

# ECTN Messenger



“I would like to welcome you to the first new Newsletter ‘ECTN Messenger’ !

Our priorities in this year have been completed successfully:

a new website is built for effective communication; international conference for cultural tourism and Award contest for destinations across Europe for nomination ‘Destination of Sustainable Cultural Tourism’ were organized, prepared and submitted project proposals in the Interreg Europe, Horizon 2020 and COSME programmes, as well as enlarged the Network with seven new members and established cooperation with European Federation for Industrial Heritage and a trans-national network ‘Alpine Pearls’ .

I hope that our Newsletter, covering our activities, plans and other information related to cultural tourism, is interesting and useful for You. We welcome new members in our Network! ”

With the best wishes,

Konstantinos Chalevas, President of ECTN,

Regional Councillor of Thessalia Region and

President of Social & Cultural Council of Thessalia Region EKPOL, Greece



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## Special points of interest

- [8th International Conference for Cultural Tourism](#)
- [Award 2015 go to Poland, Cyprus and Latvia](#)
- [4 new project proposals for culture and heritage](#)

## Former EU Commissioner for Culture becomes the first Honorary Member of ECTN



For the first time in the history of ECTN, a Honorary Member has been admitted, Ms. Androulla Vassiliou, former European Commissioner for Education, Culture, Multilingualism and Youth, for her important contribution towards the development and promotion of cultural tourism in Europe.

*Ms. A.Vassiliou stated: „It is an Honour that I gladly accept and I wish to thank the members of ECTN, as well as*

*the members of its Board for this great Honour. ”*



# Insights

## ECTN welcomes seven new members

During this year, seven new members from Poland, Romania, UK, Spain, Croatia, Portugal and Greece joined ECTN:

Ordinary Members:

[Sibiu County Tourism Association](#), Romania  
[Provincial Council of Granada](#), Spain  
[Intermunicipal Community of Ave Region](#), Portugal  
[Region of Central Macedonia](#), Greece

Associate Members:

[Institute of Tourism Warsaw School of Tourism and Hospitality Management](#), Poland  
[University of Rijeka](#), Croatia  
[Bournemouth University](#), UK



## New Member of the Board elected at General Assembly

At the General Assembly, which took place in Riga on 17 September 2015, Intermunicipal Community of Ave Region/Comunidade Intermunicipal do Ave (CIM AVE, Portugal), was elected as a new member of the Board of ECTN.

CIM-AVE is a governmental organization that administrates the NUT III level region and is ruled by a Council of Mayors and a Chairman representing the 8 municipalities involved and roughly half a million people. As a Public Regional Authority it has delegated powers from North Regional Coordination and Development Commission and have a rights to develop policies by itself, including tourism regulations and heritage visit rules.



L-R: Manuel Torcato Baptista, President of CIM-AVE and Mayor of Póvoa de Lanhoso; Paulo Costa-Pinto, Officer of the Strategic Planning Unit

## INTERREG IVC project CHARTS successfully concluded



As one of the 14 CHARTS partners from 11 countries and 10 destination regions in Europe, ECTN contributed to the project by acting as the projects' external relations representative, supported exchange of experience on specific good practices, **brought together project results** to the attention of the European Union institutions, Commission, Committee of the Regions and European Parliament, as well as **disseminated the project outputs** to a wider audience of destination authorities, relevant institutes and associations working in **cultural and heritage tourism**. Project budget was 1.8 MEUR with ERDF co-funding 1.5 MEUR.



The key output of the project is the [THESSALIA CHARTER](#), which encourage sustainable and responsible tourism policies and actions across Europe and beyond, through engaging culture and heritage with innovation and cohesion. The Charter was launch in Brussels, October 9, 2014. 2

More information about CHARTS project, results and outputs: [www.charts-interreg4c.eu](http://www.charts-interreg4c.eu) .

# Highlights

## 8th European Cultural Tourism Conference held in Riga

Year 2015 was marked as [‘European Industrial and Technical Heritage Year’](#) by a campaign of European Federation of Associations of Industrial and Technical Heritage (E-FAITH), supported by the Council of Europe.

