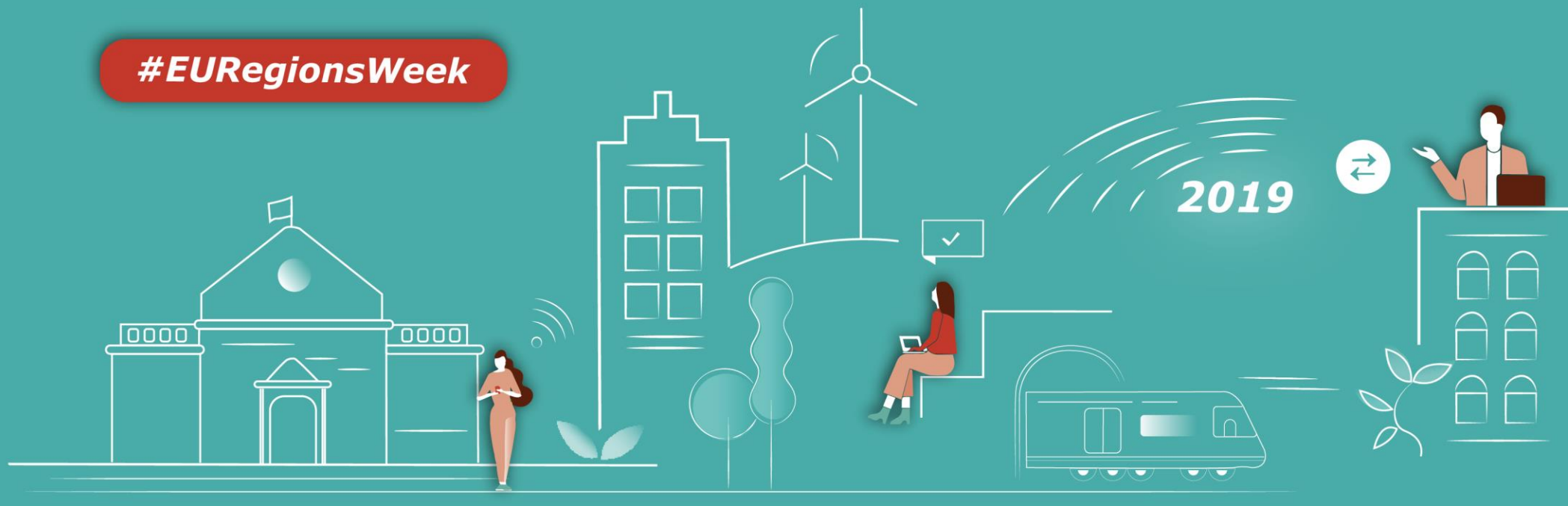




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#EURegionsWeek



Regions and cities, pillars of the EU's future



The protection and promotion of the cultural and natural heritage through a differentiated tourism product: **NAPOCTEP case study**



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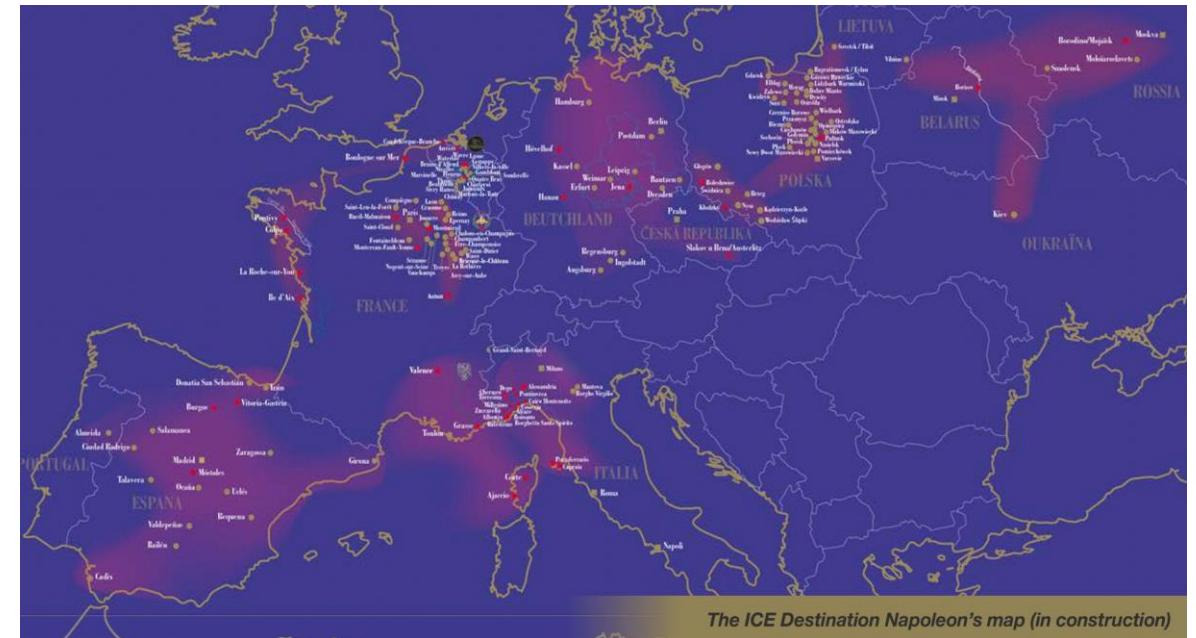
UNION EUROPEA
UNIÃO EUROPEIA



NAPCOTEP

On 29 April 2015 the Council of Europe decided to declare the **Napoleonic itineraries** as European Cultural Itinerary under the brand "**Destination Napoleon**".

