



Rijksdienst voor het Cultureel Erfgoed
Ministerie van Onderwijs, Cultuur en
Wetenschap

Activity plan

Faro Implementation Agenda initiative

This model for an activity plan is part of the Faro Implementation Agenda Subsidy Scheme. Your activity plan and corresponding budget serve to assess your initiative. To do this, on the one hand, you place your activity plan on <https://faro.cultureelerfgoed.nl> (the Faro platform). Participants of the platform can respond to your initiative in this way. On the other hand, you submit both the (same) activity plan and the budget by sending it to faro@cultureelerfgoed.nl. On the Faro platform you will find more information about the procedure and criteria.

The information below is completed by the organization/person who will ultimately submit the formal subsidy application and also receive the subsidy on their account.

Applicant's name: The Sea & Learn Foundation
Contact:
E-mail address:
Telephone number:

Initiative Name: Developing a digital platform to promote engagement in Saba's heritage.
Total cost: 85,703
Requested grant contribution: 64,783
Amount of co-financing by third parties: 15,920
Amount of personal contribution: 5,000
Deployment of volunteers in hours: 700 hrs directly contributing to project development; 6700 hrs total including the estimate of number of persons who will use the app, interact with the app and provide feedback on the app (based on Saba Tourism statistics)

Activity plan

1. What form(s) of cultural heritage does your initiative have to do with?

(you can tick multiple boxes)

Integrated approach to cultural heritage

Archaeology

Built and landscaped (green) heritage

Cultural landscape

Movable heritage

Mobile heritage

Intangible heritage

Oral History

Archives

Digital born heritage

Other form, namely....

2. Give a brief description of the initiative (max 400 words), in which you briefly describe the reason, the main activity and formulates the goal.

SLF seeks support for the development of a digital platform, utilizing input from the Heritage Advisory Committee to formulate what locations and key aspects of Saba's heritage should be featured. Saba's heritage will be made more accessible and interactive for residents and visitors via a digital platform/app that encourages people to explore the villages of the island by walking tours structured around the Adopt-A-Box locations and other important heritage sites. The platform will include audio recordings with more details and stories told by Sabans that can be played at various sites. Heritage Advisory Committee (HAC) members will collectively elect numerous different representatives to deliver the audio recordings, literally evoking the polyphony that is integral to this project. It will also have a function that allows users the opportunity to participate in reservation-based and/or drop-in visits with members of the community at heritage sites determined by members of the HAC (dependent upon the consent and participation of the partner individuals/organizations), for example: historic homes, small museums, local farms, artist workshops, the Saba trail shop, Saba Lace shop, etc. This digital function will promote live, dynamic human interactions, allowing participants to connect with and learn directly from community members. Discussions with historic homeowners and farmers, for example, can prompt anecdotal knowledge-sharing about the challenges of life on Saba and how they have impacted the way of life here: why traditional houses are built the way they are, impacts of climate change on island life, hurricane impacts over time, etc. Engagement opportunities made available through the platform are intended to provide benefits for the mental health and sense of pride among participating community representatives, as their expertise/anecdotal knowledge/experiences are featured as valuable and of interest. These community members may also have the opportunity to sell their wares to participants.

To promote use of the platform, SLF will create an incentive structure, gamifying different ways of interacting with Saba's heritage. In consultation with HAC members and partner organizations, SLF will identify locations, themes, and challenges structured around promoting different aspects of Saba's heritage and prompting users to visit lesser-known/less frequently visited sites. The incentive structure will also prompt people to participate/engage more extensively to collect more stickers; for visitors to the island, it is a means of promoting repeat tourism.

3. Describe what the intended result is.

The intended result is a collaboratively created digital platform/app that serves as a useful resource for Saba's residents and visitors, creating a centralized site through which they can discover and interact with Saba's living and historic heritage. This app could potentially be utilized by 6000 people annually, based on tourism statistics of 10,000 visitors per year plus estimated usage by Saba's small local population. We anticipate that at least 50 people will cooperatively participate in the creation of the app as volunteers, an additional 10 individuals representing project partners, and 15 will be engaging as community representatives with app users (locals and visitors) who wish to connect with people and have a live dialogue about Saba's heritage.

4. Include below point by point which sub-activities or process steps are carried out. Go based on a maximum of 8 activities/process steps. Describe per activity/process step:
- the nature, scope, duration and manner of carrying out the activity,
 - the objective, results or products.
- If desired, you can also attach this as a separate attachment.*

Outlined in Faro Activities Timeline

5. Planning: indicate how the sub-activities/process steps are carried out over time.
- If desired, you can also attach this as a separate attachment.*

Outlined in Faro Activities Timeline

In the Faro Implementation Agenda – Part I, the heritage field has recorded the significance of the Faro Convention for Dutch heritage care and how it intends to give substance to it. To be eligible for a financial contribution, your initiative must contribute to the implementation of the Faro Convention in the functioning of Dutch heritage care. The extent to which your initiative complies with this will be taken into account in the assessment. That is what the following five questions are about.

