

**Interreg**



Co-funded by  
the European Union

Italy – Croatia

*CATCHING THE WAVES  
OF COOPERATION*

# OSI Consultation Process

4th April 2024  
2:30 PM - 4:30 PM

**ITEM 2 - Brief presentation of the chosen OSI theme, its objective and types of activities**

Zoom link: <https://us02web.zoom.us/j/88983393804?pwd=YWVPQUJlYU02azFhVWlxRk05UzJjUT09>

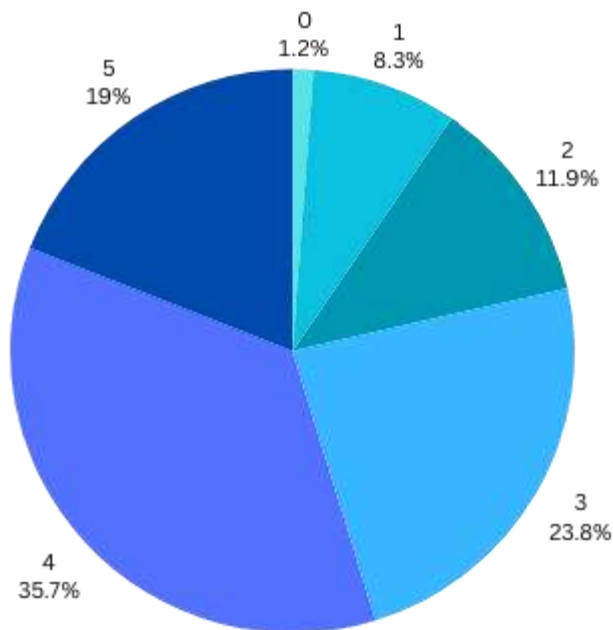
[www.italy-croatia.eu](http://www.italy-croatia.eu)



# COHESION POLICY

How much do you know about European  
Cohesion Policies?

From 0 (nothing) to 5 (know really well)



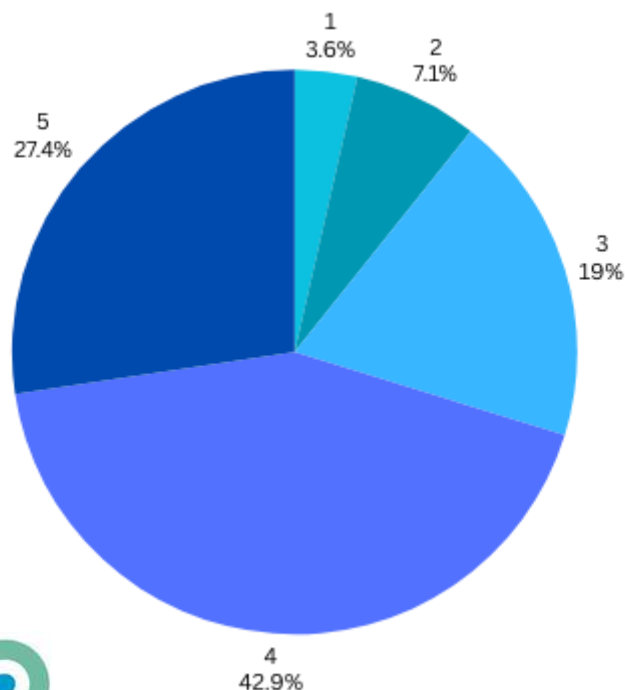
The **European Union's Cohesion Policy** helps to ensure there are **no gaps** between countries and between different areas and regions in the same country. It supports **key EU goals**, such as the green and digital transition.



# INTERREG

How much do you know about Interreg  
Programmes?

From 0 (nothing) to 5 (know really well)



# PROGRAMMES

Interreg is one of the **key instruments** of the European Union (EU) supporting **cooperation across borders** through **project funding**.

It aims to **jointly tackle common challenges** and find **shared solutions** in fields such as health, environment, research, education, transport, sustainable energy and more

# DIFFERENT TARGET, DIFFERENT QUESTION



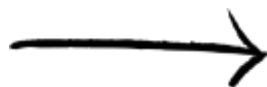
**GENERAL  
PUBLIC**



Select the **relevance in their territory**, or mission, of the objectives/ types of activities considered within the OSI projects



**YOUTH**



Select the **relevance in their territory** of the objectives/ types of activities considered within the OSI projects



**EUSAIR**



Select the OSI objectives/ types of activities **relevance** according to **EUSAIR Flagship** projects





