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Towards Excellence in Cultural Tourism Network

Newsletter # 3

March 2014



What's inside:

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

The TECT Workshop
in Tenerife, Spain

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 Cultural Tourism
and
Active Ageing Forum
in Agia, Greece

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 Association, Malta; Sociedad de Desarrollo de Santa Cruz de Tenerife, Spain; Municipality of Sepino, Italy, and Municipality of Agia, Greece.

In the spotlight:
The Local
Government
Association, Malta
hosts the Cultural
Tourism Fair

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 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.

The TECT Network
Structure and
Objectives

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

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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.



Sandanski
Municipality



HÄRRYDA
KOMMUN



Local Councils'
Association



EXCMO. AYUNTAMIENTO
SAN CRUZ DE TENERIFE

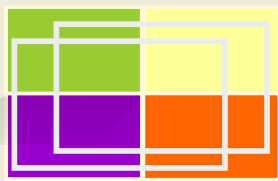


HELLENIC REPUBLIC
MUNICIPALITY of AGIA

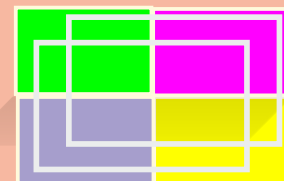


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The TECT Workshop in Spain



The international workshop held in Santa Cruz de Tenerife in the period 26 – 28th March 2014 brought together experts in the fields of culture and tourism development, NGOs and business representatives from Bulgaria, Greece, Italy, Malta, and Sweden. During the three-day workshop, participants took part in technical visits, conferences, lectures, and meetings with cultural and tourist agents and local institutions in order to exchange experiences and conceptualize common strategies and measures for the development of their cultural tourism offer. Florentino Guzman Plasencia. He outlined that the project aims to increase the ability of the municipalities to meet the needs of the rapid growth of cultural tourism and to develop appropriate strategies and products to promote in the future. Along with Florentino Guzman Plasencia, in the workshop participated the manager of OAC, Jerome Cabrera, and the official chronicler of Santa Cruz de Tenerife, Luis Cola. In addition, the fifth Vice President and Minister of Employment and Economic Development Council of Tenerife, Efraín Medina, and the Minister of Museums and Centres, Amaya Conde, were part of the delegation who presented to the international participants the management model of Santa Cruz’.



The TECT Network members discussed the challenges in the fields of culture, tourism and SMEs development on local, national and European level, shared the policies, addressing these challenges and identified measures for joint actions in the relevant fields. The measures agreed were incorporated into the strategic priorities of the Network and published for comments and suggestions from citizens. The main cultural tourism sites were presented to the international participants, including: the Guimerá, Tenerife Arts Space (TEA), the Museum of Nature and Man Theatre, Castillo de San Juan and Powder House, the Church of San Francisco, the Museum of Fine Arts. The workshop was completed with a conference open to the public, involving the European partners, tour operators and representatives of various organizations and institutions. The conference included presentations and discussions on the following topics: Dr. Eduardo Parra Institute of Political and Social Science La Laguna University, “Canarias 2020: new tourism paradigms”; Business Association “Zona Centro”; Dña. Aida Cedrés, Director of the Product Engineering Department of Turismo de Tenerife (Tourism development corporation of Tenerife); “Challenges and Policy of the European Union.” Ilina Yakova Municipality of Sandanski, Bulgaria; Mr Julian Zarb, lecturer at the University of Malta-Institute for Tourism and Culture and representative manager of a NGO of sustainable tourism. “The importance of considering community based tourism and local tourism planning for localities on islands”.





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Culture, Tourism and SME Development in the EU

Why worth investing in tourism?

- ↪ Tourism is an economic activity capable of generating growth and employment in the EU
- ↪ Tourism represents the third largest socioeconomic activity in the EU after the trade and distribution and construction sectors (European tourism industry generates over 10 % of EU GDP and provides approximately 12 % of all jobs)
- ↪ The EU remains the world's No 1 tourist destination, with around 40 % of tourist arrivals around the world due to its:
 - ✓ cultural and historical heritage
 - ✓ natural assets
 - ✓ diversity of sceneries
 - ✓ quality services
 - ✓ good connectivity

Why cultural tourism?

- ↪ Cultural tourism is a desirable market as it is high-spending tourism, undertaken by highly educated individuals who stimulate cultural activity in the destination.
- ↪ Local residents appreciate the benefits of cultural tourism, such as increased local incomes and support for local cultural institutions.
- ↪ The growth of cultural tourism demand has stimulated the development of many new cultural attractions and cultural tourism marketing strategies, as different countries and regions compete for a share of this market. For example, it is estimated that the number of museums in Spain has increased by 100% over the past 20 years.

