

Policy Learning Platform

20 June 2018, Berlin
Thematic workshop

Cultural heritage for sustainable
development in cities and regions in Europe



**Interreg
Europe**



European Union | European Regional Development Fund

**Interreg
Europe**



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Welcome

#Cultural heritage
#policylearning #interregeurope



Objectives

- To discuss the needs of regions for better preservation, restoration and valorisation of cultural heritage
- To discuss interesting approaches, practices and policies applicable at regional and local level
- To start a networking and exchange process among projects and public authorities
- To discuss platform's role in facilitating policy learning



AGENDA, 20 JUNE 2018

09:00 – 09:15	Registration and coffee		
09:15 – 09:30	Welcome from Interreg Europe Mr. Erwin Siweris, Programme Director Mr. Elvir Becirovic, Contact Point Berlin	13:30 – 14:50	Session on specific thematic areas Facilitated discussion in 3 parallel working groups
09:30-09:50	The Policy Learning Platform Mr. Thorsten Kohlich, Mr. Ruslan Zhechov and Ms. Venelina Varbova	14:50-15:05	Reporting back from break-out groups
09:50 – 10:10	Interactive introductory exercise	15:05 – 15:20	Coffee break
10:10 – 10:30	Overview of thematic issues addressed by Interreg Europe projects dealing with cultural heritage , Mr. Ruslan Zhechkov	15:20 – 15:40	Europa Nostra, EU cultural heritage policies and funding issues Mr. Guy Clausse
10:30 – 11:00	Coffee break		Interactive panel discussion on effective approaches, practices and policy measures on cultural heritage
11:45 – 12:10	Good practices from Interreg Europe projects ▪ Mr. Matus Goc, CRinMa; Ms. Hege Kristin Martinsen, HERICOAST; Ms. Paola Zamperlin, CD-ETA; Ms. Susanne Fredriksson, Green Pilgrimage	15:40 – 16:30	▪ Mr. Guy Clausse, Europa Nostra ▪ Mr. Manos Vougioukas, European Cultural Tourism Network ▪ Ms. Julie Herve, EUROCITIES Q&A
12:10 – 12:30	Cultural heritage e-book of INTERREG Programmes and inspiring project examples from Alpine Space and South Weste Europe Programmes ▪ Ms. Daniela Minichberger, Ms. Clotilde Mahe and Ms. Andrea Rodriguez	16:30 – 16:50	Collaboration between INTERREG Europe projects and the Policy Learning Platform
		16:50 – 17:00	Wrap-up and conclusions



Policy Learning Platform

Thorsten Kohlisch, Thematic Manager

20 June 2018, Berlin

Thematic workshop

Cultural heritage for sustainable
development in cities and regions in Europe



**Interreg
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What is the Platform about?

- 4 services for interregional learning



Delivered through

Online portal



Expert team



#policylearning

Read, learn, benefit



Policy briefs

The most recent expert analyses of the Interreg Europe projects and their topics



#policylearning

Keep informed



Online articles and news

- Latest news from the four thematic priorities
- Recent developments at European level



16/04/2018

Helping businesses to achieve competitiveness through...

European Resource Efficiency Knowledge Centre (EREK) support services are targeted at both businesses and business support organisations.

Type: [Programme](#), [Platform](#)



10/04/2018

Improving practical implementation of the Nature Directives:...

In April 2017 the European Commission adopted the Action Plan for nature, people and the economy.

Type: [Platform](#), [Programme](#), [Project](#)



10/04/2018

S3P-Industry and Interreg Europe working for industrial...

On 11 April, partners from Interreg Europe projects and the partnerships working under the S3 Platform for Industrial Modernisation, will meet in Rovaniemi, Fin...

Type: [Platform](#)



10/04/2018

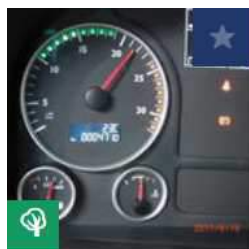
European Commission announces initiatives for 2018 Year of...

New policy initiatives, events and publications to boost a fully integrated transport system will be available in 2018, the 'Year of Multimodality'.

Type: [Platform](#)

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Discover what works



👍 Ecodriving techniques

01/03/2018

Ecodriving is an approach that incorporates techniques and technologies to reduce fuel consumption and costs, greenhouse gas (GHG) and air pollutant emissions

URBAN MOBILITY,
Mobility (rural and...

Location: Małopolskie, Poland (Polska)



👍 Transformative Action of Fundão (Portugal) - ACADEMIA DE CÓDIGO

01/03/2018

The Transformative Action of Fundão is about reprogramming lives by learning coding - a skill that can be as important as knowing how to speak English.

