

# SHARING GOOD PRACTICE EXAMPLES OF INNOVATIVE USE OF CULTURAL HERITAGE

Within the project: KU-CH2-026  
Innovative use of the cultural heritage  
of the Trinitarian monastery in Zašová

Final project outputs

Supported by a grant from Iceland, Liechtenstein  
and Norway.



Trinitářský klášter  
a zahrada Zašová

leeland  
Liechtenstein  
Norway grants

Municipality  
of Zašová  
April 2024

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## 2 PURPOSE AND INTRODUCTION

The publication summarizes the two-year implementation of the project Innovative Use of the Cultural Heritage of the Trinitarian Monastery in Zašová, KU-CH2-026.

The aim of the publication is not only to present the main outputs of the project, but also to share experiences, recommendations and inspiration for other municipalities and organisations interested in new methods of presenting cultural monuments.

At the outset, let it be said that the project consisted of a coherent set of activities and activities to attain the stated objective, which was successfully achieved in the end. At this point, let us thank the entire project team involved, the project partners and, last but not least, the Ministry of Finance for their cooperation and assistance in the implementation of the approved project plan.

During the actual execution of the project, all the participants gained new experience, there was regional development of the locality, social inclusion, strengthening of bilateral cooperation and, last but not least, the attractiveness of the unique cultural heritage of the Trinitarian monastery in Zašová has increased.

## 3 CHARACTERISTICS OF THE PROJECT

### ▶ 3.1 PROJECT PROGRAMME ◀

The project would not have been implemented without the financial support of the EEA and Norway Grants 2014-2021. These funds are used to reduce economic and social disparities within the European Economic Area (EEA) and to strengthen the bilateral cooperation with European countries.

The Culture Programme, where this particular project falls, supports the revitalisation of the Czech cultural heritage as well as the promotion of creative activities.

The Innovative Use of Cultural Heritage is aimed at projects that react to cultural, social or environmental challenges and needs in a given heritage site and that make full use of its potential. They make it accessible in an unconventional and attractive way, make the local community active and develop their plans for cultural entrepreneurship.

Iceland   
Liechtenstein  
Norway grants

### ▶ 3.2 INTENT OF THE PROJECT ◀

The project was intended for real estate cultural sights. Its main objective was to increase the attractiveness of the cultural heritage of the Trinitarian monastery in Zašová through an innovative

form of presentation of the monument. In particular, the project involved the creation of a digital mobile game with augmented reality, which aims to introduce

visitors to the Trinitarian Order, its history and influence on the local region in a playful and innovative way. At the same time, the project involved the implementation of marketing tools and the strengthening of bilateral cooperation through seminars and exchange trips with a foreign partner.

The monastery itself and its grounds are currently in poor condition and awaiting reconstruction. However, through this project, the municipality strived to illustrate the history of the Trinitarians who lived here and prevent the monastery and its legacy from falling into oblivion.

The Zašová monastery from 1722, along with the Church of the Visitation of the Virgin Mary, forms a unique protected zone and is the only preserved Trinitarian monastery in the Czech Republic.

Since 2016, a substantial part of the former monastery grounds is owned by the municipality of Zašová. Soon, owing to the initiative of several citizens, the association Matice Zašovská was founded, whose members work

together to ensure that this historical sight receives adequate restoration and enjoys appropriate use.

Numerous reconstructions and insensitive modifications in the past have greatly deteriorated the monastery. During the three centuries of its existence, it had several owners. The last one was the Zlín Region, which provided social services here. Currently, the municipality of Zašová is striving to restore the original look of the buildings by demolishing the inapt additions and revitalising the dilapidated building.

In 2018 the brick building of the former school in the area was renovated and made use of as seniors' home. The other buildings are still awaiting their revitalization due to substantial costs. According to the elaborated building project, they could be employed as a museum, classrooms, or to accommodate visitors.

The project addressed the lack of tourist attractiveness of this important heritage site due to the inaccessibility and bad condition of the buildings.



### 3.3 CHARACTERISTICS OF THE BENEFICIARY

Zašová is located in the Vsetín district, Zlín Region. It consists of the cadastres of Zašová and Veselá, and lies 6 km east of Valašské Meziříčí. It is home to over 3 000 inhabitants in approximately 800 houses. In 2022 it won the regional round of the Village of the Year competition.

The village boasts rich civic amenities, namely a post office, 2 libraries, cultural facilities, a kindergarten, a primary school, a children's home, a health care facility, a pharmacy, a gym, multi-purpose playgrounds, a sports centre and a number of other services, shops and restaurants.