6. Which Faro core value(s) as included in the Faro Implementation Agenda – Part I does it meet initiative?

- Participation across the board**
- Open attitude to other heritage views**
- Heritage at the heart of society**

7. Describe how the initiative meets the selected Faro core value(s).

This initiative will encourage wide participation in Saba's heritage via the digital platform. The integration of historic and modern aspects of Saba's heritage opens the contributors and participants perspectives to other points of view, as Saba's small community is diverse, multicultural, growing and changing. Rather than having the platform solely focused on exhibiting historical sites and passed-down lore, this initiative interweaves those aspects of heritage with current events and live interactions to engage participants in the living culture and heritage of Saba. Furthermore, by having all of these components available through one centralized interface, this initiative reinforces the fact that these are all components of Saba's heritage. Often people fail to recognize their own activities as heritage, but in participating in a recurring annual hiking event to different meaningful sites (for example), that activity builds momentum and collects memories, stories and artifacts over the years, connecting the present and the past.

8. To which theme(s) and the goals formulated by the heritage field (commitment) in the Faro Implementation Agenda – Part I does your initiative contribute substantially? (multiple themes are possible). To answer this question, consult the elaboration of the themes in the Faro Implementation Agenda – part I.

- Heritage as a resource and partner in the social domain**
 - Democratic renewal
 - Dynamic living environment
 - Valuing heritage
 - Polyphony
 - Oral History
- Digital heritage**
 - Archives
 - Archaeology

- Caribbean Netherlands
- International
- Heritage awareness and education
- Support heritage participation
- Awareness and Education
- Methods and directions
- Funding heritage initiatives

Indicate (if multiple themes are checked) what you believe is the main theme of your initiative. The assessment mainly focuses on this theme.

Digital Heritage

9. For the main theme you have selected (and – if relevant- a maximum of 2 other themes), describe how your initiative fits in with the in the Faro Implementation Agenda – part I defined goals and issues. For the answering this question the elaboration of the themes in the Faro Implementation Agenda – Part I.

This initiative will bring about a significant change in the way that people engage with heritage on Saba. At present, there is no centralized way that people can find out about heritage sites, events, activities, and experts. Given our universal modern reliance on digital information, particularly on mobile devices, SLF will partner with other organizations to provide heritage information that can be shared and accessed on the go, as people explore the island of Saba. This is also the native form of information access for younger people; given that this app is meant to promote two-way engagement, it makes heritage easier to not only learn about, but take part in and contribute to. Polyphonic perspectives are made equally valuable and accessible by the integration of so many community perspectives and both modern and historic aspects of culture. This digital platform can therefore contribute to the social value of heritage.

10. Describe (max 400 words) how the initiative can bring about structural change compared to the current functioning of heritage care. *For example, awareness of a change task, system adjustment, leap in scale, new coalitions, deepening on a theme, instrumentation of a theme with working methods or methodologies, or the Exploration of new possibilities within a theme.*

This initiative has the potential to bring about structural change by creating an interactive platform that not only informs but actively involves the community and visitors in the preservation and celebration of Saba's heritage. Unlike the minimal existing platforms, it integrates natural and cultural heritage in a dynamic way that encourages ongoing participation, fostering a deeper connection and long-term engagement that can evolve with the island's heritage over time. This approach can shift heritage from a static presentation to a living, collaborative process. The successful development of a useful app depends on coalitions between all stakeholders to ensure that different aspects of Saban heritage are represented in the initial development process and that the app content remains current, dynamic and engaging. This app represents a new means of making heritage interaction accessible to all on Saba. It will be easy to find out about important sites, historic tales, current events, and people who can directly interact about Saba's heritage, all through one platform. Tourist-oriented apps are often one-dimensional and not engaging or substantive enough to hold real appeal for users to download- if they even find out about them. There are other apps that allow citizen scientists to photograph, submit, and engage with nature/wildlife on Saba, and web platforms that share information about Saba's history and culture. However none of these platforms address the intersections of natural and cultural heritage, bridging past and present, and promoting engagement and live interaction. They typically deliver information, rather than promoting an exchange.

When assessing your initiative, we also look at the connection of your initiative with the ambitions of others and with issues in society and the commitment of volunteers. That is what the following three questions are about.

11. Describe whether, and if so, how the initiative contributes to current (policy) developments and social issues. *These include for instance exclusion, decolonisation and major transitions in the living environment.*

This initiative provides opportunities for greater community cohesion and the inclusion of community members across the board. We anticipate that some community members (such as seniors) who may not feel they are currently a valued part of Saba society will be included and featured as resources of knowledge, skills, and information that are valuable. The heritage locations included in the app serve an important role of conveying narratives representing the diverse perspectives and identities that make up Saba's culture. Adopt-A-Box storyboards and the audio storytelling that will be incorporated into the app will feature aspects of historic and current social issues, such as Saba's involvement in the history of enslaved people in the region, the progression of LGBTQ rights, racial diversity and representation, and women's roles on the island. The substantive involvement of volunteers (through the Heritage Advisory Committee) and project partners (such as the Saba Heritage Center) are critical in order to authentically and sensitively represent these issues. By having one app where locals and visitors can access information about Saba's heritage as well as current events and activities, we are promoting more widespread awareness about what activities people can get involved in. For a small community, streamlined, consistent communication about upcoming events is lacking and very disjointed. SLF proposes that by having project partners from all aspects of Saba's society collaborating on this app, the community will have a greater sense of social cohesion and inclusion, garnering more participation and enthusiasm. People will also be able to see positive impacts of environmental and social programs on this app as, for example, photos submitted by users on the app that were taken at sites where reforestation efforts are taking place will demonstrate the project's efficacy. Another example is Saba DOET project participants can show "before and after" photos of community projects by using the app.

