



EUSAIR Innovation Community 3rd event Innovations in Sustainable Tourism 5.7. 2022, 10.00-14.00, Online

„Innovation is insight in action“



Interreg
CENTRAL EUROPE



Co-funded by
the European Union

Interreg CENTRAL EUROPE - funding opportunities supporting Sustainable Tourism

Third EUSAIR Innovation Community Meeting
Online | 05 July 2022

Interreg CENTRAL EUROPE | Joint Secretariat
Christophe Ebermann

Looking back on achievements on Culture and sustainable tourism

Interreg CE 2014-2020

Cooperation on Culture - Interreg CE 2014-2020



WHY IS COOPERATION CENTRAL FOR CULTURAL HERITAGE?

Cooperation is central to sustainably use our cultural heritage. Our projects jointly improve the management of cultural heritage. They support its protection and valorisation and strengthen the cultural and creative industries.

www.interreg-central.eu/culture

24
FUNDED
PROJECTS

245
INSTITUTIONS
INVOLVED

9
COUNTRIES

39
MILLION ERDF
FUNDING



WHAT WE ACHIEVE



PILOTS

ProteCHT2save developed local emergency plans in seven cities to protect cultural heritage from natural disasters. Ferrara in Italy is now better prepared to save their historic sites in cases of heavy rains.

interreg-central.eu/protech2save



STRATEGIES

ECCR set up the "Route of Reformation". They connected cultural sites in eight central European countries. The Route was officially certified as a "Cultural Route of the Council of Europe" in 2019.

interreg-central.eu/eccr



TOOLS

COME-IN! developed a new label that awards accessible museums. The guidelines created by the project offer museums a path to become more accessible to all people.

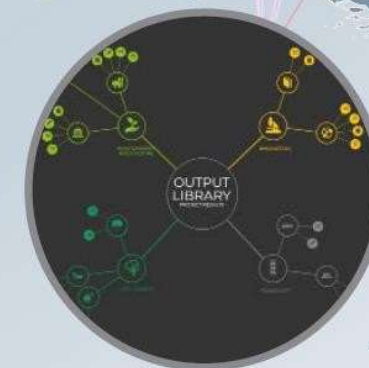
interreg-central.eu/come-in



TRAININGS

Forget Heritage developed a training model for the management of historical sites. The training is now available to managers of historical sites across Europe and will help them to run them smoothly and effectively.

interreg-central.eu/forgetheritage



PUBLISHED IN JANUARY 2020

PROJECT EXAMPLES

MAKING MUSEUMS MORE ACCESSIBLE




Smaller museums often lack the knowledge and financial means needed to improve accessibility for people with disabilities. The COME-IN project creates a network of museums, disability associations, policy makers and other stakeholders who pool innovative solutions and provide training to support development of better accessibility. The result will be more accessible exhibitions that are more attractive to all the public.

www.interreg-central.eu/COME-IN



| | |
|----------|-----------------------|
| AUSTRIA | Landesmuseum Linz |
| CZECHIA | Jakubská stavba |
| GERMANY | Hilfsgemeinschaft |
| HUNGARY | Magyar Nemzeti Múzeum |
| POLAND | Wielkopolskie |
| SLOVAKIA | Galéria Slovenska |

PROJECT BUDGET
2.72 MILLION €

COFUNDATION
2.21 MILLION €


Information based on application form | July 2019

MODERN VISUALISATION TO PRESERVE ANCIENT SITES




Many of central Europe's UNESCO heritage sites, especially those that are undegraded or undeveloped, are threatened by neglect because the public has limited awareness or no accessibility to them. VirtualArch encourages the use of virtual reality and the projection technology of experimental reality to improve visibility of these sites. The result is greater public awareness and better preservation of archaeological treasures.

www.interreg-central.eu/VirtualArch



| | |
|----------|--------------------------------|
| AUSTRIA | VR |
| CZECHIA | Jakubská stavba |
| CROATIA | VR |
| HUNGARY | VR |
| POLAND | Wielkopolska Muzeum w Poznaniu |
| SLOVAKIA | VR |
| SLOVENIA | Galéria Slovenska |

PROJECT BUDGET
2.09 MILLION €

COFUNDATION
1.73 MILLION €

Information based on application form | July 2019

FOLLOWING THE REFORMATION AROUND EUROPE




The Reformation left an indelible mark on Europe's history, and geography. The ECCR project will establish a European Culture Route of Reformation, linking heritage sites that were important during the Reformation. The partners will create a new cultural route across various countries in central Europe by engaging local stakeholders and by seeking recognition from the Council of Europe.

