#EUTourism

STAKEHOLDER EVENT

14 October 2024 | BRUSSELS

European Commission

Amaryllis Verhoeven

Acting Director
European Commission | Directorate-General for Internal
Market, Industry, Entrepreneurship and SMEs (DG GROW)

Opening remarks

European Commission

PART 1: WHAT'S NEW IN BRUSSELS? Updates by the European Commission

09:30-11:00 | Opening remarks by **Amaryllis Verhoeven**, Acting Director, European Commission, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW)

Transition Pathway Platform goes LIVE – by **Miguel Vaz Alexandre**, DG GROW

AI Act: a beginner's guide – by **Misa Labarile**, DG GROW

New travel requirements: Entry/Exit System and ETIAS - by **Vaya Mousa**, DG HOME

New rules to fight greenwashing– by **Malgorzata Golebiewska,** DG ENV

EU support for cultural & heritage tourism – by **Gabrielle Bernoville,** DG EAC

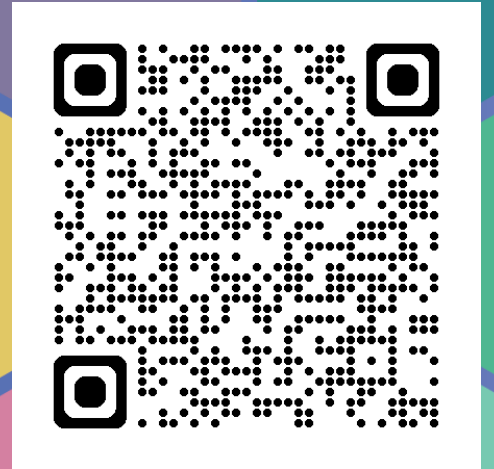Ongoing tourism projects & calls for proposals – by **Marlène Bartès**, DG GROW

11:00-11:30 | Coffee break, including dedicated corners to talk to tourism experts (T4T)

PART 2: IN THE SPOTLIGHT: Inspiring pledges by stakeholders

11:30-12:45 | **Free walks with local volunteers**
Jonathan Huffstutler Fédération France Greeters

E015 Data Space of Lombardy Region
Sabino Metta, Cefriel Politecnico di Milano, Italy

Catalan Commitment for Responsible Tourism
Patrick Torrent, Catalan Tourist Board, Spain

Rewarding responsible tourists
Elisabeth Markussen, Wonderful Copenhagen, Denmark

Bubbles Saving Lives
Dorothée Schiesser, Fondation SapoCycle, Switzerland

A fair and equal workplace
Gabriela Prachařová, Best Western Hotel Moran****, Czechia

12:45-13:00 | **CLOSING REMARKS** by **Marie-Hélène Pradines**, Head of Tourism Unit, DG GROW
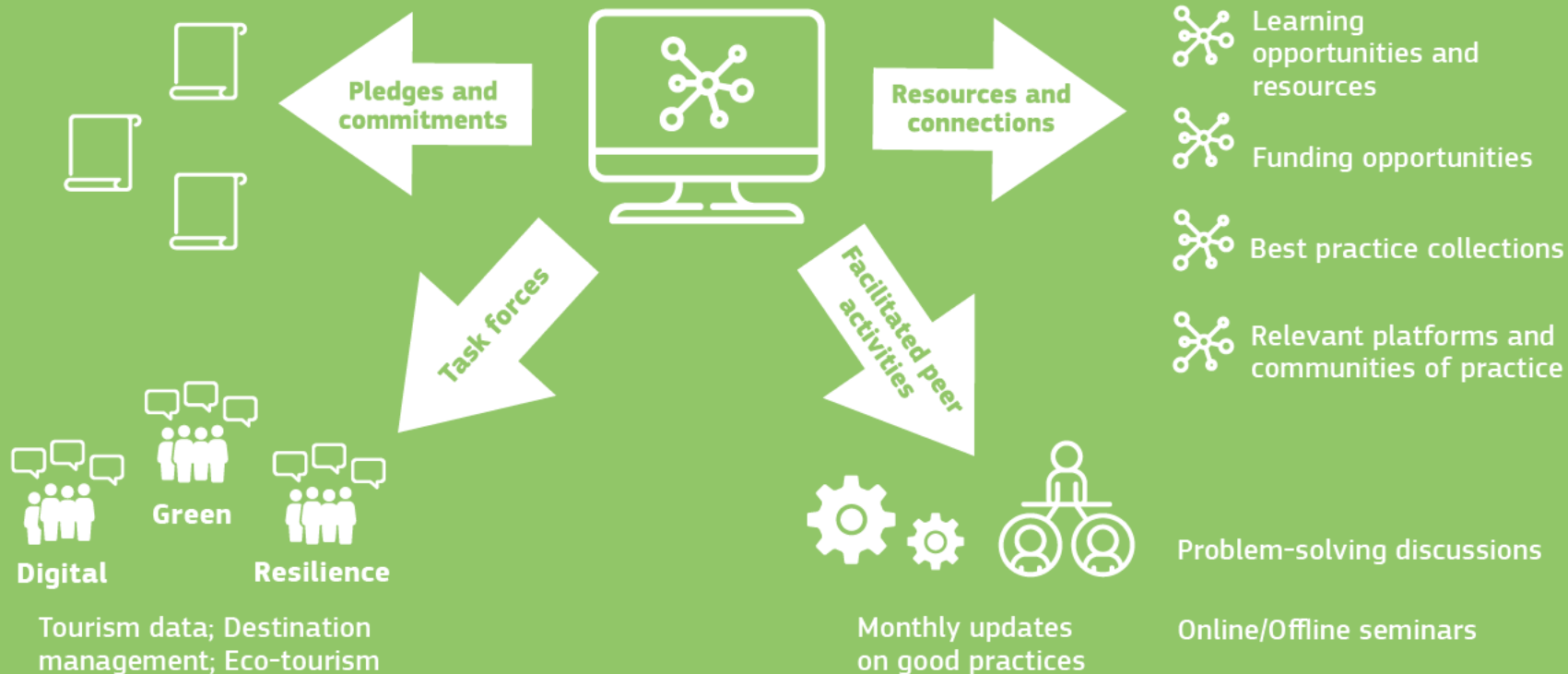
13:00-14:30 | Networking lunch

Transition Pathway Support Platform

We're live!

European Commission

Together for EU Tourism

Collaboration Platform

European Commission

DG GROW

INDUSTRIAL ECOSYSTEMS

Pledges and commitments

Resources and connections

Task forces

Facilitated peer activities

- Learning opportunities and resources
- Funding opportunities
- Best practice collections
- Relevant platforms and communities of practice

Digital **Green** **Resilience**

Tourism data; Destination management; Eco-tourism

Monthly updates on good practices

Problem-solving discussions

Online/Offline seminars

<u>Transition pathway for EU Tourism | EU Transition Pathways (europa.eu)</u>

European Commission

We regulate AI so it can flourish

Applicable to individual systems and models, not to the entire company

We want: responsible artificial intelligence development and deployment in the EU = **AI systems and models marketed in the EU are used in an ethical, safe, transparent way respectful of the fundamental rights of the EU**

Applicable to systems and models being marketed (with exceptions)

Applicable to all providers, distributors, deployers (legal entities) that have their registered office in the EU or who market within the EU

Levels of risk

Prohibited

Permitted, subject to compliance with AI requirements and ex-ante conformity assessment

Permitted but subject to information/transparency obligations

Permitted with no restrictions, voluntary codes of conduct possible

Unacceptable risk
ie. social scoring, untargeted scraping

High risk
ie. recruitment, medical devices

"Transparency" risk
ie. 'impersonation', chatbots, deep fakes, etc.

