

# Introduction to CHRISTA project

## Aim of the Workshop 1

**Ieva Treija**

Partner 1

Responsible for the technical coordination of policy learning

Communication Manager

[ectn.info@gmail.com](mailto:ectn.info@gmail.com)



# Culture and Heritage for Responsible, Innovative and Sustainable Tourism Actions

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 **digitisation**, with capitalisation of good practices, policy learning, policy implementation and capacity building

# CHRISTA Sub-Objectives

1. **To exchange experience amongst the partners in established GP on the natural & 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 capitalisation, for integrated improvement of regional and local policies and strategies**
4. **To improve policy instruments in 9 partner regions & destinations, through policy learning and capacity building for improved governance and structural change**
5. **To deliver 9 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 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 (**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).**

- Participation at European level events
- Incorporate in the activities of the Year of Sustainable Tourism for Development - 2017  
and  
the European Year of Cultural Heritage 2018

# Identified Priority themes:

## 4 I`s - the cornerstone of **CHRISTA**

1. **I**ntangible Heritage
2. **I**ndustrial Heritage
3. **I**nterpretation Facilities
4. **I**nnovation and Digitisation
5. **A**dditional **O**ptional **T**heme - Maritime, Coastal and Aquatic Heritage (including Rivers and Lakes)

The latest developments of **4 I`s** will be

- ✓ Identified
- ✓ Documented
- ✓ Presented & applied to partner destinations

through activities:

# Main CHRISTA activities

## PHASE 1

Sept 2016 – Mar 2018

- **4 interregional workshops - one per identified priority, leading to the production of 4 'Policy Learning Guidelines'**
- **36 Local Stakeholders Group meetings** (1 after each WS)
- **Staff Exchange programme**
- **1 Study Tour**
- **Joint Meeting on Action Plans**

# **PHASE 2**

## **Apr 2018 – Dec 2019**

- **Implementation & Monitoring of 9 Action Plans**

# Partner 1 ECTN (advisory role)

responsible partner for technical coordination of the interregional exchange of experience policy learning process supported by external expertise

- **technical assistance to the Partners on the specific exchange of experience topics through external expertise (on 4 I's)**
- **Guidelines on the policy learning process**
- **Guidelines for the development of Action Plans**
- **Joint seminar on the development of the Action Plans oversee the implementation of the Action Plans with common monitoring framework**
- **Ensure innovative approaches throughout**



# WORKSHOP 1

## Intangible Heritage for Sustainable and Responsible Tourism

22 – 24 Sept 2016, Guimaraes

### Purpose:

Identification

Analysis

Exchange of knowledge

Exchange of practices

### FOCUS

- **Understanding** *how the exchange of experience can directly influence improvement of policy instruments*

- **Innovative character**

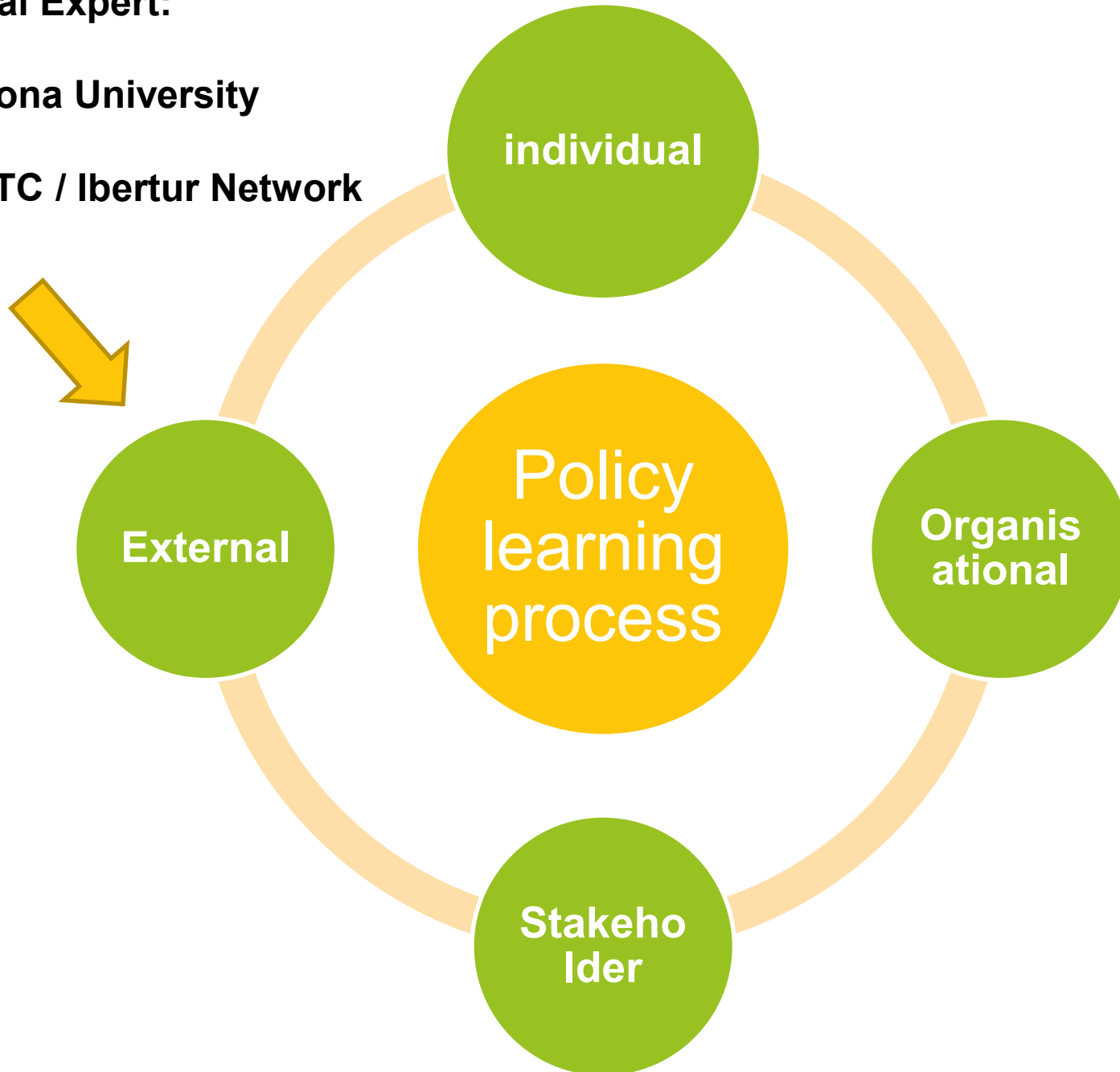
- **Action Plans**

Regional level

**External Expert:**

**Barcelona University**

**LabPATC / Ibertur Network**



# Support of External Expert - Barcelona University, LabPATC / Ibertur Network

- **Provide external expertise** to Partners on ‘Intangible Heritage Tourism’
- **Facilitate the exchange of experience process** (policy learning) between Partners on GP practices (focus on influence improvement of policy instruments)
- **Monitor the results** of the exchange of experience between Partner (will help to develop Action Plans)
- **Contribute to the Action Plan Guidelines** regarding ‘Intangible Heritage Tourism’
- **Present relevant inputs** at a Joint Partners Meeting, January 2018, Granada
- **Produce ‘Policy Learning Guidelines on Intangible Heritage Tourism’**



**CHRISTA**  
Interreg Europe



European Union  
European Regional  
Development Fund

Thank you!



Questions welcome !



*CHRISTA Project*