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# Tourism and Cultural Heritage for regional development

**ESPON** 26 November 2020, 10:00 - 17:30

**Massimo Sabatini**

*Direttore Generale Agenzia per la Coesione Territoriale*

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- 3. THE IMPORTANCE OF THE TERRITORIES IN THE FUTURE PROGRAMMING PERIOD AND INSTRUMENTS (slide 13-18)**



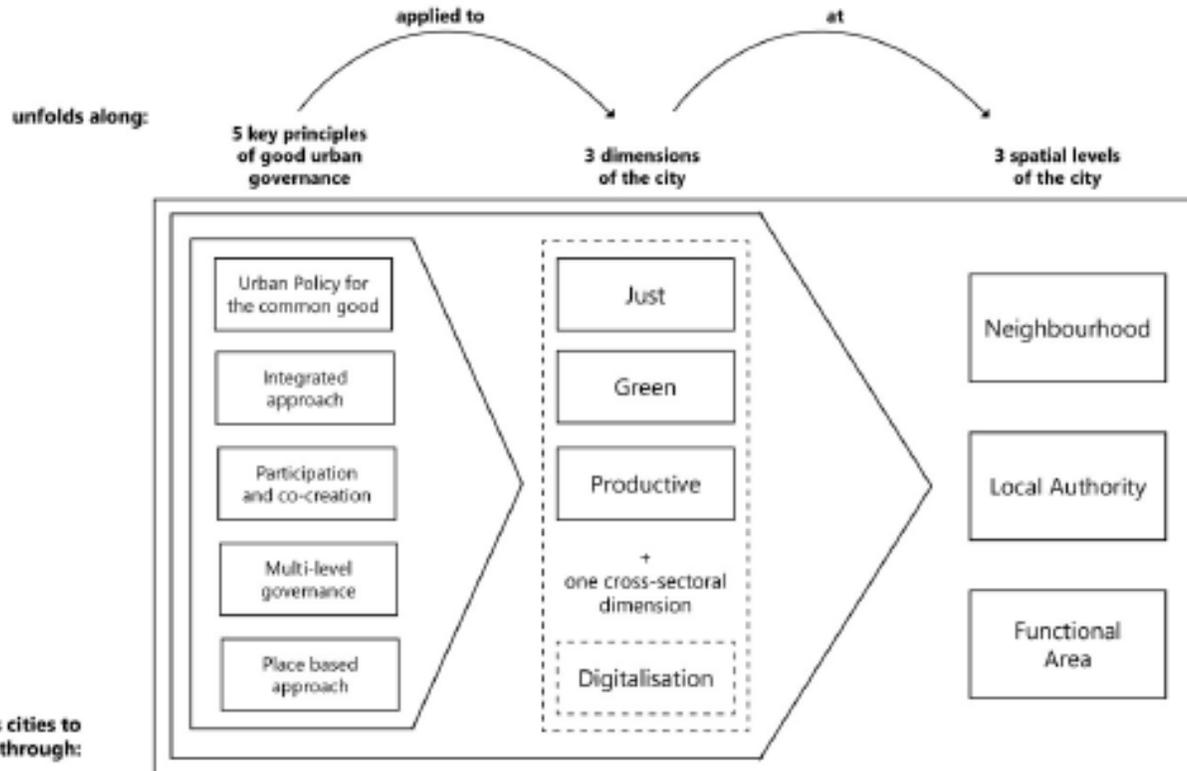
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# the Urban Agenda for the EU