Minimal or no risk

Bad AI

Good AI

Who does what

Rules for AI systems ▶ National authorities

Rules for general-purpose AI models ▶ EU level: AI Office within Commission

AI Board
with Member States to coordinate at EU level

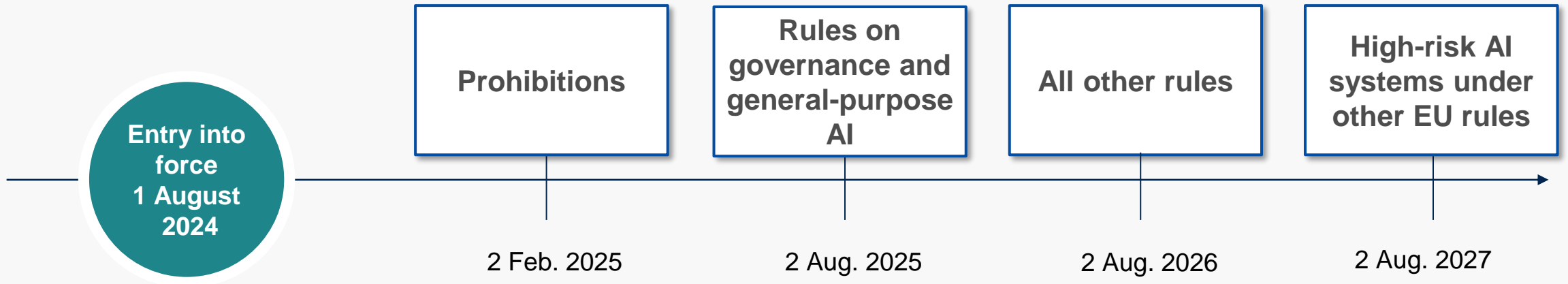**Scientific Panel**
supporting with technical advice

Advisory Forum
supporting with input from stakeholders

Next steps

Entry into force
1 August 2024

Prohibitions

2 Feb. 2025

Rules on governance and general-purpose AI

2 Aug. 2025

All other rules

2 Aug. 2026

High-risk AI systems under other EU rules

2 Aug. 2027

The **AI Pact network** supports the implementation and foster an anticipated application of the AI Act

Reach the AI Office at:
CNECT-AIOFFICE@ec.europa.eu

AI Act

Q&A on the AI Act

AI Office

AI Pact

European Commission

What is the EES?

Automated IT system

Registers non-EU nationals
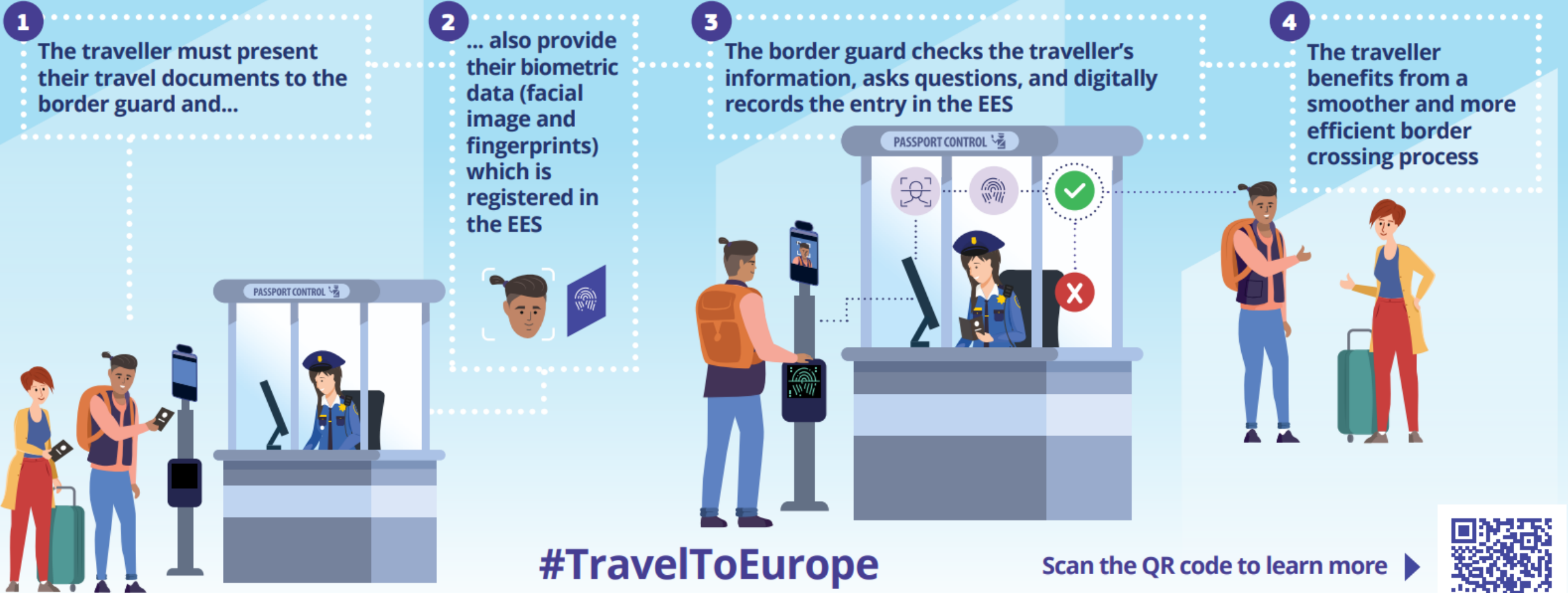
Applies to short-stay travellers crossing external borders

Includes visa and visa-free travellers

Records entry refusals

European Commission

How does the EES work?

1 The traveller must present their travel documents to the border guard and...

2 ... also provide their biometric data (facial image and fingerprints) which is registered in the EES

3 The border guard checks the traveller's information, asks questions, and digitally records the entry in the EES

4 The traveller benefits from a smoother and more efficient border crossing process

PASSPORT CONTROL

PASSPORT CONTROL

#TravelToEurope

Scan the QR code to learn more ▶

Benefits of the EES

Fighting identity fraud

Identification of over-stayers

Reinforced security

Reduced wait times

Simplified, automated border procedures

Real-time information sharing

What is ETIAS?

