

Joint event on Tourism and Culture in P04 and P05

Bringing territoriality into Interreg

15 December 2020 | Online

**Philipp Schwartz, Robert Mazurkiewicz,
Bernhard Schausberger, Mercedes Acitores. Interact**



Housekeeping rules



Please **(re)name** yourself (name, surname, Interreg programme/organisation);



In case of any **technical issues** please **use the chat**.



All participants are muted. Questions will be raised through **slido.com #65751**

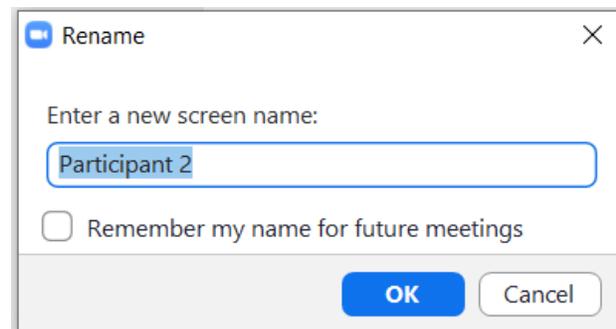
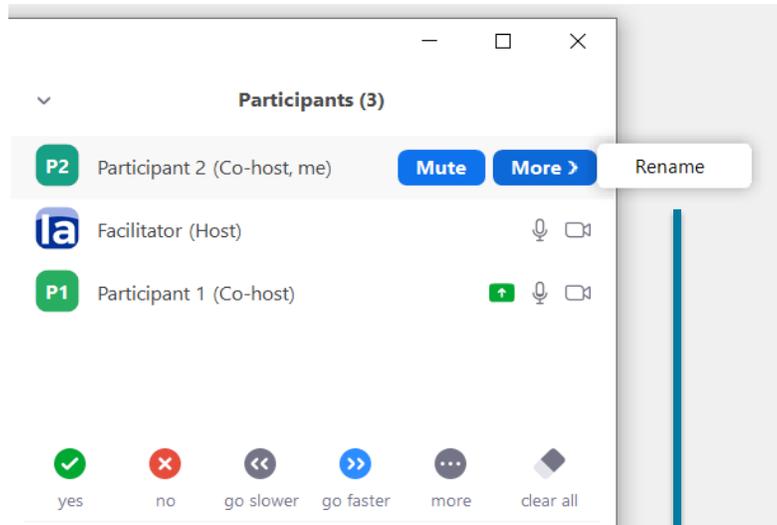


Commission's presentation will be published on the website.



The event will be recorded.

How to rename yourself



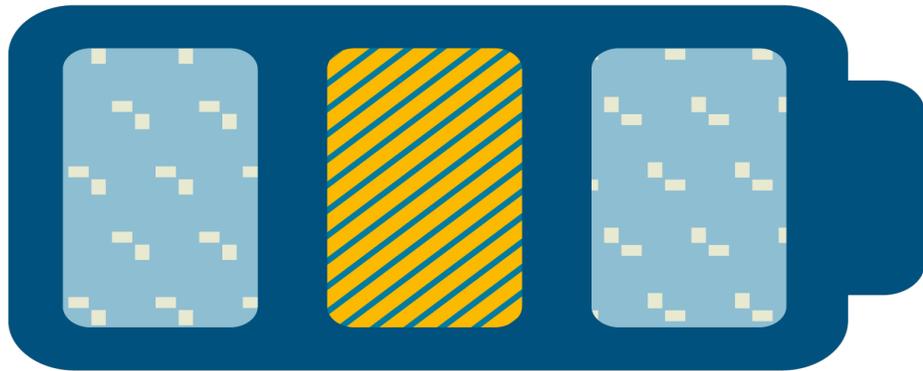
If you didn't join the meeting with your real name, please rename yourself as follows:

Firstname, lastname and the Interreg programme you work for.

