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**KEEP ON**  
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# *SUSTAINABILITY REPORT*

*FOR CULTURAL HERITAGE PROJECTS IN THE  
FRAMEWORK OF THE KEEP ON PROJECT*



**inorde**

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## 0 INTRODUCTION

This document has been prepared as part of the KEEP ON project "Effective policies for durable and self-sustainable projects in the cultural heritage sector" funded by the *Interreg Europe* programme, whose main objective is to improve public policies regarding cultural heritage to develop high-quality projects that achieve sustainable results with reasonable use of public funds and that have a lasting impact on regional development.

The purpose of this report is to analyse three project ideas, within the area of cultural heritage, from the perspective of sustainability. These ideas emerged and were discussed and outlined during the dissemination event held in Ourense on 25 May 2022, with the ultimate aim of being eligible proposals in the calls for proposals of the new period of cross-border cooperation 21-27.

The document is structured into three main parts: diagnosis, a **reflection** on the new Interreg Spain-Portugal Cross-Border Cooperation Programme (POCTEP), an **analysis** of the projects focused on their adaptation to the main lines of the programme and finally a **sustainability study** of each proposal, validating a series of indicators in environmental, social, and economic sustainability.

## 1 INTRODUCTION TO THE NEW CALL POCTEP 21 – 27

European Territorial Cooperation (ETC), better known as "Interreg", is one of the objectives of the cohesion policy that provides a framework for the implementation of joint actions and policy exchange between national, regional, and local actors from different Member States and the joint development of the potential of different territories.

In 2021-2027, EU cohesion policy has set out a shorter and more up-to-date menu of 5 policy objectives in support of growth for the period 2021-2027.

The Joint Action Plan includes actions on:

1. A more competitive and smarter Europe
2. A greener, low-carbon transitioning towards a net zero carbon economy
3. A more connected Europe by improving mobility
4. A more social and inclusive Europe
5. A Europe that is closer to its citizens, promoting the sustainable and integrated development of all types of territories.

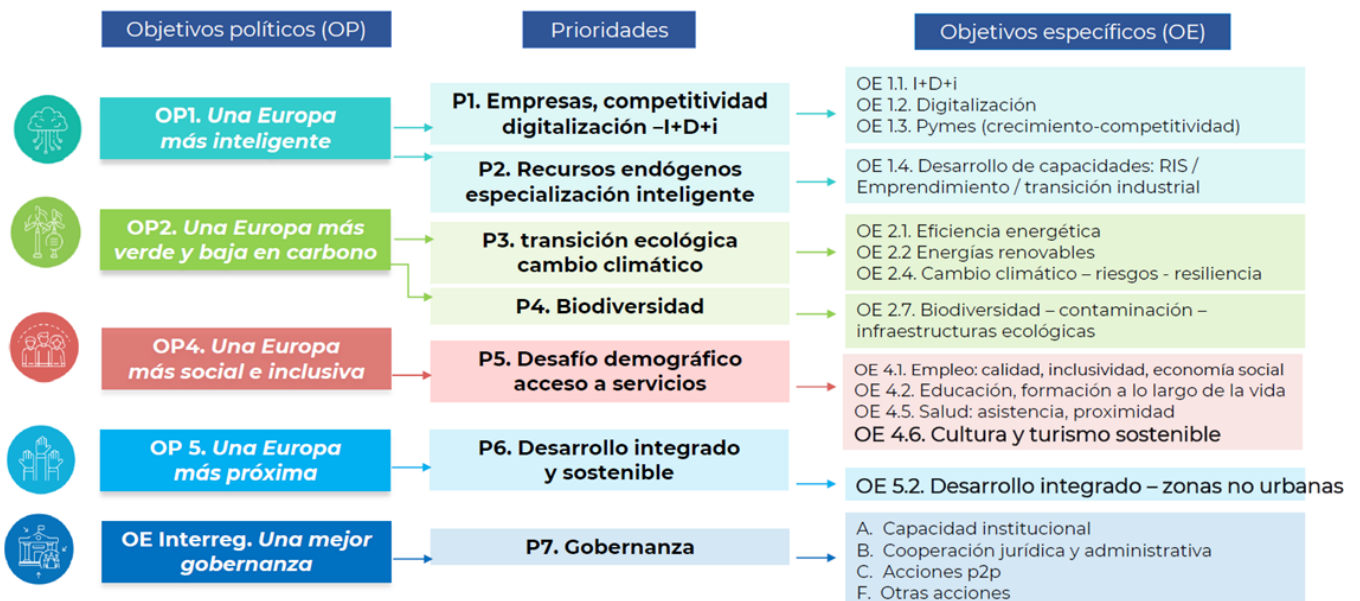
The **POCTEP 2021-2027** programme has been drawn up by the Member States of Spain and Portugal with the aim of tackling key challenges in the border area between the two countries. Its drafting has considered the previous diagnosis of the current situation of the cooperation area, the strategic references that affect it, the principles of partnership and multilevel governance and the results of the strategic environmental assessment.