- Electronic travel authorisation
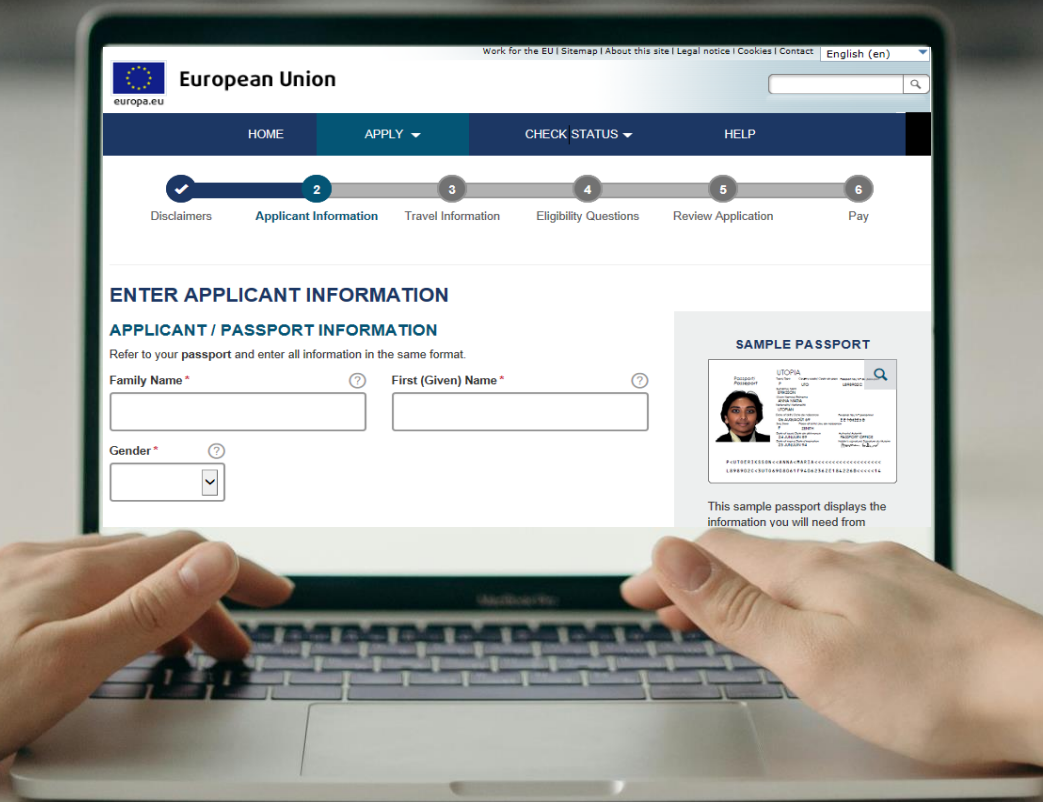
- For visa-exempt nationals travelling to the Schengen area & Cyprus for short stays

- First half of 2025

How does ETIAS work for applicants?

Need only passport and payment card

7 EUR fee

Reply within a few minutes!

Valid for 3 years or until passport expires!

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Benefits of ETIAS - Authorities

Improves prevention, detection and investigation of terrorist offences and serious criminal offences

Enhanced security, illegal immigration and public health risk assessment before arrival

Supports SIS alerts' effectiveness

Enables statistical analysis

More effective border checks & less refusals of entry at borders

Questions?

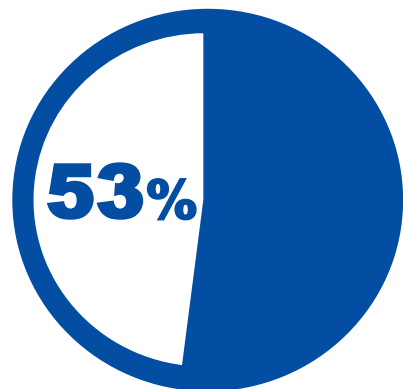# New rules against greenwashing

Proposal for a Green Claims Directive & Empowering consumers for the green transition

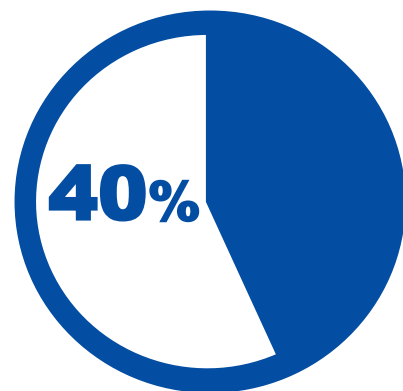*Małgorzata Gołębiewska*
DG Environment

ENV.B1 Circular Economy, sustainable production & consumption

European Commission

Credibility of environmental claims today

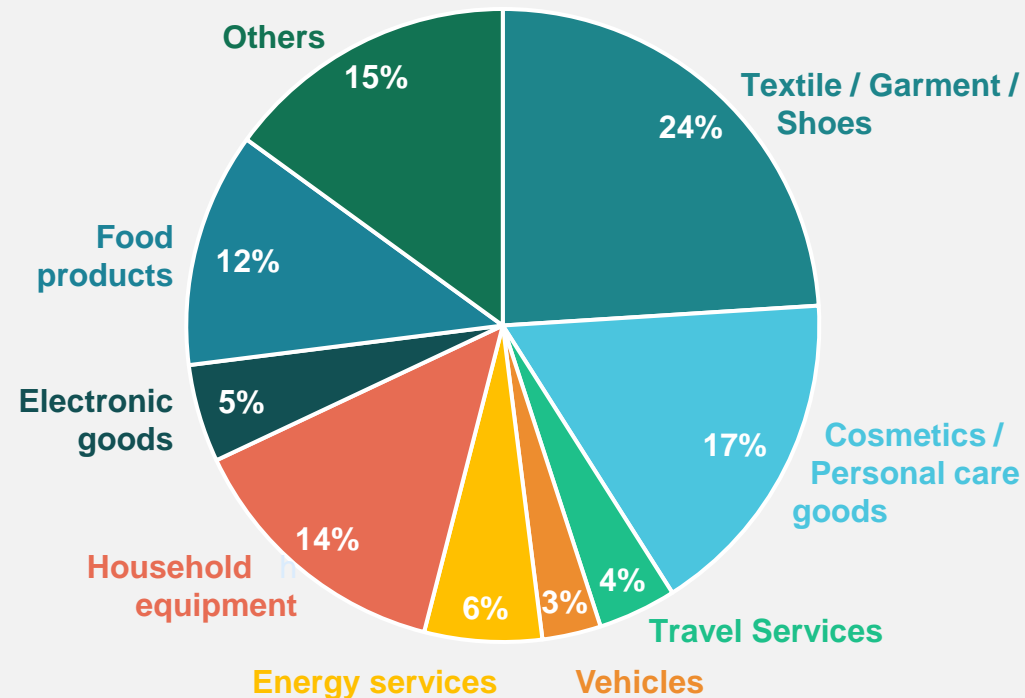*2020 inventory on sustainability claims*

53% claims provide **vague, misleading or unfounded** environmental information on the product

40% of claims are **unsubstantiated**

2020 sweep on misleading sustainability claims

Others 15%

Textile / Garment / Shoes 24%

Food products 12%

Cosmetics / Personal care goods 17%

Electronic goods 5%

Travel Services 4%

Household equipment 14%

Energy services 6%

Vehicles 3%

The Green Great Maze – survey by BEUC
*48% of consumers prefer buying a product **with a green label** than products without one*
*40% are even willing to **pay more** for a product or service **with a verified green claim/ label***

European Commission

Unfair Commercial Practices Directive – amended
by Empowering Consumers for the Green Transition

► **New rules:**

Generic sustainability claims not allowed

e.g. *'sustainable'* *'ecological'* *'climate neutral'*

> **<u>unless</u>** *recognised excellent environmental performance*
>
> → *EU Ecolabel*
>
> → *ISO type I scheme recognised in Member State*

All sustainability labels ***to be based on certification schemes***

> → *No self certification*

Key elements of the Green Claims Directive

For business-to-consumer *environmental* claims and labels:

► **Science-based substantiation backing up the claims** (widely recognised scientific evidence, standards, LCA perspective, trade-offs)

► **Transparent communication**

► **Avoid proliferation of labelling schemes & reinforce trust in existing ones** *(*EU Ecolabel outside of the scope of GCD)*

Exemption for microenterprises from substantiation requirements on claims unless they chose to opt in

Rules for environmental labelling schemes

► **Avoid the proliferation of schemes & reinforce the trust in existing ones**

   ► All labels to be based on certification schemes with **independent & transparent governance**

   ► **New schemes** will have to demonstrate **added value to public authorities** (environmental ambition, scope, etc.)