Local economies and
employment, Open...

Location: Centro (PT), Portugal



👍 Effective municipal waste source separation and recovery -...

20/02/2018

Industrial symbiosis in waste management center leading into a high rate of material, energy and nutrients recovery and recycling.

waste sorting, circular
economy, biogas...

Location: Etelä-Suomi, Finland (Suomi)

Four steps for
submitting a good
practice to the
database



Submission


Validation


Online


Exchanging


#policylearning

Inspire and get inspired


 Research and innovation

 SME competitiveness

 Low-carbon economy

 Environment and resource efficiency

Good practices from Interreg projects and beyond



Share your good practices

Are you the owner of an inspiring solution to improve regional policies?

[Submit a good practice](#)

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

#policylearning

Be active in the community



More than 14 000 members

- Online thematic discussions
- Thematic workshops
- Networking events
 - EWRC (Open Days): 8-11 Oct 2018
 - Annual networking event: Nov 2018

#PolicyLearning



Get the support you need



Individual support serving your needs

- **Expert helpdesk**
Ask your experts and receive policy advice

- **On-site peer reviews**
Team up with other European regions to get their feedback and advice

A call for expression will be launched soon



#PolicyLearning

Thorsten Kohlisch

Policy Learning Platform
Thematic Manager

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Please, introduce yourself!

- What is your background?
- What are your expectations from today's workshop?
- What makes you most happy when working with cultural heritage?

#Cultural heritage
#policylearning #interregeurope





What are your projects about?

**Overview of thematic issues addressed by
Interreg Europe projects in cultural heritage**

Policy Learning Platform

Workshop

20 June 2018, Berlin



Content of the presentation



- EU Policy Instruments
- Impact of cultural heritage on regional development and current Cohesion policy
- EU Cohesion policy (post 2021)
- Interreg Europe projects in Cultural Heritage
- Challenges identified in Interreg Europe projects
- Key themes
- Conclusions



Impact of cultural heritage on regional development



Cultural heritage
represents
Value for the
regions and cities



EU Policy framework



New EU Agenda for Culture (2018)

- Social dimension - harness the power of culture for social cohesion and well-being
- Economic dimension - support culture-based creativity in education and innovation

Towards an integrated approach to cultural heritage for Europe (2014)

- Cultural heritage is a shared resource, and a common good
- Vulnerable to over-exploitation and under-funding
- Heritage protection is primarily a matter for national, regional and local authorities
- An undervalued contribution to economic growth and social cohesion



Post 2020 EU Cohesion Policy



- Smarter Europe
- Greener, low-carbon Europe
- More connected Europe
- More social Europe
- Europe closer to citizens

Focus on:

- Innovation
- Partnership and multi-level governance
- Reduction of administrative burden
- Locally-led development strategies
- Enabling conditions





Challenges identified in Interreg Europe projects



Interreg Europe projects on cultural heritage



First call

- **CD-ETA:** Collaborative Digitalisation of Natural and Cultural Heritage
- **CHRISTA:** Culture and Heritage for Responsible, Innovative and Sustainable Tourism Actions
- **HERICOAST:** Management of heritage in coastal landscapes

Second call

- **CRinMA:** Cultural resources in the mountain areas
- **Cult-RInG:** Cultural Routes as Investment for Growth and Jobs
- **EPICAH:** Effectiveness of policy instruments for cross-border advancement in heritage
- **Green Pilgrimage:** Green Pilgrimage Supporting Natural and Cultural Heritage
- **SHARE:** Sustainable approach to cultural Heritage for the urban Areas Requalification in Europe

Third call

- **INNOCASTLE** - Innovating policy instruments for preservation, transformation and exploitation of heritage castles, manors and gardens
- **CHERISH** - Creating opportunities for regional growth through promoting Cultural heritage of fishing communities in Europe
- **ThreeT** - Thematic Trail Trigger
- **OUR WAY** - Preservation and promotion of cultural and natural heritage through Greenways
- **KEEP ON** - Effective policies for durable and self-sustainable projects in the cultural heritage sector
- **FINCH** – Financing Impact on Regional Development of Cultural Heritage Valorisation

Landscape vulnerability



- Coastal landscape vulnerability to the **effects of changing patterns** (HERICOAST)
- Degradation of the **quality of life in town centres** (SHARE)
- Pressures on **fishing communities in coastal areas** (CHERISH)
- Fragmentation and division of cultural landscapes and heritage **fragmentised and divided** (EPICAH)