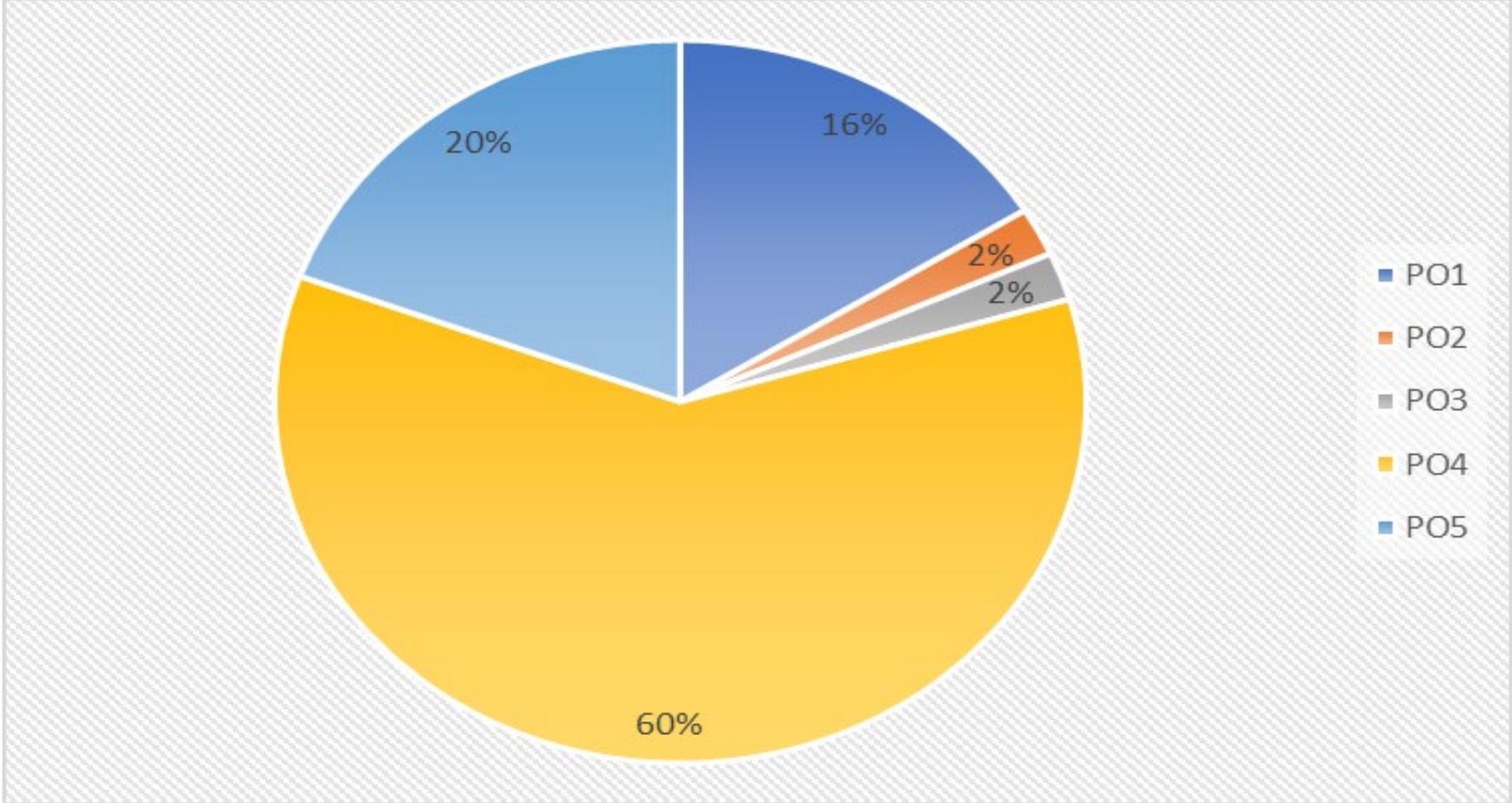
E.g. Mercedes Acitores (Interact)

Welcome and introduction

Meeting objectives and approach



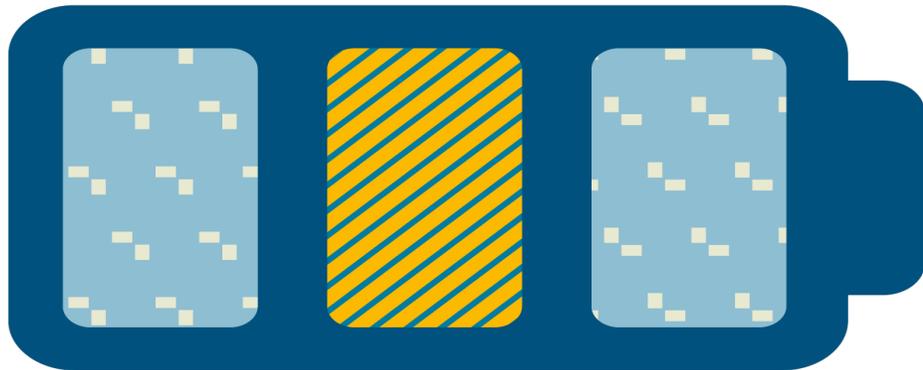
Under which PO are you planning to finance tourism and culture operations?



* Only MA and JTS answers.

Tourism and Culture.

Which is the most suitable P0? P04, P05....



Tourism and Culture in P04 and P05.

European Commission, DG REGIO. Units: D1 and D2.

- General Intro. Nathalie Verschelde.
- Tourism and Culture in P01, P02, P03 and P05. Olivier Baudelet, Johan Magnusson,
- Tourism and Culture in P05 Katalin Penzes, Magali Lenoel



Tourism and culture in Interreg 2021-2027

Interact event with DG REGIO D1/D2

15 December 2020

Introduction (1)

- Interreg has always contributed to tourism and culture (and will continue to...)
- Tourism and culture have high potential for transnational and interregional cooperation and local development

From KEEP

Interreg 2014-2020	Sustainable Tourism	Cultural and Arts	Heritage
Number of projects	1,040	955	
Partners	4,833	4,114	
Budget	EUR 1,280 B	EUR 1,039 B	

Introduction (2)

- Tourism and culture are highly relevant to Interreg
 - Linked to territories (mountains, rural areas, sparsely populated areas, seas, islands, etc)
 - Multidimensional (integrated)
 - Long-term (hence need to be framed in a strategy)
 - Require the involvement of local authorities/ stakeholders/ civil society

