



# PA3\_CLOSE

Recovery through CuLture, tOuriSm  
and people-to-people contacts in  
the Danube Region

2<sup>nd</sup> EUSDR EMBEDDING WEEK

16 June 2023



# Objectives:

## At operational level:

- strengthening the decision-making framework by better involving the Steering Group Members in the implementation of the EUSDR Action Plan and by providing coordinated tools for the assessment of projects that contribute to transposing the objectives of PA3 into on-the-ground actions in the fields of culture, tourism and people-to-people contacts.

## At strategic level:

- delivering a coordinated and well-targeted policy approach to support the recovery of tourism and culture
- providing hands-on tools for urban regeneration interventions through the sustainable use of the cultural and tourism assets of urban areas
- restarting tourism by analyzing and testing new types of experiences

# Outputs:

## **To coordinate Steering Groups and to develop activities for a better involvement of the SG Members**

- Operational framework for putting into action the PA3 Plan

## **To support policy development and policy initiatives as well as usage of cutting edge knowledge**

- Urban regeneration framework through culture and tourism
- Solution for strengthening stakeholder cooperation for the revitalization of urban areas through culture and tourism interventions

## **To enhance coordination between core PA stakeholders and to encourage their involvement**

- Solutions for promoting new forms of tourism and tackling the challenges of the future of work in the digital transformation
- Common framework for increasing the visibility of people-to-people contacts through joint actions

# Urban regeneration framework through culture and

## tourism:

### Objective:

- to develop a coordinated and well-targeted policy approach to support the recovery of tourism and culture with the purpose of enabling their transformative power
- to promote opportunities for recovery and social inclusion across the cultural settings of EUSDR territories by integrating the principles of the New European Bauhaus initiative

The principles and objectives of the Strategy will be further promoted through a **Declaration of the ministers responsible with culture, tourism and urban development matters**

The activity aims to provide the framework for engaging the ministers from the whole EUSDR region. All the Steering Group members will be invited to actively participate in creating the Declaration, the activity being coordinated by the Ministry of Development, Public Works and Administration with the support of the Ministry of Culture and the Ministry of Entrepreneurship and Tourism in Romania.

# Urban regeneration framework through culture and

## tourism:

### Deliverables:

Title	Description
D.2.1.2. In-depth study on the main challenges and priorities in the matter addressed by the Strategy	The study will include sectoral analyses of the PA3 policy fields, their exposure to major tendencies pertaining to economic and social drivers, and the linkages to urban revitalization solutions based on exemplary practices related to small and medium-sized cities
D.2.1.3. Consultation report on solutions for urban regeneration through culture and tourism	To integrate the expertise of the most relevant stakeholders, several thematic and regional working groups will be set up as part of the consultation phase. The linkages between urban regeneration and the mobilization of culture and tourism endowments will be explored through consultation tools
D.2.1.4. Strategy for urban regeneration and rural development through culture & tourism in the Danube Region	The lines of action developed within the Strategy will contribute to upholding national policies in the fields of culture, tourism and urban development



# Next activities:

## **Planning and implementing evidence-based measures for the further development of the PA3**

- ToR for consultation and analysis services for setting up an implementation framework of the PA3

EUSDR Action Plan and to develop assessment tools for projects in the fields of PA3

## **Developing thematic policy initiatives and studies, activities on the policy level and knowledge sharing**

- ToR for external technical assistance. The Ministry of Public Works, Development and Administration (MPWDA) will launch a call for external experts to provide assistance in designing a Strategy for urban regeneration through culture and tourism.

Interreg Programme  
**Danube Region**



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# Thank you!

## Priority Area 3 Team

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