

# Activating cultural heritage in Interreg

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5 December 2018 | Vienna

**Ivana Lazic, Interact**

**Ivano Magazzu, Interact**

**Daniela Minichberger, Interact**



## **Agenda: 13.30 – 17.30**

- What does Interreg Europe do in cultural heritage: *Venelina Varbova, Interreg Europe, presentation and Q&A*
- What does ESPON do in cultural heritage: *Zintis Hermansons, ESPON programme, presentation and Q&A*
- Macro regional cooperation and cultural heritage, *Marco Onida, DG REGIO, presentation and Q&A*
- Cultural heritage in Interreg and possible links to other initiatives, *panel discussion*
- Wrap up and next steps

*Networking cocktail and exhibition*

# Cultural intervention

## Ana Marković Čunko, Anita Pribanić

### ATLAS

The Adriatic Cultural Tourism Laboratories (ATLAS) project is creating innovative models and products of cultural tourism. It is doing this by utilising digital technology tools, introducing new business ideas and improving infrastructure accessibility for disadvantaged groups. This will all help develop a competitive tourism destination and reduce the seasonality aspect. One of the project's main outputs is the mapping of stakeholders operating in the field of cultural tourism.



*Outstanding cultural sites as well as linked cultures and traditions will be promoted through digital tourism and innovative tourism experiences.*

€ 0,96 million

EU 0,82 million

8 partners

31 01.01.2018  
30.06.2019



[www.italy-croatia.eu](http://www.italy-croatia.eu)

# ATLAS – Adriatic Cultural Tourism Laboratories

Activating cultural heritage in Interreg | Vienna | 5th December 2018

Ana Marković  
Čunko



# ATLAS ID CARD

**Program:** Interreg Italy-Croatia 2014-2020

**Partnership:** 8 partners (5 Italian and 3 Croatian partners)

**Budget:** 964.933,48 Euro

**Duration:** 18 months (Jan 2018 – June 2019)



# ATLAS ID CARD










# ATLAS objectives and expected results

## Specific objectives

1. To exploit the hidden potential of cultural heritage 
2. To strengthen the skills of cultural tourism operators 
3. To create cultural tourism lab 

## Expected results

- ✓ Greater visibility and attractiveness of the programme area and exploitation of cultural resources
- ✓ Increasing the skills of cultural tourism operators
- ✓ Innovative solutions/increased promotion and visibility of cultural sites




# ATLAS Challenges of the region

- ✓ Competitiveness through digitalization
- ✓ Links (networks) between cultural tourism operators
- ✓ Seasonality
- ✓ Accessibility





# ATLAS project approach

- Increasing the potential of cultural heritage  NETWORKING OF THE CULTURAL TOURISM OPERATORS
- Increasing the skills of cultural tourism operators  TRAINING OF THE OPERATORS
- Increasing visibility of cultural sites  PILOT ACTIONS

# ATLAS Main activities

**1. Analysis and mapping of stakeholders**

**2. Creation of content management platform**

**3. Training workshops**

**4. Pilot actions  
– Promotion of 12 cultural tourism sites**

**5. Creation of the Regional Task Force for cultural tourism**

**6. Evaluation / development of innovative solutions**

# ATLAS Target groups



**1. Public sector:** Local and regional authorities, promotional agencies, museums etc.

**2. Private sector:** enterprises from the sector of creative and cultural industries, tourism SMEs, tourism professionals, cultural tourism experts, artists' associations, individual artists etc.

**3. Civil sector:** association for the promotion of cultural heritage, citizens, foundations that manage cultural sites etc.



# Project structure

## WP 3 - Design of the Adriatic Cultural Tourism Lab

- ✓ Mapping of stakeholders
- ✓ Best practice collection
- ✓ ICT platform
- ✓ Self assessment tool
- ✓ Regional Task Force

## WP4 – Investing in skills

- ✓ Training courses for cultural tourism
- ✓ Training workshops
- ✓ Mash up Event

## WP5 – Demonstrative actions

- ✓ Digital tourism
- ✓ Tourism experience
- ✓ Accessibility
- ✓ Strengthening of cultural heritage (abandoned buildings)

# ATLAS WORKSHOPS

Tourism experience

Branding in Tourism

Digital marketing in Tourism






# Thank you for attention!


## STEPRI

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What does Interreg Europe do in cultural heritage

*Venelina Varbova, Interreg Europe*

*presentation and Q&A*

# Activating cultural heritage in Interreg

**Take the shortcut to smart regional solutions**  
The Interreg Europe Policy Learning Platform

## What does the platform offer for you in the field of cultural heritage?

Venelina Varbova, Thematic expert – Environment and Resource Efficiency

Vienna, 5 December 2018



**Interreg  
Europe**



European Union | European Regional Development Fund

# Content of the presentation



- **Policy learning platform – objectives, services, activities**
- **Interreg Europe cultural heritage projects**



# Why a platform for interregional policy learning?



## **Strategic objective =**

Capitalisation of project achievements

## **In simple words...**

How to get more out of the invested funds for regions in Europe

## **How?**

- by bringing projects together
- by getting newcomers on board (i.e. managing authorities and regions not involved in the Interreg Europe projects)
- by offering ad-hoc support for interregional learning (i.e. without requiring project participation)

# What is the Platform about?



## 4 services for interregional learning



delivered through

Online portal



Team of experts



# Meet the thematic experts



Research and Innovation



SME competitiveness



Low-carbon economy



Environment and resource efficiency

# Read, learn, benefit



## Policy briefs

- The most recent expert analyses and insights into Interreg Europe projects



**Sustainable tourism: an opportunity for regions to benefit from their cultural and natural heritage**

A Policy Brief from the Policy Learning Platform on Environment and resource efficiency


April 2018



**Food waste**

A Policy Brief from the Policy Learning Platform on Environment and resource efficiency


June 2018



**Digital solutions in the field of cultural heritage**

A Policy Brief from the Policy Learning Platform on Environment and resource efficiency

August 2018



**Protection and sustainable management of heritage in coastal and fluvial regions**

A Policy Brief from the Policy Learning Platform on Environment and resource efficiency

September 2018



# Keep informed



## Online articles and news

- Latest news from the four thematic priorities
- Latest developments at European level



2018/10/28

Waste prevention programmes  
...to be implemented...

The European Environmental Agency  
published a review of waste  
prevention programmes in Europe.  
The review focuses on how and  
how it is addressed.

Type: Platform



2018/10/01

**5th EU Water Conference: an opportunity to discuss progress...**

The 5th European Water Conference took place on 20-21 September 2018. The event provided an opportunity to review progress in implementing EU water legislation.

Type: Platform



2018/09/24

**Producing newly designed furniture from waste and abandoned...**

Discover how Api'Up Association (Nouvelle Aquitaine region, France) is producing furniture from waste and abandoned materials.

Type: Platform



**European Energy Efficiency Fund (EEEF)**  
24/08/2018  
A number of barriers prevent the full potential of energy  
Type: Platform



**Environment in the post-2020 Cohesion**  
23/08/2018  
Learn more about the new Multiannual Financial Framework  
Type: Platform



**Interreg Europe Peer Review - Call for Ir**  
21/08/2018  
Team up with European peers to improve the performan  
Type: Platform



**Mainstreaming environmental concerns**  
15/08/2018



# Inspire and get inspired



Research and innovation | SME competitiveness | Low-carbon economy | Environment and resource efficiency

## Good practices from Interreg projects and beyond

A map of Europe and surrounding regions (Greenland, Iceland, North Atlantic Ocean, Mediterranean Sea) with numerous colored markers (blue and orange) indicating the location of good practices. The markers are numbered, with blue markers having numbers 1, 2, or 3, and orange markers having numbers 1, 2, or 3. The map includes a zoom control on the left and a full-screen button on the top right.

