

CHRISTA voice

Interreg Europe CHRISTA project newsletter

March, 2017 #2

Culture and Heritage for Responsible, Innovative and Sustainable Tourism Actions 2016 - 2020



Project **CHRISTA** is an inter-regional cooperation project for improving natural and cultural heritage policies in the Interreg Europe Programme, which helps regional and local governments across Europe to develop and deliver better policy by integrated and sustainable impact for people and place.

CHRISTA aims at **protecting** and preserving European natural and **cultural heritage** assets and **deploying** them for the development and promotion of **innovative, sustainable** and **responsible tourism strategies**, including **intangible** and **industrial heritage**, through **interpretation** and **digitisation**.

During 4 years, the project partners will focus on the improvement of regional operational programmes, regional/local strategies & plans in 9 destination regions, advances in relevant policy implementation, as well as upgrading of cultural and natural assets and innovative applications.

Main beneficiaries: public authorities and their stakeholders.

In this edition:

- ◆ 2nd interregional Workshop on Industrial Heritage
- ◆ Local Stakeholders meetings
- ◆ Local dissemination events
- ◆ Know more about industrial heritage in Veneto
- ◆ Contribution to the IY2017, EYCH 2018 and EU-China Tourism Year 2018
- ◆ 3 announcements for cultural tourism in Europe
- ◆ Insights in the next edition and contacts



CHRISTA

2nd
Workshop

INDUSTRIAL
HERITAGE
TOURISM



14—16
March 2017

Gothenburg
Boras

Sweden



CHRISTA Partnership, Textile Fashion Centre, Borås, 15.03.2017

The second interregional workshop with study visits dedicated to ‘Industrial heritage Tourism’ took place in Borås on 14 – 16 March 2017, organised by Region of Västra Götaland/Västarvet, at an old industrial site transformed into the Textile Fashion Centre.

CHRISTA partners with their stakeholders and policy makers were represented together with a guest speaker from European Federation of Associations of Industrial and Technical Heritage E-FAITH and experts from University of Rijeka, Centre for Industrial Heritage.

During the workshop, industrial heritage assets in the 9 partner regions were presented and the best practices in deploying these assets for cultural tourism development and promotion were exchanged.

57 participants discussed and explored industrial heritage with focus on the potential for industrial heritage tourism and cooperation between the actors in the industrial heritage and tourism sector.

Adriaan Linters, Secretary General of E-FAITH, highlighted industrial heritage with link to tourism at pan-European level, plans for the European Year of Cultural Heritage 2018 and work of COSME project [Genius Loci](#), which will provide to tourist operators specific tools and methodologies to increase the tourism flow to the industrial heritage sites. He also gave some recommendations on how to preserve and deploy industrial heritage for tourism including engagement of volunteers and called for a more holistic approach to industrial heritage preservation and use for cultural tourism development.

The day ended with Synthesis and Conclusions of the workshop by the workshop organisers with the contribution of experts and policy advisor.

Study visits included Gothenburg industrial heritage in the harbour of Gothenburg where participants saw the transformation of the area, from shipbuilding and docks to an area for business, research, education and exclusive residential complexes, followed with presentation on a platform for cooperation by Tourism Board West Sweden at Gothenburg City Museum, visit at one of the industrial heritage sites flavour mill Melltorps såg and the Limmared Glassworks cultural centre with museum and creative activities known as main supplier of the world-famous Absolut Vodka bottle and good example on local volunteers and refugee’s engagement in the operation of the establishment.

Find out more about the workshop [HERE](#). Presentations are available at [CHRISTA Library](#).

LOCAL

STAKEHOLDERS

MEETINGS



Local Stakeholders meet in Gothenburg



On 25 October 2016, Region of Västra Götaland Västarvet organized the first local workshop on the theme intangible heritage and tourism in Gothenburg, at the Studio West Swedish Conservation.

