

Policy Learning Platform  
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# Strategies for a competitive and sustainable tourism sector

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# Strategies for a competitive and sustainable tourism sector



- Highlight the added value of a **shared tourism strategy** for promoting regions.
- Feature good practices about **joint branding and multistakeholder involvement** programmes that show how cooperation between SMEs and other local actors can boost the **competitiveness and visibility** of regions.
- Showcase effective strategies to **promote off season tourism and geographically distributed tourism** offers in the regions;
- Provide insights on how to use the **natural and cultural heritage** to create **sustainable tourism products** and attract tourists towards **lesser-known destinations**.



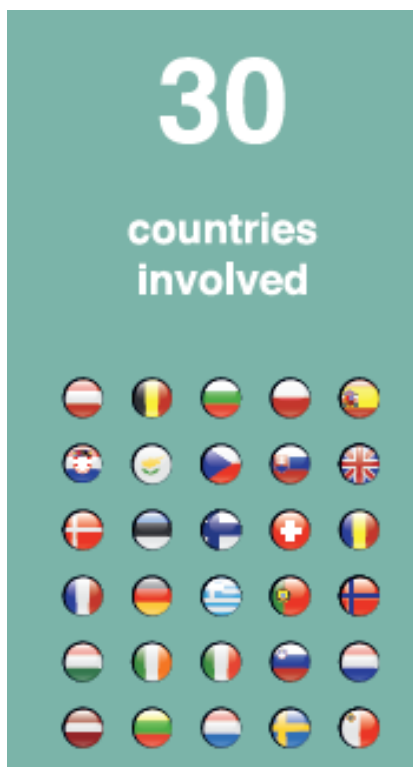
## Today's agenda

14:00 - 14:45	Keynote discussion on <b>strategies for a competitive and sustainable tourism sector</b>	
14:45 - 15:00	Break - with opportunities for participants to get to know each other	
15:00 - 15:45	Working Group I <b>Cooperation for success: joint branding and multistakeholder involvement programmes</b>	Working Group II <b>Off the beaten track: Developing new geographically distributed and off-season tourism offers</b>
15:45 - 16:00	Break - with opportunities for participants to get to know each other	
	<b>Report back from Working Groups</b>	
16:00 - 16:45	Closing keynote speaker <b>Financial support for sustainable and competitive tourism under European Structural and Investment Funds</b>	
16:45 - 17:00	Break - with opportunities for participants to get to know each other	
17:00 - 17:45	<b>Online Expert Helpdesk (pre-booked)</b> individual meeting with Thematic Experts to discuss specific needs and policy challenges	



# Interreg Europe in a nutshell

Sharing solutions for better regional policy





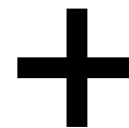
# What is the Platform about?

