

INTERREG IVC PRESERVE
 PROJECT SUMMARY

PROJECT DURATION : 36 months

SUMMARY

Tourism is a common denominator of all European regions, because each territory has a unique cultural heritage and landscape that deserve to be preserved. Many examples show that tourism can be a threat to the European landscape rather than a vehicle for economic growth, job creation or innovation. Regions must be careful when developing their tourism strategies, to think in sustainable terms and use the right indicators, should they want to fully benefit from their assets.

OBJECTIVES

The main objective of PRESERVE is to contribute to an improved effectiveness of regional development policies, specifically of regional policies 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

- Drafting the peer review toolkit;
- Organising peer reviews : 'peer' partners will draft reports and recommendations to the 'host' partners after a week-long visit composed of various meetings, interviews and site visits;
- Regional seminars to be organised by host partners ;
- Interregional mid-term conference : mutual learning event that will bring together the experiences and effects of the peer reviews and other lessons learned during the project for all partners.

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)
 Tuscany (IT)

- Finally, partners will engage in an action plan and self-evaluation workshop to ensure the sustainability of the project.