In the framework of this campaign by E-FAITH and on the occasion of ‘European Heritage Days’, **ECTN organised its 8th annual international cultural tourism conference on the theme ‘Industrial Heritage: Prospects for Sustainable Tourism Development in Europe’ on 18 – 19 September 2015 in Riga, Latvia** in close cooperation with Vidzeme Tourism Association (LV), Vice-Presidency of ECTN.



*Conclusion session. L-R: P.Laconté, D.Morgan, A.Linters, D.Robbins, A.Biedrins, M.Vougioukas*

The international conference gathered together distinguished speakers, heads of European Federations: Adriaan Linters, E-FAITH General Secretary, Pierre Laconté, Europa Nostra Council member and Chairman of Industrial and Engineering Heritage Committee and David Morgan, FEDECRAIL President. Also, experts and professionals working in industrial heritage field from ERIH—European Route of Industrial Heritage (Germany), iBeaken (Belgium), Interdisciplinary Center of Advanced Researches on Territorial Dynamics of University of Bucharest (Romania), Public Water Management Company "Vode Vojvodine" (Serbia), Institute of Geology Karelian Research Centre Russian Academy of Sciences (Russia), University of Rijeka (Croatia), INTERREG IV project CHARTS (GR), as well as the Deputy State Secretary Raimonds Aleksejenko from Ministry of Economics of Republic of Latvia, with ECTN Members and participants from Latvia.

During this Conference the latest trends in the field of industrial heritage, including innovation, creativity, design, research and development, sustainable tourism product development were discussed, as well as the major challenges for the future. The Conference showcased relevant experiences, shared best practices, methods and concepts of successful implementation and provided practical recommendations to preserving, restoring, deploying and promoting industrial heritage for sustainable tourism development.

*“All papers identified, that industrial heritage is an ideal tool for economic regeneration of a region. It is of greatest value in areas of economic decline and examples were offered for the contribution to economic regeneration in both urban and rural areas.”*

*Derek Robbins, Moderator, Bournemouth University, UK*

Panelists from E-FAITH, Europa Nostra, FEDECRAIL, Bournemouth University (UK) and Industrial Heritage Trust of Latvia shared examples and views, while engaging the whole audience into an open discussion, moderated by Manos Vougioukas, Transport and Tourism Advisor from Greece.

During this Conference, the ECTN Award ceremony for prize “Destination of Sustainable Cultural Tourism 2015” was held. The Conference was combined with study visits to industrial heritage sites in Vidzeme region – Ligatne Paper Mill Factory, as well as Felt Factory, Museum of living Silver and old Firefighter’s Depot in Limbazi city.

The next, 9th annual international conference for cultural tourism will take a place in Guimarães - one of the most important historical cities in Portugal and European Capital of Culture 2012. Guimarães historical centre is a UNESCO World Heritage Site.

For more information, please, see website: <http://www.culturaltourism-network.eu/conference-2015.html>

# Awards for 'Destination of Sustainable Cultural Tourism 2015' go to Poland, Cyprus and Latvia



L-R: Manos Vougioukas (on behalf of Limassol), Kazimierz Waluch (on behalf of Bydgoszcz), Aigars Staks (Daugavpils)

On 18 September 2015 in Riga, during the international conference “Industrial Heritage: Prospects for Sustainable Tourism Development in Europe” the winners of the annual ECTN Award on the theme ‘Industrial Heritage Tourism’ were announced and honoured with an Award ‘Destination of Sustainable Cultural Tourism 2015’.

The three winners are:

**1st prize: Bydgoszcz Water, Industry and Craft Trail TeH2O in Poland**

**2nd prize: Limassol Carob Mill and Warehouse in Cyprus**

**3rd prize: Daugavpils Shot Factory in Latvia**



Winners received a special prize, certificate and a special industriana façade label from E-FAITH.

The Theme for 2015 was ‘Industrial Heritage Tourism’ which resulted in actions that have been implemented, and have produced significant results and achievements by destinations, with a focus on local, regional, state or European context.