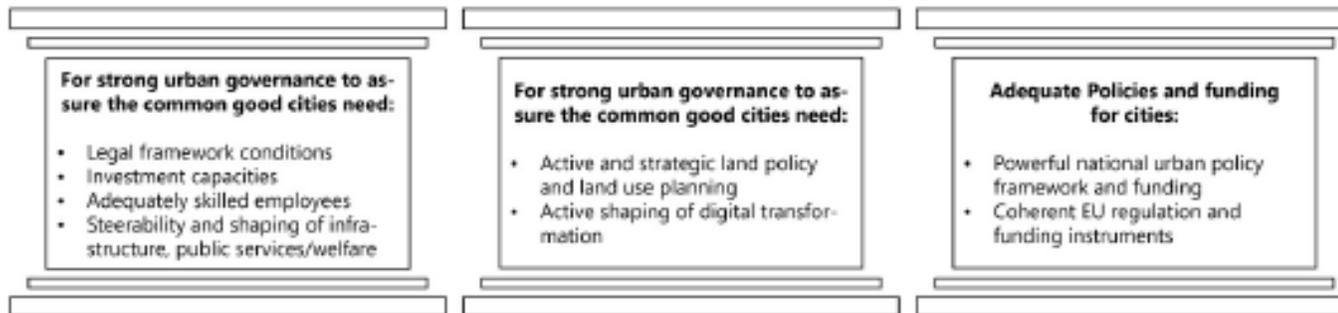


URBAN AGENDA IN ACTION: <https://www.urban-agenda.eu/>

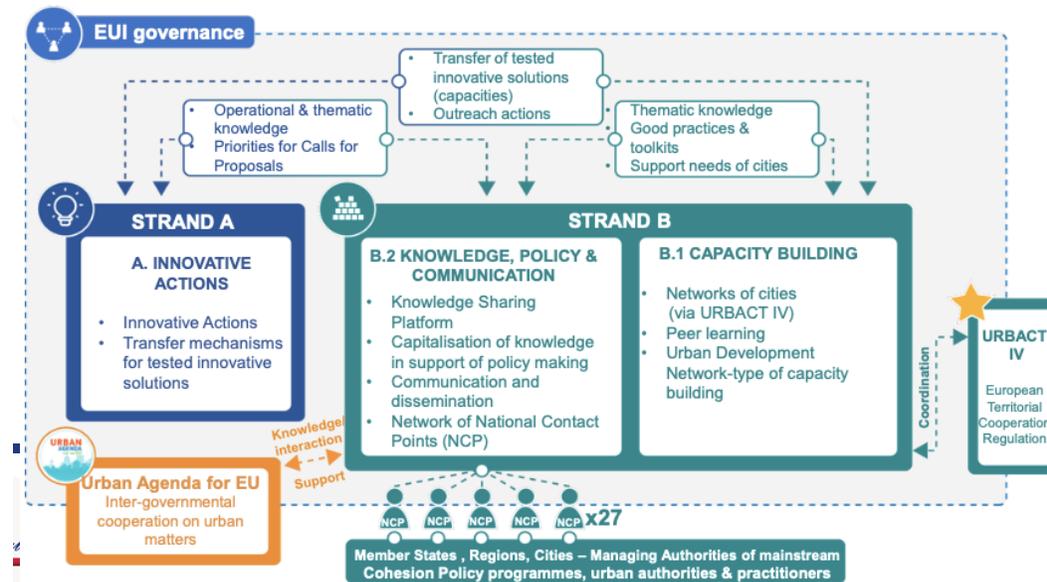
# The New Leipzig Charter



empowers cities to transform through:



