



Interreg



2018 
**EUROPEAN YEAR
OF CULTURAL
HERITAGE**
#EuropeForCulture

Sustainable Tourism in ERDF & Interreg 12th Baltic Sea Tourism Forum

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Investments in Tourism

ERDF Thematic objectives/investment priorities

Europe 2020

smart

sustainable

inclusive

1. Research and innovation
2. Information and Communication Technologies
3. Competitiveness of Small and Medium-Sized Enterprises (SME)
4. Shift to a low-carbon economy
5. Climate change adaptation and risk management and prevention
- 6. Environmental protection and resource efficiency
(natural and cultural heritage)**
7. Sustainable transport and disposal of congestion on major network infrastructure
8. Employment and support for labour mobility
9. Social inclusion and poverty reduction
10. Education, skills and lifelong learning
11. Increased institutional capacity and effectiveness of public administration

2014-2020 / Investments per specific intervention fields

Development and promotion of tourism assets in SMEs

Development and promotion of tourism services in or for SMEs

Dev. & promotion of cultural & creative assets in SMEs

Dev. & promotion of cultural & creative services in SMEs

Access to public sector info. (incl. E-tourism, e-culture)

Cycle tracks and footpaths

Develop & promote tourism potential of natural areas

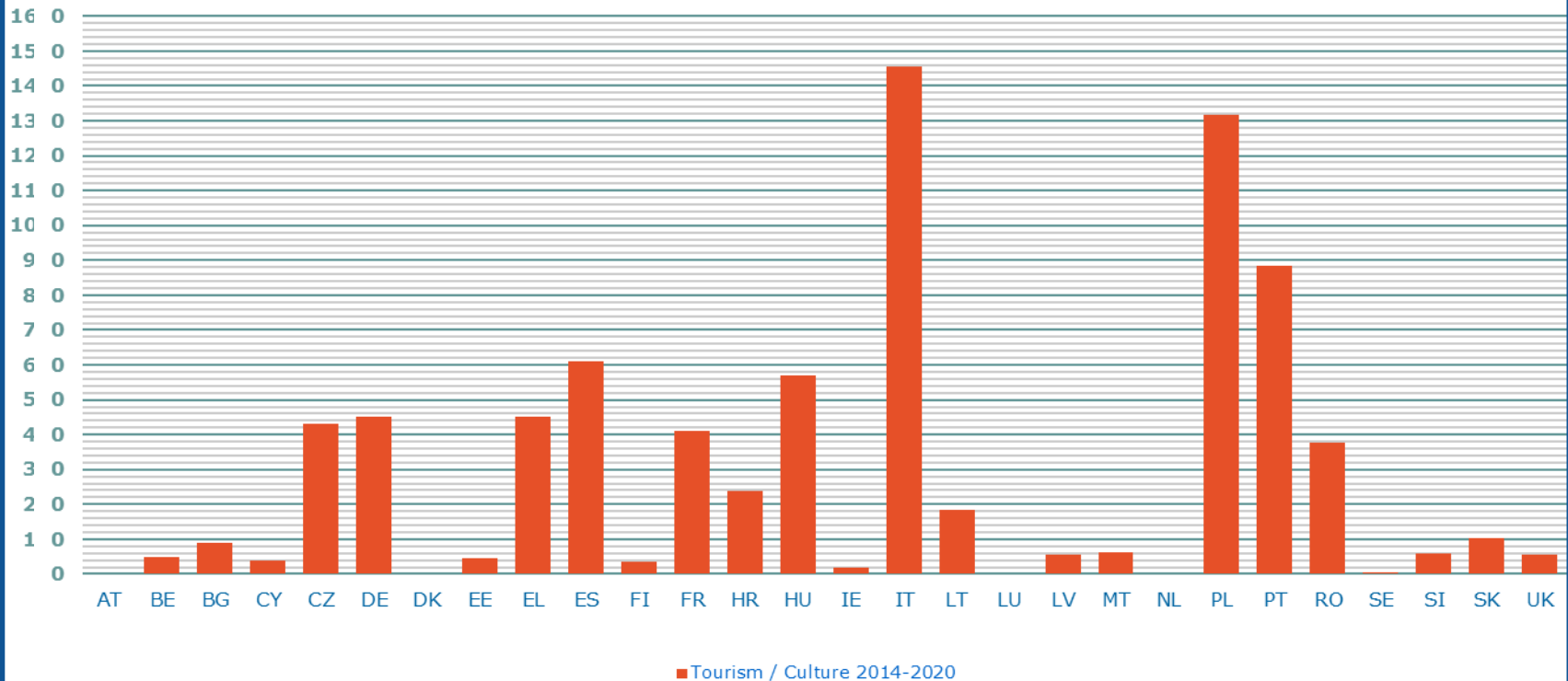
Development and promotion of public tourism services

