

CULTURAL HERITAGE & TOURISM WORKING GROUP

ANNUAL PLAN 2022

WORKING GROUP LEADERS

Cathrine Frandsen, South Denmark, chf@southdenmark.be

Anna Grimault, Pays de la Loire, anna.grimault@paysdelaloire.eu

Martina Hilger, Free Hanseatic City of Bremen, martina.hilger@europa.bremen.de

Pieter Jasperse, Breda University of Applied Sciences, jasperse.p@buas.nl

Francisco Vigalondo, Aragon, francisco.vigalondo@aragonexterior.es

OBJECTIVES

The Cultural Heritage and Tourism Working Group has two main lines of action: Sustainable Tourism and Cultural Heritage as well as the policies and action that link the two areas. In this context the WG focuses on investigating R&I-related measures to mitigate the environmental and social impact of touristic flows and encourage the transition towards sustainable tourism and cultural policies and practices. To this end, the WG support ERRIN members in the uptake of digitalisation and the development of skills and competences in the Cultural Heritage and Tourism sectors. Finally, the Working Group aims at providing early information to members on cultural heritage and tourism policy future strands, financial tools, inter-regional joint activities, EU calls. Cultural Heritage has a value in itself, for Europe in terms of identity and societies that goes beyond its role in tourism. The WG strives to acknowledge this in the activities.

CONTEXT

The key EU level priorities, strategies, and events that the Working Group aims to follow in 2021.

- New European Bauhaus (collaboration with the NEB Task Force)
- Bauhaus of the Seas (collaboration with NEB Task force and Blue Growth WG)
- Cultural Heritage and Climate Change and twin transition of tourism
- Explore EU funding: Horizon, Interreg, Creative Europe, Erasmus+

ACTIVITIES

The way forward on the tourism Transition Pathway

March | Online

The meeting aims to inform members about the Transition Pathway for Tourism policy paper (once it's published) and about the steps forward. It should give insight on how regions can take part to the initiative. This meeting echoes the co-creation process with stakeholders, in which ERRIN and some member regions were directly involved. Testimonies from members will be considered, depending on the time slot available.

The overall objective of this info session is to raise awareness on the initiative, and to shed light on the regional involvement expected by the Commission. In this regard, the activity targets rather Brussels-based offices, but regional experts/stakeholders could be invited to follow the meeting.

Dialogue with the EC (probably online)

Potential speakers: Kirsti Ala-Mutka or Thomas Segretain or Ramune Genzbigelyte-Venturi – DG GROW

Potential collaboration: I&I working group, NECSTouR

Cultural Heritage in Creative Europe

May | Physical

This WG meeting will be an interactive meeting concentrated on possibilities for collaborations between members on the Creative Europe Program, cultural strand. The session will start with a presentation of the program by a NCP, followed by a facilitated discussion and exchange of experiences between members on how to engage stakeholders to cooperation projects. Upon other things the WG will discuss how to benefit from the ERRIN network in project development.

The meeting will take place in Brussels, if possible.

Info-session on Erasmus+ opportunities on twin transition skills in the tourism sector

September

As highlighted in the European Skills Agenda the Twin transition calls for both digital and green competences in all sectors to insure, EU move towards the goals set in European Green Deal. This indeed counts for the tourism sector as well. The ERASMUS+ programme allows for project partnerships addressing the needed development of new skills and innovation of the established training/education system in the tourism sector. Through an information session on ERASMUS+, KA2 projects and projects examples from ERRIN members the WG-meeting will aim to inspire for future project development. The session will be an online event due to the covid-restrictions.

The interaction with members will therefor mainly be based on Q&A session at the end of the meeting.

Short info-session to promote the European Heritage Label

The session will be organised in line with the timeframe of the call organised by the European Commission and will include a representative of the organising committee. The objective is to encourage ERRIN members to become candidates for the recognition by showing the benefits of the label.

Cultural Heritage and Climate Change – Challenges and measures

The working group will explore two parallel, yet closely linked, perspectives: the preservation of historic buildings and landmarks from climate change, and their role in promoting energy efficiency and contributing to the green transition.

The topic will be addressed in cooperation with other WGs and with the New European Bauhaus task-force.