The New Leipzig Charter is the new framework for The Urban Agenda for the EU

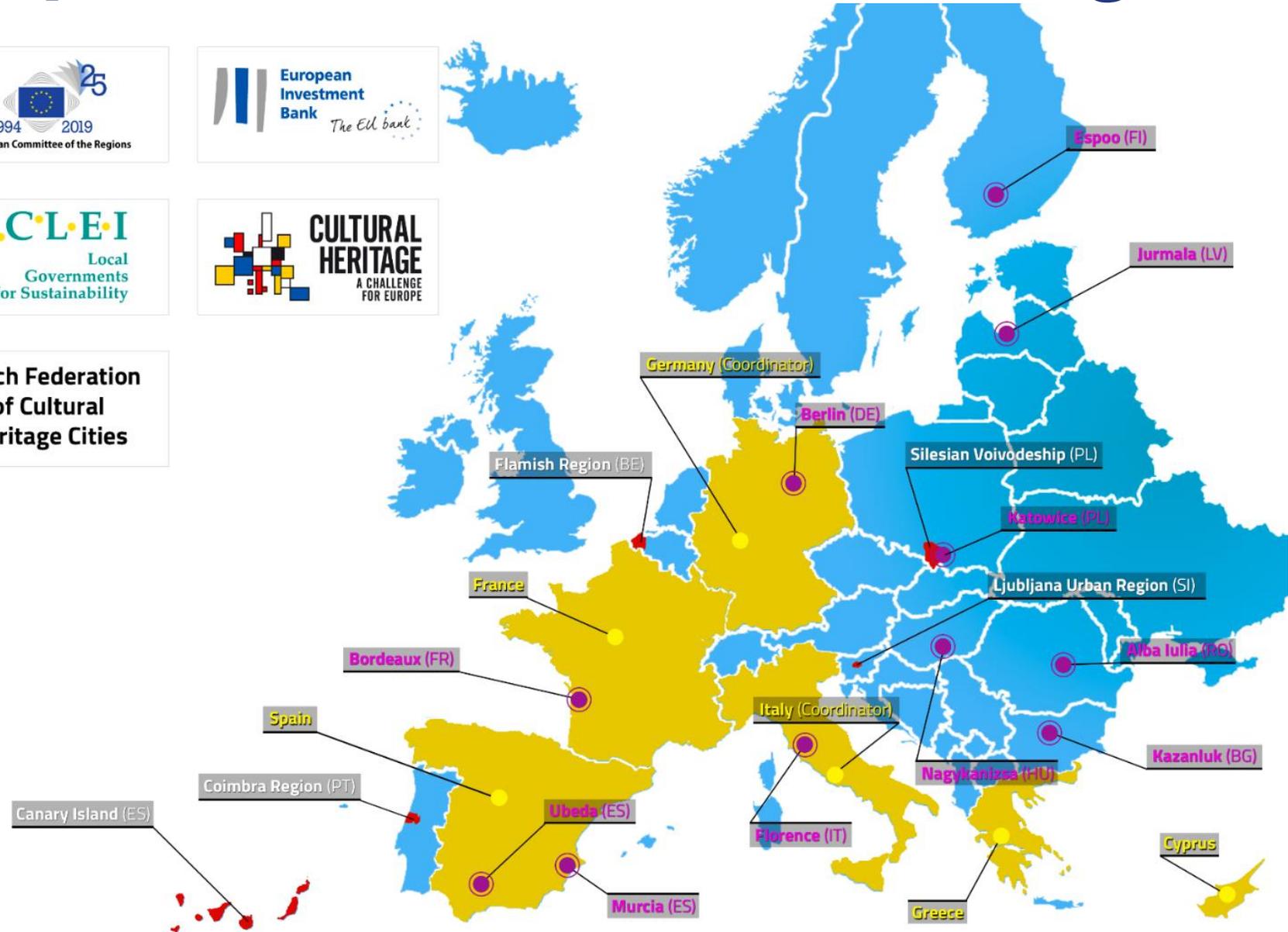


# the Partnership on culture & cultural heritage



*Broad and multi-level partnership*

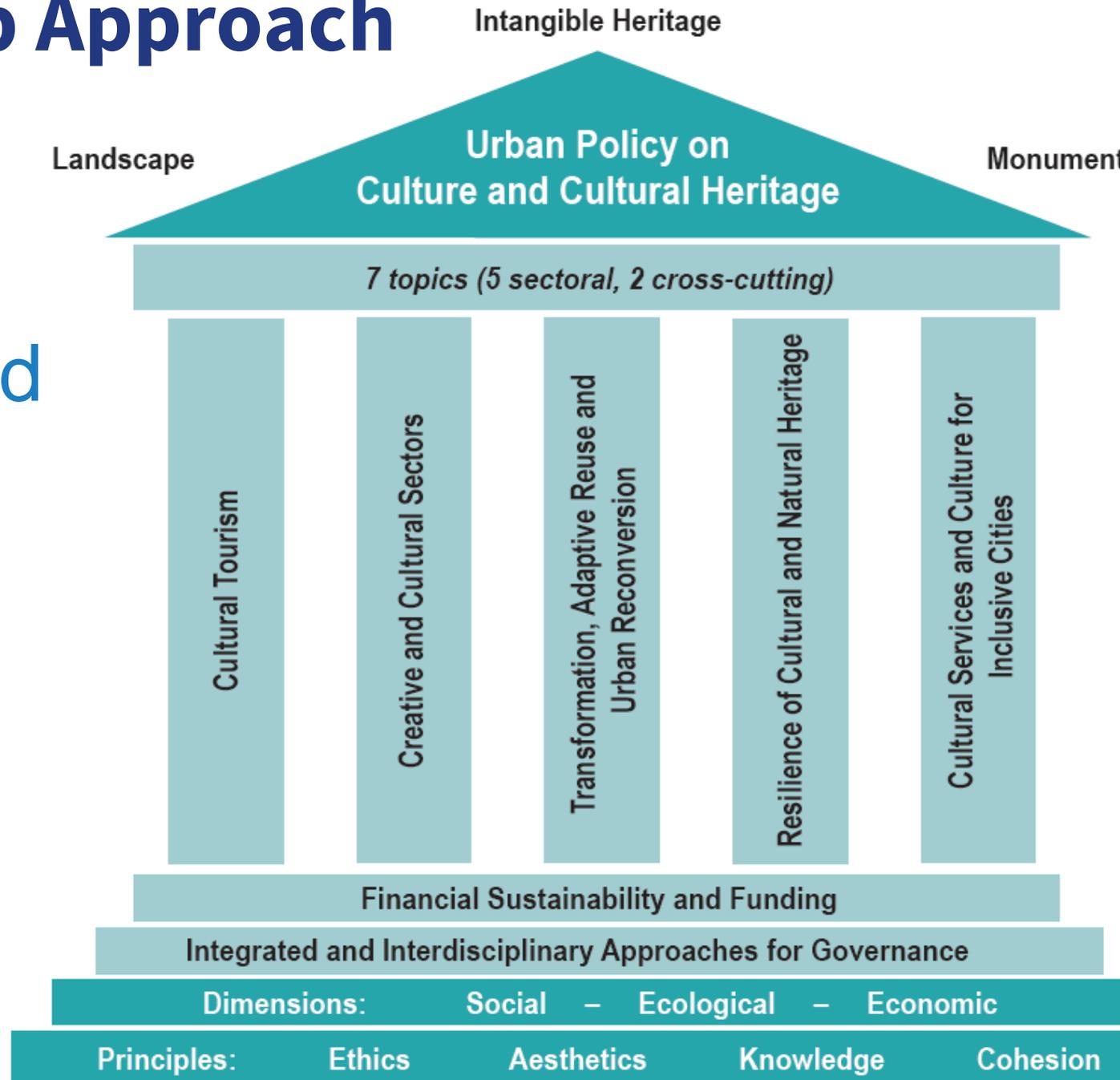
- MEMBER STATES
- REGIONS
- CITIES