Protect, develop & promote public cultural assets

Develop & promote public cultural & heritage services

ERDF allocation to tourism and cultural heritage 2014-2020

€31 B planned



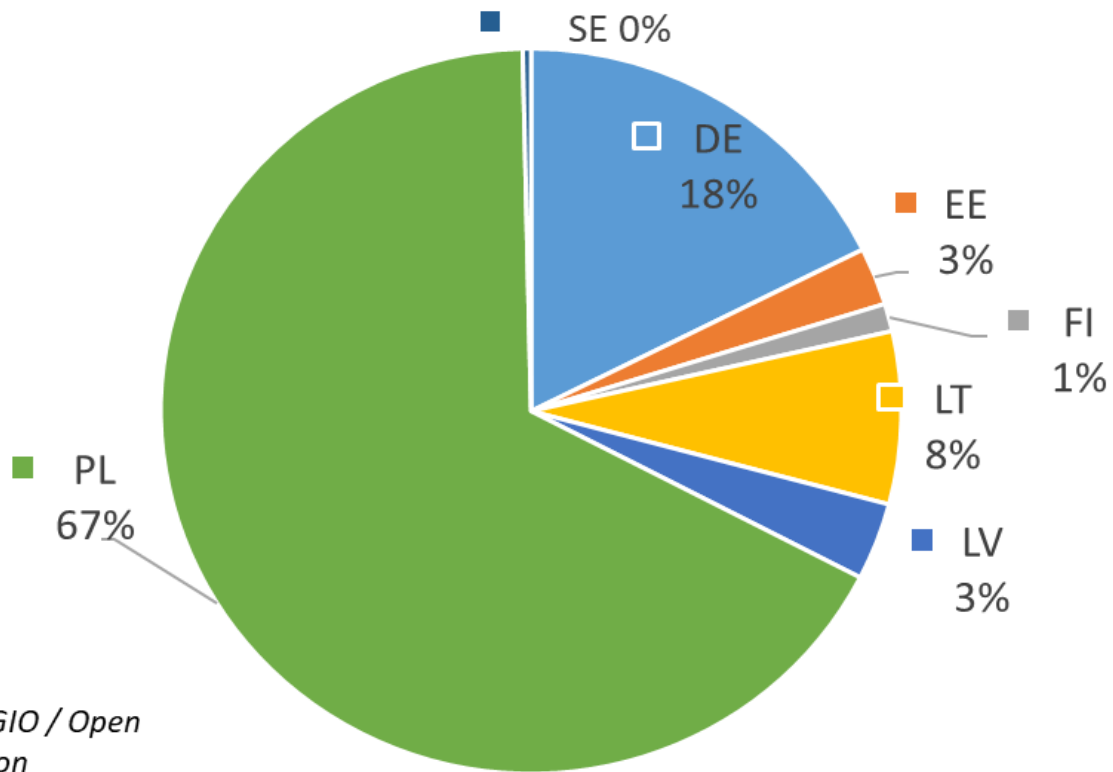


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Sum of EU_amount_planned2

€ 9,5B

EUSBSR - EU MSs
EU amount planned for Tourism and Culture for 2014-2020



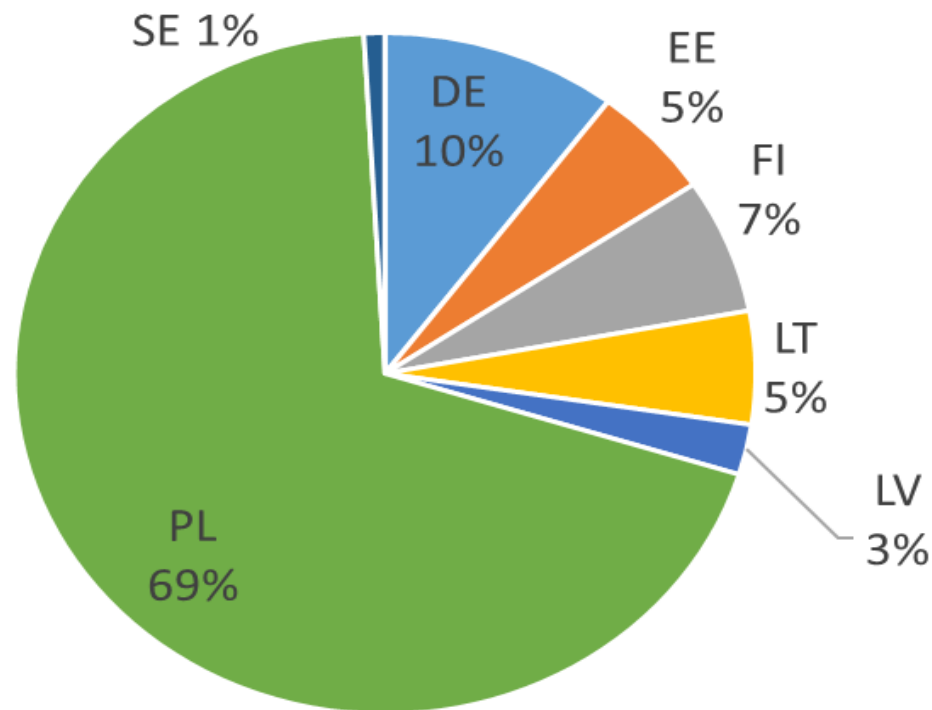
Source: DG REGIO / Open
data information

