



Be.CULTOUR:

“Beyond CULTural TOURism: human-centred innovations for sustainable and circular cultural tourism”



HORIZON 2020

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Deliverable 4.5 Be.CULTOUR Webinars

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Dissemination Level

-
- PU:** Public
 - CO:** Confidential, only for members of the consortium (including the Commission Services)
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Abstract

Based on the experiences from the co-creative process triggered by the Be.CULTOUR project, ICLEI coordinated a series of nine webinars that were carried out between the months of February 2023 and March 2024 via the digital platforms Zoom and Teams. The webinars covered topics that helped the participants acquire a comprehensive understanding of sustainable and circular cultural tourism practices. With this purpose, they included key numerous examples of good practices, explanations of methods and tools developed by the project in collaboration with the project partners to share a mix of on-ground experience and expertise that could promote knowledge and facilitate peer-learning. In this way, the webinars contributed to the dialogue at the local level and European and fostered cooperation amid stakeholders involved in the transition towards circular cultural tourism. Additionally, the webinars were of help to the wider public to get access to the results of the project and have sought for exchange with various Horizon2020, Horizon Europe and other projects as well as networks focused on cultural heritage, circular cultural tourism, and smart destination management.



Partners involved in the document

Participant No	Participant organisation name	Short Name	Check if involved
1 Coordinator	CONSIGLIO NAZIONALE DELLE RICERCHE, Institute of Heritage Science	CNR	x
1.1	University of Naples Federico II – DiARC (Linked Third Party)	UNINA	x
2	European Regions Research and Innovation Network	ERRIN	x
3	ICLEI Europe – Local governments for Sustainability	ICLEI	x
4	Iniziativa Cube S.r.l.	INI	x
5	Uppsala University	UU	x
6	Haute Ecole ICHEC - ECAM - ISFSC	ICHEC	x
7	Open University of the Netherlands	OUNL	x
8	APT Basilicata	APT-BAS	x
9	Diputación Provincial de Teruel	PGT	x
10	Larnaca and Famagusta Districts Development Agency	ANETEL	x
11	Laona Foundation	LAONA	x
12	Västra Götaland region	VGR	x
13	Stalna Konferencija Gradova I Opstina	SCTM	x
14	Agentia Pentru Dezvoltare Regionala Nord-Est	NERDA	x
15	Verde e Moldova	VEM	x

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1. Description of the Project

Be.CULTOUR stands for “Beyond CULTural TOURism: heritage innovation networks as drivers of Europeanisation towards a human-centred and circular tourism economy”. It expresses the goal to move beyond tourism through a longer-term *human-centred* development perspective, enhancing cultural heritage and landscape values.

Cultural tourism entails opportunities but also risks. Tourism as a whole can be a highly volatile economic sector. If not managed properly, cultural tourism can also easily turn into a “value extractive” industry, generating negative environmental, social and cultural impacts on local communities and ecosystems. This project will **develop specific strategies to promote an understanding** of cultural tourism, which moves away from a “stop-and-go” consumer-oriented approach towards one that puts humans and circular economy models at its centre, paying attention to nature, communities and cultural diversity. “Place”, intended as the *genius loci*, the ancient spirit of the site expressing its “intrinsic value” and “people” as co-creators of its uniqueness, culture, art, tradition, folklore, productivity, spirituality, as well as its “time space routine”, are the focus of Be.CULTOUR, which aims at realizing a longer-term development project for the pilot areas involved.

The overarching goal of Be.CULTOUR is to **co-create and test sustainable human-centred innovations for circular cultural tourism through collaborative innovation networks/methodologies and improved investments strategies**. Targeting deprived remote, peripheral or deindustrialized areas and cultural landscapes as well as over-exploited areas, local **Heritage innovation networks** will co-develop a long-term heritage-led development project in the areas involved enhancing **inclusive economic growth, communities’ wellbeing and resilience, nature regeneration** as well as **effective cooperation** at cross-border, regional and local level.

Wide and diversified partnerships of stakeholders from **18 EU and non-EU regions** of Northern-Central and Southern Europe, the Balkans, the Eastern neighbourhood and the Mediterranean will be the driving force of the project. A **community of 300 innovators** (which includes regional authorities and municipalities, clusters and associations, museums and tourist boards, entrepreneurs, chambers of commerce, citizens, researchers, practitioners as well as project partners) in **6 pilot regions** will **co-create innovative place-based solutions for human-centred development through sustainable and circular cultural tourism**.

Collaborative “Heritage innovation networks” will be established in **6 European deprived remote, peripheral and deindustrialised areas and cultural landscapes** identified as “pilot innovation



ecosystems”: committed to the project’s objectives, they have defined clear cultural tourism-related challenges requiring innovation that will serve as the basis for the collaboration with the **16 additional “mirror innovation ecosystems”**. Mutual learning and up-scaling of business solutions will be the objectives of the collaboration between pilot and mirror ecosystems, building the sustainability of the project's results beyond its lifetime.

By adopting a human-centred quadruple/quintuple helix approach to co-design, **Be.CULTOUR will result in 6 community-led Action Plans, 18 innovative human-centred solutions and 6 close-to-market prototypes** of new cultural tourism integrated services and products: these will directly contribute to **inclusive economic growth, communities’ wellbeing and resilience, and nature regeneration** in pilot and mirror regions, **stimulating effective cooperation** at a cross-border, regional and local level. The core partners of the Consortium will progressively build Be.CULTOUR sustainability by broadening the interregional collaboration while anchoring it to relevant EU initiatives in the academic, business and institutional realms.