www.interreg-central.eu/ECCR





| | |
|----------------|----|
| AUSTRIA | VR |
| CZECH REPUBLIC | VR |
| GERMANY | VR |
| HUNGARY | VR |
| POLAND | VR |
| SLOVAKIA | VR |

PROJECT BUDGET
2.31 MILLION €

COFUNDATION
1.90 MILLION €


Information based on application form | July 2019

PARTICIPATORY PLANNING OF SUSTAINABLE TOURISM

Thoughtless tourism is one of the main factors leaving negative imprint on our environment. The CEETO project works to encourage the kind of low-impact sustainable tourism that can preserve natural areas by involving protected areas managers and other stakeholders in a participatory planning process. The project creates innovative tools for managing and monitoring sustainable tourism.

www.interreg-central.eu/ceeto



| | |
|----------|----|
| AUSTRIA | VR |
| CZECHIA | VR |
| GERMANY | VR |
| HUNGARY | VR |
| POLAND | VR |
| SLOVAKIA | VR |

PROJECT BUDGET
2.81 MILLION €

COFUNDATION
2.30 MILLION €

Information based on application form | July 2019

New funding opportunities

Interreg CE 2021-2027

The Interreg CE Programme 2021-2027



9 Countries

81 Regions

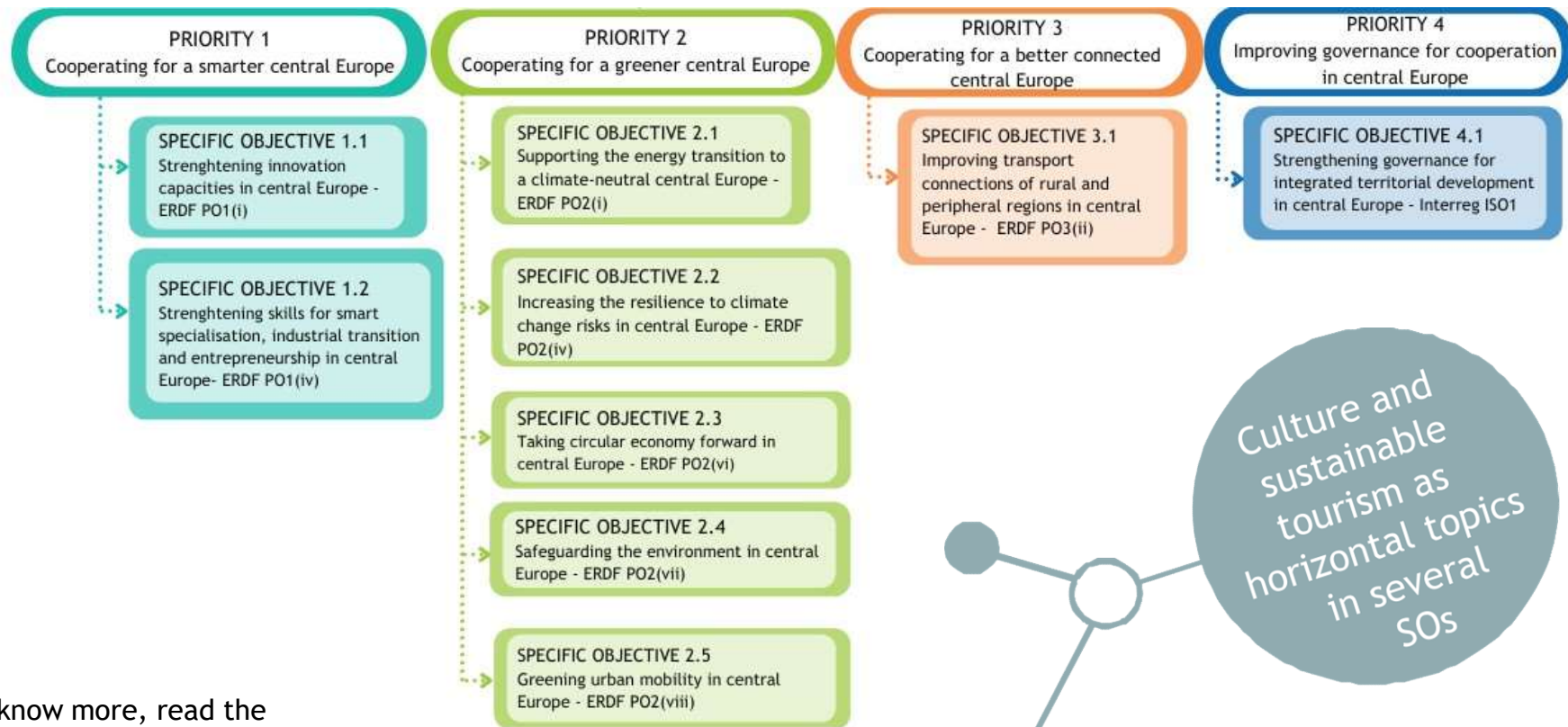
4 Programme Priorities

9 Programme Specific Objectives

224 million Euro

7 Years

4 Priorities and 9 Specific Objectives*



*To know more, read the programme document at:

www.interreg-central.eu/newfunding

Actions will be supported in the following thematic fields:

GREEN ECONOMY, BIOECONOMY

CULTURAL AND CREATIVE INDUSTRIES AND TOURISM

SILVER ECONOMY

TECHNOLOGY AND INNOVATION TRANSFER TO SMES

INNOVATIVE SCHEMES FOR FINANCING INNOVATION

INDUSTRY 4.0, ROBOTISATION, MECHATRONICS,
DIGITAL TECHNOLOGIES, KEY ENABLING
TECHNOLOGIES

INNOVATION IN HEALTH (CARE)

SOCIAL INNOVATION

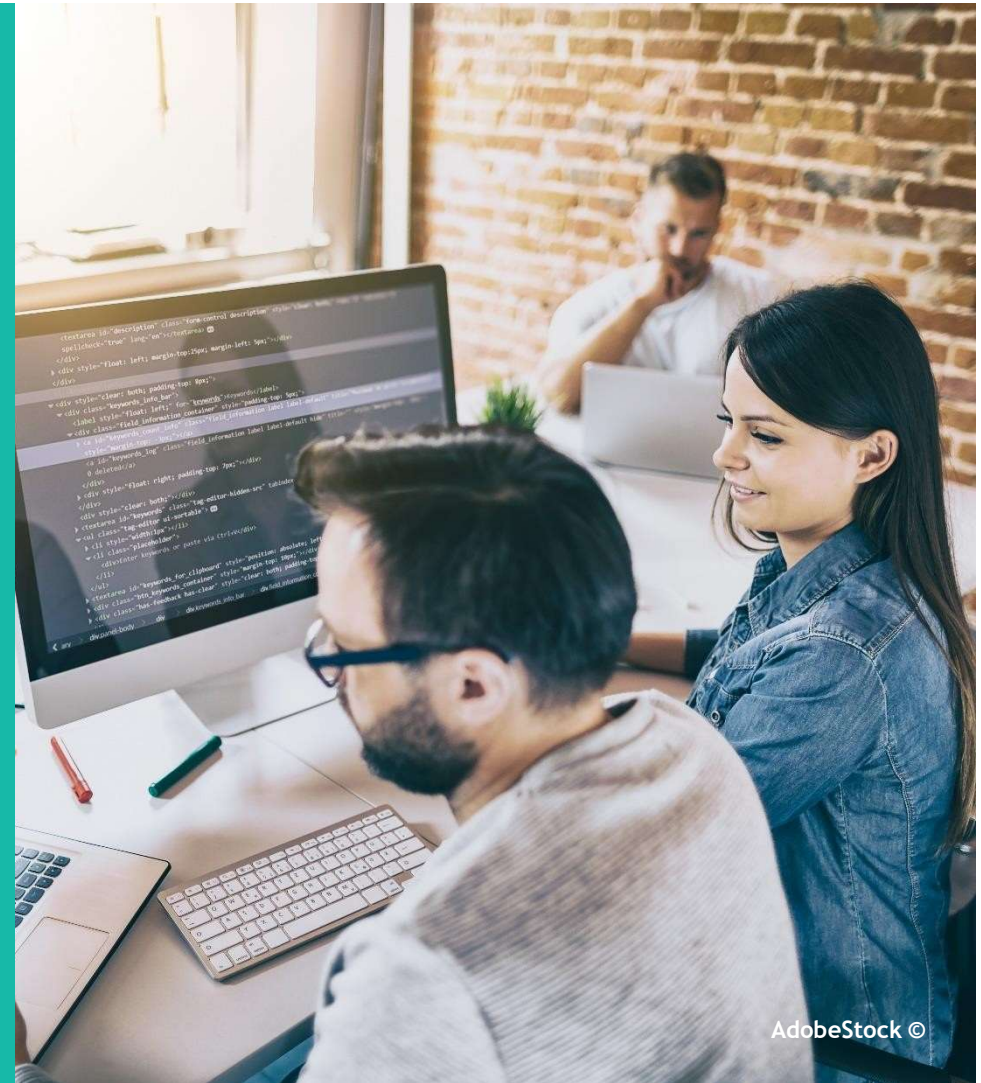
INTERREGIONAL PARTNERSHIPS ALONG VALUE CHAINS

Example of actions supported:

Enabling cross-sectoral cooperation to help businesses (e.g. CCI, tourism) to sustainably integrate digital technologies into product and service development

Specific Objective 1.2

Strengthening skills for
smart specialisation,
industrial transition
and entrepreneurship
in central Europe



Actions will be supported in the following thematic fields:

SKILLS FOR SECTORS OF RELEVANCE FOR SMART SPECIALISATION, E.G. INDUSTRY 4.0, DIGITALISATION, GREEN ECONOMY, BIO-ECONOMY, SILVER ECONOMY, HEALTH AND LIFE SCIENCES, CULTURAL AND CREATIVE INDUSTRIES, SUSTAINABLE TOURISM

CAPACITY-BUILDING AND INSTITUTIONAL LEARNING FOR SMART SPECIALISATION

COMPETENCES FOR INNOVATION MANAGEMENT IN SMES AND ENTREPRENEURSHIP, INCLUDING SOCIAL ENTREPRENEURSHIP

MATCHING SKILLS TO LABOUR MARKET NEEDS OF REGIONS IN INDUSTRIAL AND DIGITAL TRANSITION

COUNTERACTING REGIONAL (URBAN-RURAL) DISPARITIES OF HUMAN CAPITAL AND BRAIN DRAIN

Example of actions supported:

Improving skills of the public and private sector as well as strengthening entrepreneurship, including social entrepreneurship, coherently with priorities set in relevant national or regional smart specialisation strategies.

Specific Objective 2.4

Safeguarding the
environment
in central Europe



Actions will be supported in the following thematic fields:

BIODIVERSITY CONSERVATION AND RECOVERY
INCLUDING URBAN GREEN SPACES

REDUCTION OF ENVIRONMENTAL POLLUTION
(AIR, WATER, SOIL, NOISE, LIGHT ETC.) AND
THEIR HUMAN HEALTH IMPACTS

SUSTAINABLE LAND MANAGEMENT AND
LANDSCAPE PLANNING

SUSTAINABLE TOURISM AND THE VALORISATION
OF NATURAL HERITAGE

PROTECTION OF NATURAL HERITAGE, ECOSYSTEMS
AND VALUABLE AREAS INCLUDING
NATURA 2000 SITES

INTEGRATED ENVIRONMENTAL MANAGEMENT
AND SUSTAINABLE USE OF NATURAL RESOURCES

ECOSYSTEM SERVICES (E.G. PRODUCTION OF FOOD
AND WATER, CLEAN AIR, RECREATIONAL BENEFITS)

RESTORATION OF DEGRADED ECOSYSTEMS

Example of actions supported:

Developing and implementing strategies and solutions for sustainable tourism that valorises central Europe's natural heritage

Specific Objective 4.1

Strengthening
governance for
integrated territorial
development
in central Europe



Actions will be supported in the following thematic fields:

REDUCTION OF ADMINISTRATIVE BARRIERS,
BETTER POLICY MAKING
AND COOPERATION BEYOND BORDERS

PARTICIPATORY DECISION-MAKING
PROCESSES (E.G. CITIZEN INVOLVEMENT)

MULTI-LEVEL & MULTI-SECTOR GOVERNANCE
AMONG AREAS WITH FUNCTIONAL TIES BEYOND
BORDERS

INTEGRATED TERRITORIAL DEVELOPMENT
STRATEGIES, E.G. ADDRESSING DEMOGRAPHIC
CHANGE, PUBLIC SERVICES OF GENERAL
INTEREST (SUCH AS HEALTH, EDUCATION,
SOCIAL SERVICES) AND TOURISM AND CULTURE

DIGITAL GOVERNANCE

Example of actions supported:

Developing and implementing integrated tourism strategies beyond borders, based on the shared central European identity and joint historical and cultural heritage

OUTLOOK ON THE NEXT STEPS

Call 1 - (closed on 23.2.2022)

- All 4 Programme Priorities and all SO open
- Indicative budget of 72 million EUR ERDF
- Funding decision expected for December 2022

Call 2 - opening in early 2023

- Thematically focused
- Pioneer projects
- Projects and partnerships with smaller size and shorter duration
- Indicative budget of around 10 million EUR ERDF

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Interreg CENTRAL EUROPE Joint Secretariat
Kirchberggasse 33-35/11
1070 Vienna, Austria



www.interreg-central.eu



info@interreg-central.eu



+43 1 8908088-2403



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