The programme has been divided into priorities that respond to four of the Policy Objectives (PO) plus a specific Interreg objective, for which different specific objectives (SO) and types of actions that can be financed under each of them have been established:

**Policy objectives (PO) POCTEP 2021-2027**

- PO1: A smarter Europe
- PO2: A greener and lower-carbon Europe
- PO4: A more social and inclusive Europe
- PO5: A Europe closer to its citizens

In turn, the Policy Objectives are articulated in the following **Priorities and Specific Objectives**:



Within the strategy of the present POCTEP 21-27 call, there are two policy objectives, priorities and specific objectives that are aligned with projects linked to cultural heritage and its sustainability linked to tourism:

PO4. A more social and inclusive Europe

**Priority 5.** Demographic challenge. Access to services

SO 4.6. **Enhancing the role of culture and sustainable tourism** in economic development, social inclusion, and social innovation

PO5. A Europe closer to its citizens

**Priority 6. Integrated and sustainable development**

SO 5.2. Promotion of integrated and inclusive local, social, economic, and environmental development, **culture** and natural heritage, **sustainable tourism**, and security (in non-urban areas).

In the area of cross-border collaboration, it should also consider the **cross-border tourism sustainability strategy between Portugal and Spain 2022-2024** approved at the 31st Spanish-Portuguese Summit, held in Guarda on 10 October 2020. This strategy is a cross-cutting instrument that will make a decisive contribution to achieving the Sustainable Development Goals (SDGs) proposed for 2030 in the cross-border area. This document precisely focuses on enhancing local heritage, through the tourism sector.

The Spanish-Portuguese border is the oldest and longest border territory in the European Union (1,234 linear km), and contains the most authentic and unknown cultural, historical and landscape resources in the south-west of the EU. Converting these resources into marketable tourism products is a challenge for the survival of the small rural border municipalities, which are in sharp demographic and economic decline. In fact, tourism is included in Axis 3 of this strategy under the heading “Economic

development and territorial innovation: retention, attraction and establishment of people, businesses and new activities”.

This section has three objectives:

- Development of sustainable tourism destinations in these areas.
- Digital and ecological transition of the tourist offer and economic ecosystem in these areas.
- Enhancement of local heritage, through the rehabilitation of historical heritage for tourist use.

This strategy aims to boost tourism as a catalyst and diversifier, on the one hand of the economic activity of rural areas and, on the other, for the reactivation of these rural areas and their traditional activities, such as trade, personal services, endogenous industrial or craft activities, etc., by attracting visitors.

Finally, in the section on European funding for the promotion of inclusive and sustainable cultural tourism, direct reference is made to the **Spain-Portugal (POCTEP) 2021-2027 Interreg Programme**.



## 2. ADAPTATION TO THE OBJECTIVES, MEASURES AND ACTIONS ENVISAGED IN THE POCTEP 21-27 PROGRAMME

### 2.1 BACKGROUND. KEEP ON PROJECT

Since 2018, a project has been developed within the framework of the *Interreg Europe* programme, aimed at studying and proposing effective policies for long-lasting, sustainable projects in the cultural heritage sector.

The **Keep On** project, led by INORDE, receives the participation of other actors such as: Świętokrzyskie Region (Poland), Municipality of Paggaiio (Greece), Municipality of 's-Hertogenbosch (Netherlands), ADRAT - Association of Regional Development of the Alto Tâmega Region (Portugal), LAMORO - Development Agency of Langhe Monferrato and Roero (Italy) and IRMO - Institute for Development and International Relations (Croatia).

This action's main objective is to improve public policies in the area of cultural heritage to develop high-quality projects, allowing sustainable results with the reasonable use of public funds and having a lasting impact on regional development.

Each of the participating countries chooses a Policy Instrument to enhance its effect by involving actors and institutions that take part in the elaboration and management of that policy. In the case of INORDE, and due to the experience in ESP-PT cross-border cooperation projects, the POCTEP has been chosen in its Investment Priority 6: Protecting the environment and promoting resource efficiency, specifically 6.c: Protection, promotion, and development of cultural and natural heritage.



With the involvement of the group of Stakeholders, the Action Plan has been drawn up with specific measures to help develop more sustainable projects, as well as various Study Visits and workshops organised within the project. In addition, INORDG was the beneficiary of an activity to measure the impact of the health crisis on cultural heritage management, as well as to analyse project ideas to present to the new POCTEP in the new context. As part of this "Additional Activity", the preparation of a survey of cultural entities was proposed, with an objective of 20 heads of institutions in the province.

