

INTERREG IVC PRESERVE *PROJECT SUMMARY*

PROJECT DURATION : 36 months

SUMMARY

Tourism is a common denominator of all European regions, urban and rural, because each territory has a unique cultural heritage and landscape that deserve to be preserved. Having said that, many examples show that tourism can be a threat to the beauty and diversity of the European landscape rather than a vehicle for economic growth, job creation or innovation, and may thus aggravate the new challenges currently facing the EU. The UNEP (United Nations Environment Programme) illustrates that tourism can have negative environmental, socio-cultural and economic impacts on the host communities. In other words, Regions must be careful when developing their cultural heritage strategies, to think in sustainable terms and to use the right indicators, should they want to fully benefit from their tourism assets.

PARTNERS

AER (FR, lead)
Abruzzo (IT)
Alba (RO)
Alytus (LT)
Avila (ES)
Banska Bystrica (SK)
Calabria (IT)
Carinthia (AT)
Észak-Alföld (HU)
Fyn (DK)
Örebro (SE)
Strerea Ellada (EL)
Styria (AT)

OBJECTIVES

The main objective of PRESERVE is to contribute to an improved effectiveness of regional development policies, specifically of regional polices considering cultural heritage as an endogenous factor of economic development and supporting sustainable tourism. Based on commonly defined methodologies, the partners will exchange best practices in the field, mainly through the means of on-site peer reviews and exchange seminars. The peer review-instrument encourages a true mutual learning process in a European-wide context, based on exchanging and sharing among people working in the same field and under similar framework conditions (here regional administrations). The project activities will also lead to policy recommendations and holistic regional action plans that reconcile ambitions for modernisation and increased competitiveness with issues of sustainability and preservation of cultural heritage.

ACTIVITIES & RESULTS

Project activities include the drafting of the peer review toolkit by all partners. In a second stage, the toolkit will be tested through several peer review groups where 'peer' partners will draft reports an recommendations to the 'host' partners after a week-long visit composed of various meetings, interviews and site visits. Regions hosting a peer review will also organise regional seminars with relevant stakeholders and partners will meet for a large interregional conference mid-way through the peer reviews. This mutual learning seminar will bring together the experiences and effects of the peer reviews and other lessons learned during the project for all partners. Finally, partners will engage in an action plan and self-evaluation workshop to further ensure the sustainability of the project. Several seminars will focus in detail on the state of the art in energy strategies.