► **Scheme owners responsible for ex-ante verification of their scheme:**

   ► Traders may display awarded label from a verified labelling scheme without further verification

   ► Claims based on verified labelling schemes shall be exempt from the ex-ante verification / shall benefit from a simplified procedure (TBD)

European Commission

Verification of environmental claims & labels

► **Ex-ante verification** by independent & accredited verifiers competent to certify that substantiation & labelling schemes meet the requirements

    ► Certificate of conformity recognised across the EU

    ► Microenterprises can opt-in for verification of claims

Support to SMEs

▷ **EU to finance** flanking measures & acquisition of high-quality data sets (useful to assess value chains)

▷ **Member States:**

    - raising awareness of ways to comply

    - financial support

    - access to finance

    - technical assistance

Green Claims Directive

Next step: trilogues!

Some key points of the upcoming discussions:

► **Climate-neutrality claims**

► **Inclusion of micro-enterprises** in the scope of the Directive

► Establishing a **simplified procedure** for certain types of claims

► Substantiation rules for **climate related claims**

► Rules applying to **labelling schemes**

European Commission

Questions?

European Commission

The EU Ecolabel

- **Official EU voluntary label** for environmental excellence since 1992

- **For high-quality and best in class** goods and services placed on EU market

- **Reliable and trustworthy ecolabel**; third party verified (ISO 14024 Type 1)

European Commission

Why choose the EU Ecolabel for Tourist Accommodations

✓ **Take an active part** in the transition towards a circular, clean and carbon neutral economy

✓ **Business opportunities** (visibility, savings, partnerships with big actors)

✓ **Compliance** with legislation on Empowering Consumers and Green Claims

✓ **Communication activities** at EU and national level (EU Ecolabel catalogue, free database, website, social media, articles, success stories, etc.)

European Commission

NEW EU Ecolabel figures

Countries with highest number of certified accomodations

Total: 799

- Mainly hotels and campsites
- Majority of SMEs
- Twice as many as 5 years ago

EU Ecolabel Tourist accommodation services

Useful links

[Factsheet with criteria in a nutshell](#)

[Full criteria text, User Manual and documentation](#)

[The application process](#)

[EU Ecolabel tourist accommodation page](#)

[Tourism professionals' corner](#)

[The EU Ecolabel Tourist Accommodation Catalogue](#)

[EU Ecolabel database](#)

[EMAS](#) and [EMAS webinar](#)

EU support for cultural and heritage tourism

Gabrielle Bernoville,
DG.EAC Creative Europe

Creative Europe Programme

- European Commission's flagship programme to support the Culture and Creative Sectors (CCS)

- EU Work Plan for Culture 2023-2026: 4 priorities (+ 21 corresponding actions for the COM, MS, PRES): Artists & cultural professionals | Culture for the people | Culture for the planet | Culture for co-creative partnerships

- Mapping the funding opportunities: CulturEU Funding Guide - Culture and Creativity (europa.eu)

Budget

€2.44 bn for 2021-2027

Objective

Safeguarding, developing & promoting European cultural & linguistic diversity & heritage.
Increasing the competitiveness & economic potential of the cultural & creative sectors.

Three strands

- ✓ **CULTURE strand: 33% of the budget**
- ✓ MEDIA strand (DG CNECT): 58% of the budget
- ✓ CROSS-SECTOR strand: 9% of the budget

EUROPEAN CULTURAL PRIZES

- Music Moves Europe Awards
- European Heritage Awards
- European Union Prize for Literature
- EU Prize for Contemporary Architecture - Mies Van der Rohe Awards (Eumies Awards)

European Heritage Label (EHL)

- Highlighting sites for their significant role in the history,
- Strengthening people's sense of belonging and intercultural dialogue.
- Sites are selected every 2 years for their symbolic European value and quality of their project proposal

https://geo.osnabrueck.de/ehl/EN/map

Different from other initiatives in the field of cultural heritage
(UNESCO World Heritage List - Council of Europe's Cultural Routes)
• *it is not about a site's beauty or architectural quality,* **but its symbolic value.**
• *it is not about conserving sites,* **but the activities on offer and their** *educational dimension,* **especially for young people.**
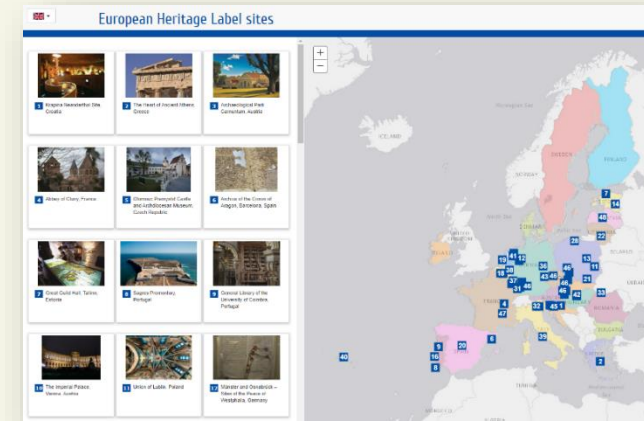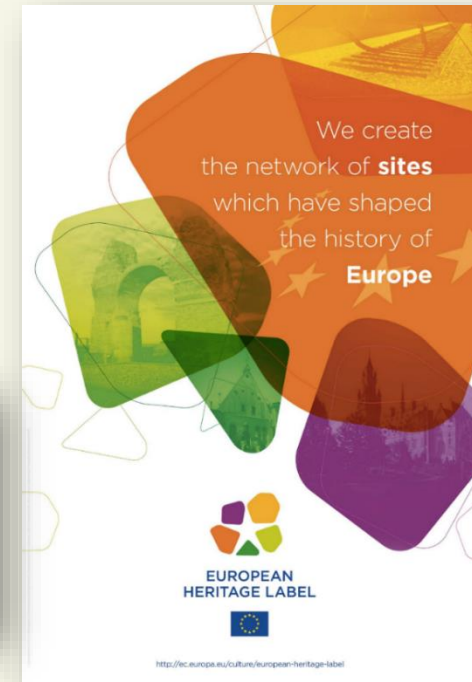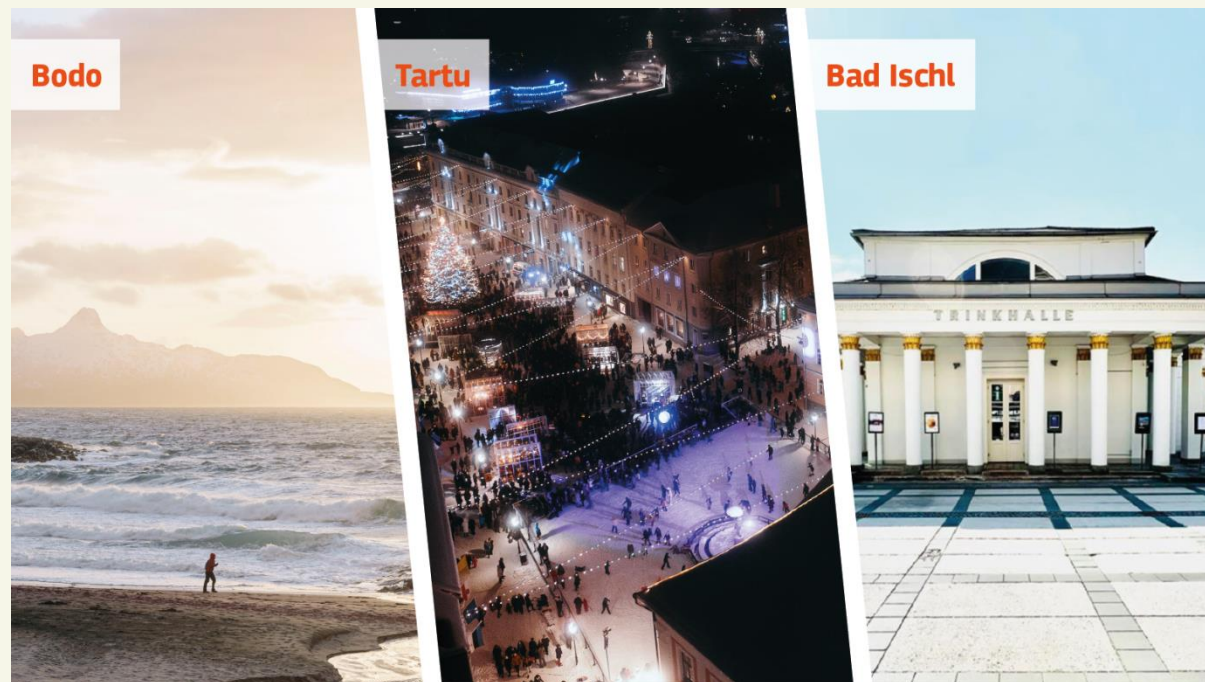
European Capitals of Culture