# PRIORITY 4

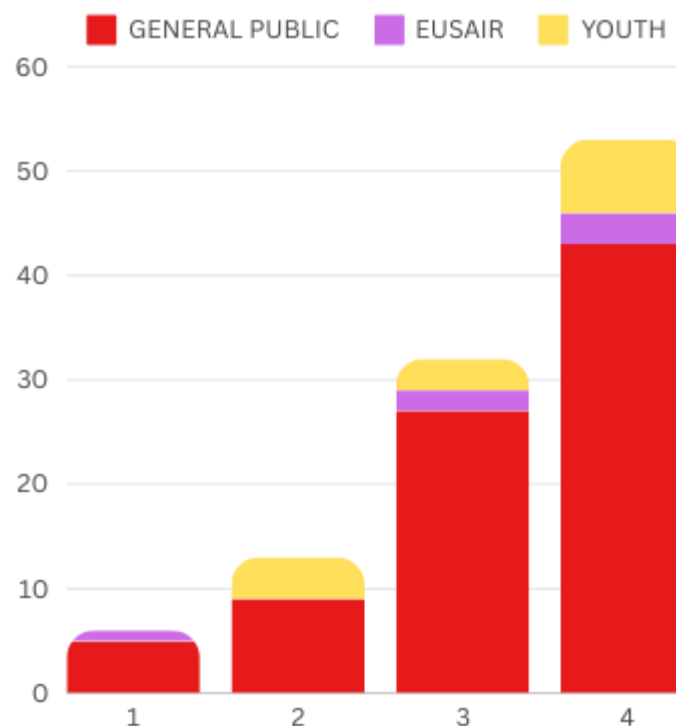
## Specific Objective 4.1

*“Enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation”*

# RELEVANCE of OBJECTIVE 1

*from 1 (little relevance) to 4 (very relevant)*

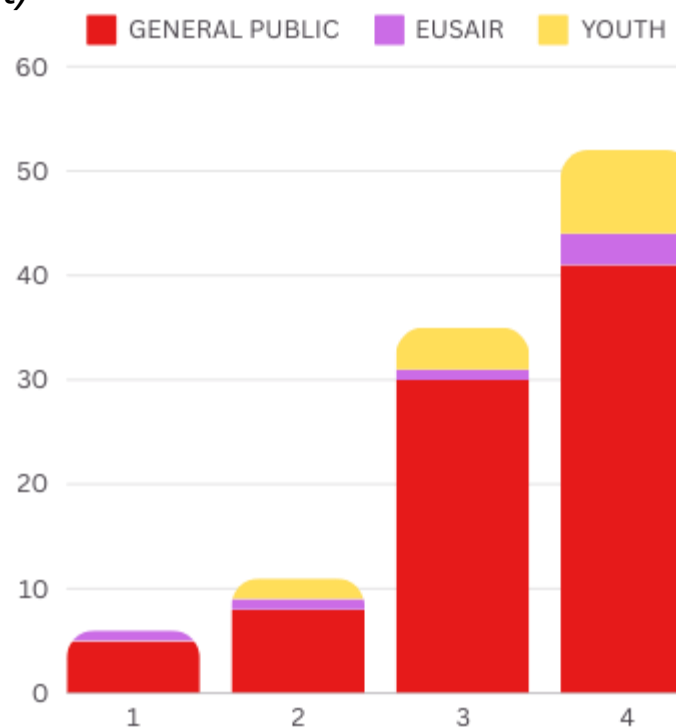
1 To **delocalise and diversify traditional tourist flows** aiming at environmental sustainability and positive socio-economic impact on local communities through valorisation and preservation of natural and cultural (tangible and intangible) heritage with a special focus on accessibility for diverse visitors (elders, people with disabilities, children and youth).



# RELEVANCE of OBJECTIVE 2

*from 1 (little relevance) to 4 (very relevant)*

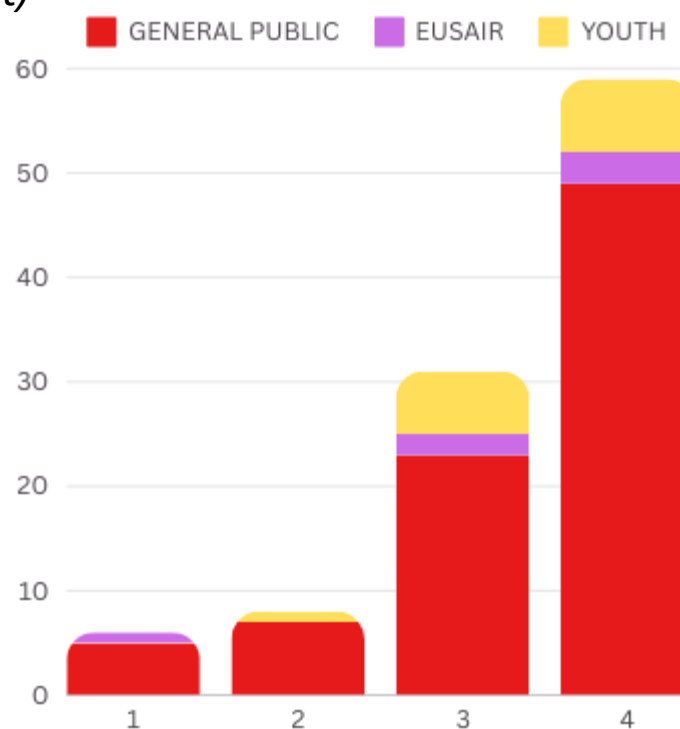
**2** To improve and modernize policies for valorisation of the natural and cultural heritage and development of sustainable cultural tourism focusing on participation and multi-stakeholdership.



