

Calypso: What Future?

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Calypso : Background

- **Conferences by the Tourism Unit (Jan 2006, Feb 2007, June 2007, April 2008)**
- **Preparatory Action Approved by European Parliament: “Social Tourism in Europe”**
- **Three Year Programme 2009-11. Funding Guaranteed Year by Year (1 Million Euros)**
- **Continuation of Project Depends on Interest from Stakeholders**
- **Open to Member States and Candidate Countries**

Calypso : Target Groups

- **Seniors: over 65 years or Pensioners / Early Retired Citizens that Receive Pension Benefits**
- **Youths: aged 18-30 years**
- **Disabled adult citizens, together with one accompanying person (if needed)**
- **Families (children, parents and/or grandparents) certified by their country's coordinating authority as facing difficult social (financial, personal and/or disability) circumstances.**

Calypso: Rationale

- **Enhances employment (more and better jobs)**
- **Extends the tourism seasonality spread**
- **Strengthens European citizenship**
- **Generates Economic Activity and Growth Across Europe**
- **Improves regional/local economies through the development of social tourism**

21 Participating Countries

Austria

Croatia

France

Ireland

Lithuania

Portugal

Slovenia

Belgium

Cyprus

Greece

Italy

Malta

Romania

Spain

Bulgaria

Czech R.

Hungary

Latvia

Poland

Slovakia

Turkey

Meetings Across Europe

- **Information sessions organised around Europe, in collaboration with Member States and European Stakeholders.**
- **Main objective: interactive discussion with local stakeholders to give visibility to Calypso and to obtain feedback on the way forward.**
- **6 Specific Meetings: Spain; Poland; France; Italy Romania; Spain (June 2010).**
- **Visibility Given Through Other Meetings with Stakeholders (ex. UNAT Annual Meeting in Strasbourg; BITS/ULB Meeting in Blankenberge etc.)**

Proposed Way Forward Following Study

- **2010 : Call for Proposals for Member States**
- **2011: Development of Demand-Supply Platform**
- **Calypso Working Group and Contact Points**
- **Meetings Across Europe**
- **Communication/Visibility Initiatives**

Call for Proposals 2010: Main Aims

- To Support Countries in **Setting Up Structures** that would allow them, based on the Calypso Study Country Profiles, **to develop and strengthen their own national Calypso office infrastructure.**
- To **Provide an ideal forum** for countries to **collaborate together** and exchange ideas through group meetings and conferences (structures, mechanisms, exchange periods) to promote **low season exchanges in any Calypso target group.**

Call for Proposals 2010: Draft Co-Financing Guidelines (1)

- Open to MS only (+ CC without financenment)
- Financing of around 4 Proposals, ideally consisting of three Member States per project. Stand-alone bids might still be considered.
- c. 800,000 Euros, with high co-financing rate
- Focus on any of the Calypso target groups
- Free to delegate role of lead to officially approved regional authority

