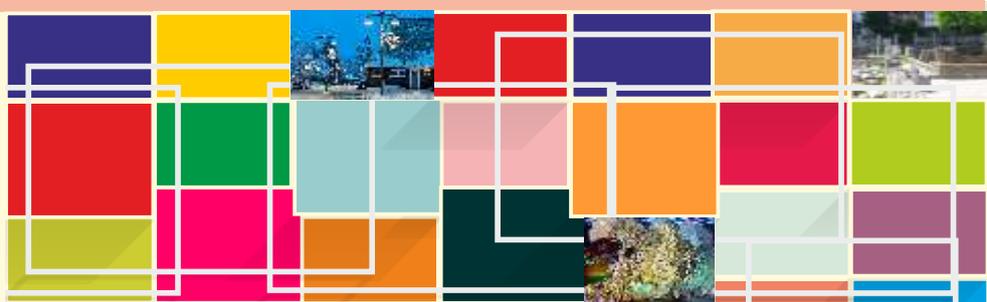




**Europe
for Citizens**

With the support of the Europe for Citizens
Programme of the European Union



Towards Excellence in Cultural Tourism Network

Newsletter # 2

March 2014



What's inside:

Europe for Citizens
Programme
2007-2013

The Kick - off
Meeting in
Sweden

The TECT Network
Structure and
Objectives

In the spotlight:
Sociedad de
Desarrollo
de Santa Cruz de
Tenerife hosts the
TECT Workshop

What's coming
next?

The Towards Excellence of Cultural Tourism Network *A Shared Vision of Cultural Europe*

The Network has been established within the framework of the "Towards Excellence in Cultural Tourism" project, co-funded by the Europe for Citizens Programme of the European Union, Action 1 - Active Citizens for Europe, Measure 1.2. Networks of Twinned Towns.

The project aims at fostering cooperation at European level between municipalities on the theme of intangible cultural heritage preservation and valorization through cultural tourism.

The Municipality of Sandanski is the coordinator of the international initiative and the partners are HÄrryda Municipality, Sweden; Local Government

Our aim is to jointly raise each local community's capacity to address the needs of the fast growing cultural tourism sector and develop adequate strategies and products to promote and make use of our tangible and intangible heritage for tourism. For our towns the traditions, folk arts and crafts represent important resources from social and cultural perspective and taking common action for their valorization and continuation is important for achieving inclusive and sustainable growth both of the local communities and the EU as a whole.

The international project will get together the public authorities, citizens, youth, seniors, artists and small and medium businesses, NGOs, cultural and tourism organizations from the six European states, partners in the project. Six different thematic events will be organized during the lifetime of the project, with focus on active aging and intergenerational learning, valorization and continuation of traditional culture; fostering transfer of knowledge and know-how among generations; traditional culture and entrepreneurship.

The Towards Excellence in Cultural Tourism project is co-funded by the Europe for Citizens Programme 2007-2013 of the European Union, Action 1 - Active Citizens for Europe, Measure 1.2. Networks of twinned towns.





Europe
for Citizens

With the support of the Europe for Citizens
Programme of the European Union

Europe for Citizens Programme 2007-2013

The main objective of the Europe for Citizens Programme is to bring Europe closer to its citizens and to give them the opportunity to be active in the construction of Europe. In this way citizens can get involved through the programme in transnational exchanges and cooperation activities, contributing to developing a sense of belonging to common European ideals and encouraging the process of European integration. This programme supports a wide range of activities and organisations promoting active European citizenship, especially the involvement of citizens and civil society organisations in the process of European integration.

Programme objectives:

General objectives:

- ⇒ Giving citizens the opportunity to interact and participate, thus developing citizenship of the European Union;
- ⇒ Developing a sense of European identity, based on common values, history and culture;
- ⇒ Fostering a sense of ownership of the European Union among its citizens;
- ⇒ Enhancing tolerance and mutual understanding between European citizens;
- ⇒ Promoting cultural and linguistic diversity, and intercultural dialogue.

Specific objectives:

- ⇒ Bringing together people from local communities;
- ⇒ Fostering action, debate and reflection;
- ⇒ Promoting Europe's values and achievements, while preserving the memory of its past;
- ⇒ Encouraging interaction between citizens and civil society organisations contributing to intercultural dialogue, developing closer ties between citizens.

The programme supports four main types of actions:

Action 1 - Active Citizens for Europe: involving citizens either through activities linked to town-twinning or through other kinds of citizens' projects.

Action 2 - Active civil society in Europe: targeted to civil society organisations either through structural support on the basis of their European level work programme or through support to projects.