One of the prominent traditional festivals in the village is the Zašová Fair, which takes place every year after the Feast of the Visitation of the Virgin Mary. During the fair, celebrations and services take place not only in the church, but also at the pilgrimage site of Stračka.



## 4 PROJECT PARTNERS

### Matice Zašovská registered association

Matice Zašovská is a civic association whose members are interested in the past and especially in the future of the former Trinitarian monastery in Zašová. They have been actively involved throughout the preparation and implementation phase of the project as a supervisor for expert consultation in the field of conservation and setting the values of the historical context. They planned and helped to implement educational events. Owing to the great help of the association, the historically correct script of the play and especially the brochure *The Remarkable Story of the Monastery* were created.

“We welcomed cooperating on this project, because its goal is fully in line with the mission of our association. Our partnership was not perceived as formal. We were consultants in the creation of the final form of the game itself, but we were also involved in the organisation of a series of lectures accompanying the project, whose lecturers we either provided or facilitated. We also supported the project both directly and indirectly, with the consent of the municipality, by providing staff and

showing tourists and other visitors around the monastery. The number of positive entries in the visitors’ book proves that this service of ours was more than positively received by the public.

Printing the booklet entitled “The Story of the Trinitarian Monastery in Zašová” was only a fragment of the whole project; nonetheless, we are excited about it, and not just because we wrote its text. While the digital geolocation game created as a part of the project promotes the knowledge of the history of the monastery in Zašová primarily among the younger generation and only on the site itself, the printed brochure can reach those interested in history across generations and through its distribution, the awareness of the story of the Zašová monastery can be “exported” to the wider area.

Our participation in the whole project was an encouragement to us and brought some satisfaction in the sense that we are not alone in our efforts to popularize the story of the monastery and to ensure it will be used meaningfully in the future.”

Josef Krupa, Chairman



## Zašová Children's Home

The Zašová Children's Home is an organization of the Zlín Region.

The cooperation consisted mainly of inclusive support in the preparation and implementation of the project. Boys and girls from the home were involved in the form of three animation workshops implemented by the managing director of Whoomp!, s.r.o., Mr. Ing. Jiří Novák, the contractor of the main key activity.

During their work, the children were introduced to the theory and had the opportunity to try out animation, filming and the basics of sound engineering and photography. In addition, the children had the opportunity to design the characters. For technical and quality reasons, these outputs could not be used in the mobile application.

"I became the home's director six years ago. Like any new director, I had a lot of plans and visions. Our main goal was to prepare the children as best as possible for life itself. And in this, in my eyes, Zašová is the village not only of the year, but of the decade.



The mayor, including the people who help him, not only accepted us, but also feels the same way that if the children are to integrate, they must be part of the community. And so began our cooperation in various events and involving the children in interesting projects, among which there was a brand new one to us, the interactive game The Trinitarian Story: The Price of Freedom.

At first I was worried that our children wouldn't become an asset to the project. Moreover, none of us knows how long the child will stay in the home and I was worried that complications would arise because the court might move the child or return it to the family.

Nevertheless, we decided to trust the municipality, as we did in the past, which resulted in not only this great game, but also in the children feeling that they worked on something of importance, something they can be remembered by.

For many of them, it was the first great thing they worked on together. Most kids have a desire to be proud about something in front of their classmates, and I'm glad that thanks to Zašová, they can boast that they've accomplished something and not that they already smoke.

We look forward to further cooperation.  
Mgr. Lubomír Krhut, Director



## Verdiverkstedet AS

We collaborated with an entity from a donor country. Verdiverkstedet AS is a modern animation and multimedia company from Norway that focuses on entertaining and informative concepts for its projects through animation.

The foreign partner was involved in the conceptual and content development of the mobile game. This involved, in particular, the development of the artwork for the characters in the game, the creation of storyboards, or graphic organizers, which consist of illustrations or images displayed in sequence in order to pre-visualize the film. They also participated in the actual creation of the individual animations. Communication with the partner was mainly by e-mail

Although the final phase of completing the animations face a delay of about two months, the mobile game was successfully completed.



We cooperated intensively in two seminars on Innovative use of cultural heritage in the Czech Republic and Norway, where they participated as a performer. On this occasion, 2 of their representatives flew to the Czech Republic in October 2023. And likewise, when the representatives from the Czech Republic visited Oslo, the partner collaborated smoothly and efficiently as well.

