



STAR Cities comes up with good practices on the engagement of locals and communities in river tourism development

STAR Cities partners from Hamburg (Germany), Rome (Italy) and Paris – Val-de-Marne (France) met in September 2019 in Kaunas (Lithuania) during an European seminar to explore locals and communities engagement.

The host partner of the event, the public institution Kaunas 2022, European Capital of Culture, presented several good practices such as Fluxus Labs, a community lab programme, UPYNES, the cultural programme of 2022 dedicated to the revitalization of the rivers and Modernism for the Future programme, an open space for initiatives and meetings to preserve, interpret and disseminate modernist heritage of Kaunas.

Following this seminar, STAR Cities partnership identified 10 interesting good practices that will be published soon in the [project's website](#) : Migrant Tour programme in Val-de-Marne, Industrial Heritage Festival in Hamburg Metropolitan Region, participatory budget in the City of Rome, etc.

This seminar was the first of STAR Cities' thematic programme, adopted during a steering committee in Rome in July 2019. Discussions on "Tourism products and Marketing" will take place in April 2020 during the next thematic seminar in Hamburg Metropolitan Region (Germany). It will be followed by another seminar addressing "Environment and Sustainability" in June 2020 and a fourth one will focus on the topic of "Governance and Coordination" in September 2020, hosted in the Val-de-Marne (France).

The topics will be approached during each Interregional learning session, divided into study visits and a thematic workshop. The exchange of experiences, knowledge and good practices amongst the partners and stakeholders during these thematic seminars will help to improve the implementation of regional development policies and programme and, therefore, develop river tourism in the European cities taking part in STAR Cities. NECSTouR will also broaden this exchange of experiences process to its network.

The Interreg Europe project STAR Cities (Sustainable Tourism for Attractivity of Riverside Cities) aims at developing river tourism within five riverside cities in order to improve their attractiveness through natural and cultural heritage as well as sustainable tourism development.

Contact : **Alexis Bertrand**, lead communication manager
Val-de-Marne Tourism Board
abertrand@tourisme-valdemarne.com - +33 1 55 09 16 25
www.interregeurope.eu/starcities/
[@RiversideCities](#)