Action 3 - Together for Europe: including high visibility events, studies and information tools.

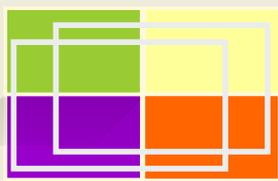
Action 4 - Active European Remembrance: support to projects aiming at preserving the sites and archives associated with de deportations as well as the commemorating of victims of Nazism and Stalinism.

More information is available on the official site of Europe for Citizens Programme:
<http://eacea.ec.europa.eu/europe-for-citizens>

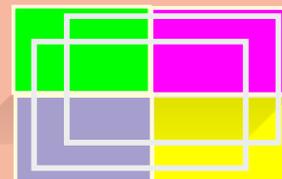


Europe
for Citizens

With the support of the Europe for Citizens
Programme of the European Union



The Kick Off Meeting in Sweden

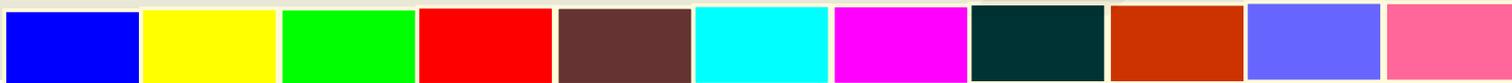


The Kick-off meeting in Hindas, Sweden was the official Towards Excellence in Cultural Tourism opening event. In the period 19 - 21 February, representatives of the 6 European Partners gathered in Hindas, Sweden to draft the structure of the network, its strategic priorities and short-term (within the project lifetime) and long-term (2014-2020) goals. The event reached out to the majority of the local stakeholders, involving the direct participation of more than 40 local government officials, experts in the fields of tourism, culture, sustainable development and education, as well as artists, artisans and SMEs representatives.



Each of the partners presented their regions, with focus on the cultural tourism offer and the major challenges their respective local communities face. It became clear that for the participating towns the traditions, folk arts and crafts represent important resources from social and cultural perspective and taking action for their valorization and continuation is important for achieving inclusive and sustainable growth both of the local communities and the EU as a whole.

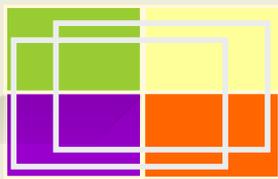
During the three - day long workshops the partners agreed on the importance of developing coherent strategies and products to promote and make use of their tangible and intangible heritage for tourism. The exchange of experiences and know how allowed the experts to identify the common ground for cooperation in order to address the needs of this growing sector and distinguish their territories as tourism destinations in the context of globalization. On that basis, the TECT Network administrative structure and its strategies and measures were drafted and submitted for discussion and amendment to the Local Community in the Municipality of Harryda. Among the Network's major objectives are: to establish a sustainable network of municipalities, cultural organizations, small businesses and tourism centers; to promote sustainability, competitiveness and respect of local identities; to reinforce the sense of European citizenship by strengthening the relations between European local communities. The target groups are: public authorities, citizens; youth; seniors; artists and small and medium businesses; NGOs; cultural and tourism organizations.



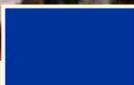
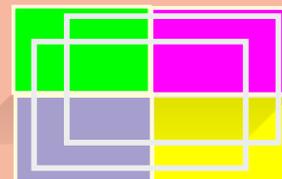


Europe
for Citizens

With the support of the Europe for Citizens
Programme of the European Union



The Kick Off Meeting in Sweden



During their stay in Hindås, the international participants had the chance to discover the local culture, arts and crafts, as well as to meet and exchange know – how and best practices with the citizens of the municipality. The meetings in Hindås began with presentation and welcoming of the representatives of the 6 European Partners. This was followed by a presentation of the history of Hindås, given by the local citizen Andres Fors. Hindås is well known for being popular winter resort therefore the guests were taken for a walk in the neighborhood and to the old ski-jump. Later the International coordinator presented a short overview of Härryda municipality and the programme Europe for Citizens. The representatives were invited to the dancehall “Rotundan” where Hindås dansgille did a little performance of their folkdance. The guests were also able to enjoy a group from the culture school that played folk music. On the next day they visited stationhouse while the local artist Mia Branzell presented the activities of the culture association in Hindås. Later the guests visited to local cultural sites such as an interior design shop – “Helis hem”, the church, the library and an arts and crafts shop “Gyllene Hinden”.

