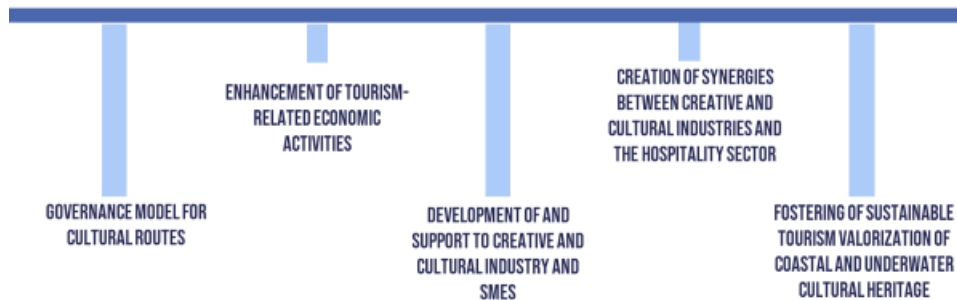# II ACTIONLAB–REPORT ON THE RESULTS OF THE WORKING GROUP ON AIR CULTURAL ROUTES

1–Synthesis of the flagship

PILLAR 4 – FLAGSHIP 4.5: AIR CULTURAL ROUTES

The scope of the flagship is to improve cultural and creative tourism, stimulate de-seasonalisation and competitiveness in terms of characteristics of the offer, identified by the cultural and social uniqueness of people and places

ENHANCEMENT OF TOURISM-RELATED ECONOMIC ACTIVITIES

CREATION OF SYNERGIES BETWEEN CREATIVE AND CULTURAL INDUSTRIES AND THE HOSPITALITY SECTOR

GOVERNANCE MODEL FOR CULTURAL ROUTES

DEVELOPMENT OF AND SUPPORT TO CREATIVE AND CULTURAL INDUSTRY AND SMES

FOSTERING OF SUSTAINABLE TOURISM VALORIZATION OF COASTAL AND UNDERWATER CULTURAL HERITAGE

2–Results from the analysis of the actions foresee by the ETC programmes

The analysis of the actions revealed that ETC programmes are going to support all the sub-topics of the flagships. Considered the transversal dimension of the topic, the flagship is perceived as extremely important to support the EUSAIR embedding also because it allows a common platform to support the integration of actions both to terrestrial and to maritime programmes.

A snapshot of the overall results of the discussion in the working group can be found at the following link https://jamboard.google.com/d/1caLb-t3lZqXW81HN_Jl9j4YbDT6V5dgKV74RLZ7LdK4/edit?usp=sharing

The main actions for the different sub-topics are the following:

1) **Governance Models for Cultural Routes** are going to be tackled with different type of actions devoted mainly to:

- <u>Common branding and positioning</u> by improving the ESG approach and the connection to the CoE cultural routes in the Adriatic Ionian Region

- <u>Capacity building for policy makers and professionals:</u> by promoting knowledge sharing and common standards to support both the certification of new culture routes and the consolidation/enlargement of the existing ones (i.e. ATRIUM – Adrion + ITA-SLO) but also by defining CB governance solutions (i.e. ITA-SLO and the ITI for Gorizia/Nova Gorica European Capital of Culture 2025)

- <u>Community engagement</u>

2) **Enhancement of tourism related activities:** all programmes will include tourism-related activities in OP1 (innovation and tourism 4.0). IPA ETC CBC Programmes will all include also dedicated action to focus on rural/agricultural cultural tourism.

3) **Development and support to CCIs and SMEs:** Tourism 4.0 and cultural cross-overs as listed in the NEAC (New European Agenda for Culture) are the basis to which connect and orient CCIs and SMEs supporting actions (foreseen by all the programmes). Creative clusters, also when it comes to the results of 2014-2020 programme (i.e. ITA-SLO) will be enlarged and fostered. Cultural routes are seen as a tool to support creative clusters excellence, consolidation and scale-up.

4) **Creation of synergies between tourism and hospitality:** ETC programmes will focus on the creation of new business models and new enterprises as well as on the support to recovery after the COVID crisis. Some topics (i.e. gastronomy) are frequently mentioned also to drive such a type of dialogue. Physical regeneration of sites and spaces is foreseen by the most part of the CBC programmes and needs to be implemented in a more coordinated way. Cultural routes may play an important role in this direction.

