

Culture and Heritage for Responsible, Innovative and Sustainable Tourism Actions



CHRISTA

Project Inauguration 1st Steering Group Meeting

23 – 24 May 2016

Mediterranean Palace Hotel, Thessaloniki, Greece



INTRODUCTION

CHRISTA project history

1. Idea stems directly from the **THESSALIA CHARTER** (completed INTERREG IVC CHARTS project 2012 – 2014)
4 I's priority themes (out of 9) to exchange, capitalize, follow, adopt, apply and promote during 2014-2020
2. The Board of ECTN decided to make a new project proposal with new partners (Dec 2014):
 - Idea was presented in Bologna (Dec 2014) during **Interreg Europe** launch event
 - Idea was published at the **Interreg Europe** website

Prospective partners: **148** (23 authorities/organisations, Bologna + 125 responses from Interreg Europe website)

5 new suitable partners were selected

Region of Central Macedonia	Greece
County Council of Granada	Spain
Sibiu County Tourism Association	Romania
Burgas Municipality	Bulgaria
Intermunicipal Community of Ave Region	Portugal

together with 4 partners from CHARTS

Veneto Region	Italy
Region Vastra Gotaland	Sweden
Pafos Regional Board of Tourism	Cyprus
Vidzeme Tourism Association	Latvia

3. CHRISTA partners' meeting in Brussels , June 2015 (after the Lead Applicant Seminar)

Common Challenges

- **Natural & Cultural Heritage assets in EU regions are valuable treasures, sometimes in danger and in need of proper conservation, preservation and/or restoration**
- **These assets can be deployed for the purposes of sustainable and responsible tourism, namely cultural tourism, heritage tourism and ecotourism**
- **The tourism potential of these assets may facilitate the preservation and restoration efforts if performed in a sustainable and responsible way**
- **Innovation can contribute greatly towards improving cultural and natural heritage policies**

CHRISTA Overall Objective

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)

CHRISTA Sub-Objectives

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).

CHRISTA project Partnership

- EU Member States
- Associated Programme Countries
- Managing Authority
Région Nord – Pas de Calais
- Joint Technical Secretariat

- Guyane (F)
- Réunion (F)
- Martinique (F)
- Guadeloupe (F)
- Açores (P)
- Madeira (P)
- Canarias (E)



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. Additional Theme to be decided**

APPROACH

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

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

through activities:

1. Interregional Workshops, one per identified priority, leading to the production of 4 'Policy Learning Guidelines'
2. Staff Exchange programme
3. Study Tour
4. Joint Interregional meeting on the development of Action Plans
5. Local/regional stakeholders meetings on the development of Action Plans