This activity contributes to the following actions:

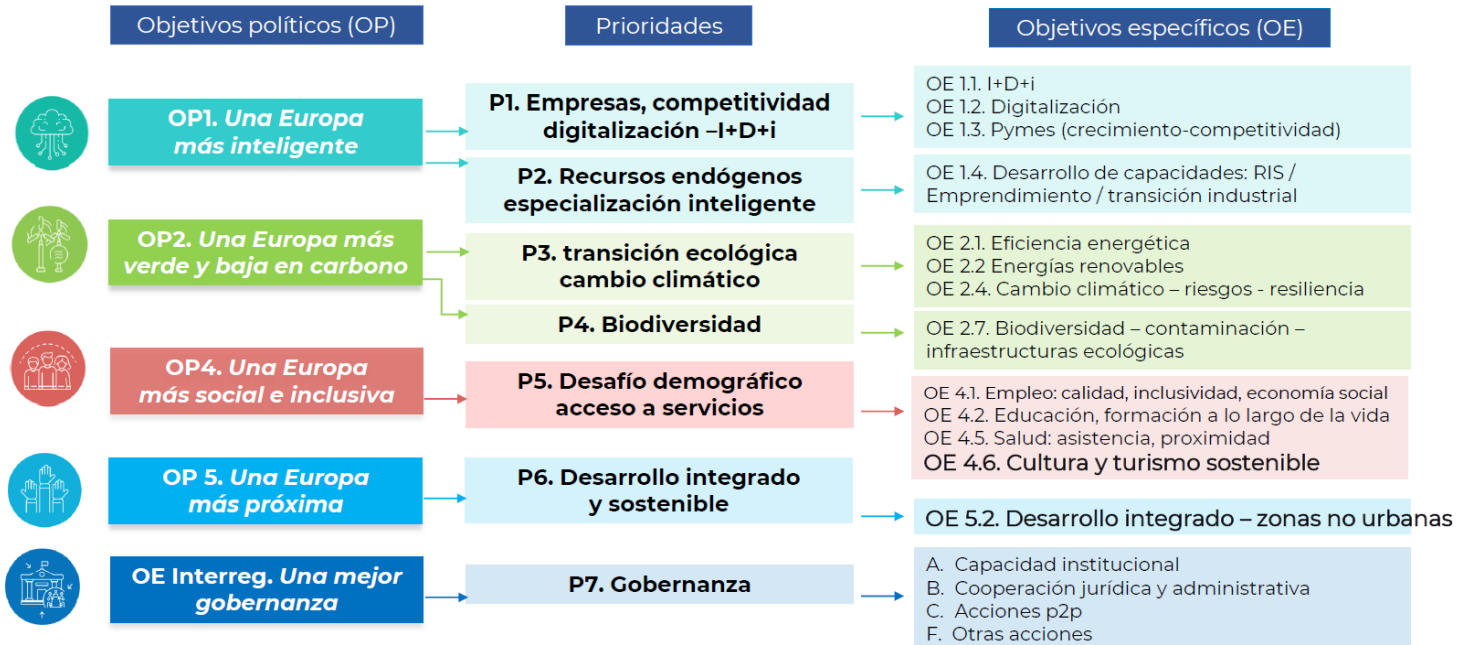
- The need to look for small, local, sustainable, and long-lasting initiatives for the coming years.
- Favouring the exchange of experiences and good practices in the post-Covid context.
- Implementing sustainable and long-lasting projects in the cultural heritage sector in the financial perspective 2021-2027.

Related to this last point, and after the dissemination event held in Ourense in May 2022, three lines of action on cultural heritage projects have been defined to analyse and study their sustainability with the aim of applying for future calls within the POCTEP 21-27 programme.

The three thematic lines that have been discussed and analysed in this document are the following:

- Project 1: Intangible cultural heritage with links to the *Entroido* (Galician carnival)
- Project 2: Intangible cultural heritage with links to routes. Heritage on routes, focusing on the route of San Rosendo and the variants of the Vía de la Plata (Silver Way) of the Way of St. James.
- Project 3: Literary heritage with links to the railway and spa activities.

## 2.2 ADAPTATION TO THE POCTEP 21-27 REGULATORY FRAMEWORK



The study of the projects must begin with their adaptation to the objectives and strategies of the cross-border programmes and policies. Thus, according to the strategy set by the **POCTEP 21-27** programme, the INORDE projects arising from the additional activity of the *Keep On* project would meet the following objectives and priorities:

PO4. A more social and inclusive Europe.

Priority 5. Demographic challenge. Access to services.

SO 4.6. Enhancing the role of **culture and sustainable tourism** in economic development, social inclusion, and social innovation.

PO5. A Europe closer to its citizens.

Priority 6. Integrated and sustainable development.

SO 5.2. Promotion of integrated and inclusive local, social, economic, and environmental development, **culture and natural heritage, sustainable tourism**, and security (in non-urban areas).

The following related actions are also listed in the **POCTEP** guide.

Actions for the protection, development, and promotion of tourism resources (including endogenous resources) in the cross-border area and related tourism services, which may take into consideration and refer to the results and action plans of other cooperation projects such as *Interreg Europe* projects with an impact on the POCTEP area.