Approximately 40 people from the tourism sector, museums and associations came together in order to gain a greater understanding of the narrative role in the tourism sector, good examples about storytelling in the tourism sector and receive knowledge on how to work with stories in various digital media.

West Swedish Tourist Board featured how they work with tourism development in Västra Götaland and the significance of the stories in this work.

The day ended with a storytelling - workshop where were discussions on how to use storytelling to enhance the attractiveness of a location or event, how the website www.prismavg.se can be used in this work, as well as with the next steps and future



Local Stakeholders meet in Thessaloniki



On 25 November 2016, the first meeting took place in Thessaloniki between the Region of Central Macedonia and their local stakeholders coming from city's and region's museums, hotel associations and cultural institutions, around 24 participants together.

Stakeholders presented the agencies and the institutions that they are coming from and discussed with the representatives of Region of Central Macedonia about the ways on how stakeholders can contribute to the implementation of the CHRISTA.

The stakeholders expressed great interest in the project and showed a strong desire to contribute in the project.

The discussion ended with the agreement and strong commitment of the stakeholders to propose more detailed and specific actions and activities which they deem that should be included in the Action Plan and the manners by which they could contribute to the development and successful implementation of this Plan.

LOCAL

STAKEHOLDERS

MEETINGS



Local Stakeholders came together in Gothenburg

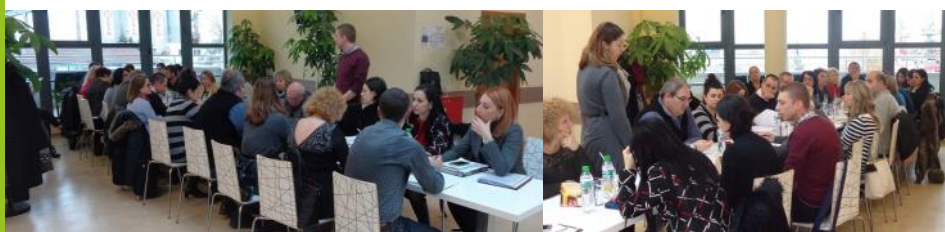


On 6 February 2017, Region of Västra Götaland/Västarvet gathered stakeholders for the second meeting, in this time on industrial heritage and tourism.

Around 25 participants came from different museums and associations together with representatives of 12 industrial history sites in Västra Götaland judged to have the greatest potential to attract foreign visitors were informed about ongoing work on cultural tourism in the region. They are worked in groups with a common story about the industrial history of Västra Götaland, common values, and how to use the story in their own business.

The workshop ended with an exercise where sights put together three days joint tourist packages on industrial history.

All participants were very positive and looked forward to working with industry to develop historical tourism together in CHRISTA project.



Local Stakeholders meet in Burgas



On 8 February 2017, Burgas Municipality held the 1st meeting with their stakeholders on intangible heritage tourism.

Good practices and experiences on intangible heritage and solutions how to preserve and deploy for tourism were demonstrated and exchange between more than 25 participants.

The Chairman of Permanent Commission for Tourism in Burgas City Council noted, that the aims and the expected results of CHRISTA project would be very beneficial and all stakeholders should be more actively involved in the preparation process of Action Plans, as well as in the implementation and monitoring process of the Plan for the successful fulfilment of the project activities.



LOCAL DISSEMINATION EVENTS about CHRISTA

CHRISTA Dissemination event took place in Vidzeme



On 20 October, 2016 Vidzeme Tourism Association organised the 1st project dissemination event in Vidzeme (Latvia) in Turaida Museum Reserve, the winner of ECTN Award 'Destination of Sustainable Cultural Tourism 2016' for the preservation of the Intangible Cultural Heritage.

The event gathered about 40 participants—CHRISTA project stakeholders, specialists of immaterial cultural heritage, citizens with press and media. A representative from National Culture Centre introduced the participants with the application procedure towards including cultural tourism destinations in UNESCO National candidate list. A short excursion around the Museum-reserve followed the event.