Sum of EU_spend_share_(Elig_Expenditure_Declared_notional)2

EUSBSR - EU MSs

EU amount spent for Tourism and Culture for 2014-2020

**€ 750 M
spent until
12/2018**



Source: DG REGIO / ESIF
Open data information



Sustainable Tourism through the Smart Specialisation Strategies – Industrial transition

=> DG REGIO supports tourism investments in innovation, research, ICT, and SMEs development

eg. Cultural Tourism, Service innovation, clusters, incubators, E-content (ICT) investments relevant to tourism development, new innovative business models, investment support for self-employment and business creation in the sustainable tourism sector (including the silver economy).



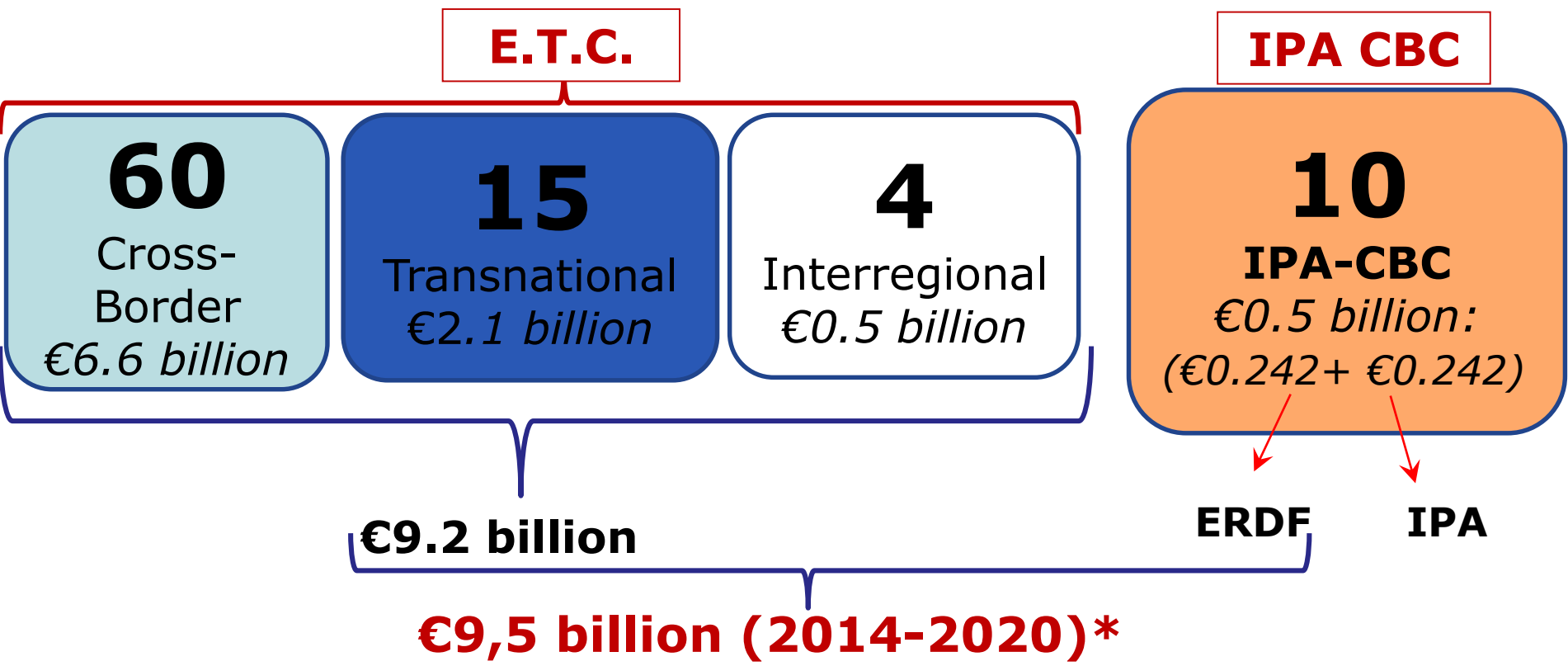
Sustainable Tourism and INTERREG 2014-2020

Interreg follows the guidelines on the investments and actions of ERDF. It reflects only 3% of the ERDF – 9,5B euros for the 7 years of the programming period and for all EU MSs.