- Tourism and culture can be well supported within a structured macro-regional approach (reflecting all strands of Interreg cooperation) because they can be:
 - Multidimensional and cross-cutting
 - With a short-term, as well as a long-term actions' horizon
 - Multilevel governed - Require the involvement national, as well as of local authorities/ stakeholders/ civil society

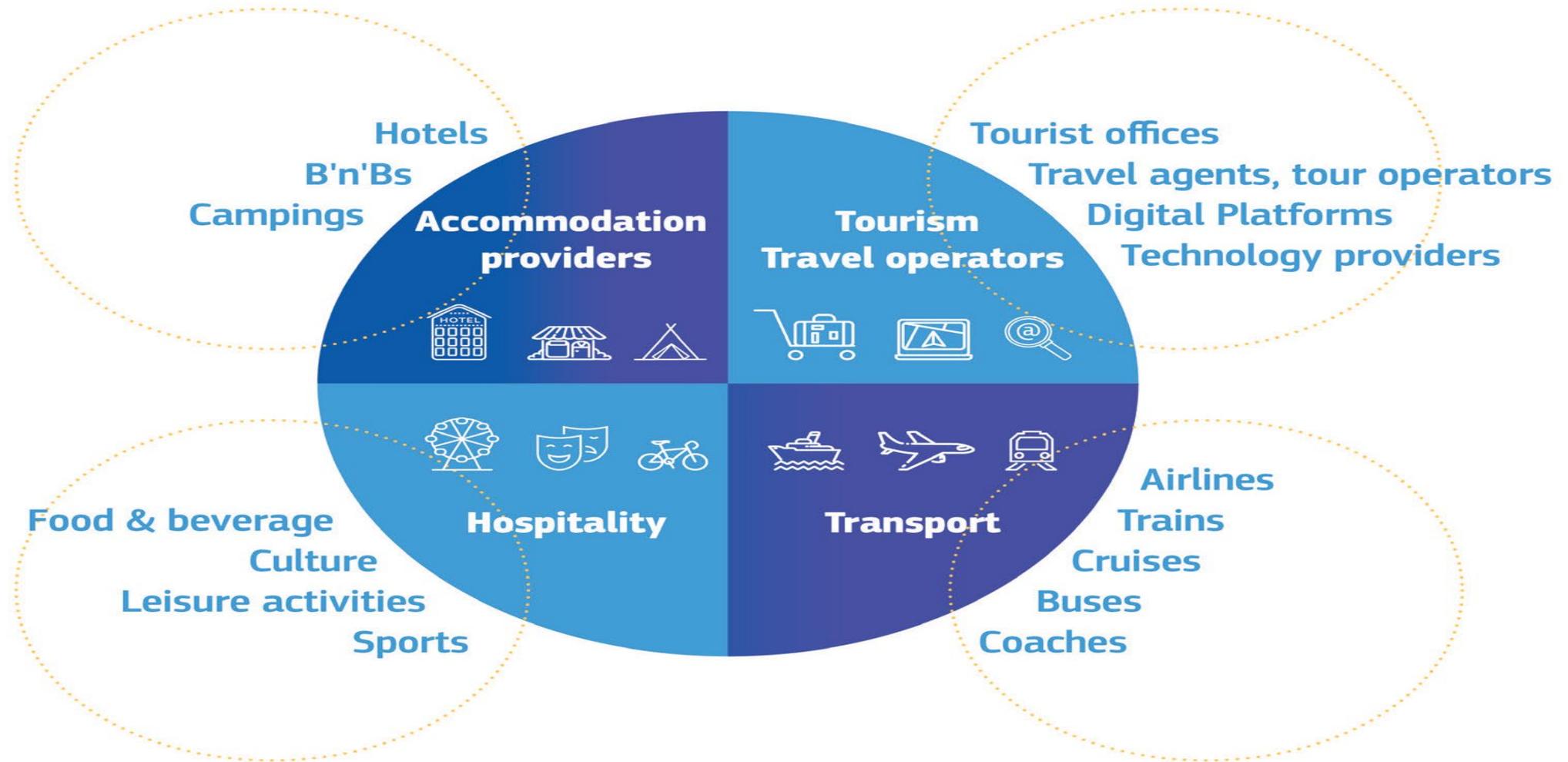
- Tourism and culture have also been separate priority areas in the MRS (relevant for all forms of funding: Interreg, mainstream, and through other funds)

Introduction (3)

- For some programme areas, the best place to organise support to tourism and culture is P05 (territorial and integrated)
- New option with SO4.5 (when tourism or culture can be the specific activity for investments accompanied with a group of actions under this SO).
- **In short:** Tourism and culture can be supported under any PO, *where relevant, and when the intervention logic of the programme focuses on the specific policy objectives.*