The winners of the ECTN Award 2015 were selected by a Panel of Judges among 12 candidates. ECTN has initiated **the first and only award in cultural tourism** across Europe for nomination ‘Destination of Sustainable Cultural Tourism’ Award to tourism

destinations Europe-wide for the benefit of destinations, communities, businesses, citizens and visitors.

The next ECTN Award contest for destinations will be announced in March 2016 on different topic.

For further information, see website: <http://www.culturaltourism-network.eu/award-2015.html>

*“The trail TeH2O is good overall project, including interesting sites with an excellent point of view, good development and management roadmap. Limassol Carob Mill is a successful events center, including a historic nucleus - good combination of both. Daugavpils Shot Factory is one of the top-monuments of non ferro industries—one of the rare remaining lead shot towers in Europe (only 5 or 6 remaining)”.*

*Adriaan Linters, E-FAITH General Secretary, Industrial Heritage Expert and Member of the Panel of Judges*



# On the ground

## ECTN supported the campaign 'European Industrial and Technical Heritage Year 2015'



L-R: Adriaan Linters, General Secretary of E-FAITH, Ieva Treija, Coordinator of ECTN, Assumpcio Feliu Torras, President of E-FAITH

In March 2015, ECTN established cooperation with the **European Federation of Associations of Industrial and Technical Heritage (E-FAITH)**, which is devoted to cooperation between industrial and technical heritage associations and volunteers in Europe.

In order to support E-FAITH from tourism perspective, a Memorandum of the campaign for a 'European Industrial and Technical Heritage Year' was signed by ECTN.

'Industrial heritage tourism' is a topic defined in the THESSALIA CHARTER for it to be implemented during the period 2014—2020 and beyond through interregional cooperation.

Three initiatives of ECTN on 'industrial heritage tourism': the conference, Award contest and one of the priority of the project proposal CHRISTA in the Interreg Europe programme, were presented in Brussels, during the Start meeting of E-FAITH campaign, organised by E-FAITH.



**E-FAITH** [www.e-faith.org](http://www.e-faith.org)



[www.industrialheritage2015.eu](http://www.industrialheritage2015.eu)

## ECTN signed MoU to establish interregional and transnational cooperation



Signing of MoU. L-R: I. Treija, ECTN Coordinator, K. Chalevas, ECTN President

In April 2015, Kostas Chalevas, President of **ECTN**, President of EKPOL – Social and Cultural Council and Regional Councillor of Thessalia Region (Greece) signed a **Memorandum of Understanding (MoU)** with the Network 'Alpine Pearls' – 27 municipalities across the alpine regions of Italy, Austria, Slovenia, Germany, France and Switzerland, in order to establish a strategic interregional and transnational cooperation in the field of sustainable and cultural tourism.

The MoU provides opportunities for Members of both networks to promote and exchange best practices of sustainable tourism, to support the developing of project ideas and lobbying activities in the preparation of EU projects, to be invited to the annual events and to respond to relevant EU consultations for sustainable and cultural tourism development.



[www.alpine-pearls.com](http://www.alpine-pearls.com)

# 4 project proposals submitted in the 3 EU programmes with ECTN Members

ECTN has prepared and submitted one project proposal and contributed in three project proposals for cultural and heritage tourism development and promotion across Europe, with ECTN members as project partners.



One of the project proposals was prepared and submitted in the Interreg Europe programme, which helps regional and local governments across Europe to develop and deliver better policy— **project CHRISTA: Culture and Heritage for Responsible, Innovative and Sustainable Tourism Actions.** CHRISTA project aims to protect and preserve natural and cultural heritage assets and deploy them for the development and promotion of **innovative, sustainable and responsible tourism strategies**, including **intangible** and **industrial heritage**, through **interpretation** and **digitisation**, with capitalisation of **good practices, policy learning, policy implementation** and **capacity building**. In this project, ECTN, as Lead Partner totally involved 9 regions: it's members Region of Central Macedonia (GR), Region Västra Götaland (SE), County Council of Granada (ES), Vidzeme Tourism Association (LV), Pafos Regional Board of Tourism (CY), Sibiu County Tourism Association (RO), Burgas Municipality (BG), Intermunicipal Community of Ave (PT) together with Veneto Region (IT). Total duration of the project: 48 months. Total budget of the project: 1 631 800.00 EUR. Total Member's budget: 1,331,800.00 EUR.