1.1. Be.CULTOUR specific objectives

The scopes of the Be.CULTOUR project will be achieved through a set of specific, measurable, achievable, realistic and time-constrained (SMART) specific objectives:

Objective 1 – To assess the impacts and market potential of sustainable and circular cultural tourism at national, regional and local level through multidimensional quantitative and qualitative indicators, innovative statistical methods and advanced smart data management systems;

Objective 2 – To build a Community of Practice of 6 pilot regional ecosystems and a Community of Interest with 16 “mirror ecosystems” in EU and non-EU countries actively engaged in knowledge-sharing and exploitation of Be.CULTOUR’s approach, methodology, tools, and innovative solutions for sustainable and circular cultural tourism;

Objective 3 – To co-develop 6 Action Plans for sustainable and circular cultural tourism by establishing collaborative “Heritage innovation networks” in 6 pilot regions in Northern-Central and Southern Europe, the Balkans, the Eastern neighbourhood and the Mediterranean;

Objective 4 – To co-develop, prototype and test human-centred and place-specific product, process and service innovations for sustainable and circular cultural tourism in pilot heritage sites;

Objective 5 – To provide policy recommendations for more effective use of European Structural Investment Funds (ESIFs) and other EU funds to support cultural tourism innovation ecosystems

in pilot and mirror regions, and develop a proposal of evolution of ESIFs through synergies with other public funds;

Objective 6 – To contribute to deepen cultural Europeanisation through information and educational activities focused on the European history, identity and culture expressed in tangible and intangible cultural heritage and cultural landscapes, developing European Cultural Routes and European Heritage Labels in pilot heritage sites.

All partners have wide experience in developing and testing the Be.CULTOUR proposed approach, methodology and tools, ensuring the effective and time-constrained achievement of all the above-mentioned specific goals.



2. Introduction

The Be.CULTOUR webinars served several purposes. First, they gathered the knowledge and experience on co-creation processes in designing Action Plans towards circular cultural tourism (based on local workshops, community MeetUps and Community Conversations¹). Second, they presented results obtained in WP1: Innovative statistical methods, tools and indicators for sustainable cultural tourism impacts assessment, WP2: Creation of synergies and efficient use of ESIFs and other EU funds for neighbouring regions for sustainable cultural tourism, and WP3: Co-creation of human-centred innovations and Action Plans for sustainable cultural tourism; and built a basis for further integration between Community of Practice and Community of Interest and beyond. Third, they disseminated the project's methodological approach to the wider public. Fourth, they gave an opportunity for further synergies between several Horizon2020, Horizon Europe and other projects on cultural heritage, cultural tourism, sustainability, and future oriented adaptations of cultural heritage. Additionally, the approach to designing further webinars and communication strategies was validated and adapted based on feedback provided during discussion by the participants and viewers.

Regarding the display of the webinars, ICLEI counted with the collaboration of several project partners: Consiglio Nazionale delle Ricerche (CNR), European Regions Research and Innovation Network (ERRIN), ICHEC Brussels Management School (ICHEC), and Iniziativa Cube SRL (INI) and the Be.CULTOUR pilot heritage sites. Despite the initial idea of having a total of three webinars, the project partners extended on the number of them, implementing a total of nine webinars that started in February 2023 and were regularly displayed throughout the rest of the year and the beginning of the next one. This ambitious change led to satisfactory results and strengthened the image of Be.CULTOUR as an innovative platform and enabler of dialogue dedicated to change in the fields of tourism, heritage, and empowerment via local human-centred innovative processes.

The regular webinars helped to establish close communication with the stakeholders of the project and attracted 1329 participants and viewers including the live streaming views and the subsequent playbacks of the uploaded recordings².

¹ See methodological framework in D3.1 [Protocol / methodology for HC innovation in sustainable cultural tourism \(v1\)](#).

² Status on 27th of June 2024.

2.1. Document structure

This deliverable offers an overview of webinars that were implemented as subtask 4.2.2. (Be.CULTOUR webinar series). The document provides information on schedules, topics, and contributors. It also describes the dissemination and gives an overview of the participation (both during the live events and via accessing recordings).



3. Be.CULTOUR webinars – integral part of peer-learning scheme and open validation of key concepts

As described in [D.3.1](#) the Be.CULTOUR human-centred co-creation methodology followed four main steps:

1. Exploration phase (M1-12)
2. Action Plans and Concepts co-design phase (M13-18)
3. Co-development phase (M19-20)
4. Deployment phase (M21-36³).

Following this logical timeline, the results obtained in various work packages in the first half of the project were integrated, discussed, and disseminated in the webinars. Additionally, due to the fact that the webinars were planned as open on-line events, the wider public had the chance to provide feedback on Be.CULTOUR methodological approach (co-creation methods and tools, first implementations of community co-designed actions) and foster knowledge exchange between Community of Practice, Community of Interest and beyond. The aim was to allow various stakeholders to take advantage of the results of the project and to integrate outcomes of several work packages in an accessible way.