European Industrial Strategy

Tourism ecosystem



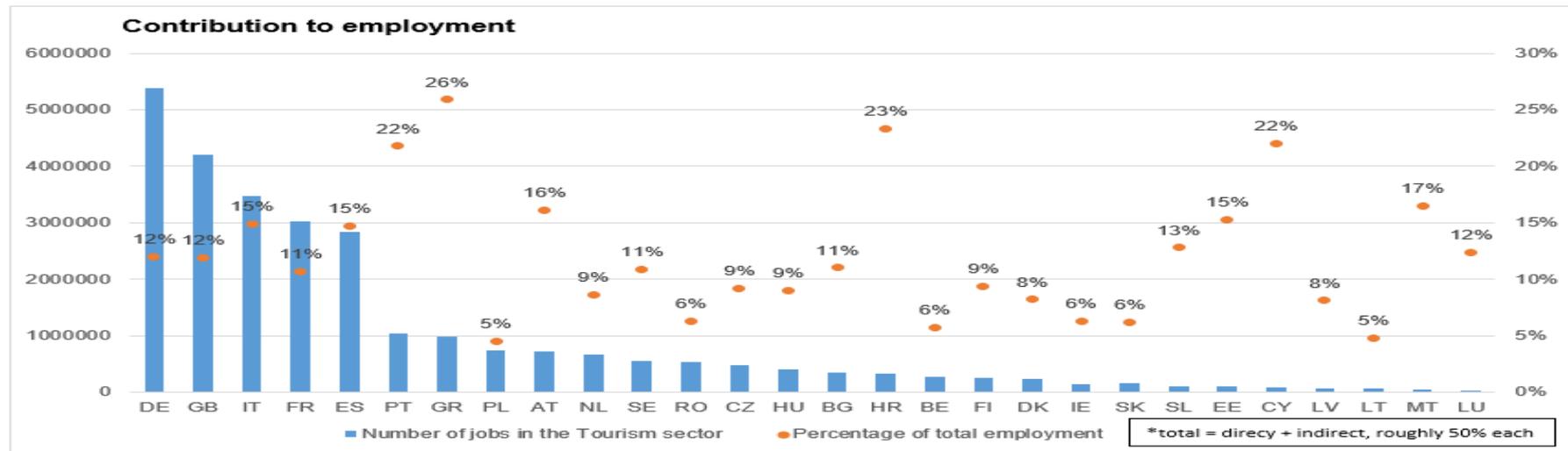
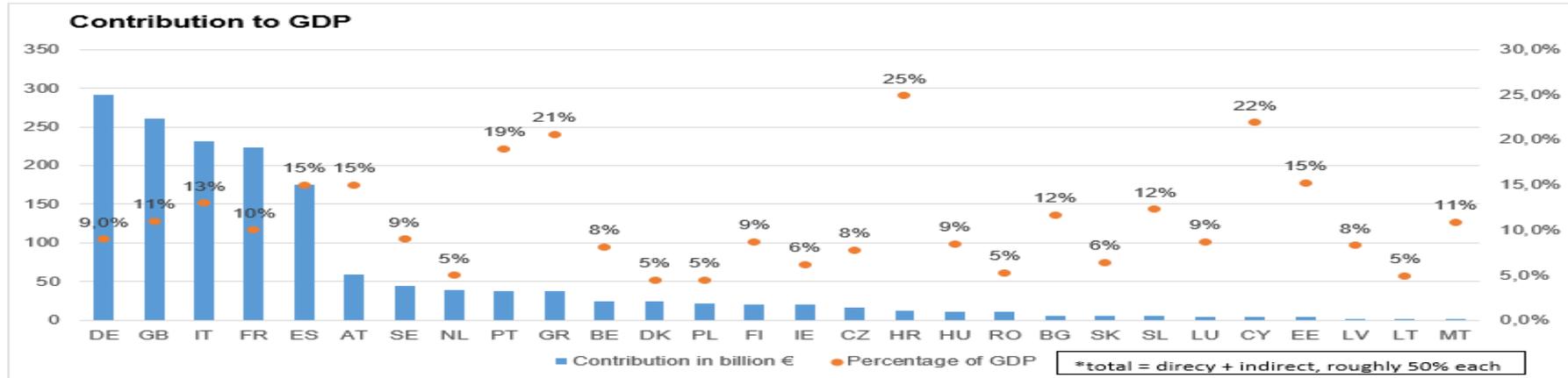
Tourism – visitors economy