Share your good practices

Are you the owner of an inspiring solution to improve regional policies?

[Submit a good practice](#)

<https://www.interregeurope.eu/policylearning/good-practices/>

# Be active in the community



## More than 15,000 members

- Thematic online discussions
- Thematic workshops for approved projects
- Networking events reaching out to newcomers



# Thematic Workshops



## Cultural heritage

- 20 June, Berlin
- 38 participants, 12 projects
- Working sessions to contribute to next Platform's activities

## Natural heritage

- 22-23 November, Bucharest
- 29 participants



# Online Discussions



## Sustainable tourism

- Presentation of a policy brief on sustainable tourism
- Presentations of good examples from SHARE, HERICOAST and EPICAH
- Open to project participants and external organizations

# Get the support you need



## Individual support serving your needs

- **Expert helpdesk**  
ask the experts and receive policy advice
- **Targeted matchmakings**  
get together with relevant partner regions  
to share your challenges and good practices
- **Onsite peer reviews**  
team up with other European regions  
to get their feedback and recommendations



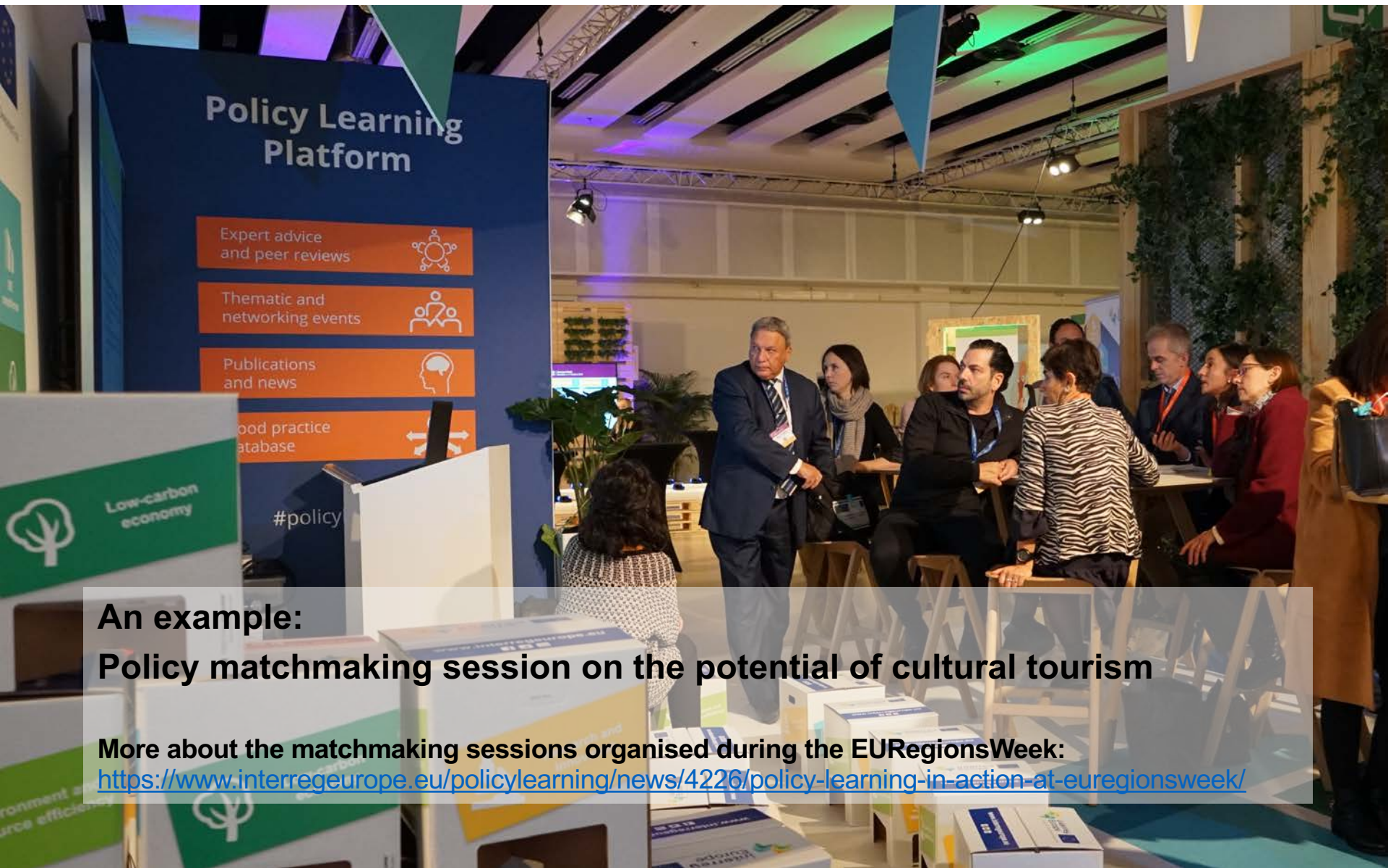
# Your topics on the table



## Targeted matchmaking sessions

- Small, thematically focused discussion format (4 – 8 participants)
- Possibility to share your policy challenges and solutions





**An example:**

**Policy matchmaking session on the potential of cultural tourism**

**More about the matchmaking sessions organised during the EURegionsWeek:**

<https://www.interregeurope.eu/policylearning/news/4226/policy-learning-in-action-at-euregionsweek/>

- 
- ✓ Is your organisation responsible for the **implementation of local or regional development policies**, in particular the management of structural funds?
  - ✓ Would you like to team up with other European regions to **receive advice on how to best implement your policy or programme?**
- Express your interest for a peer review!**



# PEER REVIEW

## PILOT HAUT-DE-FRANCE

- ✓ **1<sup>st</sup> peer review successfully realised**
  - ✓ Energy efficiency in social housing
  - ✓ Six peers from five European regions
  - ✓ Short- and long-term recommendations



# Peer reviews: where do we stand?

- ✓ 1<sup>st</sup> peer review successfully implemented (host: Hauts-de-France)
- ✓ 1<sup>st</sup> call for interregional peer reviews closed
- ✓ 13 expressions of interests received – evaluation ongoing
- ✓ New possibilities in 2019!

# 43 projects ongoing

17  
on resource  
efficiency

9  
On cultural  
heritage  
+ 6 on  
natural and  
cultural  
heritage



11  
on natural  
heritage  
+ 6 on  
natural and  
cultural  
heritage



# Interreg Europe projects on cultural heritage

## First call

- **CD-ETA:** Collaborative Digitalisation of Natural and Cultural Heritage
- **CHRISTA:** Culture and Heritage for Responsible, Innovative and Sustainable Tourism Actions
- **HERICOAST:** Management of heritage in coastal landscapes

## Second call

- **CRinMA:** Cultural resources in the mountain areas
- **Cult-RInG:** Cultural Routes as Investment for Growth and Jobs
- **EPICAH:** Effectiveness of policy instruments for cross-border advancement in heritage
- **Green Pilgrimage:** Green Pilgrimage Supporting Natural and Cultural Heritage
- **SHARE:** Sustainable approach to cultural Heritage for the urban Areas Requalification in Europe

## Third call

- **INNOCASTLE** - Innovating policy instruments for preservation, transformation and exploitation of heritage castles, manors and gardens
- **CHERISH** - Creating opportunities for regional growth through promoting Cultural heritage of fishing communities in Europe
- **ThreeT** - Thematic Trail Trigger
- **OUR WAY** - Preservation and promotion of cultural and natural heritage through Greenways
- **KEEP ON** - Effective policies for durable and self-sustainable projects in the cultural heritage sector
- **FINCH** – Financing Impact on Regional Development of Cultural Heritage Valorisation