5) **Sustainable tourism for the valorisation of coastal and underwater heritage**: This aspect in on a second line. The biggest emphasis is on how to link inland and coastal tourism/heritage valorisation strategies through cultural routes.

The analysis on the actions identified the following <u>nodes in terms of complementarity between ETC programmes</u>:

- <u>ADRION actions that have a higher potential for synergies with CBCs:</u>

    o E-services and common marketplace for AIR cultural routes

    o Joint branding and positioning strategy

    o Capacity building and upskilling for tourism and culture professionals in the perspective of AIR Cultural Routes

    o Common standards and protocols for Cultural Routes

    o Umbrella strategy to avoid overtourism and rethink sustainable tourism in the post-pandemic scenario

- <u>Smart tourism and transversal themes (like gastronomy) can pave the way for stronger complementarity between ETC programmes</u>

3 – RESULTS OF THE DISCUSSION

Which are the complementarities emerging among the Programmes?

Programmes emphasized the importance of distinguishing between different types of complementarities. Depending on the topic, a higher or lower degree of complementarity may emerge. Only in some cases may a higher level of synergies be required.

Furthermore, they emphasized the importance of involving beneficiaries in the embedding process. Since the definition of the project proposal, a sense of ownership should be sought. Furthermore, once the projects approved, project collaboration on the overall implementation of a specific flagship should be ensured. Only in this way will beneficiaries feel as if they are a part of a larger framework, as represented by the flagship.

What is the role ADRION programme could play?

The programmes recognized that ADRION should play a coordination role in some topics by using a "cascade approach," which means that ADRION could play a pivotal role for CBCs, which can build on the results achieved by the transnational programme for future CBC projects (e.g. pilot actions). This role

should be considered only for topics that require to define the policy framework by involving key actors. CBC Programmes identified two topics in which this role of coordination could be pursued based on the complementarities that emerged: certification standards for cultural routes and joint e-service and tourism marketing.

 All the programmes acknowledged ADRION's role also as a link between the CBCs and EUSAIR (the "voice of donors in the EUSAIR Governing Board")

Which actions can support complementarity in embedding?

Time is important in establishing complementarities, according to the programmes. They will be finalised soon, and the first call will be issued in the first half of the year. Platforms for programme exchanges are regarded as extremely valuable, particularly because they allow for exchanges between CBCs and between ADRION and CBCs. More work is required on action complementarity and the alignment of the call's calendars. Programmes specifically expressed the need to form ad hoc working group to work on the chain of calls, which necessitates the use of a standardized approach in defining the terms of reference.

The possibility of involving beneficiaries of specific strategic fields in the process of project chain definition was deemed particularly important by participants. Furthermore, they emphasize the importance of involving TSG coordinators, who are expected to provide concrete input on actions and calls to be launched. Joint capitalisation activities were also identified as important, not only at the end but from the beginning of project implementation.

ADRION's role was asked also to define joint template and common procedures (i.e. TOR specifications for the calls) but also to address with "umbrella events" the beneficiaries.

Considered the focus of the flagship and the type of beneficiaries, also common schemes and integrated actions to support the implementation of SPFs and cascade funding was perceived as extremely useful

4 –Participants

FLAGSHIP	PROGRAMMA	NOME	COGNOME
PILLAR 4 FLAGSHIP 4.5 AIR CULTURAL ROUTES – DEVELOPMENT OF SUSTAINABLE AND THEMATIC CULTURAL ROUTES/CONNECTING CULTURAL ROUTES IN EUSAIR	Croazia - Bosnia - Montenegro	Marko	Peric
	Serbia - Bosnia; Serbia - Montenegro	Zivko	Kolasinac
	Serbia - Bosnia	Irena	Markovic Vilotijevic
	Italia - Slovenia	Francesca	Sibilla
	Italia - Albania - Montenegro	Aferdita	Mezini
	Italia-Croazia	Angelo	Mason
	ADRION	Lodovico	Gherardi
	ADRION	Jelena	Kolic
	ADRION	Evangelia	Karpodini
	Serbia - Montenegro	Mithat	Bahovic
	Serbia - Montenegro	Milijana	Matovic