Types of Cooperation Programmes

Draft Commission Implementing decision on cooperation programmes 2014-2020:



maximum co-financing rate: 85%

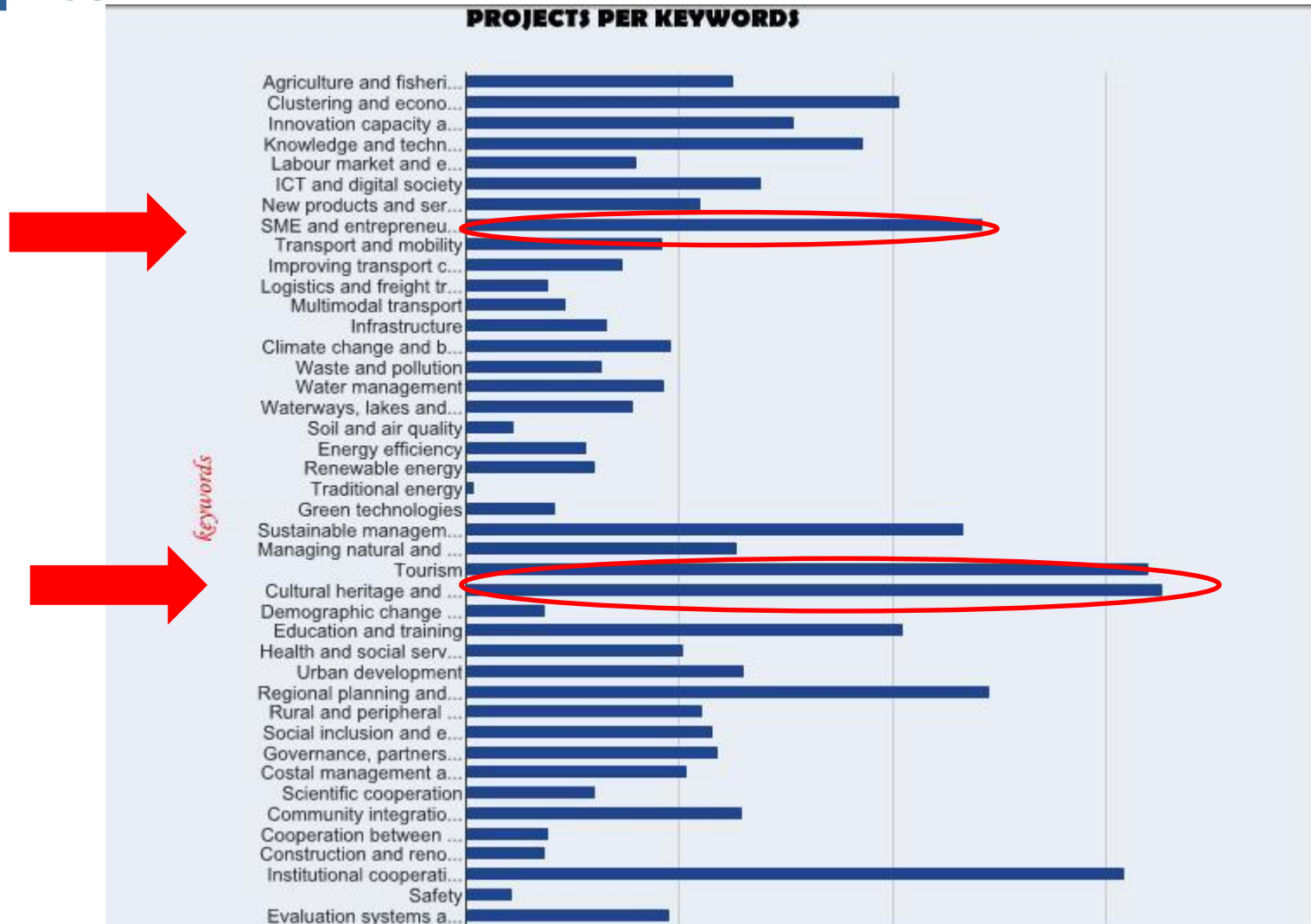
** ERDF contribution in ENI programmes is missing*



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Commission

2000-2006+2007-2013: INTERREG's most popular topics...