# Challenges addressed by Interreg Europe projects (1)

## Landscape vulnerability

- Coastal landscape vulnerability to the **effects of changing patterns** (HERICOAST)
- Degradation of the **quality of life in town centres** (SHARE)
- Pressures on **fishing communities in coastal areas** (CHERISH)
- Fragmentation and division of cultural landscapes and heritage **fragmentised and divided** (EPICAH)



# Challenges addressed by Interreg Europe projects (2)

## Pressures on cultural heritage

- Visitors cause tensions with heritage conservation (SWARE)
- Heritage assets in danger of neglect (CHRISTA)
- Infrastructure and tourism threaten the integrity of sites (SHARE)
- Insufficient protection of cultural heritage in the mountain areas (CRinMA)



## Challenges addressed by Interreg Europe projects (3)

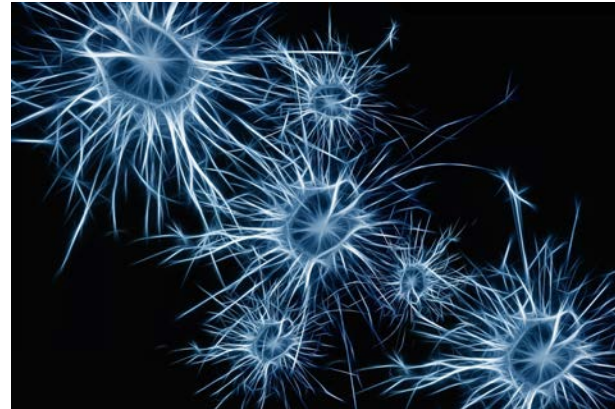
### The challenge of valorising on cultural heritage

- Heritage assets not sufficiently used for sustainable tourism development (CHRISTA)
- **Insufficient capacity to exploit the benefits** of existing Cultural Routes (Cult-RInG)
- **Cross-border** natural and cultural heritage not sufficiently valorised (EPICAH)
- Insufficient promotion of **cultural heritage in mountain areas**. (CRinMA)
- **Lacking knowledge and capacity** to promote, connect and market (INNOCASTLE)
- **No models and good practices** for the protection and maintenance of Greenways (ONE WAY)
- **Unexploited potential** of regional eco-tourism due to limited intermodal connections (ThreeT)

# Challenges addressed by Interreg Europe projects (4)

## Policy integration and governance

- Separation of economic policies and environmental policies (Green Pilgrimage)
- Insufficient integrated strategy development (SWARE) and governance (INNOCASTLE)
- Lack of solid multi-level governance and fragmented governance structures (SWARE)
- Lack of common cross-border strategies, cooperation and knowledge sharing (EPICAH)
- Natural and cultural heritage dissociated in separate offers (SWARE)
- Insufficient coordination among the different key actors (OUR WAY)





# Challenges addressed by Interreg Europe projects (5)

## Policy innovation and policy quality

- Policies do not support innovative approaches (CHRISTA)
- Outdated policies (INNOCASTLE)
- Multi-level, multi-sectoral policies needed (INNOCASTLE)
- Low quality of public policies in the cultural heritage sector (KEEP ON)



# Challenges addressed by Interreg Europe projects (6)

## Digital knowledge

- Lack of digital knowledge (Green Pilgrimage)
- Low penetration of digital approaches (CD-ETA)
- Lack of organisational capacity and understanding for benefits from digital solutions (CD-ETA)
- No common approach or standard on digitalisation of heritage (CD-ETA)
- Insufficient habitat mapping and heritage inventories (SWARE)



# Challenges addressed by Interreg Europe projects (7)

## The challenge of financing

- Traditional approach of state-funded preservation of isolated sites inadequate (HERICOAST)
- Hard to sustain the effects of investments (KEEP ON)
- Access to funding for project sustainability (KEEP ON)
- Lack of efficient financing (INNOCASTLE)
- Shortage of financial resources (FINCH)



# Examples of Interreg Europe project outputs and activities

## Examples of project outputs:

- Policy learning guidelines on Industrial Heritage Tourism, [CHRISTA](#)
- [Toolbox](#) on Improving Heritage Policies in Coastal and Fluvial Regions developed by [HERICOAST](#)
- Policy review examining how territorial policies are supporting cultural routes ([Green Pilgrimage](#))

## Examples of good practices

- Applying ICT solutions in museums - SEE for Me: The “intelligent audio-guide” project, [CD-ETA](#)
- Guide on cross-border cultural heritage tourism - Two countries: one destination, [EPICAH](#)
- Museums without border: historical and cultural heritage as a capital of tourism in cross-border regions, CRinMA project
- Promoting region’s vegetable heritage through “Gîtes de France” tourist accommodations, [IMPACT](#)

# The way forward

- Building on first cross-project exchanges at the thematic workshop on cultural heritage held on 20 June in Berlin
- Follow-up on potential synergies between Interreg Europe projects:
  - approaches for involvement of stakeholders;
  - fostering intermunicipal cooperation;
  - analyses related to policy instruments;
  - specific thematic challenges (cultural heritage as an economic asset, intangible cultural heritage; industrial heritage reuse; diversification of tourism offers, digitalisation in cultural tourism);
- Platform's activities in the field of cultural heritage



Expert support



Community



Knowledge hub



Good practices

Contact us:



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What does ESPON do in cultural heritage

*Zintis Hermansons, ESPON programme*

*presentation and Q&A*



Co-financed by the European Regional Development Fund

Inspire Policy Making with Territorial Evidence

# What does ESPON do on cultural heritage?

Zintis Hermansons  
Project Expert  
ESPON EGTC

Activating cultural heritage in Interreg,  
Vienna, 05 December 2018



# A few words about ESPON



# ESPON in facts and figures



## ESPON EGTC

The ESPON EGTC is a European Grouping on Territorial Cooperation. ESPON started in 2002 and have continued since then building a pan-European knowledge base related to territorial dynamics.

STAY CONNECTED



## ESPON IN YOUR COUNTRY

 AT	 BE	 BG	 HR
 CY	 CZ	 DK	 EE
 FI	 FR	 DE	 EL
 HU	 IE	 IT	 LV
 LT	 LU	 MT	 NL
 PL	 PT	 RO	 SK
 SI	 ES	 SE	 UK
 IS	 LI	 NO	 CH



- ESPON is one of 4 interregional cooperation programmes along with Interreg Europe, INTERACT, URBACT
- ESPON 2020 Programme covers 28 EU + 4 partner states
- ESPON EGTC (European Grouping of Territorial Cooperation) is based in Luxembourg