“Our trip to the Czech Republic was an amazing experience that we will never forget. We tasted great food, enjoyed beautiful views and of course met nice people who were part of the creation of the project. It was incredible to try out the whole mobile game for real, because we only worked on its visuals. It was fun to see the story come together. Working from abroad brought with it a lot of challenges and obstacles as we almost always communicated via e-mail, but in the end we managed to reach an understanding and create something fantastic and unique. It was a really great working experience”

Stian Mathiesen, VERDIERKSTEDET AS





## Whoomp!, s.r.o.

It is a company engaged in the advertising industry and animation production. The company was an essential link in the project implementation, as it is the contractor of the main key activity - a mobile game with augmented reality and other related activities related to promotional activities and marketing. The company's representatives cooperated with Zašová and the Norwegian company Verdiverkstedet AS and brought the whole process of creating the mobile game to a successful conclusion. The game process included preparation of the game script, sound and animation completion, creation of voiceovers in Czech and English, and getting the game approved as an application. The company also prepared the communication and graphic manual, website, printed materials and online and offline campaign.

What is more, the company actively participated and assisted in the preparation and organization of the seminars, where the Managing Director personally presented both seminars. Last but not least, Whoomp!, s.r.o. implemented inclusive support for boys and girls from the Zašová Children's Home in the form of 3 animation workshops.

"We really liked the project because of its focus on advanced technologies. What's more, we love strong stories, and the story of the Trinitarian Order is by all means strong. By combining it with augmented reality, an appealing game was created and we are glad we could be a part of it.

The logo for Whoomp! features the letters 'WH' in a large, bold, black font at the top. Below 'WH' are two 'O's, each with a white dot in the center, resembling eyes. At the bottom, the letters 'MP!' are written in a bold, black font.

### What we liked most:

- study and preparation of the script itself, where we delved into the historical context. The famous Trinitarian vow, during which the monks agree to exchange their own lives for the life of a slave, is a powerful moment in their history and has become a major motif throughout the game.

- preparation of animations in cooperation with the Norwegian partner. With regard to the laboriousness of animation production, we are observing a European trend towards co-production projects. This was a prime example of a project being produced partly in one country and partly in another. Defining the workflow, checking the output against the script, all in conjunction with the application programming was a very enlightening part of the project for us.

- cooperation with children in Zašová. A great experience was the introduction of animation techniques, especially stop motion animation and other aspects of creating an audio-visual work such as sound, camera work, etc. From the children's reactions, we believe they enjoyed it as well, and some of them could take up animation in the future..

- Seminar in Norway: the trip itself, getting to know the capital and the surrounding area was just a great bonus of the whole project.

Ing. Jiří Novák, screenwriter and director



## 5 FINANCIAL PLAN

Funding of CZK 4 161 895 was approved for the project, amounting to 90% of the total expenditure. The grant programme allowed for an advance payment of 60% of the requested grant, which improved the financial situation of the municipality of Zašová, so it was not necessary to pre-finance the project with loan funds. Prices were not increased throughout the implementation of the project, nor did the municipality raise its funding.

The progress of the work and the implementation of the financial budget was checked in the interim monitoring reports submitted (1 period = 6 months).

## 6 PROJECT TIMEFRAME

The preparatory phase of the project started in the second quarter of 2021 with the successful submission and registration of the grant application in October 2021. In April 2022, the Grant Decision was issued.

A two-year period was set for the implementation of the project: 1 st May 2022 to 30 th April 2024.

The successful implementation of the project depended in no small part on the selection of a suitable contractor who provided the main key activity - the mobile game and other follow-up activities - communication and graphic manual, website, printed materials, online and offline campaign. Whoomp!, s.r.o. was selected in the tender, the Contract of Work was signed on 25 th October 2022 and the collaboration could start.

In the first phase, an outline schedule of work was created, according to which the mobile game and related activities were to be ready by June 2023. During the summer, any technical problems were to be fine-tuned. Especially the setbacks in the screenplay and in the cooperation with the Norwegian partner showed that this deadline was far from realistic. Fortunately, the schedule incorporated a time reserve until October 2023; everything was done by then.

### Progress achieved during implementation:

**10/2022** - Work contract signed with the contractor of the augmented reality mobile game

**9/2022 - 4/2023** Implementation of six training events

**4/2023** - Project website and social media profiles launched

**3/2023-5/2023** - Inclusive workshops at the Children's Home Zašová

**10/2023** - printing and promotion of printed materials - leaflets for the mobile game and The Story of the Monastery brochure

**10/2023** - Seminar in the Czech Republic: Innovative Use of Cultural Monuments, visit of Norwegian partners

**10/2023** - official release of the game

**10/2023** - launch of media campaign

**2/2024** - Seminar in Norway: Innovative Use of Cultural Monuments, visit of Czech representatives in Oslo

**4/2024** – this document's publication

## 7 PROJECT ACTIVITIES /OUTPUTS

The main output of the project is a mobile game with augmented reality, which aims to introduce visitors to the Trinitarian Order, its history and influence on the local region in an entertaining and innovative way. Other outputs of the project include cultural and educational events and marketing tools to improve the presentation of the project and its future use in the promotion of the monastery.