PROJECTS PER KEYWORDS





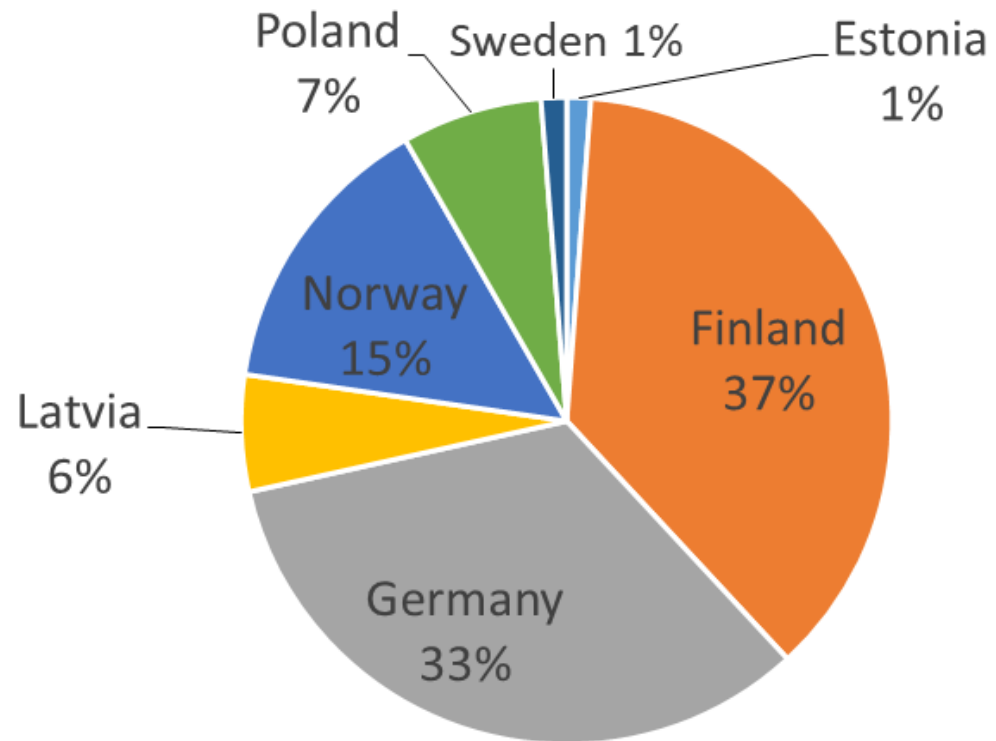
Tourism and Culture opportunities through Interreg 2014-2020

In the current programming period **“SMEs development”** is the most popular topic of Interreg, **“cultural heritage and arts”** follows as 2nd, and **“sustainable tourism”** the 3rd most popular topic.



INTERREG 2014-2020

Sum of EU Funding



*Source: Keep.eu/85%
coverage of projects
for 2014-2020*

EUSBSR - EU MSs+Norway participation as a lead partner for
Tourism and Culture for 2014-2020



Tourism and Culture opportunities through Interreg 2014-2020

- 89 programmes more than 1300 projects, and 9000 partnerships and the programming is not yet over:
<https://www.keep.eu/keep/>

keep.eu



European Union

- Interreg is based on a **bottom up governance**, because it mainly involves local and regional actors;
- Interreg underpins the use of Structural and Cohesion Funds in better addressing **commonly identified challenges** (among the countries, regions, territories);
- In Interreg, cultural tourism can **interface with all thematic objectives**;
- More than 100 Interreg projects have applied for the EU Year of Cultural Heritage 2018 label – **Excellent reply rate!**



Macro-regional strategies and Sustainable Tourism + Cultural Heritage

Transnational cooperation and MRSs

Four macro-regions are identified throughout the European territory, covering large areas across national borders.

The [EU Strategy for the Baltic Sea Region \(EUSBSR\)](#) was adopted in October 2009;

the [EU Strategy for the Danube Region \(EUSDR\)](#) started its implementation in June 2011;

the [EU Strategy for the Adriatic and Ionian Region \(EUSAIR\)](#) adopted on 24 October 2014;

The [EU Strategy for the Alpine Region \(EUSALP\)](#) adopted on 27 November 2015.

Macro-regional strategies (MRS) – what and why?

- An **integrated territorial** framework/strategy endorsed by the European Council
- ...relating to **Member States and non-EU countries located in the same geographical area**
- ...to address **common challenges (also territorial)** and to **benefit** from strengthened **cooperation** to contribute to **economic, social and territorial cohesion** therefore supporting the achievement of EU objectives, in particular the promotion of growth and jobs

EUSBSR: Tourism and Culture a Policy Area



EUSBSR
EU STRATEGY
FOR THE BALTIC
SEA REGION



AP - Under revision

Culture in EUSBSR is seen as the source of shared values, exchanging know-how, and contributing to enriching the cultural environment;

PA Culture – Culture & creative sectors

Coordinated by: Schleswig-Holstein (Germany) and Poland

Culture as other EUSBSR PAs has a threefold approach defined by the 3 EUSBSR objectives as follows:

- ❑ **Objective 1:** "Save the Sea"
- ❑ **Objective 2:** "Connect the Region"
- ❑ **Objective 3:** "Increase Prosperity"

Routes4U: Alvar Aalto and modern architecture & Maritime and Ice age Heritage route

EUSDR: "Culture and Tourism" a Priority Area



AP - Under revision



Under pillar I: "Connecting the Danube Region

- **"To promote culture and tourism, people to people contacts"** ;

- It is coordinated by **Bulgaria and Romania**;

aim: involvement of a wide network of key players and stakeholders from the 14 countries of the Danube Region.

