

## Kick-off meeting / First Steering Committee

### CHORD project organized its kick-off meeting in Valencia

**C**HORD: Cultural Heritage: exploiting Opportunities for Rural Development' project partners from Italy, Spain, France and Greece hold a meeting in Valencia (Spain) to present this European initiative, which will focus on developing a joint strategy for implementing innovative cultural services and promoting heritage-based initiatives to stimulate the economy in the Mediterranean area.

Juan Manuel Revuelta, director general of the Valencian Regional Office in Brussels, underlined the "great relevance of participating in this project, which brings us closer to our partners in the Mediterranean area". ■

### Benevento: European regions to take opportunity of their cultural heritage

**P**roject partners from four Mediterranean countries met in Benevento (Italy) to hold the first Steering Committee of the project CHORD in order to exchange experiences and agree about the possible strategies to follow and the methodology that will be used in this project to achieve goals efficiently: a common strategy to use innovative cultural services.



Project partners gathered at Benevento (Italy) and Valencia (Spain)

"This cultural heritage can be an extremely successful engine for growth and a balanced polycentric development if correctly harnessed and incorporated into a strategic system", according to CHORD partners. CHORD has allocated a budget of 1.6 million euro from MED programme.

The consortium, led by the province of Benevento, is made of East Macedonia & Thrace, ENA Chios (Greece), Association Pôle Industries Culturelles et Patrimoines (France), Municipality of Saint Severino Lucano (Italy), Official Chamber of Commerce, Industry and Shipping of Seville, Municipality of Ceutí, Mancomunitat de la Ribera Alta and Fundació Comunitat Valenciana – Región Europea (Spain).

The mix of partners between territorial authorities and public bodies representing the business community is one of the key of this idea that ensures capacity building and enables the implementation and eventual capitalisation of the project outputs.

During this first steering committee, the consortium broadly discussed and agreed on the methodology that will be implemented as well as the action plan and the scheduled activities. Project partners follow a "holistic view" approach for the development and management of resources.

Expected outputs of this initiative are to carry out comparative analysis, to define the needs and constraints of cultural poles and services, and to create sustainable models and marketing strategies for these areas, while at the same time involving local stakeholders ■



## A strategic system to revitalise local economies

**M**any Mediterranean regions, particularly inland areas, have significant natural and cultural resources that could be better exploited for specific sectors of the tourism market, thereby benefiting the economic growth of these areas as well as enhancing job creation. However, in many cases, local communities are not completely aware of the economic potential of their cultural or natural heritage, this leading to a gradual impoverishment of the population, migratory phenomena and a loss in Mediterranean identity.

What CHORD intends to achieve is to develop and put into practice a common strategy to implement innovative cultural services and promote initiatives based on the cultural attractiveness of the Mediterranean area. The successful experience of the Cultural Heritage Industrial Cluster (PACA) in creating a unique cultural heritage enterprise cluster proves that cultural and territorial heritage can be a successful engine for growth if harnessed and incorporated into a strategic system.



In order for this to be achieved in the Mediterranean area, the right services must be provided and access to information guaranteed. This requires a holistic view integrating planning and management, addressing shortcomings and constraints and exploiting local heritage and local strengths. The main activities are:

- a collaborative network to analyse potential service poles based on local heritage and landscape enhancing and market analysis;
- capacity building actions for local stakeholders on optimisation and integrated management for cultural hubs;
- the exchange of best practices among partners to identify transferable sustainability models and marketing plans for cultural heritage hubs;
- the development of common strategies to foster innovative services promoting landscape and heritage in rural MED areas;
- the creation of cultural partnerships for the international promotion of the local heritage ■



## Next events

### 2009

November, II Steering Committee, Seville

November, MED Capitalization Event, Naples

November, Joint promotional activity, Vienna

### 2010

January, Joint promotional activity, Munich

April, III Steering Committee, Chios

September, IV Steering Committee, Arles

September, Joint participation in TECHA (Technologies Exploitation for the Cultural Heritage Advancement), Arles

## Transnational added value

**T**he transnational exchange of experience and expertise in developing an integrated and commonly-developed strategy for cultural heritage and service promotion in rural areas will contribute to the setting up of a stable network of public bodies linked to cultural stakeholders at local level that will ensure widespread and committed participation in decision-making and practical implementation by all those implicated in the outcome.

The partnership involves a mix of regional/local authorities and Chambers responsible for implementing economic development strategies with a specific sustainable rural agenda for diversification.

However, **the main transnational value of the project lies in the joint development of solutions of transferable sustainable models and marketing strategies** for innovative creative and cultural enterprise hubs.

Transnational value will also be provided by the joint promotional efforts to attract international tourism providing the key to more success in an increasingly competitive sector and enhancing the value of cultural resources into global markets that would otherwise be closed.

These will contribute to the long-term sustainability of the jointly developed and transferable outputs. ■

### Presentation of partners



#### Leader: Province of Benevento

The Province of Benevento, situated in the Campania Region, is responsible for territorial planning and governance, local development and environmental policies.

The Province of Benevento has an enormous potential for development in the cultural tourism industry, thanks to its many areas of unspoiled natural beauty and its striking architectural and artistic heritage dating from several historical periods.