# RELEVANCE of OBJECTIVE 3

*from 1 (little relevance) to 4 (very relevant)*

**3** To **promote new and innovative integrated offers** based on the valorisation, preservation and capitalisation of natural and cultural (tangible and intangible) heritage with the aim to deseasonalise tourism and maintain the competitiveness of the sector.

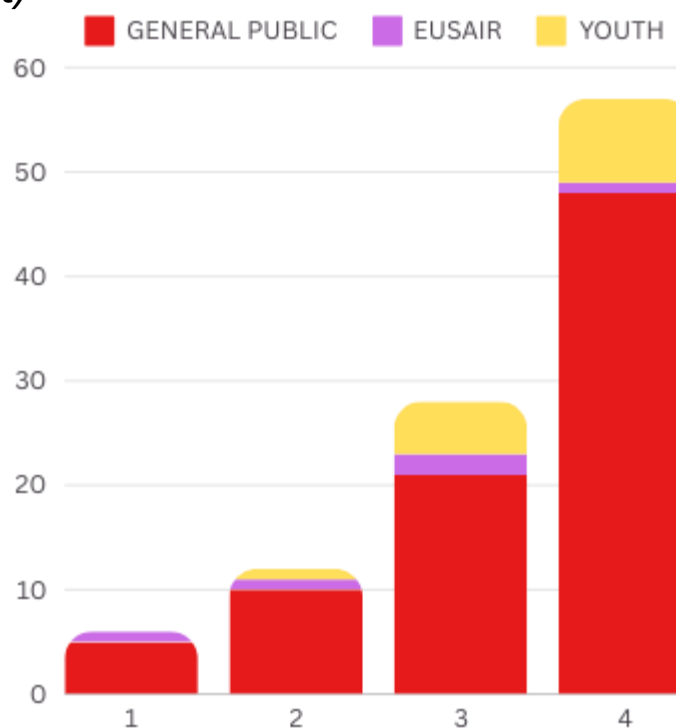




# RELEVANCE of OBJECTIVE 4

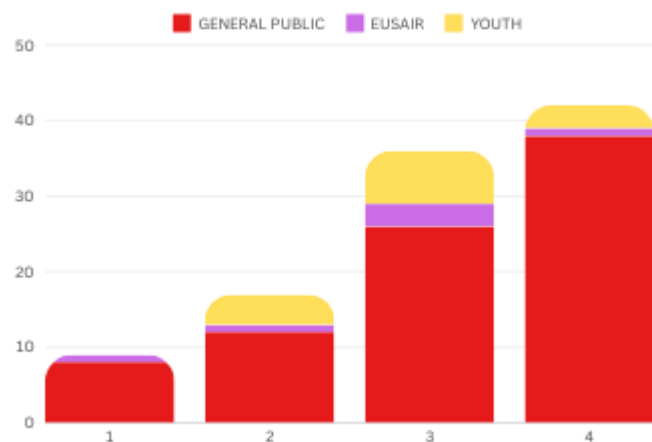
*from 1 (little relevance) to 4 (very relevant)*

**4** To **promote inclusive education and training** focused on a smarter strategic management of sustainable cultural tourism destinations as well as on enhancing the quality of hospitality services, in order to boost the competitiveness of the sector.

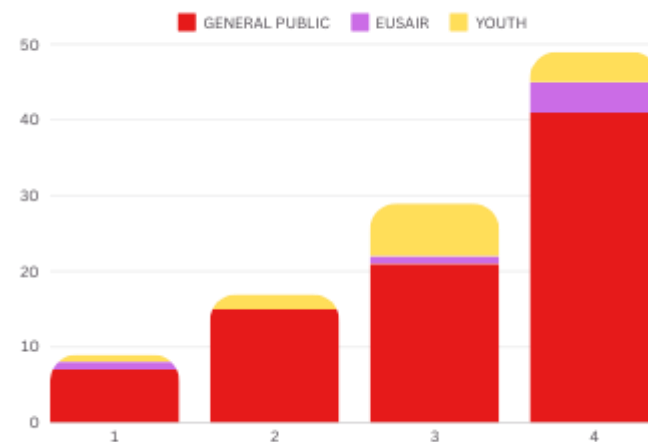


# RELEVANCE of TYPES OF ACTIVITIES

*from 1 (little relevance) to 4 (very relevant)*



Establishing or creating the basis for new Cultural Routes capitalising on research and investments

