

EU policy on cultural and creative industries linked to sustainable cultural tourism



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**European policy
framework**

European and initiatives

Introduction

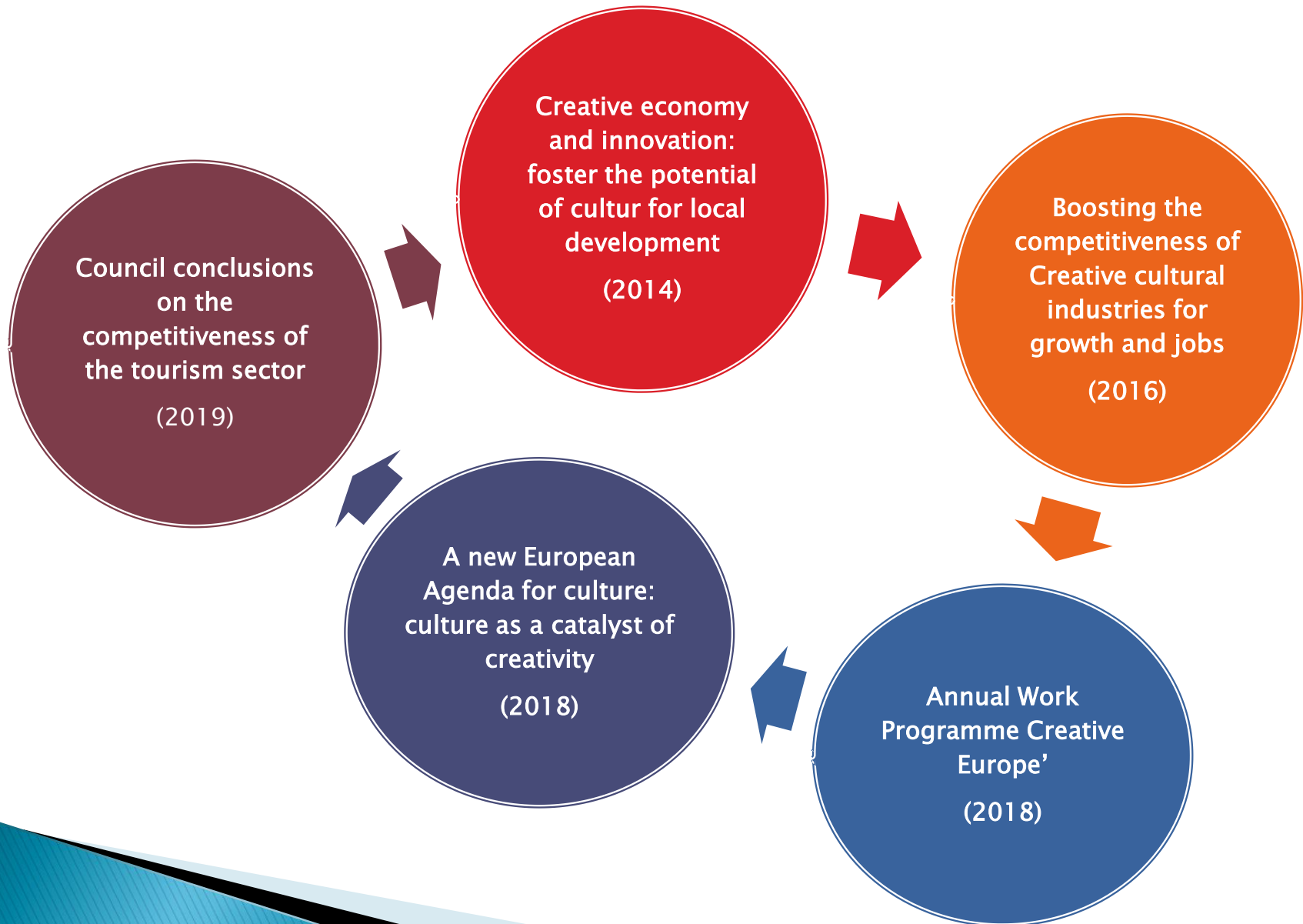
Cultural and creative industries –CCIs– are in a strategic position to promote smart, sustainable and inclusive growth in all EU regions and cities, and thus contribute fully to the Europe 2020 Strategy, which is the EU's growth strategy for the coming decade.