### 7.1 MOBILE GAME WITH AUGMENTED REALITY

This is the main output of the project, which was also the largest and most elaborate element involving all project partners in its creation. Therefore, following the signing of the contract, work on character design and screenplay commenced. The result was a mobile game based on augmented reality. It is a new form of advergaming, which is the promotion and education through games using smartphone technology. Štěpán, a monk of the Trinitarian order, who helps to rescue a native from enemy captivity, is the game guide. The purpose of the game is to tell the story of the Trinitarians, their mission, the history of their work in Zašová and the world, and to show interesting places in the village of Zašová. Adults, families and children above the age of 8 all constitute the target group of the game. The application is based on GPS check-points (16 locations) that guide the player along the route. Once the task is completed at each location, the next scene becomes available. The player also answers

questions, and after aiming the phone at objects, some objects will come alive and move the story forward. The game is available for download from the end of September 2023 on the Google Play and App Store platforms.

See more at: <https://klasterzasova.cz/geohra/>



## 7.1.1 The process of game creation

**11/2022** Preparation of historical materials about the mission of the Trinitarians and their work in Zašová for the scriptwriter, visit of the scriptwriter in Zašová, identification of a suitable route along with the partner Matice Zašovská.

**12/2022** First draft of the script.

**12/2022 – 1/2023** Revision of the script and considering the game style. Before Christmas, the idea of having the characters speak in the local dialect was suggested. Several “translations” of the direct speech into the local Wallachian dialect followed, but in the end we concluded that this would only make game less accessible to the younger generation, as the dialogues would not be entirely understood. This move marked the first delay in the development of the play. The script was then fine-tuned until 5/2023.

**2/2023** Start of cooperation with the Children’s Home Zašová project partner, where the children were asked to design the appearance of the individual characters of the game.

**2/2023** English version of the script for the Norwegian animators was completed.

**3/2023** There were to be 24 animations in the game, the first output from the Norwegian animators’ work was received – they made the buildings’ design, environment and main characters available for our approval.

How did we communicate?

Every step of the animation creation was thoroughly verified:

The Norwegian partner sent the draft to the contractor, who forwarded it to the coordinator for the Municipality of Zašová, who sent it to the historians from the Matice Zašovská and others as needed. This was followed by feedback to the contractor, incorporating their comments, and finally back to the Norwegian partner.



For example, the emergence of the figure of the knight:

### Prvotní dotaz ze strany animátorů:

Video Nr.3

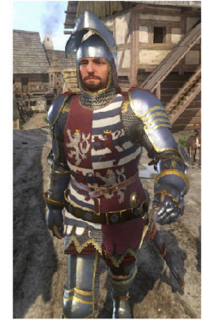
I had a question about the design of the christian knight. Originally I was designing him to look like a templar knight,



but I was looking through the monastery websites you linked me to. And found an image of this:



Is this more of the design you are looking for? Let me know.



**A historian's reaction:** I would place the knight in this picture in Syria rather than here, given the nature of the armour... I imagine a knight from our region must have looked more or less like this

<https://staticdelivery.nexusmods.com/mods/2298/images/750/750-1559808383-2076941787.jpeg> It's from an internationally recognized Czech game, set in our country

around 1400 (Marian painting circa 1450). The costumes were consulted with our leading experts and professors, so I wouldn't be afraid to stick with that... Moreover, the armour quite matches the much younger engravings, which are period stylized... I count with stylization in our case as well, but your suggestion seems to me overly stylized and out of place (crusades)...



**Finally, the appearance of the knight in the game - we think it worked out:**

**4/2023** First animated video by our Norwegian partners. Norwegian studio supplies the animation (without sound effects) with a working version of the English voice-over, which they received.