This action aims to increase citizens' sense of belonging to a common cultural area and to promote the contribution of culture to the long-term development of cities.

Started in 1985 – and still going strong!

2 – 3 cities (and their regions) per year

Capitals in 2024: Bodø (NO), Tartu (EE) and Bad Ischl (AT)

Next year: Nova Gorica (SI); Chemnitz (DE)

European Heritage Awards

The **European Heritage Awards/Europa Nostra Awards** put and spotlight on remarkable projects, initiatives and personalities in the field of Cultural Heritage.

The EU Prize for Cultural Heritage recognizes achievements in the field of Cultural Heritage across Europe in **five categories**:

- Conservation and Adaptive Reuse
- Research
- Education, Training, and Skills
- Citizens engagement and awareness-raising
- Heritage Champions

The Awards **celebrate and promote** the highest standards in heritage interventions, research, and education, training and awareness-raising, as well the longstanding dedication of professionals and volunteers.

The achievements recognized throughout the lifespan of the Awards scheme are a testament to the dynamic and vibrant heritage of Europe and of the dedication with which it is celebrated and cared for across the continent.
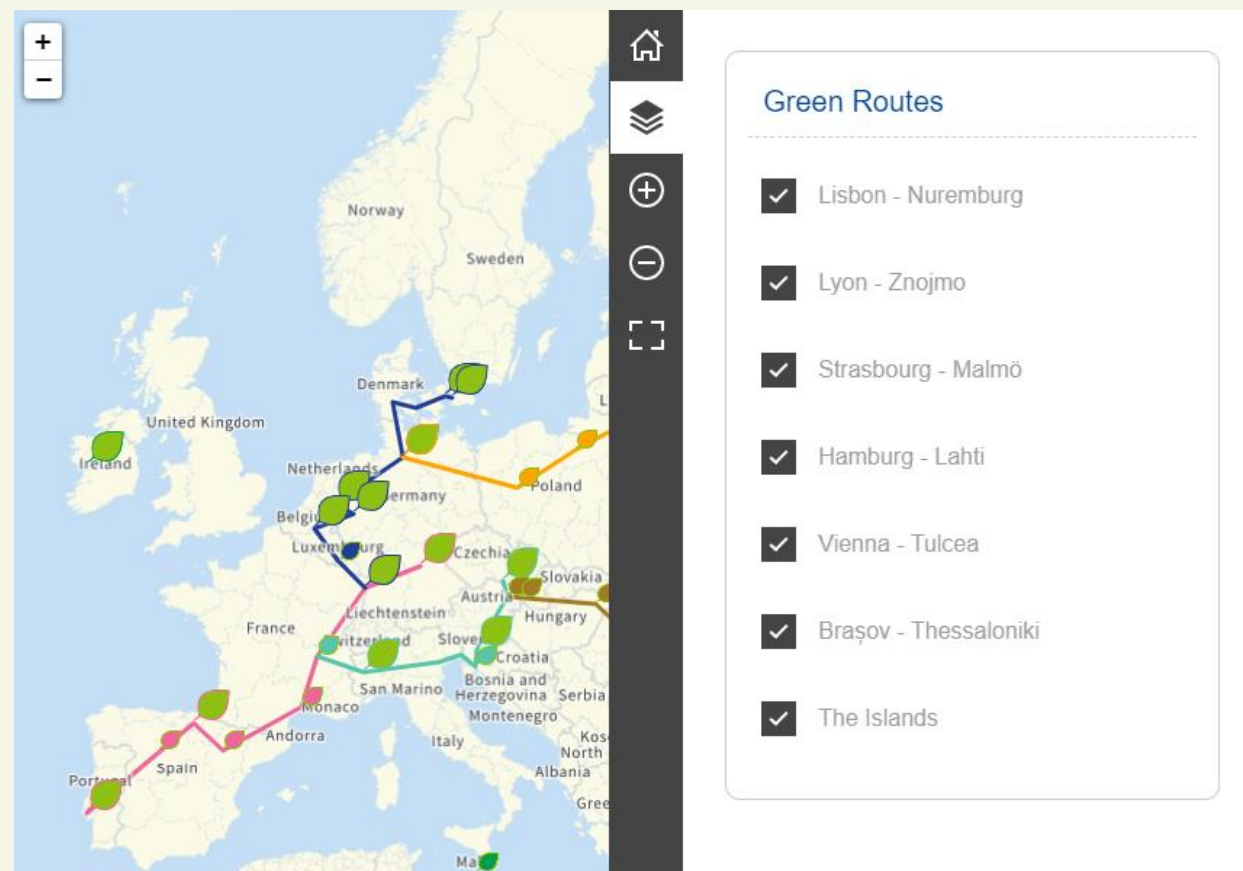
DiscoverEU Culture Routes

- Routes: green/digital/culture/NEB

- Inspire young people to design itinerary

- Raise awareness on EU initiatives such as EHL sites

- Sections of the future Culture Route: *History – Music – Literature – Fashion Fine Art- Theatre - Film - Folk – Food*

- Culture Route published in June 2022 (includes some capitals of culture and EHL sites)

- Discount card EYCA with discounts on cultural activities

- DiscoverEU Travel Journal

- Meet-ups across Europe including a cultural dimension (e.g, promotion of EHL – see CZ example)

Applications via the European Youth Portal

Communication with the travellers via
Join the #DiscoverEUOfficialFacebook Group

Green Routes

- ☑ Lisbon - Nuremburg
- ☑ Lyon - Znojmo
- ☑ Strasbourg - Malmö
- ☑ Hamburg - Lahti
- ☑ Vienna - Tulcea
- ☑ Brașov - Thessaloniki
- ☑ The Islands

Questions?

CulturEU Funding Guide

EU Funding Opportunities for the Cultural and Creative Sectors 2021-2027.

