



Priority Axis 4 - Environment and Resource Efficiency

Objective 4.1 Improve the implementation of regional development policies and programmes in the field of the **protection and development of natural and cultural heritage**.

CHARTER+

Culture and Heritage Appraisal in Rural Territories of EU Regions for their growth and development

Project purpose

To use the acquired experience and developed practices of some experienced partners in setting up and managing some Sustainable Cultural Tourism products (ECR-European Cultural Routes mainly) to improve the implementation of regional policies (ROP ERDF) in less experienced regions to support the development of Sustainable Cultural Tourism in the rural territories with significant but sparse heritages, the so called “minor attraction touristic and cultural poles”.

The improvement of the implementation of regional policies (ERDF ROP) and European Territorial Cooperation will be achieved by regional projects, based on the transfer of experiences from the more experienced partners to less ones, which create/implement new Local Cultural Routes, to improve the governance of yet established ones and to enhance the well established (ECR) by using innovative technologies, depending on the level reached by each region/partner.

Problem or challenge to be addressed

Many minor attraction touristic and cultural poles are present in European rural areas and possess cultural values of bright identity and unique diversity, as a result of century-old cultural and economic exchanges among them.

These poles, developed over centuries around towns, which had traditionally acted, as hubs, for cultural, economic activity and social cohesion, comprehend significant local traditions, environmental richness and presence of cultural heritages.

I. Even if they lie beyond the destinations of traditional tourism circuits (Cities, art cities, beaches or mountains holiday sites), a low level of touristic flow characterizes them very often due to the lack of governance instruments and effective touristic strategies.

II. Stakeholders usually don't fully recognize the promotion local traditions, environmental richness and sparse cultural heritages as assets and their exploitation as opportunities of territories' growth and development.

III. Rural territories have normally weaker accessibility and poorer quality of basic services compared with urban areas and policy makers do not recognize a systematic approach and comprehensive methodologies to utilize the natural and cultural local assets to provide sustainable economic growth.

IV. Small towns and surrounding rural areas have no critical mass to implement marketing and promotional actions outside, and their governance instruments and capabilities for innovative ideas are limited.

Objectives:

CHARTER project focuses on the role of culture and heritage as driver of regional growth and job exploitation and it aims to improve the implementation of regional policies and



programmes addressed to develop, to govern and to enhance the knowledge and use of tangible and intangible cultural heritage through the creation of services and / or systems of sustainable cultural tourism in rural areas, by utilizing reference development, governance instruments and the innovative use of advanced technologies, experienced by the other regions with a special attention to experiences of partners involved in management of ECRs.

The project aims mainly **to improve the implementation of the TO 6 - IP 6c “Conserving, protecting, promoting and developing natural and cultural heritage” in the ROP FERS** by the exchange of experience and the transfer of learnt lessons, acquired knowledge and identified good practices among more (donor actors) and less developed (recipient actors) regions.

The citizens and local stakeholders groups (Local Authorities, heritages’ owners/managers, cultural and touristic operators, DMO), impacted by those policies will benefit from:

- a) A systematic approach and comprehensive methodologies to utilize the natural and cultural local assets to provide sustainable economic growth.
- b) Improved capabilities in implementing marketing and promotional actions, in using governance instruments and innovative use of advanced technologies
- c) Governance instruments and effective touristic strategies to increase the level of touristic flow and extend the tourism season.

Project implementation

The project, as requested by Interreg Europe Programme, is structured in two phases:

Phase 1 is dedicated to the exchange of policy experience and to preparing the implementation of lessons learnt by development of Regional Action Plans. (**see project rationale**)

The Regional Action Plan aims at integrating the lessons learnt from the cooperation in chosen regional policy instruments (Growth and Jobs goal).

The Action Plans shall refer to the measures to be integrated and their timeframe, work steps, responsible actors, costs (if any) and funding sources.

The partners shall actively involve relevant regional stakeholders in all activities from the beginning of the project.

Phase 2 is dedicated to the monitoring of Regional Action Plans’ implementation by responsible actors: Regional and Local Authorities, heritages’ owners/managers, cultural and touristic operators, DMO).

The implementation of Phase 2 is **not funded by INTERREG EUROPE Programme**. This monitoring primarily takes place within the context of each region.

Partnership

The potential partnership represents a balanced combination of regions of varying development levels in cultural tourism and composed by well-experienced, experienced and less-experienced regions with 2 Academic partners (advisory).

1. Western Greece Region (GR)
2. COPE (Regional Development Agency – Abruzzo-It)
3. European Mozart Ways (AT)
4. Center for Advanced Studies in Tourism (CAST)- Bologna University (IT)
5. Burgas Regional Tourism Agency (BG)
6. Castile and León Region



7. EIREST - Sorbonne Paris1 University

To complete the partnership Regions (Regional Administrations) are being sought from North and Central Europe (Germany, Poland, Scotland, Ireland),

The partners different from Regions have to be ensured by **commitment and support** of Managing Authorities of Regional Operational Programmes or ETC programmes.

Project duration

Phase 1 lasts in 30 Months

Phase 2 lasts in 24 Months (compulsory from Programme)

Foreseen Budget

Each partner counts on an average budget of 160,000 Euro (equivalent to Italian life cost), the total budget amounts at about 1.900.000 Euro.

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