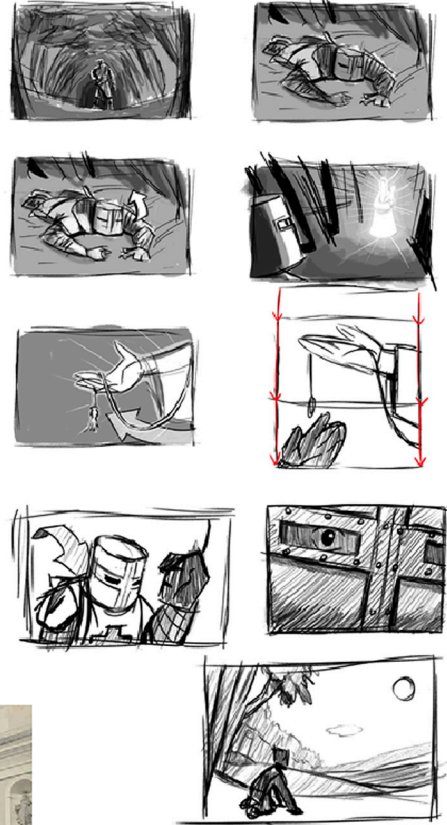
An example of our comments: "As for the contents, the bundle of food is meant for her husband Lojzek and she is taking it to the pond where he's fishing... so it doesn't make much sense that she would unwrap it for the children and leave empty-handed. She should also be carrying a jug of water. These two items are important to have in the animation because they tie directly into the story - they are talked about and should also appear in the subsequent video #5, where the food bundle is dropped and the pitcher breaks and shatters into shards. So I'd definitely have that corrected to make it fit. .... At the end of the animation, some gesture to the woman's face would be nice, like a smile towards the player. Right now it's so emotionless"

5/2023 - a period of intensive work on storyboards and individual backgrounds. (Animation is created by first pencilling the characters appearance, then colouring it, subsequently sketching the background - then colouring again. The story is then preceded by a so-called storyboard - a phased story drawn in pencil.)

**An example of a storyboard:**

- the scene of the knight lost in the woods when the Virgin Mary appears to him.

As for the background, fine-tuning the monastery appearance and its size in relation to the church, including the fence and the entrance took a long time. Also the look of the forest was more Nordic than our Central European look.



**6/2023** Our Norwegian partners completed the animation. In addition to this, images for augmented reality elements are being drawn by a Czech illustrator - unfortunately some are not subsequently used because the game turns out to be too long.

Furthermore, the name of the game was finally decided, which was no easy task. Children from the primary school and the children's home were also involved in this. In the end, the game was titled **The Trinitarian Story: The Price of Freedom**.



We did not manage to release the game in the summer season as planned. In the period in question, it was necessary to complete the animations, create the voice-overs in Czech and English and finally to complete the game, upload it to Google Play and App Store and wait for the approval of the application. There was a significant delay in the approval process. The problem was related to legislation, where one of the animations was assessed as inappropriate (violent) for users under 18 years of age and the app had to be modified. Another reason was the delay in the completion of the last 5 or so parts of the animation by the Norwegian partner. The mobile app was made available for download on 26 th September 2023 on Google Play and on 30 th September 2023 on App Store.

**10/2023** In this month we fixed several game bugs – augmented reality elements, game freezing up. The contractor worked hard to debug the issues, but the official handover protocol was not signed until 20/10/2023.

## ▶ 7.2 EDUCATIONAL EVENTS ◀

The project included a total of 6 lectures on the history of the village and the Trinitarian monastery in Zašová. The lecturers were from among the professional public and collaborated with the association of Matice Zašovská, especially with Mr. Josef Krůpa, the supervisor of the project's historical and professional aspects. The lectures took place in the local culture centre in Zašová as well as in the museum at the Křižovnické Náměstí square in Prague.

### **30 Sep 2022 - Brick Art Nouveau Is Not an Obsession**

Lecture with a tour of the monastery and the Art Nouveau building of the former school,  
by Jan Matyáš, Ph. D.

### **16. 2. 2023 - Zašovský Dvůr courtyard**

In the great hall of the Zašová Culture centre, not only eyewitnesses gathered to listen to the lectures of Mr. Němejic, Mr. Matyáš and Mr. Lasztovicza about the history of Schätzel's Courtyard.

### **7. 3. 2023 - Life in the order is not boring**

This lecture was given by Sister Anežka Bednářová, former Superior General of the School Sisters of Notre Dame. Her story was heard by both the elderly and the younger generation, who are familiar with the work of the “Zašová sisters” in the Zašová monastery from stories passed orally.

### **16 Mar 2023 - Trinitarians and their trace in the Czech lands**

This lecture took place in Prague in the premises of the museum on Křižovnice Square. Jan Matyáš, Ph.D. from the Matice Zašovská spoke about the work of the Trinitarians in the Czech lands.

### **2. 4. 2023 – Traces of human crafts**

Another educational event on local crafts of old in Zašová's culture centre, given by the author of the book of the same name, Daniel Drápala, Ph.D.





### 7.3 SEMINARS ON INNOVATIVE USE OF CULTURAL HERITAGE

After the mobile game was released, information were exchanged with our Norwegian partner on working trips and seminars, resulting in strengthening of bilateral relations, knowledge sharing and mutual understanding between the Czech Republic and the donor country.