Challenges in Europe

- ↪ preserving natural and cultural resources
- ↪ limiting negative impacts at tourist destinations, including use of natural resources and waste production
- ↪ promoting the wellbeing of the local community
- ↪ reducing the seasonality of demand
- ↪ limiting the environmental impact of tourism related transport
- ↪ making tourism accessible to all
- ↪ improving the quality of tourism jobs.



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EU Action Framework To Meet The Challenges

Stimulate competitiveness in the European tourism sector

- ✓ Promoting diversification of the supply of tourist services – thematic products; transnational synergies
- ✓ Developing innovation in the tourism industry - access of SMEs to the relevant financial instruments
- ✓ Improving professional skills – training, mobility of workers
- ✓ Encouraging an extension of the tourist season – through voluntary tourism exchange mechanism (low income travelers) and voluntary online information exchange mechanism (schools)
- ✓ Consolidating the socioeconomic knowledge base for tourism – research and monitoring of consumer satisfaction and needs

Promote the development of sustainable, responsible and high quality tourism

- ✓ Develop a system of indicators for sustainable management of destinations
- ✓ Develop a label for promoting tourist destinations.
- ✓ Organise awareness-raising campaigns for European tourists
- ✓ Develop a European 'Qualité Tourisme' brand to increase consumer security and confidence in tourism products
- ✓ Facilitate identification of risks linked to climate change to avoid loss-making investments, and explore opportunities for developing alternative tourism services.
- ✓ Propose a charter for sustainable and responsible tourism and establish a European prize for tourism.
- ✓ Propose a strategy for sustainable coastal and marine tourism.
- ✓ Establish or strengthen cooperation between the EU and the main emerging countries

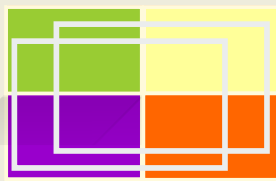
Consolidate the image and profile of Europe as a collection of sustainable and high-quality tourist destinations

- ↻ Create a true 'Europe brand' in cooperation with the Member States to complement promotional efforts at national and regional level and enable European destinations to distinguish themselves from other international destinations.
- ↻ Promote the visiteurope.com website in order to increase the attractiveness of Europe as a collection of sustainable and high-quality tourist destinations
- ↻ Encourage joint promotional actions at major international events or large-scale tourism fairs and exhibitions.
- ↻ Strengthen European Union participation in international bodies, particularly within the context of the WTO, the OECD, T20 and Euro-Med.

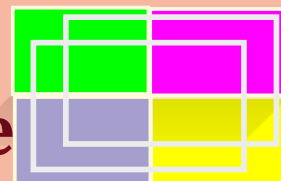


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The Cultural Tourism and Active Ageing Forum in Greece



The 3rd meeting of the TECT Network was held in the municipality of Agia, Greece, 4-6 June 2014 on the theme of 'Cultural Tourism and Active Ageing'. The main purpose of the forum was to exchange experiences and best practices for both the development of new methods for the social inclusion of older people and their participation in the development of cultural tourism, and solidarity and dialogue between generations, as well as to help seniors and young people to learn from each other. The history, culture and tradition of the Municipality of Agia and practices in the field of cultural tourism in relation to active aging, European policies for active aging and economic growth, alternative strategies for the sustainable development of tourism, tourism based on local communities and the importance of active stakeholder involvement are some of the topics that were presented and discussed during the three-day long forum. The meeting brought together a total of 30 international participants, representatives of the Network members, who had the chance to meet and cooperate with over a hundred local participants – local authorities, business, NGO representatives, seniors, youth, citizens, artists, artisans, cultural organizations and institutions.



During their stay, the international participants visited historical sites such as Panteleimon Monastery and the Castle of Velika, and thus, got to know firsthand the local cultural tourism offer, the management and development of the cultural tourism sites and attractions.

The first day of the forum took place at the Cultural Center "Pupa" in Agia, where the following topics were presented and discussed: "Archaeological sites and monuments. Emergence and recovery "Stavroula Sdrolia Archaeologist 7th Byzantine Antiquities; "History and Tradition. Promotion through the General State Archives' Catherine Smith, Historian General State Archives, Local file Agia; "The sustainable development of alternative forms of tourism destinations.'s Case Agia" Elizabeth Hatzinikolaou consultant on Tourism of the Central Union of Municipalities of Greece; "The importance of the involvement of interested parties to tourism based on local communities" Julian Zarb, Lecturer International Tourism development at University of Malta. The second and third days of the forum were held in Agiokampo hotel Golden Beach where the topics covered during the forum included: Cultural Tourism and Active Aging: Intergenerational Dialogue and Cultural Tourism and Active Ageing: social integration of seniors.





