

## **North Sea Commission, Culture & Tourism Group**

### **Action Plan 2010-11 and Strategic Plan 2008-13**

The action plan 2010-11 is valid for the period between the NSC General Assemblies 2010 and 2011. The Strategic Plan is valid for the EU budget period 2007-13.

#### **STRATEGIC PLAN 2008-13**

The strategy of the Culture & Tourism Group is closely related to the EU agenda, and the strategies of CPMR and the North Sea Commission.

Our group represents the broad or overarching overview and analysis, and that this forms a strong platform for our future work. The role of culture and tourism in regional development as a key issue for us.

It is further important to define the roles of the political members, the officer members and of the observers within the group. Further, the need to prioritise and have a focus is stressed. The need to demonstrate value for money to the public is also underlined. Information to, and support for cultural actors is important. They need support both in the form of competence/assistance and financially.

The group should turn from being more or less re-active to being much more pro-active. We acknowledge that there is a raised political profile of the NSC, and that we should also raise the political profile of the C&T. We should try and influence the European agenda, and we should work closely with the CoR members from our regions, with our the processes as possible. Here we should also use our regional offices in Brussels as our ears. We also need better links between the Commission and the regions. Our group should co-operate closely with relevant bodies in Brussels and elsewhere.

1. The role of the Culture and Tourism Group within the NSC – we should focus on selected issues, and we should have clear objectives and priorities
2. The work should present added value to all member regions. It is also essential that group members provide a link back home to politicians and senior officials in their region.
3. We should act as a lobbying organisation in relation to the EU agenda and EU funds and we should keep an EU perspective in our work
4. We should report back to the group on all issues that are relevant for the members
5. Knowledge and competence building is vital to the group
6. We should maintain a regional development perspective

Our role is to strengthen the North Sea area, but also demonstrate how our region can address global issues in a good way; it should be a region of excellence in responding to global challenges. We must use the European networks also, and make them more accessible to all members. These networks are vital in relation to successful lobbying.

The membership of the group should be strengthened also, and members must be more conscious of reporting results back home, and taking issues from home to the table of the group.

Therefore, our strategy has three legs:

1. The EU perspective
2. The regional development perspective – the North Sea Vision
3. The political perspective – politicians should be actively involved in the group

### **The EU perspective 2008-13**

The most important issues for us during this period will be the shaping of the regional policy after 2013, including the future culture and tourism strategies of the EU after 2013. Together with the CPMR, we should ensure that there is an EU regional policy after 2013, and that this policy includes culture and tourism.

### **The regional perspective – the North Sea Vision**

The North Sea should become a region of excellence for global issues, and the North Sea region should also become a region of demonstration for how regional co-operation can be developed in practice. For both these objectives, the Interreg North Sea is a good instrument. The NSC should develop an Interreg programme addressing these issues.

### **The political perspective**

The strategy is a highly political one, and needs the support of politicians from all member regions of the NSC. The active participation of politicians within all thematic groups of the NSC should be encouraged.

### **ACTION PLAN 2010-11**

The action plans for NSC thematic groups must cover three levels:

1. Political priorities within culture and tourism
2. Concrete projects to follow up the strategic and political priorities and demonstrate how North Sea co-operation can contribute to achieving these priorities
3. Strategic priorities of the NSC Executive Committee

#### **1. Political priorities of the culture and tourism group**

The Culture and Tourism Group have decided on a set of political priorities. These have been linked to culture and tourism as important factors for regional development, and include monitoring of, and actions relating to the European agenda in these fields.

During 2010-11, the realization of the European Cultural Agenda and its integration into EU mainstream policies like the EU2020 strategy; and the involvement of all relevant stakeholders will have high priority also for us. Specifically, the group will focus on the development of the regulations for the Culture programme 2014-20.

It is also important to support all work to ensure that culture and creativity are incorporated into various EU funding schemes, in accordance with the European Cultural Agenda priorities.

The group will work closely with the CPMR Intercom group on sustainable tourism to follow up initiatives from the Commission.

It is also important to continue the co-operation with the Committee of the Regions.

## **2. Concrete projects**

The new funding programmes 2007-13 offers a number of opportunities for development projects that can demonstrate North Sea contributions on major global and European challenges like climate change, economic and social cohesion, regional integration and cross-border co-operation.

Both the Cultural Programme 2007-13 and the new Interreg IV programmes are relevant for project funding, and members of the C&T group should help develop project ideas based on the strategic and political priorities of the NSC and relating to the thematic focus of our group

## **3. Strategic priorities of the NSC**

The NSC Executive Committee decides on the strategic priorities of the NSC. These again also reflect the strategic priorities of the CPMR.

During 2010-11, the North Sea Commission will focus its work on the new North Sea Strategy. This will probably be a multi-sector strategy, where our task will be to see to that culture and tourism is given adequate attention and are considered as important elements for regional development in the North Sea area.

### **Meetings 2010-11**

March 2010: XXXVII Meeting, Skagen (Region North Jutland)

June 2010: XXXIX during NSC AGM in Stavanger (Rogaland County Council)

Late 2010: Conference on sustainable tourism, cultural tourism and employment (Angus)

### **Responsibilities:**

For discussion