Pressures on cultural heritage



- Visitors cause tensions with heritage conservation (SWARE)
- Heritage assets in danger of neglect (CHRISTA)
- Infrastructure and tourism threaten the integrity of sites (SHARE)
- Insufficient protection of cultural heritage in the mountain. (CRinMA)



The challenge of valorising on cultural heritage



- Heritage assets not sufficiently used for sustainable tourism development (CHRISTA)
- **Insufficient capacity to exploit the benefits** of existing Cultural Routes Cult-RInG)
- **Cross-border** natural and cultural heritage not sufficiently valorised (EPICAH)
- Insufficient promotion of **cultural heritage in the mountain**. (CRinMA)
- **Lacking knowledge and capacity** to promote, connect and market (INNOCASTLE)
- **No models and good practices** for the protection and maintenance of Greenways; (ONE WAY)
- **Unexploited potential** of regional eco-tourism due to limited intermodal connections (ThreeT)



Policy integration and governance



- Separation of economic policies and environmental policies (Green Pilgrimage)
- Insufficient integrated strategy development (SWARE) and governance (INNOCASTLE)
- Lack of solid multi-level governance and fragmented governance structures (SWARE)
- Fragmented governance structures without proper cooperation forms (SWARE)
- Lack of common cross-border strategies, cooperation and knowledge sharing (EPICAH)
- Natural and cultural heritage dissociated in separate offers (SWARE)
- Insufficient coordination among the different key actors (OUR WAY)



Policy innovation and policy quality



- Policies do not support innovative approaches (CHRISTA)
- Outdated policies (INNOCASTLE)
- Multi-level, multi-sectoral policies needed (INNOCASTLE)
- Low quality of public policies in the cultural heritage sector (KEEP ON)



Digital knowledge



- Lack of digital knowledge (Green Pilgrimage)
- Low penetration of digital approaches (CD-ETA)
- Lack of organisational capacity and understanding for benefits from digital (CD-ETA)
- No common approach or standard on digitalisation of heritage (CD-ETA)
- Insufficient habitat mapping and heritage inventories (SWARE)



The challenge of financing



- Traditional approach of state-funded preservation of isolated sites inadequate (HERICOAST)
- Hard to sustain the effects of investments (KEEP ON)
- Access to funding for project sustainability (KEEP ON)
- Lack of efficient financing (INNOCASTLE)
- Shortage of financial resources (FINCH)



Key theme (1) – Cultural routes



Projects:

- Cult-RInG
- Green Pilgrimage
- INNOCASTLE
- ThreeT

Sub-themes and issues:

- Sustainable tourism
- Policy integration
- Digitalisation
- Accessibility
- Sustainability indicators



Key theme (2) – Cohesive cultural and natural landscapes



Projects:

- HERICOAST (coastal and fluvial)
- SHARE (Urban)
- EPICAH (border regions)
- CRinMA (mountainous)
- SWARE (Waterways)
- CHERISH (fishing communities)
- OUR WAY (Greenways)

Sub-themes and issues:

- Sustainable tourism
- Local identity
- Policy integration and governance systems
- Digitalisation
- Cross-border cooperation



Key theme (3) – Enabling conditions



Digital:

- CD-ETA

Financing and funding sustainability:

- FINCH
- KEEP ON

Sub-themes and issues:

- Uniform standards for digitalisation (CD-ETA)
- Public-private partnerships
- Financial instruments
- Policy integration and governance systems



Conclusions



- Thematic exchange and learning possible across similar projects and issues
- Platform's role is to catalyse and facilitate this process



Contact us:



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Thematic Experts
Policy Learning Platform
Environment and resource efficiency