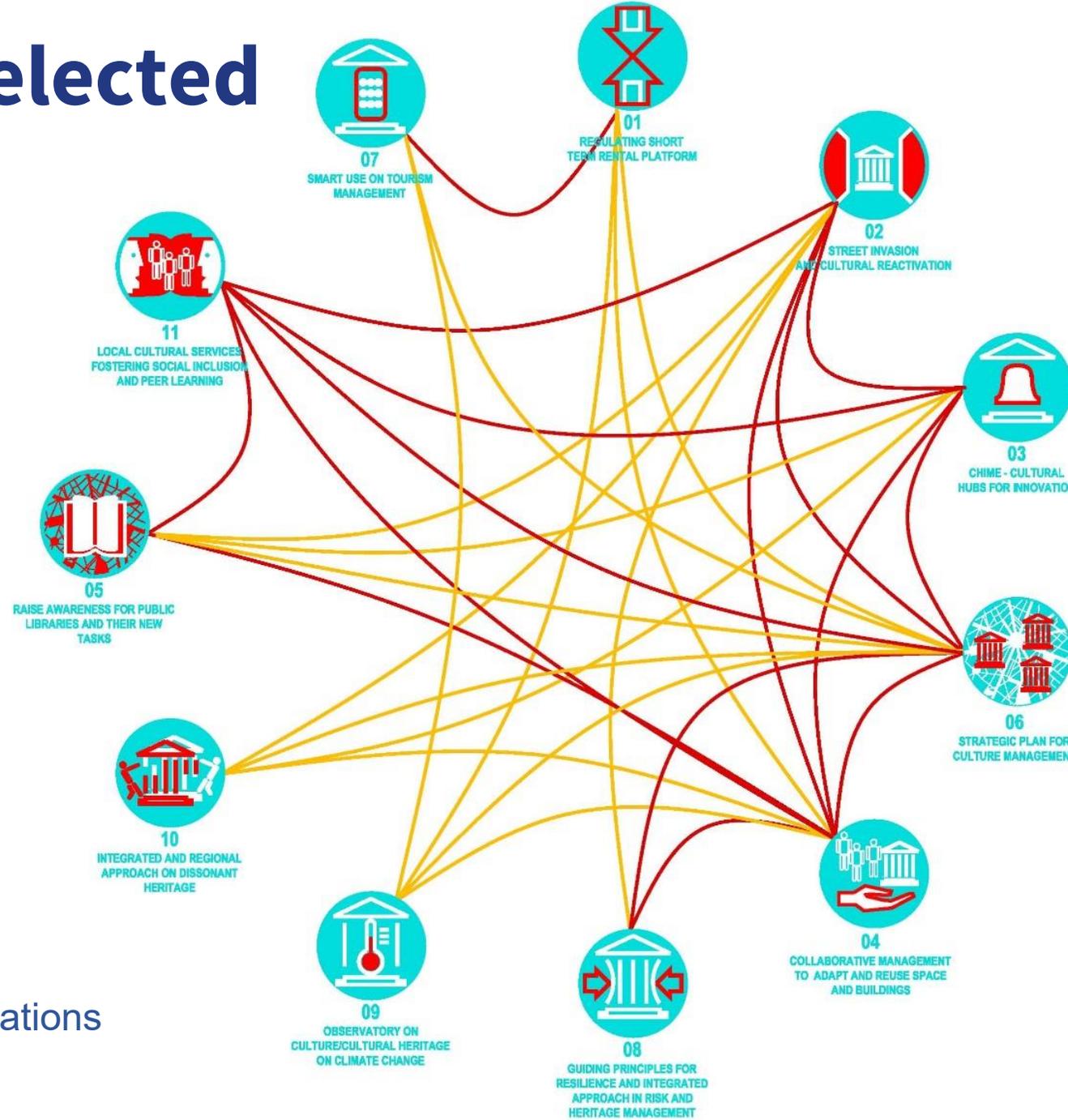
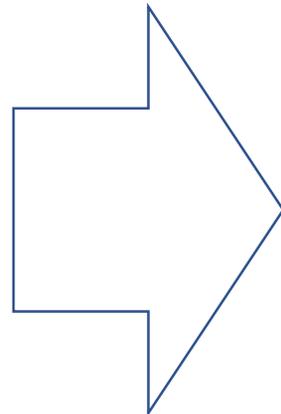
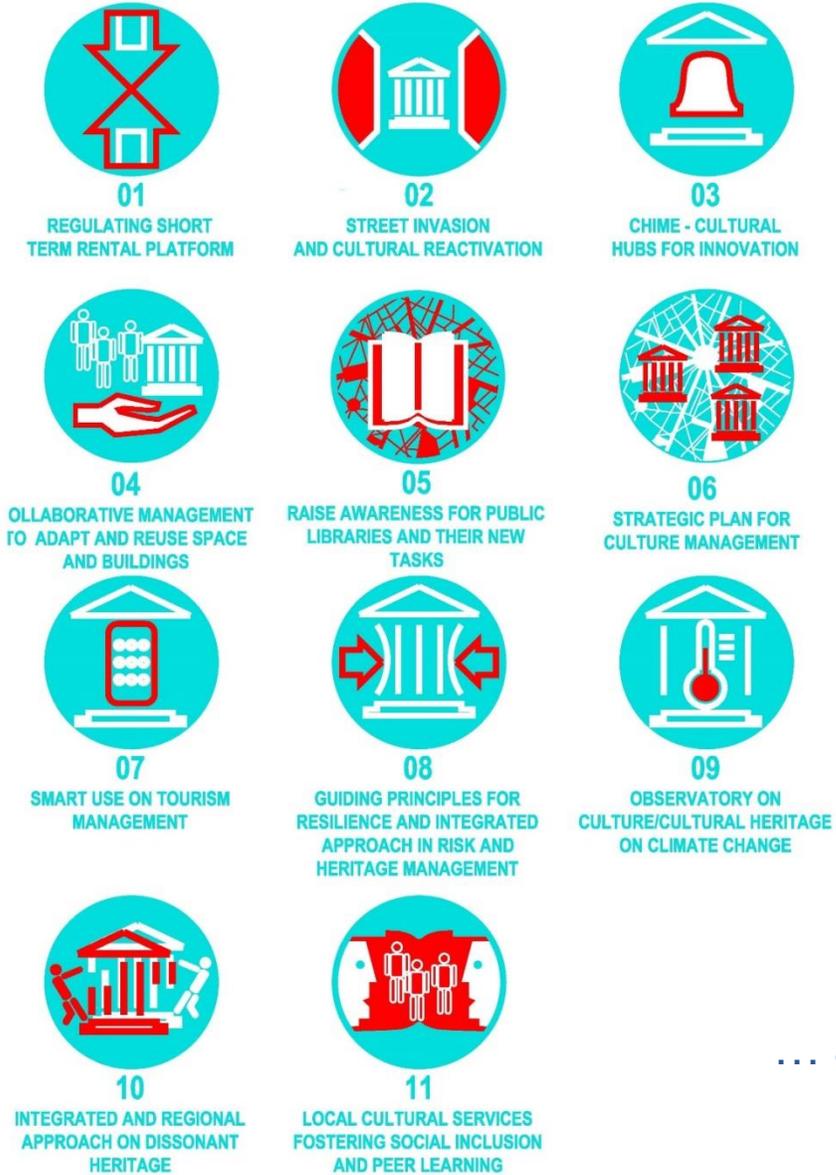
# The Partnership Approach

