABBAGE

For the main course, many choose roast goose. Be it the thighs or the breasts, the goal is to achieve nice, crispy skin and tender meat. Score the skin, and marinate in red wine, balsamic vinegar, onions, and salt, pepper, thyme, basil and rosemary to taste. Roast all sides of the meat in a skillet, and finish the cooking in a dish in the oven. Serve with mashed potatoes mixed with roasted onions and goose-grease and pickled red cabbage.