[www.provincia.benevento.it](http://www.provincia.benevento.it)



#### Region of East Macedonia and Thrace

East Macedonia and Thrace region occupies the northeastern part of Greece and has borders with Turkey and Bulgaria. Its area is divided into 5 prefectures and 56 Municipalities

[www.remthtourism.gr](http://www.remthtourism.gr)



#### Culture and Heritage Industries Cluster

This association brings together companies and organisations involved in cultural activities as well as in the management of cultural and natural heritage.

[www.industries-culturelles-patrimoines.fr](http://www.industries-culturelles-patrimoines.fr)



#### Ena Chios S.A.

Ena Chios is a development office of the island of Chios. Its mission is to design, utilize and implement actions that will benefit the economic, social and cultural sectors of the island.

[www.enachios.gr](http://www.enachios.gr)



#### Official Chamber of Commerce, Industry and Navigation of Seville

The Chamber of Commerce of Seville, founded in 1886, is a Non-profit Public Corporation whose main aim is to defend the business interests in the Province of Seville.

[www.camaradesevilla.com](http://www.camaradesevilla.com)



#### Mancomunitat de la Ribera Alta

Mancomunitat de la Ribera Alta is an association gathering 35 municipalities of the Ribera Alta county. It constitutes a platform for debate aiming at improving the social welfare of its citizens

[www.manra.org](http://www.manra.org)



#### Municipality of St. Severino Lucano

St. Severino Lucano is the leader municipality of the Pollino National Park. Its main activities are heritage, education, culture, sports, tourism and territory.

[www.sanseverinolucano.net](http://www.sanseverinolucano.net)



#### Fundación Comunidad Valenciana Región Europea (FCVRE)

FCVRE is a non-profit organization set up by the Valencian Regional Government to dynamize the participation of all the regional sectors in EU's policies by promoting a better knowledge of EU's initiatives and also helping them identify new opportunities for sustainable development.

[www.uegva.info](http://www.uegva.info)



#### Ceuti's Town Council

Ceuti, located in the Region of Murcia in the Southeast of Spain, is a small village with 10.400 inhabitants. Its rich and diversified cultural offer have placed this town as one of the main cultural reference points both inside and outside the region.

[www.ceuti.es](http://www.ceuti.es)

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### Editorial

As partners of the CHORD project we are glad to present you this newsletter designed to share with you our experiences in the implementation of the project as well as its results. We are convinced that implementing a coordinated interregional market strategy to promote the Mediterranean cultural heritage will contribute remarkably to both regional development and job creation. Should you need any further information or ideas referred to the topics included in this issue, please contact directly to any of the regional partners whose contact details are included in this page. ■

### Taking advantage of the Mediterranean cultural heritage

The civilizations rising in the Mediterranean basin have provided Europeans with a vast cultural heritage, which by has widely spread through the ages and shaped the history of the continent. Mediterranean cultures have broadly produced rich and unique inter-related cultural poles that gather historical and natural heritage with single local identities. The combination of all these features usually becomes an asset to local economies. However, in many cases, local communities are not aware of the economic potential of their tourist sites.

CHORD develops a common sustainable approach which envisages exploiting the potential of the tourist sector as a driver for the whole economy, through the creation of innovative cultural services.

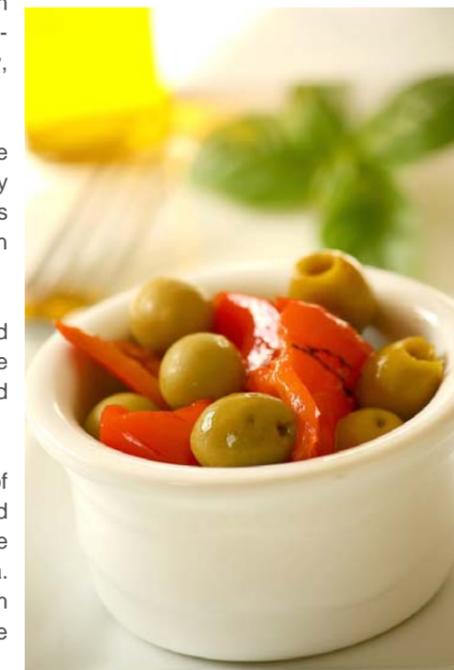
Part-financed by EU Med programme, this initiative intends to sketch long-term market strategies by means of interregional cooperation that contributes to a balanced and sustainable rural development in the Mediterranean.

Initiatives such as festivals promotion, health and wellness tourism and thematic events are some examples to be promoted and implemented through these actions.

The idea behind this project is the recreation of tourist poles and the seek for new segments and market opportunities, which will help diversify the regional tourist offer in the Mediterranean area. This way, the goals of the project are in line with the EU "Agenda for a Sustainable and Competitive European Tourism" (2007).

The expected results of CHORD will be:

- A comparative analysis, identification of needs and constraints for cultural heritage poles;
- Integrated Quality Model (IQM) principles for cultural service provision adopted by cultural stakeholders
- Transferable sustainability models and marketing plans for innovative creative and cultural enterprise hubs;



#### Key aspects:

Programme: Med Budget: 1,317,000 €  
Length: 30 Months Starting date: 01/04/2009 Ending date: 30/09/2011

#### Partners:

Province of Benevento (IT), Region of East Macedonia and Thrace (GR), Culture and Heritage Industries Cluster (FR), Fundación Comunidad Valenciana - Región Europea (ES), Ena Chios S.A. (GR), Official Chamber Of Commerce, Industry and Navigation of Seville (ES), Mancomunitat De La Ribera Alta (ES), Municipality of San Severino Lucano (IT), Ceuti's Town Council (ES)