# Ongoing ESPON activities

Financial instruments

Circular economy

Green infrastructure

Youth unemployment

Migration and refugees

Metropolitan governance

Sustainable development

Territorial cooperation and planning

Alps 2050 – spatial perspectives

Digital Health

Cross-border public services

Cultural Heritage

Maritime spatial planning

Big data and territorial development

TIA for cross-border cooperation

Database and MapFinder

Territorial Impact Assessment

Macro-regional monitoring

Big data and housing

Sustainable Development Goals

ESPON bi-annual seminars organized together with the EU Presidency

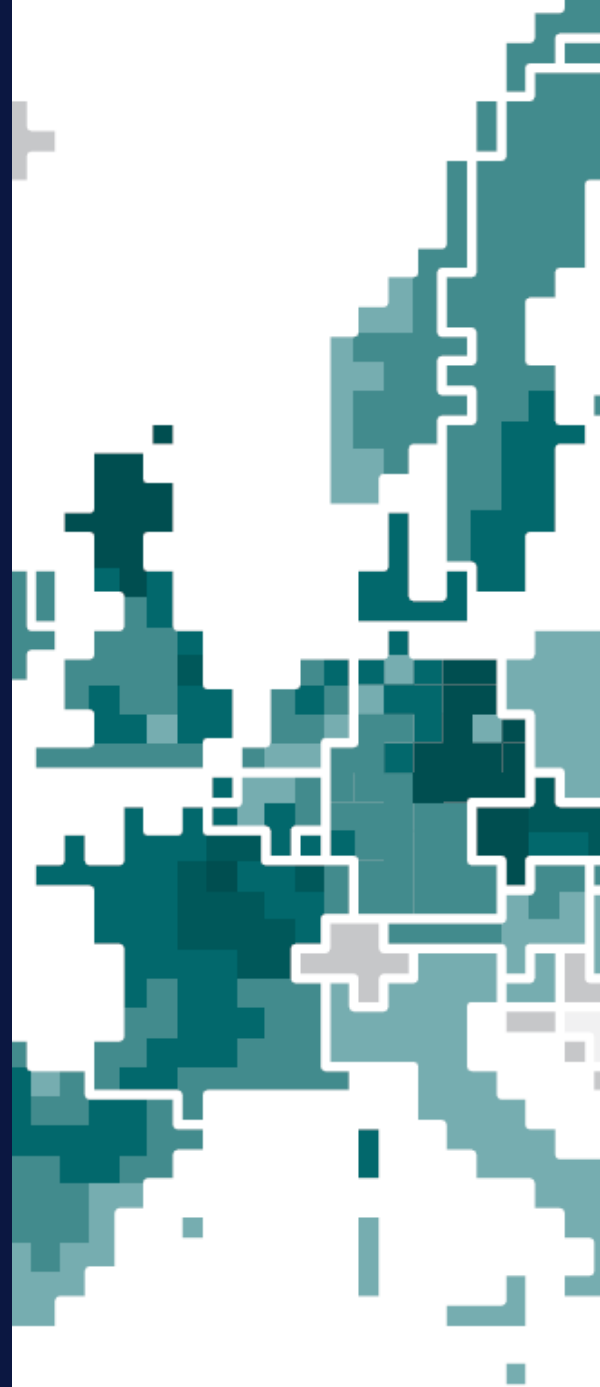
ESPON seminar in Vienna, Austria (5 – 6 December 2018)

“New Narratives for Territorial Development”

<https://www.espon.eu/vienna>



# ESPON's research activities on cultural heritage



# Targeted Analysis and Applied research projects

- ESPON HERITAGE. The ongoing Targeted Analysis project **“The Material Cultural Heritage as a Strategic Territorial Development Resource: Mapping Impacts Through a Set of Common European Socio-economic Indicators”** (2018 – 2019)

<https://www.espon.eu/cultural-heritage>

- Upcoming Applied research project **“Cultural heritage as a source of societal well-being in European regions”** (2019 – 2021)

<https://www.espon.eu/prior-information-applied-research>

# ESPON HERITAGE project stakeholders

- **Norwegian Directorate for Cultural Heritage (lead stakeholder)**
- Brussels Capital region (Heritage Department)
- Flanders Heritage Agency
- Swedish National Heritage Board
- Cultural Heritage Agency of the Netherlands
- European Council of Spatial Planners
- Romanian Ministry of Culture and National Identity
- Monuments Board of the Slovak Republic
- Institute for the Protection of Cultural Heritage of Slovenia
- Austrian Federal office for Cultural Heritage

# ESPON HERITAGE goals

Focus on **material** cultural heritage and **economic** impacts

Contracted service provider: **VVA Brussels**

## Main outcomes



- A common theoretical framework defining the economic sectors on which material cultural heritage has an impact.
- A common methodological framework describing how to determine the impact material cultural heritage has on these economic sectors.
- Evidence (collected data and set of indicators) on the economic impact of cultural heritage in stakeholder territories / regions over the past 5 years
- Step-by-step plan on how to develop a monitoring system (at the territorial level) to be used in the stakeholder countries





# How to define material cultural heritage?

**Movable and immovable objects recognised to have heritage value in each stakeholder country**



**Historical buildings stock (pre-1919 buildings)**

Places where movable MCH objects are stored/exhibited: **museums, archives and libraries** (both public and private).

# Research questions



How can the socio-economic impact of the material cultural heritage be defined? In **which economic sectors** does the material cultural heritage contribute? How significant is the contribution?

**How to measure** the socio-economic impact of the material cultural heritage? How to express it in quantitative terms, considering reliability and validity, at the territorial level?



**How to compare** the results on impact of the material cultural heritage across (stakeholder) territories?

**How to monitor** at the territorial level and maintain regular surveillance over the material cultural heritage impact indicators, including development of time series and checking and reporting the status of the indicators?



# Geographical scope

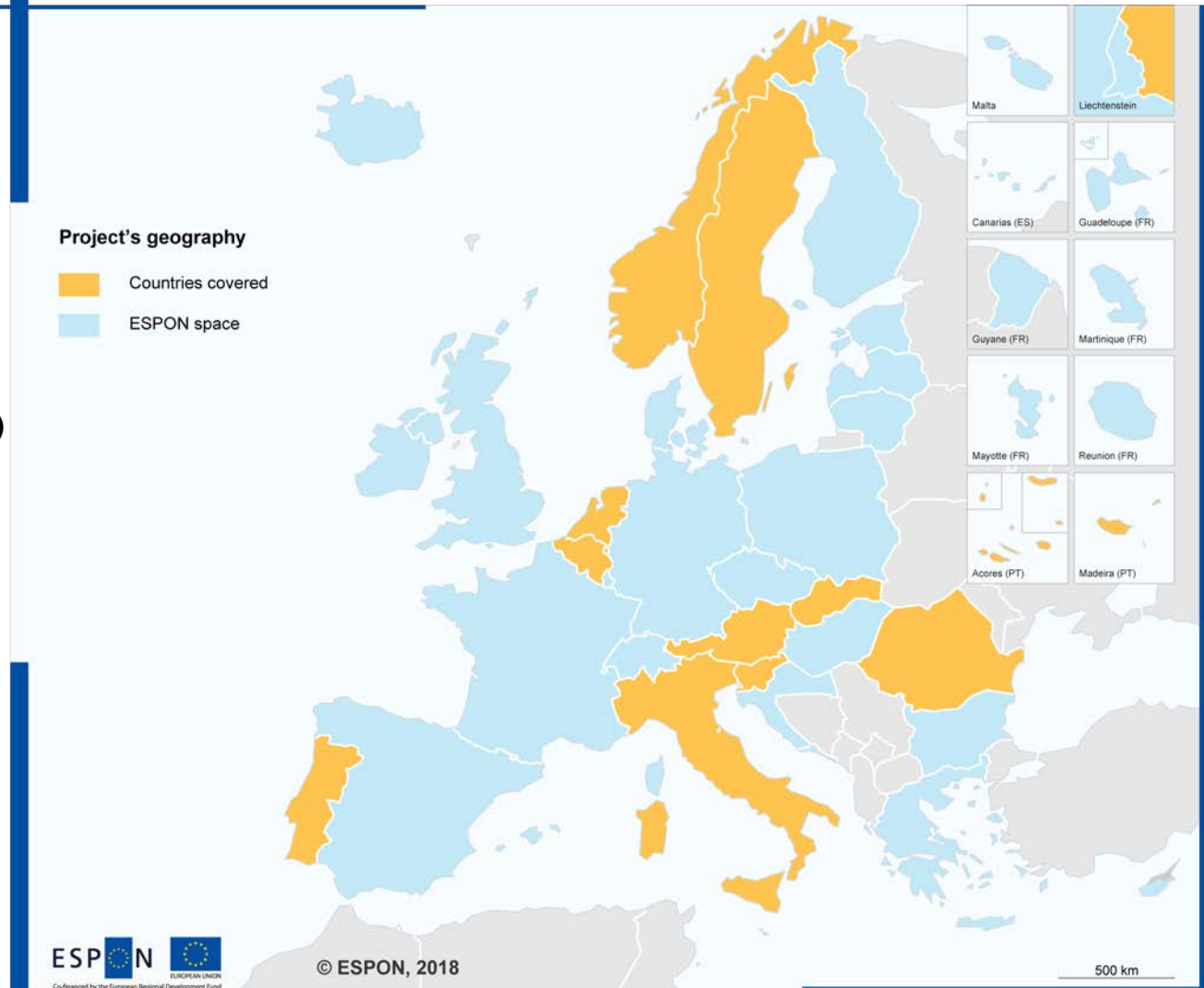
## ESPON HERITAGE project, geographical scope