In the first phase, the representatives of the Norwegian partner visited the Czech Republic between 3<sup>rd</sup> and 7<sup>th</sup> October 2023. The partners met the entire project team in person, toured the municipality of Zašová and visited the cultural monument in question. Mr. Josef Krůpa, the project's historic supervisor, gave an expert guided tour. Subsequently, the Norwegian partners tried out the whole game. Furthermore, they visited cultural sights and landmarks of Wallachia (Wallachian Open-Air Museum, Tatra Museum in Kopřivnice, Štramberk Castle and Pustevny hill).

On the occasion of the Norwegian partners' business trip to the Czech Republic, the first planned seminar took place on 5<sup>th</sup> October 2023 at Zašová's culture centre. In the morning, the representatives of the municipality and the partners presented the history and vision of the monastery in Zašová. Later, the creation of the mobile game itself was presented, followed by the Norwegians' own contribution to the presentation. After the end of the seminar in the great hall, those interested moved outdoors and had the opportunity to play the game directly with its creators.

The seminar was attended by the project partners, professionals from the field of culture and conservation, representatives from the Zlín Region and local municipalities, information centre staff and the Czech Radio.

“It was indeed enlightening to hear and see a summary of the whole process of creating the game directly from the mouths of the team of its creators. The game represents an innovative way of illustrating the history of our village and its monuments to the general public. It is most beneficial to promoting our village. I also appreciate seeing the representatives of information centres and the government here at the workshop. Since the day the game was released, we have been meeting especially young people with mobile phones in hands, walking the route and welcoming this opportunity. Despite some minor problems in launching the game on a completely new platform, the game has already established itself as one of the ways to get to know our community. I hope that it inspires the neighbouring towns and cities or representatives of heritage site to implement similar modern ways of promoting places”

Jiljí Kubrický, mayor of Zašová



In the second phase, a trip of the Czech representatives of the project team to Norway took place between 5<sup>th</sup> and 9<sup>th</sup> February. The Czech team got acquainted with the capital of Oslo and visited its main sights and museums. Again, they met the representatives of the donor partner in person. As part of an innovative form of heritage presentation, the Czech team tried playing a mobile game in Oslo, characterised as an outdoor escape game, which also

presented the fascinating history and attractions of the old city in a fun way - Viking Tales.

“The game was based on a similar principle as ours, i.e. GPS points and continuing only if the player passes the previous route. It contained a lot of clues, for which points were deducted that we had previously gained by passing places. Unfortunately, due to very low temperatures, it was impossible to complete the game”

On 7 th February 2024, the Innovative Use of the Cultural Heritage seminar took place in the conference room of the CITY BOX Hotel Oslo. The seminar was lectured by representatives of the Municipality of Zašová, the partner of Matice Zašovská, the Norwegian partner, the company VERDIVERKSTEDET AS and representatives of the supplier of the mobile geolocation game Whoomp! s.r.o. The seminar introduced the village of Zašová and the region of Wallachia, Beskydy, the history and vision of the monastery in Zašová. Furthermore, the process of the creation of the play was presented and the bilateral cooperation with Norwegian partners was presented. The seminar was held with the participation of the project partners, and experts from heritage conservation, animation studies and the Czech Embassy were invited.

“Working on this project has been a great experience for us. From the initial task, where it was unclear how many characters, backgrounds and scenes the game should feature, it has turned into a really beautiful game. We are glad that our studio got involved”

Joakim Skavern, manager VERDIVERKSTEDET AS



## 7.4 WEBSITES, SOCIAL NETWORKS

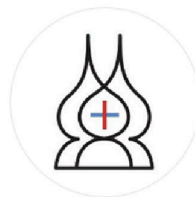
To ensure adequate publicity for the cultural monument and the project, the monastery's website was launched in April 2023. The website is available in both Czech and English and contains up-to date information not only on the project implementation. Visitors will find useful information about the monastery and, of course, the necessary information for the mobile game, including a QR link to download it.

Alternatively, profiles were set up on social media- Facebook and Instagram. Here, visitors are kept informed about current events and upcoming events.