3.1. Overview

The webinars were organised as a series of on-line events facilitated by ICLEI Europe and supported by consortium partners. Due to the extension of the project from 36 to 42 months, the project partners decided to extend on the initial plan of three webinars, augmenting it to a total of nine. This initiative reflected the will of the organisers to contribute to deepen cultural Europeanisation through educational activities and to involve and link up diverse stakeholders. The extra work provided by the team helped the Be.Cultour community support each other and reach a wider audience with whom to share their experiences on circular and sustainable cultural tourism practices. The following topics were addressed during the webinars:

³ The project was extended to 42 months. The overview shows the initial planning, relevant for the design of the webinars.

No.	Topic	Date	No. of registered people	No. of participants ⁴	Views of the recordings ⁵
1.	The role of Heritage Innovation Networks for co-creation and communities' empowerment	24 February 2023	187	67	229
2.	Understanding the European value of cultural heritage: Power of networks	24 March 2023	135	61	91
3.	Innovative solutions for circular cultural tourism	21 April 2023	111	49	116
4.	Values-based innovative marketing for less-known cultural tourism destinations	15 May 2023	60	36	60
5.	Community-led and innovative entrepreneurship for circular cultural tourism	23 June 2023	66	37	75
6.	Creative tourism and the role of arts,	15 September 2023	95	43	106

⁴ The number of participants represents the number of people joining the Zoom call (the vast majority) plus the people that followed the livestreamed webinars on Be.CULTOUR's YouTube channel.

⁵ On the date of 27th June 2024

	interpretation and storytelling				
7.	BREAKFAST AT SUSTAINABILITY'S	5 October 2023	215	125	100
8.	Innovative finance for circular cultural tourism	30 November 2023	81	34	49
9.	Smart data management for circular cultural tourism assessment and monitoring	15 March 2024	66	20	31
TOTAL:			1329	472	857

Table 1 Overview of topics that were addressed in the webinars, dates of online events and number of participants and registered individuals.

3.2. Main topics

A series of nine open webinars included key methods and tools developed by the project in collaboration with project partners that shared knowledge, activated their own networks, and facilitated peer-learning. The webinars also served the purpose of gathering feedback on the different methods and tools presented during the webinars. Detailed webinars programme:

Webinar 1 The role of Heritage Innovation Networks for co-creation and communities' empowerment

Webinar 2 Understanding the European value of cultural heritage: Power of networks

Webinar 3 Innovative solutions for circular cultural tourism

Webinar 4 Values-based innovative marketing for less-known cultural tourism destinations

Webinar 5 Community-led and innovative entrepreneurship for circular cultural tourism

Webinar 6 Creative tourism and the role of arts, interpretation and storytelling

Webinar 7 Breakfast at sustainability's

Webinar 8 Innovative finance for circular cultural tourism

Webinar 9 Smart data management for circular cultural tourism assessment and monitoring

Webinar 1 The role of Heritage Innovation Networks for co-creation and communities' empowerment



Figure 1 List of speakers as shown on Meet the speakers slide in Webinar

- **Webinar 1** (February 24, 2023 – 14:00-15:30 CEST) – **The role of Heritage Innovation Networks for co-creation and communities' empowerment.** The webinar addressed methodologies and tools for stakeholders' engagement, serious gaming and co-creation, explaining how to bring together expert and local knowledge to let "hidden" cultural resources emerge and being recognized and fully exploited as a driver of local development, communities' empowerment and innovative entrepreneurship through circular cultural tourism.

Consortium partner supporting the delivery of the webinar: **Consiglio Nazionale delle Ricerche**

Agenda:

14:00-14:05. **Sophia Silverton, ICLEI Local Governments for Sustainability.** Welcome.

14:05-14:15. **Antonia Gravagnuolo, CNR ISPC.** Horizon 2020 Be.CULTOUR project: Heritage Innovation Networks for circular and human-centred cultural tourism.

14:15-14:25. **Luigi Fusco Girard, CNR and University of Naples Federico II.** Cultural heritage as driver of circular innovation.

14:25-14:35. **Małgorzata Ćwikła, ICLEI Local Governments for Sustainability.** Co-creation of Action Plans for circular and sustainable cultural tourism in less-known heritage sites: the experience of Be.CULTOUR pilots.

14:35-14:45. Break.

14.45-14:55. **Francesca Pozzebon, ERRIN: The guide for sustainable explorers.** a step-by-step toolkit to engage your community and build your action plan for circular cultural tourism.

14:55-15:15. **Contributes from Pilots and Mirror Regions.** On-the-ground experience.

15:15-15:30. Q&A.

[Link to the recording](#)





Figure 2 List of speakers as shown on Meet the speakers slide in Webinar 2

• **Webinar 2 (March 24, 2023 – 14:00-15:30 CEST) – Understanding the European value of cultural heritage: Power of networks.** The webinar addressed the concept of Europeanisation based on the intertwine of cultural networks operating in Europe. It discussed the added value of being a member of a network and reflected on the opportunities and challenges faced by network operators. In addition, examples on the benefit from formal and informal networks were presented, as well as guidelines on how to use the networks to develop innovative solutions towards circular cultural tourism. This approach reflects the ambitions of Be.CULTOUR and constitutes an important part of the concept ideation and development of Action Plans in its pilot heritage sites.

Consortium partner supporting the delivery of the webinar: **ICLEI - Local Governments for Sustainability**

Agenda:

14:00-14:10. **Dr. Cristina Garzillo Leemhuis, Senior Coordinator, ICLEI Local Governments for Sustainability.** Welcome.

