

2018
EUROPEAN YEAR
OF CULTURAL
HERITAGE
#EuropeForCulture

Joint Meeting on Action Plans

Granada, Spain

23 – 24 January 2018

CHRISTA
Interreg Europe

 European Union
European Regional
Development Fund

Culture and Heritage for Responsible, Innovative and Sustainable Tourism Actions



Interreg Europe programme helps regional and local governments across Europe to develop and deliver better policy by integrated and sustainable impact for people and place

Main aim: to improve policy instruments

Such as:

- **Regional Operational Programmes,**
- **Strategies,**
- **Plans**

Phase 1: exchange of experience & policy learning

Main output: **Action Plans**

Phase 2: policy implementation and monitoring of Action Plans

Common Challenges

- **Natural & Cultural Heritage assets in EU regions are valuable treasures, sometimes in danger and in need of proper conservation, preservation and/or restoration**
- **These assets can be deployed for the purposes of sustainable and responsible tourism, namely cultural tourism, heritage tourism and ecotourism**
- **The tourism potential of these assets may facilitate the preservation and restoration efforts if performed in a sustainable and responsible way**
- **Innovation can contribute greatly towards improving cultural and natural heritage policies**

CHRISTA Overall Objective

to protect and preserve natural and cultural heritage assets and deploy them for the development and promotion of

- innovative,
- sustainable and
- responsible tourism strategies,

including **intangible** and **industrial heritage**, through **interpretation** and **digitisation**,

with capitalisation of good practices, policy learning, policy implementation and capacity building

CHRISTA Sub-Objectives

1. To exchange experience amongst the partners in established Good Practices on the natural & cultural heritage assets for sustainable and responsible tourism, together with stakeholders
2. To apply and transfer the results of exchange of experience and make them available to a wider audience of public authorities and stakeholders across Europe
3. To exploit the results of exchange of experience with capitalisation, for integrated improvement of regional and local policies and strategies
4. To improve specific policy instruments in the partner regions and destinations, through policy learning and capacity building for improved governance and structural change
5. To **deliver Action Plans in partner`s area and monitor their implementation**
6. To identify, propose, plan, implement and monitor appropriate Pilot Actions (in Phase 2)
7. To contribute to the Policy Learning Platform of the programme for ensuring continuous EU-wide policy learning and knowledge management
8. To support, integrate and provide added value to initiatives at EU Level regarding influence on Structural Funds Programmes
9. To contribute to pan-European initiatives for cultural heritage preservation and promotion, such as the 'European Heritage Label' and the 'Europa Nostra Awards'
10. To disseminate the Project's outputs and results beyond the interregional partnership and throughout the EU, and influence policy makers in other regions, EU Institutions (EP, CoR, EC), Council of Europe (CoE), international bodies (UNESCO, UNWTO) and relevant networks (Europa Nostra, NECSTouR).

Identified Priority themes: of high value to cultural tourism development: 4 I's



1. Intangible Heritage
2. Industrial Heritage
3. Interpretation Facilities
4. Innovation and Digitisation

The latest developments of **4 I`s** are

- ✓ Identified
- ✓ Documented
- ✓ Presented & applied to partner destinations with innovative character

through activities:

Project Activities

- ❑ 4 Interregional Workshops -> *production of 4 'Policy Learning Guidelines'*
- ❑ Staff Exchange programme (in progress)
- ❑ Study Tour (Veneto Region, June 2017)
- ❑ **Development and Implementation of 9 Action Plans for policy instruments**

EXPECTED RESULTS

- Capacity building of partner`s key staff, stakeholders and policy makers which will enhance their ability to identify and meet policy instrument improvement challenges
- Better cooperation/partnerships between public and private sectors, tourism and cultural sectors
- Improved 9 policy instruments will ensure sustainable regional development and influence policy makers in other regions
- Added value to the initiatives at EU level with improved policy instruments and influence other Structural Funds programmes

Action Plan Definition

“Produced by each region, the **action plan** is a document providing details on **how** the lessons learnt from the cooperation will be exploited in order to improve the policy instrument tackled within that region.

It specifies the nature of the actions to be implemented, their **timeframe**, the **players involved**, the **costs** (if any) and **funding sources** (if any).”

Guidelines

1. To abide by the template provided by the Programme, as a minimum
2. Action Plans to be in local language to facilitate discussion and adoption by the policy instrument owner and the regional/local stakeholders
3. Start with a general profile of the policy instrument area and of the action area
4. Inclusion of relevant information on cultural assets and tourism issues
5. Incorporation of innovative aspects

Guidelines

5. Closely involve Stakeholders in planning, design, implementation and monitoring
6. At least 4 Actions to be proposed, according to the 4 I's, preferably more
7. Proposed Actions to be according to Programme specifications, viz:
 - New projects
 - Improved Governance
 - Structural Change

Guidelines

8. Propose Actions to be based explicitly on the exchange of experience process, by **transfer of good practices**
9. Proposed Actions to be related to the **Policy Learning Guidelines** by external expertise provided by ECTN on the 4 I's
10. Conclusions and Recommendations Chapter, with synthesis regarding expected results and measurable targets for **responsible and sustainable tourism development and promotion**

Interactions Matrix

| Type of action-> | NEW PROJECTS | IMPROVED GOVERNANCE | STRUCTURAL CHANGE |
|---------------------------|--------------|---------------------|-------------------|
| Project Themes | | | |
| Intangible Heritage | | | |
| Industrial Heritage | | | |
| Heritage Interpretation | | | |
| Innovation & Digitization | | | |



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Thank you!
@CHRISTA project

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