Go to the funding guide

Ongoing tourism projects

European Commission

Guide on EU funding for tourism
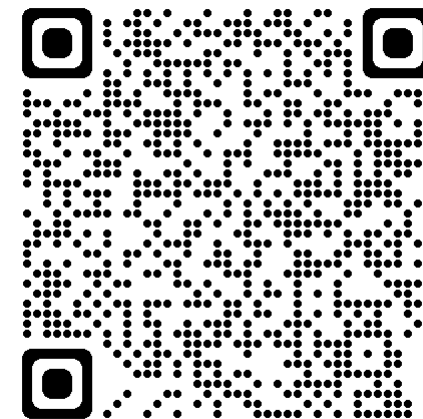
[Guide on EU funding for tourism (europa.eu)](#)

➢ Links to relevant EU programmes and websites
➢ Annual work programmes and calls for proposals
➢ Concrete project examples for inspiration
➢ Available in all EU languages

Don't forget to check the EU Tourism Platform

European Commission

Project objectives

Facilitate change towards more **sustainable** and **resilient** tourism destinations, aligned with the EU's **Transition Pathway for Tourism**

Project duration: December 2023 – November 2025

Scope: Destination Management Organisations (DMO) in NUTS 2 (basic regions) and NUTS 3 (small regions) or lower
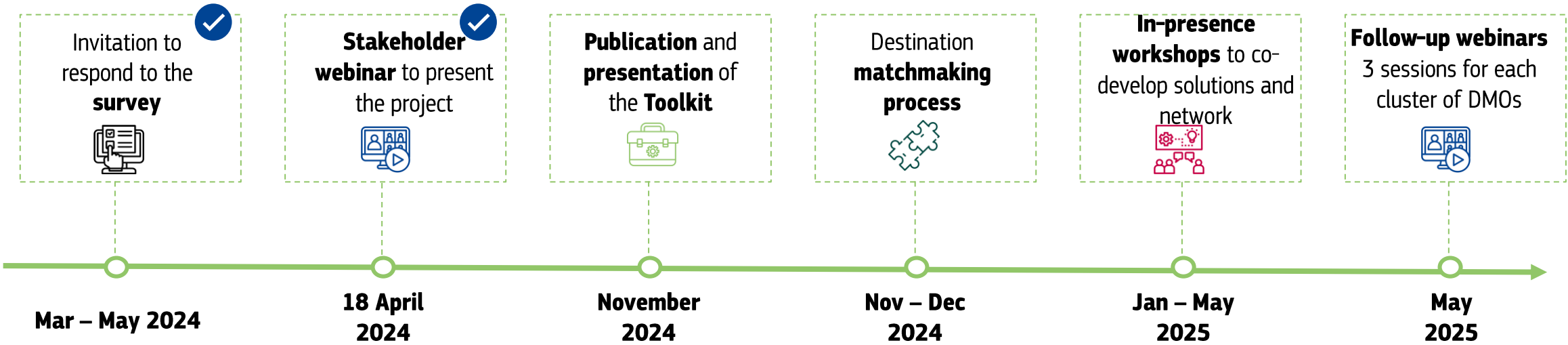
Specific objectives

Recognise **key challenges** and gather **best practices** for sustainable and resilient tourism with focus on local communities throughout the EU

Establish **collaborations** between destinations with common challenges

Project activities
DMOs' path towards sustainability & resilience

Invitation to respond to the **survey**

Stakeholder webinar to present the project

Publication and **presentation** of the **Toolkit**

Destination **matchmaking process**

In-presence workshops to co-develop solutions and network

Follow-up webinars 3 sessions for each cluster of DMOs

Mar – May 2024

18 April 2024

November 2024

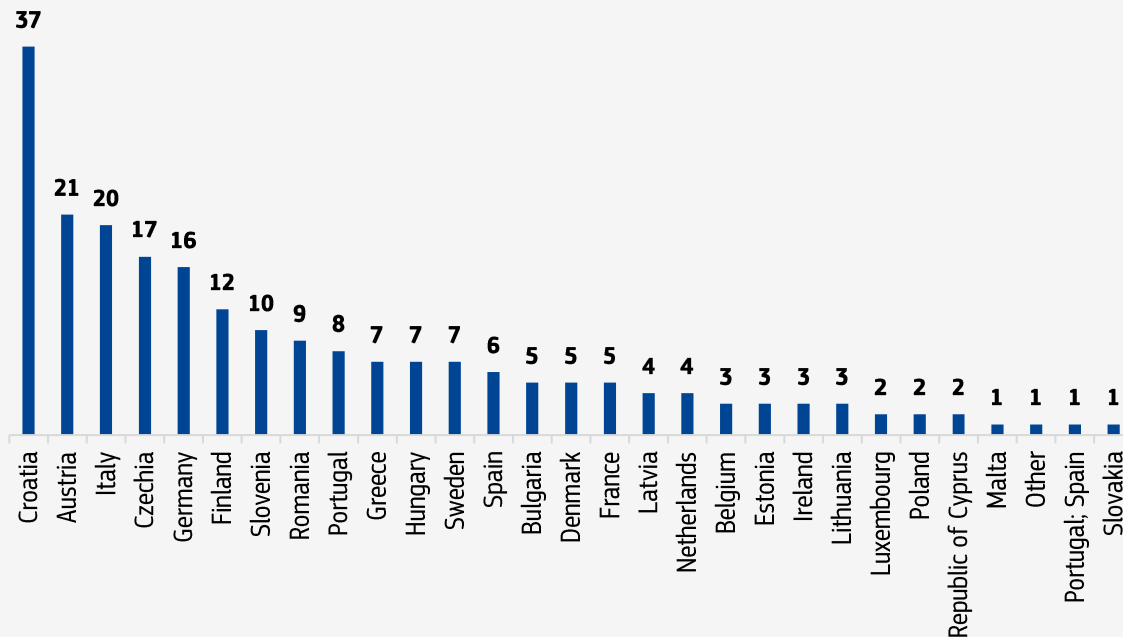**Nov – Dec 2024**

Jan – May 2025

May 2025

Survey to DMOs

Identify **challenges and opportunities,** collect **best practices** on resilient and sustainable tourism, encourage DMOs to **participate** in peer learning and twinning activities

222 valid replies collected

- 27 EU Member States + Montenegro
- Mainly DMOs with less than 800k inhabitants

Distribution of responses by country

Country	Responses
Croatia	37
Austria	21
Italy	20
Czechia	17
Germany	16
Finland	12
Slovenia	10
Romania	9
Portugal	8
Greece	7
Hungary	7
Sweden	7
Spain	6
Bulgaria	5
Denmark	5
France	5
Latvia	4
Netherlands	4
Belgium	3
Estonia	3
Ireland	3
Lithuania	3
Luxembourg	2
Poland	2
Republic of Cyprus	2
Malta	1
Other	1
Portugal; Spain	1
Slovakia	1

Tourism negative impacts
- increased costs of housing and living
- environmental degradation and congestion
- economic distress during the low season
- precarious and irregular work

Tourism positive impacts
- improved local economy
- increased employment opportunities
- enhanced offers of entertainment and cultural events

All results on:
Sustainable EU Tourism – Shaping the Tourism of Tomorrow

Best Practices and Key Challenges

Grouped along 4 dimensions: **economic, environmental, social, and governance**

50 selected best practices to be published soon

Panel 1

ECONOMIC

SUSTAINABLE EU TOURISM
Shaping the Tourism of Tomorrow

BEST PRACTICE: TURIN, ITALY

Key Challenge

Creating local added value through tourism.

Type of Solution

Adoption of a tourism strategy and monitoring framework; Stakeholder participation and management; Investments in infrastructure and product development; Digital solutions.

Case Classification

Type of Destination | Urban

Territorial Level | NUTS 3

Size of the Tourist Area | 6,821 km² (Metropolitan area)

Population | 2,208,370 in 2020 (Metropolitan area)

Type of Tourism | Mountain; Rural; Cultural; City; Business; Gastronomy.