Source: World Travel & Tourism Council

Tourism contribution to the EU economy and jobs

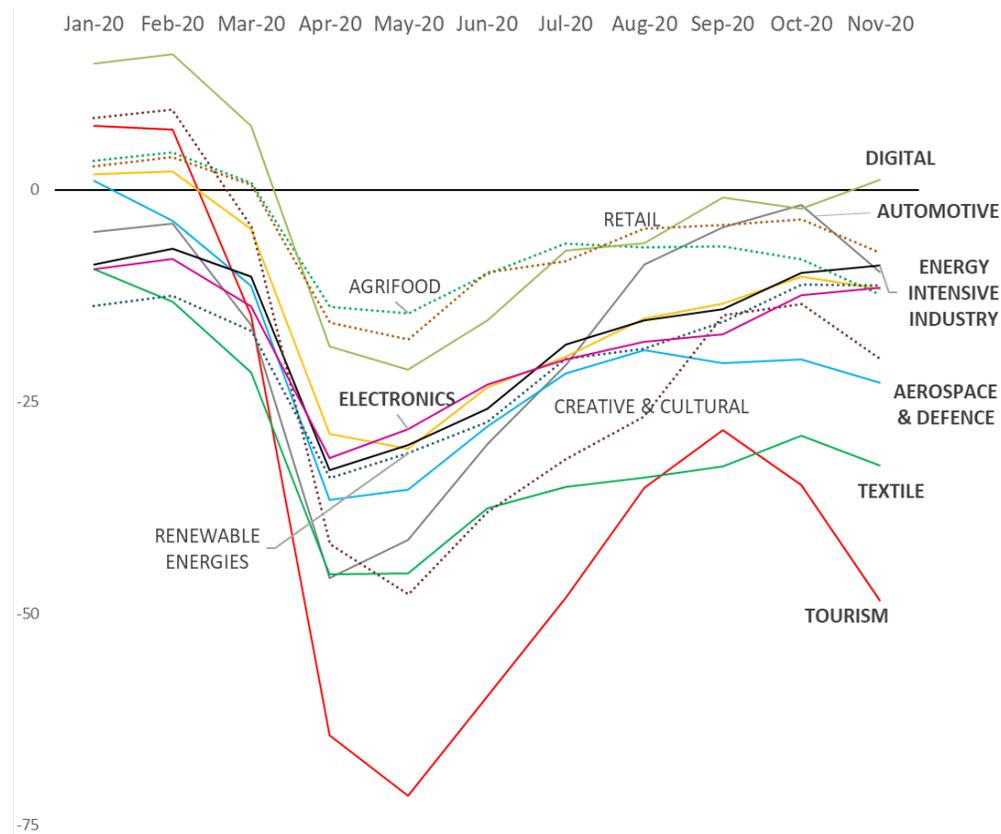
Travel and Tourism Economic Total* Impact 2019 (2018 figures)



COVID-19 impacts. Tourism ecosystem outlook

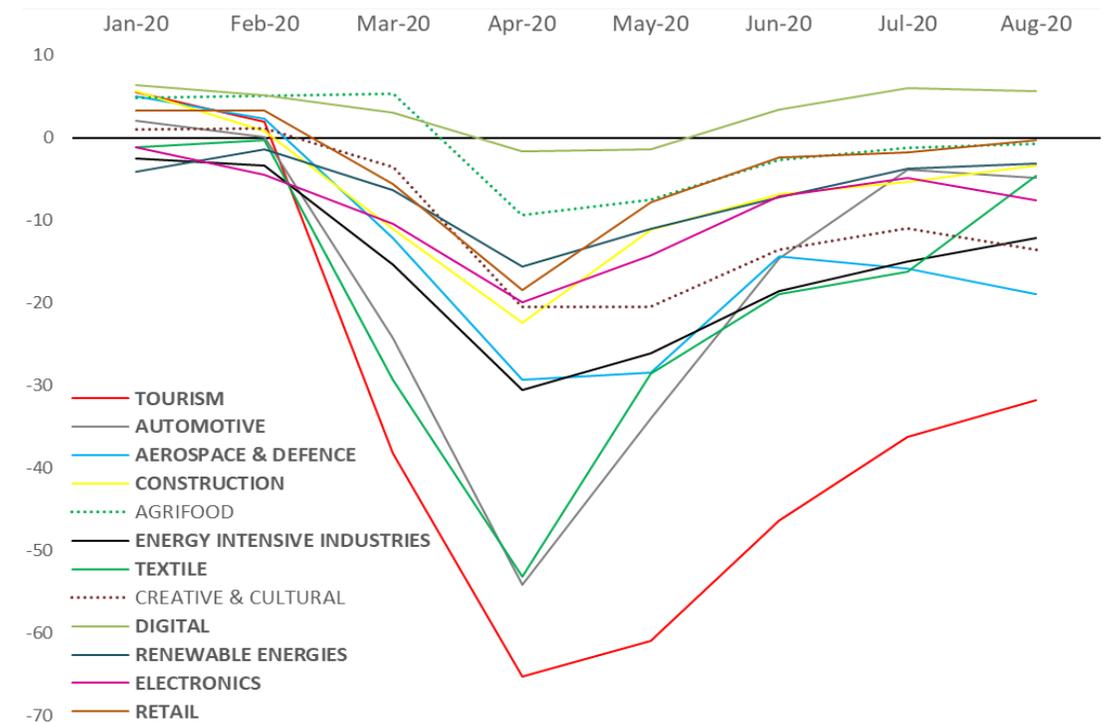
Evolution of the Confidence Indicator by Ecosystem: January-November 2020

Source: GROW.A1 elaborations on data by the Joint Harmonised EU Programme of Business and Consumer Surveys.