CCIs are by nature inter-disciplinary, they combine culture on one hand and economy on the other. Arts and culture are often described as the core in a system where the cultural and creative industries surround the core and the wider economy surrounds the cultural and creative industries.

The CCIs play a significant role in **reinforcing tourism at regional and local levels**; they offer in this way an opportunity for economic diversification and smart specialization, as well as raising the attractiveness of the regions. Cultural and creative industries are also directly contributing to the **jobs and growth of the tourism sector**.

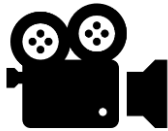


Overview on EU policy framework



Creative economy and innovation

- ▶ The **European Creative and Cultural Industries** represent one of the new frontiers of culture, an evolving innovative and creative process
- ▶ **Creativity and innovation** represent a truly “new start for Europe” to relaunch the economy and society.
- ▶ Culture and Creative Industries (CCIs) have proved to be resilient to the crisis with innovative solutions contributing to growth and jobs. In this context, significant experiences have been carried out at regional and local level, where, to a large extent, CCIs are established and developed.
- ▶ **Integrated programming strategies**, innovative funding tools such as public–private partnership and territorial marketing, have activated a larger number of stakeholders and components within society. These are linked to the **management of cultural, artistic, commercial and touristic projects and products**, which are bringing about new local development processes with an increasing economic and social impact.



Boosting competitiveness of creative cultural industry

Background policy reference

Commission Communication (2012) 357, 'Promoting cultural and creative sectors for growth and jobs in EU'

Cultural and creative sectors as crossroads between arts, business and technology are in a strategic position to trigger spill-overs in other industries, including ICT applications and telecommunication devices.

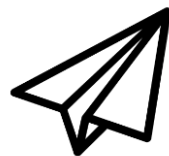
Culture and creativity have also **direct impacts on sectors such as tourism** and are integrated at all stages of the value chain of other sectors such as fashion and high-end industries, where their importance as key underlying assets is increasing

The European Commission also points out the importance of spillover effects of the arts, culture and creative industries

EASME Final report (2016)

The Commission is proposing actions to foster the development of world-class clusters and business networks, and to accelerate the emergence of competitive industries based on cross-sectoral activities, which is particularly relevant for cultural and creative sectors. Concrete actions are proposed to encourage adoption of **new business models and commercial use of creative ideas** which lead to customised and personalised goods and services meeting consumers' demand. The Commission also proposes to develop actions linking and adding skills and competencies in the fields of design, creativity and manufacturing.

The European Commission highlights CCIs in the context of **smart specialisation strategies** and it supports promotion of creative industries within regional development plans. In the **2014–2020 programming period**, ERDF investments in innovation are used to support the implementation of smart specialisation strategies.



Annual Work Programme Creative Europe (2018)

▶ Legal basis

- ▶ Definition of cultural and creative sectors in Regulation 1295/2013 of 11 December 2013 establishing
- ▶ the Creative Europe Programme (2014 to 2020), article 2 (1).

▶ Challenges

- ▶ The European cultural and creative sectors are facing multiple challenges which are tackled by the programme in a number of ways: by **strengthening the capacity of companies to operate at European level** and globally through skills development, fostering collaboration and testing **new business models**; by supporting **innovation in cultural, creative and audiovisual content** as a driver of competitiveness; and by fostering emerging talent in order to maintain European leadership in creativity.
- ▶ The **Culture Sub programme promotes inter-cultural dialogue**, thus bringing citizens closer to the EU and, further supports capacity building for cultural and creative operators in terms of skills development, new business models and audience development.
- ▶ Cross-sectoral cooperation is essential in breaking down silos and building on the **diversity of the cultural, creative and audiovisual operators**.