**3/2023** Working out the design and structure of the monastery website. It was also important to decide the sight's name for the future, as the domain name would be derived from it. In the end we chose the simple:

[www.klasterzasova.cz](http://www.klasterzasova.cz) (www.zasovamonastery.cz)

**6/2023** The website is available in both Czech and English, Facebook and Instagram profiles are online.



Klášter Zašová

#klasterzasova

🌐 [www.klasterzasova.cz](http://www.klasterzasova.cz)



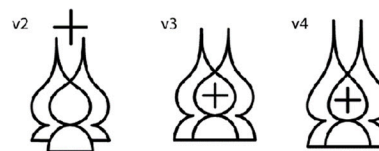
## 7.5 COMMUNICATION AND GRAPHIC MANUAL

In order to promote the monastery properly and in a unified way, a communication and graphic manual was created in March and April 2023. It is a set of precisely defined elements of visual communication and presentation of the monastery. The municipality is now able to properly promote the sight and target the groups of visitors in the right way. A new visual identity of the monastery has been created, which corresponds to the importance of cultural heritage in the modern sense.

The communication manual introduces a logo - a pictogram that combines three elements. It also defines the dimensions and language versions and colour variations, fonts, colours, graphic elements and photo editing. The graphic manual specifies the above-mentioned for printed materials - brochures, leaflets and advertising banners.



The logo is based on the 3 symbols typical of Zašová: The first one is the Trinitarian cross, characterizing the monastic order that first inhabited the monastery and ran it. Next, the pictogram features a coat of arms with three hills, which is probably related to the coat of arms of the aristocratic Žerotín family, who financed construction of the church. The last symbol is a pair of towers, which were added to the adjacent church by the Trinitarians, making it a unique architectural monument in Wallachia. The colours are those of the Trinitarian cross.



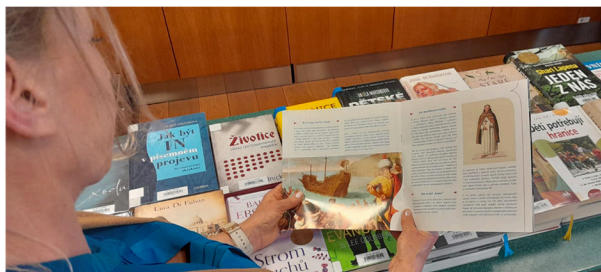
## 7.6 PRINTED MATERIALS - LEAFLET, HISTORICAL BROCHURE

For visitors and tourists, promotional printed materials in the form of an informative leaflet for the mobile game and the historical brochure The Remarkable Story, which presents the history of the Trinitarians in Zašová, were developed and distributed in September 2023. The printed materials are available at the Zašová Information Centre, the municipal office and the church. The municipality has also arranged for distribution to information centres in the surrounding area.



**3/2023** An engaging text by Josef Krůpa on the history of the Trinitarians was the basis for a booklet entitled The Story of the Monastery.

**4/2023** First version of the brochure with simple typesetting, no visual of the monastery yet.



**6/2023** The brochure is supplemented with graphic elements as per the communication manual.

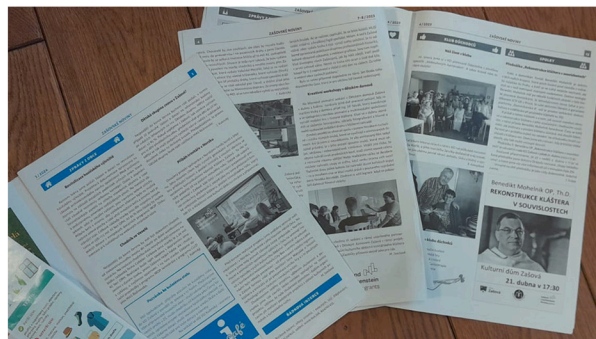
**6/2023** A promotional flyer about the game is created: The Trinitarian Story: The Price of Freedom.

**8/2023** Print dates for brochure and flyer and delivery dates of printed publications presented at the Zašová Festival on 2/9/2023

## 8 PROJECT PUBLICITY - ADVERTISING, ARTICLES

The municipality of Zašová kept the public informed about the progress of the project throughout the implementation period.

Initially, before the communication channels within the project were established, the municipality regularly informed the public through its website and the local paper - Zašovské Noviny. The information centre of the municipality also contributed to the publicity of the project, where all the necessary information is available and it is also an imaginary gateway to the digital mobile game, since the start of the game is in front of the Zašová Community Centre.



However, during the project implementation, the project team sought to promote the project with a wider reach than just a local character, and so beyond the mandatory publicity, information about the project plan was published in regional and national media:

- ▶ **LOOK AT IT 2023** Wallachia-Beskydy Magazine,
- ▶ **Wallachian Newspaper**, winter and spring 2024,
- ▶ A radio news report, broadcasted 4 times: Once on 15 th October 2023 in **Radiožurnál** (a full- screen radio station) and 3 times on 13 th October 2023 in **Český rozhlas Zlín** (a regional radio station),
- ▶ Article in **ABC magazine**, No. 7/2024 (March 2024),
- ▶ **KUDY Z NUDY** Website – an activity tip.