Second stakeholders group meeting and the first dissemination event in Thessaloniki



In one day, on 30 March 2017, Region of Central Macedonia held the 2nd meeting with their stakeholders on industrial heritage tourism and the 1st CHRISTA dissemination event in Thessaloniki with wider audience.

Representatives of Region of Central Macedonia briefly presented an overview of the project and introduced with results of the workshop in Sweden on industrial heritage, as well as discussed on an issues on the involvement of stakeholders, in order to highlight the monuments that could be promoted for tourism and steps to be taken for the development of Action Plans.

After the meeting, a dissemination event took a place with representatives of society/ citizens groups and press & media in order to inform about CHRISTA widely.

The Deputy Governor of Tourism and Culture of Central Macedonia, Mr. Thanos gave an interview to a local TV channel regarding the project and gave emphasis to the promotion of growth and jobs through engagement and collaboration between public and private sectors, tourism and cultural industries. The interview was followed by an open discussions between the attendees and some very interesting ideas and suggestions were recorded.

KNOW MORE

point of views
by regions

on
priority themes

and
much more



Creative and Cultural regeneration process of Industrial Heritage in Veneto - SITES WHERE TO CREATE VALUE

by Veneto Region, Italy

'In Italy it is possible to count one million and half of empty spaces, 700.000 of which are buildings, mainly ex-factories and abandoned warehouses.

After years of experiences of industrial buildings reuse for the most different purposes, the relationship "abandoned factories = new spaces for culture, art and social innovation" is spreading more and more.

For sure the experimentation space of contemporary art properly matches with spaces which often were of technological experimentation and provides great suggestions also with minimal interventions of securing.

Anyway there is a matter to be considered: they are not "neutral" spaces.

The working space, as social space, often represented an identity value for a territory, which the local communities still recognize.

It's about those majestic buildings which still arouse that sort of fear and respect in the communities, typical of the period when they represented the symbol of economic production, social hierarchies, power and knowledge.

Brave cultural operation: to intervene for securing a space – not metaphorically! – "empty", so that people can enter it, cover it, live in it, see it and listen to it as it is: "a place which carries, impressed like wrinkles, the memory signs" (G.Vacis), but still a place to take back and in which to re-elaborate an historical collective memory in order to become an incentive for the future and not the crystallization of the past."

(source: <https://progettohal.wordpress.com/blog/>)

Since from the middle of the XVI century, in many cities of Veneto, Lombardia, Emilia and Toscana, manufacturing activities were born, specializing in specific characteristic productive activities.

On the contrary of other Italian regions, in Veneto, industries found their position mainly in minor cities or in the countryside, in connection with the availability of commodities, workforce, energy sources, mainly related with the presence of waterways or of a water supply network. It is starting from the 80s that the disposal process of many industrial areas took place, with a consequent re-use of unused spaces both for building and commercial purposes, considering that these industrial areas are characterized by wide spaces, solidity and lighting systems which permit the re-use for various activities for the interest of the community.

The Veneto Region is rich in structures and examples which witness the importance of the industrial development of the area, with abandoned and then re-used buildings which highlight the history of the regional development and of its territory.

Would you like to learn more about the industrial heritage in Veneto?

Veneto Region elaborated a focus on it, which is at your disposal in the [CHRISTA Library](#).

CHRISTA

with

UNWTO
International
Year of
Sustainable
Tourism for
Development
2017

European Year of
Cultural Heritage
2018

EU-China
Tourism Year
2018



CHRISTA was presented at a special workshop in Brussels on Sustainable Cultural Tourism and EYCH 2018 in Brussels

On 30 November 2016, partner European Cultural Tourism Network, Member of the 'European Heritage Alliance 3.3' and signatory of the 'European Tourism Manifesto for Growth and Jobs', organised a Special Workshop with the theme: '**Sustainable Cultural Tourism, European Year of Cultural Heritage 2018 and beyond**', at the EU Info Centre, Rue Archimède 1, Brussels.