▶ Priorities for Creative Europe in 2018

- ▶ support to audiovisual
- ▶ support to help artists and creators turn their talent into a profession
- ▶ supports both recurrent and innovative activities (i.e. social regeneration through culture, urban development, social inclusion, and skills development)
- ▶ supporting creativity in the context of the collaborative economy (i.e. crowdfunding) and the digital economy (i.e. digital value chain, data)



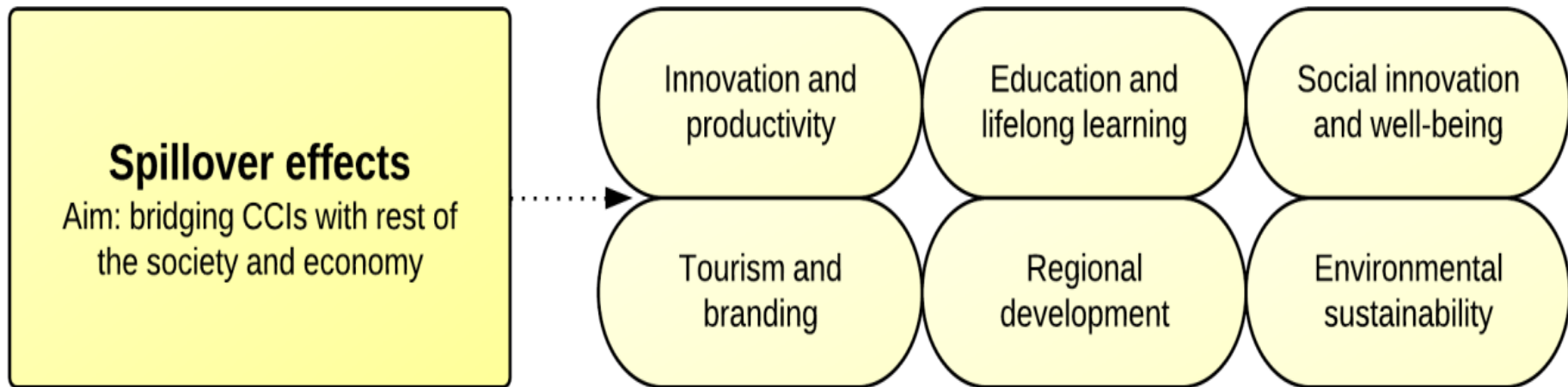
A new European Agenda for Culture

In many regions the **creative sector is rapidly growing, outperforming other more established sectors**, in terms of growth in new businesses, turnover and employment

A **longer-term and more strategic approach to culture-based development** is required at a local and regional level;

Culture-based creativity is a fundamental means for industry and policy decision makers to adopt and implement more user-centred strategies (less about “making things” more about providing a service) and it is a key input for businesses or public authorities which want to communicate more effectively, challenge conventions and look for new ways to stand out. It **contributes to product innovation**, to **branding**, to the **management of human resources** and to **communication**.

CCIs produce many different types of positive spill-overs on the economy and society as a whole



Council Conclusions on the competitiveness of the tourism sector



The Council Conclusions adopted the 27 May 2019, on the competitiveness of the tourism sector as a driver for sustainable growth, jobs and social cohesion in the EU for the next decade,

ACKNOWLEDGES, that the EU tourism sector faces shared challenges and opportunities, which will impact its development for the next years, such as:

- ❑ sustainability, including resource efficiency,
- ❑ circular economy,
- seasonality and the management and distribution of increasing tourism flows;
- ❑ innovation and digitalisation, including new business models; –
- ❑ skills, competences and the quality of jobs

EMPHASISES the benefits of seeking and exploiting synergies between tourism and other relevant sectors, such as cultural and creative industries, crafts, food and beverages, transport, construction, spatial and urban planning, ICT/advanced technologies, maritime, agriculture, sport, recreation, education, health and well-being

CALLS Member States and the Commission, within their respective spheres of competence, to:

- ❑ **encourage the inclusion of tourism in smart specialisation strategies**, where this builds on a region's assets and human capital, as well as encourage cross-innovation ecosystems and synergies between tourism and other policy fields;
- ❑ **support networks and partnerships between private and public actors**, including nongovernmental organisations and social partners, and across different levels of governance, and foster cross-border and inter-regional cooperation to encourage sustainable tourism-driven development based on the EU's cultural and natural resources, including those of the urban, rural and insular areas;
- ❑ **encourage European-wide dialogue and exchange of best practice among Member States** to develop innovative approaches, including in smart tourism, for the balanced management of growing tourism flows to European destinations

QUESTIONS & ANSWERS



Sustainability as European Brand

- ▶ Commission Communication (2016) 739 final
 - ▶ ‘ *European action for sustainability*

EU's commitment to sustainable development

The EU is fully committed to be a frontrunner in implementing the **UN Agenda 2030 and its 17 SDGs**, together with Member States and in line with the principle of subsidiarity .

Sustainable development is an issue of **governance** and requires the **right instruments** to ensure policy coherence across thematic areas, as well as between the EU's external action and its other policies.

Key actions and governance elements

The Commission launched in 2017 a **multi-stakeholder Platform** with a role in the follow-up and exchange of best practices on **SDG implementation across sectors**, at Member State, Regional, local and EU Level, mobilizing expertise of key sectors (including tourism).



UN Agenda 2030

Sustainable Development Goals



EU Strategy for the Adriatic and Ionian Region



EUSAIR 4 *parallel* pillars

Pillar 1



Blue growth

Pillar 2



**Connecting
the Region**

Pillar 3



**Environment
quality**

Pillar 4



**Sustainable
tourism**



Cross-cutting aspects

1. Capacity building including communication
2. Research and Innovation and SME development

The international monitoring tool

Global Sustainable Tourism Council

Global Sustainable Tourism Council (known as the **GSTC** or the Council) was formally constituted in the 2010 as independent body for establishing and **managing standards for sustainable tourism**. At the heart of its work are the **Global Sustainable Tourism Criteria and Indicators** (which are neither a definitive set nor are they all-inclusive and they can be applied to a broad range of destinations type) are organized around the **four sections**:

- (1) demonstrate effective sustainable management;*
- (2) maximizing economic benefits to the host local community and minimize negative impacts;*
- (3) maximize benefits to communities, visitors, and culture: minimize negative impacts;*
- (4) maximize benefits to the environment and minimize negative impacts.*



- ▶ **Section C: Maximize benefits to communities, visitors, and culture; minimize negative impacts**
- ▶ **Criteria C.1– Attraction protection:** The destination has a policy and system to evaluate, rehabilitate, and conserve natural and cultural sites, including built heritage and archeological) and rural and urban scenic views
- ▶ **Criteria C.4– Cultural heritage protection:** The destination has laws governing the proper sale, trade, display, or gifting of historical and archeological artefacts.
- ▶ **Indicator C.1.a** Management system to protect natural and cultural sites, including built heritage and rural and urban scenic views;
- ▶ **Indicator C.1.b** Management system to monitor, measure and mitigate tourism impacts on sites and attractions;
- ▶ **Indicator C.4.a** Laws or regulations to protect historical and archeological artefacts including those located under water and evidence of their enforcement
- ▶ **Indicator C.4.b** Program to protect and celebrate intangible cultural heritage (e.g. includes song, music, drama, skills and crafts)



A focus on ETIS Methodology

What is the European Tourism Indicator System

Legal basis: Action 11 COM (2010) 352

A management tool, which supports the destinations to measure tourism impacts (economic, socio-cultural and environmental), based on **43 core indicators and a set of supplementary indicators**

A monitoring system easy to use for collecting data and detailed information and to follow destination's own performance from one year to another

An information tool (**not a certification scheme**), useful for policy makers, tourism enterprises and other stakeholders,

- The EU eco-management and audit scheme (EMAS), is a **voluntary tool and certification scheme** which aims to help its users to achieve enhanced environmental performances

ETIS toolkit



- ▶ 18 Criteria:
- ▶ 43 ETIS core indicators
 - (quantitative)