12. Describe the project organization and division of roles and indicate whether and if so how the implementation of the initiative involves cooperation with or involvement of other stakeholders.

Sea & Learn Foundation: SLF will lead the development process of the digital platform and serve as moderators and project leads, responsible for drawing together project partners in collaboration, evaluating and adapting the project in response to participant feedback, and conducting reporting. SLF will also take a lead role in promoting the use of the app, in conjunction with community partners: Saba Tourism Bureau, the Saba Heritage Center, and the Community Development and Culture Department.

Spotteron: The Spotteron team will carry out the project work of developing the Saba heritage digital platform, following parameters set by project participants, in communication with SLF.

Heritage Advisory Committee Members: HAC members will collaborate with one another and SLF on all content of this project.

Saba Heritage Center: will participate in HAC meetings, assist in documentation of heritage stories and serve as a resource for materials, documents, photos, etc. Through community cooperation, SHC will also digitize keepsakes and audio recordings created in this process for their archives.

Saba LIFE Center (Elderly Care): will serve as a vital supporting resource in collaborating on content, encouraging elder community members to participate in HACs, provide transportation, etc.

Community Development and Culture Department: will be crucial project partners to ensure that this digital platform is considered and included in the island's cultural policy plan, will provide valuable strategic advice, content and connections.

Saba Tourism Bureau: crucial for promoting app use and engagement by visitors, leveraging network of travel journalists and key groups/influencers

SLF hopes to tap into the following formal and informal groups within Saba's community for their support, participation, and input from their members in the HAC and digital platform development process. We also anticipate their members and locations will be great resources for live heritage interactions made available through the app. They include, but are not limited to: Saba Lace Ladies, Saba Conservation Foundation, Handmade on Saba, Sacred Heart School, Saba Comprehensive School, Saba Lions Club, Body, Mind & Spirit Foundation, local artists, after-school care organizations, local churches & community centers.

13. Describe to what extent and in what way volunteers are used for the implementation of the initiative.

Volunteers comprise the Heritage Advisory Committee which forms the decision-making backbone of this project. Volunteers will determine the content to be included on the new Adopt-A-Box storyboards and what audio stories will be told via the app/digital platform. Some volunteers will also be featured as a resource for users of the app/digital platform, as users will be able to, through the app, find and choose to visit specific visitors to engage more with Saba's heritage via live interactions.

Plan for knowledge development and knowledge sharing and the intended target group(s)

14. The results, insights and experiences resulting from your initiative should be beneficial come to the whole heritage field. The way in which you give substance to this is considered in the assessment.

Describe how you actively share the results, experiences, and findings of your initiative with the Faro-network and other relevant target groups. Develop a plan for knowledge development and sharing, including the intended target group(s) and describe how the results of the initiative are shared. *Also consider the type of means of communication, frequency etc.* You can include the costs for this in your budget.

SLF is already committed to creating a video archive of the HAC process to document and demonstrate the collaborative decision-making process and community-led creation of Adopt-A-Box storyboards. Building on this, SLF will document the process of project partners and community members collaboratively determining the direction and development of the digital platform. SLF will also use participant surveys of those involved in the collaborative process, beta testing of the platform with feedback, platform metrics and user surveys/questionnaires to determine engagement, impact, success, and use. SLF will also develop quizzes/scavenger hunt style games to assess knowledge retention about Saba's heritage in fun, engaging ways. These will be promoted through the app, on social media, and in print materials at key, high-traffic locations around the island by SLF and project partners.

SLF will use this data to create a project outline, with best practices and recommendations for how other communities can develop a similar platform and adapt our learnings in creating this heritage platform in a way that will be relevant to their use.

Knowledge development and sharing plan is included in the attached activity plan timeline as these practices are an integrated and essential part of project execution.

Budget

15. The financial contribution requested shall be proportionate to the expected impact of the initiative. In addition to a project plan, you must also add a budget (separate annex). Describe below how you can explore the possibilities of co-financing (own contribution and contributions third parties) and what the outcome is.

Please see attached budget and cover plan.

SLF has approved funding support through the Nature Environmental Policy Plan (received via Public Entity Saba) to support the creation of the app. As the Adopt-A-Box project continues to be

an important facet of Saba's cultural and tourism project, the SLF is committed to its long-term support of this endeavor.

As the Sea & Learn Foundation receives subsidy from Public Entity Saba, continued support for the Adopt-A-Box project should continue even after the latest elements of the project are implemented as the project contributes to both Saba's culture and tourism and those departments are now well addressed.

Completed by:

Date: 31 August 2024