Seven pillars for urban policies based on Culture and Cultural Heritage

5 sectoral  
2 cross-cutting topics



# The 11 actions selected





# Action 1 (Action Leader: URBACT) Regulating Short Term Rental (STR) Platform in cities

## Main Objectives:

- To propose EU better regulatory framework for STR that ensure sustainable tourism without negative impacts on cities and their inhabitants

## Main Activities:

- An analysis of STR regulations in different European cities (sample of URBACT cities and the cities from the EU UA culture and cultural heritage partnership);
- Mapping the changes, the new trends and the impacts of the STR in those cities during COVID-19;
- Organising ad hoc peer exchange events among cities to collect demands for better regulations;
- Drafting and proposal of guidelines for revising the existing regulations at the EU level with the support of external legal expertise;

## Main Outputs:

- Report on the state of the art
- Peer exchange among cities
- Drafting of proposal for better regulation



COLLABORATIVE MANAGEMENT  
TO ADAPT AND REUSE SPACE  
AND BUILDINGS

# Action 4 (Action Leader: ACT)

## Collaborative Management to adapt and reuse spaces and buildings for cultural and social innovative development

### Main Objective:

smooth processes of adaptive re-use of spaces (“common good”) through forms of collaborative management

### Main Activities:

- Analysis of existing present practices (H2020: ROCK, CLIC, Open Heritage, ARCH + NOP METRO) and local regulations (TO, BO, NA);
- Proposal of a model (operational scheme) to smooth collaborative management processes

### Main Outputs:

- Create an “open source” tool/model to be used by all cities
- Present a better regulation proposal (in case an expert lawyer is provided)



## Action 6 (Action Leader: ACT)

# Urban Strategic Plan for culture and cultural heritage enhancement

### Objective:

The Action Plan for the Urban Culture fosters the better management, enhancement and protection of the urban cultural heritage considered as an urban ecosystem.