- Actions for the joint protection and promotion of the cultural heritage of the cross-border area (e.g., the cultural heritage linked to the Way of St. James or the Fortresses on the border, among others) and actions to encourage and develop the business fabric, linked to the provision of cultural and leisure services, located on both sides of the border.
- Actions to encourage and promote sustainable and ecological tourism, adapted to climate change with low carbon emissions in the cross-border area, with the capacity to improve the levels of seasonality and boost the territorial attractiveness of the areas affected by the depopulation in the cooperation area.

- Training and awareness-raising actions for the tourism sector in the cross-border area on the supply side (tourist accommodation, tour operators, transport companies, etc.) on the risks associated with climate change in the territorial area of cooperation and on the practical application of adaptation strategies and actions.
- Actions to promote the use of ICTs and "data mining" to enable the tourism and cultural sector in the cross-border area to adapt quickly to the new requirements of the global economy and to remain resilient in the face of adverse circumstances.

## 2.3 PROJECT ANALYSIS AND STUDY

### 2.3.1. INTANGIBLE CULTURAL HERITAGE WITH LINKS TO THE *ENTROIDO*

Carnival is one of the most popular festivals par excellence and one of the events that receives the greatest participation and involvement from society, with local communities being the central figures in this ancestral celebration. The *entroido* in Galician, *entrudo* in Portuguese, displays a clear connection that goes beyond the purely linguistic, making the celebration of this festivity a show of identity that clearly connects Galicia and Portugal.

This *entroido* culture that is preserved in the Galicia-North Portugal area, and especially in the province of Ourense, is manifested in multiple and diverse expressions, which are displayed in a wide variety of rituals, costumes, masks, and decorative elements representing fantastic beings, combining the human and the divine, reinforcing a global identity, which is at the same time specific to each territory.

It is a celebration with universal components: humour, fun and the pleasure of the forbidden, where roles are exchanged, and everyone is free to laugh at everything. It is characterised by breaking the rules that govern our daily lives, giving way to a period of certain level of anarchy.

The preservation of these traditions, of the different *Entroido* formats: its costumes, masks, and characteristics, has always been maintained from generation to generation. Therefore, its chain of transmission is very fragile, as is true for everything related to intangible cultural heritage, making it essential to carry out research, cataloguing, protection, and dissemination work.

Characteristics:

- Territorial delimitation.
- Common traditional history.
- Common characteristics: personifications, masks, processions, festivals.
- Resources: Galician and Portuguese *entroidos*, museums, interpretation centre, artisans.
- Good practices: Podence Carnival, Portugal. UNESCO Intangible Heritage of Humanity. (<https://ich.unesco.org/es/RL/el-carnaval-de-podence-celebracin-del-fin-del-invierno-01463>)



**OBJECTIVE** Creation of a cross-border cultural project for the **cultural and tourist enhancement of the Carnival of Ourense and North Portugal.**

## PROPOSED ACTIONS

- Preparation of the dossier for the UNESCO intangible heritage candidacy.
- Inventory of resources linked to the carnival in both areas.
- Digitalisation of existing museums and interpretation centres.
- Creation of a virtual museum of the Portuguese-Galician *Entroido*.
- Training on craftsmanship linked to the *Entroido* related to traditional trades.
- Revitalisation of local craft production workshops: masks, costumes.
- Production of a documentary.
- Creation of a Galician-Portuguese carnival itinerary.
- Joint promotion of ethnographic resources.

### **Justification for adapting this project to the 2022-2024 Spanish-Portuguese cross-border tourism sustainability strategy.**

The proposed projects contemplate actions encompassed in possible areas of intervention referred to in the **2022-2024 Spanish-Portuguese cross-border tourism sustainability strategy** within the cultural tourism segment.

According to this strategy, the cross-border area covers a wide range of historical, cultural, and natural resources that should be utilised and can contribute greatly to the economic revitalisation of the territory, due to its important archaeological, architectural, cultural, landscape and environmental heritage. Within this common cultural wealth, we undoubtedly find the carnival, as a benchmark resource in the field of intangible cultural heritage.



It is therefore essential to unite and make this resource visible through the elements common to this cross-border area to achieve the goals set by the Spanish-Portuguese cross-border tourism sustainability strategy, among which the following are highlighted:

- Promoting tourism as a factor of social cohesion.
- Ensuring the preservation and enhancement of the cultural heritage to achieve economic, social, and environmental sustainability.
- Seeking to differentiate the destination with unique singular and common resources to improve the territory's competitiveness.

### **Justification of the adaptation of this project to the POCTEP 21-27 objectives.**

Regarding the POCTEP 2021-2027 call, we understand that this project aligns with Policy Objective 4 and specifically **Objective 4.6**: Enhancing the role of **culture and sustainable tourism** in economic development, social inclusion, and social innovation.