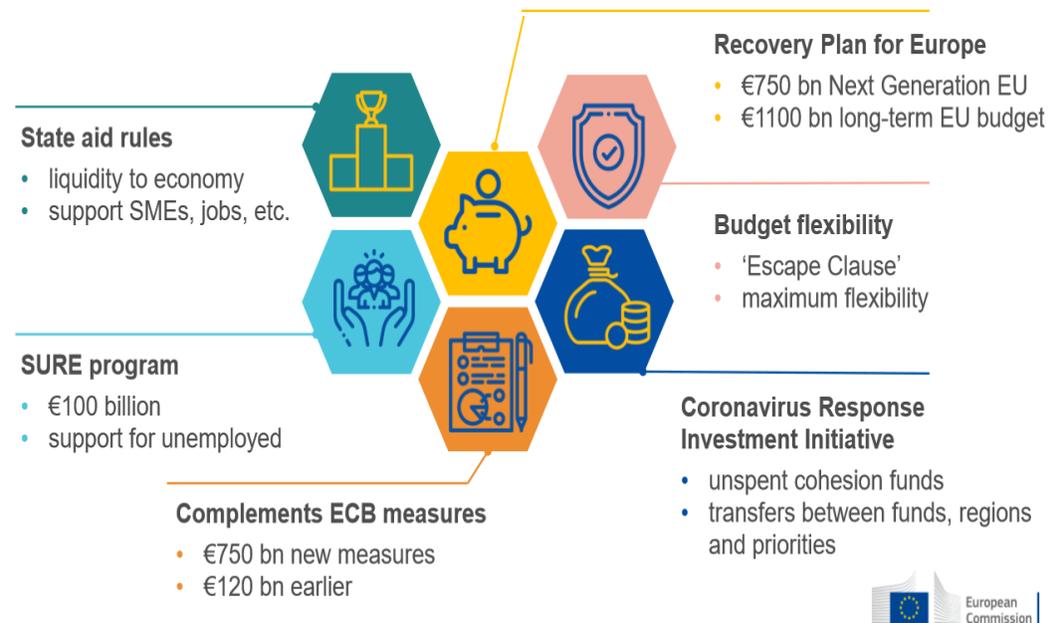


Evolution of the Change in Turnover by Ecosystem: January-August 2020

Source: GROW.A1 elaborations on data by Eurostat



EU response to save and restart tourism – NEW SO 4.5 is part of a wider response...



Re-open EU: <https://reopen.europa.eu/en/>

P01

- Link to intervention logic: actions that are innovative (for example because they use a new tool) and/ or contribute to the development of SMEs

CBC project:

Knowledge platform, skills and creative synergies for blue tourism ecosystem development (IT-HR)



On 25 April 2019, in the frame of BLUTOURSYSTEM project, Region of Istria organized in Barban a Living Lab Workshop.

A Living Lab (LL) is a cross-border living laboratory that intends to act as a cross-border open space for networking, learning and peer training.

The title of this Living Lab was "Channel management and web design for SMEs, Crafts and Trades in Tourism and Catering sector - Fostering abilities to improve competitiveness, innovation and creative enhancement of the tourism offer, enriching the analysis capacities of operators, while developing new knowledge of tools and services and ability to support destination management".

TN project:

CCAIPs invests in tourism, creative and cultural SMEs innovation and research through creative transnational camps and hubs (Alpine space)



P02

- Link to intervention logic: actions that concern nature tourism with the goal to valorise biodiversity and/ or actions that address waste and energy impacts of tourism/culture sites and activities

CBC project:

The main aim of the project 3E-Morava Nature (SK-AT) is to manage the habitats in such a way that habitat networking, biodiversity and valuable ecosystem services are maintained on both sides of the River Morava. Activities include revitalization and management terrestrial and water biotopes, strengthening environmental education combined with nature tourism. In addition, 4 eco-centers will be established to strengthen the future CBC and conscious care for the natural heritage of the River Morava area.

TN project:

ENERPAT aims at providing solutions for renovation of old buildings in an energy efficiency manner. This approach improves heritage management, residents' comfort and health, and has high circular economy standards. ENERPAT undertakes eco-friendly pilot renovations of buildings in three cities: O Porto (PT), Vitoria (ES), and Cahors (FR) – Interreg **SUDOE**

€ 1,88 million

EU 1,42 million

6 partners

01.07.2016
30.06.2019



P03

- Link to intervention logic: actions that improve the accessibility of touristic and cultural sites/activities

CBC project:

PORTS (Partnership for the Observation and study of new Routes and Transnational Sea-highways) aims at strengthening the Apulian sea links with Montenegrin and Albanian coasts, in order to support socio-economic growth of the two main coastal area cross border systems. Joint actions to develop new sustainable solutions for maritime transport and sustainable mobility networks in order to improve internal links of tourist transport and pleasure cruises (IPA CBC Italy, Albania, Montenegro)



TN project:

MARA improves the accessibility and mobility in remote touristic areas of the Baltic Sea region. MARA examines and pilots different local mobility solutions including a Population Mobility Monitor based on mobile phone data, e-bike sharing, real-time information for call-a-bus systems, and waterways for transportation. New mobility approaches in remote areas are integrated into spatial or mobility development plans (Interreg Baltic Sea).



