



ATLANTIC
CULTURESCAPE



Interreg
Atlantic Area
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EUROPEAN UNION

ATLANTIC CULTURE SCAPE

Intangible Cultural Heritage as an economic driver: insights from existing research

M^a del Pilar Muñoz Dueñas and Pablo Cabanelas Lorenzo (University of Vigo) with the special collaboration of the Government of Cantabria



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INTRODUCTION

Atlantic CultureScape's main goal is to enhance natural and cultural assets and to stimulate economic development by developing sellable experiences rooted in the Intangible Culture Heritage (ICH) of the Atlantic Area (AA). The project's first steps will involve the development of a Strategy and an Action Plan by the project partners. This action will be based on the three-P sustainability concept (Elkington, 1997; Adams, 2006) and will therefore evaluate sustainability in terms of its effectiveness in relation to social, environmental, and economic pillars.

The project capitalisation strategy will see partners:

- Profit by applying relevant lessons learned, methodologies, and deliverables from prior Interreg projects to the Atlantic CultureScape context.
- Guarantee the exploitation of the project's results, and therefore its mid- and long-term sustainability, by adopting actions that will guarantee the use of outputs after the project's lifetime in a wide range of contexts.

In addition, the project will maximize the benefits of prior knowledge by ensuring that each partner contributes to the different work packages.

Activities related to the above-mentioned objectives have been carried out since the very beginning of the project by all partners, coordinated by the work plan (WP) leader: the Ministry of Education, Vocational Training and Tourism of the Government of Cantabria.

In order to position Atlantic CultureScape within the existing body of knowledge generated by past and ongoing Interreg projects, an analysis of relevant projects with a focus on themes related to intangible cultural heritage and tourism has been undertaken, and this analysis will be used to inform the Atlantic CultureScape capitalization and sustainability plan.

This document delivers on Action 3.2 which required research into previous projects and case studies applicable to the main objectives of Atlantic CultureScape. On the premise that resources related to Intangible Cultural Heritage (ICH) can be drivers for economic development, the results of previous Interreg projects as well as the expected outcomes for Atlantic CultureScape were considered as part of this research.

CAPITALIZATION ACTION METHODOLOGY

The methodology that informed the data collection process used to deliver on Action 3.2 began with a digital review. We made use of the European Commission's official project database (<https://www.keep.eu/>), the websites of the Interreg Atlantic Space and Interreg Europe programmes, and websites produced by projects themselves, where they were available.

We first researched the projects that the Interreg Atlantic Space programme had approved in thematic areas integral to Atlantic CultureScape's own goals during the last three programming periods (2000-2006, 2007-2014, and 2014-2020). We identified 29 projects in the thematic areas of "intangible cultural heritage" and "tourism" and carried out a specific analysis of their goals before identifying 22 of these projects (75.9%) as directly relevant (See Annex One for project details). Throughout the selection process, the leader of WP3 (Ministry of Education, Vocational Training and Tourism of the Government of Cantabria) maintained constant communication with the other partner involved in this task (Universidad de Vigo).

Because little information was available on the selected projects, a decision was made at the partners meeting held in September 2019 to expand the scope of the search to other Interreg spaces and specifically to Interreg Europe. Following the same methodology and focusing on the same thematic areas, we found 31 projects, all of which have been developed within the last programming period (2014-2020). We repeated our selection process – again ensuring strong communication between task partners – to assess the suitability of each project to the goals of Atlantic CultureScape. As a result, 6 projects were selected (19.4%), and their details are available in Annex One.

The project's team members at the University of Vigo used a database constructed by the Directorate General of Tourism of the Regional Government of Cantabria to carry out an economic analysis of the selected projects. They made individual contact with each project, using websites and email to obtain any working documents that specified projects' objectives, methodologies, and results (final or provisional). After analysing the 15 working reports gathered through this process in detail, we were able to identify learning experiences, results, and recommendations that will be beneficial to the Atlantic CultureScape project (Annex Two).

ECONOMIC IMPACT OF CULTURAL PRODUCTS BASED ON INTANGIBLE CULTURAL HERITAGE (ICH)

This research report, compiled by the University of Vigo, contributes to WP3 by identifying the economic impact of cultural products based on intangible heritage, and it aims to provide learning experiences that may promote the greater effectiveness of the Atlantic CultureScape project.

The main objective of the Atlantic CultureScape project is to enhance natural and cultural assets in order to stimulate economic development with sellable experiences rooted in Atlantic Area (AA) Intangible Cultural Heritage (ICH). This will enhance the lives both of those who live and work in the Atlantic Area and those who visit it. An analysis of the AA ICH tourism offer will be carried out in order to provide guiding principles for sustainable economic growth. The project will deliver creative solutions to common issues and develop innovative mechanisms to maximize common opportunities.

The Atlantic CultureScape project will have a significant influence in increasing the number of tourists and visitors who engage with AA ICH; and it will boost economic activity by creating new businesses and increasing the number of jobs in the service sector.

This project will deliver this aim by implementing the following objectives. It will:

1. Develop guiding principles, through transnational cooperation, both for sustainably exploiting cultural assets for economic benefit and to help protect, promote, and grow cultural assets.
2. Use the cultural assets that the Atlantic Area's designated European sites inspire to attract new visitors to the area.
3. Develop tools to sustainably exploit and valorize cultural assets to create wealth and increase the economic return of culture-based economic activities.
4. Create new local jobs in our cultural industries.
5. Develop measures to improve the social well-being of the people who live and work in and visit the Atlantic Area's designated European sites.

6. Create a communications model in order to build upon the pride communities have in their designated sites and help everyone gain/regain or reaffirm a 'sense of place' (an identity).
7. Contribute to the intangible cultural heritage activities of the potential UNESCO Global Geopark or other UNESCO or EU designations.

At the University of Vigo, working towards these objectives, we have performed an analysis of projects that have already focused in some way on relevant topics, which include the economic impact of cultural products based on ICH resources in the tourism sector, and related issues; transnational cooperation; and strategies for the economic valuation of heritage and promotion of the tourism sector.

This action will allow the project to build on the results of previous projects, and their key findings and recommendations, to create a solid basis for the Atlantic CultureScape project's implementation.

3.1.1 Methodology: Processes and Techniques Used

To enable this study, the Directorate General of Tourism of the Regional Government of Cantabria (the partner responsible for Work Package 3) facilitated the creation of a database which was used to extract project information from the EU search engine 'Keep', which stores data on Interreg, Interreg IPA CBC, and ENI CBC projects.¹ It was decided to include a selection of projects in which all the states involved in Atlantic CultureScape – Ireland, Portugal, Spain, and the United Kingdom – were present. Using this approach, we were able to carry out a detailed analysis of Interreg Atlantic Area and Interreg Europe programmes. In the case of the Atlantic Area, projects from three calls were analysed (2000-2006, 2007-2013, 2014-2020). The Interreg-Europe projects we focused on arose from the last call for proposals (2014-2020).

Once projects were selected, we made individual contact with those responsible for each project, so that we could obtain the working documents that specify their objectives, the methodologies used, and the results obtained. This contact was made through email and websites.

After a detailed analysis of the working reports received and found, we selected 15 projects that had produced learning experiences, results, and recommendations beneficial for the Atlantic CultureScape project (See Tables 1 and 2). In the case of the Atlantic Area projects, those that did not have public information available and those with objectives and actions unrelated to Atlantic CultureScape's objectives were excluded. The six most relevant Interreg-Europe projects similar to ours were chosen in order for us to perform a comprehensive in-depth analysis. The results and conclusions of this study are displayed in the following sections of this document.

¹ Search for data on Interreg, Interreg IPA CBC and ENI CBC: <https://www.keep.eu/>

Table 1. List of the Analysed Atlantic Area Projec

ACRONYM	OPERATION NAME	CALL	LEAD PARTNER NAME	WEBSITE
ATLANTIC-GEOPARKS	Transnational Promotion and Cooperation of the Atlantic Geoparks for Sustainable Development	2014-2020	Universidade de Trás-os-Montes e Alto Douro	https://www.geotourismroute.eu/
ATLANTICNETSKY	Developing and Consolidating an Atlantic Network of Natural Sites as Astrotourism Destinies	2014-2020	Rede de Turismo de Aldeia do Alentejo	Not available
ATLAS.WH	Heritage in the Atlantic Area: Sustainability of the Urban World Heritage Sites	2014-2020	Município do Porto	http://www.atlaswh.eu/
MMIAH	Recover and Valorisation of Maritime, Military and Industrial Heritage of the Atlantic Area Coast	2014-2020	Concello de Ferrol	https://www.mmiah.eu/
ATLAN TERRA	Atlanterra	2007-2013	Commune de Noyant-la-Gravoyère	Not available
ECOSAL ATLANTIS	Ecotourism in Saltworks of the Atlantic: A Strategy for Integral and Sustainable Development	2007-2013	Diputación Foral de Alava	http://ecosal-atlantis.ua.pt/
ULTREIA	Promotion of Sustainable Tourism in Maritime and Interior Peregrination Routes to Compostela	2007-2013	Xunta de Galicia (Secretaría Xeral para o Turismo)	http://en.tur-ultreia.eu/proyecto_ultreia.php?informacion=5
AVANCRAFT	Revaluation of the Identity of the Atlantic Salt Mines: Recovery and Promotion of the Biological, Economic and Cultural Potential of Coastal Humid Zones	2000-2006	Centro de Artesanía e Deseño de Lugo -INLUDES	Not available

Source: Prepared by the authors.

Table 2. List of Analysed Interreg Europe Projects

ACRONYM	OPERATION NAME	CALL	LEAD PARTNER NAME	WEBSITE
CHERISH	Creating Opportunities for Regional Growth Through Promoting Cultural Heritage of Fishing Communities in Europe	2014-2020	Municipality of Middelburg	https://www.interregeurope.eu/CHERISH/
CHRISTA	Culture and Heritage for Responsible, Innovative and Sustainable Tourism Actions	2014-2020	Pafos Regional Board of Tourism	https://www.interregeurope.eu/CHRISTA/
CULT-RING	Cultural Routes as Investment for Growth and Jobs	2014-2020	Regional Development Fund of Central Macedonia on behalf of the Region of Central Macedonia	https://www.interregeurope.eu/Cult-RInG/
FINCH	Financing Impact on Regional Development of Cultural Heritage Valorisation	2014-2020	Piemonte Region	http://www.interregeurope.eu/FINCH
GREEN PILGRIMAGE	Green Pilgrimage Supporting Natural and Cultural Heritage	2014-2020	Kent County Council	http://www.interregeurope.eu/Green-Pilgrimage
SHARE	Sustainable Approach to Cultural Heritage for the Urban Areas Requalification in Europe	2014-2020	Sviluppumbria Spa	http://www.interregeurope.eu/SHARE

Source: Prepared by the authors.

Research on the Economic Impact of ICH Cultural Products in the Tourism Sector

In this section, we will present the results of the analysis of the 15 projects selected with the purpose of investigating the following issues:

- How can the creation of tourism products linked to heritage be promoted?
- How can the economic effects of such tourism products be researched?

In the first instance, a study was conducted which reviewed the individual objectives, actions, methodologies and results obtained for each project (See AnnexII). We then analysed the information obtained when these individual studies were reviewed together.

3.1.2 Boost for Tourism Products Linked to Heritage

As is evident below, the objectives of, and actions arising from, the analysed projects revolve around the implementation of strategic plans for the capitalization of heritage resources in the project territory in order to generate added value in the tourism value chain, among other outcomes. We identified seven categories to summarize the actions identified as relevant to our study:

A. Heritage inventory

- Identification and study of (cultural, geological, natural, etc.) heritage.
- Development of tourist interpretation tools.
- Digitalization (e.g. design of a database including heritage information and maps).

B. Tourism marketing plans

- Creation, strengthening, and promotion of a brand image.
- Creation and promotion of tourist products (itineraries, hiking trails, museums, places of interest, etc.).

C. Guidelines for tourism, cultural or heritage management

- Analysis of tourist potential, sometimes including the design of a battery of intrinsic and extrinsic parameters to assess the tourist potential of destinations and resources.
- Organization of technical workshops on heritage management.
- Plans to improve accessibility for tourists (e.g. signs, improved awareness of the tourism resources among professionals in the sector, technological improvements to facilitate accessibility for people with mobility, visual or hearing impairments etc.).
- Analysis of tourism and heritage trends, creative approaches, or research and development.
- Pilot projects to create tourism and heritage routes and/or itineraries.
- Risk assessment strategies related to the planning and implementation of the action plans for each project, as well as plans to analyse viability and efficiency in relation to the delivery of project results.

D. Strategies for protecting heritage and social and environmental sustainability

- Common methodologies to address challenges in the field of tourism (demography, risk management, climate change, energy efficiency, etc.).
- Protection and conservation measures for heritage and the environment.
 - i. Reports on the institutional policies that promote the protection of heritage.
 - ii. Certification for the protection and conservation of heritage and the environment.

- Promotion of the participation of society in the "appropriation" of new uses of heritage.
- Creation of policy instruments for the development of integrated and participatory models of governance that are open to the community.
- Shared methodologies to reduce the negative social impact of events and festivals on heritage assets.
- Social awareness and education that will contribute to the implementation of protection policies.
- The publication and dissemination of research.

E. Strategies to improve the economic sustainability of tourism

- To highlight the value of investments in cultural routes, in terms of their contribution to growth and the generation of employment.
- To promote the development of financial instruments and public-private partnerships in local and regional policies for heritage enhancement in order to increase their social and economic impact in the long term.
- To develop management tools, recommendation guides, and assessment and measurement models.
- To promote the creation of companies linked to the tourism and heritage sectors (crafts, complementary tourist offers, etc.).

F. Studies on the effects of tourism (e.g. economic, social, environmental)

- Reports on economic and heritage value.
- Reports on institutional policies that promote tourism and the creation of products linked to heritage, as a means to develop economic benefits.
- Studies on international tourism trends.

G. Networking for the dissemination of good practices, the promotion of exchange of knowledge and the strengthening of cross-border cooperation

3.1.3 The Economic Impact of Cultural Products

The programmes examined in our review clearly have an economic agenda in seeking to create and promote tourist products. A number of the actions we detected promote strategies for the improvement of economic sustainability, and these include the promotion of financial instruments and public-private partnerships to enhance heritage in order to increase their social and economic impact in the long term, or the promotion of companies linked to the tourism and heritage sector (crafts, complementary tourist offers, etc.).

A number of activities aimed to study the economic effects of cultural products linked to heritage through tourism. Examples of such actions included commitments to report on economic and heritage value or on international tourism trends. However, we identified only one published study which specifically focused on the economic impact of tourism in the project territory, and this focused on the Camino

de Santiago cultural touring route. The study delves into knowledge about the impact of the Camino in Galicia and is concerned as much with economic and demographic spheres as with social and environmental concerns.² It aims to provide information to actors in the tourism sector and to public institutions in order to facilitate data-based decision-making about territory planning and tourism development.

The project team developed a methodology for analysing the Camino's impact at local level and focused on the opinions of stakeholders, including residents and tourists, as well as official statistical information. Qualitative information was gathered via two face-to-face surveys conducted by research staff with specific training. The objective of the first survey was to identify the perceptions of the people living in two towns representative of the socio-economic impact of the Camino (Pedrafita do Cebreiro and Melide). The second survey sought the views of pilgrims, in order to capture their assessments of the experience they have lived through and the main characteristics of their pilgrimage. The survey's questions enquired about factors such as the length and form of the pilgrims' Camino visits, the types of accommodation used, and daily budget.

The study identified a number of key variables that reflect the impact of tourism:

1. Evolution in the number of tourists using the pilgrimage route

2. Aggregate economic impact

- Total impact on production (including knock-on effects) for every euro.
 - Total and tourist GDP.
 - Multiplier (the coefficient that measures the amount of production generated directly and indirectly by each unit of tourist expenditure).
- Total impact on employment (per million euros).
 - Insurance registration data under the local Social Security scheme.
 - Employment multiplier
- Impact on the hotel and restaurant sector.
 - Relevance of the hotel sector in terms of insurance registration of employed people.
- Estimate of the population of the towns along the French Way (a Camino route section) drawing on data from the inland towns of Galicia through which the Camino does not run but which are very similar to the towns of reference on the route. This allowed estimates to be projected that reflected the impact of the Camino on population levels between 2001 and 2016.
- **Hotel occupancy rates**
 - *Hotel Occupancy Survey (EOH)* data from the Spanish National Institute of Statistics.

² The study provides a model for assessing the economic impact of cultural tourist routes. Xunta de Galicia et al., *Estudo Do Impacto Socioeconómico Do Camiño De Santiago* [Galician], n.d., http://www.turgalicia.es/aei/portal/docs/documentacion_vinculada/ir3487.pdf (Accessed 1 November 2019).

- Hotel occupancy rates and capacity along the Camino relating to each stage and each month of the year.
- Seasonality.

3. Survey of residents

Objective: To understand the views of people living in two towns (Pedrafita do Cebreiro and Melide) representative of the socio-economic impact of the Camino.

— The study of perceptions about the local impact of tourism in terms of economic benefits and quality of life for the local population showed that people believed the route had led to:

- Increased income.
- Improvement in living standards.
- Benefits for local trade.
- Increases in employment opportunities.
- Increases in tourism.
- Obstruction of the development of non-tourist activities.
- Benefits for companies and people from other communities.
- Little distribution of benefits among the local population.

— Perceptions about socio-cultural impact.

Tourism was seen to:

- Improve health services.
- Improve transport infrastructure.
- Improve cultural and leisure activities.
- Restore and enhance cultural heritage.
- Improve knowledge of other people.
- Hinder mobility and access to services.
- Generate conflicts with local residents.

— Perception of the demographic impact.

- Does tourism contribute to retain the population in these towns?

— Perceptions about sustainability. Current problems in the City Councils :

- Depopulation.
- Lack of employment and opportunities.
- Concern about access to health and social services.
- Concern about an ageing population.
- The Camino and the influx of tourists it produces.
- Lack of cultural and leisure activities.
- Public transport.
- The prices of goods and services.

- Access to financial services.
- Security problems.
- Access to educational services.
- Telecommunications.
- Conflicts between neighbours.
- Management of the community-held mount.
- Perceptions about the environmental impact of tourism included beliefs that it:
 - Helps to preserve the landscape.
 - Helps ensure that population centres are cleaner and better cared for.
 - Generates waste management problems.
 - Increases environmental pollution.
- Estimate of the number of pilgrims and nights of accommodation in Galicia in each town.
- Direct spending per tourist (enabling calculations to assess the ratio of direct spending in relation to a town's GDP).
- Residents' views about pilgrims, gathered in response to the following prompts:
 - "Personally, I like the presence of pilgrims".
 - "There are too many pilgrims in some months of the year".
 - "There are too many pilgrims throughout the year".

4. Survey of tourists

Objective: personal interviews were conducted by a trained interviewer in the historic centre of Santiago de Compostela, close to the Cathedral, the Pilgrims' Reception Office, Monte do Gozo, the bus station and local hostels.

- Trip length.
- Motivations for the trip.
- Tourists' origin.
- Trip type (solo or group travel).
- Type of accommodation.
- Average spend.
- Level of satisfaction with the trip.

5. Approximation to load or host capacity

- Physical load capacity (maximum pilgrim limit, given distances, time of walking, walkway width, hours of light etc.).
- Actual load capacity (limiting social and environmental conditions).

— Effective load capacity (maximum number of “pilgrims”, taking into account the actual pilgrims’ behaviour (departure-arrival time) and the management context.

ADAPTING AND APPLYING LESSONS TO THE ATLANTIC CULTUREScape CONTEXT

The plans of action for the Atlantic CultureScape project follow the same logic as those found in the Interreg projects we analysed. They focus on creating strategic plans for economic development through the creation of tourist products linked to heritage, and on building inventories of territorial resources, which can then be promoted via tourism marketing.

The lessons learned from our research affect three main areas of action and are drawn from the information presented in Annex Number II, which provides summaries of the projects analysed in the research report.

Various ideas, actions, and obstacles were identified that could shape the management of the Atlantic CultureScape project, and a number of the proposals that related to the study of the effects of cultural heritage suggested that it can work as an economic, social, and environmental revitalizer. The lessons learned from our research are set out below.