The action will setup an innovative model of planning tool aimed at:

- recognizing all the forms of cultural heritage laying in the cities and in the surrounding territory;
- defining a strategic programme for the enhancement of existing heritage by coordinating investments, direct and indirect support of local economies.
- combining all urban culture fragments in a coherent and effective strategy of heritage enhancement at local level (recomposing funding of local, national, ESIF funds)

### Challenge(s):

Despite all cities declared that culture is important, **culture is usually implemented through different and fragmented interventions without an overall holistic vision and a clear strategy for the culture and the cultural heritage enhancement as a real driver for the urban asset and local economy.**



07  
SMART USE ON TOURISM  
MANAGEMENT

# Action 7 (Action Leader: Florence)

## Data collection and smart use applied to the management of tourist flows

### Main Objectives:

- To become Smart Destinations by promoting sustainable and “safe” tourism
- To balance tourist flows - overcrowded destinations/less visited sites

### Main Activities:

- Update the knowledge base with qualitative performance data and indicators (e.g. new version of the ETIS kit)
- Provide and test useful IT tools based on data analysis to orient visitors flows (aimed at increasing the quality of tourist experience, discovering hidden sites, contributing to reduce health risks...)

### Main Outputs:

- Suggestion for European Guidelines for a smart and sustainable tourist offer planning
- Event to present the new IT tool pilot test and workshop to enable the replication in different territories and at different scale (addressing issues such as interoperability, data ownership, privacy, security..)

# Final Remarks

## **FOSTERING A BROADER UNDERSTANDING of culture and cultural heritage in European cities**

It is of utmost importance to mainstream and implement a broader understanding of European cities as well as of culture and cultural heritage.

## **PROTECTING VALUE and democracy**

Culture and cultural heritage can make fundamental contributions to building and protecting democracy in Europe on various levels.

## **INCREASING RESILIENCE of culture, cultural heritage and European cities**

Culture and cultural heritage play an important role in increasing resilience of European cities – especially against the background of the COVID-19 pandemic, but also concerning climate change.

## **PROMOTING INTEGRATED APPROACHES in practice and funding**

The Partnership would like to emphasise the importance of integrated approaches in urban development in order to foster and promote culture and cultural heritage in European Cities.

## **FROM SOCIAL INCLUSION TO TERRITORIAL COEHSION: the role of Culture & Cultural Heritage**

*the heritage, both built and natural, is a driving factor for both social cohesion and profitable long-lasting development. Heritage plays a key role in integrated sustainable territorial/urban development. Rehabilitating spaces through the recognition of the built and natural specificities of the places gathered from collaborative processes with the local communities means: i) building wealth without consuming land and ii) enhancing places (open areas or buildings) recognised as part of the local identity, otherwise named “common goods” (also mentioned in the New Leipzig Charter). Fostering a sound integrated sustainable territorial/urban regeneration means:*

- *Connecting the place-based and the people-based approaches:*
- *Paying attention to the local know-how and creativity (smart specialisation strategies of a specific place)*
- *Enhance the quality of the habitat and the landscape*
- *Re-create the identities of places and people. Ensuring access, use and production of the heritage as a collective good.*

# The challenge for the future

On 10 November 2020, the European Parliament and EU Member States in the Council reached a **historic agreement on the next long-term budget and Next Generation EU**, the temporary recovery instrument.

Once adopted, the package of a total of **€1.8 trillion** will be the largest package ever financed through the EU budget.

It will help rebuild a post-COVID-19 Europe, which will be **greener, more digital, more resilient and better fit for the current and forthcoming challenges.**

Cohesion policy

Quantitative dimension of financial resources

Quality of multi-level governance

European Green Deal  
Next Generation EU

RESOURCES

GOVERNANCE

TOOLS

Cohesion policy provides a decisive contribution to address these challenges and to contribute, together **with all the other Policy Objectives, to the implementation of the Sustainable Development Strategy and the 2030 Agenda**



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# An ecosystem of strategies and initiatives

In the meantime, the Commission is preparing the ground for the swift disbursement of the funds while the Member States are working on their recovery and resilience plans.

These are necessary to access to the € 672.5 billion of grants and loans under the Next Generation EU's main instrument, the Recovery and Resilience Facility.