The afternoon was spent at the stationhouse where many creative, local artists and artisans had made an exhibition for the partners and for the public. The event was supplemented by: local musicians, knitting, painting, wooden sculpturing and pottery demonstrations. On the last day the representatives were able to enjoy a short sightseeing in Gothenburg city and a visit to the harbor and the opera house. Following the events in Hindås, the reestablishment of cultural connections and communication among the participants started. Mr. Bertil Ottertun, a participant in the events in Hindås Station, shared with us some interesting information about a former initiative supported by UNESCO in 1956. A book entitled "Folk Songs of Europe" contains original songs from nearly all nations within Europe with their English translations. The Bulgarian "Brave Companion" and the Swedish "There is a Tree" were greatly performed at the Hindås Station meeting. It should be nice to collect that rich folk music for some kind of documentation and sharing... ", said Mr. Ottertun.

Excerpt of the publication can be found at :

<http://chemdoc.se/Folk%20Songs%20of%20Europe%201956%20UNESCO.pdf>





Europe
for Citizens

With the support of the Europe for Citizens
Programme of the European Union

The TECT Network Strategic Priorities

The Towards Excellence in Cultural Tourism Network has been established within the framework of the “Towards Excellence in Cultural Tourism” project, co-funded by the Europe for Citizens Programme of the European Union, Action 1 - Active Citizens for Europe, Measure 1.2. Networks of Twinned Towns. The major goal of the initiative is the development and implementation of joint coherent strategic framework, consisting of clearly defined long-term and short-term strategic priorities and measures. During the Kick-off Meeting in Hindas, Sweden, the representatives of the 6 TECT Network towns drafted the initial version of the document. The network structure, priorities and goals will be presented for further discussions and amendment during the workshop in Tenerife, Spain. There, experts in the relevant sectors will share best practices and propose specific measures for the development of their relevant sectors and the network as a whole.

Short term Priorities

The short term strategic priorities cover the life time of the Towards Excellence in Cultural Tourism project. As stated in the approved TECT project proposal, they are as following:

1. To build a structural network of towns aiming at developing and preserving the local cultural heritage in a sustainable manner as common heritage of European peoples;
2. To organize six different events, which will allow local communities to participate in the building of the Network;
3. To provide for the participation of local communities in the decision-making process;
4. to affirm principles of unity and co-operation of the member communities in the light of the process of stabilization in the area.
5. To promote Network members' territories as tourism destinations;
6. To foster international, cross-sectoral cooperation;
7. To optimize cultural tourism through the exchange of good practices;
8. To develop joint projects for the achievement of the objectives of the Network;
9. To increase citizens' knowledge on European policies and the opportunities the EU provides;
10. To show the importance of preservation and valorization of intangible cultural heritage and the opportunities it provides for entrepreneurship;
11. To promote Active Ageing and inter-generational learning;
12. to enable the youth to make new contacts, find potential employers, meet successful entrepreneurs and learn from their experience;
13. To stimulate the members to co-operate in different projects;
14. To stimulate bilateral exchanges and mutual_knowledge between its members;



Europe
for Citizens

With the support of the Europe for Citizens
Programme of the European Union

The TECT Network Strategic Priorities

Long term Strategic priorities

The strategy seeks to accomplish this by strengthening the connections between the different stakeholders on local, national and European levels and by implementing joint actions in the following areas:

1. Enabling the cultural heritage assets to provide more compelling visitor experiences,
2. Increasing the visibility of cultural tourism assets and products to the target market segments
3. Diversifying the offer the partnering towns have already developed and encouraging the development of new cultural tourism products and attractions, thereby dramatically expanding the potential audience for the local cultural heritage tourism segments.

1. Building Visibility

This group of strategic priorities is geared to improving awareness of the Network members' assets among the target market segments. It includes the following:

A. To create and promote a Joint Events Calendar

The Calendar would be the most comprehensive expression of the core idea of the TECT Network, demonstrating the diversity of Cultural Tourism offer available in the partnering towns.

Actions to undertake:

- Promotion of the local territories through "Signature events" in order to allow the members to emphasize existing cultural events and reach wider audiences.
- Promotion of Cultural and traditional Heritage Celebrations: the partnering towns' cultural diversity provides great opportunities for its joint thematic promotion, and thus, leading to diversification of the cultural and tourism offer of the network members.

B. To engage visitors through the use of ICT

Thanks to advances in technology, there are numerous opportunities to use digital technology to reach the Network's target market segments. For example, interpretive materials available to visitors at historic sites and trails have traditionally been provided through brochures and maps. Increasingly such on-site interpretation is being shifted to digital applications available to the visitor through the Web or through their cell phones.