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Active Ageing, Solidarity between Generations and Economic Development in the EU

Active Ageing and Solidarity between Generations Concept

- ↪ Help people to stay at work longer and encourage them not to retire too early;
- ↪ Combat social exclusion among senior people by encouraging them to participate actively in their communities at local and regional level and to engage in active citizenship initiatives at the national and European level;
- ↪ Prevent dependency

Challenges in Europe associated with population ageing

The challenge is to make the most of the enormous potential that we harbour even at a more advanced age.

- ↪ Employment – as life expectancy increases across Europe, pension ages are rising, but many fear that they will not be able to stay in their current jobs or to find another job until they can retire on a decent pension.
- ↪ Participation in society – retiring from one's job does not mean becoming idle. The contribution of older people to society as carers for others, typically their own parents or spouses and their grandchildren is often overlooked and so is their role as volunteers.
- ↪ Independent living – our health declines as we grow old, but a lot can be done to cope with this decline. And quite small changes in our environment can make a big difference to people suffering from various health impairments and disabilities.

What can the EU do?

- ↪ Ensure adoption of a European Directive on carer's leave to support workers who provide informal care to dependent relatives;
- ↪ Agree concrete employment targets for older workers and support the development of initiatives supporting active ageing and intergenerational solidarity.
- ↪ Guarantee adequate and sustainable pension schemes in all Member States and adequate health and dependency insurance for older men and women;
- ↪ Develop a legal framework requiring all public and private entities to apply common accessibility criteria and promote a "Design for All" approach to include the needs of all people in society;
- ↪ Provide more support for health promotion and prevention in future public health programmes.



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Active Ageing in the Context of TECT Network

Valorization and continuation of traditional culture

- ✓ Raising the awareness of the utility of traditional culture seniors are carriers of
- ✓ Exchanging know-how and best practices for preservation and continuation of traditional culture;
- ✓ Integration of traditional culture into the tourism offer – a source of funding for preservation and conservation.



Fostering transfer of knowledge and know-how between generations

- ✓ Youth learning from the seniors – the natural continuation of tradition;
- ✓ Seniors learning from the youth – innovative practices and new technologies.



Traditional culture and entrepreneurship

- ✓ Meeting traditional culture and business';
- ✓ Promoting traditional culture, arts and crafts beyond national borders – reaching new markets;
- ✓ Creating synergies – facilitating the growth of start-ups;





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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 promote Network members' territories as tourism destinations;
5. To foster international, cross-sectoral cooperation;
6. To optimize cultural tourism through the exchange of good practices;
7. To develop joint projects for the achievement of the objectives of the Network;
8. To increase citizens' knowledge on European policies and the opportunities the EU provides;
9. To show the importance of preservation and valorization of intangible cultural heritage and the opportunities it provides for entrepreneurship;
10. To promote Active Ageing and inter-generational learning;
11. to enable the youth to make new contacts, find potential employers, meet successful entrepreneurs and learn from their experience;
12. To stimulate the members to co-operate in different projects;
13. To stimulate bilateral exchanges and mutual knowledge between its members;



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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;



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 tangible and 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.
- Developing joint projects to teach and maintain traditions and folklores through audio visual and publications : this is an important aspect of community involvement and the inculcation of a civic sense of pride that should also add value to the host-visitor hospitality.
- Promotion and setup of local museums of memory: the setting up of local museums set up through contributions by the local community and managed by a working group, committee or foundation made up of the local community including volunteer guides from the local community.
- Traditional costumes - encourage the research into traditional costumes and folklore as well as tangible and intangible heritage through the community and the inter generational dialogues and informal meetings as a means of keeping this living history and heritage alive within that society as a patrimony for all local residents and visitors.
- Targeting the extended family nucleus for tourism: focussing on inter generational dialogue by involving all the family in experiences of memory and tradition or folklore heritage through personal experiences.

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



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The TECT Network Strategic Priorities

2. Enhancing existing Assets:

The existing cultural tourism offer and attractions can be significantly enhanced if its diverse assets

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.