4.1 Lessons Learned from the Management of Previous Interreg Projects

- **A participatory and collaborative management approach** will facilitate greater usage of the actions promoted across the territories involved in the project. However, as discovered in some of the projects analysed, communication difficulties may arise that inhibit the sharing of knowledge and resources.
- **Actions should adapt to needs** as they arise throughout the work process.
- A lack of **rigour in the implementation of activities** by some of the working groups can cause imbalances in the results, and these imbalances will be directly proportional to the degree of interest and commitment of each entity associated with the project.
- The obsolescence of project websites can be an obstacle to the dissemination of their actions and insights. Some of the completed projects we looked to learn from no longer have a website, and **a long-term web presence should**

be maintained to ensure that the efforts of the Atlantic CultureScape project continue to benefit communities after the completion of the project.

- **Results should be applied and made transferable** to make them available to the wider community.
- **Long-term efforts are required from qualified partners** to secure visibility for the territories involved and improve their attractiveness and outreach.
- The **scientific dissemination** of learning and discoveries must be planned for and ensured.
- A **Risk Management Plan**, developed as part of the planning process and integrated into action plans may support the efficient achievement of project goals.³

Heritage Management Lessons that Promote Economic Development

- **Local communities** must be the starting point for territorial regeneration and the creation of tourism products linked to heritage.
- The success of a tourism development plan is strictly linked to the level of **participation by and dialogue with local communities**, and such plans should consider the needs of tourism professionals (public and private organizations), citizens, and visitors.
- **Cooperation between stakeholders within the tourist system** is also crucial if a strategic difference is to be made.
- The use of a **local SWOT analysis** can promote the process of revitalization in each territory, because it will help to produce knowledge about the strengths, weaknesses, opportunities, and threats that must be considered in a project's work plans.
- **Local awareness in schools** should be fostered through the development of a specific educational project designed to raise teachers' and students' awareness of the importance of conservation, preservation, and the enhancement of heritage.
- The development of **monitoring tools for (social and environmental) sustainability** may mitigate the negative impacts of economic activities on heritage. Studies that explore this issue can cast significant light on the territorial dynamics of tourism and so facilitate decision-making about how to manage and revitalize a territory.

The Zen Project provided us with a methodological model for reducing greenhouse gas emissions produced by cultural events and festivals in historic centres and in cultural heritage locations. The project, which aims to exchange meaningful experiences and the lessons learned by its participating entities,⁴

³ See, for example, *Risk Assessment Plan* (SHARE project), <https://www.interregeurope.eu/share/library/#folder=1145> (Accessed 14 November 2019).

⁴ *ZEN project, Sustainable Events Management*, <https://www.interregeurope.eu/share/library/#folder=1754> (Accessed 14 November 2019).

proposes involving all interested parties in the prevention and removal of threats that may cause damage to cultural heritage, with damage being a risk that attends the involvement of the private sector, the public sector, and citizens.

The Zen Project states that the creation of a sustainable event involves incorporating a combination of best environmental practices in the field of territorial planning, communication, transport, energy efficiency, and awareness campaigns, among other strategies. It encourages event organisers:

- To promote **strategies for the protection and preservation of natural and cultural heritage**.
- To foster **social and democratic values among the local population and visitors** that enhance peaceful, environmentally conscious, and cultural routes to diffusing the democratic values of cultural diversity, intercultural dialogue, and mutual respect through tourism products, cultural tourism initiatives, and tourism campaigns.
- To consider the **possible risks of touristification and acculturation** that are implicit in the development of tourist promotion plans.
- To promote a **model of participatory governance** that develops cooperation between local actors, which must be supported by territorial policies together with the promotion of the learning and skills development required to produce **necessary structural changes**.
- To establish a **network for collaboration between different economic sectors**.
- To secure the **participation of tourist information centres** in the development of plans that seek to achieve economic development through tourism (this step is seen as essential for strengthening the local offer).
- To carry out case studies on behalf of partner regions to **highlight best practices**.
- **To promote the creation of companies linked to the tourism and heritage sector** (crafts, complementary tourist offers, etc.).
- To create a **transnational network** to allow the working groups to exchange experiences, open up new opportunities, create and manage common infrastructures, and achieve other benefits.
- **To contribute to pan-European initiatives that seek to secure the conservation and promotion of** cultural heritage (e.g. the *European Heritage Label* or the *Europa Nostra Awards*).

4.2 Lessons About the Economic Impact of Cultural Products Based on Intangible Cultural Heritage in the Tourism Sector

- **To highlight the value of investments on cultural itineraries**, in terms of their contribution to growth and jobs creation.

- To promote the development of **financial instruments and public-private partnerships** in local and regional policies to enhance heritage in order to increase their social and economic impact in the long term.
- To develop **management tools**, recommendation guides, and assessment and measuring models to demonstrate economic impact.
- To produce **study models for measuring the economic impact of tourism on a territory**.⁵
- To prepare reports **on the institutional policies that promote tourism** as an economic engine through the creation of products linked to heritage.
- **Studies on tourism trends on a national and international level.**

⁵ For example, see the study model that assesses the economic impact of tourist cultural routes in relation to the Camino. *Estudo Do Impacto Socioeconómico Do Camiño De Santiago* [Galician], http://www.turgalicia.es/aei/portal/docs/documentacion_vinculada/ir3487.pdf (Accessed 14 November 2019).

ANNEX I

RESEARCH REPORT ON ICH AS AN ECONOMIC DRIVER IN PREVIOUS STUDIES

Interreg Atlantic Area Projects

A) Period 2014-2020

1. [AtlanticOnBike] The EUROVELO 1, a unique cycling-tourism destination for a green growth

Thematic 1: Tourism

Specific Objective: Enhancing natural and cultural assets to stimulate economic development.

Thematic Objective: Preserving and protecting the environment and promoting resource efficiency.

Investment Priority: Conserving, protecting, promoting and developing natural and cultural heritage.

Description: Europe is the world's leading destination for cycle tourism. Cycle tourism represents a great opportunity for green growth for the blue economy. The EuroVelo 1 certainly has a place and a role to play in cycle tourism development in the Atlantic Area. The AtlanticOnBike project aims to achieve positive economic outcomes thanks to a transnational cycle tourism strategy based on the natural and cultural assets of the EuroVelo 1, one of the fifteen long-distance European cycle routes that form the so-called Atlantic Route. This project expects to contribute to a low-carbon tourism development (car-free tourism). Its rationale is to stimulate, structure, promote, and take part in the development of a cycle tourism offer along EuroVelo 1 in order to generate and monitor economic benefits at territorial and transnational level. AtlanticOnBike should generate positive impacts on local economies by increasing visits, boosting the local economy, and creating new

activities and new jobs in the tourism sector. It will provide a new touristic offer accessible to a large range of the population but also an attractive leisure destination for locals. The ambition is to create a duplicable reference for transnational cycling tourism and to build common and transferable tools for a real European analysis of economic benefits.

Expected Results:

- A touristic marketing strategy, based on co-creation, coordinating national and regional applications and leading to harmonized and continuous communication;
- The creation of joint transnational touristic products (cycling and gastronomy, biking and fishing, suitable circuits, etc.) accessible to a wide public (e.g. low income, family, elders) within a sustainable design;
- Ensuring consistency of services provided along the route to customers thanks to common standards leading to a certification of route and providers (accommodation, rental, tourist sites, etc.);
- The establishment of a common method for evaluating touristic visits and economic benefits with the creation of a transnational platform for data-sharing and proceeding (quantitative and qualitative);
- The emergence of a EuroVelo 1 ambassadors cities network that will foster the development of local policies in favour of cycling mobility;
- Events for dissemination;
- Creation of a bicycle community for the dissemination of cycle tourism and trips.

Project Status: Ongoing

Project Start Date: 01/07/2017

Project End Date: 30/06/2020

ERDF funding: 3.438.750,00 €

Total budget: 4.585.000,00 €

Website: <http://www.eurovelo.org/>

Twitter: <https://twitter.com/ECFEuroVelo>

Facebook: <https://www.facebook.com/EuroVelo>

Newsletter: <https://ecf.com/form/eurovelo-newsletter>

Lead Partner: Conseil départemental des Pyrénées-Atlantiques (<http://www.le64.fr/accueil.html>)

Address: 64, Avenue Jean Biray 64 058 Pau Cedex 9

Tel: 05 59 11 46 64

Bayonne: 4, Allée des Platanes 64 104 Bayonne Cedex

Tel: 05 59 46 50 50

Partners:

- Charente Maritime Tourisme
- Départements & Regions Cyclables
- Ecocompteur
- European Cyclists' Federation asbl
- Comunidade Intermunicipal do Algarve
- Região de Turismo do Algarve
- Mayo County Council
- Donegal County Council
- Statens Vegvesen
- University of Central Lancashire
- Gobierno de Navarra
- Red de Cooperación de Ciudades en la Ruta de la Plata
- Castilla y León - Consejería de Cultura y Turismo
- Junta de Extremadura
- La Rioja Turismo
- Consejería de Turismo y Deporte – Junta de Andalucía
- Sligo County Council
- Sport Ireland
- Mayo North East
- Sustrans
- Fáilte Ireland

2. [AtlaSWH] Heritage in the Atlantic area: sustainability of the urban world heritage sites

Thematic 1: Cultural heritage and arts

Thematic 2: Urban development

Specific Objective: Enhancing natural and cultural assets to stimulate economic development.

Thematic Objective: Preserving and protecting the environment and promoting resource efficiency.

Investment Priority: Conserving, protecting, promoting and developing natural and cultural heritage.

Description: The urban World Heritage sites (WHS) represent an important cultural value in the context of the Atlantic Area. The AtlaSWH project intends to create a network of urban WHS, by addressing common challenges related to the protection of their identity, while enhancing their cultural assets, in order to stimulate heritage-led economic and cultural development.

AtlaSWH will be an important step for their preservation, enhancement and sustainability. The main objectives are: i) to address, within a common methodology, the main challenges that each WHS is facing, including tourism, gentrification, risk management, climate change, energy efficiency, among other issues; ii) to develop strategies and public policies for the sustainability of urban WHS; iii) to create governance models, open to the community, integrated and participative; iv) to develop management tools, recommendation guides, assessment and measurement models; v) to create a long-lasting network of WHS, in order to disseminate best practices and to reinforce cooperation. The main result will be the Sustainability Plans for each WHS, by implementing an integrated and participative management and monitoring model, which arises from the common construction of a methodology and the exchange of know-how and best practices.

Expected Results: A Methodology for the Sustainability and Governance of each WHS will be proposed and an additional thematic study on critical challenges will be carried out.

Expected Outputs:

- A common open database will be created and will feed the future monitoring and benchmarking processes;
- Management and sustainability plans for each WHS, enabling a powerful instrument for effective management, taking into account today's challenges and the protection, sustainability and enhancement of their universal heritage value;
- Guides for technical recommendations, capacity-building training sessions for the managers and staff of each WHS, and the evaluation of all methodology and monitoring process implemented;
- Knowledge transfer sessions, as well as local training for professionals and awareness-raising sessions for schools.

Project Status: Ongoing

Project Start Date: 01/12/2017

Project End Date: 30/11/2020

ERDF Funding: 1.366.998,75 €

Total Budget: 1.822.665,00 €

Website: <http://www.atlaswh.eu/>

Documents:

http://www.atlaswh.eu/files/publications/17_1.pdf

http://www.atlaswh.eu/files/publications/12_1.pdf

Lead Partner: Municipio do Porto

Address: Praça Carlos Alberto, 71, 4050-157 Porto, Portugal

Email: atlaswh@atlaswh.eu

Tel: +(351) 223 393 480

Partners:

- Comune di Firenze
- Bordeaux Métropole
- Edinburgh World Heritage
- Consorcio de la Ciudad de Santiago de Compostela

3. [CAPITEN] Atlantic cluster for technological and economic innovation in “nautical” sector

Thematic 1: Clustering and economic cooperation

Thematic 2: Cultural heritage and arts

Thematic 3: Labour market and employment

Specific Objective: Enhancing natural and cultural assets to stimulate economic development.

Thematic Objective: Preserving and protecting the environment and promoting resource efficiency.

Investment Priority: Conserving, protecting, promoting and developing natural and cultural heritage.

Description: The nautical industry offers significant potential for job creation and is a vector for economic development and wealth for the Atlantic Area territories. The marine leisure industry is worth EUR 8.9bn and employs 85,000 people across the Atlantic Area. The CAPITEN project has 2 goals: to promote economic development and jobs by enhancing the local natural and cultural heritage; and to create an industry cluster to organize its concerted development and promote the emergence of innovative products and services, bolstering the attractiveness of the destination resorts and well-being of the local residents, as well as attracting a new tourist clientele. CAPITEN aims to organize the sector on 3 interdependent and

complementary hubs of excellence that form a virtuous circle: i) tourism, water sports and coastal activities, ii) industry, services, trade, iii) sailing and ports. After a study on the ground among sector professionals, partners proposed a concrete action plan to increase the attractiveness of the Atlantic regions and draw in new customers. This cluster will strengthen cooperation between the Atlantic regions in order to strengthening “blue growth” on this area.

Expected Results:

- Development of economic models, specifications and methodological tutorials: seasonally adjusted products, target audience (children, adolescents, seniors, well-being), marine and coastal heritage discovery;
- Study and economic model of public and perennial nautical events/organization of test events;
- Creation of an observatory dedicated to new technologies for the eco-construction and deconstruction/creation of a transnational expert group;
- Design of 3 prototypes of eco-designed navigation supports;
- Creation of a specification for new services for boaters and the general public;
- Creation of 10 routes between territories (Atlantic destinations);
- Promotion of actions via a public website;
- Proposal for a long-term organizational model for the Atlantic Water Cluster.

Project Status: Ongoing

Project Start Date: 31/05/2017

Project End Date: 31/05/2020

ERDF Funding: 2.236.104,51 €

Total Budget: 2.981.472,68 €

Website: <https://capiten.eu/?lang=en>

Lead Partner: Région Bretagne

Email: info@capiten.eu

Tel: +33 (0)2 22 51 41 78

Partners:

- Région Bretagne
- Donegal County Council
- Limerick City and County Council
- Mid and East Antrim Borough Council
- University of the Highlands and Islands

- Conseil départemental de La Manche
- Finistère 360°
- Nautisme en Bretagne
- Région des Pays de La Loire
- Chambre de commerce et d'industrie de La Rochelle
- Ente Publico Portos de Galicia
- Asociacion Galega de Actividades Nauticas
- Centro Technologico de ciencias Marinas
- AD ELO - Associação de Desenvolvimento Local da Bairrada e Mondego
- Comunidade Intermunicipal do Alto Minho
- Associação Comercial e Industrial do Funchal – Câmara de Comércio e Indústria da Madeira
- Cornwall Marine Network
- Conseil départemental du Finistère

4. [Atlantic-Geoparks] Transnational promotion and cooperation of the Atlantic geoparks for sustainable development

Thematic 1: Sustainable management of natural resources

Thematic 2: Tourist

Specific Objective: Enhancing natural and cultural assets to stimulate economic development.

Thematic Objective: Preserving and protecting the environment and promoting resource efficiency.

Investment Priority: Conserving, protecting, promoting and developing natural and cultural heritage.

Description: Tourism is one of the economic activities with most significant potential to generate future growth and employment in the EU. In this context, the Atlantic-Geoparks project addresses a common main challenge: to promote the Atlantic Geoparks as a unique, leading tourist destination through the right balance between protection of the environment and the development of economic activity in the current context of a global competitive and changing tourist sector. This project aims to boost economic activity by creating new businesses and increasing the number of jobs in the service sector. It also aims to influence regional policies by sensitizing public authorities about the need to legislate for and manage the geological areas under both economic and environmental, sustainable criteria supported by European policies and the recommendations of UNESCO. The project will allow the Atlantic Geoparks to have a common identity and an internationally recognized image. Moreover, the creation of a European Atlantic Geotourism Route will show clear

commitment to its growth and will therefore actively work for the incorporation of new geological tourism areas. In summary, the project will be a new opportunity for territorial development linked to the Geotourism and for adding value to the Atlantic Geoparks as a means for sustainable development, conservation and geodiversity across the Atlantic Area.

Expected Results:

Increase of tourist flows and upturn in economic activity; the creation of new businesses with a direct positive impact on employment; the cataloguing of new territories as UNESCO Global Geoparks; the contribution to the comprehensiveness of public policies valuing the cultural and natural assets in view of local economic development.

Expected Outputs:

- 1 pilot action implemented: the creation of the European Atlantic Geotourism Route (EAGR) and 5 cases studies (study visits) in different Geoparks;
- 5 technical and scientific publications (e.g. Geoparks and Climate Change, Ecotourism and Health);
- 14 policy, strategy and operational instruments, including: the management toolkit, the monitoring system, the Transnational Geodiversity Conservation Charter, the candidacy to the European Cultural Route, the EAGR strategy and communication plan and capitalization and sustainability strategy, a dedicated website of the Route, a transnational training Guide and 3 innovative ICT tools;
- Several actions for the dissemination and capitalization of results, such as info-days, training actions, local dissemination events and the final conference;
- 1.975 participants involved in actions related to the dissemination and capitalization of results;
- 37 information documents (e-newsletter, blog, press releases, etc);
- The increase of number of visits is foreseen to be at least 10.000 during the project.

Project Status: Ongoing

Project Start Date: 31/05/2017

Project End Date: 28/11/2019

Total Budget/Expenditure: 1.946.500,00 €

European Union Funding: 1.459.875,00 €

Website: www.geotourismroute.eu

Newsletter:

<https://mailchi.mp/b480b988d4dd/newsletter-1-atlantic-geoparks>
<https://mailchi.mp/cfbddd96abb2/atlantic-geoparks-newsletter-2-july-1541205>

Lead Partner: Universidade de Trás-os-Montes e Alto Douro

Address: Vila Real, Portugal

Email: asa@utad.pt

Legal Status: Public

Partners:

- Durham County Council on behalf of the North Pennines AONB Partnership
- Geogarapen, Asociación para la Gestión del Geoparque de la Costa Vasca
- Cabildo Insular de Lanzarote
- Mancomunidad de Municipios Sostenibles de Cantabria
- Parc Nature Regional d'Armorique
- Clare County Council
- Copper Coast
- GeoMon UNESCO Global Geopark
- Cavan County Council
- Brecon Beacons National Park Authority
- Associação Geoparque Arouca
- Associação Geoparque Açores

5. [MMIAH] Recovery and valorization of the maritime, military and industrial heritage of the Atlantic area coast

Thematic 1: Coastal management and maritime issues

Thematic 2: Cultural heritage and arts

Thematic 3: Tourist

Specific Objective: Enhancing natural and cultural assets to stimulate economic development.

Thematic Objective: Preserving and protecting the environment and promoting resource efficiency.

Investment Priority: Conserving, protecting, promoting and developing natural and cultural heritage.

Description: One of the main features of the Atlantic Area is its maritime dimension, which gives this territorial area a strong cultural identity. The proximity to the sea has led to a common development pattern, both economic and urban in coastal cities, closely linked to the sea and the maritime industry and even military settlements, due

to the geostrategic position of many of these cities. The crisis of industrial activity linked to the sea, and the reduction of military presence, have led to the degradation of many of these facilities, which have fallen into disuse and generated in their surroundings an urban landscape of environmental and heritage degeneration. The MMIAH project is committed to the value enhancement of the urban coastal edge of the Atlantic Area through the recovery of disused assets associated with the military, maritime and industrial heritage of coastal cities, facilitating their social use and generating value-added activities around them in order to promote cultural tourism as a factor of economic sustainability. The project-specific goals are: to recover the historical memory of Atlantic cities, their growth and development linked to its maritime, industrial and military heritage; to recover those heritage sites which have been abandoned for public use; to establish a joint model of sustainable management and use-planning for the aforementioned heritage translatable to other cities in the Atlantic Area; to promote the participation of civil society in the “ownership” of the new uses of maritime, military and industrial heritage; to develop cultural tourism through historical reenactment, promoting the Atlantic identity around these abandoned assets on the coastal edge; and to encourage the economic sustainability of these spaces including them as an essential part of the cultural and tourism offer of the cities involved.

Expected Results:

- Recover the historical memory of Atlantic cities, and of their growth and development linked to their maritime, industrial and military heritage;
- Recover those heritage sites which have been abandoned for public use;
- Establish a joint model of sustainable management and use-planning of the aforementioned heritage translatable to other cities in the Atlantic Area;
- Promote the participation of civil society in the “ownership” of the new uses of maritime, military and industrial heritage;
- Develop cultural tourism through historical reenactment, promoting the Atlantic identity around these abandoned assets on the coastal edge.
- Encourage the economic sustainability of these spaces including them as an essential part of the cultural and tourism offer of the cities involved.