PO4. A more social and inclusive Europe.

Priority 5. Demographic challenge. Access to services.

SO 4.6. Enhancing the role of **culture and sustainable tourism** in economic development, social inclusion, and social innovation.

Firstly, this project aligns with the theme of Objective 4.6 as it encompasses everything related to the strengthening of **culture and sustainable tourism**.

The indicative list of actions that can be funded under this SO includes:

Actions for the protection, development, and promotion of tourism resources (including endogenous resources) in the cross-border area and related tourism services, which may take into consideration and refer to the results and action plans of other cooperation projects such as *Interreg Europe* projects with an impact on the POCTEP area.

As indicated in the **POCTEP 21-27** call, this objective seeks to transform tourism towards a model of sustained and sustainable growth, based on improving the industry's competitive capacity and profitability, on the destinations' differential natural and cultural values, and on the equitable distribution of the pros and cons of tourism.

The actions proposed in this project are committed to products and experiences that contribute to diversify and unify the offer, promoting inland tourism as an economic alternative, especially in areas at risk of depopulation, as is the case of the area of Ourense and North Portugal, whose main carnival celebrations are located in rural areas in clear demographic and economic decline, and therefore, this project would clearly focus on Priority 5 linked to the demographic challenge.

Precisely the set of proposed actions ranging from the resources inventory, the creation of carnival itineraries in the cross-border area, the enhancement of cultural elements, awareness-raising and training in traditional trades, the digitisation of resources and the preparation of the dossier for the inclusion of the carnival in the UNESCO list of intangible cultural heritage has two clear objectives: the preservation of a historical socio-cultural practice and establishing the population in the most rural areas of this territory.

It is clear that the carnival is an endogenous and unique resource of this territory representing a unique intangible cultural heritage.

According to UNESCO this type of heritage comprises living traditions or expressions inherited from our ancestors and passed on to our descendants, such as:

- Oral traditions and expressions, including language as a vector of intangible cultural heritage.
- Performing arts.
- Social practices, rituals, and festive events.
- Knowledge and practices related to nature and the universe.
- Skills related to traditional craftsmanship.

On the other hand, these actions are related to sustainable tourism for several reasons that are objectives of both the POCTEP and the European Union's own tourism sustainability policies.

- The actions are linked to responsible tourism that minimises environmental impact.
- Revitalising the sense of community and the attachment of the local community to its socio-cultural representations.
- Promoting innovative technological solutions that promote sustainability and access to resources.
- Seeking a clear involvement of the local population as central figures in the maintenance and revitalisation of this tradition.
- Preserving the traditions of the trades through the mask and costume artisan workshops.
- Encouraging the conservation and revitalisation of other cross-cutting elements of this tradition, such as music, dance, and gastronomy.

- Boosting the circular economy of all relevant actors, in particular tourists and the resident population.
- Attracting a respectful public interested in learning about the socio-cultural values of a territory.
- Improving the quality of life of the local population by counteracting seasonality, generating employment and the distribution of tourist income.

### 2.3.2 - THE WAY OF SAINT JAMES AND THE ROUTE OF SAN ROSENDO

In 1987, the Council of Europe declared the Way of St. James a European Cultural Itinerary, recognising the revitalising and structuring nature of this route in European history and culture, from the discovery of the presumed tomb of St. James in the 9th century to becoming one of the most important pilgrimage routes in the world. The Way of St. James has consolidated a wide and rich heritage, both tangible, in the form of cathedrals, churches, hospitals, hostels and bridges, and intangible, in the form of myths, legends and traditions linked to the folklore of the territories through which it passes.

The Way of St. James has 10 officially recognised routes:

1. The French Way
2. The Fisterra and Muxía Way
3. The Silver Way
4. The English Way
5. The Primitive Way
6. The Northern Way
7. The Mar de Arousa and Río Ulla Way
8. The Winter Way
9. The Portuguese Way
10. The Portuguese Coastal Way

#### THE PORTUGUESE WAYS OF ST. JAMES

There are two independent itineraries that comprise the **Portuguese Ways of St. James** and they are the result of the confluence of the Portuguese Jacobean Routes once they enter Galicia.

The **Portuguese Way** originates in Lisbon and has two variants: **along the coast** crossing the "Raia" in the town of Caminha, or inland through Porto and Barcelos until it reaches Tui.

Another route that links Galicia and Portugal is known as the **Via de la Plata (Silver Way)**, also called the **Southeast Route**. This route originates in Andalusia and reaches Galicia through Extremadura and Castile and Leon. It annexes various variants that converge from Portugal, such as the Portuguese variant of this route coming from Zamora, running through the towns of Quintanilha, Bragança, Vinhais, Segirei until it reaches Verín. Or the one that reaches this Galician town from Coimbra and Viseu, passing through Chaves, known as the **Inland Portuguese Way**.