www.interregeurope.eu

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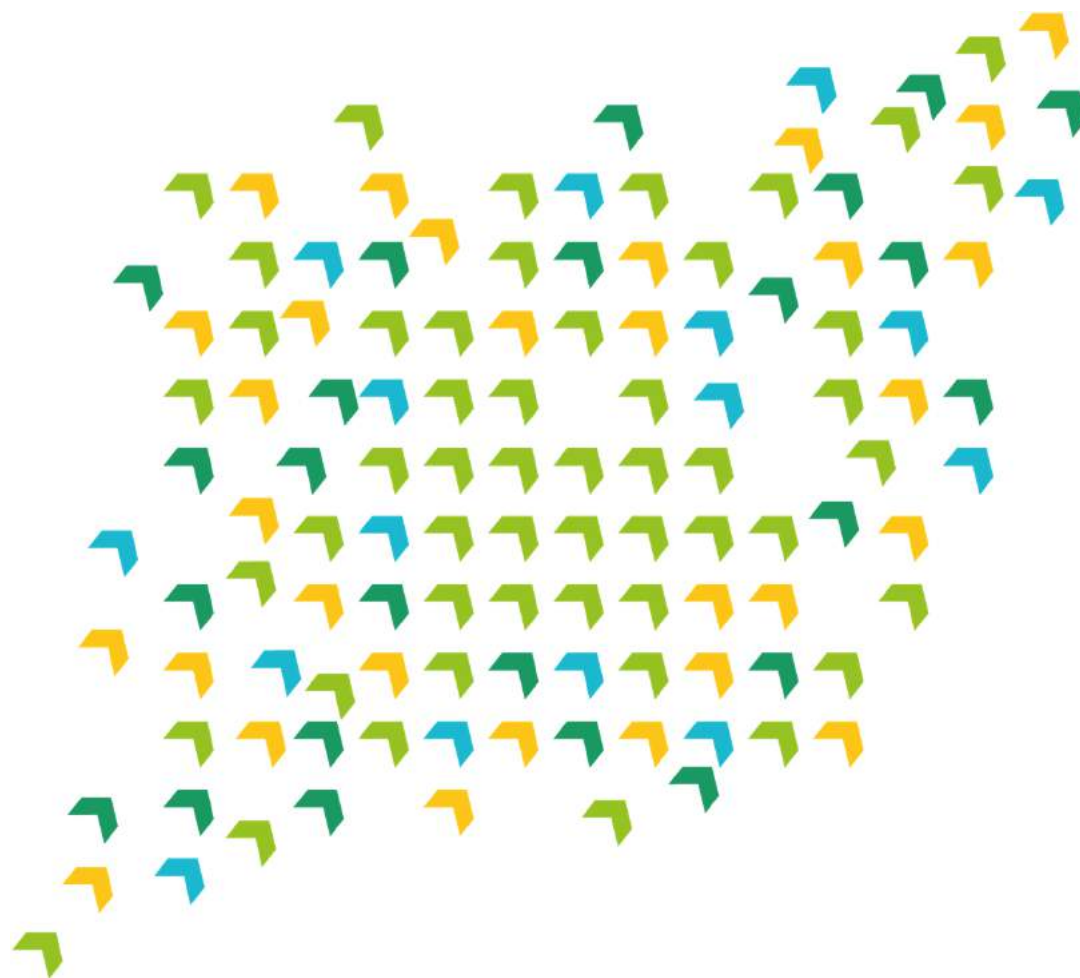
Coffee break