14:10-14:20. **Jordi Mallarach, Executive Officer, Future for Religious Heritage.** The European network of historic places of worship.

14:20-14:30. **Sneška Quaedvlieg-Mihailović, Secretary General Europa Nostra and European Chair Climate Heritage Network.** Europe's cultural heritage: fostering a sense of togetherness.

14:30-14:40. **Gerald Wagenhofer, Coordinator of the European Heritage Label@Network.** European Heritage Label: Impact and opportunities.

14:40-14:50. **Dr. Jermina Stanojev, Research and Policy Expert on Cultural Heritage, Culture and International Cultural Relations.** Discussant. The importance of networks for EU integration.

14:50-15:00. Break.

15:00-15:10. **Dr. Antonio Nicoletti, Director General, Regional Agency for the Territorial Promotion of Basilicata, Italy.** Pilots and Mirror Regions: on-the-ground experience.

15:10-15:20. **Pauline Alexopoulou, member of Larnaca and Famagusta Districts Development Agency, Cyprus.** Pilots and Mirror Regions: on-the-ground experience.

15:20-15:30. Q&A and concluding remarks.

[Link to the recording](#)





Figure 3 List of speakers as shown on Meet the speakers slide in Webinar 3

• **Webinar 3** (April 21, 2023 – 11:00-12:30 CEST)– **Innovative solutions for circular cultural tourism.** This webinar gave voice to prominent guests from academia, policy, business, and practice to exchange views and showcase their own experience/experimentation in circular cultural tourism. It defined what is meant by innovative solutions for circular cultural tourism, what possible tools could be used to activate the process and involve the local community in the co-design, co-development and co-implementation of the solutions. Moreover, concrete examples from different continents were presented and challenges were thoroughly discussed.

Consortium partner supporting the delivery of the webinar: **ICHEC Brussels Management School**

Agenda:

11:00-11:05. **Dr. Ruba Saleh, ICHEC Brussels Management School.** Welcome.

11:05-11:15. **Philippe Drouillon, Senior expert in sustainable, agile and impactful business & catalyst of agile & participatory positive impact Teams, Organizations & Territories | B Leader. ICHEC Brussels Management School.** Re-orient cultural tourism design, incubation and acceleration towards strong circularity and sustainability.

11:17-11:27. Prof. Dr.Daniela Angelina Jelincic, Institute for Development and International Relations (IRMO), Department for Culture and Communication, Croatia. Re-visiting the Essence of Tourism: Challenges in Innovative Circular Tourism.

11:29-11:39. Hilke Arijs, Cultural Heritage policy coordinator, Zender, Belgium. Co-creation and heritage preservation through Wikipedia.

11:41-11:51. Larissa Almeida, facilitator of learning processes, researcher and consultant in business management of creative tourism, Recife, Brazil. The power of networking: connecting civil society and public policies for creative tourism.

11:51-12:01. Break.

12:03-12:13. Dr. Tokie Laotan-Brown, heritage Architect, developer and cultural economist, Nigeria. Rammed Clay & Dance in Benin Communities.

12:13-12:25. Q&A.

12:25-12:30. Dr. Ruba Saleh, ICHEC Brussels Management School. Conclusions and reminder of the next webinar.

[Link to the recording](#)



Webinar 4 Values-based innovative marketing for less-known cultural tourism destinations

BE.CULTOUR
Beyond cultural tourism

BE.CULTOUR WEBINAR
'VALUE-BASED INNOVATIVE MARKETING FOR LESS-KNOWN CULTURAL TOURISM DESTINATIONS'

Union's Horizon 2020 research and innovation programme under grant agreement No 101004627
Call 10100-SC1-TRANSFORM4CULTURE-2020
Type of action: IA (Innovation action)

MEET THE SPEAKERS

Letizia Ciaccafava
Destination Marketing Specialist,
Destination Makers

Emma Taveri
Chief Visionary Officer,
Destination Makers

Dirk Slawetzki
Tourism Marketing Manager,
City Gelsenkirchen

Figure 4 List of speakers as shown on Meet the speakers slide in Webinar 4

- **Webinar 4** (May 15 2023 – 15:00-16:30 CEST) – **Values-based innovative marketing for less-known cultural tourism destinations.** Among the trends that are shaping the future of travel and the emerging visitors' need, sustainability plays a key role. A recent Amadeus-commissioned survey found that two-thirds of consumers consider sustainable travel a priority, and 37% of respondents think opportunities for travellers to be involved in the preservation of tourist destinations will help the industry to become more sustainable in the long-term.

At the same time, cultural tourism represents a great opportunity for smaller and lesser-known destinations. According to the UNWTO, 50% of travellers are driven by the desire to visit and experience the cultural heritage of the destinations they visit. Therefore, it becomes increasingly important for destinations to create, develop, and promote a sustainable and creative offer to attract new and conscious visitors.

In this webinar we looked at international examples of effective tourism promotion based on culture and sustainability, and we got to know the case study of the Ruhr region and the

Gelsenkirchen area, that brought a practical perspective to participants to develop their tourism offer.

Consortium partner supporting the delivery of the webinar: **Destination Makers**

Agenda:

15:00-15:10. **INTRODUCTION:** Greetings and introduction.