### ROUTE OF SAN ROSENDO

There is another age-old itinerary in the Galician-Portuguese area, which is the **Route of San Rosendo**, which for centuries was used as a pilgrimage route to Santiago de Compostela and starts in Braga and crosses A Baixa Limia and Terra de Celanova. This route goes beyond a purely Jacobean link and has its own history and tradition, related to those of San Rosendo and to the pilgrimage of Portuguese Queen Isabel II.



For all these reasons, the Portuguese Way of St. James, which crosses part of Portugal and Spain, represents a fundamental territory for understanding the true international dimension of the phenomenon of pilgrimages and of European history.

**OBJECTIVE:** To enhance the value of the routes and cultural heritage related to the Way of St. James, especially those which, like the Route of San Rosendo, have their own character and identity and are closely linked to the cross-border values and history of Galicia and North Portugal.

## PROPOSED ACTIONS

- Experiences encompassing ecotourism, culture, and gastronomy.
- Inventory of cultural resources linked to these routes.
- Digitalisation and mapping of itineraries.
- Organisation of international meetings.
- Creation of mountain bike centres.
- Marketing of packages including holistic experiences.
- Creation of tourist intelligence materials to learn about the visitor profile and their degree of satisfaction.
- Organisation of an international congress on cultural routes.

## **Justification for adapting this project to the 2022-2024 Spanish-Portuguese cross-border tourism sustainability strategy.**

The proposed actions contemplate actions encompassed in possible areas of intervention referred to in the **2022-2024 Spanish-Portuguese cross-border tourism sustainability strategy** and within the cultural tourism segment two actions are specifically mentioned in relation to this project:

- Way of St. James and other European cultural routes.
- Revitalisation of the Way of St. James taking into account the certified routes in Portugal.

In addition, the above-mentioned strategy also aims to support the creation of experiences, especially in the following areas:

- Way of St. James and other European cultural routes.
- Natural heritage, active tourism, and rivers/coastal and inland waters.

This series of actions are focused to promote ecotourism linked to historical routes such as the Way of St. James and San Rosendo with innovative actions that serve as a driver of development and revitalisation of cross-border towns, aiming to establish the population, boost its economy, digitalise its offer, attract new profiles and promote knowledge and research to make this territory visible and strengthen it as a tourist destination.



## Justification of the adaptation of this project to the POCTEP 21-27 objectives.

Regarding the POCTEP 2021-2027 call, we understand that this project aligns with Policy Objective 5 and specifically **Objective 5.2**: Promotion of integrated and inclusive local, social, economic, and environmental development, **culture and natural heritage, sustainable tourism**, and security (in non-urban areas).

PO5. A Europe closer to its citizens.

Priority 6. Integrated and sustainable development.

SO 5.2. Promotion of integrated and inclusive local, social, economic, and environmental development, **culture and natural heritage, sustainable tourism**, and security (in non-urban areas).

Firstly, this project aligns with theme of objective 5.2 because it explicitly mentions **sustainable tourism** and **natural heritage**.

If there is one thing that characterises the Way of St. James and the Route of San Rosendo, it is that they are products directly related to sustainable tourism due to several aspects:

- Use of pre-existing or minimally conditioned paths.
- No large hotel infrastructures.
- Low environmental impact.
- Economic revitalisation in rural areas.
- Preservation of natural, cultural, and historical resources.
- Distribution of wealth along the itinerary.

On the other hand, these actions, when related to natural heritage, are marked by two characteristics:

- They are concentrated in rural areas and therefore promote integrated and sustainable socio-economic development in non-urban areas, contributing as an overall policy objective to a Europe that is closer to its citizens.
- Within the area encompassing the Galicia-North Portugal Euroregion, these paths cross one of the richest and most protected natural areas of this territorial area: the Gerês-Xurés Cross-border Biosphere Reserve, whose main objective, as established in its management plan, is the conservation and protection of the environment and the sustainable use of the endogenous resources of this natural area.

### 2.3.3. - LITERARY HERITAGE WITH LINKS TO THE RAILWAY AND SPA ACTIVITIES

The cultural relationship between Galicia and Portugal has always been marked by the importance and close relationship between the two languages. Two languages that share much more than their Latin origin, as they both maintained a common journey until well into the 15th century, when they took a diverse, but not very different, path. Literary heritage, and therefore linked to oral and popular traditions, is one of the core topics that provides a strong interrelationship between the two countries and is undoubtedly an element of huge potential when promoting and creating cultural proposals that serve to make this heritage known, as well as to configure a new tourist offer that helps to revitalise and generate new opportunities for the different areas involved.