Section A: Destination management
Section B: Economic value
Section C: Social and cultural impact
Section D: Environmental impact



- ▶ Section C – Criteria C.5
- ▶ Indicators
- ▶ C.5.1 Percentage of residents that are satisfied with the impacts of tourism in the destinations's identity
- ▶ C.5.2 Percentage of destination's events that are focused on traditional/local culture and heritage

Criteria C.5: Protecting and enhancing cultural heritage, local identity and assets

Successful experiences at destination level across Europe



Visit **South Sardinia**, a successful ETIS destination achiever, awarded by the European Commission in 2016



7 transnational Cultural Routes certified by the Council of Europe, implemented ETIS in 2016,

- focusing on the cultural governance model
 - Via Frangigena, Iter Vitis, Santiago de Compostela, Saint Martins of tours, Olive Trees, among others

ETIS award ceremony

Bruxelles, 30th April 2016



Barcelona Declaration of tourism and cultural heritage

Better place to visit, better place to live

The **declaration** assumes the collective commitment of cultural heritage and tourism stakeholders towards the **Sustainable Development Goals (SDGs)**, as published by the UNWTO, and aims to deliver a **legacy for Europe** beyond the 2018 European Year of Cultural heritage, thus contributing further to the implementation of Agenda 2030 of the United Nations.

The Declaration calls for the implementation of **5 key principles**:

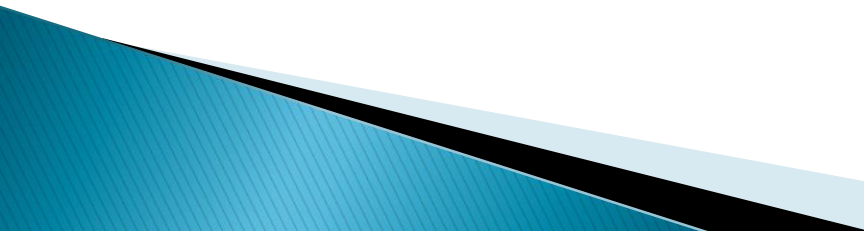
- ▶ Principle 1: SMART AND INCLUSIVE GOVERNANCE
 - ▶ *“What is good for residents is good for visitors”*
- ▶ Principle 2: ADDING VALUE TO THE SENSE OF PLACE
 - ▶ *“Residents are part of the cultural / tourism experience and the best ambassadors of their territory and identity”*
- ▶ Principle 3: USING A HOLISTIC VISION FOR MARKETING AND PRESERVATION
 - ▶ *“Promote hidden cultural heritage while being prudent in promoting overexposed ones”*
- ▶ Principle 4: BALANCING PLACE, PEOPLE AND BUSINESS
 - ▶ *“Better measure to better manage “*
- ▶ Principle 5: CONNECTING PEOPLE TO PEOPLE
 - ▶ *‘Citizens’ and visitors’ search for new and transformative experiences”*



Berlin Call to action 'Cultural heritage for future of Europe' (1)

- ▶ In the framework of the European Year of Cultural Heritage (EYCH), the **Berlin call to Action** was presented by **Europa Nostra** (The voice of Cultural Heritage in Europe), during the first European Cultural Heritage Summit , held from 18–24 June 2018 in Berlin,
- ▶ **ACTION 1 DEVELOPING THE EUROPEAN ACTION PLAN**
 - ▶ The Action Plan should therefore be coherent with the Council of Europe's Faro Convention on the Value of Cultural Heritage for Society and its recent European Heritage Strategy for the 21st century, and with the UN Agenda 2030 for Sustainable Development
- ▶ **ACTION 2 RECOGNISING HERITAGE AS A PRIORITY FOR EUROPEAN POLICIES AND FUNDING**
 - ▶ Cultural heritage as a strategic priority in the up-coming policy programmes and the EU's new multi-annual financial framework (2021–2027).
- ▶ **ACTION 3 BRIDGING LOCAL, NATIONAL AND EUROPEAN**
 - ▶ States, Regions and Cities in Europe should continue to develop holistic and ambitious policy and action plans for cultural heritage.