Expected Outputs:

- 1 evolutionary study of the cities through their Maritime, Military and Industrial (MMI) heritage and their influence on urban and social development;
- 1 joint methodology for the preparation of Master Plans for the management of disused heritage in the cities of the Atlantic Area;
- 1 participatory Master Plan for each territory;
- 3 cultural products created based on historical recreation and 9 actions demonstrating the importance of the heritage, using techniques such as the dramatization of historical events that occurred around these spaces;

- Intervention in an element of heritage in each city to valorize it with sustainability criteria and incorporate it into the tourist offer;
- 8 MMI infrastructures which have disappeared or are in ruins recovered through modelling;
- 1 app and/or on-line site aiming at developing heritage routes through the Atlantic coastal edge;
- Increase in the tourist offer of the Atlantic coastal edge;
- 4 fam trips organized with at least 5 tour operators from the 5 countries involved in each one;
- 5 press trips organized with at least 10 media organizations and prescribers from the five countries.

Project Status: Ongoing

Project Start Date: 01/07/2017

Project End Date: 30/06/2020

Total Budget/Expenditure: 3.288.099,40 €

European Union Funding: 2.466.074,55 €

Website: www.mmiah.eu

Blog: <http://www.mmiah.eu/blog>

Newsletter: <http://www.mmiah.eu/newsletter>

Lead Partner: Ayuntamiento de Ferrol

Address: Ferrol, Spain

Email: jlespada@ferrol.es

Legal Status: Public

Partners:

- Ayuntamiento de Ferrol, Galicia (ES)
- Câmara Municipal de Ílhavo, Centro (PT)
- Ville de La Rochelle, Poitou-Charentes (FR)
- Ayuntamiento de Cádiz, Andalucía (Huelva, Cádiz and Sevilla) (ES)
- Pôle métropolitain Caen Normandie métropole, Basse Normandie (FR)
- Plymouth City Council, Devon (UK)
- Comhairle Cathrach Chorcaí, Southern and Eastern (IE)
- Limerick City and County Council, Southern and Eastern (IE)
- Liverpool City Region Local Enterprise Partnership Destination Management Organisation, Merseyside (UK)

B) Period 2007-2013

1. [CruiseAtlanticEuro] Cruise Atlantic Europe

Thematic 1: Cultural heritage and arts

Thematic 2: New products and services

Description: The growth of cruise tourism activity in Europe has been capitalized primarily by regions with more tradition in the sector and which present a consolidated product, such as the Baltic and Mediterranean. Despite the strong competition in these markets, with its unique features, the AA has a relatively competitive position in global cruise tourism. The strategic location, at cruise routes' crossroads between northern and southern Europe and between the Caribbean and Europe; the large number of ports along the coastline which offer a wide variety of destinations, and the rich cultural and environmental heritage of maritime port cities and surrounding regions, give the AA a growing potential that should be promoted. CruiseAtlanticEurope (CAE) is a transnational cooperation project, an initiative of a group of ports on the Atlantic seaboard - Lisbon, Leixões, La Coruña, Bilbao, Dover, Lorient and Cork - and it aims to promote cruise tourism in the AA. Its main objective is to strengthen the position of the Atlantic Coast in European cruise tourism through the creation and promotion of new tourism products, globally recognized by ship-owners and cruise companies, which, through the actions of a network of ports, cities and regions, may stimulate dimensions of Atlantic culture and identity. To achieve these objectives, the project has established a work plan that involves organizing itineraries at ports of call, based on adding value to natural and cultural resources to contribute to producing a distinct identity in the framework of international cruise tourism markets. It also aims to develop a communication and marketing plan in order to establish a strategy to promote cruise tourism in the AA and will produce advertising and promotional materials as well as promotional activities.

Achievements: With cruise visitors in 2013 set to exceed 1.25 million, all the member ports of Cruise Atlantic Europe have experienced growth as cruise traffic in the region continues to increase. Cruise Atlantic Europe comprises eight ports in five countries of the Atlantic front (Lisbon, Porto (Leixões), A Coruña, Bilbao, Brest, St Malo, Dover and Cork). Helena Fernandes from the Port Authority of Leixões said: "It comes as no surprise that cruise visitors are on the rise as switched-on cruise operators have realized that operating in the Atlantic Europe region provides some incredible incentives. Operating cruises to this selection of ports can both save money in terms of fuel costs and lower port charges but [it] also provides an opportunity to increase revenue by promoting profitable shore excursions. It's a win-win situation and we would encourage all cruise operators to take advantage of the region." Growth has been accelerated by major investment in new cruise terminals at Bilbao and A Coruña plus new cruise ship berths at Porto (Leixões), Lisbon and St Malo. Now in addition to the strong appeal of the destinations to cruise customers, new cruise ship

facilities make the region more accessible to some of the biggest ships in the industry. Fernandes adds: “Our success proves that Atlantic Europe is becoming more than just an option for cruise operators when ships are re-positioning to the Mediterranean. There are increasing opportunities for short cruises in the region with the added appeal of embarkation from multiple markets.”

Project Status: Closed

Project Start Date: 31/01/2008

Project End Date: 30/06/2011

Total Budget/Expenditure: 739.698,00 €

European Union Funding: 480.802,03 €

Website: <http://www.cruiseatlanticeurope.com/>

Lead Partner: APDL - Administração dos Portos do Douro e Leixões, S.A.

Address: Avenida da Liberdade, Leça da Palmeira, Portugal

Email: info@cruiseatlanticeurope.com

Partners:

- APL - Administração do Porto de Lisboa, S.A.
- Autoridad Portuaria de A Coruña
- Autoridad Portuaria de Bilbao
- Lorient Croisières Bretagne Sud
- Port of Cork Company
- Dover Cruise Port

2. [DORNA] Organized and sustainable development in the Atlantic northwest

Thematic 1: Cultural heritage and arts

Thematic 2: Regional planning and development

Description: The DORNA project is centred on development of the Atlantic regions included in it from the perspective of sustainable economic growth and cultural diversity, achieved by encouraging and diversifying traditional naval carpentry.

Achievements:

- Catalogues and inventory
- BATE brand

- Trading platform for the sale of boats
- Innovation areas
- Atlantic Maritime Culture: <http://cma.proyectodorna.eu/>
- European permanent collaboration network
- Publications: *Innovation: Definition of the needs of eco-construction in an R&D Project Plan to improve the infrastructure of the traditional boatyards*; *Study of Uses for "O Charango" shipwright*; *Comparative Analysis of the Lifecycle of Hulls of Boats: Calculation of the Carbon Footprint*. See the complete Inventory through the following link: <http://dorna.coag.es/en/>

Project Status: Closed

Project Start Date: 01/01/2008

Project End Date: 31/12/2010

Total Budget/Expenditure: 194.126,00 €

European Union Funding: 1.261.822,00 €

Website: <http://www.proyectodorna.eu/>

Lead Partner: Diputación de A Coruña (Servicio de Desarrollo Territorial y Medio Ambiente)

Address: Avda. Álferez Provisional nº 2 - 15006 - A Coruña

Email: dorna@dicoruna.es

Tel: +34 981 080 331

Partners:

- Associação das Indústrias Marítimas
- Causeway Coast Maritime Heritage Group (CCMHG)
- Colegio Oficial de Arquitectos de Galicia
- GALGAEL Trust
- OARSOALDEA, Agencia de Desarrollo Comarcal

3. [ULTREIA] Promoción del turismo sostenible en las rutas de peregrinación marítimas y de interior a Compostela

Thematic 1: Tourism

Thematic 2: Institutional cooperation and cooperation networks

Thematic 3: Cultural heritage and arts

Description: The Camino de Santiago was declared the first European Cultural Itinerary by the European Council in 1987, and a Worldwide Heritage Site by UNESCO in 1993; Later on, in 2004 it was awarded with the Prince of Asturias Prize, which makes it a reference point for tourism in Europe. The Camino de Santiago is also a historical itinerary involving Europe which extends throughout the continent and brings together all the routes approaching Compostela. The European regions represented in this project show that the Camino is a pilgrimage route which works as a link between Europe's nations and people, especially among those which form the Atlantic area. The general aim of the Ulteira project is to promote cultural and religious sustainable tourism related to the maritime and inland routes towards Compostela by means of two essential strategies: the development of tourist Agendas 21 and the creation of a network of Atlantic Regions which will develop tourist products in a common Atlantic cultural context related to the maritime and inland pilgrimages towards Compostela. Sustainable tourism is expected to develop by means of the cooperation of each country's citizens as well as of social, tourist, and economic agents and the respective local authorities in ways that address the detailed needs of each area. This objective is expected to be reached by means of the implementation of local tourism Agenda 21s and by creating a transnational working network related to the pilgrimage routes which will encourage the tourist development of the areas which these routes go through, as a means of generating local development. In order to reach this objective in all the countries involved in the project, a series of transnational common products will be developed. By this means, synergies for joint tourism promotion will be created among the members. Through shared appreciation and promotion of tourism, it is expected that the project will create the best conditions for strengthening regional economies, the creation of employment, the encouragement of endogenous potential and competitiveness factors in the transnational context which welcomes the ULTREIA project, and at the same time the cultural and tourist resources and their specific identity will be preserved and valued. From this point of view, the process of elaboration of Agenda 21 in the countries involved in the project will be the link among the members, both from an institutional and a social point of view, since it is a transnational forum of reflection that promotes the reaching of strategic agreements that contribute to sustainable tourism in the Atlantic area and are related to the Camino. This process involves encouraging dialogue from a political, technical and local point of view and the creation of specific means of cooperation. These steps are supported by the growth of territorial critical mass and the generation of synergies by means of transnational cooperation focused on the sustainable management of tourist resources against a common Atlantic cultural backdrop. The project answers the need for help with economic diversification by taking advantage of cultural resources to offer a fine tourism product. From this point of view, it is expected to encourage interest and improve the area's reputation; create synergies to appeal to visitors; create infrastructures which support heritage; provide new tourist products, and, definitely, make the area a good competitive base for tourism companies. The creation of a transnational network against an Atlantic cultural backdrop where the members can exchange experiences, create new and common business opportunities and interact

with other companies, is an activity which provides the project with an important level of innovation, not only with regard to the use of the new information and communication technologies but also with regard to the creation and common management of infrastructures and strategies for transnational management, which will be useful to joint efforts in the regions involved in the project.

Project Status: Closed

Project Start Date: 01/10/2008

Project End Date: 31/12/2010

Total Budget/Expenditure: 1.365.465,00 €

European Union Funding: 887.551,00 €

Website: http://en.tur-ultreia.eu/proyecto_ultreia.php?informacion=5

Lead Partner: Xunta de Galicia (SECRETARÍA XERAL PARA O TURISMO)

Address: S.A. de Xestión do Xacobeo, monasterio San Martin Pinario s/n, Santiago de Compostela, Spain

Email: info@tur-ultreia.eu

secretaria.turismo@xunta.gal

jose.luis.maestro.castineiras@xunta.gal

Partners:

- Câmara Municipal de Valença do Minho
- Conseil Général de la Manche
- Diocese de Beja
- Fáilte Ireland West - Fáilte Ireland North West
- Fundación para o Desenvolvemento Comarcal de Santiago

4. ATLANTERRA

Thematic 1: Cultural heritage and arts

Thematic 2: Innovation capacity and awareness-raising

Thematic3: Knowledge and technology transfer

Description: The project brings together former mining regions which wish to preserve and promote their patrimony in order to create new sources of wealth. It will allow the creation of a network and the practical tools required for the development of mining-heritage sites. It will allow the creation of new preservation tools and the promotion of mining patrimony.

Achievements: Atlanterra is a European-funded project that brings together ten project partners from France, the Republic of Ireland, Portugal, Spain and Wales to cooperate in the preservation and promotion of their shared mining heritage along the Atlantic Coast. Each of the project partners involved is working within an area which has been affected by the closure of mining or quarrying operations during the 20th century. The recording of the associated cultural history and archaeology before it is lost is central to the aims of the project. The Royal Commission has been responsible for providing technical support to the other project partners regarding surveying, recording and reconstruction through the computer animation of abandoned mine and quarry sites and their associated infrastructure. As part of the project, the Royal Commission has already undertaken surveys of the Maenofferen slate quarry near Blaenau Ffestiniog and the Mynydd Nodol manganese mine near Bala and further surveys will be carried out during 2012. Computer animation reconstructions of the three different types of slate mining have been commissioned and will be made available to the public on their completion.

Project Status: Closed

Project Start Date: 01/01/2009

Project End Date: 31/12/2012

Total Budget/Expenditure: 2.425.723,00 €

European Union Funding: 1.576.720,00 €

Website: Not available

Lead Partner: Commune de Noyant-la-Gravoyère

Address: Rue Constant Gérard, Noyant-la-Gravoyère, France

Website: <http://www.noyantlagravoyere.fr/>

Partners:

- Agência de Desenvolvimento Regional do Alentejo
- Blaenau Gwent County Borough Council
- Castelcomer Discovery Park
- Copper Coast Geopark
- Geological Survey of Ireland
- Instituto Geológica y Minero de Espana
- Laboratorio Nacional de Energia e Geologia
- Les Mines de la Brutz
- Royal Commission on the Ancient and Historical Monuments of Wales

5. [ECOSAL ATLANTIS] Ecoturismo en salinas del atlántico: una estrategia de desarrollo integral y sostenible

Thematic 1: Tourism

Thematic 2: Regional planning and development

Thematic 3: Cultural heritage and arts

Description: The main objective of the ECOSAL ATLANTIS project, “Ecotourism in saltworks of the Atlantic: a strategy for integral and sustainable development” is the development of joint, integral and sustainable tourism based on the cultural and natural heritage of traditional Atlantic saltworking sites. The project focuses on three key activities designed to develop tourism in Atlantic saltworking sites: heritage, territorial development, biodiversity and nature tourism. These activities respond to the four specific objectives of the project: 1) to establish guidelines for the management of the natural and cultural heritage of saltworking sites on the basis of a common heritage database; 2) to evaluate, enhance the value of and promote the traditional Atlantic saltworking sites by means of a network of players implementing joint actions; 3) to maintain or restore the habitats typical of saltworking sites in the framework of nature tourism; 4) to promote the conservation and understanding of Atlantic saltworking sites by circulating information and creating transnational synergies.

Achievements: The ECOSAL ATLANTIS project, “Ecotourism in saltworks of the Atlantic: a strategy for integral and sustainable development” was created with the aim of cooperatively attaining integrated and sustainable tourism development, based on the natural and cultural heritage of the Atlantic saltworks.

After three and a half years of the project, many concrete results were secured:

- A web portal provided an inventory of the geographic data and the cultural heritage of the saltworks of the Atlantic;
- An evaluation of the biodiversity of the Atlantic saltworks, based on a methodology devised jointly, associates scientific bibliography, space and aerial remote sensing and field work;
- The establishment of guidelines for the development of eco-tourism and proposals for appropriate means for observing nature in salt-producing sites;
- Book on the salt-producing sites of the Atlantic regions;
- Creation of “Traditional Saltmaking: the Atlantic Route”, which has been joined by numerous organizations from Spain, France, Portugal and the United Kingdom, which were not originally part of the project;
- Knowledge and appreciation, by the public and the people responsible, of Atlantic salt-producing heritage, both in the present and in the future.

Project Status: Closed

Project Start Date: 01/01/2010

Project End Date: 31/12/2012

Total Budget/Expenditure: 305.972,00 €

European Union Funding: 1.988.820,00 €

Website: <http://ecosal-atlantis.ua.pt/>

Results: <http://ecosal-atlantis.ua.pt/index.php?q=content/comunicacion-results>

Lead Partner: Diputación Foral de Alava (Person in charge: Belen Escobar)

Address: C/ Samaniego 14 –6ª planta, Vitoria -Gasteiz, Spain

Email: asuntoseuropeos1@alava.net

Tel: +34 945773052

Partners:

- Asociación Cultural de Amigos de las Salinas de Interior
- Bournemouth University
- Câmara Municipal da Figueira da Foz
- Câmara Municipal de Aveiro
- Câmara Municipal de Rio Maior
- Cap Atlantique
- Centre National de la Recherche Scientifique (DR17)
- Communauté de communes de l'île d'Oléron
- Communauté de communes Océan-Marais de Monts
- Ecomusée du marais salant
- Fundación Espacios Naturales Protegidos de Andalucía (ANDANATURA)
- Universidade de Aveiro

6. CANTATA2

Thematic 1: Tourism

Thematic 2: SME and entrepreneurship

Description: The project focuses on tourism development, connecting SMEs and exploring networks in order to exploit local potential and improve competitiveness. It seeks innovative ways of developing products, conducting training and marketing and finding routes to market. It focuses on real and genuine local tourism experiences, and 'slow tourism'.

Achievements: CANTATA2 builds on the success of the Cantata pilot project, supported by INTERREG IIIB AA which focused on tourism development of the Atlantic Area, connecting and exploring SME networks in order to take advantage of local potential and improve competitiveness. The success of the pilot project exceeded expectations and was very well received among local businesses. The regions involved in the project, Poher (France), Montemor-O-Velho (Portugal), Shannon (Ireland), Galicia (Spain) and Denbighshire (Wales), are rural areas with strong character, tradition, history and gastronomy and often cross the path of the largest and most popular tourist destinations. This project, based on the good work of partners involved in the previous initiative which developed trails and tourist products, focuses on a commitment to new technologies to attract the attention of visitors. In this sense, CANTATA2 helps companies to create innovative products and tools that benefit them. The aim of the project is to put together a partners' network to address the common problems related to the regeneration of tourist areas and to allow sharing and exploration of ways to combat problems in the field of tourism regeneration in order to benefit the local economy, encourage the professionalization of tourism, improve visitor experiences, strengthen identity and develop the local economy associated with tourism. The project has created several solutions to fight against the difficulties encountered, particularly the development and promotion of tourism products that use technological resources, including mobile apps and electronic publications; cross-promotional activities, including festivals and local food trails, the development of sustainable tourism (e.g. slow food) alternative destinations, romantic getaways, wellbeing tourism, tourism business networks, and the development of tourist leaflets. A belief in the value of using innovative technologies to disseminate information about regions, products and experiences is also one of the aspects of the project. The project developed a "toolkit", based on its transnational work, which aims to disseminate experiences and results to companies, local authorities and other organizations. The goal is to provide greater ownership of results by local actors in order to attract more tourists, using new marketing methods and innovative technologies. Business networks in the tourism sector in the AA, and in particular SMEs, are enhanced by improving regional economic development, which makes them more attractive and dynamic.

Project Status: Closed

Project Start Date: 01/04/2009

Project End Date: 31/03/2012

Total Budget/Expenditure: 2.279.984,00 €

European Union Funding: 1.481.989,00 €

Website: Not available

Lead Partner: Denbighshire County Council

Email: cantata@denbighshire.gov.uk

Tel: +44 (0)1824 706747

Partners:

- Agência Galega de Desenvolvimento Rural (AGADER)
- Câmara Municipal de Montemor-o-Velho
- Communauté de Communes du Poher (CCP)
- Shannon Free Airport Development Company Ltd (Shannon Development)

C) Period 2000-2006

1. [ALTMEDIEVAL] The influences of the Arab, Jewish, Christian and Celtic cultures in the medieval Atlantic world

Thematic 1: Tourism

Thematic 2: Cultural heritage and arts

Description: Although the Celtic heritage of the Atlantic Area is often stressed, it is not the only one. Like the European identity, the Atlantic identity is characterized by its diversity and its richness. In this connection, the ALTMEDIEVAL project is intended to promote, in the framework of integrated touristic and cultural strategies, the influence of the Arab, Jewish, Christian and Celtic cultures on the area's medieval heritage and traditions. As members of the network of towns that form "The Order of Atlantic Mediaeval Cities of the Patrimony", the partners will carry out actions stressing the value of the historico-cultural heritage, of research, of information and of documentation. Touristic and cultural events and training courses in the skills of animation and medieval arts and crafts will also be organized.

Achievements:

- Creation of an "Order of Atlantic Medieval Heritage Cities" which at first combined the founding members, but which intends to group other organizations who may be interested;
- Creation of the "Medieval Atlantic Area" website, which supplies a database on a medieval theme (www.medievalatlantic.com);
- Various studies and seminars and the publication of a practical guide on techniques for the conservation, renovation, valorization and management of medieval heritage;
- Creation of an Interpretation and Information Centre at the Château de Blain, which includes a medieval library, provides access to a database and documentary information and also organizes exhibitions and work placements for young people.