DMO | Consortium with 77 members, of which 97% are public and 3% are private.

Main Stakeholders Affected | Local authorities/ government; Restaurants and bars; Other tourism service providers; Technology providers.

Additional Challenges Covered | Insufficient use of new and advanced technologies in tourism; Maintenance and conservation of cultural heritage sites; Appropriate local tourism strategies and policies to accelerate the transition to sustainable and resilient tourism.

Context & Background

The initial spark for the development of tourism came in the 1990s with the bid for the 2006 Winter Olympics, which spurred the development of the tourist infrastructure. Since the Games, Turin has experienced stable growth, with 2,175,221 arrivals (5,343,918 overnight stays) in 2023, generating around 10% of GDP and 10-12% of employment. Around 60% of guests are domestic.

Key Challenge

With the crisis of the automobile industry in the 1990s, the city began a transformation that sought to move away from being a purely industrial city. Stakeholders and residents were largely in favour of the development of tourism, but at the same time it was particularly important to them to preserve the authenticity of the city.

Panel 2

ECONOMIC

SUSTAINABLE EU TOURISM
Shaping the Tourism of Tomorrow

Implementation of Solutions: Over the last two decades, Turin has created a city with a high quality of life and an attractive tourist offer through (technological) innovation and sustainability of its cultural and natural heritage, events and creativity.

SOLUTIONS

- Conversion of numerous (industrial) buildings into attractive multifunctional cultural or tourist facilities, such as the Officine Grandi Riparazioni, a former railway factory converted into a multifunctional cultural centre (2017), the LINGOTTO car factory, which now houses a congress centre, a shopping centre, a concert hall and a collection of historical and contemporary art (2003) or Parco Doro, a post-industrial park, with the Kappa Futur Festival.

- Particular attention has been paid to technological innovation, accessibility and sustainability of the most important historical museums. The recent projects 5G-TOURS, CONVINCE and TRIALSNET offer innovative services for museums that use AI and VR, visors and robots to improve the visitor experience. Currently, interactive signage is being introduced in the historic centres of the towns where the Savoy Royal Residences are located, as well as at the entrances to the 16 residences, allowing them to be explored via QR codes, which will serve as a unique selling point for Turin.

- In addition to museums and monuments, Turin also developed its rich gastronomic offer, presented within the project Mangébin, which promotes local food culture. The most important initiative is the global Slow Food movement, which has led to a series of international events, such as Terra Madre and Salone del Gusto. In addition, the system of local street markets is being expanded, such as Porta Palazzo, a historical economic asset and a tourist attraction, also promoted through the "TorinoMercati" app.

- Turin, part of the Collina Po Biosphere Reserve, has also developed an attractive and rich tourism infrastructure in nature, including green areas, walking and cycling paths. The four rivers that flow through Turin are used for sports and riverside promenades. The DMO has signed an agreement with Outdooractive App to digitise the rich offer of hiking and cycling trails and make them easily accessible to tourists and residents.

- To make the wide range of tourist offers accessible, Turin has introduced the digital "Torino Piemonte Card", which grants free or reduced access to most tourist attractions. It can also be used to book entry in advance.

Replicability potential: High (requires political will, stakeholder cooperation and funding).

Cost & funding source: Funded by the municipality, European Union and others.

Panel 3

ECONOMIC

SUSTAINABLE EU TOURISM
Shaping the Tourism of Tomorrow

Success Factors & Barriers Regarding the Implementation

Success factors: Successful bid for the 2006 Olympic Games; Support for tourism by residents; Picking up on trends (e.g. digitalization); Peer learning with other destinations, e.g. through membership in the City Destinations Alliance.

Barriers: Lack of cooperation and use of synergy potential among the region's stakeholders for the implementation of major tourism projects.

Results and Impacts

- Greater added value for the local economy as shops and restaurants no longer close in the off-season.
- Festivals and events helped reduce seasonality.
- Increased number of repeat visitors (people are pleasantly surprised by the rich cultural offer of Turin).
- Increased number of visitors to smaller, lesser-known museums.
- In the last ten years, Venaria Reale (part of the Savoy Residences, around 500,000 visitors) and the Egyptian Museum (around one million visitors) have been among the top ten most visited museums and cultural sites in Italy.

Takeaways

- Digitalisation helps to improve the quality of the tourism experience.
- It is important not to just look at the quantitative numbers, but more at quality aspects (mind change).
- Tourism development and urban planning must be thought of together.
- It is necessary to have a clear vision for development.
- Involving stakeholders to jointly develop the vision and take joint action is essential.

Useful Links

- Official Tourism website | Turismo Torino e provincia
- Transformation projects in Turin | Torino Cambia della Città di Torino
- Urban Lab Turin | Urban Lab Turino

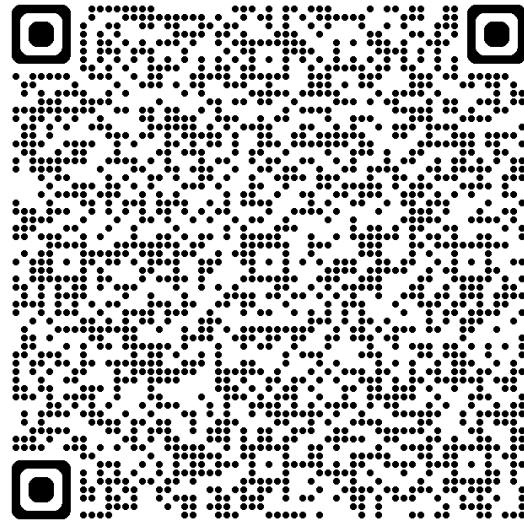**Contact Person**

Cerutti, Cristina, Tourism Monitor Officer, c.cerutti@turismotorino.org

Don't miss any updates!

Check out the project webpage:

https://t.ly/ku466

Follow our LinkedIn page:

https://t.ly/SustEUtourism

Save our contacts:

alberto.venditti@intelleraconsulting.com
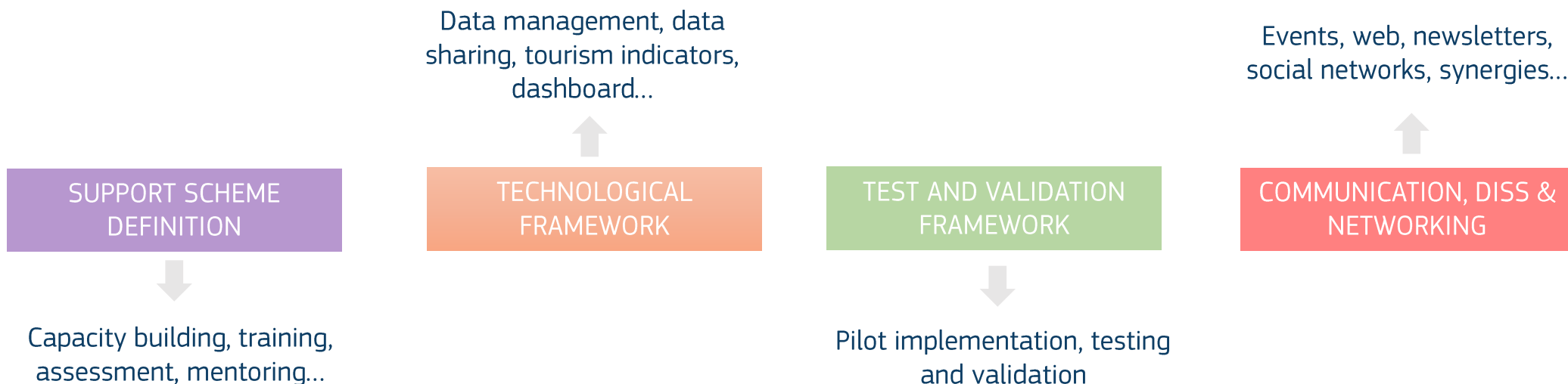
beatrice.dorenti@inetlleraconsulting.com

The project

Objective

To design, test, pave the way and sustain a self-sustainable European Competence Centre to support tourism destinations and their ecosystem (with special attention to SMEs) in their data-driven green and digital transition as well as to increase collaboration and knowledge transfer between tourism stakeholders and tourism destinations.