Berlin Call to action 'Cultural heritage for future of Europe' (2)

- ▶ **ACTION 4 PRESERVING AND TRANSMITTING THE IRREPLACEABLE**
 - ▶ Boost the necessary human and financial resources and invest in skills and capacity building in order to ensure proper preservation, development and transmission of our heritage, both physically and digitally.
 - ▶ **ACTION 5 INVESTING IN QUALITY HERITAGE-LED REGENERATION**
 - ▶ Enable adequate investments, public and private, into quality heritage-led regeneration of our neighborhoods, cities and countryside based on creativity, innovation and adaptive re-use
 - ▶ **ACTION 6 PROMOTING BETTER KNOWLEDGE AND DEEPER UNDERSTANDING**
 - ▶ Attention must be given to history education and heritage interpretation placed in a broader context of Europe's past, present and future
 - ▶ **ACTION 7 BUILDING ON THE MOMENTUM**
 - ▶ consolidate and further improve the synergies between the widest possible range of public and private stakeholders including relevant European and international organisations and civil society
- 

TOWARDS SMEs BUSINESS MODEL

to enhance cultural tourism

- ▶ The *joint cooperation between Chambers of commerce across Europe* shows how to connect the key SMEs operating in the tourism sector with the less-known UNESCO sites, combining the offer of culture, gastronomy, arts, handcrafts, fashion, creative industries, design, cultural and natural heritage and the **value chain of cultural-tourism services** (accommodation, transport, tour operators, food and beverage, mobility, museums, theaters, etc.), with an integrated approach
- ▶ The **first “Mirabilia formal business network”**, officially established in Italy, allows Micro and SMEs to overcome the obstacles deriving from dimensional limits and reach a critical mass to compete globally, while safeguarding their individuality and generating value for each company and development for the whole territory.



CREATING A NATIONAL/REGIONAL NETWORK

WHAT AT STAKE?

1. Cooperation with UNESCO managing authorities
 - a. Chambers accreditation
 - b. Complementary activity
 - c. A single point of contact for the whole tourism supply chain
 - d. Providing quality services

- What benefits for CCI and UNESCO; a win-win cooperation**
2. A local network for the implementation of the Mirabilia business model
 - a. Chambers' involvement (appointing dedicated human resources either in house or external)
 - b. Relationship with key stakeholders
 - c. Awareness-raising campaign to promote the Mirabilia business model



A transnational partnership with existing EU networks and organisationsthe very first steps.....

- ▶ **UNESCO**
- ▶ <https://visitworldheritage.com/en/eu>
- ▶ **ECF – EUROVELO**
- ▶ <http://www.eurovelo.com/en>
- ▶ **EUROPEAN TRAVEL COMMISSION**
- ▶ <https://www.tourismmanifesto.eu/>
- ▶ **EURAIL**
- ▶ <https://www.eurail.com/en>
- ▶ **NECSTOUR**
- ▶ <http://www.necstour.eu/>
- ▶ **Europanostra**
- ▶ <http://www.europanostra.org>



Alone we can do so
little;
together we can do so
much",

Harnessing the **full potential of CCs can make a major contribution to growth and jobs** and accelerate the shift towards a knowledge based innovation society. Helen Keller

To exploit this potential, **strong action is needed, at national, regional and local level, and at EU level**, to support the implementation of the multi-layered strategy, focusing in the short and longer terms in particular on five key policy drivers:

- (1) *developing skills;*
- (2) *improving access to finance;*
- (3) *promoting new business models and enlarging audiences;*
- (4) *facilitating cooperation with other sectors and policies;*
- (5) *expanding international reach.*

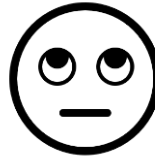
This strategy will also promote cooperation with the EU's partners.
It will count on the support of other European institutions and stakeholders.

Things do not
happen. Things are
made to happen.

John F. Kennedy



QUESTIONS & ANSWERS



Thank you for your attention!



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