Routes4U: Cyril and Methodius Route & Iron Age Route

THEMATIC POLICY AREA 1: Economic Growth and Innovation

"Action 2: To increase economic potential of strategic sectors";

THEMATIC POLICY AREA 3: Environment and Energy

"Action 6: To preserve and valorise natural resources, including water and cultural resources"

Austria – Carinthia is among the coordinators

Routes4U: Via Alpina – 5 hiking routes & Via Claudia Augusta



Sustainable Tourism
EUSAIR

4. Sustainable tourism it is a Pillar apart !

Coordinated by **Croatia and Albania**

Scope: Developing the full potential of the Region in terms
of innovative, sustainable, responsible and quality tourism

Diversified tourism offer
(products and services)

Sustainable and responsible
tourism management
(innovation and quality)

Routes4U: Olive trees route & Roman Heritage route

Pillar 4. Sustainable tourism-Priority Actions:

Cross Cutting Priority: Research, Innovation and SMEs development as a cross-cutting issue related to pillar IV



**Diversified tourism offer
(products & services):**

- a. Development of sustainable and thematic routes
- b. Fostering Adriatic – Ionian cultural heritage

**Sustainable & responsible tourism
man/t (innovation & quality):**

- a. Training & skills in the field of tourism business (vocational and entrepreneurial skills)
- b. Expanding the tourism season to all-year round
- c. Developing network of sustainable tourism business & clusters



Future ERDF and sustainable tourism 2021-2027

***[CPR and ETC regulations under
negotiation with the EU MSs]***



ERDF and ESF Policy objectives 2021-2027

Smart and sustainable investments in creative and audio-visual industries and clusters will continue to be eligible in the upcoming programming period, in particular, under thematic areas related to local and territorial initiatives [*PO 5 "Europe closer to citizens"*] and to innovative economic transformation processes [*PO1 "A smarter Europe by promoting innovative and smart economic transformation"*].





ERDF and ESF Policy objectives 2021-2027

ESIF regulations currently under negotiations with the EU-MSs (alignment of policies and funding is encouraged)
5 Policy Objectives:

PO1: A smarter Europe by promoting innovative and smart economic Transformation (eg innovative tourism SMEs, Cultural and Creative industries, tourism industrial transformation process)

PO2 : A greener, low-carbon Europe by promoting clean and fair energy transition, green and blue investment, the circular economy, climate adaptation and risk prevention and management (eg. responsible tourism)



ERDF and ESF Policy objectives 2021-2027

PO3: A more connected Europe by enhancing mobility and regional ICT connectivity (eg. E-tourism, mobility-accessibility for tourism)

PO4 : A more social Europe by implementing the European pillar of social rights (eg. skills, training, mobility, peer to peer learning)

PO5: Europe closer to citizens and tools for integrated territorial development

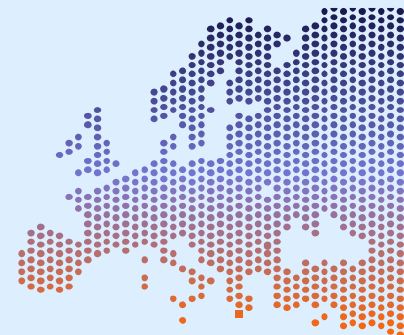


Interreg specific 2021-2027

2 Horizontal Objectives:

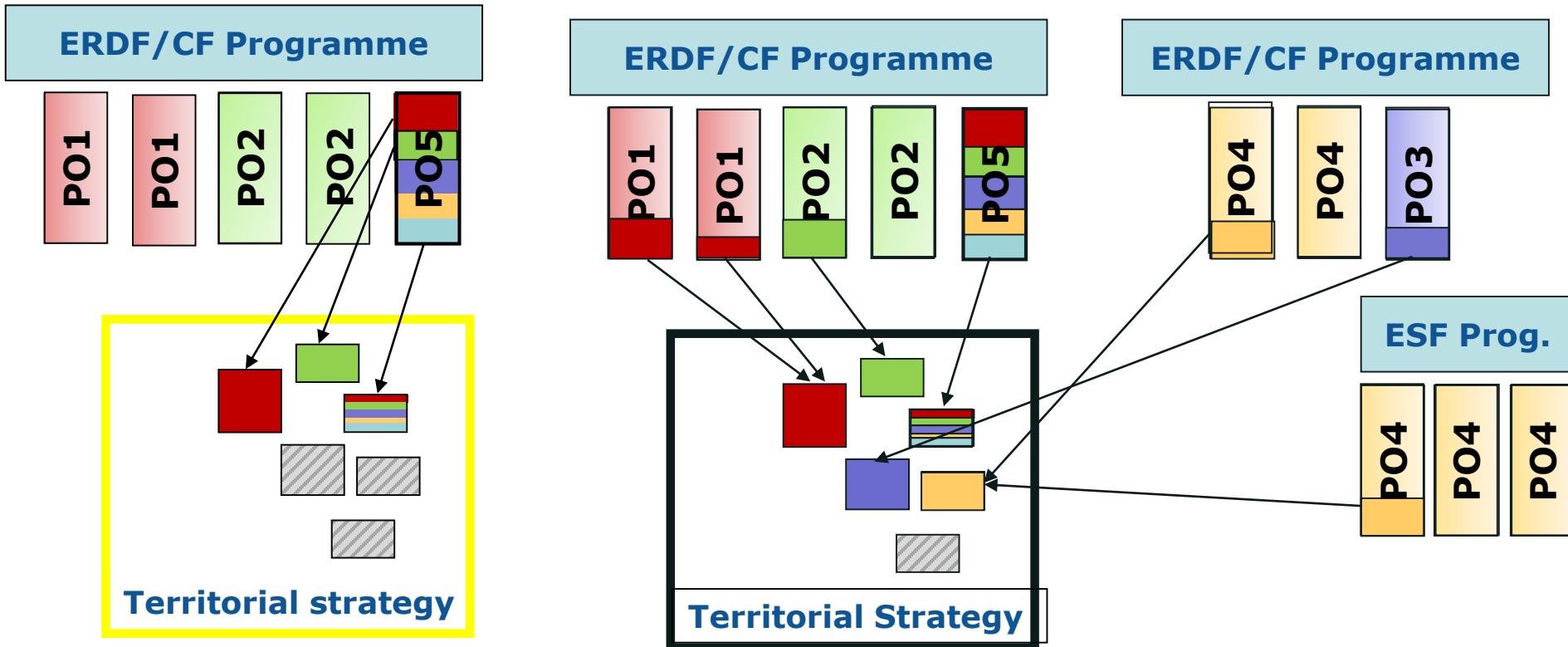
HO1: Secure Europe ...

