



**CHRISTA**  
Interreg Europe



European Union  
European Regional  
Development Fund

# **Culture and Heritage for Responsible, Innovative and Sustainable Tourism Actions 2016 - 2020**

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Partner 1 ECTN

Responsible for the technical coordination of policy learning

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30 November 2016, Brussels

Special Workshop 'Sustainable Cultural Tourism. EYCH 2018'



- Inter-regional cooperation programme
- helps regional and local governments across Europe to develop and deliver better policy
- opportunities for regional and local public authorities across Europe
  - to share ideas and experience on public policy in practice –
  - improving strategies for their citizens and communities**

# HISTORY OF IDEA. Thessalia Charter



Launch of the 1<sup>st</sup> Call in Bologna, December 2014

Interreg Europe partner search platform

125 potential partners

5 new partners selected

+

5 existing members

submitted Jul 2015

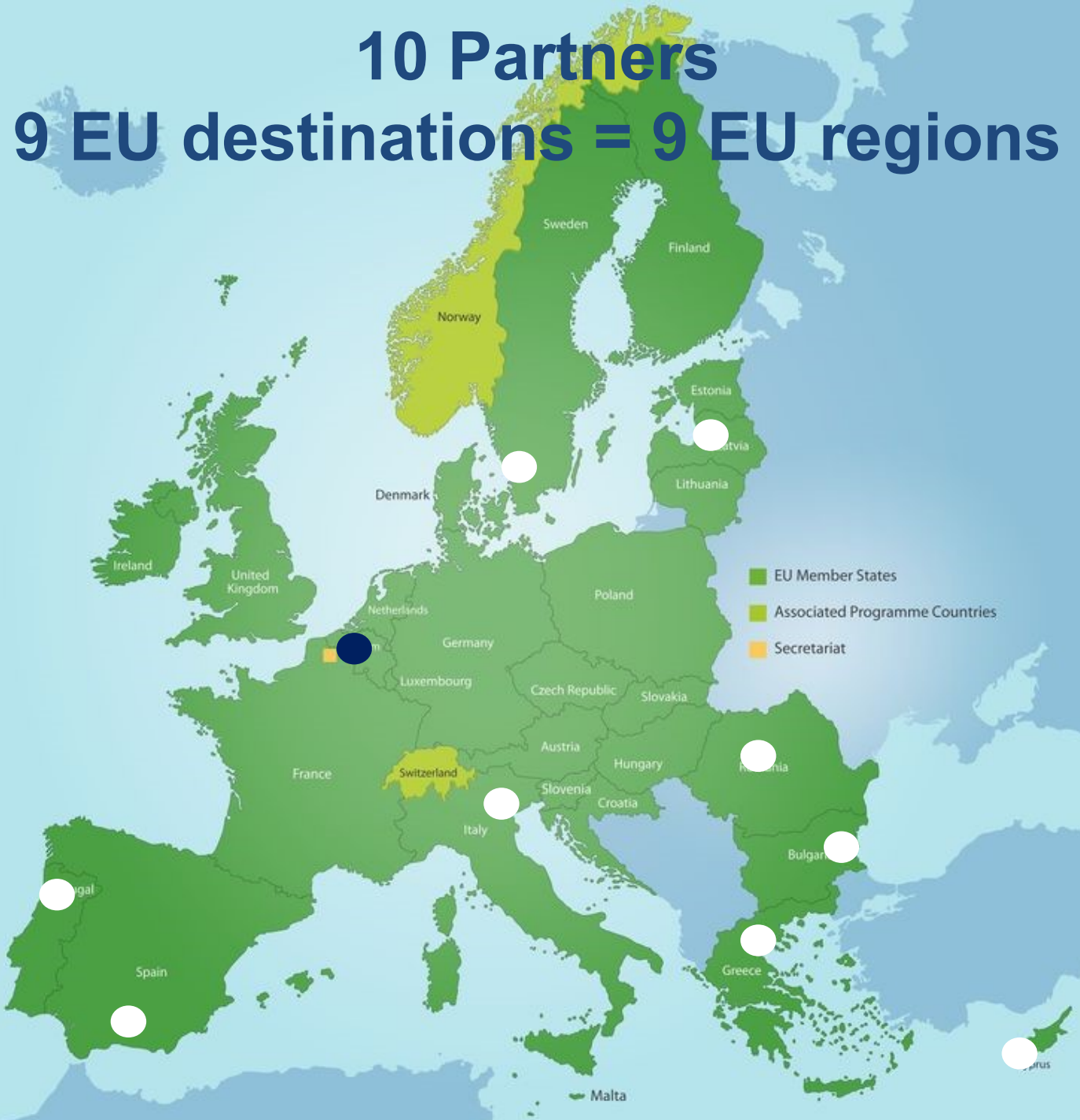
approved Feb 2016

**Final approval**

**12 April 2016**

# 10 Partners

## 9 EU destinations = 9 EU regions



REGIONE DEL VENETO

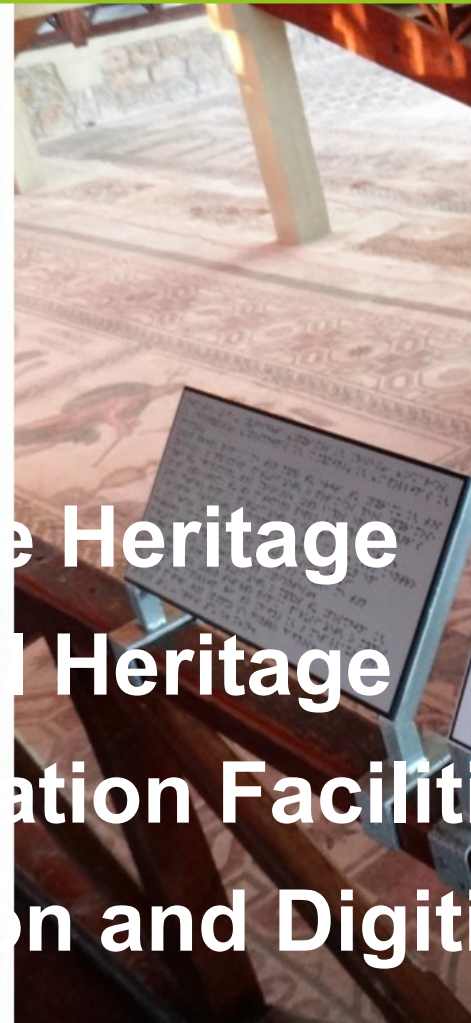


**Burgas Municipality**





# 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

# EU inter-regional cooperation project

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**

# Main Activities during 4 years

- 4 inter-regional thematic workshops, capacity building with study visits 2016 - 2018
- 36 Local Stakeholders Group meeting in 9 regions
- Staff Exchange programme 2016 - 2018
- Development & Implementation of 9 Action Plans for policy instruments
- European Week of Regions & Cities 2017
- Final Conference in 2019
  
- Participation at the Programme & European level events
  
- Contribute to pan-European initiatives for cultural heritage preservation and promotion (**European Heritage Label; Europa Nostra Awards**)

**International Year of Sustainable Tourism for Development 2017**  
**European Year of Cultural Heritage 2018**



# Creator / founder

## Advisory role

technical coordination of the interregional exchange of experience

policy learning process supported by external expertise

Communication

- technical assistance to the Partners on the specific exchange of experience topics through external expertise (on 4 I's)
- Guidelines on the policy learning process
- Guidelines for the development of Action Plans
- the Action Plans oversee the implementation of the Action Plans with common monitoring framework
- Ensure innovative approaches throughout



# Secured funding to ECTN members

CHRISTA budget: 1,771,775 MEUR

ERDF co-funding: 1,506,008.75 MEUR

Main beneficiaries: public authorities & their stakeholders

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