Project Status: Closed

Project Start Date: 01/01/2003

Project End Date: 01/12/2006

Total Budget/Expenditure: 993.511,81 €

European Union Funding: 444.983,39 €

Website: Not available

Results: Not available

Lead Partner: Câmara Municipal de Castro Marim

Address: Rua Dr. José Alves Moreira, n° 10, Castro Marim, Portugal

Website: <https://cm-castromarim.pt/site/>

Email: expediente@cm-castromarim.pt

Tel: +351 281 510 740

Partners:

- Associação para o Desenvolvimento do Baixo Guadiana
- Ayuntamiento de Cortegana
- Château et Essor Blinois- C.E.B.
- Mairie de Guérande
- Wootton Bassett Twinning Association

2. [ATLANTE] Improving Atlantic cities that belong to UNESCO world heritage

Thematic 1: Tourism

Thematic 2: Cultural heritage and arts

Thematic 3: Urban development

Description: The project intends to promote action aiming to improve the strategies of six cities featured in the UNESCO World Heritage list – Porto, Evora, Angra do Heroísmo, Guimarães, Santiago de Compostela and Lugo –whilst taking into account their specific cultural features. Various pilot actions will be developed in each of the cities taking part. These involve: in Porto, the creation of a virtual tourist office; in Evora, the creation of a Cultural Heritage Interpretation Centre; in Angra do Heroísmo, a pilot plan on accessibility and traffic in the historic centre; in Guimaraes, a pilot fire prevention plan; in Santiago de Compostela, a pilot plan concerning street furniture and signposting; in Lugo, a pilot plan to eliminate architectonic barriers. The project aims to stimulate these cities from an economic and social point of view in order to maintain traditional business and trade activities in the city centres, as well as existing jobs. The project has several innovative features, which will see the creation of a new urban culture, a network of cities and key models in urban management,

and a good practice manual for the management of heritage and historic city-centre districts.

Achievements:

Territorial Balance

- Creation and dissemination of the pilot fire prevention plan and implementation of security measures in the historic centre in Guimarães (PT) (1,000 copies);
- Publication of the results of implementing the 1984 study conducted by Câmara Municipal de Guimarães;
- Creation of a detailed study of the six cities, with several additions to improve the development of the historic centres of the cities;
- A study of the positive and negative impacts of tourism in the historic centres of the cities

Socio-Economic Dynamics

- An economic and financial study to facilitate the creation of markets for traditional and craft products (online) in the six cities involved in the project;
- A study to analyse the management of the historic centres of the cities;

Modernisation

- Creation of a website to promote networked services, including an observatory for their competitiveness and quality;
- Creation and dissemination of a pilot accessibility and access plan for the historic centres of the cities;
- Creation of a guide including six brochures for the six cities involved;
- Creation of a good practice manual to enhance the potential of the historic centres;
- Creation and dissemination of a study of the integrated airport system of the ATLANTE cities;
- • Dissemination: website <http://www.cidadesatlante.org>, seminars “promoção turística conjunta” (16/17-09-05) in Lugo-SP (participants: 80), 1100 videos, 400 DVDs, presentation of the project during the 9th “Encontro Nacional de Municípios Portugueses com Centros Historicos” (21-23/11/04) in Mértola.

Project Status: Closed

Project Start Date: 01/04/2003

Project End Date: 31/12/2005

Total Budget/Expenditure: 1.418.789,91 €

European Union Funding: 1.084.787,74 €

Website: Not available

Results: Not available

Lead Partner: Câmara Municipal do Porto

Website: <http://www.cm-porto.pt/>

Tel: (+351) 222 090 400

Partners:

- Câmara Municipal de Angra do Heroísmo
- Câmara Municipal de Evora
- Câmara Municipal de Guimarães
- Concello de Lugo
- Concello de Santiago de Compostela
- Eixo Atlántico do Noroeste Peninsular

3. [AVANCRAFT] Revaluation of the identity of the Atlantic salt mines: recovery and promotion of the biological, economic and cultural potential of coastal humid zones

Thematic 1: Cultural heritage and arts

Thematic 2: Labour market and employment

Thematic 3: SME and entrepreneurship

Description: This project sets up a certain number of actions contributing to the development, production and marketing of products inspired by the heritage of the regions participating in the project to promote the identity and integration of the Atlantic Area. It is based on the application of an innovative method of analyzing cultural trends and market trends. Seminars will be organized to create new products which will be made in small, traditional companies. The creation of a website will raise awareness for the project and the European initiative and promote the work of small-scale industries.

Achievements:

- Strengthening, promotion and introduction of the identity and image of the Atlantic Area.
The aim was the creation of various collections of decoration and fashion products inspired from the “Atlantic” identity, presented in the 4 exhibitions. Implementation in the 4 countries of the project of 4 introductory meetings for the project, 2 creative work sessions, 5 local and international creative workshops, 3 round tables on the Atlantic identity, and 11 local and international exhibitions of prototypes.
- Creation of a website in 4 languages (FR, GB, PT, ES): <http://www.avantcraft.info>

- The power of economic development based on better inter-regional integration and cooperation.

The productive integration of the project has led to exchanges of information. The trans-national character of the project has made it possible to better arouse the interest of highly qualified local artists and designers (creations of prototypes). This transnational productive relationship has developed an exchange of ideas, resources and raw materials which has resulted in products of high technical and conceptual quality. We have seen the implementation in the 4 countries of the project of 9 technical and technological day events to disseminate and show craftwork trends; of 8 local and international workshops for study, design and analysis of those trends; of 9 design, laboratory, orientation, investigation and development sessions; numerous design courses with an ecological perspective; new materials and new technical training courses for production; 4 presentations about how collections develop; and 4 technical seminars to present the results.

- Creation and consolidation of a transnational network to promote traditional crafts.

Marketing is based on a communication strategy intended for use as commercial promotion, and the implementation in the 4 countries of the project of an online work platform.

- The total number of jobs created directly as a result of the project: in Spain: 50 work contracts, thirty or so of which are for women; in Portugal: 13 work contracts including 11 for women; in Ireland: 12 work contracts of which roughly half are for women; and in France: 8 work contracts of which half are for women.
- Dissemination

6,000 flyers sent by post or email or distributed at exhibitions and seminars in the 4 languages, and 2,500 invitations to the 3 local and international exhibition inaugurations and prototypes and final results in 4 languages; 25,500 brochures distributed at exhibitions in the 4 languages; 4,000 catalogues for "AVANTCRAFT, a strength in persistence" and "The strength of the Atlantic: AVANTCRAFT young designers, new forms, new fashions, new times for Culture in the Atlantic"; numerous television and radio programmes in Spain, Portugal and France; 70 press articles in Spanish, Portuguese, English and French newspapers including 10 in the specialized press.

Project Status: Closed

Project Start Date: 01/01/2005

Project End Date: 01/05/2007

Total Budget/Expenditure: 1.270.888,00 €

European Union Funding: 736.054,00 €

Website: Not available

Results: Not available

Lead Partner: CENTRO DE ARTESANÍA Y DISEÑO-INLUDES

Address: Travesía Rúa Chantada s/n Apartado, LUGO, Spain

Email: info.centrad@deputacionlugo.org

Website: <http://www.centrad.org>

Tel: +34 982 210 066

Partners:

- Association Pôle Régional des Métiers d'Art
- CEARTE- Centro de Formação Profissional do Artesanato
- Crafts Council of Ireland

4. [CULTUR*AT] Cultural observatory of Atlantic arc

Thematic 1: Cultural heritage and arts

Thematic 2: Education and training

Description:

The objective of this project is to create a cultural management tool to promote a cultural identity for the Atlantic Area through:

- Creation of a research centre on Atlantic culture by setting up a website bringing together the cultural and tourism resources available in the Atlantic Area.
- Organization of training and cultural action seminars to structure an Atlantic cultural network that permits a better mutual understanding of cities' cultural policies.
- Launch of a cultural event to spread the Atlantic Area identity. This event will coincide with Europe Day in 2004.

Primary objectives are:

- Reinforcing Atlantic cultural identity.
- Emphasizing the artistic, historic, and cultural heritage of the AA.
- Stimulating artistic and cultural creation, production and distribution.
- Encouraging artists' mobility within and without the AA.
- Stimulating sustainable and polycentric AA development through complementary programming of professional activities and events in culture and leisure activities.

- Developing a guide to Atlantic Area cultural policies and offering criteria for joint development of these policies.

Achievements:

- Creation of a website in the four languages of the programme (<http://www.culturatlantic.com>), which will be used as an observatory for culture and heritage in the cities of the Atlantic Area, contributing to the dissemination to professional artists and other cultural agents and containing permanently updated information on cultural resources and the historic and artistic heritage of these cities;
- At the Conference for Culture in Cities in the Atlantic Arc, which took place in Gijón (SP) from 7 to 9 May 2005, it was decided to maintain the website.
- Creation of a cultural observatory to find indicators concerning cultural activity in the cities. This observatory is an important instrument for cultural events and a means of maintaining updated information for cultural agents and producers.
- Creation of databases on the historic and cultural heritage of the cities.
- Creation of a guide for companies and professionals concerned by culture and tourism.

Project Status: Closed

Project Start Date: 01/01/2002

Project End Date: 31/12/2005

Total Budget/Expenditure: 1.958.109,75 €

European Union Funding: 1.143.340,00 €

Website: Not available

Results: Not available

Lead Partner: Fundación Municipal de Cultura, Educación y Universidad Popular

Address: Ayuntamiento de Gijón, Plaza Mayor nº1 - 33201 Gijón

Website: <https://cultura.gijon.es/>

Tel: (+34) 985 181 105

Partners:

- AmbiFaro - Agencia para o Desenvolvimento Economico
- Ayuntamiento de Avilés
- Ayuntamiento de Santiago de Compostela
- Cork City Council

- Glasgow City Council
- Instituto de Promoción y Desarrollo de la Ciudad de Jerez
- Sistemas de Calidad SA
- Ville de Bordeaux
- Ville de Nantes
- Ville de Rennes

5. [TOURVIN ATL] Cities of the wine, main inheritance of the Atlantic

Thematic 1: Tourism

Thematic 2: Rural and peripheral development

Description: The main aim of this project is to group together two major activities: tourism and wine production. This involves working at local level in villages, terroirs and regions to develop a new network of sustainable tourism which will respect different environments, identities and diversity. The project considers wine as the common identity of this new tourist offer. It intends to promote wine production as a vector of cultural identity and a factor of sustainable development. It therefore implements the following actions: establishing a wine tourism network, including training sessions and feedback from professionals; establishing quality criteria to create a hierarchy in the service providers for the Villes du vin et Terroirs Patrimoine Phare de l'Atlantique; events in wine-producing towns and villages; organization of the 2006 event "Bordeaux celebrates Wine"; creation of a "wine-producing village" charter; a marketing strategy for wine tourism and the Atlantic front (publication of a tourist magazine, an events calendar indicating the major cultural events and festivals, website).

Achievements:

- Setting up a wine tourism network: the project has led to exchange of feedback and the setting up of a network of wine and vine tourism professionals, leading to true inter-regional cooperation (study tours, European conference, presentation of the project to the European Parliament);
- Training and feedback from professionals, setting in place quality criteria to create a hierarchy in the service providers for the Villes du vin et Terroirs Patrimoine Phare de l'Atlantique;
- Events in wine-producing towns and villages;
- Organization of the event "Bordeaux Celebrates Wine 2006";
- Creation of a "wine-growing village" guide, a marketing strategy for wine tourism and the Atlantic front (publication of a tourist magazine, calendars indicating the major cultural events and festivals, website).

Project Status: Closed

Project Start Date: 01/07/2004

Project End Date: 31/03/2008

Total Budget/Expenditure: 2.051.007,96 €

European Union Funding: 1.157.398,00 €

Website: Not available

Results: Not available

Lead Partner: Conseil Régional d'Aquitaine

Website: <https://www.nouvelle-aquitaine.fr/#gref>

<https://www.nouvelle-aquitaine.fr/contactez-nous>

Address: Bordeaux, Hôtel de Région, 14, Rue François de Sourdis, 33 077 Bordeaux Cedex

Tel: 05 57 57 80 00

Partners:

- Comissão de Coordenação e Desenvolvimento Regional do Norte
- Comissão de Viticultura da Região os Vinhos Verdes
- Comité Départemental du Tourisme Béarn Pays Basque
- Comité Régional du Tourisme d'Aquitaine
- Communauté de communes de la juridiction de St Emilion
- Gobierno de la Comunidad de La Rioja
- Instituto dos Vinhos do Douro e Porto
- Office du Tourisme de Bergerac
- Office du Tourisme de Bordeaux
- Syndicat Mixte du Pays Médoc

6. [AT-LIGHTS] Exploitation and alternative utilization of the Atlantic lighthouses

Thematic 1: Tourism

Thematic 2: Institutional cooperation and cooperation networks

Description: Although lighthouses have long been characteristic elements of the coastlines of the Atlantic Area, the automatization of their functions and the crisis in the fishing sector have contributed to a great reduction in their socio-economic importance. The partners of the project AT-LIGHTS intend to revive the economies of the zones where lighthouses stand by developing tourist activities there, something

which demands, in most cases, an improvement in their accessibility and security arrangements.

Achievements:

- Six meetings of the Steering Committee have taken place to monitor the management and development of the project and any decisions taken on concrete aspects concerning the project management and the creation of dissemination tools.
- Six study and exchange visits enabled the partners to find out about and observe on-the-spot alternative management experiments and renovations carried out.
- Six studies for the renovation of the lighthouses, improved access and alternative uses from a total of 25 lighthouses spread over the 4 partner countries.
- Creation of promotional material in the three languages of the project (English, French and Spanish): the project logo, the book “Centinelas del Oceano”, a website (<http://www.atlights.com>), posters and signposts for stands at exhibitions and events to promote tourism.
- Six pilot projects on the visibility and signposting of the areas near the lighthouses involved in the project.

Project Status: Closed

Project Start Date: 2004-01-01

Project End Date: 2005-12-31

Total Budget/Expenditure: 809.342,81 €

European Union Funding: 472.575,49 €

Website: Not available

Results: Not available

Lead Partner: Club de Municipios de Excelencia Turística de la España Verde: Baiona (Pontevedra), Llanes y Ribadesella (Asturias) y Laredo y San Vicente de la Barquera (Cantabria)

Address: c/Alta nº 10, 39 540, San Vicente de la Barquera (Spain)

Website: <http://aytosanvicentedelabarquera.es/>

Tel: +34 942 710 012 (Council)

Partners:

- Ayuntamiento de Agüimes
- Commissioners of Northern Lighthouses

- South West Regional Authority
- Syndicat des Caps
- The Trinity House Lighthouse Service

7. [CANTATA] Balanced & durable distribution of the tourism in the Atlantic space

Thematic 1: Tourism

Thematic 2: Rural and peripheral development

Description: The project aims to boost efforts to develop and promote tourism products in a sustainable manner and at all levels starting with the local community, by increasing local tourist capacity, strengthening local connectivity, and improving marketing. CANTATA will enhance the cultural and environmental identity of rural and peripheral areas, offer an alternative to mass tourism, and strengthen the visitors' perception of the identity of the Atlantic Area. The CANTATA concept has two central themes: firstly, it will create workshops aimed at the local tourist industries, including specific training for tourism promotion and strategies. Secondly, based on the results of a market survey on the lack of tourist activities in each region, the workshops will target the local population to raise awareness of and discuss what is lacking in tourism, and propose corrective actions and improve the marketing of tourist activities in the regions. To achieve these aims, the project is planning the following actions: it will identify the local tourism operators; create a website; collect information on the tourist activity needs of the regions based on the local operators; process, analyse and pool this information via workshops, information exchanges and conferences.

Achievements:

- SWOT analysis of tourism in the Atlantic Area;
- Increasing local involvement in tourism: constitution of working groups including representatives of the tourist industry and regional organizations;
- Creation of a common methodology kit explaining to each partner how to apply the CANTATA methodology in their region;
- Creation of a website for the project (<http://www.cantata.eu>) and a common leaflet;
- 105 workshops with over 1,800 participants;
- Production of tourist material (guides, brochures, festivals);
- Development of an environmental and cultural tourism strategy;
- Organization of tourism seminars and a conference in Ireland (with a speech by the Irish Environment and Energy Minister and heavy media coverage).

Project Status: Closed

Project Start Date: 01/04/2005

Project End Date: 24/04/2008

Total Budget/Expenditure: 1.564.314,00 €

European Union Funding: 907.540,15 €

Website: Not available

Results: Not available

Lead Partner: Denbighshire County Council

Address: Canol Y Dre, Ruthin, Denbighshire LL15 1, Denbighshire, Wales (United Kingdom)

Website: <https://www.denbighshire.gov.uk/en/resident/home.aspx>

Tel: +44 1824 706000

Partners:

- Câmara Municipal de Montemor-o-Velho
- Clare County Council
- Communauté de Communes du Poher
- Sociedade para o Desenvolvimento Comarcal de Galicia

8. [PEGASO] Program to revalorize the European equestrian inheritance

Thematic 1: Tourism

Description: The project aims to facilitate travel from and through the Atlantic Area, using a combination of local public transport and interregional transport services. The aim is to improve connections between local public transport and airports, terminals and stations, and to develop efficient planning and booking tools. PARTNER's work is divided into 7 strands, each led by a different partner. Each strand benefits from the participation of partners from the five regions involved in the project, and the project implements the following actions: Inventory of regional public transport and its connections to international transport terminals, implementation of 15 pilot projects and 5 studies demonstrating ways to improve intermodal connections, implementation of passenger information systems (standard, Internet), creation of an Atlantic Area brand for travel information, establishment of a transnational forum for urban and regional authorities and regional airports.

Achievements:

- Constitution of groups to develop equestrian sports and leisure (public and private organizations in this sector in Spain and Portugal);

- Creation of a particular analysis for each participating territory and a common analysis called “Market study of the European equestrian sector in the Atlantic territories participating in the PEGASO project” (enhancement of the equestrian tourism activity) leading to a European Diagnostic of the equestrian sector and its potential as a branch of economic development;
- Creation of a guide for an “Interregional development model: a procedure manual for enhancing the equestrian sector” – a unique model for enhancing tourism in the Atlantic territories integrating the PEGASO project;
- Creation of a common training model named “Equestrian tourism: s reality today and a promising future for business and the population”;
- Awareness Days of the Haute Direction for the Management of Equestrian Heritage: “Training meeting the High Quality and Advancement of institutional managers”;
- Research and business assignments, a collection to add to the training process of the project, encouraging knowledge of the different jobs in the equestrian sector and different management practices, an exchange of experiences, and information about new markets and business relations in the equestrian sector;
- Implementation of a Cooperation Programme for the Atlantic Area;
- Creation of common promotional material to visualize the AA’s rich equestrian heritage (225 tourist brochures disseminated in Spanish, approximately 70,000 copies of 6 scientific journals disseminated in Portuguese, English and Belgian) and numerous appearances on Spanish television and radio programmes between 2005 and 2007.

Project Status: Closed

Project Start Date: 01/09/2005

Project End Date: 31/12/2007

Total Budget/Expenditure: 2.037.490,00 €

European Union Funding: 1.180.405,66 €

Website: Not available

Results: Not available

Lead Partner: Instituto de Promocion y Desarrollo de la Ciudad

Address: Avenida del Alcalde Álvaro Domecq, 5, 11407 Jerez de la Frontera, Cádiz (Spain)

Tel: 956 359 474

Partners:

- Ayuntamiento de Santander
- Business Link Cheshire & Warrington

- Câmara Municipal da Golegã
- Mancomunidad de Municipios del Bajo Guadalquivir
- Mid-West Regional Authority
- Serviço Nacional Coudélico

9. [PORT ATLANT] Small Atlantic fishing ports

Thematic 1: Tourism

Thematic 2: Institutional cooperation and cooperation networks

Description: The PORT ATLANTIC project is based on the creation and the putting into effect of a network of coastal villages and towns from the programme's five countries. In this network, two working groups will be constituted in order to proceed to exchanges of experiences, and these will concentrate on cultural and touristic aspects. One working group will look at questions related to the conservation and promotion of the cultural and historical heritage associated with the sea and with marine and fishing activities. The second working group will concentrate on ways to promote and manage tourism in the Atlantic coastal zones, basing its work on natural and cultural values, but always taking into consideration economic and environmental aspects as well.