## 4 services for interregional learning



delivered through

Online portal



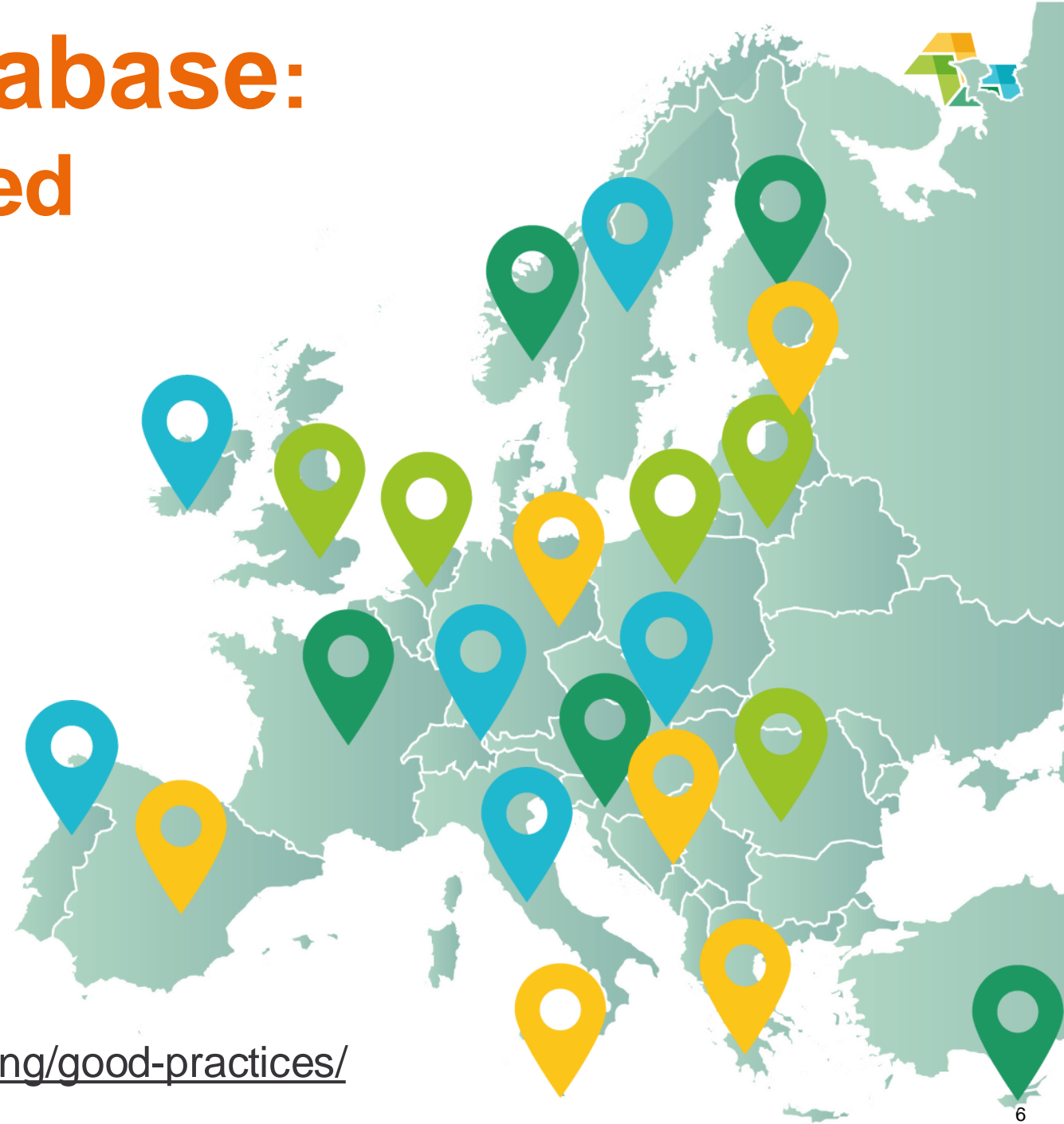
Team of experts



# Good practice database: inspire and get inspired



**1 900**  
**Good practices**



<https://www.interregeurope.eu/policylearning/good-practices/>

# Policy briefs



## Rivers and wetlands: drivers of sustainable regional development

Read this policy brief and get an overview of how the current EU policy framework may guide and support local and regional authorities in the implementation of river and wetland restoration...

**From folder:** [Policy briefs, environment and resource efficiency](#)



## Sustainable water management in the circular economy

In order to make Europe more sustainable and to become a pillar in the shift towards a circular economy, water management needs to improve significantly. Get inspired by policy solutions in this...

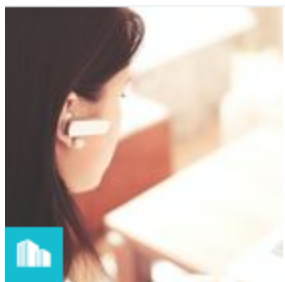
**From folder:** [Policy briefs, environment and resource efficiency](#)



## Vouchers for the competitiveness of SMEs

This policy brief focuses on the use of vouchers to foster SME competitiveness and aims at providing a comprehensive overview of the good practices and the policy improvements basing on voucher...

**From folder:** [Policy briefs, SME competitiveness](#)



## Efficient business support ecosystems

This policy brief explores various models for implementing and managing multiple-stakeholder collaborative practices for better business support delivery.

**From folder:** [Policy briefs, SME competitiveness](#)

# Policy brief on ‘Sustainable Tourism: strategies to counteract overtourism’



Where? → <https://bit.ly/3tCOMor>

Why? → Insights on:

- Creating new sustainable itineraries
- Promoting sustainable itineraries at cross border and regional level
- Communicating the local sustainable tourism offer
- Building the infrastructure for sustainable tourism
- Sustainable Tourism in Covid-19 times





# Online events



## 📅 Online discussion: the internationalisation of SMEs

**20/05/2021**

The Policy Learning Platform organises an online discussion to foster exchanges among Interreg Europe projects working on the internationalisation of SMEs.

