



Una strategia per il turismo sostenibile

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CERVIA SALT AND SEA ECOMUSEUM – ECHOESLAB PROJECT



Introduction

The project called ECHOES is a 2014-2020 Leader project of transactional cooperation for the promotion and valorization of Ecomuseums and museums representing local traditions and cultural heritage in their respective territories of competence.

The project partners are:

- LAG LEADER AKTIIVINEN POHJOIS-SATAKUNTA (Finlandia – Capofila)
- LAG DELTA 2000 (Local leader) (IT – Emilia-Romagna)
- LAG VALLI MARECCHIA AND CONCA (IT – Emilia-Romagna)
- LAG L' ALTRA ROMAGNA (IT – Emilia-Romagna)
- LAG SARCIDANO BARBAGIA DI SEULO (IT – Sardegna)
- LAG LEADER RAVAKKA (Finlandia)
- LAG LEADER SJÖ, SKOG & FJÄLL (Svezia)

Objectives of the Project are:

- Strengthen the ability of the institutions to apply innovative models, strategies and real actions for the protection and sustainable use of intangible cultural heritage;
- Enhance the components that define the identity of a place (territory, memory, tradition and customs);
- Promote new job opportunities for young people as well as entrepreneurship, through investments and the exchange of generational knowledge;
- Increase the knowledge of intangible cultural heritage.

To achieve the project objectives, were developed various actions including the creation of laboratories (Echoeslab) in the various eco-museums present in the intervention area, the activities carried out were aimed at the new generations.

The Ecomuseums involved in the project were:

Argenta Ecomuseum

Villanova di Bagnacavallo Marsh Grasses Ecomuseum

Cervia Salt and Sea Ecomuseum

Mesola Forest and Deer Ecomuseum

Each Ecomuseum has organized the workshop over several meetings in order to highlight the importance of the tangible and intangible assets preserved by the Ecomuseum. The introductory part of the workshop included a moment of in-depth analysis where were presented the Echoes project, the Ecomuseums involved and the concept of the Ecomuseum.

Workshops

Cervia Salt and sea Ecomuseum carried out 5 workshops, lasting 20 hours each between March and April 2024.

The following classes of primary and secondary schools were involved in the activities:

Renzo Pezzani Primary School – 2 classes III (41 students) - IC 1, San Lazzaro di Savena (BO)

Curzi Secondary School – 2 classes I (40 students) – IC Centro, San Benedetto del Tronto (AP)

ABF Professional Training Center – 2 classes III (37 students) - Curno (BG)

The workshops were developed with an initial presentation of the project as a whole and then delving deeper into the various themes covered by Cervia Salt and Sea Ecomuseum, through visits to the different antennae locations that make up the ecomuseum as well as meetings with the ecomuseum facilitators and witnesses.

FIRST MEETING:

The first meeting for all 6 classes involved was organized via webinar with the participation of an operator at school (with the exception of the Professional Institute, arranged only via webinar). The whole workshop program was presented, with its division into a total of 5 consecutive and different meetings and, after that, the concept of Ecomuseum was explained (what it is, how it was born), underlining the importance of Ecomuseums for the valorization of the heritage of a territory. We also talked about what “intangible” and “material” assets are and which they might be for our territory; we defined the concept of “antennae” locations and which they might be, as well as the concept of “witness”.

In the second part of the meeting we presented Cervia Salt and Sea Ecomuseum and its antennae. The meeting ended with a discussion on which other antennae or places of identity can be added to those already present and how to enhance them, on potential new witnesses and who they might be.

SECOND MEETING:

The second meeting with the 6 classes was distributed on 3 half days of guided tours of Cervia Salt Museum. At first with the testimony of Sergio, a lifelong former salt worker, who involved the students with anecdotes and curiosities of his youth in the salt pan, differentiating the stories based on the age of the students (what it meant to be a salt worker as a child, then as a boy and finally as a teenager). All classes participated with curiosity, asking lot of questions (both the students and the teachers). The invaluable importance of the first-person stories of those who carry out ancient crafts emerged. We then moved to the ancient Salina Camillone, where, in the company of salt worker Claudio, we saw first-hand the wooden tools used today as in the past for the management of the artisanal Salina and those for the collection of the white gold. We also understood the difference between those who did a now ancient profession to make a living and those who now carry on an ancient profession so as not to lose the traditions tied to the origins of the identity of a people and a territory. Here the kids from the Professional Institute proposed the possibility of an internship/school-work alternation, while the younger kids proposed the creation of thematic wooden gadgets as tourist souvenirs (brooches, key rings, magnets... with the gavaro, the burchiella, the sentry box, the cotice...) to keep the memory alive in the future.



THIRD MEETING:

As it was for the second meeting, the 6 classes went on 3 half day outings, where they met the characters and places of Cervia linked to the sea and fishing. Starting from the San Michele Tower and travelling along the canal harbor, the old fishermen Bruno and Tomaso, members of the “La Fenice” cooperative, accompanied us on a virtual journey through history from the 50s to the 80s linked to fishing and the fisherman's profession. The students learned how this job has evolved in recent years: fishing was once knowledge of the winds, the sea currents and tides, the constellations and also a matter of risk and luck, things that are unthinkable today! These traditions are being lost due to new technologies, such as GPS, etc. Passing by the fish market to reach the lighthouse, the students saw some historical boats, and they were taught the value of owning and maintaining a boat which was, above all, a tool for living.

The classes were particularly interested in knots and historical sails, their construction and the art of painting: they learned that the sails were completely hand-dyed, each one also having a characteristic pattern representing the family they belonged to, and the students asked if it was possible to propose a simulation of this ancient profession too.

The older students, instead, suggested using mussels as bio indicator of the quality of the water along the Cervia and Romagna coasts.



FOURTH MEETING:

We explored together the places of identity of the city of the White Gold, asking the students which they thought they might be. We started from the San Michele Tower, walked along part of the Sacchetti ring road to see the city's Quadrilatero and arrived in Piazza Garibaldi through the "exchanges" square (Pisacane Square), to stop first by the measurement stone, without forgetting the old fish market. After answering curiosities about the Town Hall and the Cathedral of Cervia, the walk ended at Borgo dei Salinari.

The Primary classes asked to extend the tour up to the theater and to return going through the Salt Workshops.

During these meetings, emerged the request to open in greater measure the Tower, the Theater and the Churches to the public.



FIFTH MEETING:

From the Salina Visitor Center we set off for a guided tour of the Oasis, to understand the immense naturalistic value that the salt pan has today as a specially protected area for birds repopulation, thanks to the man, who has always made the water circulate to produce salt. We reached the old city of Cervia, visiting the church Madonna del Pino from the outside, and then we returned passing by another antenna, which is the Hexagonal Tower.

The last part of this meeting was structured as a moment of discussion: the classes were split in small groups, in which the teachers, who did not want to undertake to produce material in class (due to busy teaching calendars), worked with the classes to propose new ideas for valorizing their territory. The importance and authority of testimonies from people who have lived through history emerged and also the importance to pass on oral traditions or practices through new technologies that attract the new generations so much, in order to take care of our past, transport it into the present and support future development. The classes suggested making videos of the old witnesses or virtual experiences while they are still alive.

Attività 3.1 - Progetto ECHOES Fascicolo progetto Domanda AGREA 5210905 – Mis 19.3.2 “Cooperazione” – Mis. 19 “Sostegno dello sviluppo locale LEADER” PSR 2014-2020 della Regione Emilia-Romagna

LOGHI DEI PARTNER DI PROGETTO