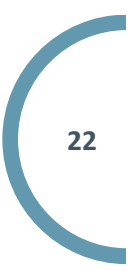
15:10-15:35. **Emma Taveri, Chief Visionary Officer, Destination Makers.** Promoting the less-known cultural destinations with creative marketing campaigns.

15:35-16:00. **Dirk Slawetzki, Tourism Marketing Manager, City Gelsenkirchen.** How an industrial area became a creative and green tourism destination. The case of Gelsenkirchen and the Ruhr Area in Germany.

16:00-16:20. **Emma Taveri, Dirk Slawetzki.** PANEL DISCUSSION. How to innovate the offer and promotion of a destination to attract new visitors.

16:20-16:30. Q&A.

[Link to the recording](#)



Webinar 5 Community-led and innovative entrepreneurship for circular cultural tourism



Figure 5 List of speakers as shown on Meet the speakers slide in Webinar 5

- **Webinar 5** (June 23 2023 – 14:00-15:30 CEST) – **Community-led and innovative entrepreneurship for circular cultural tourism.** The webinar addressed the challenges and opportunities of community-led entrepreneurship for circular cultural tourism. By sharing experiences of projects and initiatives operating in European regions, it discussed the great potential of less known and peripheral destinations in which cultural assets and local resources are co-managed by communities and stakeholders. Through the case studies, it reflected on how engaging community capacity for collective care of cultural heritage could represent a key driver in fostering innovative entrepreneurship and sustainable social, cultural, and economic development.

Consortium partner supporting the delivery of the webinar: **Consiglio Nazionale delle Ricerche**

Agenda:

Welcome and introduction.

14:00-14:05. **Antonia Gravagnuolo** | CNR Institute of Heritage Science, H2020 Be.CULTOUR project coordinator.

Community-led entrepreneurship: European leading experiences.

14:05-14:20. **Eva Leemet | Loov Eesti – Creative Estonia.** Community-led and innovative entrepreneurship based on CCI development in Estonia.

14:20-14:35. **Antonella Fresa | Promoter S.r.l, H2020 INCULTUM project.** Innovative participatory and collaborative approaches to transform local communities and stakeholders into protagonists.

14:35-14:45. **Anna Salvagio | 5 Senses Open-air Museum of Sciacca, Italy.**

14:45-14:55. **Antonio Della Corte | “La Paranza” Cooperative, Catacombs of San Gennaro, Naples.**
The culture of care and the care of culture.

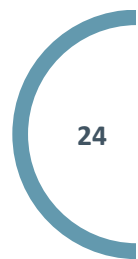
Discussion and reflections.

14:55-15:05. **Hanna Szemző | Metropolitan Research Institute, H2020 Textour project.**

15:05-15:15. Break.

15:15-15:30. Q&A and concluding remarks.

[Link to the recording](#)



Webinar 6 Creative tourism and the role of arts, interpretation and storytelling



The slide features the Be.CULTOUR logo (Beyond cultural tourism) and the European Union flag. The main title is 'BE.CULTOUR WEBINAR CREATIVE TOURISM AND THE ROLE OF ARTS, INTERPRETATION AND STORYTELLING'. Below this is a large blue box with the text 'MEET THE SPEAKERS'. Five circular portraits of speakers are arranged in a row, each with their name and a brief professional description below it.

Portrait	Name	Professional Description
	Fabrizio Panozzo	Professor of Cultural Management at the Ca' Foscari University of Venice and Scientific Director of AIKU
	Julia Calver	Course Director in the School of Events, Tourism and Hospitality Management at the Leeds Beckett University and former Chair of 'Saltire Inspired'
	Mariana Calaça Baptista	Executive Director of Art&Tur - International Film Festival
	Sofia Marasca	Communication Manager at Sineglossa and coordinator of Nonturismo project
	Tiago Vinagre de Castro	Cultural Manager and co-coordinator of the CREATOUR Observatory

Figure 6 List of speakers as shown on Meet the speakers slide in Webinar 6

• **Webinar 6** (September 15 2023 – 14:00-15:30 CEST) – **Creative tourism and the role of arts, interpretation and storytelling.** The webinar addressed creative tourism initiatives where the community, artists, and other stakeholders were involved in co-creation strategies to implement a cultural-led change in a destination. Among the creative tourism experiences, the innovative and collective storytelling, art-based practices, and the contemporary interpretation of cultural heritage through community engagement could represent a powerful driver for sustainable development, especially of less-known places. By sharing projects which, in different ways, challenged tourism issues with creative solutions, it discussed the role of arts in regeneration processes, placemaking, and shaping new promotion concepts.

Consortium partner supporting the delivery of the webinar: **Consiglio Nazionale delle Ricerche**

Agenda:

14:00-14:05. **Antonia Gravagnuolo, Valentina Apicerni, Martina Bosone** | CNR Institute of Heritage Science.

Welcome and introduction.

14:05-14:20. **Julia Calver** | Course Director in the School of Events, Tourism and Hospitality Management at the Leeds Beckett University and former Chair of 'Saltaire Inspired'.

14:20-14:35. **Tiago Vinagre de Castro** | Cultural Manager and co-coordinator of the CREATOUR Observatory.

14:35-14:50. **Sofia Marasca** | Communication Manager at Sineglossa and coordinator of Nonturismo project.

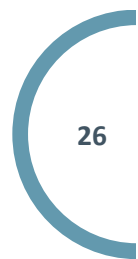
14:50-15:05. **Mariana Calaça Baptista** | Executive Director of Art&Tur – International Film Festival.