Activities

Data management, data sharing, tourism indicators, dashboard...

Events, web, newsletters, social networks, synergies...

| SUPPORT SCHEME DEFINITION | TECHNOLOGICAL FRAMEWORK | TEST AND VALIDATION FRAMEWORK | COMMUNICATION, DISS & NETWORKING |

Capacity building, training, assessment, mentoring...

Pilot implementation, testing and validation
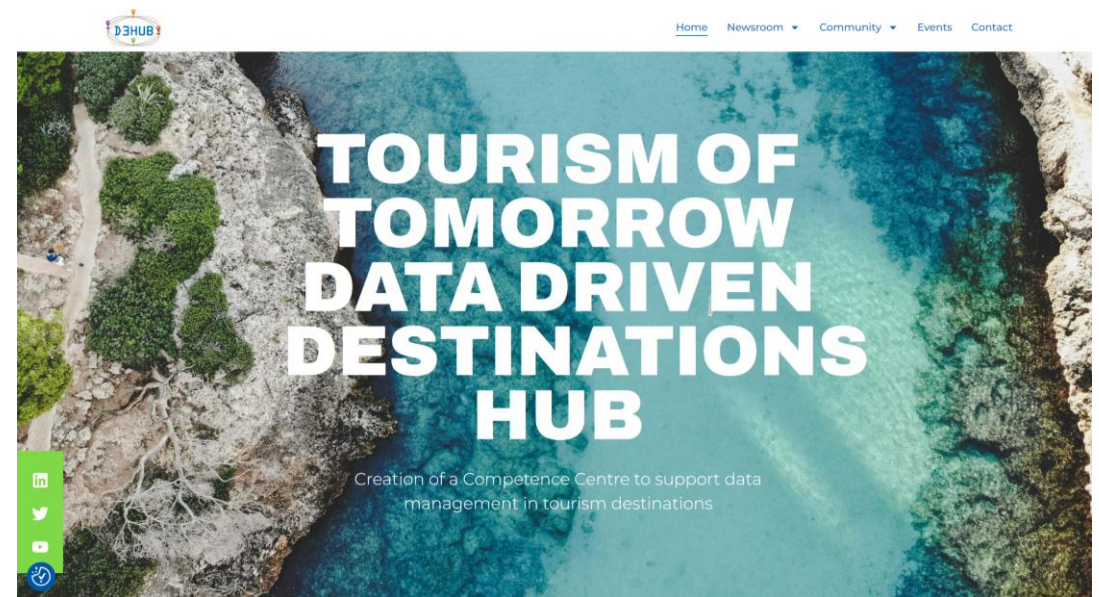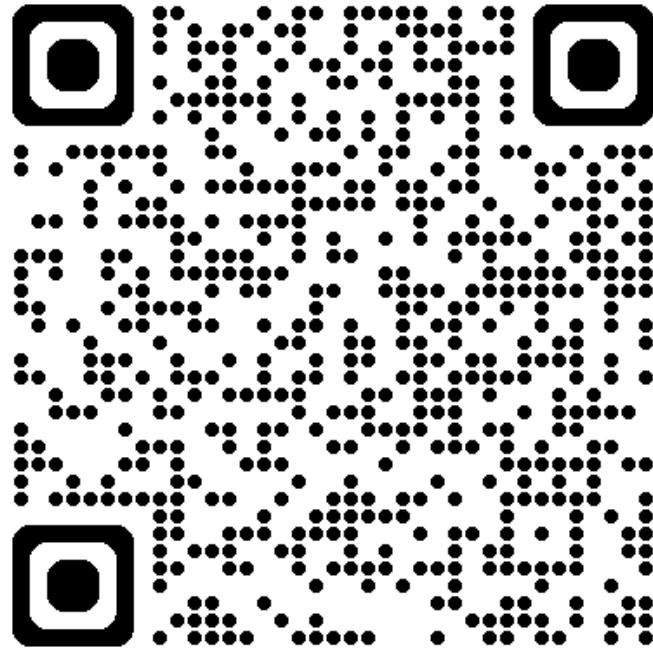
All information available:
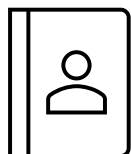https://www.d3hub-competencecentre.eu/

Crisis Management and Governance in Tourism

Making EU tourism resilient

Improving governance and mechanisms for resisting, managing, and mitigating future crises
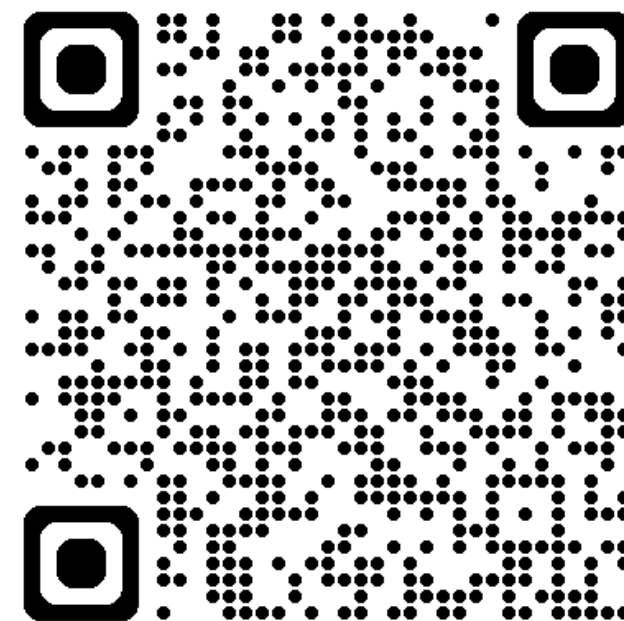
Best Practices: Discover exemplary governance strategies and crisis preparedness and data deployment actions.

**Policy Recommendations**: Explore recommendations for the tourism ecosystem.

eLearning Journey: Access t*he first six modules* of the training materials through the EU Academy to enhance your crisis preparedness management skills and expertise.

For tourism organisations – ranging from National Tourism Authorities to DMOs to industry associations

Coffee break

Back soon
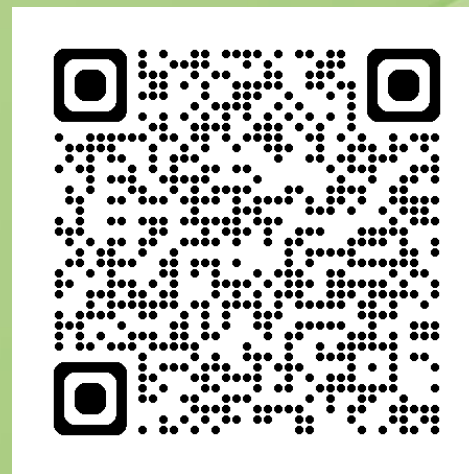
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