In September 2023, the mobile game and the printed materials were presented at the Zašová Festival:

During the implementation of the project, promotional tools in the form of a roll up and a banner were created. The roll up promotes the monastery and the banner the mobile game. Both were used during seminars and educational events. They are now placed in public places. In the final phase of the project, a commemorative plaque was created with the requisites of mandatory publicity, which will be permanently and visibly placed along the route of the mobile game.

As part of the project activities, advertising banners were created and the preparation of advertising slogans and game trailers started in April 2023. Once the mobile game was completed, an online and offline media campaign was launched, running from October to November 2023.

As part of offline advertising, advertising slogans were placed in weekly newspapers with a national reach: **DENÍK VÍKEND** (82 000 issues), and **SEDMIČKA** (112 000 issues).



As part of the online campaign, a paid PPC advertisement was launched with a target of 10,000 clicks on the monastery's website. This involved displaying text, image and video ads on search engines, social networks available on both mobile devices and desktops.



Příklad reklamy ve formátu „video“ o rozměrech 320 × 568



Příklad reklamy ve formátu „obrázek“ o rozměrech 320 × 568



This extensive public campaign was also supported by promotional activities in primary schools throughout the region. Children and teachers were invited to take a trip to Zašová to play and explore.

## 9 RECOMMENDATIONS

For the municipality of Zašová it was the first time implementing a soft project. The procedures, the immense amount of time invested, the ability to react flexibly, on demand and over an extended time period can be characterized as newly acquired experience. The process of game development, which was carried out the contractor, was unfamiliar to us. At the same time, we welcomed the cooperation with an external company in the administrative tasks and the management of the project as a whole throughout the entire implementation period.

Overall, we feel that the project was very successful due to the high level of communication and cooperation between all stakeholders of the project team. Every great project comes with its difficulties, and we were not spared from them. What might we have done differently, or what would we recommend to those embarking on a similar project in the future?

- ▶ Include places in the augmented reality game that will not be subject to change anytime soon. Even stone restoration work can cause complications.
- ▶ Make sure we all understand the process of creating the game and what is essential in each step. Understand what point is the last chance to make a change.
- ▶ Clarify the concept of the game at the beginning, think about the localness and accessibility of the game (written language vs. dialect, names of heroes corresponding to the region)
- ▶ Making the game available through the Apple Store - beware of gore, even a small amount

of blood from a scrape can affect the game's availability in the Store for children.

- ▶ Multicultural collaboration: Be ready to exchange lots of emails (very time-consuming) to fine-tune the look of the characters. Have models, historical images, photos, or even environmental photos ready.
- ▶ Consider a face-to-face meeting with the foreign partner in the project environment prior to the start of the work. It would have made things much easier for us.
- ▶ Holding a seminar in Norway: it is very difficult to attract participants to a seminar in an unfamiliar country. Prepare for this and come up with a small marketing campaign or strongly involve your Norwegian partner in organising it.
- ▶ Allow for delays and have an alternative scenario in place in case deadlines are not met. For us, the game not being ready for the tourist season meant an unexpectedly large amount of communication with schools, leisure centres etc. as well as promotion of the game in the pre-winter months.



## 10 EVALUATION OF THE PROJECT BENEFITS AND CONCLUSION

The implementation of the project was to be followed by the opening the entire restored monastery to the public in 2024, which unfortunately could not be realized due to the lack of funding and appropriate subsidies. The municipality and the project partner, the Matice Zašovská, are at least showing visitors and residents around the monastery garden and part of the edifice itself. Exhibitions, occasional concerts and excursions take place in the monastery building. In the monastery garden there are herb beds, ponies, the Stations of the Cross and a new wooden pier by the pond. The monastery grounds are therefore alive, although they are still awaiting funds to further develop, be preserved and made fully accessible to the public.

The project itself contributed greatly to all of the aforementioned. Owing to it, people are interested in the future and history of the monastery, they come

to be enlightened themselves at lectures. They get information from social media about what is happening around the monastery and the game.

And last but not least, thanks to the game, children have become interested in the history and mission of the Trinitarians, running around the village with their cell phones, either alone or accompanied by their parents or teachers. Zašová has thus gained another attractive aspect that makes it worth visiting. And maybe one day a generous donor will be lucky enough to help with the reconstruction of the remaining part of the site.

Let me thank everyone who worked on the two-year project and its preparation. I would also like to thank the Norwegian Funds for their great support for the preservation of cultural heritage in our village.

At the same time, thank you all for your continued sharing and promotion.

Jiljí Kubrický, Mayor of Zašová