In this sense, the Galicia-North Portugal area has huge potential as the birthplace of great writers, including two winners of the Nobel Prize in Literature, such as Camilo José Cela and José Saramago. Not forgetting that some of the most important Portuguese writers of the 19th and 20th centuries were born or lived in North Portugal, and a tour of their birthplaces and the places where their works were set enables us to visit the entire north coast, the Douro Valley and inland Portugal. A similar situation occurs in the Galician area, especially in the provinces of Pontevedra and Ourense, where the mark of writers such as Otero Pedrayo, Valle Inclán, Carlos Casares or Curros Enríquez, among others, is very present and implicated in the territory. In addition to the potential related to "classic" literary figures, we should not lose sight of the possibilities that exist in relation to current literature, including publications and other related resources such as cinema or television series, as in the cases of *Harry Potter* or *Game of Thrones*.

Therefore, literary tourism is a type of tourism which is becoming increasingly popular in the sector, and which has great potential for planning activities and proposals, as small-scale actions such as literary tours can be organised, or the impact of the proposal can be extended with longer routes or itineraries which can perfectly complement other tourist resources established in the territory.

Thus, and given the location of the heritage elements linked to literature, it would be of great interest to design a series of railway itineraries that take advantage of the improvements to be made to the *Eixo Atlántico Ferroviario*. To create an idea of Literary Trains that interconnect the resources and open the way to a slow tourism format that will allow visitors to travel through the territory of Portugal and Galicia, in a sustainable, immersive, and economic way. In this concept of cultural tourism, other elements of great potential present in the area can be added, such as spa and wine and food resources. In this way, literature, railway, and spa tourism would come together to offer a different, innovative, healthy, and sustainable tourist proposal.

**OBJECTIVE:** Creation of a cultural and tourist project to enhance the value of the Galician-Portuguese literary heritage and to create a catalogue of routes and tourist products that combine spa activities and the railway with the world of literature.

## PROPOSED ACTIONS

- Inventory of literary resources in both countries.
- Creation of a website, in the form of a Literary Map to map the spaces, create didactic contents and gamification activities.
- Design of a tourist offer around Galician-Portuguese literature.
- "Literary Trains" departing from the stations of Oporto and Ourense.
- Drive and Go and Rail and Go packages with accommodation in spa establishments.

## **Justification for adapting this project to the 2022-2024 Spanish-Portuguese cross-border tourism sustainability strategy.**

The proposed actions contemplate actions encompassed in possible areas of intervention referred to in the **2022-2024 Spanish-Portuguese cross-border tourism sustainability strategy** and within the cultural tourism segment two actions are specifically mentioned in relation to this project:

Thus, this document speaks of "*promoting the development of **tourism products and experiences on the border**, which are a manifestation of the territorial peculiarities of A Raia, as a meeting point for culture, historical and natural heritage, gastronomy and craftsmanship of the border towns.*"

This project idea will unify and bring together the various elements highlighted therein. Likewise, an explicit reference is also made to promote actions related to **Spa Tourism**.

Within the framework of this document, there is also an emphasis on developing actions on both sides of the border, within the area of tourism:

- To develop tourism experiences on the border.
- To incorporate sustainability and digitalisation in the management of tourism resources, infrastructures, and products at destinations.
- To diversify the supply of tourist destinations to generate employment and activity opportunities, redistribute tourist income and favour territorial cohesion and the deconcentration of demand, particularly in rural areas, as well as counteracting seasonality.

## Justification of the adaptation of this project to the POCTEP 21-27 objectives.

Regarding the POCTEP 2021-2027 call, we understand that this project aligns with Policy Objective 5 and specifically **Objective 5.2**: Promotion of integrated and inclusive local, social, economic, and environmental development, **culture and natural heritage, sustainable tourism**, and security (in non-urban areas).

PO5. A Europe closer to its citizens.

Priority 6. Integrated and sustainable development.

SO 5.2. Promotion of integrated and inclusive local, social, economic, and environmental development, **culture and natural heritage, sustainable tourism**, and security in non-urban areas.

Firstly, this project aligns with theme of objective 5.2 because it explicitly mentions **sustainable tourism** and **natural heritage**.

The idea of creating literary trains aligns perfectly with the promotion and commitment to sustainable tourism in several respects:

- Use of a low emission means of transport.
- Reduction of the carbon footprint and the impact of tourists.
- Commitment to the environment and the circular economy.
- Economic revitalisation in rural areas.
- Preservation of natural cultural and historical resources.
- Distribution of wealth along the itinerary.

On the other hand, actions related to natural heritage are marked by the following characteristic: they are concentrated in rural areas, promoting integrated and sustainable socio-economic development in non-urban areas, contributing as a global policy objective to a Europe that is closer to its citizens.



### 3 ASSESSMENT ANALYSIS UNDER SUSTAINABILITY PARAMETERS

Another part for evaluation of the projects has been fixed around the parameters of sustainability and respect for environmental, social and economic values.

Article 167 Treaty on European Union (TEU) determines the role of the European Union (EU) in the area of culture. The key aim of the EU's cultural policy is to "respect its rich cultural and linguistic diversity, and [...] ensure that Europe's cultural heritage is safeguarded and enhanced."