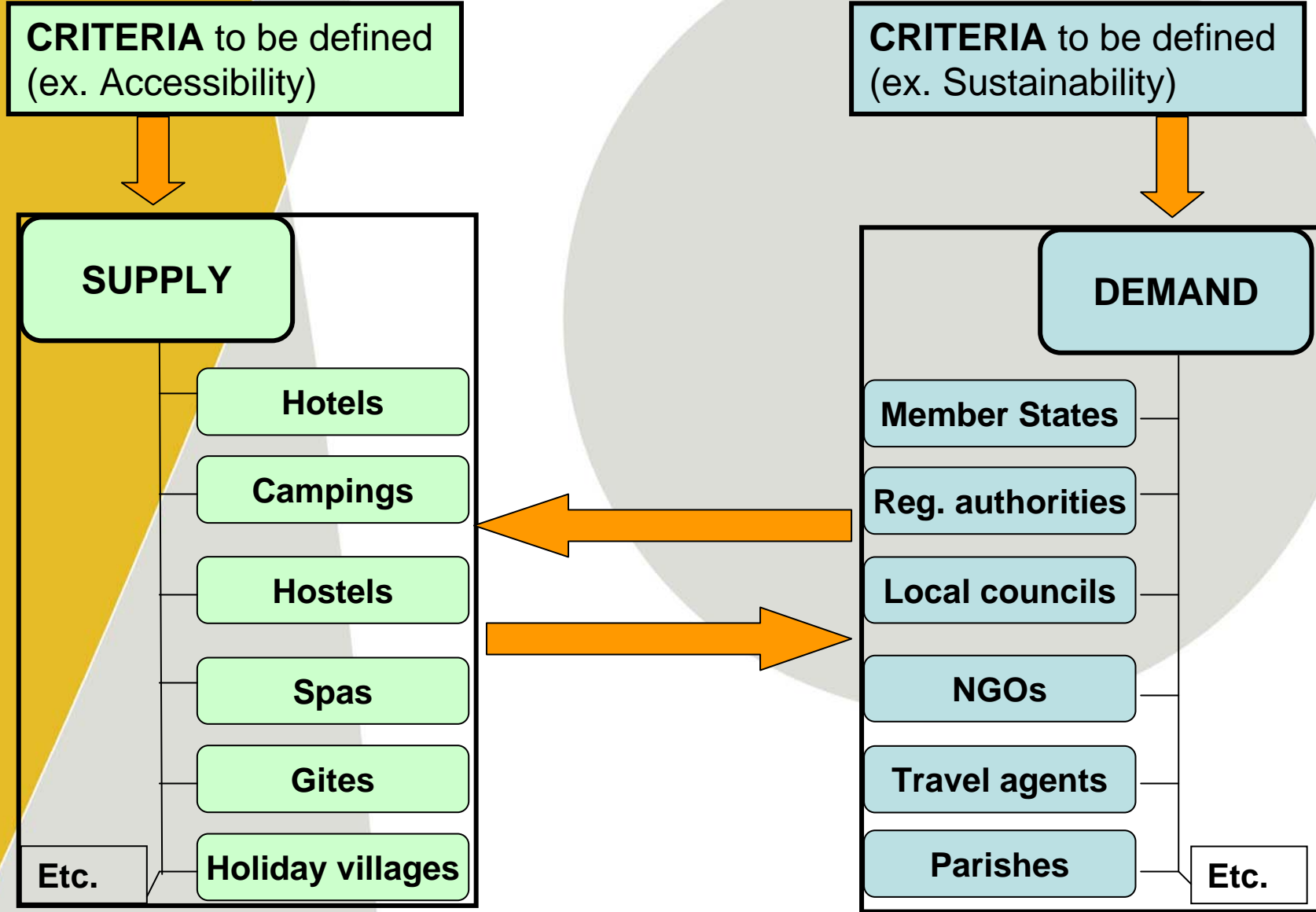
Call for Proposals 2010: Draft Co-Financing Guidelines (2)

- Employment of temporary staff
- Meetings and Conferences
- Involvement of Stakeholders (sub-contracting as consultants)
- Conducting Relevant Studies (implement structures; collaborate with other MS; incentives; country-specific criteria)

Priority Given to Proposals:

- that **strengthen their internal structures** whilst showing promising grounds for **collaborating with other countries to promote off season exchanges;**
- **Presented in partnership with other Member States,** particularly grouping Countries
 - from **different parts of Europe** (not neighbours);
 - with **different backgrounds** in Social Tourism;
- that **develop country-specific criteria,** giving importance to social values and sustainability.
Calypso should however not be branded as an action for the poor.

Possible scheme for low-season exchanges (1)



Thank you!

Tourism site:

http://ec.europa.eu/enterprise/tourism/index_en.htm

Calypso:

http://ec.europa.eu/enterprise/sectors/tourism/calypso/index_en.htm

European Destinations of Excellence:

<http://www.edenineurope.eu>

<http://www.edentourism.eu>

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European Commission
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