**See you back at
11:00!**



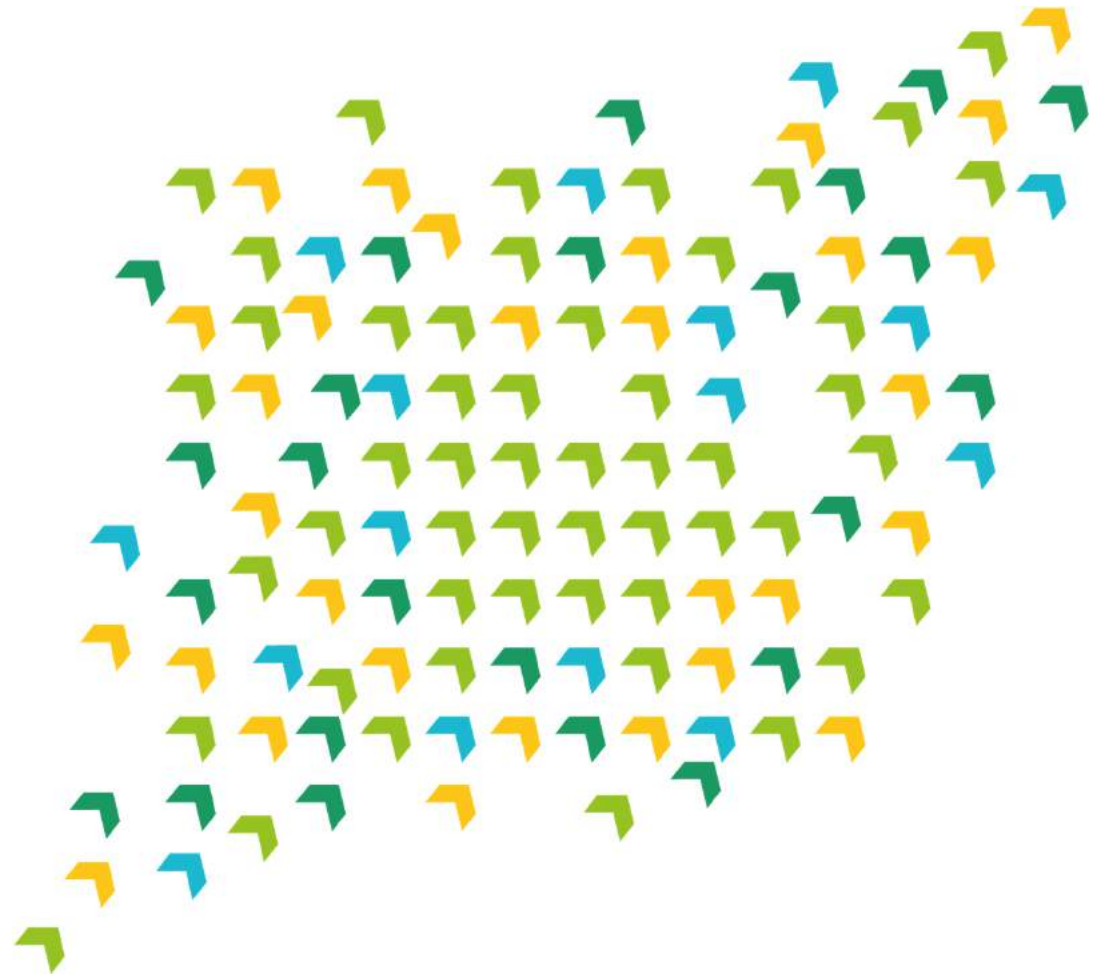
Mr. Matúš Goč

CRinMA project



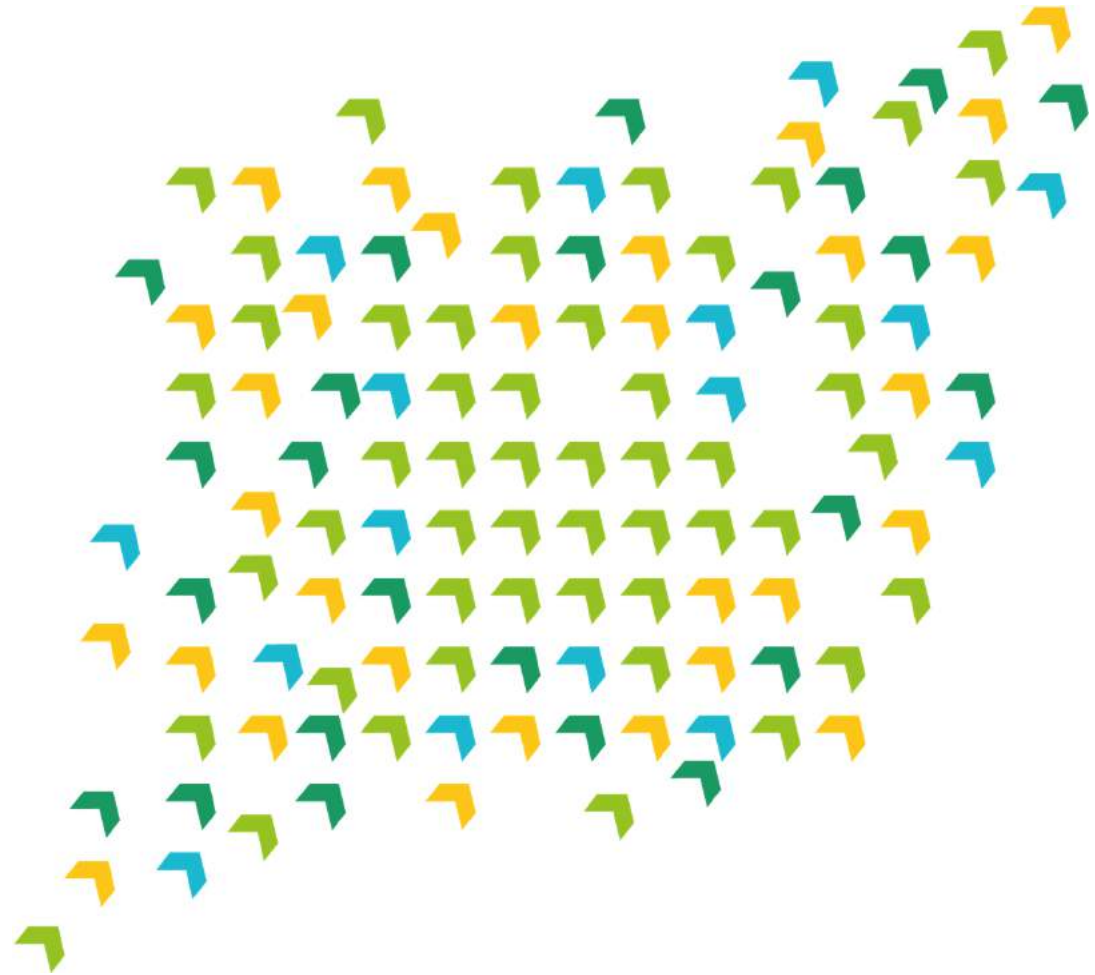
Ms. Hege Kristin Martinsen

HERICOAST project



Prof. Paola Zamperlin

CD-ETA project



Prof. Susanne Fredriksson