There is a substantial complementarity between the new tools put in place with the Next Generation EU, the structural interventions and the long-term strategies of the European Union

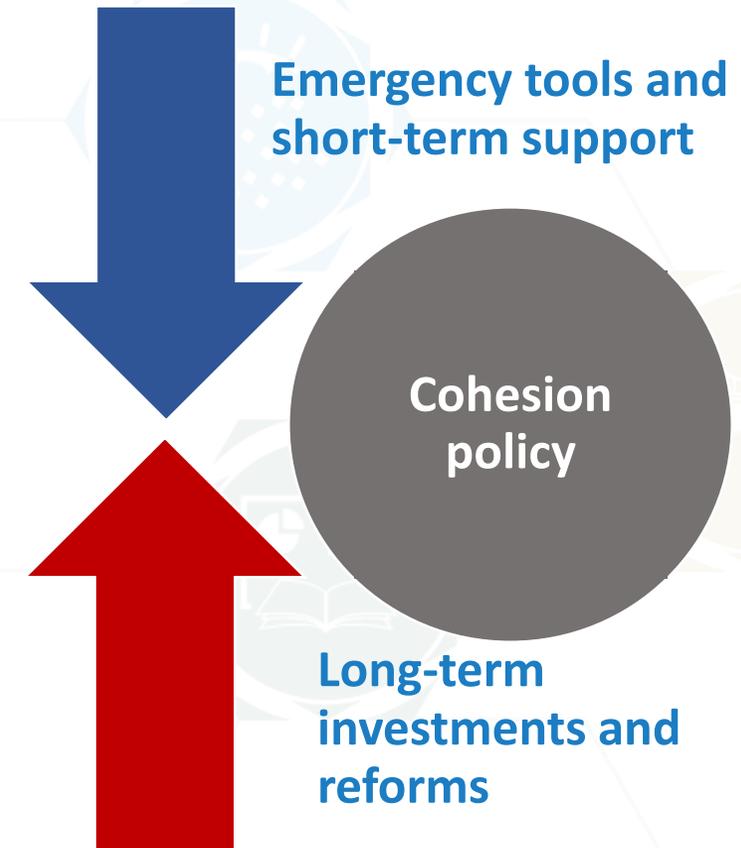


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# The role of cohesion policy

Cohesion policy plays a fundamental role in the integration and complementarity of available tools and strategies, at least on two fronts:

- support for recovery through an emergency instrument (REACT-EU) which aims to provide immediate and direct help to the economies of the Member States in relation to labor markets, health care, SMEs and essential investments in green transitions and digital.
- support for investments and long-term reforms with lasting effects on the productivity and resilience of the economies of the Member States aimed at overcoming the structural gaps (cohesion policy mission )



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# Quantitative and qualitative targets

Cohesion policy provides a decisive contribution to address these challenges and to contribute, together with all the other Policy Objectives, especially in the framework of objective 5 : Europe closer to citizens

This contribution is expressed:

- in the quantitative dimension of the financial resources mobilized
- and in the promotion of the quality of the multilevel governance to be implemented.

1

OP1 Smarter

2

OP2 Greener

3

OP3 Connected

4

OP4 Inclusive

5

OP5 Closer to citizens



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# CHALLENGES AND CONTRIBUTION OF COHESION POLICY

For the Southern part of Italy, in line with the forecast of the South Plan 2030 Programme in particular, a strategy called **“The proximity of places”** is proposed.

## **New territorial policy based on:**

- The reduction of the gaps between areas with different urbanization and geographic conformation;
- The regeneration of degraded urban contexts;
- The promotion of cultural heritage;
- The recovery of assets that have been disused or confiscated by the mafia;
- The promotion of active citizenship.



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# Conclusion



The challenge that awaits us is very ambitious.

The performance recorded in the implementation of the 2014-2020 programming of the European structural funds (still in progress), the sudden change in the financial and programmatic scenario, as well as the priorities dictated by the pandemic and the effects of the resulting economic crisis, they highlight a very difficult but extremely challenging path, full of opportunities that never occurred in the context of European and national strategies.



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