Panel discussion.

15:05-15:20. **Fabrizio Panozzo** | Professor of Cultural Management at the Ca' Foscari University of Venice and Scientific Director of AIKU.

15:20-15:30. Q&A and concluding remarks.

[Link to the recording](#)



ICLEI BREAKFAST AT SUSTAINABILITY'S
Local Governments for Sustainability
EUROPE

Cultural Heritage as a driver of Circular Tourism

Thursday October 5th 2023
10:00-12:00 CET
Online

Kirsti Ala-Mutka
Policy Officer, DG GROW, European Commission

Anne Grady
Seconded Cultural Heritage Expert, European Parliament

Gianluca Saba
Head of International Relations Office, Comune di Genova (Italy) and representative of the UAEU Sustainable Tourism Partnership

Antonia Gravagnuolo
Be.CULTOUR coordinator, National Research Council of Italy

Maria Kapari
Co-Founder, Joy of Culture (Cyprus)

Kirsi Sippola
Development Manager, HAMI, Visit Häme (Finland)

Be.CULTOUR | SPC | ERRIN

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004627
Call: H2020-SC6-TRANSFORMATIONS-2020 - Type of action: IA (Innovation action)

Figure 7 List of speakers as shown on Meet the speakers slide in Webinar 7

- **Webinar 7 (October 5 2023 – 10:00-12:00 CEST) – Breakfast at sustainability's.** This edition of ICLEI's flagship Breakfast at Sustainability's series brought together representatives of EU institutions, cultural experts, regional officers, and tourism stakeholders to discuss the unexplored potential of cultural heritage as a driver of circular tourism.

As Europe's regions are recovering from the impacts of the COVID-19 pandemic on the tourism sector, and as global trends are transforming the travel industry, this was a timely moment to revisit how circular approaches to tourism, human-centred destinations, and heritage-led transformations can contribute to building a sustainable future for all.

Participants in this online event acquired a better understanding of Tourism Transition Pathways in different contexts and gained key insights on how local cultural assets could drive sustainable tourism strategies. This edition was hosted online by ICLEI Europe in collaboration with ERRIN and CNR, in the context of the Be.CULTOUR project, a Horizon Europe project developing heritage innovation networks as drivers of Europeanisation towards a human-centred and circular economy.

Consortium partner supporting the delivery of the webinar: **ICLEI - Local Governments for Sustainability**

Agenda:

Kirsti Ala-Mutka, Policy Officer, DG GROW, European Commission.

Anne Grady, Seconded Cultural Heritage Expert, European Parliament.

Gianluca Saba, Head of International Relations Office, Comune di Genova, representative of the UAEU Sustainable Tourism Partnership.

Antonia Gravagnuolo, Be.CULTOUR project coordinator, National Research Council of Italy (CNR).

Maria Kapari, Co-Founder, Joy of Culture (Cyprus).

Kirsi Sippola, Development Manager, HAMI, Visit Häme (Finland).

Moderated by:

Stephania Xydia, Officer, Sustainability Culture & Cultural Transitions, ICLEI Europe.

Keynote Listener:

Dr Małgorzata Ćwikła, Officer, Sustainability Culture & Cultural Transitions, ICLEI Europe.

[Link to the recording](#)



Webinar 8 Innovative finance for circular cultural tourism

BE.CULTOUR WEBINAR
INNOVATIVE FINANCE FOR CIRCULAR CULTURAL TOURISM

MEET THE SPEAKERS

Aliona Lupu
Iniziativa Cube

Bonnie Burnham
CHiFA Cultural Heritage Finance Alliance

Gianluca Gaggiotti
EVPA European Venture Philanthropy Association

Ilaria D'Auria
Philea - Philanthropy Europe Association

Be.CULTOUR Beyond cultural tourism

European Union

Union's Horizon 2020 research and innovation programme under grant agreement No 101004627
Call: H2020-SC6-TRANSFORMATIONS-2020
Type of action: IA (Innovation action)

Figure 8 List of speakers as shown on Meet the speakers slide in Webinar 8

- **Webinar 8** (November 30 2023 – 14:00-15:30 CEST) – **Innovative finance for circular cultural tourism**. The webinar presented and discussed innovative investment models for circular cultural tourism as tools for creating shared value in local ecosystems, supporting social and community-led entrepreneurship through sustainable impact-based finance. The experimental model of the Pledge Fund hybridised with a Project Development Assistance instrument for innovative cultural tourism. Enterprises/startups were presented and discussed with representatives of financial and public institutions providing feedback and insights. Examples of "circular" investment programmes for tourism, culture, creativity, and cultural heritage were presented, supporting the regeneration of heritage sites and the generation of positive impacts for local communities.

Consortium partner supporting the delivery of the webinar: **Iniziativa Cube**

Agenda:

14:00-14:05. **Aliona Lupu, Iniziativa Cube**. Welcome and introduction.

14:05-14:20. **Ilaria D'Auria | Philea - Philanthropy Europe Association**. Arts & Culture at the Core of Philanthropy.

14:20-14:35. **Bonnie Burnham | CHiFA Cultural Heritage Finance Alliance.** Building tourism around Communities for Sustainable Development.

14:35-14:50. **Gianluca Gaggiotti | EVPA⁶ European Venture Philanthropy Association.** Impact Investing in the cultural sector.