### Geographical scope

- Austria
- Belgium (Brussels and Flanders)
- Norway
- Romania
- Slovak Republic
- Slovenia
- Sweden
- The Netherlands
- Italy
- Portugal

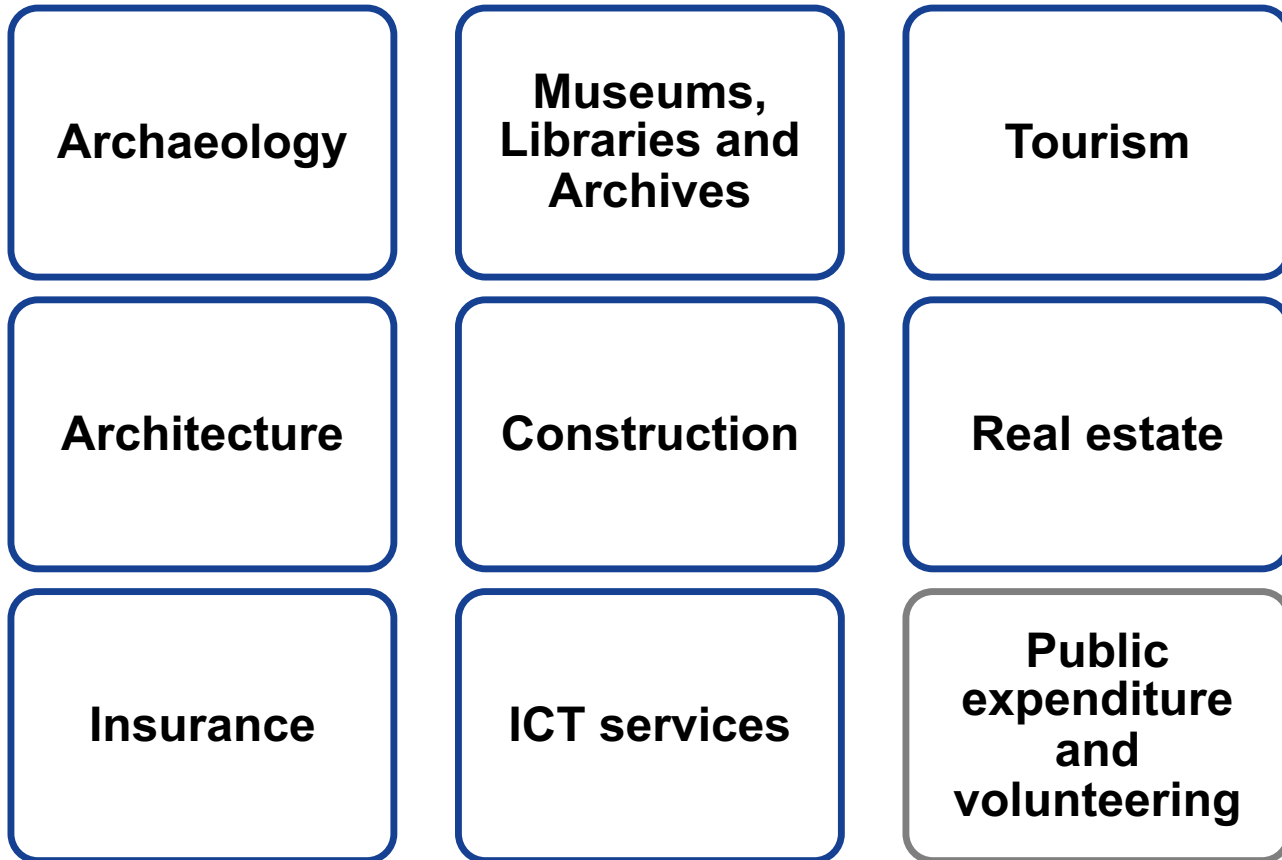
#### Project's geography

-  Countries covered
-  ESPON space

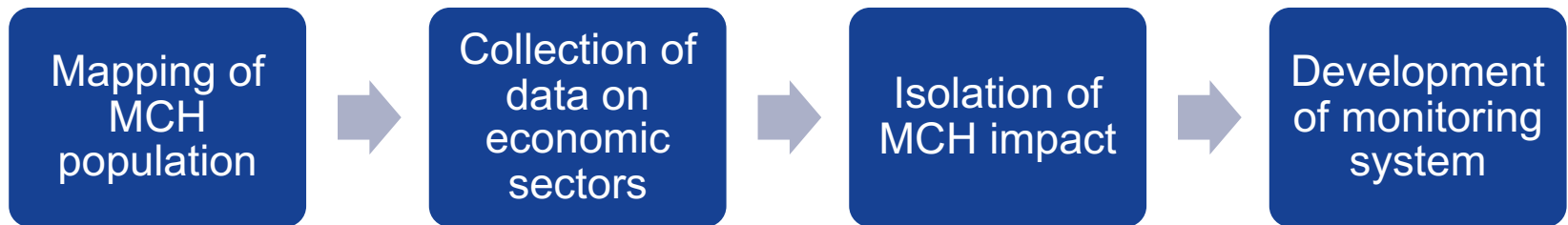


Regional level: NUTS 0 (version 2013)  
Source: ESPON EGTC, 2018  
Origin of data: ESPON EGTC, 2018  
© UMS RIATE for administrative boundaries