This event was addressed to cultural heritage and tourism organisations and stakeholders to exploit synergies and cooperation opportunities regarding sustainable cultural tourism development and promotion in Europe, with emphasis on the **European Year of Cultural Heritage 2018** (EYCH 2018) and EU co-funding programmes.

Participants came from several national, regional and local authorities, cultural and tourism organisations, NGOs, cultural routes and other networks together with distinguished speakers:

Michael Cramer, Chair of Transport and Tourism TRAN Committee, **European Parliament**, **Clr Tony Buchanan**, Vice-Chair of NAT Commission, **Committee of the Regions**, **Antonio Cenini**, **European Commission**, DG Growth, Tourism, Emerging and Creative Industries Unit, on the **EU-China Tourism Year 2018**, **Cathrine Magnat**, Deputy Head of Unit, **European Commission**, DG Education & Culture senior officer on EYCH 2018, **Alan Vella**, Project Advisor, **Executive Agency for SMEs (EASME)**, **Jean Charles De Cordes**, Head of Cooperation of the **Council of Europe** Brussels Office, **Iulia Niculica**, **European Travel Commission** on 'Tourism Manifesto', **Piet Jaspaert**, Vice-President of **Europa Nostra** and **Adam Bodor**, Advocacy and **EuroVelo** Director, **European Cyclists Federation**.

During the event, the enhanced and updated second edition of the '[Thessalia Charter for Sustainable Cultural Tourism](#)' was launched, **CHRISTA** and another project **Cult-RinG** were presented and potential actions for sustainable cultural tourism were discussed related to the **UN International Year of Sustainable Tourism for Development 2017**, **EYCH 2018**, [EU-China Tourism Year 2018](#) and EU co-funding programmes.

Following this event, Europa Nostra co-signed the European Tourism Manifesto and European Travel Commission joined the European Heritage Alliance 3.3.

[Read more ...](#)



CHRISTA Partnership joining the celebrations for the IY2017



Through CHRISTA partner European Cultural Tourism activities and established relationship with UN World Tourism Organisation, CHRISTA partnership joining the celebrations for the [2017 International Year of Sustainable Tourism for Development](#) (IY2017), designated by the United Nations General Assembly.

All CHRISTA events and activities planned to take place during 2017, namely thematic Workshop with contribution of external participants and event planned to take place during the Brussels 'European Week of Regions and Cities 2017' will be organised in the framework of IY2017.

[Read more ...](#)

Insights in the next edition:

- ♦ Study Tour for policy makers, 15—16 June 2017, Veneto, Italy
- ♦ Workshop on Interpretation Facilities for Heritage with study visits in Sibiu, 19 - 21 September, Sibiu, Romania
- ♦ Staff Exchange by partners to encourage 'hands-on' experience
- ♦ Local Stakeholder meetings in partner's regions
- ♦ Local dissemination events with stakeholders, policy makers, citizens, press and media in partner's regions
- ♦ CHRISTA presented at the Launch of Green Pilgrimage Interreg Europe project, 15—19 May 2017, Canterbury, UK
- ♦ 10th international conference for Cultural Tourism in Europe, 20 - 21 September 2017, Sibiu, Romania
- ♦ CHRISTA event at the European Week of Regions and Cities, 10 October 2017, Brussels
- ♦ European Heritage Alliance 3.3 meeting towards EYCH2018, 27 April 2017, Brussels



[Public consultation](#) on the
'Thessalia Charter for Sustainable Cultural Tourism -
2nd edition'!
Consultation is open until 30 June 2017



Submission of Abstracts on 8 themes for
the [10th international conference for
Cultural Tourism in Europe](#)
is open until 31 May 2017



Submission of Application with 8 themes for [ECTN
Award](#)
'[Destination of Sustainable Cultural Tourism 2017](#)'
is open until 30 June 2017



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