

CHARTS Award 2014

The Award for Cultural Tourism Development
and Promotion in Europe

for Tourism Destinations across Europe



*Engaging Culture & Heritage for
Sustainable Tourism Development*

November 2013

About the CHARTS Award 2014

Culture and Heritage are important factors for sustainable development; contributing to the protection of natural and cultural heritage, the extension of tourism period as well as increase awareness of tourists and host communities, regional GDP and multiplier effects.

The development and protection of culture, heritage and development of **sustainable tourism** strategies are of added-value to regions and Europe-wide, contributing to the **Lisbon and Gothenburg Agendas**.

The **CHARTS Award** is based on a contest in accordance with the CHARTS project in order to generate awareness about CHARTS project aims and results amongst regional and local authorities, destination management authorities, destination agencies, tourism promotion bodies, tourism boards, tourism associations, tourism networks, cultural networks, European Union institutions and international bodies, as well to involve several regions across Europe, other than project partners.

The **CHARTS Award** is aimed at tourism destinations Europe-wide, for achievements of results and outputs on cultural tourism.

The focus of the Award is on **12 Good Practices themes**, concerning results of actions which have been implemented and which have produced significant results and achievements.

The Award is expected to enhance the visibility of **European cultural tourism destinations**, to create a platform for sharing experience and knowledge Europe-wide and to promote networking between awarded destinations and project partners.

The Award is an action of **CHARTS project**, made possible by the EU **INTERREG IVC inter-regional cooperation programme** and co-financed by the **European Regional Development Fund (ERDF)**.

Award Themes (categories)

The CHARTS award is structured in 12 themes:

No	Title of Theme	Possible results of Theme
1.	Climate Change	<ul style="list-style-type: none"> ▪ Cultural tourism destination and climate change Risk assessment ▪ Adaptation and mitigation measures ▪ Protection of cultural assets from related risks ▪ 'Greening' of visitor experience
2.	Accessibility to Heritage	<ul style="list-style-type: none"> ▪ Improving intellectual and physical accessibility to the heritage ▪ Accessibility for persons with disabilities ▪ Interpretation and signing of cultural assets
3.	Effective Partnerships	<ul style="list-style-type: none"> ▪ Building effective partnerships at the destination level between cultural and tourism sectors ▪ Improving the offer and developing innovative pilot projects that encourage visitors to stay longer and engage with local culture and heritage ▪ Involving all stakeholders from the public, private and voluntary sectors
4.	Host Communities and Responsible Tourism	<ul style="list-style-type: none"> ▪ Engaging with host communities ▪ Fostering civic pride, awareness and welcome ▪ Developing a resource within the community ▪ Promoting 'Responsible Tourism'
5.	Quality Criteria	<ul style="list-style-type: none"> ▪ Development of quality criteria for cultural and heritage tourism destinations to measure performance in terms of tourism sustainability ▪ Contributing to 'European Quality Label' initiative of European Commission ▪ Implementation of 'European Heritage Label' proposals
6.	Visitor Information	<ul style="list-style-type: none"> ▪ Enhanced information to Visitors through Information Centres & InfoKiosks ▪ ICT applications, DVD video documentaries, Multimedia production ▪ New Media Tools, Virtual Reality, 3D Animation, Social Networking
7.	Place Marketing	<ul style="list-style-type: none"> ▪ Place Marketing Strategies based on cultural heritage, local distinctiveness and identity ▪ Branding procedures ▪ Marketing actions
8.	Cultural Routes	<ul style="list-style-type: none"> ▪ Cultural Routes – according to Council of Europe / European Institute of Cultural Routes ▪ Preparatory actions for creation and designation ▪ Contribution to initiatives by European Commission
9.	Railway Heritage	<ul style="list-style-type: none"> ▪ Railway Heritage Preservation and Promotion for cultural tourism ▪ Promoting industrial heritage of steam railways ▪ Twinning arrangements between legendary heritage railways
10.	Local Products & Gastronomy	<ul style="list-style-type: none"> ▪ Promotion of local products with denomination of origin ▪ Increasing awareness about local cuisine and traditional recipes ▪ Healthy diet for visitors ▪ Local identity through eno-gastronomy and culinary tasting
11.	Traditional Skills & Trades	<ul style="list-style-type: none"> ▪ Preservation of traditional skills and trades that are becoming extinct (eg Horse shoe maker, saddle maker, ironsmith, masonry) ▪ Promotion of the traditional skills procedures as events for tourist attractions
12.	Cycling for tourists	<ul style="list-style-type: none"> ▪ Promotion of Cycling in cultural tourism destinations for sustainable mobility of visitors ▪ Shared bike schemes for tourists ▪ Cycle trails as cultural tourism attractions