Phase 1 - Semester 1

1st Steering Group meeting, kick-off of the project

Organiser: Partner 1 ECTN

Partnership Agreement

All Partners

Work Plan for the project implementation

All Partners

Minutes of the Steering Group meeting

LP/MCTeam

Partner`s Reports on finances and activities

Phase 1 -

Semester 2

2nd Steering Group meeting

Organiser: Partner 4 Region Vastra Gotaland, SWEDEN

Minutes of the Steering Group meeting

LP/MCTeam

Partner`s Reports on finances and activities

Preparation of financial & activity reports

All Partners

Submission of Reports to LP/MCTeam

All Partners

Project Progress Report No. 1

Preparation of PR 1 and submission to Interreg Europe JS

LP/MCTeam

Phase 1 -

Semester 3

3rd Steering Group meeting

Organiser: Partner 8 Sibiu County Tourism Association, ROMANIA

Minutes of the Steering Group meeting

LP/MCTeam

Partner`s Reports on finances and activities

Preparation of financial & activity reports

All Partners

Submission of Reports to LP/MCTeam

All Partners

Project Progress Report No. 2

Preparation of PR 2 and submission to Interreg Europe JS

LP/MCTeam

Phase 1 - Semester 4

4th Steering Group meeting

Organiser: Partner 6 Vidzeme Tourism Association, LATVIA

Minutes of the Steering Group meeting LP/MCTeam

Partner`s Reports on finances and activities

Preparation of financial & activity reports All Partners

Submission of Reports to LP/MCTeam All Partners

Project Progress Report No. 3

Preparation of PR 3 and submission to Interreg Europe JS LP/MCTeam

Phase 2

Apr 2018 – Dec 2019

Activities	Semester	Results	Responsibility
Phase 2			
Progress Report No.4	Semester 5 June 2018	Partner`s Reports on finances and activities + Submitted PR 4 to JS	LP/MCTeam – content of SG Partner WS organiser – organisation of SG Partners – FLC & Report to LP/MCTeam LP/MCTeam – Progress Report submission
SG 5	Semester 6 Oct 18 – Mar 19 (combined with Partner meeting)	Minutes of Meeting	LP/MCTeam – content of SG Partner meeting organiser – organisation of SG
Annual Report (No.5)	Semester 7 Jun 2019	Partner`s Reports on finances and activities + Submitted PR 5 to JS	Partners – FLC & Report to LP/MCTeam LP/MCTeam – Progress Report submission
SG 6	Semester 8 Oct – Dec 2019 (combined with last Partner meeting)	Minutes of Meeting	LP/MCTeam – content of SG Partner meeting organiser – organisation of SG
Annual Report (No.6) Final Report	Dec 2019	Partner`s Reports on finances and activities + Submitted PR 6 & Final Report to JS	Partners – FLC & Report to LP/MCTeam LP/MCTeam – Progress Report + Final Report submission

CHRISTA

Work Programme Overview

Communication and Dissemination

Phase 1 - Semester 1

Communication Strategy

Partner 1 ECTN will draft Communication Strategy (internal & external communication) and will disseminate to the project partners for comments

- Partner 1 is overall responsible for the Communication & Dissemination activities + dissemination activities + public relations at EU level
- Partners 2-10 are responsible for the implementation of the Strategy in their regions

Publicity

Initiated project website

Partner 1

Links to the project at partners' websites

All Partners

Social media accounts (Facebook, LinkedIn, Twitter)

Partner 1

Press Release No.1

Partner 1, all partners disseminate

Newsletter No.1

Partner 1 with inputs from Partners

all partners disseminate

Press Releases on local SHG meeting

Partner 2 - 10

Project poster

within 6 months from approval of the project

Partner 1, local production by all Partners

Project templates

Partner 1, all partners use

(presentations, press releases, documents, Guidelines, Action Plans, etc.)

1st Local Dissemination event (9)

on project results and achievements so far. Participants: Partners, Stakeholders, citizens, media with discussions.

Each Partner destination:

- organise event
- Produce press release, disseminate and monitor
- Prepare report on event (9)

Publicity

Newsletter No.2

Press Release No.2

Press Releases on local SHG meeting

Updated website

Announced activities in social media

Partner 1 with inputs from all partners
all partners disseminate

Partner 1, all partners disseminate

Partner 2 - 10

Partner 1

Partner 1

Phase 1 -

Semester 3

Publicity

Newsletter No.3

Press Release No.3

Press Releases on local SHG meeting

Updated website

Announced activities in social media

Partner 1 with inputs from all partners

all partners disseminate

Partner 1, all partners disseminate

Partner 2 - 10

Partner 1

Partner 1

Phase 1 -

Semester 4

2nd Local Dissemination event (9)

on project results and achievements so far. Participants: Partners, Stakeholders, citizens, media with discussions.

Each Partner destination:

- organise event
- Produce press release, disseminate and monitor
- Prepare report on event (9)

Project event during the European Week of Regions & Cities 2017

'Side Event' on the project for external audience & attention to EU institutions, EC, CoR, EP, relevant European networks + disseminate results to a wider audience.

Organiser: Partner 1 ECTN

Output: Report of the event with conclusion



Publicity

Newsletter No.4

Press Release No.4

Press Releases on local SHG meeting

Updated website

Partner 1 with inputs from all partners

all partners disseminate

Partner 1, all partners disseminate

Partner 2 - 10

Partner 1

**Phase 2 - no common communication activities
except Final Conference**

Final Conference (proposed to be held in Brussels)

Semester 7 – September 2019

High level event with politicians, decision makers, representatives of EU institutions, EU networks, stakeholders, partners

Organiser: Partner 1 ECTN

Outputs: Report on event organised
Durability of the project results + Legacy of the project

Project represented:

- Interreg Europe programme-wide events (e.g. annual programme events, Policy Learning Platform event, etc.)
- EU events – ECD, ETD, ETF, European Week for Regions & Cities, etc.