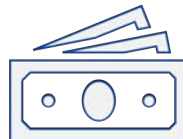
# Selected sectors



# Key steps and indicators



**Employment**

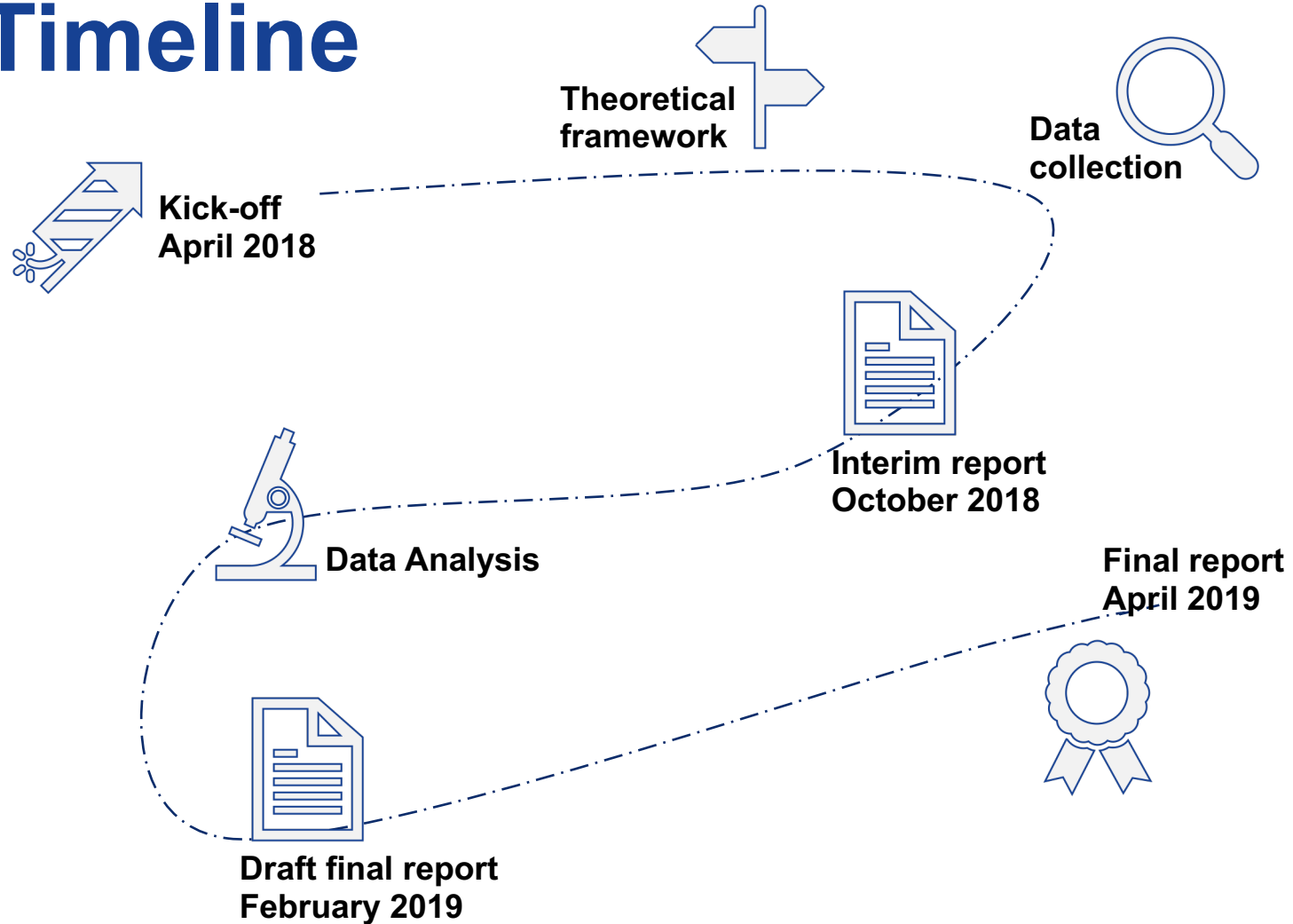


**Turnover**



**Gross value added**

# Timeline





Co-financed by the European Regional Development Fund

Inspire Policy Making with Territorial Evidence

espon.eu   

Zintis Hermansons  
Project Expert

[www.espon.eu /tools-maps  
/targeted-analysis  
/applied-research](http://www.espon.eu/tools-maps/targeted-analysis/applied-research)

# Macro regional cooperation and cultural heritage

*Marco Onida, DG REGIO*

*presentation and Q&A*





# Macro Regional Strategies and cultural heritage



# 3 Types of ETC strands/Programmes

**60**

cross-border  
*€6.6 billion*

**15**

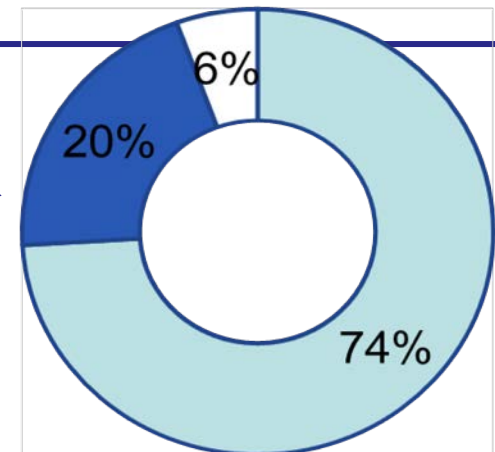
transnational  
*€1.8 billion*

**4**

Interregional  
*€0.5 billion*

**€10,1 billion (2014-2020)** - - - - ->

2,75% of cohesion policy





# Highlights

*Within cohesion policy 5 BN € are committed under ERDF for Cultural Heritage*

*ECT is the "natural environment" for successful cultural investments (synergies and linkages across borders)*

*"Cultural heritage and arts" is the 2<sup>nd</sup> most popular topics in Interreg programmes*

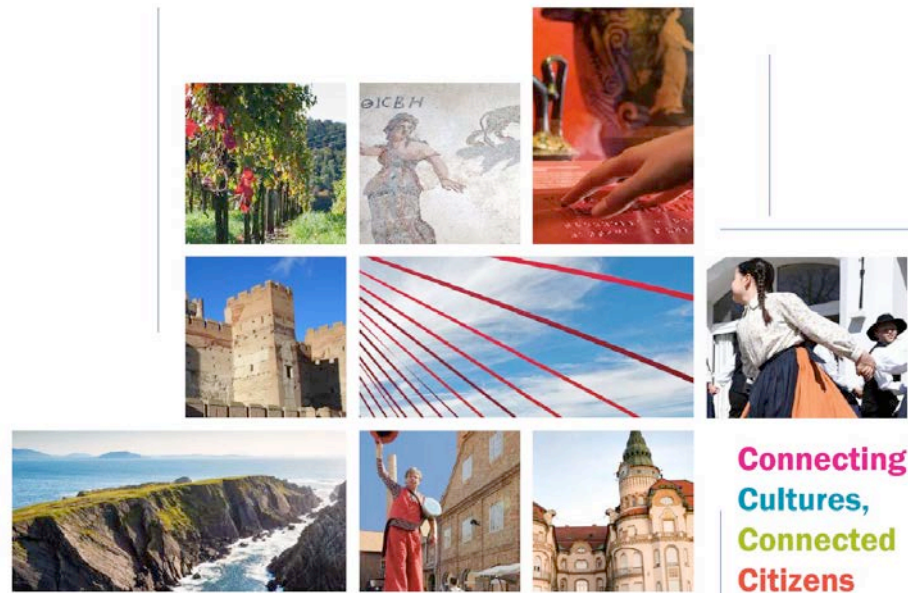
## Highlights (2)

*2014-2020: already more than 9% of overall Interreg budget (2017-2013 10%)*

*2018: boost by EYCH*

*More than 100 projects (e-book)*

# Projects on cultural heritage





## Macro-regional Strategy

A "Macro-regional Strategy" is an integrated framework endorsed by the European Council, which may be supported by the European Structural and Investment Funds among others, to address **common challenges faced by a defined geographical area relating to Member States and third countries located in the same geographical area which thereby benefit from strengthened cooperation** contributing to achievement of economic, social and territorial cohesion.



# What is a Macro Regional Strategy?

*It is NOT a "Macro Region"! (in the geographical sense)*

*It's about ACTORS which join forces in a FUNCTIONAL AREA*



# Macro Regional Strategies

*Is a policy framework which allows countries located in the same region to **jointly tackle and find solutions to problems or to better use the potential they have in common** (e.g. pollution, navigability, worldwide business competition, **tourism**, etc.).*





# Macro Regional Strategies

*Address **challenges and opportunities** specific to certain geographical areas which are **too local to be of direct interest to the whole EU, but too broad to be dealt with efficiently at the national level.** In other words, they act as a bridge between EU and local policymaking.*



# Key principles of MRS

*Relevant partnership and an adequate collaboration mechanism,  
good action coordination as regards relevant policies and their funding sources,  
and a high spirit of cooperation within and across countries and sectors in the macro-region*



# Macro-regional strategies

**Objective:** organise cooperation between countries or territories by mobilising local and regional actors to align policies and funding and to identify common issues, solutions and actions.