Green Pilgrimage project



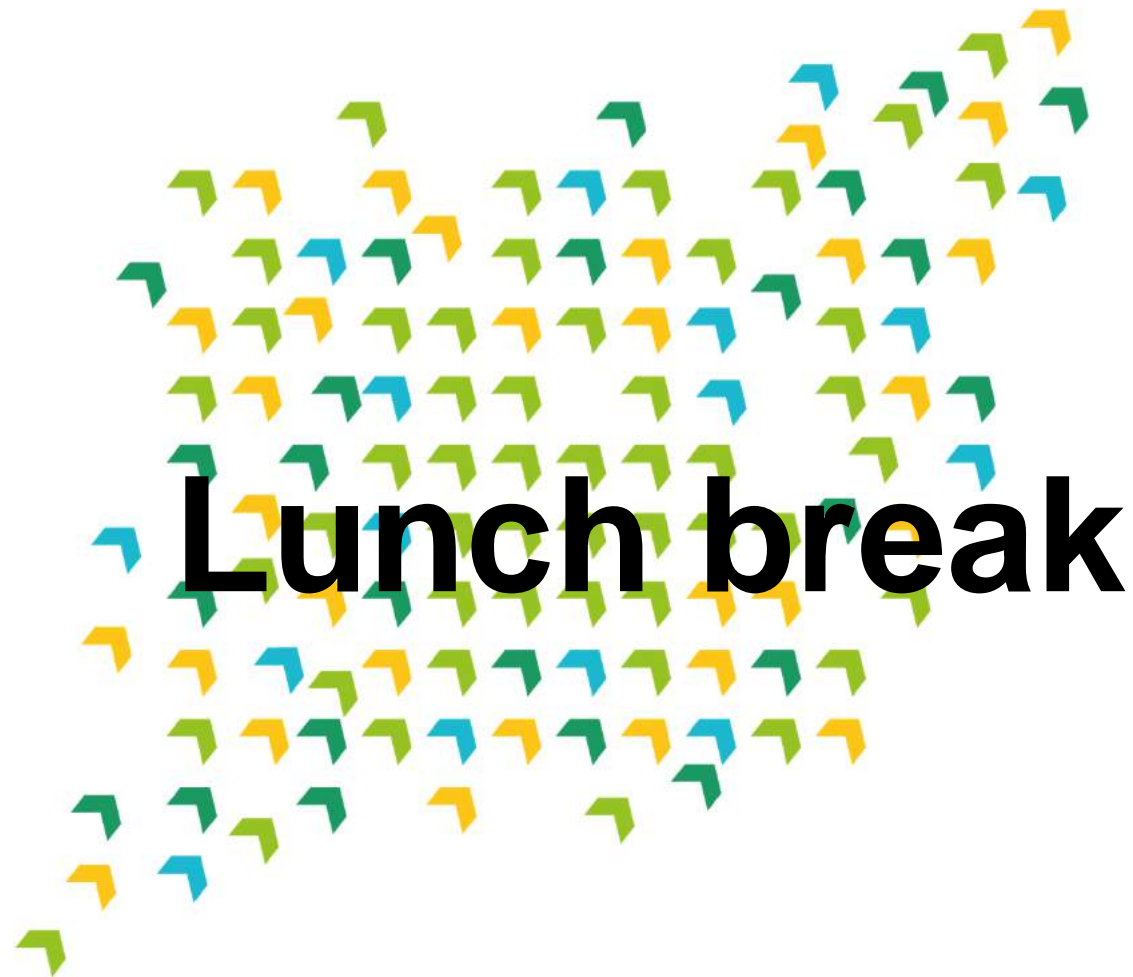
Ms. Daniela Minichberger,
Ms. Clotilde Mahe and
Ms. Andrea Rodríguez

INTERACT

Alpine Space Programme

South West Europe Programme





Lunch break



SPECIFIC THEMATIC AREAS

Working groups:

- **Group 1: Cultural routes**
Cult-Ring, Green Pilgrimage, INNOCASTLE, ThreeT
- **Group 2: Protecting cultural and natural capital**
HERICOAST, SWARE, CHERISH, OUR WAY
- **Group 3: Local identity and responsible tourism**
CrinMA, EPICAH, CD-ETA, CHRISTA, SHARE



SPECIFIC THEMATIC AREAS

- **Short presentation of projects** (4-5min per project)
- **Discussing needs, identifying synergies** (20-25');
 - Potential synergies with the other projects
 - Modes of cooperation with other projects
- **Role of the Policy Learning Platform** (15-20')
 - How do you see the role of the Policy Learning Platform in assisting policy learning and the cooperation among projects?
 - What services you will be interested in?
 - What project gaps/needs can the Platform help you to address?





Coffee break

See you back at

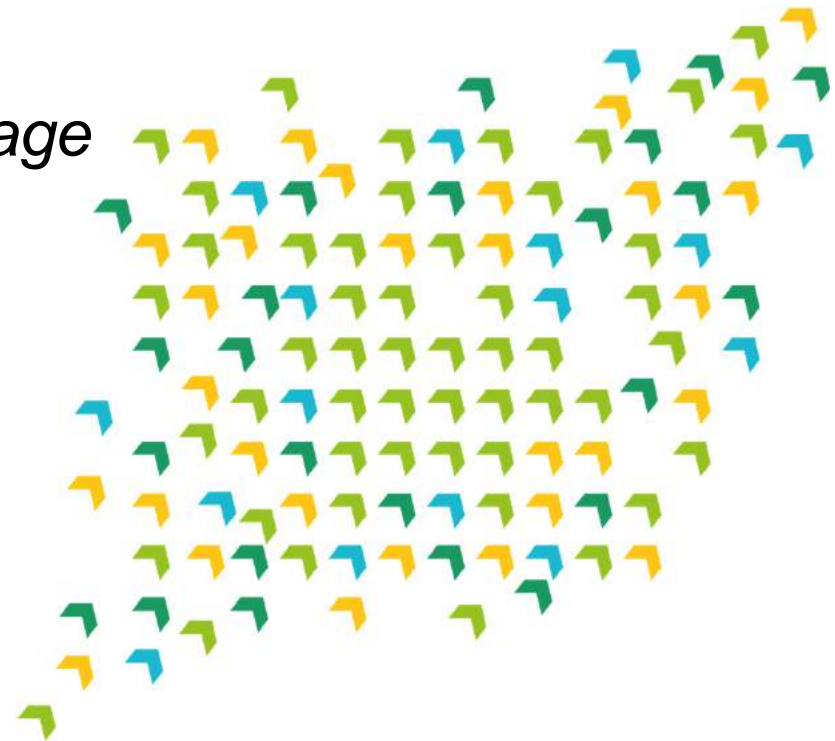
15:20!