14:50-15:10. **Aliona Lupu | Iniziativa Cube.** Pledge Fund: an innovative investment model as a tool for creating social shared value in local ecosystems.

15:10-15:20. **Anatolie Risina | Verde e Moldova, Agency for Development of Moldova. Christer Gustafsson | Uppsala University, EIT KIC Culture & Creativity member.** Discussion.

15:20-15:30. Q&A session and conclusions.

[Link to the recording](#)



⁶ Since November 2023, EVPA is now called Impact Europe

Webinar 9 Smart data management for circular cultural tourism assessment and monitoring



Figure 9 List of speakers as shown on Meet the speakers slide in Webinar 9

- **Webinar 9 (March 15 2024 – 10:00-11:30 CEST) – Smart data management for circular cultural tourism assessment and monitoring.** To reach sustainability and circularity goals, cultural destinations need effective data management tools.

This webinar presented a set of innovative smart data management and monitoring tools towards better governance and assessment of the smart/circular destination. In particular, cultural heritage digitalisation can support circular cultural tourism destination managers and operators to manage and assess tourist flows, interest and appreciation in heritage sites integrating digital tools such as 3D visualisation and Digital Twin in a human-centred and people-centred perspective.

Consortium partner supporting the delivery of the webinar: **Consiglio Nazionale delle Ricerche**

Agenda:

10:00 - 10:05. **Antonia Gravagnuolo.** Welcome and introduction

10:05 - 10:15. **Peter Nijkamp and Karima Kourtit** | Digital tools for Circular Cultural Tourism

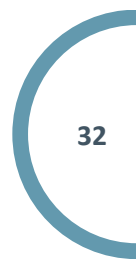
10:15 - 10:35. **Henk Scholten** | The Governance of Digitally-transformed Society

10:35 - 10:55. **Yneke van Iersel** | Methodology and Application of 3D Visualisation in Sustainable Cultural Tourism Planning

10:55 - 11:15. **Maurice de Kleijn** | A Digital Twin of the Via Appia Antica

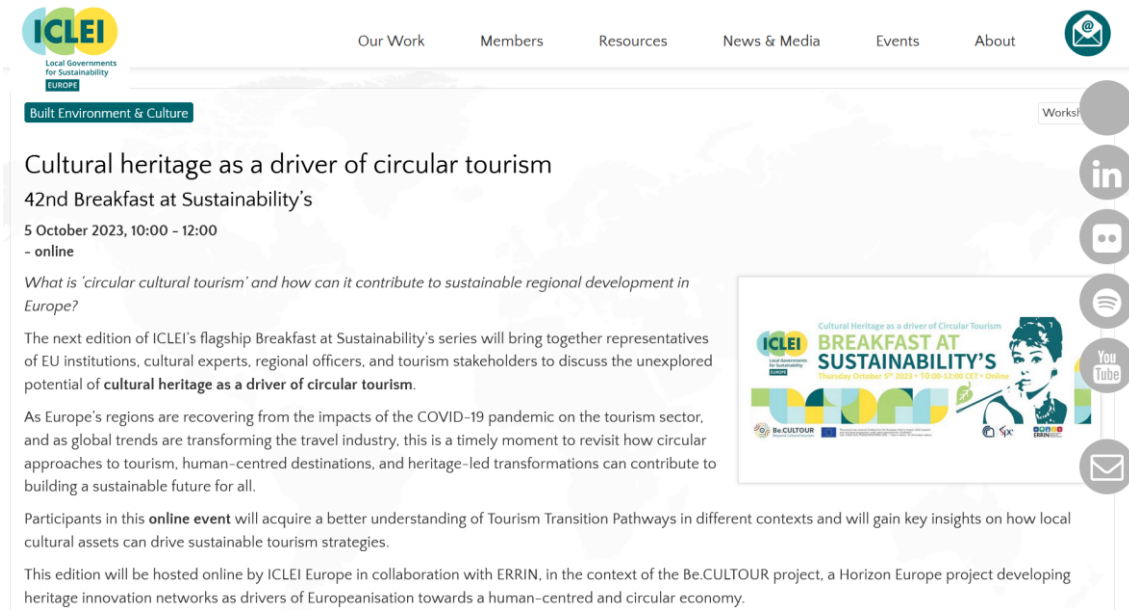
11:15 - 11:30. Q&A and concluding remarks

[Link to the recording](#)



4. Dissemination

The series of webinars additionally served dissemination purposes and extended the group of the beneficiaries beyond the Be.CULTOUR Community of Practice and the Community of Interest, including among others members of the Partnership on Culture and Cultural Heritage and Thematic Partnership Sustainable Tourism (Urban Agenda for the EU), as well as coordinators and consortia of other European projects and initiatives.



The screenshot shows the ICLEI website with a navigation bar at the top containing 'Our Work', 'Members', 'Resources', 'News & Media', 'Events', and 'About'. A sidebar on the right includes social media icons for LinkedIn, YouTube, and an email icon. The main content area features a banner for 'Built Environment & Culture' and a webinar announcement titled 'Cultural heritage as a driver of circular tourism'. The announcement includes the following text:

Cultural heritage as a driver of circular tourism
42nd Breakfast at Sustainability's
5 October 2023, 10:00 - 12:00
- online

What is 'circular cultural tourism' and how can it contribute to sustainable regional development in Europe?