The 2030 Agenda is structured around 17 Sustainable Development Goals (SDGs). The 17 SDGs can be summarised in 5 terms: People, Planet, Prosperity, Peace, and Partnerships, reflecting the economic, social, and environmental dimensions of sustainability (**people, planet, and prosperity**), as well as its two indispensable conditions (**peace and partnerships**).

Actions undertaken must therefore be based on the three pillars of sustainability: environmental, social, and economic.

**Environmental:** conservation of biodiversity without foregoing economic and social progress.

**Social:** strengthening the cohesion and stability of groups and communities.

**Economic:** capacity to generate profitability in a responsible manner over the long term.

To this end, it is essential to identify and define specific qualitative and quantitative indicators in line with the objectives of each project for a realistic and effective analysis of SDG compliance.



Indicators are not simply data records or statistics, but they measure or estimate the current conditions of a project by indicating the degree to which it aligns with a specific objective, priority, or target. Indicators should be constructed in such a way that their analysis is comparable over time and space.

In this conceptual framework, it is assumed that tourism projects that score higher on all indicators are more likely to be able to adapt to the objectives set by POCTEP 2021-2027.

The following table provides examples of tourism sustainability indicators focusing on three segments: environmental, socio-cultural, and economic.

**Examples of indicators.**

INDICATOR	Definition	SDGs
<b>ENVIRONMENTAL TSI</b>		
Alignment with the do no significant harm principle - DNSH	Level of damage caused to the environment	13 climate action 11 safeguarding natural heritage
Waste and wastewater management	Energy consumption per capita	12 responsible production/consumption
Mobility	Percentage of tourists using sustainable vehicles/public transport within the destination	3 health and wellbeing 11 sustainable cities and communities 13 climate action
Sustainability and sustainable consumption policies and practices	Percentage of tourism enterprises that hold sustainability certifications	12 responsible production and consumption 13 climate action 15 life of terrestrial ecosystems
Protection of threatened natural heritage	Level of action on natural heritage at risk	13 climate action 11 safeguarding natural heritage

### SOCIO-CULTURAL TSI

Governance	Percentage of good governance instruments	10 reduction of inequalities 16 peace, justice, and strong institutions 17 partnerships to achieve the goals
Gender equality	Ratio between women's and men's wages in the tourism industry	5 gender equality 8 decent work and economic growth
Knowledge and dissemination of cultural heritage with educational and training actions.	Involvement of social and cultural actors in the projects.	4 quality education 5 gender equality 8 decent work and economic growth
Conservation of traditional trades and crafts	Training and qualification of new actors for the conservation of intangible heritage and traditional crafts.	4 quality education 5 gender equality 8 decent work and economic growth 12 - 17 partnerships to achieve the goals
Citizens' satisfaction	Percentage of residents who consider tourism to be beneficial for the destination	11 sustainable cities and communities 16 peace, justice, and strong institutions

### ECONOMIC TSI

DEVELOPMENT CONTROL	Availability of specific sustainable tourism plans or strategies in place at the destination	17 partnerships to achieve the goals
Labour market	Increased employment and entrepreneurial initiatives linked to tourism	1 end to poverty 8 decent work and economic growth
Performance of tourism activity	Increase in visitors to the destination	11 sustainable cities and communities 12 responsible production and consumption 13 climate action
Economic impact of tourism on the destination	Potential of tourism as a tool for local and seasonally adjusted development	1 end to poverty 8 decent and economic growth
Tourism diversification and territorial cohesion	Generation of new opportunities that help redistribute wealth and tourism flows.	1 end to poverty 8 decent work and economic growth

The following is a matrix for the adaptation of these projects and their actions to a series of vectors encompassed in the objectives and priorities of the **POCTEP programme**:

<b>RESOURCE ADAPTATION MATRIX</b>			
	<i>Entroido</i> heritage	San Rosendo and Silver Way routes	Literary, spa and railway heritage
<b>ENVIRONMENTAL TSI</b>			
Alignment with the do no significant harm principle - DNSH	4	5	4
Waste and wastewater management	4	5	3
Mobility	5	4	5
Sustainability and sustainable consumption policies and practices	5	4	4
Protection of threatened natural heritage	4	5	3
<b>SOCIO-CULTURAL TSI</b>			
Governance	4	4	3
Gender equality	4	5	3
Knowledge and dissemination of cultural heritage with educational and training actions.	5	4	5
Conservation of traditional trades and crafts	5	3	3
Citizens' satisfaction	5	5	4
<b>ECONOMIC TSI</b>			
development control	4	4	3
Labour market	5	5	4
Performance of tourism activity	4	5	4
Economic impact of the tourism at the destination	4	4	3
Tourism diversification and territorial cohesion	5	5	5

All the projects analysed respond positively to this sustainability evaluation and, therefore, the proposals are likely to be presented in future calls for cross-border cooperation projects.