HO2: Capacity Building





Support through P05 (other territorial tool)



MRS - Minimum requirements to operationalise Cohesion Policy support to integrated territorial development (CPR Art 23)

Broader stakeholders consultations for AP and Communication



Interventions linked to **territorial or local strategies**

Top down and bottom up geography definition- AP & Communication



Definition of the **targeted geographical area** according to needs

As identified by the governance structure of a MRS



Locally coordinated interventions through an **integrated approach** (multi-sectoral, multi-territorial or multi-stakeholder)

*e.g local & territorial existing structures and networks working together with the PA, stakeholder platforms
Civil society cooperating with the MA*



Partnership with relevant actors to be ensured at local level



Relevant **local or territorial bodies involved** in project selection

Interreg TN programme 4
Governance

The territorial tools in 2021-2027

Support from the Funds to be provided for integrated territorial and local development in forms of:

- **Other territorial tool:** Allowed when a territorial strategy receives funding only through PO5 priority or programme (CPR Art 22(c))
-
- **ITI:** Necessary when territorial strategy receives funding from multiple priorities or even programmes, funds or POs (not exclusive to PO5), (CPR Art 24)
 - **CLLD:** Specific delivery method to enhance the participatory approach (CPR Art 25-28)

Regional Policy 2021-2027

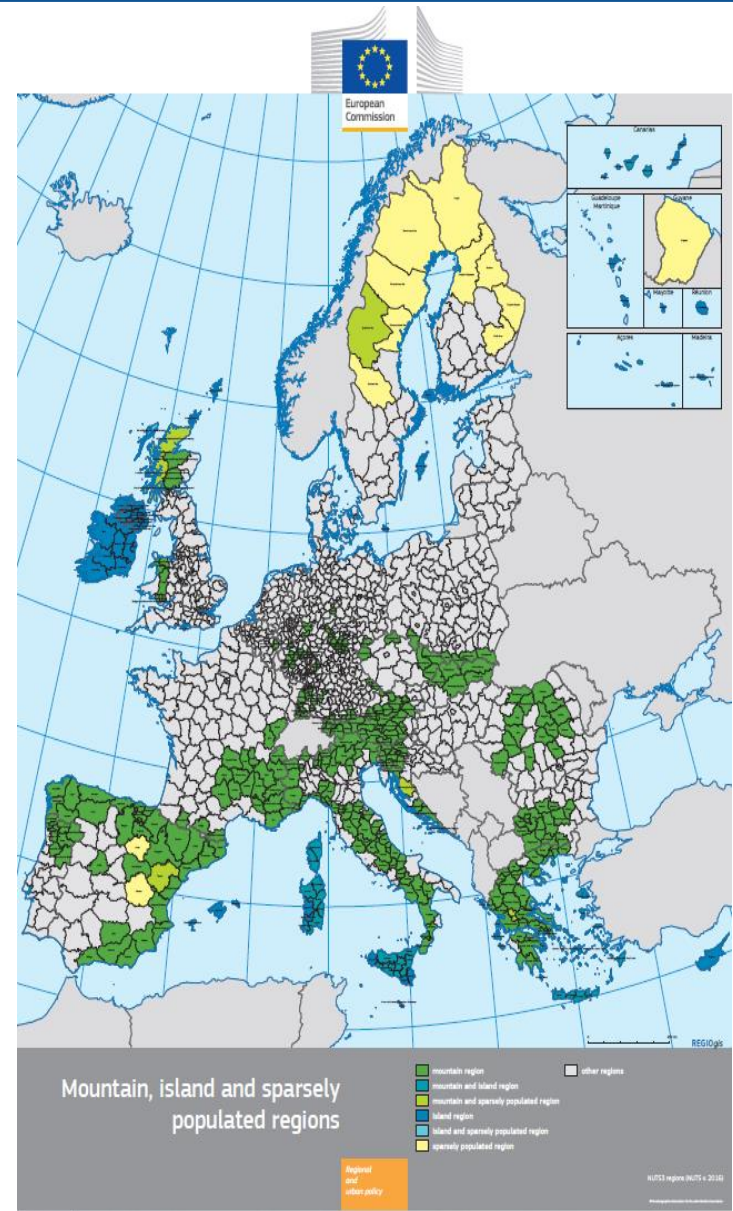


**Expert analysis on geographical specificities:
Mountains, Islands and Sparsely Populated
Areas - 30/11/2018**

https://ec.europa.eu/regional_policy/index.cfm?action=publications.details&languageCode=en&publicationId=1263

Invitation to the countries to **strengthening cooperation among islands**, using existing initiatives, such as the Clean Energy for EU islands, the West Med Initiative, and Macro-regional or Sea basin strategies.

More developments will come up during the negotiations.

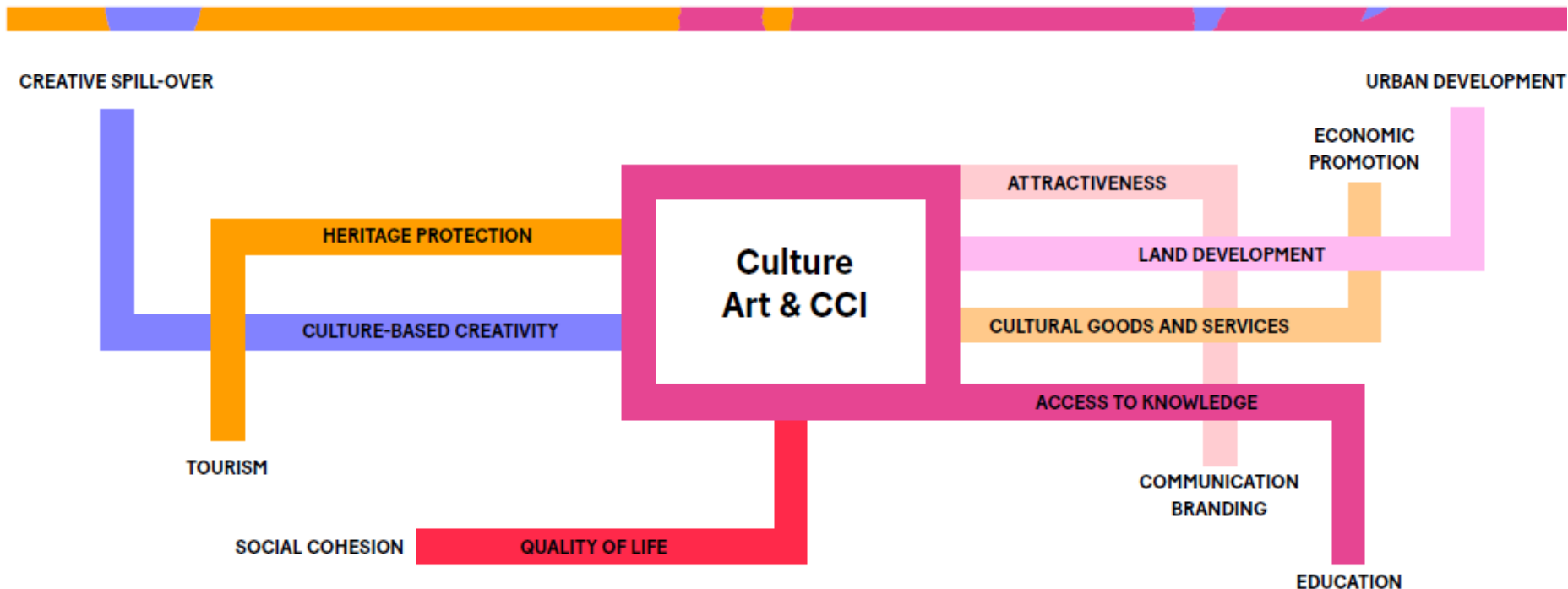


Urban Development and CCIs



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CITIES ARE MAIN INVESTORS IN CCIS TO DEVELOP TERRITORIAL ATTRACTIVENESS/ REGENERATION AND TO SUPPORT ENTREPRENEURSHIP



"I have long believed that talent attracts capital far more effectively and consistently than capital attracts talent. The most creative individuals want to live in places that protect personal freedoms, prize diversity and offer an abundance of cultural opportunities."

Michael Bloomberg, former mayor of New York City and founder of Bloomberg



European



Connecting
Cultures,
Connected
Citizens



OUR HERITAGE:
WHERE THE PAST
MEETS THE FUTURE



http://ec.europa.eu/regional_policy/index_en.cfm

Thank you for your attention