Effectiveness of Policy Instruments for Cross-border Advancement in Heritage

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Evento annuale - Italia - Francia Marittimo 2014-2020

Firenze, 15 novembre 2018
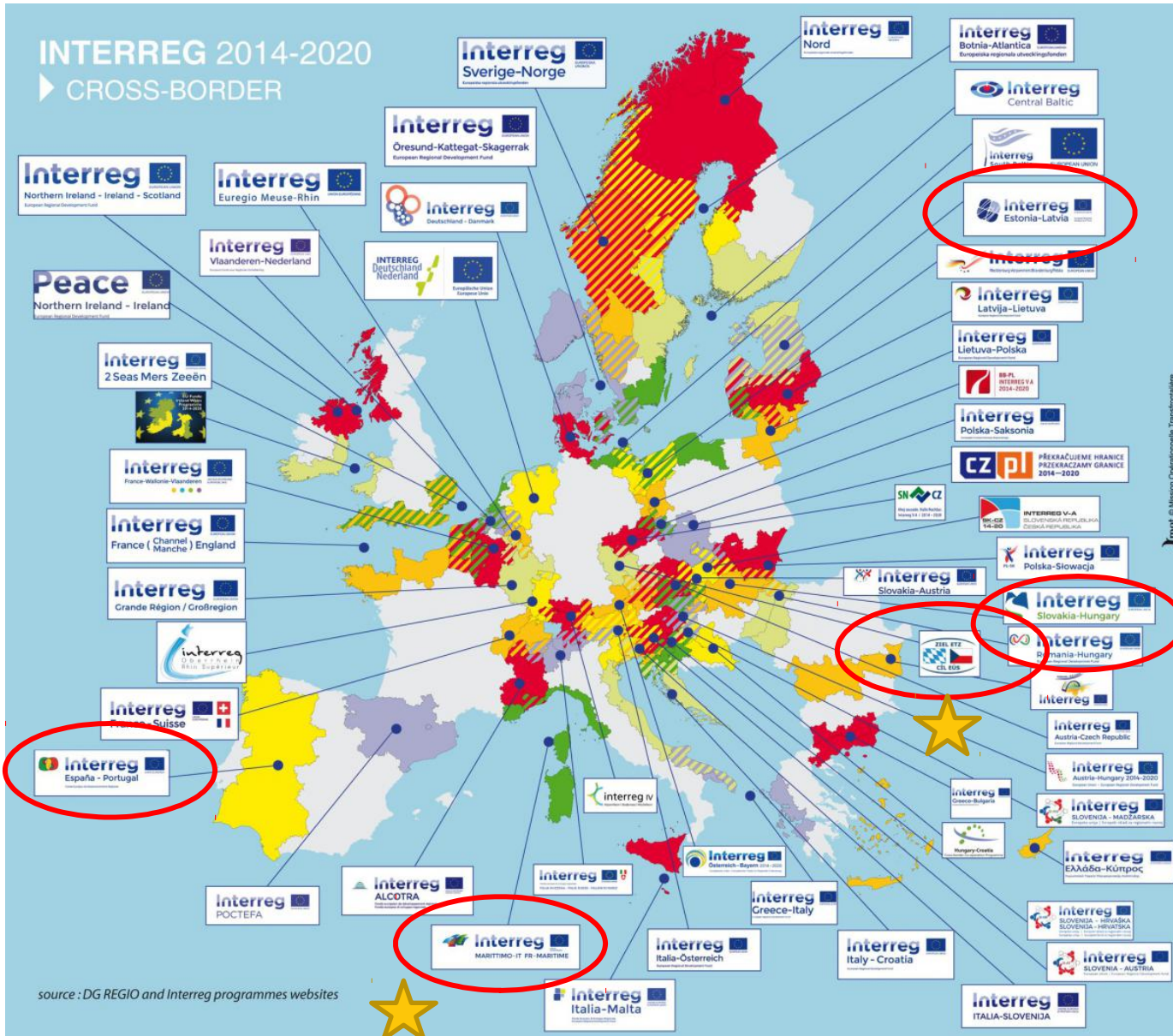
The INTERREG EUROPE Framework

- **Interreg Europe** helps regional and local governments across Europe to **develop** and deliver **better policies**

- Interreg Europe **offers opportunities** for regional and local PAs across Europe **to share ideas and experience on public policy** in practice, therefore improving strategies

- **4 Axes**: Research and innovation, SME competitiveness, Low-carbon economy, **Environment and resource efficiency**

- **2 Phases and 1 Policy Learning Platform**:

