



Culture & Tourism Group, XXXVII Meeting, Skagen (North Jutland Region)

17 March 2010

MINUTES

The meeting was held at Color Hotel Skagen in conjunction with the annual meeting of the Coast Alive project.

Present

Mr Lars Nordström	Vice-Chair, Acting Chair	Västra Götaland Region
Mr Peter Robinson	Vice-Chair	Lincolnshire Council
Mr Geir Sør-Rime	Advisor	Rogaland County Council
Mr Tomas Olsson		Västra Götaland Region
Ms Conny Boersma		Province of Zeeland
Mr Lars Grøthe		Sogn og Fjordane County Council
Mr Casten Mogensen		North Jutland Region
Mr Svend Henrik Branstrup		Central Denmark Region

1. Welcome to XXXVII Meeting

Acting Chair, Mr Lars Nordström welcomed all delegates to the 37th meeting of the group.

2. Welcome to North Jutland Region

Mr Alan Busk from the North Jutland Region welcome all delegates to Skagen and to the region of North Jutland. Mr Busk is the chair of the region's international committee. He reminded delegates that the Coast Alive project originates from the North Sea Cycle Route and the NAVE North Sea Trail projects. The Culture & Tourism Group has plaid a major role in the development of both these projects.

3. Approval of Agenda

The Agenda was approved.

4. Presentation of delegates

All delegates presented themselves.

5. Approval of Minutes of XXXVI Meeting, Egmond an Zee (Province of North Holland), 23 June 2009

The minutes were approved as true records of the proceedings of the 36th meeting.

Then there followed a combined discussion of Agenda items 5 (EU and Culture), 6 (EU and Tourism), 7 (North Sea 2020) and 8 (Action Plan 2010-11).

For item 5 (EU and Culture), the advisor had prepared a discussion paper, for item 6 (EU and tourism) a number of papers were handed out by Tomas Olsson at the meeting, for item 7



(North Sea 2020), Conny Boersma had circulated a paper before the meeting, and for item 8 (Action plan), a paper had been prepared by the advisor.

It was agreed that the North Sea Strategy would be the most important field to work on also for the Culture & Tourism Group in the nearest future. Conny will develop her initial paper as an input to the North Sea Strategy writing group, and based on this paper, the group will also prepare its input to the North Sea Conference in Stavanger in June. The other members of the group are asked to contribute to Conny's paper.

It was also decided to meet informally in conjunction with the conference on strategic cultural tourism in Gothenburg 7 May. The informal meeting will take place 6 May afternoon. Details will be sent out in due time.

The discussion about the North Sea Strategy came up with some important points. One was that employment and economic consequences must be incorporated into the strategy, and the role of culture and tourism in economic regeneration must be acknowledged. Also the role of innovation must be stressed. In fact, culture and tourism are important tools for strengthening the North Sea region. In this connection, we also need to look into the future of our own group and what we should concentrate our efforts on. The identification of pilot actions for the North Sea Strategy is a major task at the moment.

The proposed action plan was approved, but it was decided to write into it the concrete actions agreed at this meeting:

Prepare a paper for the North Sea 2020 Strategy

6 May: Informal meeting in Gothenburg

September? Seminar/workshop in Angus (?) or in Scotland House, Brussels on the role of culture and tourism in a North Sea 2020 strategy.

One issue that was raised during the discussion was whether the group should launch a project to promote the North Sea as destination for tourists from outside the region, and the new Telemark-Hubei, China partnership was mentioned as a possible model for such a project, a development project marketing the North Sea as an interesting tourist destination.

9. Project workshop

Due to the low attendance at the meeting, the project workshop planned for the following day was incorporated into the meeting proper.

Three Culture-program projects were mentioned:

Viking Visions – based on the previous Interreg-projects North Sea Viking Legacy, Destination Viking Sagalands and Destination Viking Baltic Stories, the newly formed Destination Viking Association is developing a 5-year project to promote 'Viking' as a tourist destination. The project is still open for new partners, as is membership in the association.



Storytellers in residence is a project idea currently being developed by the European network of storytellers, and is partly based on the Interreg-projects Destination Viking Sagalands and NORCE – Northern Coastal Experience.

OpenArch is a continuation of the liveArch project, a co-operation between archaeological open-air museums, and led by EXARC, the International Association of Archaeological Open-air Museums. The project is still open for new partners.

The group wanted a list of current projects and also suggested climate change and tourism, and protection of cultural heritage due to climate change as themes for future projects.

10. Next meeting

The informal meeting will take place 6th May in Gothenburg as a prelude to the 7th May conference on strategic cultural tourism. The registration deadline for the conference is 3 May.

Programme and registration details will be sent as soon as possible.