The next edition of ICLEI's flagship Breakfast at Sustainability's series will bring together representatives of EU institutions, cultural experts, regional officers, and tourism stakeholders to discuss the unexplored potential of **cultural heritage as a driver of circular tourism**.

As Europe's regions are recovering from the impacts of the COVID-19 pandemic on the tourism sector, and as global trends are transforming the travel industry, this is a timely moment to revisit how circular approaches to tourism, human-centred destinations, and heritage-led transformations can contribute to building a sustainable future for all.

Participants in this **online event** will acquire a better understanding of Tourism Transition Pathways in different contexts and will gain key insights on how local cultural assets can drive sustainable tourism strategies.

This edition will be hosted online by ICLEI Europe in collaboration with ERRIN, in the context of the Be.CULTOUR project, a Horizon Europe project developing heritage innovation networks as drivers of Europeanisation towards a human-centred and circular economy.

A promotional graphic for the webinar is also visible, featuring the ICLEI logo, the title 'Cultural Heritage as a driver of Circular Tourism', and the event name 'BREAKFAST AT SUSTAINABILITY'S'.

Figure 10 ICLEI's webpage on Webinar 7 as another edition of their series Breakfast at Sustainability's

The webinars were promoted also via the project newsletter, project partners' and speakers' social media channels.

you don't just
live in a village,
you're an
ambassador of it



Figure 11 Visual 2 and 3 for Webinar 7 on the series Breakfast at Sustainability's





Be.CULTOUR
597 seguidores
5 meses • Editado •

+ Seguir ...

Are you searching for a smooth re-start after the summer break? 😊 Be.CULTOUR is organising the first event of the season, and wants to welcome you to an artistic, inspirational webinar: this time the theme is "Creative tourism and the role of arts, interpretation and storytelling".

This 6th webinar will take place on Friday 15th of September, at 14.00 CEST. Save the date and, as usual, don't forget to register! 📅📄 You can do it here <https://lnkd.in/dxAVJd2A>

We will:

Address creative tourism initiatives where the community, artists, and other stakeholders are involved in co-creation strategies to implement a cultural-led change in a destination

Discuss the role of arts in regeneration processes, placemaking, and shaping new promotion concepts

To discover the speakers and agenda, visit the website 📄 <https://lnkd.in/dcjgF5EJ>

[CNR ISPC - Institute of Heritage Science](#) | [ICLEI Europe](#) | [ERRIN](#) | [Saltaire Inspired](#) | [Observatorio CreaTour](#) | [Sineglossa](#) | [ART&TUR International Tourism Film Festival](#) | [AIKU - Arte Impresa Cultura](#)

Figure 12 Be.CULTOUR's LinkedIn account on Webinar 6



Figure 13 ICLEI reposted Be.Cultour’s post about it’s latest webinar on their X account

4.1. Target groups

The webinars were open to the public and target especially following groups:

- Researchers, lecturers, students (from various fields, e.g. innovation management, research methodology, cultural studies, heritage studies, tourism management etc.)
- Culture managers (coordinators of cultural heritage sites etc.)
- Policy makers at the local, regional, national, and international levels
- Artists
- Tour operators and other entities related to the cultural tourism
- Beneficiaries and communities of other H2020, Horizon Europe projects (and beyond)

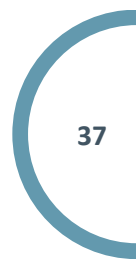
- Members of Partnerships on Culture and Cultural Heritage, Sustainable Tourism
- Community members in Be.CULTOUR Pilot Heritage Sites
- Young people working or volunteering in the field of cultural heritage and tourism
- Entrepreneurs

Number of participants – over 1,300 people (in total, including views of streaming and uploaded recording).

4.2. Format

The webinars were organised on-line on the ZOOM and Teams platforms with live streaming provided on social media channels managed by the Be.CULTOUR consortium. The webinars were recorded, and the recordings were uploaded to the internet. The webinars were held in English.

The approach to the dissemination was aligned with the communication strategy for the project, designed by ERRIN.



5. Conclusion

The webinar series organised as part of the Horizon2020 Be.CULTOUR project has proven to be a resounding success, exceeding expectations and leaving a lasting impact on stakeholders. Originally planned for three sessions, the project's extension provided an opportunity to expand the webinar series to a total of nine sessions, showcasing a diverse range of topics and attracting a broad audience.

These webinars served as platforms for knowledge exchange, capacity-building, and collaboration among stakeholders from various sectors. Through interactive presentations, engaging discussions, and real-world case studies, participants gained unique insights into the intersection of cultural heritage, sustainable tourism, and community development.

Moreover, the extended webinar series fostered stronger connections and collaboration among project partners and stakeholders, creating a vibrant community dedicated to advancing sustainable cultural tourism. By extending the scope and reach of the webinar series, ICLEI demonstrated its commitment to facilitating meaningful dialogue and driving positive change in the field.

In conclusion, the webinars organised as part of the Horizon2020 Be.CULTOUR project stand as a testament to the project's success and its commitment to fostering sustainable cultural tourism. By extending the scope and reach of the webinar series, the consortium has not only enriched the project outcomes but also contributed to the broader discourse on cultural heritage conservation and sustainable development. As we reflect on the achievements of the Be.CULTOUR project, it is clear that the webinars have played a pivotal role in advancing its objectives and leaving a lasting impact on stakeholders during the project and beyond.