This designation, with which other routes such as the Way of Saint James or the Mozart Route count, is a unique opportunity for adhered destinations to enjoy a **brand of international prestige, network and eligible for transnational European funds**.



Source: napoleonicities.eu

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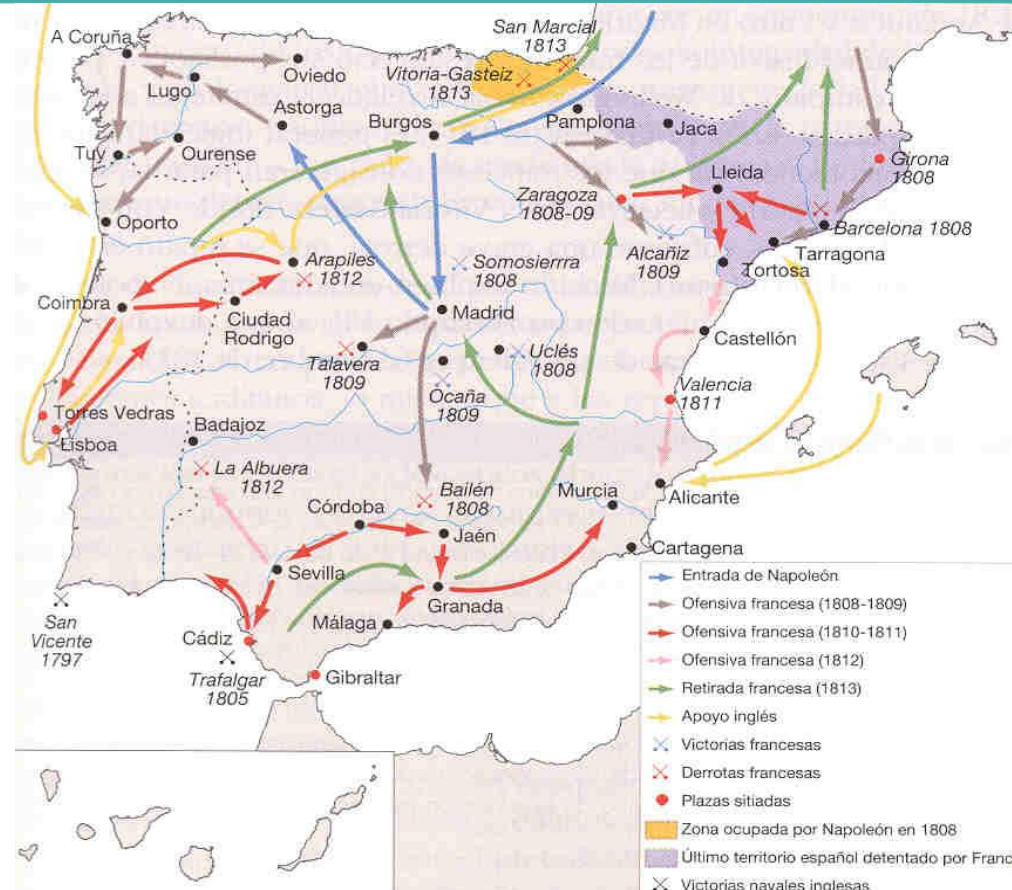


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MEDIO AMBIENTE

NAPOCTEP



2nd Call Interreg POCTEP (Spain-Portugal) on **cultural tourism**

- **Aim:** to convert the heritage of the time of the French invasions into a quality and sustainable tourist product that can create wealth and employment in areas from Portugal and Castilla y León, threatened by depopulation and ageing.
- Cross-border project between Spain and Portugal
- Total budget: € **711.000**
- Length: **two years** to be executed

Through the broad legacy of the War of Independence in the Central Regions of Portugal and Castilla y León



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NAPOCTEP



8 Spanish and portuguese partners



Beneficiary n. 1: Comunidade Intermunicipal da Região de Coimbra (CIM-RC)

Beneficiary n. 2: Comunidade Intermunicipal das Beiras e Serra da Estrela (CIM-BSE)

Beneficiary n. 3: Turismo Centro de Portugal (TCP)

Beneficiary n. 4: Rota Histórica das Linhas de Torres - Associação para o Desenvolvimento Turístico e Patrimonial das (RHLT)

Beneficiary n. 5: Fundación Siglo para el Turismo y las Artes de Castilla y León (FSIGLO)

Beneficiary n. 6: Fundación Santa María la Real del Patrimonio Histórico (FSMRPH)

Beneficiary n. 7: Fundacion Delegación Fundacion Finnova (FINNOVA)