Achievements:

- Creation of a network of small ports on the Atlantic and study tours to determine the tourist value of zones participating in the project;
- Hosting of two themed conferences: one concerning tourism, the other concerning culture (participation of musical groups);
- Writing and publication of two tourist guides (8,000 copies): the first focused on water sports and cultural aspects, the second on nature tourism;
- Creation of an Atlantic cultural itinerary and manifestation of interest from the Council of Europe for it to be integrated in its European cultural itineraries;
- Presence of the project in the main tourist and cultural events organized by the project partners;
- Creation of a website;
- 40 000 brochures, in the 4 languages of the programme, disseminated on the project.

Project Status: Closed

Project Start Date: 05/06/2006

Project End Date: 15/02/2008

Total Budget/Expenditure: 942.956,87 €

European Union Funding: 548.042,11 €

Website: Not available

Results: Not available

Lead Partner: Ayuntamiento de Gozon

Address: Calle Suárez Inclán, 0, 33440 Luanco, Asturias

Website: <https://www.ayto-gozon.org/>

Tel: 985 88 35 08

Partners:

- Ayuntamiento de la Villa y Puerto de Tzacorte
- Câmara Municipal de Tavira
- Ville de Saint Gilles Croix de Vie
- Ayuntamiento de Bayona
- Ayuntamiento de Punta Umbria
- Shetland Fisheries Training Association
- South West Regional Authority

10. [SAL] Revaluation of the identity of the Atlantic salt mines: Recovery and promotion of the biological, economic and cultural potential of coastal humid zones

Thematic 1: Tourism

Thematic 2: Sustainable management of natural resources

Thematic3: Knowledge and technology transfer

Description: The project aims to promote, within a European network, the different aspects which form the common identity of salt-producing sites: original potential for biodiversity, similar technical expertise, landscapes, and histories. It sets in place the following work priorities: improving the biodiversity interest of the sites; restoring the marshlands; organizing and structuring the profession; creating a traditional salt-production culture along the Atlantic coast; organizing the transfer of knowledge; increasing the tourist value of the traditional salt marshes in the Atlantic Area; a spatial approach to developing an integrated management system, and a communication and dissemination strategy.

Achievements:

- Creation of joined-up approach to development;
- Biodiversity of salt marshes;
- Organization of the industry/recognition of traditional salt/development of alternatives;

- Foundation of cultivation of traditional Atlantic salt/transmission of knowledge;
- Promotion of tourist potential of traditional salt marshes in the Atlantic Arc;
- Spatial analysis for the development of joined-up management of salt marshes;
- New, related products;
- Distribution and communication.

Project Status: Closed

Project Start Date: 01/01/2004

Project End Date: 30/09/2007

Total Budget/Expenditure: 5.521.253,21 €

European Union Funding: 3.212.263,19 €

Website: Not available

Results: Not available

Lead Partner: Universidad de Cádiz– OTRI (UCA-OTRI) - Vicerrectorado de Transferencia e Innovación Tecnológica (VTIT)

Address: C/ Ancha, 16, Cádiz, Spain

Email: transferencia.innovacion@uca.es

Tel: +34 956 015883

Partners:

- Chambre d'agriculture de la Vendée
- Chambre d'Agriculture de Loire Atlantique
- Consejería de Medio Ambiente de la Junta de Andalucía
- Ligue pour la Protection des Oiseaux-Délégation Loire Atlantique
- Ayuntamiento de Santa Lucia
- Bretagne Vivante- SEPNE
- Câmara Municipal da Figueira da Foz
- Câmara Municipal de Aveiro
- Câmara Municipal de Castro Marim
- Camara Municipal de Leiria
- Chambre d'Agriculture de Charente Maritime
- Communauté de Commune de l'Île de Noirmoutier
- Communauté de Communes «Cap Atlantique»
- Communauté de Communes de l'Île de Ré

- Commune de Séné
- Diputación Foral de Alava
- Ecomusée du marais salant
- Eden Rivers Trust
- Fédération des producteurs de sel de l'Atlantique
- Forum des Marais Atlantiques
- GATZAGAK, S.A.
- Instituto Tecnológico de Canarias
- Laboratoire Géolittomer, LETG UMR 6554 CNRS
- Ligue pour la Protection des Oiseaux
- Necton-SA TradiSal
- Unité Mixte de Recherche 306 du CNRS, Centre d'ethnologie française, Département des sciences de l'homme et de la société
- Universidade de Aveiro
- Universidade do Algarve - Centro de Ciências do Mar
- VIVEA (Fonds pour la Formation des Entrepreneurs du Vivant)

11. [STELLA MARIS] The Atlantic: A way

Thematic 1: Tourism

Thematic 2: Social inclusion and equal opportunities

Description: STELLA MARIS seeks to strengthen and promote the Atlantic identity through the creation of a process of social participation and by studying the setting up of an organization of the modes of decision for youth populations, who will be the decision-makers of tomorrow. The project foresees actions concerning the promotion of tourism through water sports as the common element.

Achievements:

- The success of involving the public and sports associations as well as tourist agents in the project will help to develop a European spirit in a large number of people;
- The hosting of a seminar on the construction of Europe in Pornic, and the youth congress in Vigo (Spain) in July 2005, have brought young people into the debate about the construction of Europe;
- The creation of a tourist guide provides tourist information in the field of specialized water sports, which will be of great interest to boats arriving in the coastal zones of the Atlantic Area;

- In spite of the difficulties encountered in obtaining coherent statistical information, it has been possible to make a study capable of identifying the main problems facing young people in the partner countries;
- Creation of a good practice manual, concerning the activities included in the Stella Maris project, and also other activities carried out by institutions which have contributed to the stimulation of the project;
- Through participation in regattas, and especially the 1st European Congress on youth in the Atlantic, the project has served to strengthen the Atlantic identity in the minds of young people;
- Longer term, the distribution of a guide in tourist offices, town halls and water sports associations will provide tourists with detailed information about the partners' territories.

Project Status: Closed

Project Start Date: 01/10/2003

Project End Date: 30/3/2006

Total Budget/Expenditure: 633.969,32 €

European Union Funding: 368.345,00 €

Website: Not available

Results: Not available

Lead Partner: Eixo Atlántico do Noroeste Peninsular

Address: Av. Inferior à Ponte D. Luís I, 53/55, Porto, Portugal

Website: <https://www.eixoatlantico.com/es/eixo-atlantico/aviso-sobre-el-uso-de-la-marca>

Email: eixoatlantico@eixoatlantico.com

Tel: +351 22 201 99 37

Partners:

- Cornwall Enterprise
- Mairie de Pornic
- Pays de Retz Atlantique

Interreg Europe Projects

1. [CHERISH] Creating opportunities for regional growth through promoting the cultural heritage of fishing communities in Europe

Thematic 1: Agriculture and fisheries and forestry

Thematic 2: Cultural heritage and arts

Thematic 3: Regional planning and development

Specific Objective: Improve the implementation of regional development policies and programmes, in particular Investment for Growth and Jobs and, where relevant, ETC programmes, in the field of the protection and development of natural and cultural heritage.

Thematic Objective: Preserving and protecting the environment and promoting resource efficiency.

Investment Priority: Conserving, protecting, promoting and developing natural and cultural heritage.

Description: The main objective of CHERISH is to improve regional development policies to protect and promote cultural heritage in fishing communities in order to boost the attractiveness of these regions for businesses, citizens and tourists. Fishery communities in the EU share the same challenges with regard to climate change, tourism pressure and the transformation of the European fishing industry. The EU recognizes the valuable role of their cultural heritage for sustainable development and stimulates increased efforts to better position and profile the fishing communities, including their intangible heritage, which includes, for example, myths and daily practices, traditions, ecological knowledge, and crafts. New jobs and new products or services are created through the development and implementation of new strategies utilizing the cultural assets of fishing communities. Interregional cooperation and policy learning will allow an exchange of experiences about the development of policy to protect and promote cultural heritage in fishing communities. Lessons learned can be integrated into regional policies. The exchange of experience among the CHERISH partners is an interregional learning process that follows three sequential steps: 1) identification and analysis of potential good practices; 2) interregional learning and “exchange of experience” events, including site visits and study tours; and 3) the development of Action Plans. Project results are shared at regional, national and EU level, through stakeholder group meetings in each partner region, a photo competition which will be on show in each involved country, participation in the Policy Learning Platform of the Interreg Europe Programme and through Interreg Europe events and other relevant European networks, like the Coastal and Marine Union (EUCC). CHERISH will also be online in the form of a website, Youtube movies and social media.

Expected Results:

The main objective of CHERISH is to improve regional development policies to protect and promote cultural heritage in fishing communities in order to boost the attractiveness of these regions.

Sub-objectives:

1. Improve knowledge/construct a knowledge framework on cultural heritage in fishing communities as a base for policy measures; investigate and analyze the actual and “forgotten” cultural heritage potential of EU fishing communities; investigate actors/playing field; identify and analyze good practices.
2. Interregional learning and exchange of experience to help EU fishing communities realize the potential of their cultural heritage; promote policy learning through exchanges of experience and transfer of good practices for promoting and protecting cultural heritage (e.g. best practices for using cultural heritage to promote sustainable regional development, protect traditional ecological knowledge, and promote available cultural capital within fishing communities (tourism, regional attractiveness etc.)); social media channels (e.g. web forum and Twitter feed) will stimulate knowledge transfer and stakeholder involvement.
3. Develop participatory and integrated regional action plans to protect and promote cultural heritage in fishing communities to boost the attractiveness of these regions for businesses, citizens and tourists. Equally important will be the dissemination of project results at local, regional and EU level through participation in the Policy Learning Platform, Interreg Europe events, the European Maritime Days (EMD) and other relevant European networks, like the EUCC, the Coastal and Marine Union (through one of CHERISH advisory partners) and the Conference of Peripheral Maritime Regions (CPMR).

Expected Outputs:

In general, throughout the project period:

- 2 conferences (Kick Off and final dissemination event);
- Dissemination of projects results at events at regional and EU level (IE Annual events, European Maritime Days, European Week of Regions and Cities, EUCC Littorals);
- 5 CHERISH newsletters. A3 poster, flyers and banners;
- Regular webpage updates and social media;
- Exchange through Policy Learning Platform. workshop on Action planning;
- 7 Interregional Learning and Exchange of Experience (ILEE) events;
- 1 policy sharing roundtable;
- 10 regional stakeholder group meetings per partner region;
- 2 Advisory board meetings.

Outputs related to step 1:

Methodological knowledge framework. Joint study on existing and potential cultural heritage of each involved region. Peer-reviewed academic paper published in journal on cultural heritage in fishing communities presenting knowledge framework for assessing and developing cultural assets. Report by SNOWCHANGE on Traditional Ecological Knowledge in CHERISH. Communication guide for stakeholder involvement (EUCC). Stakeholder Group meetings in each partner region.

Outputs related to step 2:

Minimum of 83 policy learning events. 168 people with increased professional capacity on heritage management. 7 analyses of territorial situations. 28 good practices identified, 4 by each region. Film series on experiences of stakeholders and partners with regard to cultural heritage and transferable good practices. Photo exhibition showing the need for policy improvement and potential of cultural heritage in fishing communities. Stakeholder Group meetings in each partner region. Policy roundtable event in Brussels with policy makers.

Outputs related to step 3:

7 strategies for engaging regional stakeholder groups and improvements of cultural heritage in fishing communities; 7 regional dissemination events. Stakeholder group meetings in each partner region. 7 Regional Action Plans that are implemented in Phase 2. The project will result in improved policies based on new participatory and integrated models for the promotion and protection of cultural heritage of fishing communities implemented by the partners in regional Action Plans and disseminated at a European level. Policy instruments no.1, 2, 3, 4 and 5 will be improved through the generation of funding for new projects, integrating lessons learnt from CHERISH, to strengthen the cooperation between different stakeholders in the region and to improve the usages of cultural heritage resources as economic development potential. PI no. 1, 2, 4, 5, 6 and 7 will be improved through improved governance by implementation/introduction of integral management measures, establishing cultural heritage action plans, by bringing together all the relevant stakeholders and by increasing professional capacity and facilitating a comprehensive sustainable development approach. PI no.1, 5 and 7 are improved through structural change by involving stakeholders in the management and monitoring of regional and local measures.

Project Status: Ongoing

Period: 2014-2020

Project Start Date: 01/06/2018

Project End Date: 31/05/2023

Total Budget/Expenditure: 1.609.105,00 €

European Union Funding: 1.367.739,25 €

Website: <https://www.interregeurope.eu/CHERISH/>

Project Documents: <https://interregeurope.us19.list-manage.com/subscribe?u=fbd79a58c08324c29154436a5&id=0955d05067>[Subscription newsletter]

Lead Partner: Municipality of Middelburg, Gemeente Middelburg, Economic Department

Address: Kanaalweg 3, Middelburg, Netherlands

Website: <http://www.middelburg.nl>

Legal Status: Public

Partners:

- Riga Planning Region
- Mallorca Island Council-Environment Department
- Municipality of Kavala
- Intermunicipal Community of Alto Minho
- Development Co. Pafos Aphrodite Ltd
- Abruzzo Region - Rural Development And Fishery Policies Department
- Snowchange Cooperative
- EUCC – The Coastal Union Germany

2. [CHRISTA] Culture and heritage for responsible, innovative and sustainable tourism actions

Thematic 1: Cultural heritage and arts

Thematic 2: Tourist

Specific Objective: Improve the implementation of regional development policies and programmes, in particular Investment for Growth and Jobs and, where relevant, ETC programmes, in the field of the protection and development of natural and cultural heritage.

Thematic Objective: preserving and protecting the environment and promoting resource efficiency.

Investment Priority: conserving, protecting, promoting and developing natural and cultural heritage.

Description: Cultural and natural heritage is very important at all levels, local, regional, national and European, consisting of several dimensions that can lead to resource efficiency, through deployment for sustainable and responsible tourism

development with innovative character. Policies for heritage applications to eco-cultural tourism need to be further developed, implemented and monitored through interregional cooperation. The common challenges that are jointly tackled in the CHRISTA project are as follows:

- Natural & cultural heritage assets are valuable treasures, sometimes in danger and in need of proper conservation, preservation and/or restoration;
- These assets can be deployed for the purposes of sustainable and responsible tourism development, namely cultural tourism, heritage tourism and ecotourism;
- The tourism potential of these assets may facilitate preservation and restoration efforts, if performed in a sustainable and responsible way;
- Innovation can contribute greatly towards improving cultural and natural heritage policies for sustainable and responsible tourism development.

The overall objective is to protect and preserve natural and cultural heritage assets and deploy them for the development and promotion of innovative, sustainable and responsible tourism strategies, including intangible and industrial heritage, through interpretation and digitization, with capitalization of good practices, policy learning, policy implementation and capacity-building. Expected changes are in terms of improved policy instruments in destination regions, advances in relevant policy implementation, upgrading of cultural and natural assets and innovative applications.

Main outputs are action plans, with implementation and monitoring of improved policy instruments in 9 regions, communication and dissemination tools for policy learning and capacity building, contribution to EU policies and EU2020 targets. The beneficiaries are public authorities and their stakeholders.

Expected Results:

The overall objective is to protect and preserve natural and cultural heritage assets and deploy them for the development and promotion of innovative, sustainable and responsible tourism strategies, including intangible and industrial heritage, through interpretation and digitization, with capitalization of good practices, policy learning, policy implementation and capacity building.

The sub-objectives are:

1. To exchange experience amongst the partners in established good practices on the natural and cultural heritage assets for sustainable and responsible tourism, together with stakeholders;
2. To apply and transfer the results of exchange of experience and make them available to a wider audience of public authorities and stakeholders across Europe;
3. To exploit the results of exchange of experience with capitalization, for integrated improvement of regional and local policies and strategies;

4. To improve specific policy instruments in the partner regions and destinations, through policy learning and capacity building for improved governance and structural change;
5. To deliver Action Plans in partners' areas and monitor their implementation;
6. To identify, propose, plan, implement and monitor appropriate Pilot Actions (in Phase 2);
7. To contribute to the Policy Learning Platform of the programme to ensure continuous EU-wide policy learning and knowledge management;
8. To support, integrate and provide added value to initiatives at EU level regarding influence on Structural Funds Programmes;
9. To contribute to pan-European initiatives for cultural heritage preservation and promotion, such as the "European Heritage Label" and the "Europa Nostra Awards";
10. To disseminate the project's outputs and results beyond the interregional partnership and throughout the EU, and influence policy makers in other regions, EU institutions (EP, CoR, EC), the Council of Europe (CoE), international bodies (UNESCO, UNWTO) and relevant networks (Europa Nostra, NECSTouR).

Expected Outputs:

In order to reach the project objectives, the main outputs produced will be:

- 4 Interregional Workshops with study visits;
- 36 Local Stakeholder Groups meeting in Phase 1;
- 4 Reports of external experts on the topic in the policy change context;
- 4 Policy Learning Guidelines on identified priority themes (4 Is);
- 1 Study Tour and Report, documenting the on-the-ground implemented best practice paradigms;
- 9 reports on Staff Exchange and the lessons learned;
- Guidelines for the development of Action Plans;
- 9 Action Plans and 9 policy instruments improved.

Potential pilot actions for Phase 2.

- 1 Communication Strategy.
- Report on events at Open Days.
- Reports on EU events.
- 18 Reports on local dissemination events in Phase 1.
- 1 Final Conference and 1 Report on Final Conference. 8 Newsletters in Phase 1 & 2.
- 80 Press Releases in Phase 1 & 2.
- Information & communication materials (leaflets, brochure, posters, etc.).

- 1 video documentary on overall project.
- Project website, social media.
- Partnership Agreement.
- Minutes of Steering Group meetings.
- 6 Progress Report.
- Final Project Report.

All outputs will be issued in digital format. Outputs from the policy learning process will be published & downloadable for wider audience to use. Outputs on specific priority themes will be included in the 'Good Practice Database'.

Expected Results:

- 4 identified thematic topics (4 Is) capitalized with innovative character will be integrated in the policies with attention at local, regional, national and EU levels;
- Capacity-building of partners' key staff, stakeholders and policy makers which will enhance their ability to identify and meet policy instrument improvement challenges;
- Better cooperation/partnerships between public and private sectors, tourism and cultural sectors;
- Improved policy instruments will ensure sustainable regional development and influence policy makers in other regions;
- The project will contribute to the Policy Learning Platform of the programme which will ensure continuous EU-wide policy learning and knowledge management;
- Project results will provide added value to the initiatives at EU level with improved policy instruments and will influence other Structural Funds programmes;
- The project will support EC initiative "European Heritage Label" and the "Europa Nostra Awards" by preparing and/or submitting applications during the implementation process of Action Plans;
- The results may be included in the agenda of relevant EU institutions, European and international organizations and other relevant stakeholders by discussions and consultations.

Project Status: Ongoing

Period: 2014-2020

Project Start Date: 01/04/2016

Project End Date: 31/03/2020

Total Budget/Expenditure: 1.831.192,00 €

European Union Funding: 1.522.403,10 €

Website: <https://www.interregeurope.eu/CHRISTA/>

Project Documents: <https://docs.google.com/forms/d/e/1FAIpQLSeLKLcpOtIT4SwYPmv43VyQFx6Qhyii5u1NKEjOuLJDcOUtyw/viewform?c=0&w=1>
[Subscription Newsletter]

Lead Partner: Pafos Regional Board of Tourism

Address: 7, Athinon & Alexandrou Papagou Avenue, Tolmi Court 101, Pafos, Cyprus

Website: <http://www.visitpafos.org.cy>

Legal status: Public

Partners:

- Intermunicipal Community of Ave
- European Cultural Tourism Network (ECTN)
- Veneto Region
- Regional Development Fund of Central Macedonia on behalf of the Region of Central Macedonia
- Region Västra Götaland
- County Council of Granada
- Vidzeme Tourism Association
- Sibiu County Tourism Association
- Burgas Municipality

3. [Cult-RIInG] cultural routes as investment for growth and jobs

Thematic 1: Cultural heritage and arts

Thematic 2: Regional planning and development

Specific Objective: Improve the implementation of regional development policies and programmes, in particular Investment for Growth and Jobs, and where relevant ETC programmes, in the field of the protection and development of natural and cultural heritage.

Thematic Objective: Preserving and protecting the environment and promoting resource efficiency.

Investment Priority: Conserving, protecting, promoting and developing natural and cultural heritage.

Description: Cultural Routes (CRs) of the Council of Europe (CoE) have been established for the past 29 years, stressing the importance of European identities.