Mr. Guy Clausse

Europa Nostra

*Europa Nostra, EU cultural heritage
policies and funding issues*

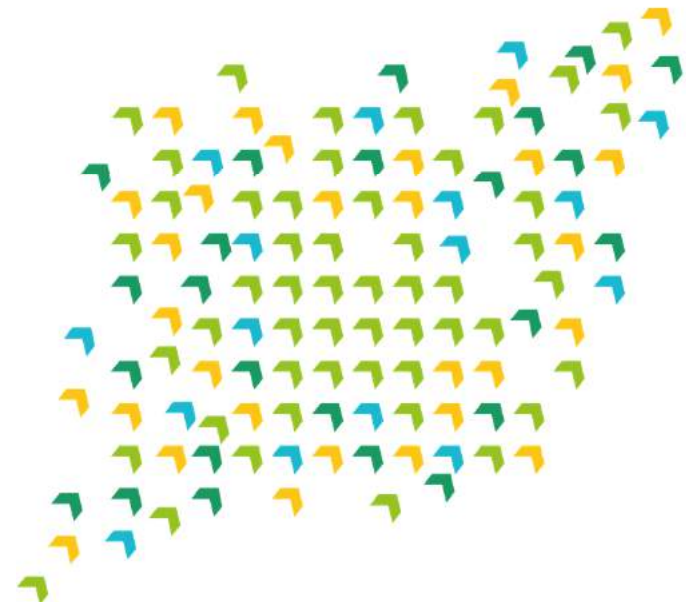


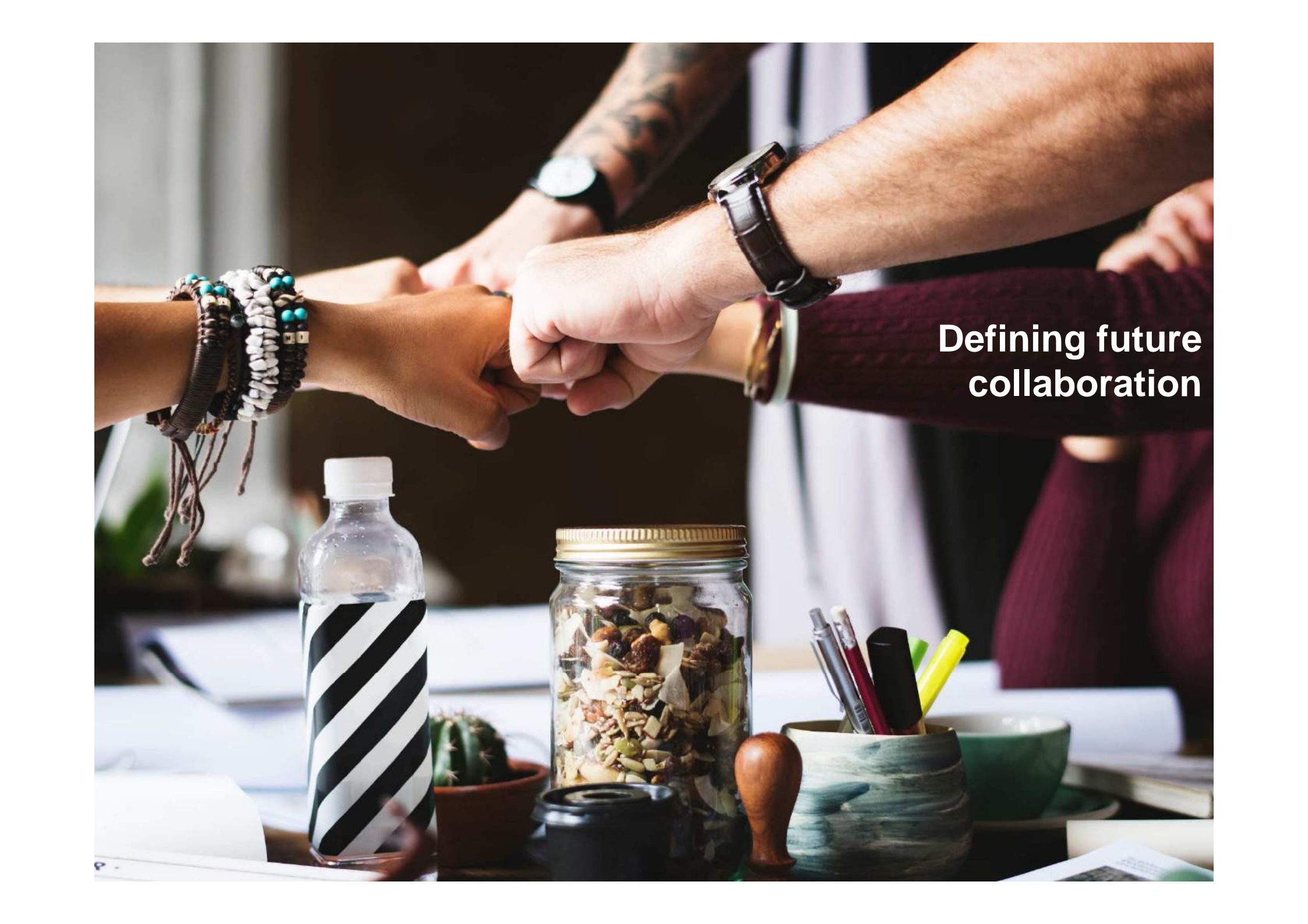
Panel discussion

Mr. Guy Clausse, Executive Vice-President, Europa Nostra

Mr. Manos Vougioukas, Secretary-General, European Cultural Tourism Network

Ms. Julie Herve, Senior policy advisor, EUROCITIES





**Defining future
collaboration**

The background of the slide is a photograph of a desk. On the left, there is a white, textured surface, possibly a folder or a piece of paper. To the right, a calendar is visible, showing dates in red ink. A black pen lies diagonally across the calendar. The overall lighting is soft, and the colors are muted, with a focus on the white and grey tones of the desk and the red of the calendar dates.

UPCOMING ACTIVITIES

European Week of Regions and Cities

Policy Learning Platform
exhibition and interactive
session,
October 2018, Brussels

**Policy Learning Platform
Networking event**
November 2018