Applicants for the CHARTS Award should address these themes through actions with a focus on local and regional contexts.

Winners will be recognised as **examples of excellence** inspiring other tourism destinations, in local and regional contexts and stimulating further development of regional initiatives.

One overall winner and runner-up will be awarded, covering at least 3 out of the 12 selected themes.

The **panel of judges** will be consisted of the CHARTS Consultative Board which is formed by senior elected representatives and officials of the project partners and their regions.

The Winners will receive the Awards during the final conference of CHARTS project in 2014. At the Conference there will be presentations of CHARTS project results, outputs and achievements, discussions and the awarding ceremony. All candidates will be invited to the CHARTS final conference.

Moreover one person from the winner and runner up will have the chance to participate in the CHARTS project Charter launch event in Brussels (Belgium) in 2014.

All candidates will be informed about the panel decision by CHARTS Lead Partner Municipality of South Pelion, Greece, at least one month before the award ceremony date.

WHO CAN APPLY?

The CHARTS Award is open to all tourism destinations across Europe:

In the eligible area of INTERREG IVC European Territorial Cooperation Programme (www.interreg4c.eu) which covers the whole territory of the European Union with its 28 Member States - including insular and outermost areas.

In addition, Norway and Switzerland are full members of the Programme and tourism destinations from these countries are welcomed to participate to the CHARTS Award.

Each applicant must cover at least 3 of the 12 themes.

Timing & Application forms

The application form can be downloaded in Word format at the project's website. Detailed instructions on how to fill in the application form are provided in the application form itself.

Please, also enclose/attach in the last part of the application any supporting documents in English you wish to submit together with the application.

Please, fill in all the sections of the application in English (applications in other languages will not be considered), sign, scan and send it by e-mail with all necessary additional materials to: charts.mcu.ieva@gmail.com and charts_mcu@ymail.com.

Applications can be submitted by the **31 May 2014** 24.00 CET (Central European Time). Applications received after the deadline will not be accepted.

No paper version of the application is needed!

Any questions should be submitted by 30 April 2014 in writing to:

CHARTS project Management & Coordination Unit (MCU), Email: charts_mcu@ymail.com
Responses to the questions will be made available to all applicants by 31 May 2014.

Award Commission

The CHARTS Award Commission (panel of judges) consisted of elected representatives from the CHARTS partner organisations, members of project Consultative Board.

Award Criteria

The Award Commission will assess the quality of all applications according following five criteria:

1. Technical content of actions
2. Evidence of success
3. Sustainability of the actions
4. Added value to Regional policies for Tourism Sustainability
5. Contribution to Europe 2020 targets.

Concluding remarks

The CHARTS Award does not consist of any type of monetary prize and does not want to give any type of economic advantages to the applicants and winners. It is a no-profit initiative. No financial or contractual obligations will arise for the CHARTS partners by the application to the Award.

Neither the Managing Authority of the INTERREG IVC EU Programme, nor the project partners, nor any of their employees or contractors shall be responsible or liable in negligence or otherwise howsoever in respect of any inaccuracy or omission in the CHARTS Award procedure. They shall not be liable for any direct or indirect or consequential loss or damage caused by or arising from any information or inaccuracy or omission herein. They also shall be not liable for any use of the information concerning the CHARTS award.

Applicants authorise by submitting the application the use of their data by all CHARTS partners as listed in the project web site www.charts-interreg4c.eu.

Material submitted will be published with acknowledgement to the Applicant.

WE ARE LOOKING FORWARD TO RECEIVING YOUR APPLICATION!

Engaging Culture & Heritage for Sustainable Tourism Development