

**Interreg  
Europe**



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# Reviving Cultural Routes

## Cultural Routes and Itineraries I

Online webinar, 25 October 2022

**Magda Michaliková**

Thematic Expert Environment & Resource Efficiency |  
Interreg Europe Policy Learning Platform



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# Agenda

- **Welcome & Introduction**

- Magda Michalíková, Interreg Europe Policy Learning Platform

- **Keynote presentation**

- **Mariachiara Esposito**, European Commission – DG for Education, Youth, Sport, Culture on ‘Sustainability and resilience through stronger cultural heritage policies’

- **Interreg Europe policy changes & good practices**

- **Route of the coffee smuggling (RAMSAT)** – Sofia Martins, Marvão Municipality (PT)
- **Routes of Reformation (MOMAr)** – Matouš Radimec, Routes of Reformation Association (CZ)
- **Film Festival on Cultural Routes (GREEN PILGRIMAGE)** – Luciano Toriello, M.A.D. SRLS (IT)

- **Panel Discussion**

- **Wrap up & Conclusions**

# Interreg Europe: Sharing solutions for better regional policy

€  
**379m**  
PROGRAMME  
BUDGET

**1** priority  
Dedicated to  
capacity building

**29**  
COUNTRIES  
INVOLVED



# Programme **scope**

**1 cross-cutting priority** on capacity building (ISO1) → **six topics**

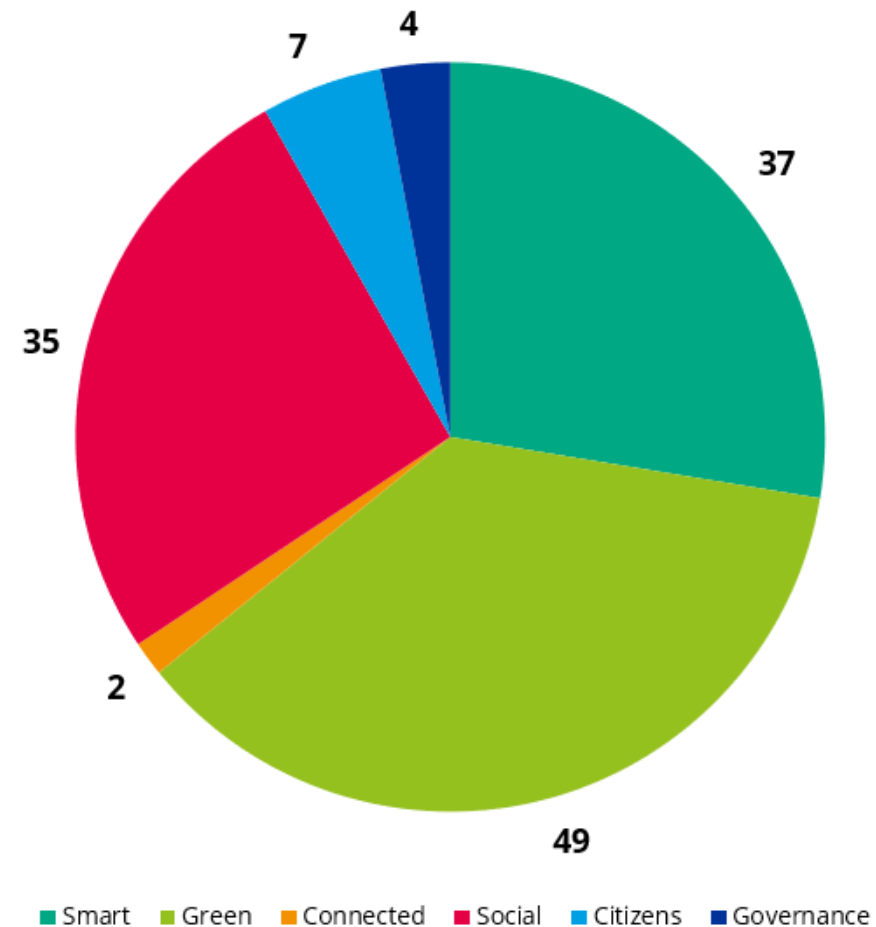


**Concentration** principle (80%)

# Calls for project proposals

## First call closed on 31 May 2022

<b>134</b>	project proposals
<b>1,073</b>	partners coming from all partner states
<b>EUR 1.4 million</b>	average budget per project proposal
<b>EUR 192 million</b>	total ERDF budget requested



# **Calls** for project proposals

## **Second call** from **15 March** to **9 June 2023**

- Pre-call **online networking** events (Nov – Dec 2022)
  - 15 Nov: **Smart**
  - 17 Nov: **Social**
  - 29 Nov: **Green**
  - 1 Dec: **Connected, Citizens, Governance**
  - 5 Dec: **Policy Learning Platform event**
- The call **launch event**
  - 15 Mar 2023, Stockholm (SE): **Europe, let's cooperate!**

# Example of a **peer review**



For **Antwerp, Belgium**

## **Challenge**

Reviving the network of fortress belts in Antwerp

## **Team**

Peers from Estonia, Croatia, Germany, Italy and Czech Republic

## **Policy challenges addressed:**

- How to set up a sustainable restart of the Fortress Belts on a local scale
- How to create strong branding and governance structure



# Cultural heritage – access to **knowledge**



## Relevant good practices

- La Nau project: Safeguard of traditional vessels in Mallorca (Spain)
- Alvar Aalto routes in Jyväskylä region (Finland)
- Innovation and digitalization in Riga Motor Museum in Latvia

## Policy Briefs

- Sustainable tourism: strategies to counteract overtourism
- Citizen engagement in the protection of cultural heritage
- Cultural heritage in mountain regions

## Stories

- Adaptive reuse of religious heritage
- North Downs Way pilgrim trail



# Upcoming **events**

## Webinars

- 3/11: Inspiring policy change: water linked heritage



## Past events

- Webinar recording: Digitalisation of heritage
- Webinar recording: Cultural heritage in mountain regions
- E-workshop recording: sustainable and competitive tourism
- Webinar on Cultural Routes

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# Thank you!

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