

ANNUAL PLAN 2024

CULTURAL HERITAGE & TOURISM WORKING GROUP

CULTURE AND CREATIVITY CLUSTER

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, and the policies and actions that link the two areas. In this context, the WG investigates R&I-related measures to mitigate touristic flows' environmental and social impact and encourage the transition towards sustainable tourism and cultural policies and practices. To this end, the WG supports ERRIN members in the uptake of digital technologies and the development of skills/competences in the Cultural Heritage and Tourism sectors, facilitating exchanges of good practices and developing new projects.

Finally, the Working Group aims to provide 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.

CONTEXT

The key EU-level priorities, strategies, events, as well as work programmes and priority calls for proposals that the Working Group aims to follow in 2024:

- Monitoring the future of S3 Partnership on Cultural and Creative Regional ecosystems
- Sustainable Tourism Partnership from the Urban Agenda
- Tourism Transition Pathway and the European Agenda for Tourism 2030
- Forum and 2nd anniversary (15 March 2024)
- Monitoring the future of the NEB Facility
- EU Heritage Hub
- Living Spaces: Cities and regions shaping the built environment for everyone
- Workplan for Culture 2023-2026
- European elections – impact on culture
- Belgian presidency-led events

OPPORTUNITIES AND OUTPUTS IN ERRIN PROJECTS

Projects of strategic interest to the Working Group:

- ERRIN projects:
 - Be.CULTOUR
 - Circular Cultural Tourism
 - Replication opportunity (Be.CULTOUR Guide Book)
 - Be.CULTOUR Toolkit
 - Be.CULTOUR Policy Recommendations – potential link and contribution to FP10
 - Funding
 - Partnership for Sustainable and Responsible Tourism
 - Partnership for Resilient Cultural Heritage (Horizon Europe)
 - Horizon Europe (mainly Cluster 2 but also some calls from Cluster 6 or Partnerships such as Built4People)

ACTIVITIES

Kick-off meeting of the Culture and Creativity Cluster

Date: 1 February

Cluster Activity: with the Design & Creativity WG & New European Bauhaus TF

The Culture and Creativity Cluster is organising its meeting to kick off the year on 1 February 2024, from 16:00 to 17:30 (with networking drinks afterwards) at the ERRIN premises. The Cultural Heritage & Tourism WG, Design & Creativity WG and NEB Task Force are joining forces to present the annual plans for 2024 and put emphasis on long-term cluster collaboration.

This will also be a great chance to discuss common interests and current opportunities and to flag calls for collaboration. We invite members of each WG and TF to prepare short pitches about current project opportunities or ideas for activities.

After the meeting, we will host networking drinks to get to know each other better as a cluster and exchange informally.

Next steps in the Tourism Transition Pathway

Date: End of March

Following up on the Working Group's lasting engagement towards the Tourism Transition Pathway (TTP), this session aims to provide members with the latest information on its initiatives and concrete achievements. It will build on the momentum created by the 2nd-anniversary event of the TTP on 15 March and the forthcoming launch of the Together4EU Tourism Stakeholder Support Platform, serving as a one-stop-shop for tourism stakeholders. This meeting will also provide opportunities for members to reflect upon the green and digital transition of the sector and showcase good practices to the European Commission. Such good practices could entail Be.CULTOUR Hackathon winners (from Teruel) and other local/regional projects.

Speaker: Marlène Bartès, Policy Officer (DG GROW G1 – Tourism Unit)

Climate change & Culture

Date: May

Link with the Bioeconomy WG, Energy & Climate Change WG and Adaptation TF

Climate change is one of the most urgent and significant threats facing cultural heritage globally today, with the negative impacts of climate change impacting the structural integrity of cultural heritage sites worldwide. However, cultural heritage has the potential to significantly help in the fight against climate change. Traditional skills, such as traditional building skills, as well as traditional perspectives on land and nature, have the power to help mitigate the impacts of climate change.

This session will explore how culture and cultural heritage can contribute to policies such as the EU Green Deal and Europe's fight against climate change.

Project Development Session

Date: Autumn

Cluster Activity: with the Design & Creativity WG & New European Bauhaus TF

Member's interests will be gathered using the Project Development Tool and popular calls explored.

AI in tourism and cultural heritage

Date: Autumn

Link with the ICT WG and Design and Creativity WG

This session will provide participants with info on EU initiatives, EU calls, and regional best practices on Artificial Intelligence (AI) and its impact on tourism and cultural heritage. The Commission has made the positive take-up of AI in the cultural heritage sector a priority for its digital transition.

Issues/topics to be monitored further:

Cultural Heritage and Space applications

Possible synergies with NEREUS to explore impact and potential future activities