The CoE's Enlarged Partial Agreement (EPA) on CRs currently comprises 33 routes contributing to the protection and development of natural and cultural heritage. CRs are used as powerful tools to promote and preserve the EU's shared and diverse cultural identities. CRs provide a better understanding of the history of Europe through interregional exchanges of people, ideas and cultures. The impacts of CRs on SMEs' innovation and competitiveness have showed that CRs are at the heart of cultural tourism development; they have achieved noteworthy impact and progress and shown remarkable potential for SME generation, networking, social cohesion, intercultural dialogue and promoting the image of Europe. CRs represent a source of innovation, creativity, small-business creation, and cultural tourism products and services development. There is a common challenge in terms of evaluating and exploiting the benefits of existing CRs and deploying them in the development of new CRs so that growth and jobs targets can be met faster. The overall objective of the Cult-Ring project is to highlight the value of investments in European Cultural Routes, in terms of their contribution to growth and jobs, with capitalization of good practices, policy learning, policy implementation, development of new Cultural Routes, monitoring and capacity-building.

The main outputs are action plans on CR development and upgrading, with implementation and monitoring of improved policy instruments in 6 regions, communication and dissemination tools for policy learning and capacity building, contribution to EU policies and EU2020 targets. The beneficiaries are regional authorities looking to capture the benefits of CRs, both existing ones with greater visibility and new ones, NGOs, European Networks, EU institutions, international organizations and stakeholders.

Expected Results:

Overall objective: to highlight the value of investments in European Cultural Routes, in terms of their contribution to growth and jobs, with capitalization of good practices, policy learning, policy implementation, development of new Cultural Routes, monitoring and capacity-building.

Sub-objectives:

1. To exchange experience amongst the partners in established good practices on Cultural Routes performance and development, for sustainable cultural tourism, together with stakeholders.
2. To apply and transfer the results of exchange of experience on Cultural Routes and make them available to a wider audience of public authorities and stakeholders across Europe.
3. To exploit the results of exchange of experience with capitalization, for integrated improvement of regional and local policies and strategies for Cultural Routes development.
4. To improve specific policy instruments in the partner regions, through policy learning and capacity building for improved governance and structural change, based on Cultural Routes.

5. To deliver Action Plans in partners' regions and monitor their implementation.
6. To identify, justify, propose, plan, implement and monitor appropriate Pilot Actions on Cultural Routes development and promotion (for Phase 2).
7. To contribute to the Policy Learning Platform of the programme for ensuring continuous EU-wide policy learning on Cultural Routes.
8. To support, integrate and provide added value to initiatives at EU-level regarding influence on and mainstreaming to Structural and Investment Funds Programmes, regarding Cultural Routes.
9. To disseminate the project's outputs and results beyond the interregional partnership and throughout the EU, and influence policy makers in other regions, EU Institutions (EP, CoR, EC), Council of Europe (CoE), institutes (EICR), international bodies (UNESCO, UNWTO) and relevant networks (European Heritage Alliance, ECTN, Europa Nostra, NECSTouR) on the impacts and benefits of Cultural Routes.

Expected Outputs:

The project intends to produce the main outputs, as follows:

- 3 Interregional Workshops with technical study visits.
- 18 Local Stakeholder Groups meeting in Phase 1.
- 3 Policy Learning Guidelines on identified themes/good practices in the growth & jobs development context.
- 1 Study Tour and Report, documenting the 'on the ground' implemented best practice paradigms.
- 1 Joint meeting on the development of Action Plans and Report.
- 6 Reports on Staff Exchange and the lessons learned.
- Guidelines for the development of Action Plans.
- 6 Action Plans.
- 6 Policy instruments improved.

Potential pilot actions for Phase 2.

- 1 Communication Strategy.
- 1 Report on the event at European Week of Regions and Cities.
- 2 Reports on EU events.
- 12 Reports on regional dissemination events in Phase 1.
- 1 High level event in Phase 2.
- 1 Report on the high-level event.
- 8 Newsletters in Phase 1 & 2 (each Partner will customize & translate newsletters in their local language).

- 10 Press Releases in Phase 1 & 2 at the project level (1 per each semester, 1 for the event during Open Days, 1 for the final project event, each destination Partner will translate press releases in their local language).
- 8 Press Releases in Phase 1 at the regional level (1 release per 1 regional dissemination event, issued by Partner`s region).
- Information and communication materials (leaflets, brochure, posters, banners, etc.).
- 1 final project publication of the project results.
- 1 video documentary on overall project achievements.
- Project website, social media accounts (Facebook, LinkedIn, Twitter, Youtube, Flickr).
- Partnership Agreement.
- 6 Minutes of Steering Group meetings.
- 6 Progress Reports.
- Final Report.

All outputs will be issued in digital format. Outputs from the policy learning process will be published and downloadable for a wider audience to use.

Expected Results

- 3 identified thematic topics capitalized with innovative character on CRs will be integrated in the policies with attention at regional, national and EU levels.
- Capacity-building of partners' key staff, stakeholders and policy makers on CRs, which will enhance their ability to identify and meet policy instrument improvement challenges.
- Better cooperation/partnerships between public and private sectors, tourism and cultural sectors.
- Improved policy instruments will ensure sustainable regional development and influence policy makers in other regions.
- The project will contribute to the Policy Learning Platform of the programme which will ensure continuous EU-wide policy learning and knowledge management.
- Enhanced education and training opportunities on CRs.
- Project results will provide added value to the initiatives at EU level with improved policy instruments and will influence other European Structural and Investment Funds programmes.

The results may be included in the agenda of relevant EU institutions, European and international organizations and other relevant stakeholders via discussions and consultations.

Project Status: Ongoing

Period: 2014-2020

Project Start Date: 01/01/2017

Project End Date: 31/12/2020

Total Budget/Expenditure: 1.798.270,00 €

European Union Funding: 1.510.129,50 €

Website: <http://www.interregeurope.eu/Cult-RInG>

Project Documents: https://docs.google.com/forms/d/e/1FAIpQLScBucxDPrBPAN0qh4EtO_ynZ_a_Q0-cVnqdpkgXBIImCzlKwPw/viewform?c=0&w=1 [Subscription Newsletter]

Lead Partner: Regional Development Fund of Central Macedonia on behalf of the Region of Central Macedonia

Address: Vasilissis Olgas 198, Thessaloniki, Greece

Website: www.rdfcm.gr

Legal Status: Public

Partners:

- European Cultural Tourism Network (ECTN)
- Pafos Regional Board of Tourism
- Intermunicipal Community of Alto Minho
- Lazio Region
- Region Västra Götaland
- Vidzeme Tourism Association (partner from 9 October 2017)

4. [FINCH] Financing impact on regional development of cultural heritage valorization

Thematic 1: Cultural heritage and arts

Specific Objective: Improve the implementation of regional development policies and programmes, in particular Investment for Growth and Jobs and, where relevant, ETC programmes, in the field of the protection and development of natural and cultural heritage.

Thematic Objective: Preserving and protecting the environment and promoting resource efficiency.

Investment Priority: Conserving, protecting, promoting and developing natural and cultural heritage.

Description: Cultural heritage is a shared resource and a common good. Like other such goods it can be vulnerable to over-exploitation and under-funding which can result in neglect, decay and, in some cases, oblivion. Looking after our heritage is, therefore, our common responsibility. Protection of cultural heritage in the face of global change is thus becoming a major concern for decision-makers, stakeholders and citizens in Europe. Financing investments in heritage has a direct impact on growth and a considerable potential for creating new jobs, which leads to long-term social and economic benefits. The EU's cohesion policies can be instrumental in promoting the valorization of cultural heritage, that's why seven European regions have decided to join their efforts to face the challenge of conservation, restoration, valorization and management of cultural heritage with the involvement of private actors. This will allow them to enhance cultural heritage exploitation while also assuring its conservation in a dynamic and productive way, attracting and incubating new activities, revitalizing already existing ones, improving people's general wellness and ensuring environmental sustainability. The FINCH project will help partner regions to improve their policies in this field. It will support the implementation of light financial instruments targeted at private actors and Public-Private Partnerships to enable local and regional policies to move towards more sustainable models of cultural heritage valorization. The project will: benefit from the diversity of approaches and experiences within the partnership through a policy learning process based on the exchange of practices and experiences; overcome the gaps among partners through transfer of knowledge and mutual learning; jointly elaborate and implement Regional Action Plans which will have long-lasting economic and social impact on cultural heritage valorization activities in all partner regions.

Expected Results:

The overall project objective is to increase the economic and social impact of cultural heritage valorization activities by improving related policies and facilitating the involvement of private actors (mainly non-profit-oriented actors or young entrepreneurs) in the conservation, restoration, valorization and management of cultural heritage, through partnership between public and private sectors and with financial instruments support. The involvement of private actors allows enhanced exploitation of cultural heritage assets while also ensuring their conservation in a dynamic and productive way, attracting and incubating new activities, revitalizing existing ones, improving people's general wellness, and ensuring environmental sustainability. The project will thus support the implementation of light financial instruments targeted towards private actors (e.g. micro-loans or loans with public guarantee, crowdfunding, revolving funds and building preservation trusts) and Public-Private Partnerships to enable local and regional policies to move towards a sustainable model of cultural heritage valorization that can be included in regional action plans.

The specific objectives of the project are: to support public authorities in increasing available resources for investments in cultural heritage conservation, protection and exploitation (through methodological tools to define and adopt light financial instruments); to create more favourable regional framework conditions to strengthen

partnerships with the private sector in the fields of conservation, restoration, valorization and management of cultural heritage; to strengthen the role of all relevant stakeholders, enabling the adoption of Regional Action Plans for regional policy improvements and awareness-raising among politicians and policy makers.

Expected Outputs:

The main result of FINCH will be the increased economic and social impact of cultural heritage valorization activities in all partner regions through the improvement of related policies. Related outputs are 5 ERDF OPs 2014-2020 and 2 other policy instruments where measures inspired by the project will be implemented, with an estimated impact of 3.000.000 €.

Specific results of the project will be:

Increased understanding, knowledge and capacities related to financial instruments for cultural heritage conservation, protection and exploitation by public authorities in all partner regions.

Related outputs will see:

- At least 14 good practices identified;
- The production of one live document on financial instruments and regulatory frameworks to support the introduction of partnerships with the private sector;
- 16 people with increased professional capacity due to their participation in interregional cooperation activities;
- 7 policy learning events (interregional workshops);
- 7 peer reviews realized;
- 30 appearances in media (e.g. press);
- 2000 new visitors to the project website.

Private and public authorities, through public-private partnership, reinforced, empowered and more coordinated in their efforts to assure conservation, restoration, valorization and management of cultural heritage at regional, national and transnational level.

Related outputs are:

- 7 policy learning events (interregional workshops) organized;
- 16 people with increased professional capacity due to their participation in interregional cooperation activities;
- 14 good practices identified;
- 2000 new visitors to project website since last reporting period.

Establishment of self-sustaining networks among stakeholders in the conservation, restoration, valorization and management of cultural heritage, and financial institutions and public authorities that join their common efforts in the definition and implementation of Regional Action Plans and in regional policies improvements.

Related outputs are:

- 7 stakeholders groups with an average of 8 participants per group;
- 7 policy learning events (interregional workshops) organized;
- 7 regional action plans developed;
- 7 field visits (part of the interregional workshops);
- 7 peer reviews realized (part of the interregional workshops);
- 30 appearances in media (e.g. press);
- 2000 new visitors to the project website.

Project Status: Ongoing

Period: 2014-2020

Project Start Date: 01/06/2018

Project End Date: 30/11/2022

Total Budget/Expenditure: 1.475.000,00 €

European Union Funding: 1.220.937,00 €

Website: <http://www.interregeurope.eu/FINCH>

Twitter: https://twitter.com/Finch_Interreg

Lead Partner: Piemonte Region

Financial Resources and Asset Directorate

Address: Via Viotti, 8, Torino, Italy

Website: <http://www.regione.piemonte.it>

Legal Status: Public

Partners:

- Regional Council of South Ostrobothnia
- Region of Thessaly
- Government of La Rioja
- Regional Development Agency South-West Oltenia
- University of Turin
- Development Bank of Saxony-Anhalt
- Lodzkie Region

5. [Green Pilgrimage] Green pilgrimage supporting natural and cultural heritage

Thematic 1: Cultural heritage and arts

Specific Objective: Improve the implementation of regional development policies and programmes, in particular Investment for Growth and Jobs and, where relevant, ETC programmes, in the field of the protection and development of natural and cultural heritage.

Thematic Objective: preserving and protecting the environment and promoting resource efficiency.

Investment Priority: conserving, protecting, promoting and developing natural and cultural heritage.

Description: The continued fragility of Europe's economy means that growth and development policies often take precedence over environmental policies, threatening our cultural and natural heritage assets. Green Pilgrimage (GP) is an innovative project which will show how growth and development policies can economically exploit and protect natural and cultural heritage. Key to this is our focus on the power of pilgrimage- recognized today as one of the fastest growing segments of the travel industry (UNWTO, 2015) with more than 300 million pilgrims every year. Ancient pilgrim routes such as The Way of St James to Santiago de Compostela, Spain, report an annual 10% increase in numbers, particularly among non-religious visitors. Harnessing this increased popularity to protect natural and cultural heritage is a common challenge faced by those responsible for Europe's major pilgrimage routes. GP will show policy makers how to protect natural and cultural heritage whilst developing jobs and growth along pilgrim routes through developing low-impact tourism, digitalization, pilgrim accommodation and strengthening local traditions. This reconnects pilgrims with their environment, landscape and culture. Policy influence will increase pilgrimage across Europe through creating a greater awareness of its benefits. GP will hold exchanges and workshops on sustainable pilgrimage promotion, pilgrimage tourism impact, environmental protection and European best practice. The main beneficiaries will be government, local communities and businesses on Europe's main pilgrim routes and management groups safeguarding our natural and cultural assets. The project's advisory partner, The European Green Pilgrimage Network, will ensure that the indirect beneficiaries of the project are the major pilgrimage routes and destinations of Europe and, as we will work with the support of the European Institute of Cultural Routes, the project's findings will also benefit the diverse set of 33 certified Cultural Routes of Europe.

Expected Results:

The overall objective of Green Pilgrimage is to provide an evidence base for regional policy makers showing green pilgrimage as a social and economically valuable cultural heritage tradition that enhances and develops Europe's natural landscape and cultural

assets. The simple protection of nature and heritage is not enough as this approach isolates assets from today's economic realities. The best way to protect nature and heritage is to give it economic value in a way that enhances the very heritage that we seek to protect. This requires addressing the different types of policies that impact on natural and cultural heritage. This broad policy integration is the overarching aim of GP.

Sub-objectives are to:

- Integrate pilgrimage objectives into a range of policy types affecting natural and cultural heritage and to evaluate their impact on asset enhancement and protection;
- Integrate sustainability indicators into policies impacting on natural and cultural heritage;
- Sustainably develop the economic potential of pilgrimage as seen in the rapid growth of pilgrimage in places like Santiago de Compostela or Walsingham in Norfolk;
- Develop a broader interpretation of pilgrimage as a journey with meaning; walking for health, for remembrance, for leisure, etc. Wider pilgrimage accessibility increases its potential for heritage development;
- Promote green pilgrimage ethos as a low-carbon, socially responsible outdoor activity;
- Share best practice on pilgrimage route management, promotion and business engagement;
- Enable stakeholders to benefit from regional expertise;
- Inform regional policy of project results and outputs;
- Support a network of pilgrimage places and routes in Europe;
- Develop GP action plans that enable the development of natural and cultural assets through sustainable economic growth. The action plans will inspire an invigorated interest and development of Pilgrimage from the local level through to regional level policy makers.

Expected Outputs:

- 7 Study Visit Reports.
- At least 6 best practices identified showing innovation in valorization of natural and cultural heritage through GP.
- Mid-term Action Plan and Policy Learning Review Report.
- Mid Term Action Plan and Policy Learning Presentation.
- Action templates and road maps.
- 4 Policy in Practice Workshops aligning with all partner policy improvement aims: Policy Impact by Type - Which policies have the greatest impact on natural and cultural heritage; how can we ensure their protection in these policies? Policy content improvement and sustainability indicators - compare

content currently and the best way to improve content in each type of policy. Policy funding allocations - developing best practice for pilgrimage projects for better delivery of the policies identified. Identifying funding allocation procedures for better understanding of change possibilities. Policy Governance? How to ensure nature and heritage representation in policy management?

Puglia All Partner Analysis of regional policy (monitoring and measuring the results to improve policies of valorization of cultural and natural routes).

All Partner Policy Review Presentation by Puglia Region.

Norfolk All Partner Review on methodology for measurement of economic and environmental impact and sustainability indicators.

Norfolk All Partner Review Presentation.

Sweden All Partner Review of digitization of long distance and pilgrimage routes.

All Partner Digitalisation Review presentation.

KCC Visitor Payback scheme peer review.

KCC Visitor Payback scheme Presentation.

Norway, Norfolk, and KCC staff exchanging 3 days.

Norway, Norfolk and KCC exchange presentation Norfolk.

Policy Learning Platform Participation.

6 Stakeholder Meeting Reports.

Partner Management Meetings during each study visit.

Quarterly newsletter.

A3 display posters.

Website populated.

Study Visit communication strategies for excellent media coverage.

6 Newsletters.

Press releases.

Report on Pilgrimage Best Practice.

Expected Results:

- Improved understanding of Green Pilgrimage across partner regions and how they valorize natural and cultural heritage.
- Best practices analyzed and available for trial and transfer between regions.
- Joint understanding of a range of policies impacting on natural and cultural heritage protection.
- Improvement in a range of policies impacting our heritage and analyses of how to transfer improvements between policies.
- Ability to measure economic benefits and sustainability of best practices identified.

- Improved understanding of smart specialization innovations for Pilgrimage Routes.
- Stakeholder understanding of a range of growth policies and how they impact natural and cultural heritage.
- Increase in European pilgrimage numbers of all faiths and none, and across ethnicities and age groups.
- Increased value for pilgrimage tourism providing inward investment to natural and cultural heritage assets.
- Growth policies that both develop and protect natural and cultural heritage.

Project status: Ongoing

Period: 2014-2020

Project Start Date: 2017-01-01

Project End Date: 2021-12-31

Total Budget/Expenditure: 1.413.145,00 €

European Union Funding: 1.184.462,25 €

Website: <http://www.interregeurope.eu/GreenPilgrimage>

Lead Partner: Kent County Council (Department: Kent Environment and Planning and Enforcement)

Address: West Barn, Penstock Hall Farm, Canterbury Road, East Brabourne, United Kingdom

Legal Status: Public

Partners:

- Östergötland County Council (Region Östergötland)
- Norfolk County Council
- Puglia Region
- Trøndelag County Authority (Until 31/12/2017 South-Trøndelag County Authority)
- National Institute for Research and Development in Tourism
- Diocese of Canterbury
- Nidaros Cathedral Restoration Workshop

6. [SHARE] Sustainable approach to cultural heritage for the urban areas requalification in Europe

Thematic 1: Cultural heritage and arts

Thematic 2: Urban development

Specific Objective: Improve the implementation of regional development policies and programmes, in particular Investment for Growth and Jobs and, where relevant, ETC programmes, in the field of the protection and development of natural and cultural heritage.

Thematic Objective: Preserving and protecting the environment and promoting resource efficiency.

Investment Priority: Conserving, protecting, promoting and developing natural and cultural heritage.

Description: The diversity of the cultural heritage assets, ranging from museums, to buildings to archives, to cultural itineraries and events, is a cornerstone in European identity and a catalyst for social inclusion. It also plays a specific role in achieving the Europe 2020 strategy goals for a smart, sustainable and inclusive growth, given its relevance not only to culture, but also to social and economic development, cohesion, education, tourism and innovation. However, pressure applied by visitors and residents means that heritage professionals, institutions and stakeholders face growing challenges to keep cultural assets and the territory around them protected, enhanced and, at the same time, accessible to all. SHARE aims to exchange experiences of cultural heritage policies in urban settings in order to identify best practices and innovative methods to develop a sustainable and smart approach to the management and use of cultural heritage. The project will target ways in which smart cities projects can be effectively improved by including a smart and sustainable agenda for cultural assets in urban centres. The “exchange of experience” method will be based on a review of existing policy tools, European policy outlines and best practices and will include specific research to be carried out in each partner’s area. The result of the interregional exchange process, lasting 24 months during Phase 1 of the project, will be conveyed in 6 Action Plans, that will indicate ways to successfully transfer SHARE’s outputs into mainstream policies, with particular reference to 4 ERDF funds. The partners represent a variety of public bodies, agencies and academic centres coming from 7 countries across Europe dealing with cultural heritage and smart cities policies and will commit to effectively sharing results of the project with local stakeholders groups and the MAs and institutions implementing local policies, and to ensure monitoring of the Action Plans over the 2-year period that forms Phase 2 of the project.