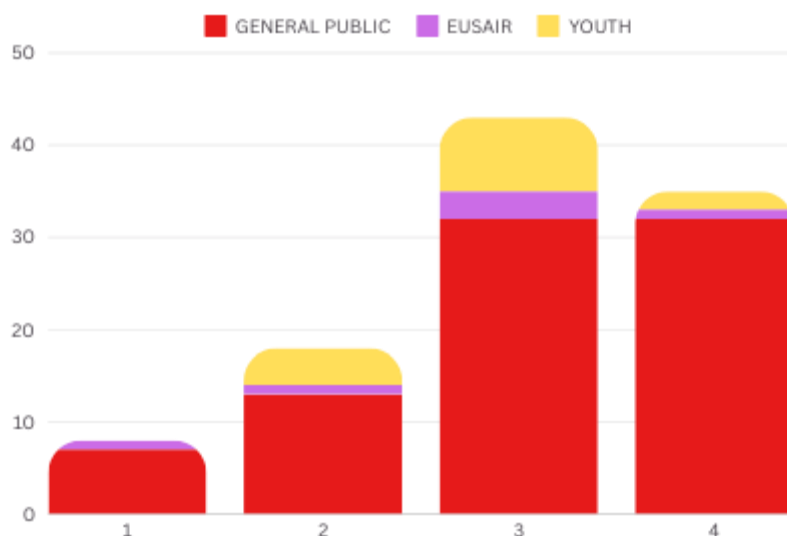


Strengthening and promoting existing Cultural Routes present within the Programme territory

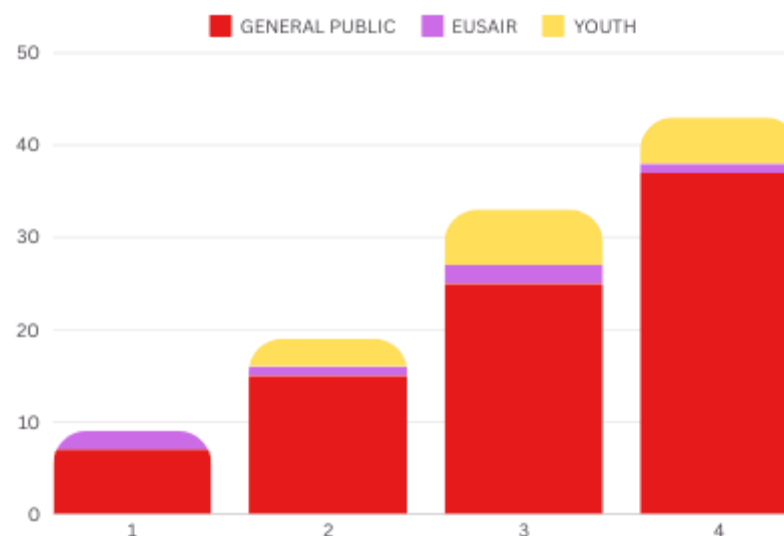


# RELEVANCE of TYPES OF ACTIVITIES

from 1 (little relevance) to 4 (very relevant)



Establishing cross-border cultural tourism hub(s) envisioned as (digital) network(s) of professionals based on multistakeholdership and intersectoral collaborations

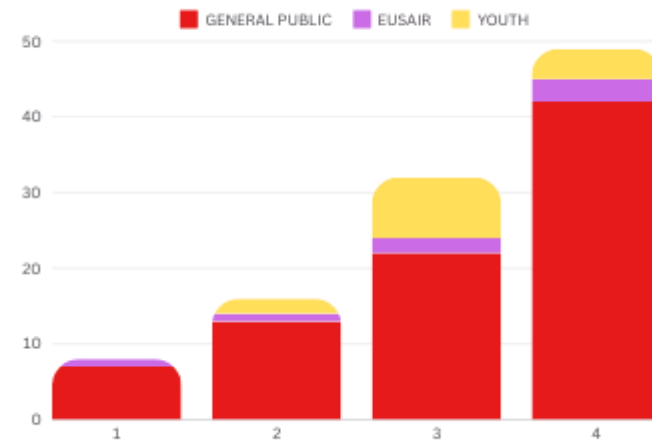


Developing and testing training materials and methodologies for vocational schools and SMEs within existing or newly established Cultural Routes

# RELEVANCE of TYPES OF ACTIVITIES

*from 1 (little relevance) to 4 (very relevant)*

Developing and testing interdisciplinary (heritage and tourism sector) training materials and methods addressing cross-border cultural destinations





## **Veneto Region**

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