    - Phase 1: **ILE** + practices → regional **SG** → **Action Plans**

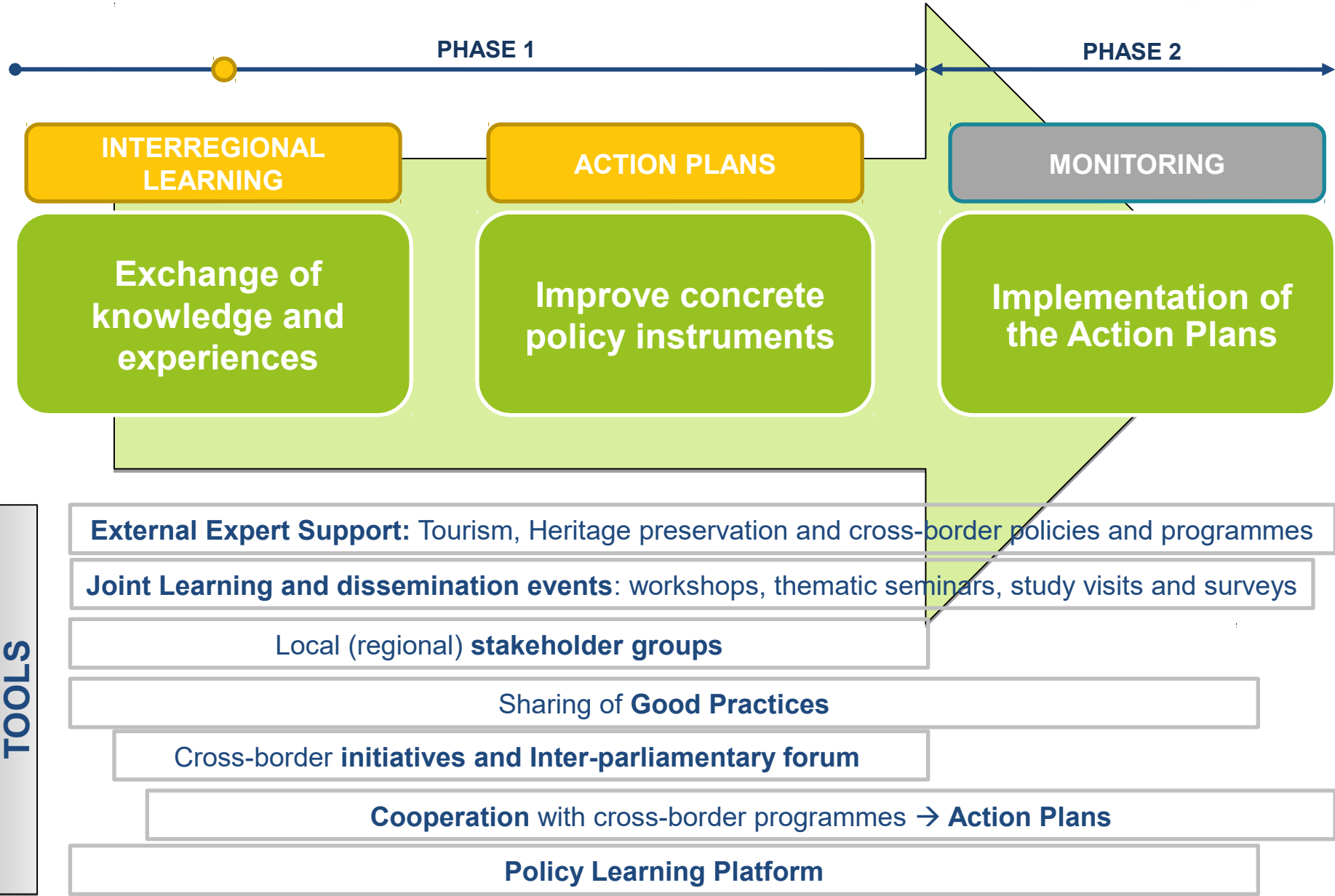   - Phase 2: AP **implementation** and monitoring

EPICAH in a nutshell

- **EPICAH**: **E**ffectiveness of **P**olicy **I**nstruments for **C**rossBorder **A**dvancement in **H**eritage

- **Priority Axis 4**: "Environment and resource efficiency"

- **Specific Objective**: **Improving natural and cultural heritage policies [TO 4.1]** through a more efficient **management** of heritage and the development of innovative solutions for a **sustainable tourism** **at cross-border level**

- **Timing**: **Jan 2017**-Dec 2019 (ph.1) / Jan 2020–**Dec 2021** (ph.2)

- **Partners**: **9** coming from **8** EU regions and representing **13** cross-border countries