Expected Results:

European urban areas host the majority of the continent’s cultural heritage and they are the sites where the most Europeans live, but the urban dimension is changing day by day. City centres, and especially small and medium towns, suffer from the phenomena of social desertification. On the other hand, larger towns and cities represent a laboratory of innovation, and test beds for solutions to the relationship between the citizen and the urban environment. In this context, the conservation and the sustainable valorization of cultural heritage represents a key factor in triggering

future models of urban development. The challenge facing the SHARE project is to improve the local policy instruments addressing the urban dimension and cultural heritage and make them more effective, powerful and close to the needs of European cities. The SHARE Project is submitted under Axis 4 (SO6), Investment Priority 6(c) objective 4.1. The overall objective is to contribute to the protection of the urban environment, protecting, promoting and developing urban cultural heritage through the improvement of implementation of regional development policies and programmes. More specifically, the SHARE project aims to: 1) improve the definition and application of the policy instruments addressing the urban dimension and its cultural heritage, pressing them towards a better understanding of the complexity of the urban phenomena and a stronger use of innovative technologies; 2) keep the concepts of sustainability and participatory processes at the centre of urban policies; 3) improve the destinations of public funds and their management; 4) improve the vision of cities and towns so they recognize their historical heritage not only as a factor of tourism attraction, but also as a cultural and identity attractor for the citizens who live there. This can be accomplished through innovative approaches to the concepts of liveability and urban environment.

Expected Outputs:

The main outputs of the SHARE project will be related to the overall objectives and will take the form of the 6 Action Plans necessary to improve the local policy instruments addressing the urban dimension and cultural heritage. The Action Plans will help to modify and improve current policy instruments in the direction of the sustainable development of urban areas and their heritage and the valorization of innovative solutions to the citizen-city relationship offered by the newest ICTs, the SMART cities. The Action Plans will also help to improve the effective destination and management of public funds (structural funds mainly, but also other public initiatives), making them closer to the effective needs of beneficiaries, as well as more effective in terms of their impact. If the final output (the Action Plan) represents the concrete output, it is a valuable result of a participatory process involving citizens and stakeholders who shape its content. Through the participatory actions foreseen in this project, the themes of the urban sustainable development and the improvement of the related policy instruments will be brought to the attention of a large number of people and organizations. The public debate about the project's themes will surely be enriched. The last overall result expected by the project is that it will improve the relationship between local inhabitants, their town and its historical and identity value. In this sense, the SHARE project will produce effects on the accessibility of towns, their communication networks, the transfer of innovation and the sustainable valorization of the urban environment and its cultural heritage to the advantage not only of visitors but also of people who live in urban areas. It is expected that around 48 public and private bodies within the Stakeholder Groups and more than 6,000 citizens (including entrepreneurs, public officers, and representatives of civil society) will participate in the project's actions (e.g. opinion polls and focus groups). There will be 6 launch events of the project at local level in the first semester, 6 public presentation events in the fourth semester, and one high-level political dissemination

event in the seventh semester which will involve approximately 700 people. The activity on territories (one-on-one meetings) will involve further project stakeholders, at least 36 in total. Communication activities will enlarge the awareness of project to a further 12,000 people. The project's dissemination and capitalization activities, mainly implemented through partner's networks, will reach at least 200 international private and public operators active in sustainable development, cultural and creative industries, urban regeneration, ICT applications, and the tourism industry.

Project Status: Ongoing

Period: 2014-2020

Project Start Date: 01/01/2017

Project End Date: 31/12/2020

Total Budget/Expenditure: 1.409.083,00 €

European Union Funding: 1.197.720,55 €

Website: <http://www.interregeurope.eu/SHARE>

Facebook: <https://www.facebook.com/shareprojecteurope/posts/1170284276493437>

Documents: https://www.interregeurope.eu/fileadmin/user_upload/tx_tevprojects/library/file_1510067490.pdf [Flyer]

Lead Partner: Sviluppumbria Spa (Department: Tourism, Promotiona nd EU and International Cooperation area)

Address: Via Don Bosco, 11, Perugia, Italy

Website: <http://www.sviluppumbria.it>

Legal Status: Public

Partners:

- Regional Government of Extremadura
- North-East Regional Devolpment Agency
- University of Greenwich
- County Administrative Board of Östergötland
- Pannon European Grouping of Territorial Cooperation Ltd.
- City of Šibenik

Others

1. [SAINT] Slow adventure in northern territories

Thematic 1: Rural and peripheral development

Thematic 2: SME and entrepreneurship

Thematic 3: Tourist

Specific Objective: Greater market reaches beyond local markets for SMEs in remote and sparsely populated areas.

Thematic Objective: Enhancing the competitiveness of SMEs.

Investment Priority: Supporting the capacity of SMEs to grow in regional, national and international markets, and to engage in innovation processes.

Description: ‘Slow Adventures in Northern Territories’ (SAINT) will work with SMEs to make them more aware of how to capitalize on the business opportunities in guided ‘slow adventure’ experiences, offering simple nature-based, immersive journeys, living and travelling in wild places, through marketing to new, distant customer markets. Northern Europe’s wide-open, ‘wild’ spaces provide a great, saleable contrast with the target group’s lives in urban centres around the world. The common challenge is for partners to work with SMEs to overcome issues of peripherality, with restricted local demand and difficult access to international markets. The principal objective is to make SMEs more aware of how to capitalize on business opportunities in guided slow adventure experiences through extending marketing reach. Outdoor adventure micro-businesses typically lack the resources to investigate and invest in the most effective means to attract these lucrative tourist groups.

The main outputs will be: guidance on a) which new lucrative customer segments to target and how to target them; b) pilot-tested marketing models to be adopted by companies, with the emphasis on more effective use of ICT; c) a set of clustering approaches for direct application by slow adventure SMEs – economies of scale and effort; d) guidance on the application of new ICT to improve marketing, and how to improve marketing through the adoption of synthesized modern and indigenous perspectives; e) the establishment of a new transnational cluster of SMEs with joint branding/promotion.

The innovation lies in the development of a new transnational cluster; the dissemination of cutting-edge tourism marketing technologies; harnessing indigenous perspectives in marketing; new marketing models with emphasis on ICT, and new clustering approaches to marketing.

Expected Results:

Awareness of business opportunities beyond local markets among SMEs.

Expected Outputs:

Objective 2.2 programme result indicator: “awareness of business opportunities beyond local markets”.

The Project Results: The principal result of the SAINT project is to make SMEs more aware of how to capitalize on the business opportunities in guided slow adventure experiences, through promotion to new, distant and lucrative customer markets, through three expected sub-results:

- To develop SMEs’ awareness of how to develop engaging, insightful and meaningful consumer experiences in a slow adventure context (see WPs 3 and 6);
- To make SMEs more aware of these new, lucrative markets to which to promote these activities (WP3);
- To increase SME awareness of how to effectively target these markets, through the use of new, technology-oriented marketing models and clustering approaches, both local/regional and trans-national (WPs 4 and 5).

Overcoming Challenges Faced by SMEs:

SAINT will help SMEs to overcome structural weaknesses in the NPA region and embrace opportunities in the following ways:

- The project is focused on bringing more high-spend tourists into the peripheral areas of the NPA region. It will therefore enable greater ‘economic’ sustainability of fragile rural economies;
- Working in the adventure industry is often perceived as an attractive ‘lifestyle choice’, and this can help to retain young workers and combat out-migration;
- Adventure activities are generally set in remote, rural and peripheral areas, so SME development in the sector helps to maintain these fragile economies and overcome the urban-rural dichotomy;
- Slow adventure activities are less seasonally dependent and utilize the assets of these peripheral areas to attract visitors: their natural environments, cultures, foods and histories;
- Storytelling and education, a key part of slow adventure, helps to ensure these histories and legacies survive; •Education of and engagement with wild environments is a further cornerstone of slow adventure, while these activities are inherently low-impact, usually being human-powered. They will therefore enable greater sustainability of these remote areas;
- The development of slow adventure will also attract more tourists to partner areas and the NPA region as a whole, for longer stays and over longer seasons, with beneficial economic multiplier effects.

The project will also make contributions to the EU2020 Strategy, targeting:

- Smart growth through: fostering co-operation between SMEs, upskilling businesses and employees in this sector, and creating new products and services that generate jobs;

- Sustainable growth through: improving the business environment for SMEs through more effective and innovative marketing measures, the encouragement of activities that reduce environmental impacts and the promotion and development of cultural and natural heritage;
- Inclusive growth through: job creation, particularly for young people, and helping people in under-represented groups develop new skills and enter year-round employment.

Project Status: Closed

Period: 2014 - 2020 (INTERREG VB Northern Periphery and Arctic)

Project Start Date: 13/04/2015

Project End Date: 12/04/2018

Total Budget/Expenditure: 1.701.548,88 €

European Union Funding: 1.054.374,98 €

Website: <https://www.slowadventure.org/>

Project documents:

https://www.keep.eu/sites/default/files/project_files/Saint_Final%20Report%20WP3.pdf

https://www.keep.eu/sites/default/files/project_files/Saint_WP4%20final%20report.pdf

https://www.keep.eu/sites/default/files/project_files/Saint_WP5%20Final%20Report.pdf

https://www.keep.eu/sites/default/files/project_files/Saint_Business%20strategy.pdf

Lead Partner: University of the Highlands and Islands

Centre for Recreation and Tourism Research, West Highland College UHI

Address: 12b Ness Walk, Inverness, United Kingdom

Website: <http://www.uhi.ac.uk/en/>

Partners:

- Derry City Council
- Leitrim County Council
- Metsähallitus Natural Heritage Services Ostrobothnia
- University of Iceland
- Naturpolis Ltd.
- Mid Sweden University

- Wild Norway
- Icelandic Tourism Research Centre
- Nord-Trøndelag University College
- Northern and Western Regional Assembly

ANNEX II

SUMMARY TABLES OF THE PROJECTS ANALYSED IN THE RESEARCH REPORT ON THE ECONOMIC IMPACT OF CULTURAL PRODUCTS BASED ON ICH RESOURCES IN THE TOURISM SECTOR

Interreg Atlantic Area Projects

[Atlantic-Geoparks] Transnational promotion and cooperation of the Atlantic Geoparks for sustainable development	
Call	2014-2020
Web	www.geotourismroute.eu
OBJECTIVES OF THE PROJECT	
Overall Objective: The main objective of the Atlantic Geoparks Project is to promote and disseminate the geological and cultural heritage of the Atlantic Geoparks as a basis for an economic development, culture and sustainable tourism strategy.	
ACTIONS, METHODOLOGIES USED AND OUTCOMES	
1. Management <ul style="list-style-type: none">• Management structure. Deliverable: Partnership agreement.• Project coordination meetings. Deliverable: Coordination meetings and minutes.	

- Management reporting and audit trail mechanism.
Deliverable: Progress reports.
- Internal communication.
Deliverable: Internal communication tools.
- Risk, Quality management and evaluation.
Deliverable: Interim and final evaluation report.

2. Communication

- On-line activity and social networking.
Deliverable: Project blog and social networking.
- Media coverage.
Deliverable: Press releases and press conferences.
- Brochure and promotional materials.
Deliverable: Brochure and promotional materials
- Project newsletter
Deliverable: e-newsletters

3. Capitalization

- Networking activity with other projects
Deliverable: Project networking database
- Capitalisation and sustainability plan
Deliverable: Capitalization and sustainability Plan
- Local capitalization events
Deliverable: Local capitalization events
- Final conference
Deliverable: Final conference
- Promotion of the route and attendance to other events
Deliverable: Participation in events

4. WP4. Geo-site Management

- Study visits
Deliverable: Study visits
- Management toolkit and geoparks management seminar
Deliverable: management toolkit and geoparks management seminar
- Support and assistance to aspiring geoparks
Deliverable: Support and assistance to aspiring Geoparks
- Geodiversity Conservation Charters
Deliverable: Geodiversity Conservation charters

- Geotourism Monitoring System

Deliverable: Monitoring system

5. WP5. Transnational Marketing: The European Atlantic Geotourism Route

- European Atlantic Geotourism Route communication and dissemination strategy

Deliverable: EAGR strategy and communication plan

- European Atlantic Geotourism Route video

Deliverable: Web video tourism campaign

- Building a cultural route of the Council of Europe

Deliverable: Cultural route candidacy

6. WP6. ICT Tools for Discovery, Understanding and Enjoyment

- Geo-cAPPture

Deliverable: Geo-cAPPture tool

- Geo-Itineraries

Deliverable: Itineraries

- Geo-site virtual exploration

Deliverable: Virtual exploration

7. WP7. Training and Capacity Building.

- Community engagement and business interaction

Deliverable: Open days and business sessions

- Training actions and materials

Deliverable: Training guide

- Scientific and technical publications

Deliverable: Scientific and technical publications

[ATLANTICNETSKY] Developing and consolidating an Atlantic network of natural sites as astrotourism destinies	
Call	2014-2020
Web	www.atlanticnetsky.org
OBJECTIVES OF THE PROJECT	
<p>Overall Objective:</p> <p>The main purpose of this project is the development and consolidation of a network of natural areas in the Atlantic Area linked to Astrotourism. Thanks to the use of innovative tools, the project will create a distinctive image and brand that will attract a more diverse range of new visitors and, at the same time, will enhance economic, social and environmental sustainability. The useful and sustainable tools developed under AtlanticNetSky will improve the quality and competitiveness of the current and future astrotourism sector, for which the planned activities will be carried out.</p> <p>Sub-Objectives:</p> <ol style="list-style-type: none"> 1. To value the natural heritage in those territories of the Atlantic Area, allowing them to become part of the astrotourism marketing campaign for the Atlantic Area. 2. To improve the effectiveness of marketing strategies and actions of the organizations involved in astrotourism. 3. To provide public authorities at different levels with new partners with whom to develop new socio-economic and environmental policies. 4. To create solid territorial partnerships that work together on the consolidation of Atlantic astrotourism destinations. It is about using useful and sustainable tools through time that will improve the quality and competitiveness of current and future astrotourism products in the Atlantic Area. 	
ACTIONS, METHODOLOGIES USED AND OUTCOMES	
<ol style="list-style-type: none"> 1. To improve knowledge of astrotourism. 2. To consolidate individualized digital channels for astrotourism (Portuguese, Spanish and English). 3. To set up infrastructure in each territory. 4. To develop complementary offers. 5. To increase the number of visitors to the natural sites of the project. 6. To increase the number of enterprises in sustainable tourism commercializing new astrotourism products. 	

7. Eight marketing and communication tools.
8. Project website.
9. Development of five pilot sites.
10. One Manual that identifies the resources and benefits of astrotourism in the regions (in Portuguese, Spanish, French and English).
11. One guide to good practices in the implementation of astrotourism.
12. One communication plan.
13. Four communication seminars.
14. One capitalization plan.
15. Four capitalization seminars.
16. Two exchange visits.
17. One practical guide to implementing initiatives.
18. Four working field visits to pilot sites.

[AtlaS.WH] Heritage in the Atlantic Area: sustainability of the World Urban Heritage Sites

Call	2014-2020
Web	http://www.atlaswh.eu/

OBJECTIVES OF THE PROJECT

Overall Objective:

To protect WHSites' identity, while enhancing their cultural assets, in order to stimulate heritage-led economic and cultural development are the main challenges of AtlaS.WH.

Sub-Objectives:

1. To address, within a common methodology, the main challenges that each WHSite is facing, including tourism, population, risk management, climate change, and energy efficiency, among others.
2. To develop strategies and public policies for the sustainability of urban WHS.
3. To create integrated and participative governance models, open to the community.
4. To develop management tools, recommendation guides, assessment and measurement models.

5. To create a long-lasting network of WHSites, in order to disseminate best practices and to reinforce cooperation.
6. To reinforce the sense of belonging of the communities and WHSites' identity.
7. To promote local economic activities.
8. To promote the exchange of knowledge and experiences, in order to improve the WHSites' sustainability, their economic development and the social well-being of their local populations.

ACTIONS, METHODOLOGIES USED AND OUTCOMES

1. **Coordination**

- Project Management
- Monitoring

2. **Communication**

3. **Capitalization**

- Traditional and national knowledge transfer
- Local awareness-raising for schools
- Local training for professionals
- WHSites Week
- Formal network of urban WHSites in the Atlantic Area

4. **Diagnosis:**

- Diagnosis study of urban WHSites in the Atlantic Area
- Thematic study on common challenges
- Thematic study of urban WHSites in the Atlantic Area

5. **Methodology for the Management and Sustainability Strategy**

- Methodology for strategic management and sustainability plans
- Methodology for operational management and sustainability plans

6. **Management and Sustainability Plans / Management Tools**

7. **Database, monitoring process and benchmarking**

- Management and sustainability plans
- Capacity building of urban managers of WHSites

[MMIAH] Recover and valorization of maritime, military and industrial heritage of the Atlantic Area coast	
Call	2014-2020
Web	www.mmiah.eu
OBJECTIVES OF THE PROJECT	
<p>Overall Objective:</p> <p>To develop recovery and promotion actions for the use of goods related to the military sector and industrial heritage of the cities of the Atlantic Area, in order to facilitate the social use of that heritage and to capitalize on these assets to generate value-added activities in other value chains (mainly in the tourism value chain).</p> <p>Sub-Objectives:</p> <ol style="list-style-type: none"> 1. To recover the historical memory of Atlantic cities, and of their growth and evolution linked to their maritime, industrial and military heritage. 2. To retrieve these abandoned heritage sites for public use. 3. To establish a joint model for the sustainable management and planning of the heritage uses mentioned above, extending this to other cities in the Atlantic Area 4. To promote the participation of civil society in the “appropriation” of new uses of maritime, military and industrial heritage 5. To develop cultural tourism through historical recreation, promoting the Atlantic identity around these abandoned heritage sites on the coast 6. To facilitate the economic sustainability of these spaces by establishing them as essential to the cultural and tourist offer of their cities 	
ACTIONS, METHODOLOGIES USED AND OUTCOMES	
<ol style="list-style-type: none"> 1. Coordination 2. Communication 3. Capitalization 4. Analysis and study of the evolution of the cities through their MMI heritage 5. Elaboration of the director and management plan of the MMI heritage of the coastal edge of the Atlantic Area <ul style="list-style-type: none"> • Assess and review findings of the Evolutionary Study • Assess development potential and tourism viability / potential. 	

- Identify vision. A central requirement of the Director Plan is to provide a compelling vision for the revitalisation / restoration / recreation of the identified assets and places to provide economic, social and community benefits. This vision needs to be developed in partnership with key stakeholders and reflect a wide range of issues and opportunities.
 - Establish broad guidelines / policies.
 - Identify and define key projects / programmes. A fundamental element of the Director Plan is the identification of potentially viable physical interventions and / or activities to conserve reveal and integrate the MMIAH of the area to deliver real tourism benefits.
6. **Implementation of alternative uses and tourist and cultural valorisation of patrimonial elements**
 7. **Tourist positioning of the MMI heritage of the coastal edge of the Atlantic Area**

[ATLAN TERRA] Atlanterra

Call	2007-2013
Web	http://www.green-mines.eu/green-mines-I.html

OBJECTIVES OF THE PROJECT

Overall Objective:

The project brings together the ancient mining regions that wish to preserve and enhance their heritage in order to create new sources of wealth. It aims to create a network and a series of practical tools for giving the mining sites in the Atlantic Area the correct heritage status.

ACTIONS, METHODOLOGIES USED AND OUTCOMES

1. To develop new methodologies for the management of the European regions with mining heritage, including the geological, cultural and landscape heritage in conservation strategies and action plans on nature and culture.
2. To improve the public understanding and recognition of the role that European mining history and its related heritage have played in the development of all European societies, and their role in the sustainable improvement of responsible tourism and educational activities, life-long training and activities of economic regeneration.