Project activities will be linked to:

- **Year of Sustainable Tourism for Development: 2017**
announced by UN & UNWTO
- **Year of European Cultural Heritage: 2018**
announced & organised by EC, EP, EC, Europa Nostra, EHA
- **European Tourism Manifesto**
ECTN supports & seeks to sign (meeting with European Travel Commission 25 May 2016, Brussels), CHRISTA Project Partnership may also sign

Main Outputs of Communication

- 1 Communication Strategy Partner 1 ECTN
- Report on events at EWRC Partner 1 ECTN
- Reports on EU events Partner 1 ECTN

- 18 Reports on local dissemination events in Phase 1 9 Partner destinations
- 1 Final Conference and 1 Report on the Conference (Phase 2) Partner 1 ECTN
- 4 Newsletters in Phase 1 Partner 1 ECTN
- 5 Press Releases in Phase 1 Partner 1 ECTN
- 18 Press Releases on local dissemination events in Phase 1 9 Partner destinations
- 45 Press Releases on SH meetings (5 per partner) 9 Partner destinations
- Photo & audio-visual recording on activities 9 Partner destinations

- Information & communication materials (leaflets, brochure, posters, templates, etc.) Partner 1 ECTN
- 1 video documentary on overall project Partner 1 ECTN
- Project website, social media Partner 1 ECTN
- Links to the project website 9 Partner destinations

Partners and Stakeholder Groups involved in the dissemination activities
Partner 1 ECTN take role of dissemination at EU level

CHRISTA

Work Programme Overview

Exchange of Experience -
Policy Learning

Phase 1 April 2016 – March 2018 (2 Years)

Exchange of Experience – Policy Learning

Semester 1 Sept 2016	WS 1 Intangible Heritage <i>Local SHG meeting No.1</i>	Partner 10 CIM AVE	Portugal <i>9 Partner destinations</i>
Semester 2	WS 2 Industrial Heritage <i>Local SHG meeting No.2</i> Study Tour	Partner 4 VG Region Partner 2 Veneto	Sweden <i>9 Partner destinations</i> Italy

Semester 2 – 4 Staff Exchange programme (3 partners per semester)

Semester 3	WS 3 Interpretation Facilities <i>Local SHG meeting No.3</i>	Partner 8 Sibiu CTA	Romania <i>9 Partner destinations</i>
Semester 4	WS 4 Innovation & Digitization <i>Local SHG meeting No.4</i> WS 5 tbc Joint Meeting on the develop AP	Partner 6 VTA Partner 3 RCM Partner 5 Granada	Latvia <i>9 Partner destinations</i> Greece Spain

Responsibilities

- **All Partners participate in Policy Learning Exchange of Experience together with relevant members of Stakeholder Groups**
- **All partners` key staff participate in the Staff Exchange programme (at least 1 staff member per partner)**
- **Only persons who `write` Action Plans participate at the Joint Meeting for the development of AP**

Partner 1 ECTN provide:

- **Technical coordination of the Exchange of Experience process to Partners**
- **Guidelines for Exchange of Experience**
- **External expertise** (seeking for it, ECTN members invited, open tender)
- **Guidelines for the development of Action Plans**

Phase 1 (2 Years)

Main results and Outputs of Exchange of Experience

- 5 Interregional Workshops with study visits**
- 36 Local Stakeholder Groups meetings (4 meetings per partner – 1 meeting after 4 WSs)**
- 1 Study Tour**
- 9 Staff Exchanges (1 per each partner)**
- 1 Joint Meeting on the Development of Action Plans**
 - 5 Reports on the WS by organising Partners (Partner 10, 4, 8, 6, 3, 5)**
 - 4 Reports of external experts on the topic in the policy change context**
 - 1 Report on Study Tour (Partner 2)**
 - 9 reports on Staff Exchange and the lessons learned (1 per each partner)**
- 4 Policy Learning Guidelines on identified priority themes (4 I's)**
- Guidelines for the development of Action Plans (Partner 1 ECTN)**
 - 9 Action Plans (incl. EC initiative EHL, Europa Nostra Awards)**
 - 9 Policy instruments improved**
 - Potential pilot actions for Phase 2**

Phase 2 April 2018 – Dec 2019

Action Plan Implementation follow-up

Semester 5 – 8 (Apr 2018 – Oct 2019) Partner destinations implement and monitor Action Plans together with their Stakeholder Groups

Semester 6	Partner meeting <i>(SG 5)</i>	Pafos RBT	Pafos, CY
Semester 8	Partner meeting <i>(SG 6)</i>	Burgas Municipality	Burgas, BG



REGIONE DEL VENETO



**VERY
MACEDONIA**
REGION OF CENTRAL MACEDONIA
GREECE



VÄSTRA
GÖTALANDSREGIONEN



Diputación
de Granada

Granada es Provincia

Presentation of **CHRISTA** Partners



VIDZEMES TŪRISMA
ASOCIĀCIJA



Comunidade
Intermunicipal
do Ave



4 I's

Intangible Heritage

Industrial Heritage

Interpretation Facilities

Innovation & Digitization

Additional theme tbc

Brainstorming after !