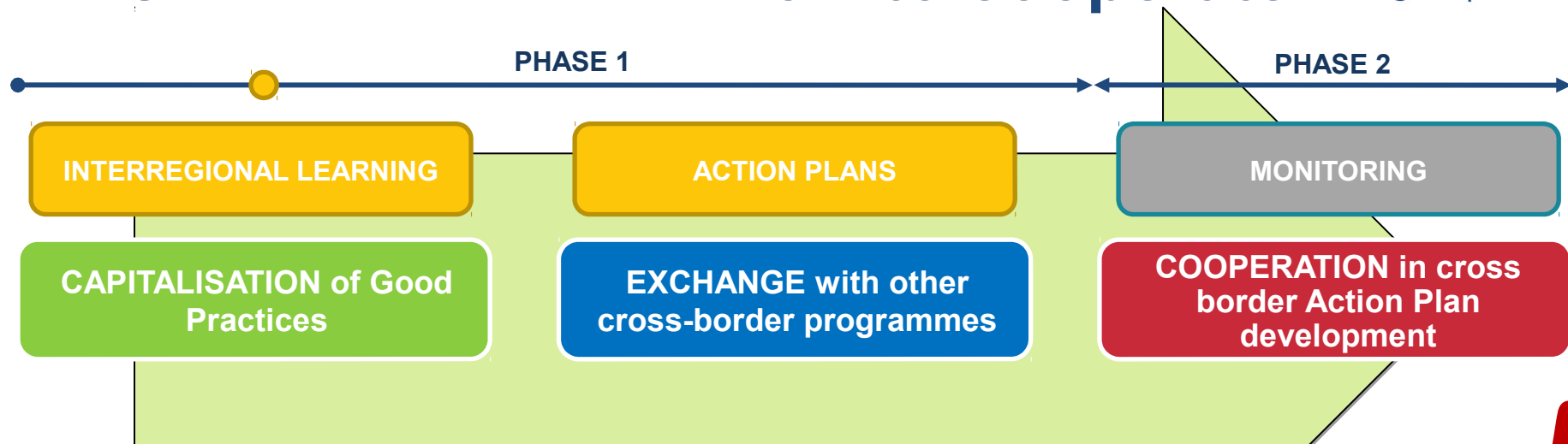- **Policy Instruments**: **7** (6 cross-border)

- **Funds**: **1.7 M€**

EPICAH cross-border contexts

EPICAH Context

EPICAH
Interreg Europe

PHASE 1 — PHASE 2

INTERREGIONAL LEARNING	ACTION PLANS	MONITORING
Exchange of knowledge and experiences	**Improve concrete policy instruments**	**Implementation of the Action Plans**

TOOLS

External Expert Support: Tourism, Heritage preservation and cross-border policies and programmes

Joint Learning and dissemination events: workshops, thematic seminars, study visits and surveys

Local (regional) **stakeholder groups**

Sharing of **Good Practices**

Cross-border **initiatives and Inter-parliamentary forum**

Cooperation with cross-border programmes → **Action Plans**

Policy Learning Platform

EPICAH + MARITIME: how to cooperate

EPICAH Interreg Europe

PHASE 1 — **PHASE 2**

INTERREGIONAL LEARNING	ACTION PLANS	MONITORING

CAPITALISATION of Good Practices	EXCHANGE with other cross-border programmes	COOPERATION in cross border Action Plan development

!

✓ Effective **participation** (co-management) **to the MARITIME cluster/thematic pole** on blue/green growth by **Sustainable Tourism for capitalization initiatives**

✓ **Sharing of practices**, knowledge, solutions coming from other cross border programmes → **specific focus** on MARITIME needs and context

✓ **Involvement of** several **stakeholders** of the cross-border area

✓ Open and **bilateral participation** to exchange workshops and seminars

✓ Integration of **common policy recommendations** and topics in the EPICAH's Action Plans and documentation **addressed to EC**

✓ **WHAT ELSE …… ?**

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MARITIME: the Capitalization process

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Fondo Europeo di Sviluppo Regionale

UNIONE EUROPEA

OBJECTIVES

Fostering the generation of 'advanced' thematic **knowledge** and 'high quality' results through the identification of **best practices**

Promoting the **exchange**, **transfer and re-use** of knowledge and results (**capitalization**);

Building opportunities for an **open dialogue** between projects and other transnational and interregional networks as well as between MARITIME and other Cooperation (**INTERREGs**) and mainstreaming (**WEST MED Strategy**) Programs

NETWORKS OF SERVICES	SUSTAINABLE TOURISM	CLIMATE RISKS	HARBOURS-SEA SAFETY	HERITAGES PROTECTION	REDUCE DISTANCES

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MARITIME: the Capitalization process