P04

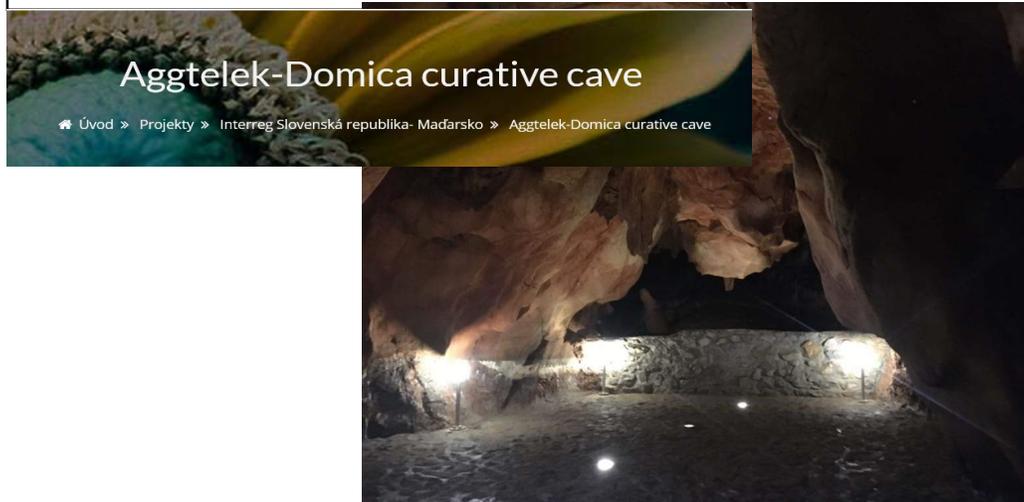
- Link to intervention logic: actions related to a more ‘Social’ Europe [(i) employment, (ii) education, (iii) social inclusion, (iv) health, (v) *culture/tourism*]

CBC project:

The project “Aggtelek-Domica curative cave” aims to support the certification of the caves of the cross-border cave system of the Aggtelek and Slovak Karst as therapeutic caves including the creation of the infrastructure necessary for the operation of the therapeutic caves. **(SK-HU)**

TN project:

“COME-IN!” smaller museums often lack the knowledge and financial means needed to improve accessibility for people with disabilities. The COME-IN! project creates a network of museums, disability associations, policy makers and other stakeholders who pool innovative ideas and provide training to support development of better accessibility. The project strives to remove physical, economic, social and communication barriers, to make European cultural heritage accessible for ALL. **(Central Europe)**



P05

- Please check training events organised already on P05 (video, PPT and Q&A)
- Link to intervention logic: a territory taken holistically, with integrated actions required and deep involvement of stakeholders

CBC example: PARCOURS (PITER in **Alcotra** programme). CBC strategy to coordinate actions around the Mont-Blanc area, including on tourism. It cover 71 towns and 200 000 inhabitants, with a clearly defined natural heritage (1 natural park, 9 natural reserves, 13 protected areas).



TN example: *AtlaSWH, Urban World Heritage Sites have an important cultural value across the Atlantic Area (over half of Europe's coastline and two of its seas). AtlaSWH is creating a network of such sites to address the challenges related to the protection of their identity, while enhancing their cultural assets. The goal is to stimulate heritage-led economic and cultural development (Atlantic Area)*



Recent developments = NEW S.O.

- Following the Covid-19 crisis, the **political intention** is to support the tourism and culture socio-economic sectors (to recover and to develop further)
- Therefore, S04.5 was introduced (even if it is under P04, the overall political intention is broader and is clearly linked primarily to **recovery**)
- S04.5: « *enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation* »
- S04.5 makes it possible to cluster all the actions on tourism and culture under the same objective
- EC will assess S04.5 on the '**intervention logic**' (there should be a clear narrative in line with the political intention (e.g. socio-economic development))

Possible areas of support under SO 4.5

- Support for both public and private organisations to reinforce the **resilience of these sectors** through training and employment support, digitalisation, social innovation and transition to circular business models.
- Support for SMEs, including **social enterprises** (such as social cooperatives) and social innovation in tourism and culture - development of existing or new tourism and culture businesses.
- Development of **innovative solutions and new business models** in culture and tourism.
- Support to **diversification of the tourism** by investing in lesser-known destinations and diverse forms of tourism (cultural, rural, agro-tourism, sport, health/medical tourism); consequently contributing to the livelihoods of local and regional communities.
- **Support for cultural clusters** that contribute to the development of creative industries.
- Support **capacity building** both for public and private tourism and cultural organizations at national, regional and local level.