Actions to undertake:

- Development and enrichment of ICT based promotional and dissemination services and products
- Creation of thematic joint ICT based services and products
- Organization of information and education campaigns targeted at local communities for the use of ICT for promotion of business and services

C. To promote the Network throughout Europe and enlarge it to at least 40 municipalities by 2020;



Europe
for Citizens

With the support of the Europe for Citizens
Programme of the European Union

The TECT Network Strategic Priorities

2. Enhancing existing Assets:

The existing cultural tourism offer and attractions can be significantly enhanced if its diverse assets are grouped in packages that appeal to different target groups of cultural oriented tourists.

Actions to undertake:

Enhancing the visitors Cultural Heritage Experience through the targeted use of the intangible cultural heritage through the following actions:

- Linking similarly themed assets, present in the different partners territories, this way promoting them jointly, increasing each partner's tourism offer and encouraging creativity and entrepreneurship through international and cross-sectoral cooperation.
- Emphasizing the importance of active ageing and intergenerational learning through the integration of traditional arts and crafts into already existing tourism assets.

3. Creating new assets:

A. To facilitate networking and clustering of cultural and tourism stakeholders

Actions to undertake:

- Extending the collaboration among different stakeholders in the Network by 20 % involving:
- Business partnerships
- Joint cultural tourism products, initiatives, campaigns
- Joint promotional initiatives
- Joint projects in the fields of education, tourism, culture, active ageing

B. To mobilize the full potential for sustainable tourism of the partnering towns

Actions to undertake:

- Developing common strategies and approaches based on environmental and social responsibility, and building on the commitment of various stakeholders
- Facilitating the exchange of best practices
- Development of joint tourism products and projects among the partners with major focus on rural areas.
- Extensive promotion of the Network within local communities
- Organization of citizens' meetings
- Active involvement of professional organizations
- Development of at least one joint initiative annually

C. To develop a Cultural Tourism product 'agenda' – a set of events, themes and concepts – both international and regional – on which Cultural Tourism products can be built

Actions to undertake:

- Initiating development of a shortlist of events and 'unifying concepts' around which experience-based offers can be built and promoted.
- Stimulating productive communications among members of the 'supply side' of Cultural Tourism to build products consistent with the needs of the consumers
- Implement regular, themed meetings with the stakeholders to share insights and ideas around market opportunities and to stimulate joint product development and marketing collaboration.



Europe
for Citizens

With the support of the Europe for Citizens
Programme of the European Union

The TECT Network Structure

Membership:

Membership is open to all towns and/or associations of towns that will contribute to the achievement of the aims and objectives of the Network. The participation in the Network is free and without charge, in a spirit of cooperation, friendship and common sharing of experiences and objectives.

Presidency:

The Network shall be chaired consecutively by the different members for 1 year on a rotational basis. The Municipality of Sandanski will assume the function of a chair for the period, covering the duration of the project.

The representative of the member – chair of the Network shall assume the function of a Chairman of the Management Committee;

The announcement of the new chair of the Network shall take place during the annual meetings of the Network.

Management :

The Network will be managed by a Management Committee consisting of one representative of each partnering institution. The duties of the Management Committee are to have regard to the overall management and control of the Network, including:

- to pursue the aims of the Network;
- to organize and control the meetings;
- to set up the agenda for discussions;
- to draft the annual priorities of the Network;

Each member shall be responsible for the organization of consultations with the target groups of the TECT project in order to ensure the active involvement of the local communities in the process of establishing the annual priorities of the Network. The draft of the annual priorities shall be sent in writing to the other members 1 month before the second annual meeting of the Network.

Meetings :

The Network's members shall meet at least two times per year – in May and in November, and at such other times as may be deemed necessary in order to:

- discuss the development of the Network;
- share new practices, new opportunities, new perspectives occurred after the end of the project;
- discuss the development of new partnerships at different levels and in different fields of shared interest inside the Network (rural development, health, research etc.);



Europe
for Citizens

With the support of the Europe for Citizens
Programme of the European Union

In the spotlight:

Sociedad de Desarrollo de Santa Cruz de Tenerife Hosts the TECT Workshop

Workshop
Santa Cruz de Tenerife
26 - 28 March 2014



Santa Cruz de Tenerife is situated on the Eastern tip of the island of Tenerife, the largest of the Canary Islands and Spain's most populated island. The municipality covers an area of 150.56 square kilometers and is divided into two differentiated areas: the Anaga Massif and the Southern ramp, formed by the ancient lava flows that run down from the Acentejo peak to the coast. Santa Cruz de Tenerife was founded on May 3rd, 1493 on the landing place of the Spanish conquerors, known as Añazo to the aborigines of Tenerife (Guanches), in the Kingdom of Anaga. The city has rich heritage that mixes classic and modern architecture. It is very pleasant to stroll discovering its streets, buildings, and monuments. Santa Cruz was in the natural attack route for pirates and corsairs to the former capital, La Laguna, so that the Spanish strongly fortified this area to repel the ongoing attacks. A chain of fortresses was built, such as the Castillo de San Cristobal, (demolished 1928; its foundations can be visited under the "Plaza de España").