## Principles:

**3 "NOs": No additional funding, No new structures, No new legislation**

**Better/more coordinated use of existing structures and instruments**

## Dates:

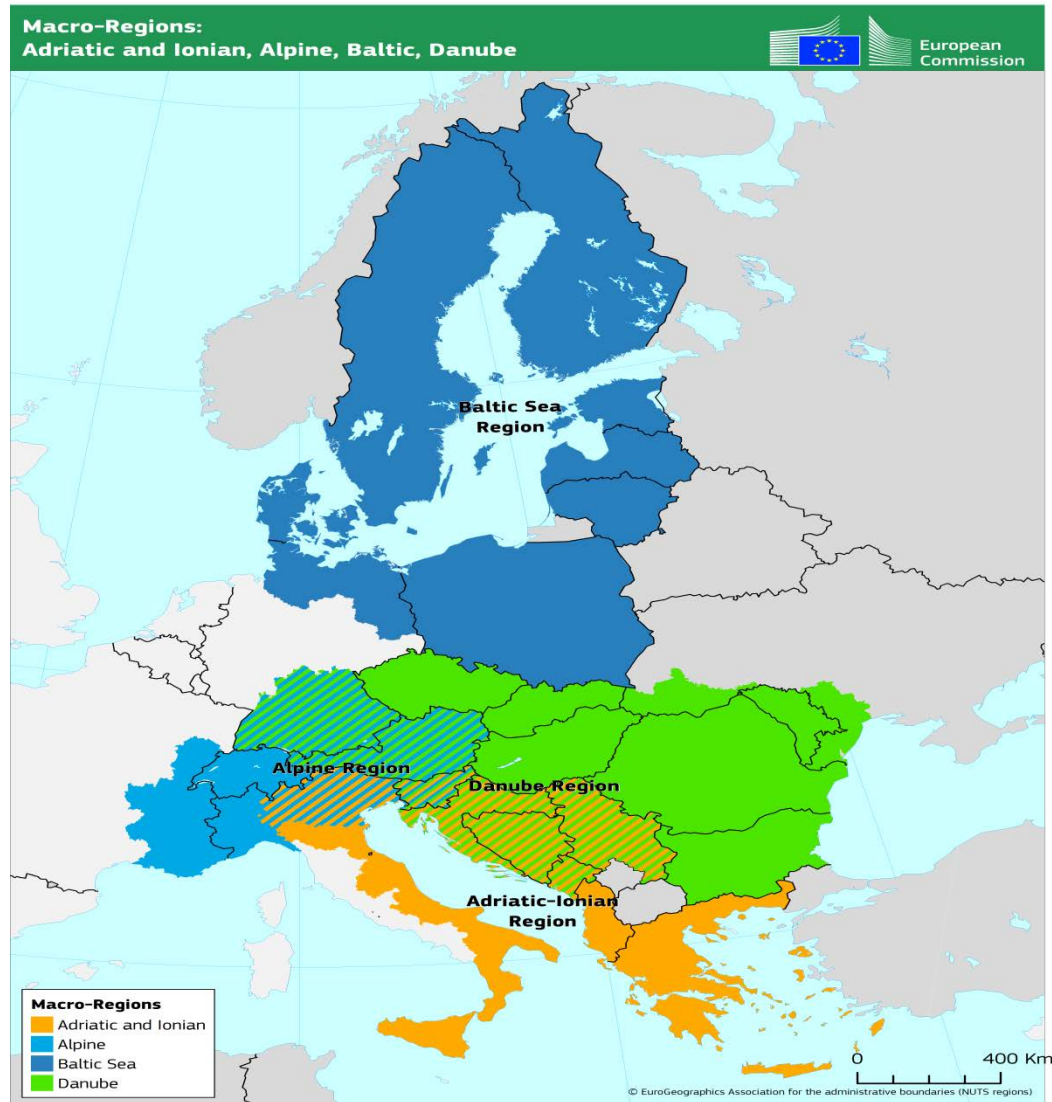
**2009:** EU Strategy for the Baltic Sea Region

**2011:** EU Strategy for the Danube Region

**2014:** EU Strategy for the Adriatic and Ionian Region

**2015:** EU Strategy for the Alpine Region

Four macro  
regional  
strategies  
covering 270  
mil h. in 19 MS





# **EU STRATEGY FOR THE BALTIC SEA REGION**

**Eight EU MS (3 Baltic States, PL, DE, SE, DK, FIN) + intensified dialogue with Russia**

**Three objectives: 1. Save the sea; 2. connect the region; 3. build prosperity**

**Seventeen priority areas and five horizontal actions**



## EU STRATEGY FOR THE BALTIC SEA REGION

Overall targets „Establishing the Baltic Sea region as a common and coherent tourism destination

Extract from targets and indicators:

*3. Design tourism products and services for the Baltic Sea region as a coherent destination*

# EU Strategy for the Danube Region

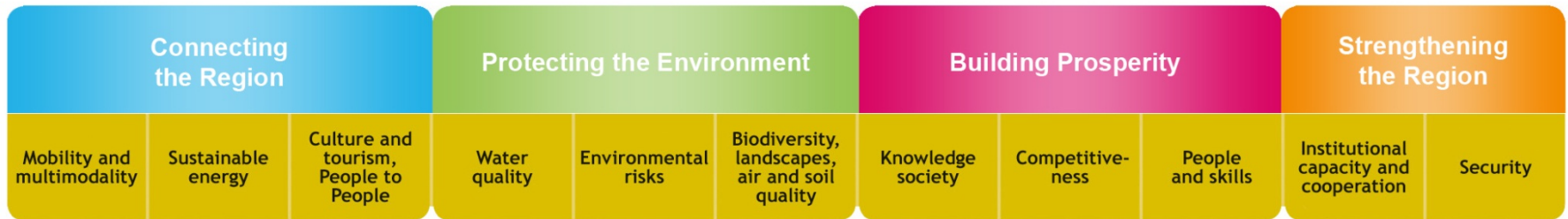


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© EuroGeographics Association for the administrative boundaries (NUTS regions)

*The strategy addresses these various topics through  
4 pillars  
11 priority areas,  
and of course actions and projects*

## THE FOUR PILLARS



**11 priority areas, coordinated by a priority area coordinator**







## Priority Area

## Countries in charge of coordination

*P1 | Mobility and intermodality*

*Inland waterways: Austria, Romania  
Rail, road and air: Slovenia, Serbia*

*P2 | More sustainable energy*

*Hungary, Czech Republic*

*P3 | Culture and tourism, people to people*

*Bulgaria, Romania*

*P4 | Water Quality*

*Hungary, Slovakia*

*P5 | Environmental risks*

*Hungary, Romania*

*P6 | Biodiversity, landscapes, quality of air and soils*

*Germany (Bavaria), Croatia*

*P7 | Knowledge society (research, education and ICT)*

*Slovakia, Serbia*

*P8 | Competitiveness of enterprises*

*Germany (Baden-Württemberg), Croatia*

*P9 | People and skills*

*Austria, Moldova*

*P10 | Institutional capacity and cooperation*

*Austria (Vienna), Slovenia*

*P11 | Security and organised crime*

*Germany, Bulgaria*



# EU STRATEGY FOR THE DANUBE REGION

## PRIORITY AREA 3 : „To promote culture and tourism, people to people contacts“ (coordinated by Romania and Bulgaria)

Among the current targets:



- \* Develop new and support existing **Cultural Routes** relevant in the Danube Region*
- \* To create a 'Blue Book' on **Danube cultural identity***
- \* Ensure the **sustainable preservation of cultural heritage and natural values by developing relevant clusters, and networks of museums, interpretation and visitors centres within the Danube Region***
- \* Promoting **exchange and networking in the field of contemporary arts in the Danube Region***

# EU Strategy for the Adriatic and Ionian Region



© EuroGeographics Association for the administrative boundaries (Nuts regions)



# EU Strategy for the Adriatic and Ionian Region (EUSAIR) - Objectives

The general objective is twofold:

- *Promote sustainable economic and social prosperity in the Region through growth and jobs creation*
- *Foster integration of participating Western Balkan (potential) candidate countries in the EU*