Horizontal elements

- Intervention logic: drives the choice of Policy Objectives and Specific Objectives
- Indicators: ERDF indicators P01-P05 are used for those POs only (not ISO). ERDF generic indicators (those with an *) can be used inter-changeably between the 5 POs. Interreg-specific indicators can be used across the board.
- Intervention codes: all intervention codes can be used inter-changeably between POs/ISOs
- **Under P04**, ESF+ type of activities are allowed for Interreg. Please make use primarily of the Interreg common indicators and the ERDF indicators marked with * from Table 1 of the ERDF Regulation.
- **Indicators for S04.5** (from P05 with *):
 - RC077: Capacity of cultural and tourism infrastructure supported
 - RCR77: Tourists/ visits to supported sites
- At this stage a change to Annex I is not envisaged

Special focus : the role of MRS (1), *projects generated from the MRS embedding exercise*

Preserving cultural heritage – Routes 4U



Promoting sustainable tourism actions

Green mobility

Scaling up skills - digitalisation

Recovery plans from COVID19

Health tourism

Build on common EU values

EUSBSR: Culture and Tourism are two Policy Areas

Alvar Aalto and modern architecture & Maritime and Ice age Heritage route

EUSDR:

PA "To promote culture and tourism, people to people contacts"

Cyril and Methodius Route & Iron Age Route

MRS

EUSALP: TPA 1: "Economic Growth and Innovation", TPA 2 "Environment and Energy"

Via Alpina (5 hiking routes) & Via Claudia Augusta

EUSAIR: Pillar 4 "Sustainable tourism"

Diversified tourism offer, Sustainable and responsible tourism management

Olive trees route, & Roman Heritage route

Special focus : the role of MRS (2), projects related to regional innovation (CCIs)

“AI-NURECC Initiative - CCRE-S3 (Cultural and Creative Regional Ecosystems) CCRE-S3 (Cultural and Creative Regional Ecosystems) is now an official interregional partnership under RIS3 “industrial transformation platform”.

The main objectives are: (i) to support increased investments, sustainable and inclusive growth driven by culture and creativity, (ii) to identify job opportunities and innovation for developing regional ecosystems, (iii) activation of interregional partnerships for SMEs recovery, (iv) to define value chains among CCIs and other sectors (eg tourism and high end industries), (v) to enhance innovation and accessibility of CCI related services.

To be continued via the AI-NURECC II initiative and through mobilising ERDF regional and IPA funds.

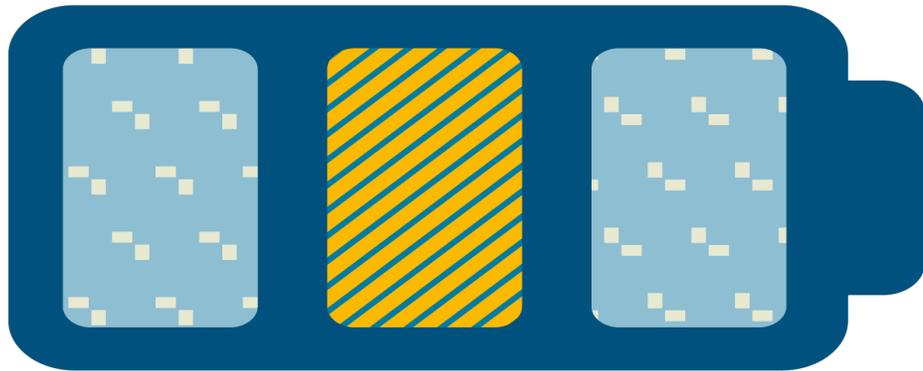
Special focus : the role of MRS (3)

“Tourism recovery through cooperation”

To activate existing macro-regional networks for the Tourism and the Cultural industries of tomorrow, and to mobilise macro-regional cross cutting approach, and the multilevel governance structures, for:

- *Establishment of PPP;*
- *New MRS tourism products and models based on the social distancing (incl. quality tourism and remote micro destinations – mountains, islands, sparsely and rural areas);*
- *Activating chambers of commerce networks to promote digital transition for small and very small tourism businesses (incl. in remote areas);*
- *Education for new value added jobs for smart and integrated management of safe destinations (incl. hybrid knowledge empowerment – remote working models);*
- *Crisis management platform (incl. contingency plans on energy and hygiene, crisis management tools).*

Questions & Answers



Slido.com

#65751

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You would be able to type your question immediately.

You can also put your name (optional).

If you like the question... you can put 

  app.sli.do/event/misessyt/l  

 Ask the speaker

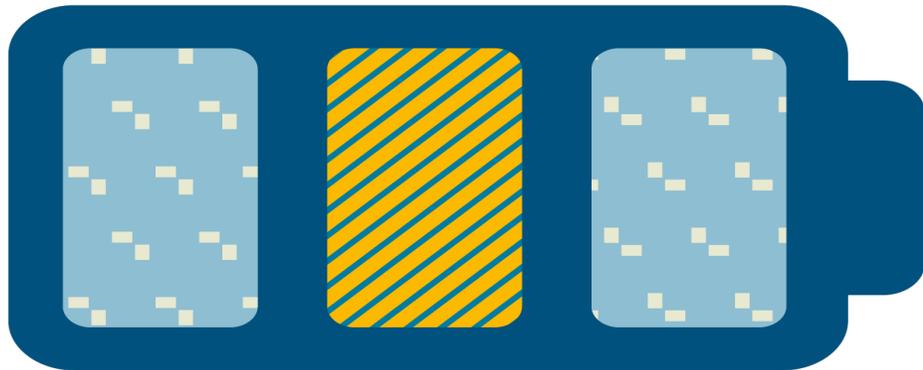
Type your question

160

 Your name (optional)

SEND

Conclusions and final remarks



Cooperation works

All materials will be available on:

www.interact-eu.net