**Type:** Platform



## 📅 Youth entrepreneurship III: challenge-based innovation

**18/05/2021**

Join us for the last 30-minute webinar of our youth entrepreneurship series on 18 May and learn about entrepreneurial opportunities for university students.

**Type:** Platform



## 📅 EU Green Week: Acting now: policy solutions to stop marine litter...

**03/06/2021**

Join this #EUGreenWeek webinar and learn more about successful regional policies and approaches for the prevention of ocean plastic pollution!

**Type:** Platform



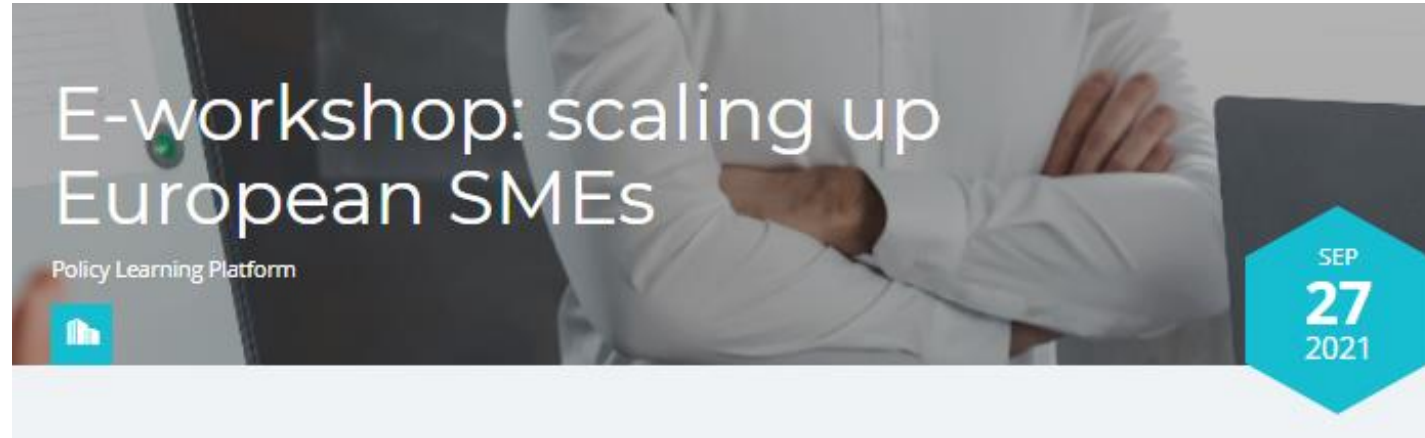
## 📅 E-workshop: Living rivers, a driver of sustainable regional...

**27/05/2021**

Join us on 27 May for a three-hour online workshop and learn how to restore rivers and wetlands and their ecosystem services.

**Type:** Platform

# Upcoming events



- 27 September (next Monday) from 14:00 to 17:00 CET. Register [HERE](#).
- Two main topics:
  - Scaling up support programmes and financing,
  - Benchmarking internationalisation approaches for scaling up.
- *„We will put the spotlight on new approaches taken by business incubators and startup accelerators as well as the role of adequate funding, available financial instruments, and support in different regions.“*





- **Green policy challenges in maritime regions**
  - Joint webinar with Interact Knowledge of the Seas network on **5 October 2021**, h. 14.00-15.00 (CEST)
  
- **Cultural Heritage in Mountain regions**
  - Policy brief coming soon
  - Webinar on **9 November 2021**, h. 10.30-11.30 (CET)



**Cultural Heritage in Mountain Regions**

A Policy Brief from the Policy Learning Platform on Environment and resource efficiency

September 2021

 **Interreg Europe**   
European Union | European Regional Development Fund



Expert support

# Personalised policy advice



## Peer reviews

- 2-day onsite or online meetings
- Team up with 4-5 peers from other regions for input and feedback

- 2-hour online or onsite meeting
- Team up with 2-3 peers from other organisations for input and feedback

## Matchmaking sessions

## Policy helpdesk

Individual written reply from an expert