Important landmarks and buildings from this early era are the church of La Concepción and the Old Quarter, which make up the neighborhood of La Noria. Later significant structures are the Teatro Guimerá, and one of the architectural hidden treasures of the Canaries, the only remaining Masonic Temple in Spain. Another distinctive cultural heritage is the collection of over 40 sculptures that can be found throughout the city, including works by Moore, Miró, Chillida Dominguez.



In February the city celebrates the Carnival - a living example of the openness of Santa Cruz as a port and trading city, with a hybrid culture of European and Latin-American origin, and of the strength of its popular culture. The May holiday, commemorates the foundation of the city, celebrating the traditions and historical heritage through processions, native sports competitions, popular cooking contest, folk festival, etc.



Europe
for Citizens

With the support of the Europe for Citizens
Programme of the European Union

In the spotlight:

Sociedad de Desarrollo de Santa Cruz de Tenerife Hosts the TECT Workshop

Workshop Programme Santa Cruz de Tenerife

Wednesday 26 March

- 8.30 Greetings by the Local authorities, Presentation of the meeting agenda and presentation of the Culture related departments of the City of Santa Cruz and the Europe for Citizens Programme
- 11.30 Historic Tour of Santa Cruz de Tenerife; Visit of the Guimerá Theatre
- 13.00 Technical visits of the TEA modern arts museum and city library, the "Adan Martin" Auditorium
- 14.15 Castillo de San Juan (Black Castle). Reenactment of the battle against the British rear-admiral H. Nelson the 25th July 1797. Technical visit of the Visitor Centre of the San Cristóbal Fortress
- 21.30 Welcome dinner with local commissioners and institutions' representatives

Thursday 27 March

9.00 Thematic Workshops:

- Presentation and discussion of challenges in the cultural sector;
- Presentation and discussion of challenges in the tourism sector;
- Presentation and discussion of challenges in SME development;
- International cooperation for development of the cultural/tourism/SME development sector; EU policies; conceptualizing and drafting strategies for development of the relevant sectors

14.30 Tour of the metropolitan area, San Cristóbal de la Laguna world heritage city

Friday 28 March

9.00 Visit of "La Baranda", Museum-House of Wine (El Sauzal, small town in the middle of the wine landscape of Tenerife).

9.45 Visit of the National Park of Mount Teide, Unesco World Heritage Site and Spain's highest mountain

14.00 Conclusions and operative perspectives of the Workshop



Europe
for Citizens

With the support of the Europe for Citizens
Programme of the European Union

What's comming next?

TECT Project Events Calendar

**Cultural Tourism and
Active Ageing Forum**
4 - 6 June, 2014
Agia, Greece

Cultural Tourism Fair
2-4 July, 2014
Malta

Festival of Cultures
6-8 September, 2014
Sandanski, Bulgaria

**TECT Project Closing
Conference**
26-28 November, 2014
Sepino, Italy



Europe
for Citizens

With the support of the Europe for Citizens
Programme of the European Union

Contact Information:



Municipality of Sandanski

Svoboda Boulevard 14
2800, Sandanski, Bulgaria
tel: 00359/746 8 90 70
e-mail: oba_sandanki@abv.bg



HARRYDA
KOMMUN

Harryda Municipality

Råda Torg 1
s-435 80, Mölnlycke, Sweden
tel:0046 (0)31 724 61 00
e-mail: kommun@harryda.se



Local Councils' Association

Main Street 153
BZN1251, Balzan, Malta
tel: 0035621444296
e-mail: lca@lca.org.mt



Sociedad de Desarrollo de Santa Cruz de Tenerife S.A.

Imeldo serís 83
38003, Santa Cruz de Tenerife,
Spain
tel: 0034 922 53 33 53



Municipality of Sepino

Piazza Nerazio Prisco 40
86017, Sepino, Italy
tel: 0039 0874 790132
e-mail: info@comune.sepino.cb.it



HELLENIC REPUBLIC
MUNICIPALITY of AGIA

Municipality of Agia

Kalipsos Alexouli St., Agia 27
40003, Agia, Greece
tel: 0030 2494350100
mayordagias@0559.syzefxis.gov.gr

This project has been funded with support from the European Commission. This communication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