3. To develop and share new tools for the interpretation of heritage and mining landscapes, to raise public awareness and to create educational and tourist activities that will contribute to the implementation of informed policies for protection.
4. To transmit instructions on the conservation and re-use of mining heritage to political actors and local authorities.
5. To highlight and disseminate good practices and positive results from “Green Mines” to local stakeholders in other territories with a rich mining history, with a cultural and geological heritage associated with it.
6. To facilitate studies and research.
7. To develop twinning partnerships between communities to create sustainable partnerships based on a wide range of cultural activities related to mining history (e.g. choirs, arts, sculptures, gastronomic festivals, customs in common).
8. To map and illustrate the evolution of the mining landscapes over time, including studies of mining archaeology: documentation and dissemination through publications, workshops and conferences.
9. To create, adapt and equip the centres that will be used for archives, genealogical services and communities, using renewable energies.
10. To scan the “Mining Journal”, a British publication which contains the testimony of many companies related to mining and human migration between the mining regions of the Atlantic area.
11. To publish and disseminate widely the “Green Mines” manual of good practices.
12. To publish and disseminate studies on ecology, mining habitats and their characterization through publications, workshops and conferences.
13. To film mining sites: economic aspects; aspects of engineering; social and environmental aspects; impact and responsibility.
14. Creation of geological gardens; trails of geological time; pathways of climate change in the Earth’s history.
15. To create a common website, with thematic content such as maps of mining heritage and historical mining links.
16. To develop and create “Geocaching activities” within mining heritage contexts that constitute a geocaching Green Mines” course that can be used to promote and support regional integration, as well as leisure activities in each region associated with it.
17. To develop nature trails, signs and interpretative material.
18. To draw mining heritage maps of each associated region (common database, legend, lists of internet sites, publications, links to places of cultural and social memory in each sector).
19. Traditional or numeric models of machines or mine sites.
20. Television and video promotion of their heritage created by local people.

[ECOSAL ATLANTIS] Ecotourism in salt works of the Atlantic: a strategy for integral and sustainable development	
Call	2007-2013
Web	http://ecosal-atlantis.ua.pt/
OBJECTIVES OF THE PROJECT	
<p>Overall Objective:</p> <p>The main objective of ECOSAL ATLANTIS is to achieve a joint, integral and sustainable development plan for tourism, based on the cultural and natural heritage of traditional salt-producing areas of the Atlantic. The project revolves around three key activities that involve the touristic development of the salt pans of the Atlantic: Heritage, territorial development, and biodiversity and ecotourism.</p> <p>Sub-Objectives:</p> <ol style="list-style-type: none"> 1. Collection, inventory and processing of geographical data. To make an inventory, collecting and processing geographical data from the salt production areas to include in one database. 2. To produce guidelines for cultural and heritage management of the salt-working sites based on a heritage database containing natural and cultural heritage data. 3. To evaluate, enhance and promote the traditional Atlantic areas by connecting participants through joint transverse actions. 4. Scientific assessment of the biodiversity of the salt-working sites. 5. From this biodiversity analysis, identify dispositions of the landscape that generate optimal biodiversity for the correct functioning of ecosystems in salt-working areas. 6. To define guidelines to develop nature tourism in the salt-working sites with measures for conservation or to improve the potential of natural and landscape heritage, including changes in water management. The aim is to maintain or restore specific habitats to the salt-working sites for nature tourism, through the application of specific measures by some partners. 	
ACTIONS, METHODOLOGIES USED AND OUTCOMES	
<ol style="list-style-type: none"> 1. Heritage <ul style="list-style-type: none"> • Cultural heritage inventory. Development of an inventory and analysis of the material and immaterial culture associated with the traditional practice of salt production. 	

- Web portal, Ecosal. Design of a common database that contains information and maps of the heritage.
- Heritage and museum management. Establish guidelines for heritage management of the salt-working areas (natural and cultural) which support the route in two ways: internally, as a tool for the partners' work; and externally, via information/dissemination actively involving the public with the sites.
- Presentation of the results to the general public.

2. Sustainable territorial development

- Analysis of tourism potential. Design of a battery of intrinsic and extrinsic parameters to assess the tourist potential of each salt-working area.
- Demonstrate good practice for tourism products. Development of a joint training programme with a pilot experiment of a practical nature in Aveiro open to all partners who wish to participate. Possibility that the other partners will "imitate" the pilot experiment in their salt-working areas.
- Technical workshops on heritage management. Exchange of experiences between the technicians responsible for heritage protection in the salt-working areas.
- Workshops.
- Meeting visitor needs through interpretation. Classification and preservation of salt-work buildings and other aspects related to salt production.
- Improvement of accessibility, creation of paths throughout the salt-working sites etc
- Good interpretation practices. Meeting of the saltworks tour guides to share experiences and discuss a practical model for guided tours.
- Presentation of results. Press conference (the overall results will be presented in Vitoria, and each country will present their own results in their respective countries).

3. Biodiversity and ecotourism

- Evaluation of biodiversity at the salt-working sites. A specific database will be created in order to show as clearly as possible the composition of the plant, bird and fauna communities, their respective numbers and spatial distribution as well as their development over time, related to the management of the saltworks, and based on bibliographic data. In the absence of any bibliographic information on the sites, field work will be carried out in order to update the information on plant communities and describe them in terms of habitat under the Eur-15 format.
- Guidelines for eco-tourism. This will set the guidelines for the development of nature tourism in two stages: description of the salt-working sites and their facilities for nature-watching (compatible with Natura 2000) and definition of measures for conservation or improvement of the natural heritage potential of the salt working sites. These guidelines will take into

account the specific characteristics of each one of the participating sites and will also allow the implementation of biodiversity-focused measures.

- Presentation of results.

[ULTREIA] Promotion of sustainable tourism in maritime peregrination routes and interior to Compostela

Call 2007-2013

Web http://en.tur-ultreia.eu/proyecto_ultreia.php?informacion=5

OBJECTIVES OF THE PROJECT

Overall Objective:

The overall objective of the project ULTREIA is to promote sustainable cultural, religious and heritage tourism linked to the maritime and interior routes to Santiago de Compostela through two fundamental axes: the implementation of tourist Agendas 21 and the creation of a network of Atlantic regions to develop tourist products in a common cultural Atlantic framework linked to the maritime and inland pilgrimages to Santiago de Compostela.

Sub-Objectives:

1. Implementation of local tourist Agendas 21.
2. Creation of a transnational network, a cultural Atlantic framework around the pilgrimage routes that revitalizes the tourist development of the areas through which these routes run as a form of local development.

ACTIONS, METHODOLOGIES USED AND OUTCOMES

No information found

[AVANCRAFT] Revaluation of the identity of the Atlantic Sal Mines. Recovery and promotion of the biological, economic and cultural potential of coastal humid zones	
Call	2000-2006
Web	No information found
OBJECTIVES OF THE PROJECT	
<p>Objective:</p> <ol style="list-style-type: none"> 1. Strengthening, promotion and dissemination of the image and identity of the Atlantic Area. 2. Promotion of economic development based on greater integration and interregional cooperation. 3. Creation and consolidation of a transnational network of centres for the promotion of crafts 	
ACTIONS, METHODOLOGIES USED AND OUTCOMES	
<ol style="list-style-type: none"> 1. Trend analysis studies, creativity and R&D. 2. Pilot Projects The methodology developed involved working intensively with a reduced number of companies in collaboration with designers. The strengths of this methodology are: <ul style="list-style-type: none"> • A comprehensive approach, focusing on all the factors that determine the competitiveness of a product: market research, design, organization of production, promotion and marketing. • A formative approach, such as, for example, promoting the use of new materials. • A system of cooperation, since all the activities were carried out as a group with the objective of facilitating communication and promoting a team spirit among designers, artisans, innovative companies and enterprises for the outsourcing of services. 3. Establishment of the Network of Craft Centres <p>RESULTS:</p> <ul style="list-style-type: none"> • Several collections of products were created, mainly of decoration and fashion accessories, inspired in the Atlantic Area. • The economic development of artisans, designers and participating companies was promoted. • A network was established between the handicraft centres promoting this project, thanks to the work developed within it to implement a common methodology. 	

Interreg Europe Projects

[CHERISH] Creating opportunities for regional growth through promoting Cultural HERitage of fISHing communities in Europe	
Call	2014-2020
Web	https://www.interregeurope.eu/CHERISH/
OBJECTIVES OF THE PROJECT	
<p>Overall Objective:</p> <p>To improve regional development policies to protect and promote cultural heritage in fishing communities in order to boost the attractiveness of these regions for businesses, citizens and tourists.</p> <p>Through CHERISH, knowledge about cultural heritage in fishing communities is improved so it can be used as a base for policy measures. By exchanging this knowledge and good practices within the European regions, the fishing communities will be able to promote sustainable regional development, protect traditional ecological knowledge and make good use of the already available cultural capital within fishing communities.</p> <p>Sub-Objectives:</p> <ol style="list-style-type: none"> 1. Identification of regional cultural heritage assets (tangible, intangible and forgotten). 2. To cooperate in order to identify relevant good practices. 3. Exchanging experiences with other European regions. 4. Development of Action Plans. 	
ACTIONS, METHODOLOGIES USED AND OUTCOMES	
<ol style="list-style-type: none"> 1. Identification of regional cultural heritage assets (tangible, intangible and forgotten). 2. Identification and analysis of potential good practices. 3. Interregional learning and “exchange of experience” events, including site visits and study tours. 4. Development of Action Plans. 5. Communication strategy. <ol style="list-style-type: none"> a) Influence the attitude and behaviour of policy makers towards supporting the implementation of regional action plans, which protect and promote cultural heritage in fishing communities. b) Raise awareness of and disseminate knowledge to those actors who can actually deliver promotion or protection of cultural heritage in fishing 	

communities: put in practice the good practices identified and knowledge learned from other partners for the benefit of their own region.

- c) Dissemination of the project objectives and results at European level and to the broader public.

Project results are shared at regional, national and EU level through Stakeholder Group meetings in each partner region, a photo competition which will be on show in each country involved, participation in the Policy Learning Platform of the Interreg Europe Programme and through Interreg Europe events and other relevant European networks, like the Coastal and Marine Union (EUCC). CHERISH will also be online with a website, YouTube movies and social media.

[CHRISTA] Culture and Heritage for Responsible, Innovative and Sustainable Tourism Actions

Call	2014-2020
Web	https://www.interregeurope.eu/CHRISTA/

OBJECTIVES OF THE PROJECT

Overall Objective:

To protect and preserve natural and cultural heritage assets and deploy them for the development and promotion of innovative, sustainable and responsible tourism strategies, including intangible and industrial heritage, through interpretation and digitization, with capitalization of good practices, policy learning, policy implementation and capacity-building.

Sub-Objectives:

1. To exchange experience amongst the partners in established GP on the natural and cultural heritage assets for sustainable and responsible tourism, together with stakeholders.
2. To apply and transfer the results and make them available to a wider audience of public authorities and stakeholders across Europe.
3. To exploit the results with capitalization, for integrated improvement of regional and local policies and strategies.
4. To improve policy instruments in nine partner regions and destinations, through policy learning and capacity building for improved governance and structural change.
5. To deliver nine Action Plans and monitor their implementation.
6. To identify, propose, plan, implement and monitor appropriate Pilot Actions (in Phase 2).

7. To contribute to the Policy Learning Platform of the programme for ensuring continuous EU-wide policy learning and knowledge management.
8. To support, integrate and provide benefit to initiatives at EU level regarding influence on Structural Funds Programmes.
9. To contribute to pan-European initiatives for cultural heritage preservation and promotion (European Heritage Label; Europa Nostra Awards).
10. To disseminate the Project's outputs and results beyond the interregional partnership and throughout the EU, and influence policy makers in other regions, EU Institutions (EP, CoR, EC), Council of Europe (CoE), international bodies (UNESCO, UNWTO) and relevant networks (Europa Nostra, NECSTouR).

ACTIONS, METHODOLOGIES USED AND OUTCOMES

1. **Exchange of experience**

Identified priority themes: Intangible heritage, industrial heritage, interpretation facilities, innovation and digitization, (additional theme to be decided).

- Local stakeholders' group
- Study tour
- Staff exchange programme
- Joint meeting on the development of action plans
- Policy learning guidelines on identified priority themes
- Guidelines for the development of action plans

2. **Communication and dissemination**

- Local dissemination events
- Final conference
- European week of regions and cities
- EU+ IE events
- Website
- Project poster
- Publications
- Social media

3. **Project management**

- Steering group meeting
- Monitoring and report

[CULT-RING] Cultural Routes as Investment for Growth and Jobs	
Call	2014-2020
Web	https://www.interregeurope.eu/Cult-RInG/
OBJECTIVES OF THE PROJECT	
<p>Overall Objective:</p> <p>To highlight the value of investments in European Cultural Routes, in terms of their contribution to growth and jobs, with capitalization of good practices, policy learning, policy implementation, development of new Cultural Routes, monitoring and capacity-building.</p> <p>The Cult-RInG's contribution to the improvement of the policy instrument is based on: the delineation of a more integrated strategy that includes the identification of intervention strategies; the types of intervention to be financed; the physical means and entities to be involved; and, above all, it privileges a model of network governance, supported by the consolidation of the group of stakeholders. In this way, it is intended to contribute to a more precise definition of the options public policies provide for the valuation of cultural heritage with tourist interest.</p> <p>Sub-Objectives:</p> <ol style="list-style-type: none"> 1. Assessment of six existing Cultural Routes of the Council of Europe (ex-post) in terms of socio-economic development, direct and indirect benefits for growth and jobs. 2. Capitalization of established best practices from INTERREG IVC completed projects CHARTS and CERTESS. 3. Development of new cultural routes, based on the above assessment and capitalization. 	
ACTIONS, METHODOLOGIES USED AND OUTCOMES	
<ul style="list-style-type: none"> • Interregional workshops with technical study visits 2017-2018 • Regional stakeholder group meetings • Policy learning guidelines on cultural routes in the context of growth and jobs development • Study Tour in the Lazio region • Staff exchange programme • Action plans on Cultural Routes development and upgrading, with implementation and monitoring of improved policy instruments in partner regions • Regional dissemination events 	

- Cult-RInG event during European Week of Regions and Cities in Brussels
- Final high-level political event
- Inclusion of Cultural Routes impacts and benefits in action plans and policy instruments
- Identified thematic topics on Cultural Routes integrated in policies at regional, national and EU levels
- Capacity-building of Partners' key staff, stakeholders and policy makers on Cultural Routes
- Better cooperation / partnerships between public and private sectors, tourism and cultural sectors
- Improved policy instruments for sustainable regional development
- Contribution to the Policy Learning Platform
- Enhanced education and training opportunities on Cultural Routes
- Added value to the initiatives at EU level and other European Structural and Investment Funds programmes

[FINCH] Financing impact on regional development of cultural heritage valorisation

Call	2014-2020
Web	https://www.interregeurope.eu/FINCH/

OBJECTIVES OF THE PROJECT

Overall Objective:

To promote the development of financial instruments and Public-Private Partnerships in local and regional cultural heritage valorization policies to increase their long-term social and economic impact.

That's why seven European regions have decided to join their efforts to face the challenge of conservation, restoration, valorization and management of cultural heritage with the involvement of private actors.

Sub-Objectives:

- Financing investments in heritage will assure its conservation in a dynamic and productive way, attracting and incubating new activities, revitalizing existing ones, improving people's general wellness and ensuring environmental sustainability.

- It will support the implementation of light financial instruments targeted to private actors and Public-Private Partnerships and will enable local and regional policies to move towards more sustainable models of cultural heritage valorization.

ACTIONS, METHODOLOGIES USED AND OUTCOMES

Expected outputs and results:

- 7 stakeholders groups created in each region
- 103 people with increased professional capacity due to their participation in interregional cooperation activities
- 14 good practices identified
- 1 living document on financial instruments and regulatory frameworks for the introduction of partnerships with private sector actors
- 7 interregional workshops with field visits
- 7 regional action plans developed

Estimated impact:

- policy instruments addressed with structural funds link, where measures inspired by the project will be implemented.
- 2 other policy instruments addressed by the project where measures inspired by the project will be implemented.
- 2,700,000 € Structural Funds (from Growth & Jobs and/ or ETC) influenced by the project.
- 300,000 € other funds influenced by the project.

[GREEN PILGRIMAGE] Green Pilgrimage supporting natural and cultural heritage

Call	2014-2020
Web	http://www.interregeurope.eu/GreenPilgrimage , https://www.greenpilgrimageeurope.net/

OBJECTIVES OF THE PROJECT

Overall Objective:

The Green Pilgrimage (GP) project will show policy makers how to protect natural and

cultural heritage whilst developing jobs and growth along pilgrim routes through developing low impact tourism, digitalization, pilgrim accommodation and strengthening local traditions. This reconnects pilgrims with their environment, landscape and culture.

GP will hold exchanges and workshops on sustainable pilgrimage promotion, pilgrimage tourism impact, environmental protection and European best practice. The project will principally benefit government, local communities and businesses on Europe's main pilgrim routes and management groups safeguarding our natural and cultural assets.

Sub-Objectives:

4. To hold exchanges and workshops on sustainable pilgrimage promotion, pilgrimage tourism impact, environmental protection and European best practice.
5. Providing information on the international tourism scene and policies on cultural routes while bringing to light information and data available about the economic and heritage value of cultural routes and their contribution to international policy implementation.
6. Providing information about the recognized economic and heritage value of cultural routes and stressing if policies recognize this in any way.
7. Examining if territorial policies refer to pilgrimage or long-distance trails.
8. Highlighting the value given by the examined policies to religious, rural and natural heritage in their respective territories.
9. Examining the policies' objectives related to cultural and natural heritage, their development methodologies and how the planned actions can have a positive impact on pilgrimage routes' cultural trails development.
10. Analyzing whether the examined territorial policies drive investments in any way towards pilgrimage and walking as economic drivers or ways to protect natural and cultural heritage.
11. Identifying those good practices within territorial policies that can be replicated for the sustainable development of pilgrimage routes and trails and their related territories.

ACTIONS, METHODOLOGIES USED AND OUTCOMES

1. Study visits
2. Policy peer review of European, national and regional policies on pilgrimage routes and cultural trails
- a) It aims at providing an overview of European and regional policies in support of cultural routes, with particular reference to long-distance pilgrimage routes and cultural trails.

- b) The review aims to provide inputs and inspiration to national and local public authorities addressing methods and models to develop cultural routes as opportunities to enhance natural and cultural heritage while exploiting their tourism potential.
3. Economic impact of oilgrims on St. James' Way
4. Galicia and the Way of Saint James: Accessible Tourism Plan

[SHARE] Sustainable approach to cultural Heritage for the urban Areas Requalification in Europe	
Call	2014-2020
Web	https://www.interregeurope.eu/SHARE/
OBJECTIVES OF THE PROJECT	
<p>Overall Objective:</p> <p>The main aim of the SHARE project is to exchange know-how related to the management of cultural heritage in tourism destinations and urban settings in order to identify best practices and innovative methods to manage them adopting smart(er) approaches, including those used by smart cities and smart tourism destinations.</p> <p>Sub-Objectives:</p> <p>The project will target ways in which smart cities projects can be effectively improved by including a smart and sustainable agenda for cultural assets in urban centres.</p> <p>The project will review existing policy tools, European policy outlines and best practices and will include specific research to be carried out in each partner's area. SHARE is based on four pillars: sustainable urban development, urban cultural heritage, information and communications technologies and participatory processes.</p>	
ACTIONS, METHODOLOGIES USED AND OUTCOMES	
<p>1. Exchange of Experience</p> <ul style="list-style-type: none"> • Definition of method for the exchange of experiences. • Local surveys. • Transnational benchmarking of best practices. • Establishment of Stakeholder Groups. 	

- Interregional Exchange Meetings and Study Visits.
- Policy learning platform.
- Development of Local Action Plans.
 - The production of the 6 Local Action Plans, which aim to improve local policy instruments concerning urban cultural heritage.
 - Transnational political debate on the strategies defined in the action plans
 - Implementation and monitoring of Local Action Plans.
- Transnational benchmarking on the policies.
- Studies, research and stakeholder involvement.
 - Field surveys of more than 6,000 residents, visitors and businesses in the six project territories, and comparative analysis of findings.
 - Improve communications among the municipalities, avoid wasteful duplication of efforts.
 - Topical champions – share expertise, improve efficiency.
 - Messaging toward residents, visitors and businesses.
 - Nudging toward virtuous behaviour (soft persuasion).
- ZEN. A project aimed at developing a shared methodology to reduce the impact of events and festivals in historic centres and on cultural heritage through the exchange of significant experiences and lessons learned by the participating partners.
- Risk assessment plan. This brief is to give direction on the process of risk management when planning and delivering your local action plan (LAP).

2. Communication and dissemination

- Communication strategy of project.
- Communication tools.
- Information and awareness raising events.

3. Project Management

- Management actions.
- Start-up of the project.
- Management and monitoring tools.
- Kick off meeting and 1st SC meeting.
- Annual events.