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CLUSTERS AND POLES

Clusters	Thematic poles	Projects	WEST MED strategy goals
Growth and employment	Networks of cross-border services	13	Goal 2 — A smart and resilient blue economy
	Sustainable Tourism	18	
Safe environment	Climate risks	4	Goal 3 — Better governance of the sea
	Harbours and sea safety	22	Goal 1 — A safer and more secure maritime space
			Goal 2 — A smart and resilient blue economy
Heritage preservation	Protection of natural and cultural heritages	7	Goal 3 — Better governance of the sea
Better connections	Improve connections, reduce distances	6	Goal 2 — A smart and resilient blueeconomy

MARITIME: the Capitalization process

SUSTAINABLE TOURISM

Cluster	Thematic poles	WEST MED strategy	Projects
Growth and employment	**Sustainable Tourism**	Goal 2 — A smart and resilient blue economy	ART LAB NET Cambusa CIEVP EcoSTRIM F&W Market Place FR-ONT-IT ITACA ItinERA **MARE DI AGRUMI** PROMETEA **S.MAR.T.I.C**. SISTINA **SMART DESTINATION** STRATUS TERRAGIR3 **Tesori Nascosti** TRENO **VIVIMED**

EPICAH + MARITIME for capitalisation

Coordinate
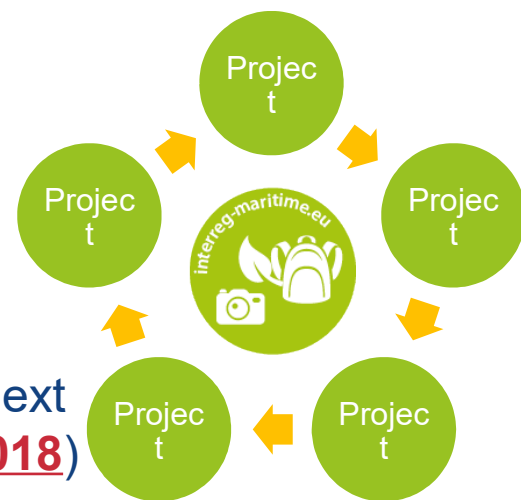
Launch of the thematic pole for Sustainable Tourism at next **Interreg Maritime Annual Event** (Florence 15th Nov 2018)

Setting up of a **joint table with other cross border networks and stakeholders** dealing with Tourism:
- ➢ Practices/problem exchange
- ➢ Data/Tools/ Products sharing
- ➢ Cross-border policy improvement

Development of joint strategic initiatives/projects on sustainable tourism (→ ALL) **by MARITIME capitalization phase and PANORAMED governance platform**

Joint cooperation between project networks and interregional programmes → **towards the WEST MED strategy**

Capitalisation in Sustainable Tourism

EPICAH
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GOOD PRACTICE

MOBIMART

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Development of integrated systems for cross-border info-mobility (citizens and tourists)

HERIT-DATA

Interreg
Mediterranean
EUROPEAN UNION

Sustainable Heritage Management towards Mass Tourism Impact thanks to a holistic use of Big and Open Data

SMART DESTINATION

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Integrated Smart Destination platform for supporting the development and quality improvement of the services and transnational tourism offer

Project integration: development of ICT tools/platforms with common criteria

Activity sharing: capitalisation and re-use of project products and deliverables (surveys and analysis, db, etc.)

Common strategies: development of joint and widen agreements

Capitalisation in Sustainable Tourism

EPICAH
Interreg Europe

EXAMPLES

Sustainable tourist itineraries (soft mobility)

SMART DESTINATION

Integrated platform for supporting a qualified transnational tourism offer

SMARTIC

Development of a territorial trademark for cultural identity

INTENSE

Mare di Agrumi

Innovative products and services related to the citrus theme

Tesori Nascosti

Development of "widen hospitality" models

interreg-maritime.eu

Project integration: development of ICT tools/services starting from a common ICT platform

Content sharing: all projects can feed the platform with information, databases, tourism offers/services, itineraries, etc. ..

Common strategies: development of joint and widen agreements

EPICAH cross-border contexts

N	Partner	Countries	Cross border Programme
1	Atlantic Axis of Peninsular Northwest		Interreg VA Spain - Portugal (POCTEP)
2	Atlantic Axis Of Peninsular Northwest (ES)		
3	Iberian Association of Riverside Municipalities of Duero River		
4	Tokaj Wine Region Nonprofit LLC		Interreg VA Slovakia - Hungary
5	Agency for the development of the Empolese Valdelsa		Interreg VA MARITIME ITA-FRA
6	Region of Western Macedonia		ROP 2014-2020 of Region of Western Macedonia
7	Peipsi Center for Transboundary Cooperation		Interreg VA Estonia - Latvia
8	Satu Mare County Intercommunity Development Association		Interreg VA Romania - Hungary
9	Regional Development Agency of the		Interreg VA