# Thematic scope of the Strategy

## Pillar 1



## Pillar 2



## Pillar 3



## Pillar 4



### Cross-cutting aspects

Capacity building - including communication, Research and Innovation and SME development

### Horizontal principles

Climate change mitigation and adaptation & disaster risk management



Sustainable Tourism  
**EUSAIR**

## 4. Sustainable tourism (HR + AL)

Developing the full potential of the Region in terms of innovative, sustainable, responsible quality tourism

Diversified tourism offer  
(products and services)

Sustainable and responsible  
tourism management  
(innovation and quality)





# EUSALP - Action Plan Structure

**O B J E C T I V E S**

**Economic  
growth  
and  
innovation**

**Mobility and  
Connectivity**

**Environment  
and Energy**

**Governance**

**A C T I O N S**

**R&TD ecosystem**

**Strategic sectors**

**Labour market  
Training and  
Education**

**Intermodality  
Interoperability**

**E-connect  
(people and  
services)**

**Natural Resources**

**Ecological Connectivity**

**Risk Management and  
Climate Change**

**Energy efficiency and  
renewable**



## How is the Strategy being implemented?

**Transnational approach:** Addressing the common challenges together, beyond national and EU borders

**Partnership and inclusion:** With all participating member countries (MS and non MS)

**Multi-level approach (subsidiarity principle):** And with the involvement of all relevant authorities and stakeholders



# Routes4U

*Cooperation with the Council of Europe for the promotion of Cultural Routes through Macro-regional approach*

# **Cultural heritage in Interreg and possible links to other initiatives**

*Panel discussion*

- **Zsolt Szokolai**, *DG EAC*
- **Giulia Facelli**, *DG Research and Innovation*
- **Denise de Roux**, *Enlarged Partial Agreement on Cultural Routes, Council of Europe*
- **Cinzia de Marzo**,
- **Sebastian Bonis**, *Danube Transnational Programme, Thematic Pole 5a Culture*

# FAIR OF EUROPEAN INNOVATORS IN CULTURAL HERITAGE



Fair of European Innovators in Cultural Heritage  
15-16 November 2018, Brussels

Opening of the conference  
**John Bell**  
Director, Climate Action and Resource Efficiency  
Directorate General for Research and Innovation  
European Commission



European Commission



# FAIR OF EUROPEAN INNOVATORS IN CULTURAL HERITAGE



## FAIR OF EUROPEAN INNOVATORS IN CULTURAL HERITAGE



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# FAIR OF EUROPEAN INNOVATORS IN CULTURAL HERITAGE

THE CABLE CATHEDRAL

Check the cable structure and the setting of the cable car system in order to ensure the safety of the cable.

Design and Testing of a Compact Autonomous Underwater Vehicle for Archaeological Mapping and Monitoring



'CULTURAL HERITAGE AT RISK'

ARROWS - Zeno, the Autonomous Underwater Vehicle for underwater archaeological campaigns

CLUSTER 2

10

FAIR OF EUROPEAN INNOVATORS IN CULTURAL HERITAGE



MDM TEAM



**ARROWS**

ARCHAEOLOGICAL ROBOT SYSTEMS FOR THE WORLD'S HERITAGE

ARROWS proposes to adapt and develop low cost Autonomous Underwater Vehicle - AUV technologies to significantly reduce the cost of archaeological operations, covering the full extent of archaeological campaigns

The ARROWS Vehicles



The ARROWS Payloads



EUROPEAN UNION



## FAIR OF EUROPEAN INNOVATORS IN CULTURAL HERITAGE



# FAIR OF EUROPEAN INNOVATORS IN CULTURAL HERITAGE





# Innovative solutions for Cultural Heritage

From EU funded R&I projects



Research and Innovation

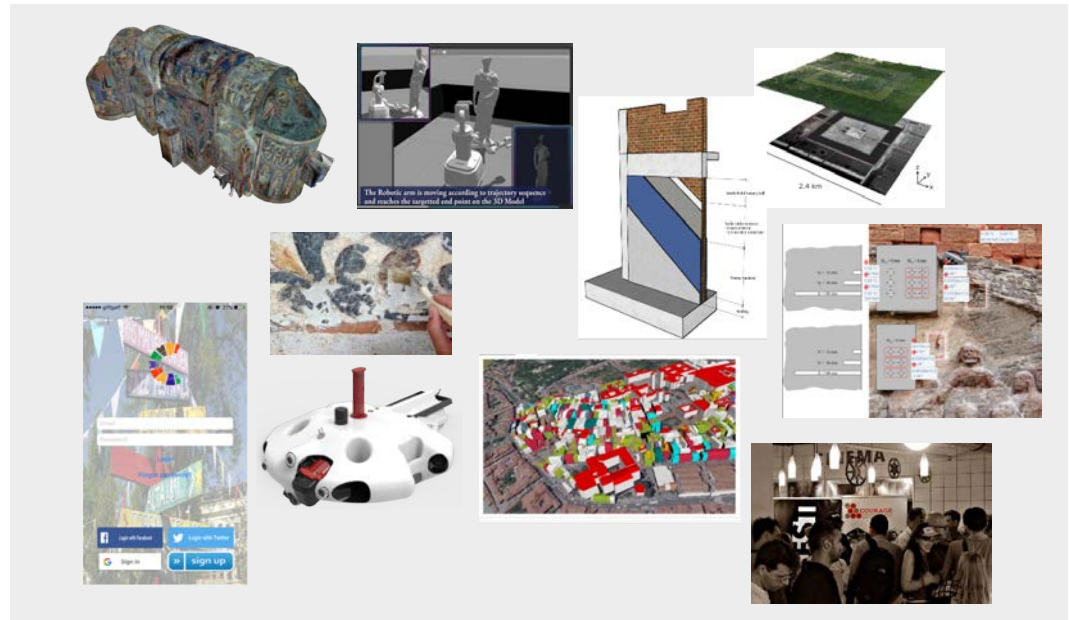
<https://publications.europa.eu/en/publication-detail/-/publication/2a7477b0-e988-11e8-b690-01aa75ed71a1/language-en>

‘Circular, sustainable and creative cities’

‘Heritage at risk’

‘Shared management of cultural heritage’

‘Advanced future technologies for heritage and arts’



# Innovators in Cultural Heritage

LOGIN

REGISTER

This Platform is the federation of responsible Innovators in Cultural Heritage

## EVENTS



Last event is

Title: Fair of European..

Description: 15 and 16 November 2018, Brussels

## WORKING SPACES



Last working space is

Title: Award: Best booth..

Description: Polls are closed due to a technical problem

## INNOVATIONS



Last innovation is

Title: EMOTIVE Storytelling for..

Description: The project, designs and develops methodologies and tools that can support the cultural and creative industries in..

## COMMUNITIES



Join our communities!

Title: Heritage at risk

Description: Focusing on groups solutions to preserve, manage and increase resilience of vulnerable artefacts, sites, cities and..

<https://www.innovatorsinculturalheritage.eu>

## KARAWANKEN UNESCO GLOBAL GEOPARK

Old tradition and modern world along the pilgrimage route to Hemmaberg.

[READ MORE](#)





# SUSTAINABILITY



meets

# CULTURAL HERITAGE

Ensuring the future of historic city centers

ROCK FOR ENVIRONMENTAL SUSTAINABILITY



<https://rockproject.eu/>



<https://www.clicproject.eu/>

  [info@clicproject.eu](mailto:info@clicproject.eu)

PROJECT ▾

PILOTS ▾

RESOURCES ▾

COMMUNITY ▾

NEWS & EVENTS



CLIC

Circular models Leveraging Investments  
in Cultural heritage adaptive reuse







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# Cooperation works

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We thank for your attention!

[www.interact-eu.net](http://www.interact-eu.net)

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