Communication Issues

Programme and Project branding

Main Requirements

Programme Manual + Project brand Guidelines
Approved AF of CHRISTA



Communication Strategy



Project logo



1. Only logo provided must be used in the project communication and project activities
3. Do not use Programme visual element (4-color origami)
4. Project Logo & EU flag with ERDF reference provided with 10 logo version of files
4. Do not create other and extra colors



PPT template

Only template provided must be used in the project communication and activities (free to adapt within the limits of the overall identity guidelines – on use of colours, typeface, etc.)



Level 1

- Level 2
- Level 3
- Level 4

Level 1

- Level 2
- Level 3
- Level 4

Change of chapter, or section of the document

TRANSITION SLIDE

Website

- underway, expected by end of June by Interreg Europe secretariat
- all partners publish information about the project in their website
short description, aims, results, partnership, highlight financial support from Interreg Europe/ERDF, incl. Project logo set in visible place
- a link to the project website must be added at all partners` website

Project Poster

- should be delivered by the end of May by Interreg Europe secretariat
- poster details

'CHRISTA aims to protect and preserve European 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'

- Partners must to produce poster within 6 months of the approval of the project (*11 August, production costs of the poster is budgeted*)
- Poster must to stay visible (displayed) in the offices of all Partners for the whole duration of the project Must be done during the 1st Semester, ie by the end of September 2016

Events

- During events, Partners must ensure visibility of the EU (flag) and the project logo/programme logo
- Logo must to be used on any agenda, list of Participants, related hand-out and presentations

Publications

All electronic or printed materials (booklets, leaflets, NLs, studies, GP Guides, etc.) must display the project logo with a clear reference to the ERDF funding needs to made in each publication

Social media

The project will have social media accounts in Facebook, Twitter, LinkedIn, Youtube with links

NO PRODUCTION OF PROMOTIONAL MATERIALS and GIVEAWAYS !

(bags, pens, notebooks, USB sticks, printing, copies, toners, etc.)

These costs will be ineligible!

Monitoring and Report

All Partners monitor communication activities:

1. Prepare List of Participants for each event organised and get signatures (number of target groups reached)
2. Make your own media list
3. Monitor media (number of appearance in media) and keep all publications (paper cuts, snapshots, links, etc.)
4. Involve your Stakeholder Group in communication and dissemination activities
5. Report on communication activities submitted to Partner 1 ECTN and MCTeam/LP

CHRISTA

Next Meetings

**Workshops, Events and Work
Programme**

- | | |
|--|-----------------|
| 1. Workshop No.1: 'Intangible Heritage' capacity building with study visits | Portugal |
| 2. Workshop No.2: 'Industrial Heritage' capacity building with study visits | Sweden |
| 3. Study Tour in Veneto Region | Italy |
| 4. Workshop 3: 'Interpretation Facilities' for capacity building with study visits | Romania |
| 5. Workshop No.4: 'Innovation & Digitisation' for capacity building with study visits | Latvia |
| 6. Workshop No.5 | Greece |
| 7. Joint Meeting on Action Plans | Spain |

8. **Local Stakeholders Group meetings** (every 6 months in Phase 1) **9 destinations**

9. **Staff Exchanges** (2 – 4 semesters in Phase 1) **9 destinations**

10. Closing Conference

11. **Activities in the framework of 2017: International Year of Sustainable Tourism for Development** (UNWTO)

12. **Activities in the framework of 2018: European Year of Cultural Heritage** (Europa Nostra, EHA, European Parliament, European Council, European Commission)

Any Other Business?

SAVE THE DATES !

for the 9th International Conference for Cultural Tourism in Europe

**Intangible Heritage:
Incomparable Asset for Sustainable and
Responsible Tourism Development**

23 – 24 September 2016, Guimarães, Portugal



1 paper from each partner destination on **Intangible Heritage** for the 9th international conference for cultural tourism in Europe

Submission of Abstract electronically

2 Applications submitted from Partner`s region for ECTN AWARD 2016 on the theme **Intangible Heritage**

Submission of Abstract electronically

www.culturaltourism-network.eu

Close of Meeting!

17:00 Cultural Tour in Thessaloniki

organised by local Partner RCM

19:30 Farewell Dinner at Ouzeri AGORA

Meet at 19:45 at Meditarrean hotel (10 min walk)