

CULTURAL HERITAGE & TOURISM WORKING GROUP

ANNUAL PLAN 2023

WORKING GROUP LEADERS

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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.Culture).

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: NecTour, 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

15 February

A meeting with Gabrielle Bernoville (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

27 April

The meeting aims to provide members with a better understanding of [the Collaborative Cloud for Europe's cultural heritage and the European data space for cultural heritage, and their potential applications to regional CH ecosystems. Moreover, with additional opportunities on Data Spaces for Cultural Heritage integrated in the Digital Europe Work Programme for 2023 and 2024, this meeting could provide useful information to mobilise those ecosystems in funding opportunities.

Culture Moves Europe: Supporting cultural mobility in Europe and beyond

10 May

Culture Moves Europe provides mobility grants for artists and cultural professionals in all 40 creative Europe countries. It covers the sectors of architecture, cultural heritage, design and fashion design, literary translation, music, performing arts and visual arts.

The mobility of artists plays a vital role in shaping the cultural landscape of society as well as their skills and portfolios. For centuries, the exchange of ideas and artistic practices has been promoting understanding, tolerance, and diversity. By traveling and collaborating with other artists, professional networks are expanded, new skills are gained, and new opportunities for funding or exhibitions are explored. The experience of different cultures, perspectives, and traditions, can enrich their creative work, improve skills and knowledge and lead to innovation.

This meeting provided an overview of the new scheme, particularly relevant during the Year of Skills, and will share more details on the open and upcoming opportunities for artists, organisations and institutions.

Culture & Creativity Cluster calls mapping and matchmaking

14 September

The session will focus on calls in the field of culture, creativity, and cross-cutting areas such as tourism, circular economy and design with deadlines in early 2024.

The session will be preceded by an online survey aimed at identifying interest and potential roles of ERRIN members in the calls identified.

- HORIZON-CL2-2024-HERITAGE-01-01: New European Bauhaus – Innovative solutions for greener and fairer ways of life through art and culture, architecture and design for all
- HORIZON-CL2-2024-TRANSFORMATIONS-01-08: Arts and cultural awareness and expression in education and training
- HORIZON-CL2-2024-HERITAGE-01-03: Leverage the digital transition for competitive European cultural and creative industries
- HORIZON-CL6-2024-CircBio-01-4: Systemic circular solutions for a sustainable tourism
- HORIZON-CL6-2024-COMMUNITIES-01-1: Unlock the potential of the New European Bauhaus in urban food system transformation
- HORIZON-CL6-2024-CLIMATE-01-5: Climate-smart use of wood in the construction sector to support the New European Bauhaus

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

5 October

The next edition of ICLEI’s flagship Breakfast at Sustainability’s series will bring together representatives of EU institutions, cultural experts, regional officers, and tourism stakeholders to discuss the unexplored potential of cultural heritage as a driver of circular tourism.

As Europe’s regions are recovering from the impacts of the COVID-19 pandemic on the tourism sector, and as global trends are transforming the travel industry, this is a timely moment to revisit how circular approaches to tourism, human-centred destinations, and heritage-led transformations can contribute to building a sustainable future for all.

ERRIN members are invited to apply by 7 September to present their regional or local example of Circular cultural tourism.