ECTN contributed to the project proposal that has been submitted in the HORIZON 2020 programme, the biggest EU Research and Innovation programme ever with nearly €80 billion of funding available over 7 years (2014—2020) - project **CHERISH: Cultural Heritage and Europeanisation, Research and Innovations for Sustainability and Harmonisation.** CHERISH project aims to identify, promote and apply advances in European **cultural heritage transmission** and the **harmonisation** of appropriate measures by European Institutions, Member States, stakeholders and the citizen society. This project, led by University of Thessaly (GR) involved: University of Barcelona (ES), University of Rijeka (HR), National Institute for Research and Development in Tourism (RO), Institute of Tourism Warsaw School of Tourism and Hospitality Management (PL), Pafos Regional Board of Tourism (CY), Vidzeme Tourism Association (LV), Union of South-East Region Local Authorities (BG), Social & Cultural Council of Thessalia Region EKPOL (GR) together with ECTN. Duration of the project: 36 months. Total budget of the project: 1 249 900.00 EUR. Total ECTN members's budget: 1,101,375.00 EUR.



ECTN contributed to two project proposals which were submitted in the COSME programme, that supports SMEs in better access to finance; access to markets; supporting entrepreneurs; and more favourable conditions for business creation and growth—project **RICHEST: Railways' Industrial and Cultural Heritage for European Sustainable Tourism.** RICHEST project is dedicated to **'Heritage Railways'** and aims to develop transnational itineraries/trails/tourism offers related to the several aspects—cultural aspects of **industrial heritage of railways**, combination of industrial heritage and **living industry**, “experience-based” tourism in the form of ‘foot-plate’ experience, locomotive cleaning and operation, etc. The project involves ECTN and it's members with unique heritage railway in their regions: Vidzeme Tourism Association (LV), Social & Cultural Council of Thessalia Region EKPOL (GR) and National Institute for Research and Development in Tourism (RO). Total duration of the project: 18 months. Total budget of the project: 130 343.00 EUR. Total Member's budget: 84,659.00 EUR .

Project **SPREAD.** SPREAD project aims to develop new **sustainable touristic model**, oriented to the realization of a system of **spread hospitality** that uses and respects the particularities of the different geographical, cultural, historical and economic resources of the territory of each partner valorising them. This model will make possible enhancing **sustainable tourism development** possible by a capacity building activity. The project involves ECTN, Pafos Regional Board of Tourism (CY), together with a partner ‘Alpine Pearls’. Duration of the project: 14 months. Partners: 6. Total budget of the project: 261,389.00 EUR. Total ECTN and it's member's budget: 73,149.00 EUR.

## Amplify Your Role and Activities for Sustainable Cultural Tourism and BECOME A MEMBER NOW

Members are our most valuable asset. Becoming a member of ECTN is being a part of an active network made up for cultural tourism development and promotion in the regions across Europe.

By joining ECTN, you will be integrated in the partnerships for EU co-funded projects, promote your destination/organisation in the EU, learn from the best practices and/or share your experience with others. You will be given the chance to join others from across Europe on subject / theme specific workshops, to take part in exchange visits and influence ECTN's response to EU institutions and discussions.

ECTN is open to **local** and **regional authorities, tourism boards, tourism associations, research institutes / universities**. There are 2 levels of memberships depending on your profile. Your Application will be examined by the Board of ECTN.

More information on memberships and how to become a member can be found here:  
[www.culturaltourism-network.eu/become-a-member](http://www.culturaltourism-network.eu/become-a-member)

### Main upcoming events and activities

- **TOP Priorities 2016 of ECTN** will be announced in **February 2016**
- **9th European Cultural Tourism conference** will take a place in Guimaraes, Portugal in **September 2016**. The topic of the conference will be announced in February, 2016
- **Award** contest for the prize '**Destination of Sustainable Cultural Tourism 2016**', subject to all destinations across Europe. The contest will be announced and opened in **March, 2016**



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[www.culturaltourism-network.eu](http://www.culturaltourism-network.eu)



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