Beneficiary n. 8: Sociedad Mercantil Estatal para la Gestión de la Innovación y las Tecnologías Turísticas, S.A. (SEGITTUR)

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➤ **Axis n.3:**

Sustainable growth through cross-border cooperation for risk prevention and improved management of natural resources

➤ **Thematic objective n.6:**

Conserve and protect the environment and promote resource efficiency

➤ **Investment priority 6C:**

Conservation, protection, promotion and development of natural and cultural heritage

➤ **Specific objective OE6C:**

Protecting and enhancing the cultural and natural heritage, as the economic base of the cross-border region



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ACTIVITIES

Activity 1. Study and design of the cultural and tourist itinerary

Activity 2. Creation and adaptation of the brand image and signage of the cultural and tourist itinerary

Activity 3. Development of a virtual product of the cultural and tourist itinerary

Activity 4. Creation, operation and capitalization of the product of the cultural and tourist itinerary

Activity 5. Project management and coordination

Activity 6. Communication



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OBJECTIVES

- Valuation of the existing historical heritage
- Creation of a recognizable tourist product
- Sort the agenda of recreation, markets, conferences, etc.
- Promotion of networking and public-private cooperation
- Integration of cultural associations, University, companies, etc.
- Unification of the brand, signage, marketing, etc.
- Commercialization of the product in national and international markets



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INTERREG SUDOE PROGRAMME

NAPOSUDOE

Transforming the heritage of the time of the Napoleonic era into a quality and sustainable tourist product that can create wealth and employment in SUDOE areas

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INTERREG SUDOE

The South-West Europe Territorial Cooperation Programme (**Interreg Sudoe** Programme) is a transnational cooperation programme between the five States of this geographical area (Spain, France, Portugal, United Kingdom and Principality of Andorra)

The programme is **75 % co-financed by the ERDF**. Although the Principality of Andorra belongs to the eligible territory of the Interreg Sudoe Programme, entities from that territory participating in Sudoe projects will not receive ERDF assistance.



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NAPOSUDOE

The **NAPOSUDOE project** is submitted to the
4th call of the INTERREG SUDOE programme
(closing date of the call, **25-10-2019**)

GENERAL AIM

- to transform the heritage of the time of the Napoleonic era
into a quality and sustainable tourist product that can create
wealth and employment in SUDOE areas (south of France,
Spain and Portugal), and its international projection



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PROJECT'S PARTNERSHIP |

SPAIN

Diputación Provincial de Burgos

Basquetour

PORTUGAL

Comunidade Intermunicipal
Região de Coimbra

Turismo Centro Portugal

FRANCE

The closure of the consortium is
pending with the addition of
two French entities

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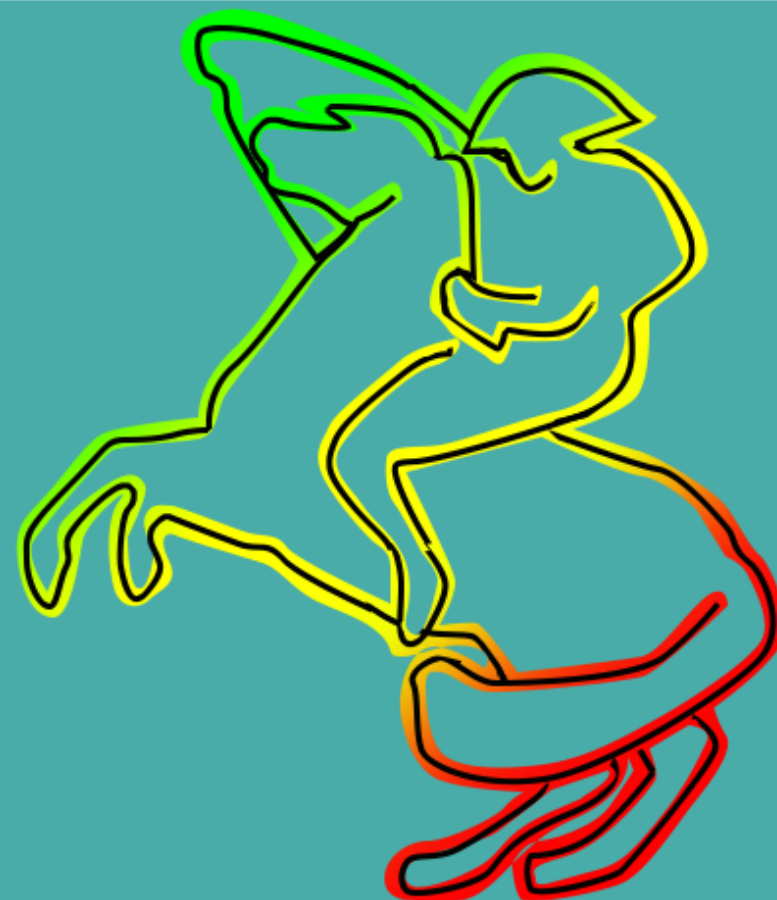
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THANK YOU FOR YOUR ATTENTION

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