

CULTURAL HERITAGE & TOURISM WORKING GROUP

ANNUAL PLAN 2023

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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 supports ERRIN members in the uptake of digitalisation and the development of skills/competences in the Cultural Heritage and Tourism sectors, facilitating exchanges of good practices and development of new projects.

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, and disseminating open opportunities and results of key ongoing projects (e.g.CHARTER, Be.Cultour).

CONTEXT

Please explain shortly how the Working Group's aims and activities are linked to the wider R&I landscape and the ERRIN missions:

Key Priorities

- EU Agenda for Tourism 2030
 - Twin transition of the sector: green and digital transition
 - Tourism Transition Pathway
- EU Pact for Skills
 - Erasmus+
- EIT KIC Culture and Creativity
- New European Bauhaus
- New European Innovation Agenda
- EU Missions (potential contributions from the Cultural Heritage and Tourism sectors)

Key Programmes

- Horizon Europe (Cluster 2 and 6)



- Creative Europe
- Erasmus+

Related Initiatives

- Agenda for Culture 2023-2026

Key themes:

- Twin Transition for Tourism and Cultural Heritage
- Tourism Transition Pathway and the Partnership for Regional Innovation
- Cultural Heritage and Health
- Skills

Key events:

- EU Tourism Day (5 May 2023)
- European Week of Regions and Cities 2023

How does the group support partnership building and collaborate with other European organisations or networks?

- Info sessions to share information and brokerage events for facilitation of partner searches
- Collaboration with other stakeholders: Necstour, EP, Tourism Manifesto, RICC, EU Cluster Alliance
- Matchmaking events between stakeholders from different European organisations or networks (partnerships for project proposals)
- EU Tourism Dashboard

What topics and tailored activities could be proposed for less active regions, for example tackling topics directed to widening countries?

- Active efforts to invite members to host/co-organise meetings on specific topics
- Possibility to have bilateral meetings with less engaged regional offices to discuss their priorities and possible engagement in the WG
- Good practices/lessons learned examples of active regions
- Project proposals tips/suggestions shared with less active regions

Labels for Cultural Heritage and Tourism [in person]

Date: 15 February

A meeting with Gabrielle Bernoville and Maria Castillo (DG EAC- Education, Youth, Sport and Culture/ Unit D2 Creative Europe) on EU labels and initiatives in the area of cultural heritage and tourism; the goal is to present an overview of the available initiatives in the sector, with a special focus on the European Heritage Label, broaden the knowledge of other existing labels such as the NEB prizes and discuss their potential applications and opportunities in the R&I field for regional ecosystems.

Labels in general are known in many areas/sectors and they are used for products in a broad sense. Since they provide information regarding content and standards for a certain quality, they carry an added value and importance for quality recognition and awareness, as well as visibility.

In the area of culture and tourism, labels have the potential to lead to funding opportunities and financial support for cultural heritage preservation and promotion. However, Culture and Tourism labels have not yet been fully exploited, due to the lack of knowledge in terms of access and application.

The meeting takes place in person. Members are invited to express interest in sharing experiences with EU labels (good practices or challenges related to their applications) or submit questions for the EC speaker in advance.

Cultural Heritage and Tourism/ICT Joint meeting on digitalisation of cultural heritage and the European Cloud for Cultural Heritage [in person]

Q2

The meeting aims to provide members with a better understanding of initiatives such as the Collaborative Cloud for Europe's cultural heritage and the European data space for cultural heritage, and their potential applications to regional CH ecosystems.

Foreseen participation of speakers from DG RTD and DG CONNECT, with possible links with ERRIN projects on digitisation and skills and regional examples.

Future opportunities in CHARTER – Future opportunities in CHARTER - regional policies for cultural heritage education and skills

Q2- April

This meeting will be an occasion for ERRIN members to be informed on the latest developments in the project's regional activities, with first-hand testimonies of ERRIN members involved. Secondly, additional regions will be invited to engage with the project by sharing their own experiences, needs and challenges, and providing further inputs to the regional assessment and forward-looking policy recommendations.

Update on Tourism Transition Pathways & Together4EU Tourism [in person]

Q3

Informal meeting to inform members on developments related to the Tourism Transition Pathways and the Expert Group on Sustainable Tourism.



Matchmaking session on HORIZON-CL6-2024-CIRC BIO: Systemic circular solutions for a sustainable tourism

Q3 – September 2023

Informal meeting with members interested in joining the proposal, facilitated by Breda University of Applied Sciences.

Breakfast@Sustainability event on sustainable cultural tourism– co-organised by ICLEI and ERRIN in the scope of the Be.Cultour project [format tbc]

Q3 – October 2023

The event will be led by ICLEI in collaboration with ERRIN, and is set to be a dialogue between regional actors, innovators and European Institutions on Circular Cultural Tourism and Human-centred Integrated Urban/Territorial Development.

Supporting documents are available at: <https://errin.eu/wg-resources>