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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.);



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In the spotlight: Local Government Association, Malta Hosts the Cultural Tourism Fair

Cultural Tourism Fair Malta 02 - 04 July 2014

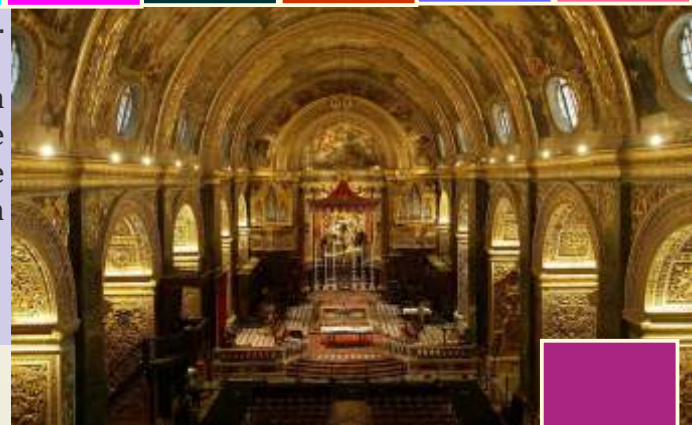
The Local Government Association has extensive experience in networking and European projects management as since 2007, the LGA had successfully participated in various EU funded projects under the following programmes: IEE, ICT PSP, MED, INTERREG, LIFE, Europe for Citizens. The Local Government Association is established in 1994 through the issue of specific Regulations entitled: Local Councils (Association) Regulations, 1994. The aims of the Association include those of protecting and promoting the common interests of Local Councils as well as offering consultancy services, training on its own initiatives and in conjunction with any other Councils. The association is the single public authority that represents all 5 regions and 68 local councils in Malta and Gozo. The LGA enjoys a high level of competence and it is involved in the national policy development process by regular meetings with the director of Local Government and the Ministry and other relevant stakeholders.



Rich history, unique attractions, spectacular entertainment. Malta's got it all.

From the oldest temples in the world, to splendid palaces, a stunning Caravaggio work of art, intricate handmade lace creations and numerous state-of-the-art cinemas, the Maltese Islands are the perfect mix of old and new with something for all tastes and ages.

And let's not forget the magnificent views.



Because of its location in the heart of the beautiful Mediterranean Sea and its stunning architecture, Malta has caught the eye of many film directors, featuring in award-winning films including Gladiator and Midnight Express.

The Maltese are among the oldest Christians in the world and you can find an amazing 365 churches on the islands – a very high number for such a small space.





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In the spotlight:

Local Government Association, Malta Hosts the Cultural Tourism Fair

Cultural Tourism Fair Programme Malta

Wednesday 02 July

- 10.00 Welcome Speech – Jimmy Magro, Local Government Association; Introduction to the TECT project and the Europe for Citizens Programme – Iliana Yakova, Bulgaria
- 10.30 – The cultural tourism in Malta- Nadia Theuma, University of Malta
- 10.50 – Cultural tourism impact on local development and SMEs- Julian Zarb, University of Malta
- 11.30 –Valletta European Capital of Culture 2018- Graziella Vella, V18 Foundation
- 11.50 – Promotion of local products, arts, crafts “The Malta Artisan Market”- Lisa Grech
- 12.10 – SMEs and local products, arts, crafts
- 13.10 – GRISI+: presentation of GPs for promotion of local products and SMEs using ICT- Lili Vasileva, LGA
- 14.30 – visit Valletta and Mdina- cultural guided tour
- 19.20 – 3D map of Malta- audio show explaining the history of the island
- 19.40 – Dinner at [Ir-Razzett l-Antik](#): traditional Maltese folk night including traditional food, dances and music.

Thursday 03 July

- 10.00 depart for Hager Qim and visit of the neolithic temple
- 12.00 – visit Qormi- the Maypole bread and pastry factory: presentation by Mr Carmel Debono (owner of the enterprise) and degustation of the products
- 16.00 – depart for Birgu and preparations for the cultural fair
- 17.00 Cultural Tourism Fair at Birgu Local Council: *exhibition of traditional arts, crafts and products; degustation of local products; networking between representatives of artisans from the partners regions; presentation of traditional music and videos; Knights of Malta experience-live performance.*
- 19.30 – Traditional Birgu boats tour

Friday 04 July

- 10.00 Workshop: discussions by all participants:
 - SMEs: key actors in the promotion of traditional arts, crafts, food
 - SMEs: key actors in the development of the TECT network
 - the network objectives and short/ long term priorities
 - new funding opportunities
 - upcoming events: Bulgaria and Italy
 - conclusions



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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>



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