Mod. 5B-CRT-10

GOVERNANCE INSTRUMENT FORM

This Governance Instrument has been documented by CERTESS Partner | **P7**

and has been given the reference code | **6C-GI-P7-06**

(codes above are for Lead Partner use only)

1. GENERAL

1.1. Title of the instrument

Networking Table and Joint Platform (P7-GP-2)

1.2. Proprietary Organisation /Developer

Kultur und Arbeit e.V. (Association called 'Culture and Work')

1.3. Typology [1]

	A. Hard Law
x	B. Soft Law

2. DESCRIPTION

2.1 Objective/s [2]

The networking table is a simple but effective instrument to bring various people working directly or indirectly in cultural tourism in a region together. The networking table is defined as a physical established meeting place where actors in cultural tourism meet on a regular basis from eye to eye. The objective is to turn actors in cultural tourism from competitors into partners in order to jointly create new products and services and to jointly develop cultural tourism offers.

2.2 Affected/interested parties [3]

- Cultural institutions
- Municipalities
- Hotel industry
- Gastronomy
- Guides
- Event managers
- Product and service providers
- Artists
- etc.

2.3 Content

The networking table is one main instrument utilized by the KIRA network, a network that consists of

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more than 200 people in the region Heilbronn-Franken that was founded in order to promote cultural tourism within this region and to jointly unfold the region's manifold cultural touristic potential. Although it sounds simple to 'just' create a networking table, which means the establishment of a physical working table in a set time and place and on a regularly basis, the initiators of the KIRA network detected that this networking table is an essential element to successfully unfold a region's cultural touristic potential. Having various cultural tourism actors in a region does not necessarily mean that the actors really work together or even know each other. Furthermore, despite of the obvious actors (e.g. cultural institutions, municipalities etc.) working in cultural tourism, there are a lot of stakeholders who are often not directly involved in cultural tourism activities but who could provide interesting offers in a region or along a route where culture could be experienced at its best (e.g. in case of the KIRA network, artists joint the network or an association for farmers who provide overnights stays at their farm became a member as well).

The networking table is based on the assumption that innovative offers can be produced when interesting actors from various branches are brought together to get to know each other and to create a sense of mutual understanding for each other. In this sense, the networking table is the baseline for developing joint products or any other cultural touristic project. On this basis, hard law structures can be created as well (e.g. business models).

The networking table is organised as follows: On a regularly 3-months period, all members of the network and other interested people and institutions that heard about the network (e.g. via the website, print or online media, or by word of mouth) meet physically in different places belonging to the region. Therefore, the meeting place is selected in order to be reachable by every interested stakeholder. Every meeting is dedicated to one special topic (e.g. how to use the Web 2.0 for cultural offers) and invited experts talk about their experiences in the particular field. Due to this meeting format, the stakeholders of the networking table are able to immediately network, communicate and discuss with each other the newly gained knowledge and the possibilities about how to incorporate or utilize the new knowledge for their own (and perhaps joined) work.

2.4   Expected results [4]

The networking table is a tool to bring actors in cultural tourism as well as other actors who could contribute to the utilization of the region's cultural potential (e.g. artists) physically together. The aim is that actors in cultural tourism:

- get to know each other, their profile, people and offers;
- broaden their own horizon for other actors who could provide their offers to cultural tourists in order to make culture even more tangible (e.g. artists, the association for farmers who provide overnight stays on their farms etc.);
- take the chance to create a sense of mutual understanding (e.g. that artists work different than cultural institutions or municipal authorities do) for future working-relationships;
- jointly create new products, offers and business models

2.5 Relevance to RIP development stages [5]

☐	A. Theme selection & justification
☐	B. Route promoters legal setup
x	C. Local stakeholders' involvement & support
☐	D. Route physical setting & infrastructuring
☐	E. Route marking & signposting
☐	F. Route technical support facilities (water points, rest benches, etc.)
☐	G. Route hospitality services (hostels, rest houses, hotels, etc.)
☐	H. Route food & beverage services (restaurants, bars, hotels, etc.)
☐	I. Route tourist services (info-points, travel agents, etc.)
☐	J. Points of interest → Cultural & historical heritage (monuments, archaeological areas, etc.)
☐	K. Points of interest → Cultural & historical services (museums, exhibition centres, etc.)
☐	L. Points of interest → Environmental heritage (protected areas, parks, etc.)
☐	M. Trade elements of interest → Local typical products
☐	N. Immaterial elements of interest → Cultural events, local folklore, etc.
☐	O. Branding & promotion strategies → Route/theme & logo
☐	P. Branding & promotion strategies → Route section areas
☐	Q. Branding & promotion strategies → Interterritorial/transnational sectoral networking
☐	R. Development of tourist products & services (card, packages, gadgets, etc.)
☐	S. Development of ICT products & services (thematic websites, virtual tours, etc.)
☐	T. Development of educational/learning tools
☐	U. Development of printed information products

Additional information and notes

✓ Although simply sounding, the establishment of the network and the networking table gained positive attention by the press and received a funding of 66.000 € by the Baden-Wuerttemberg Ministry of Rural Affairs and Consumer Protection

Source of information [6]

All information is gained by personal interviews with the association Kultur und Arbeit e.V. ('Culture and Work') or through the website http://kiratour.de/.

N.B.

The present form is to be accompanied by relevant supporting information (original document in national language, translation into English, .ppt presentations, ...).

Compiled by KIT, P7 on 27.06.2013.

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Explanatory notes

1   <u>Typology</u> → 'Hard laws' are … (regulatory), while 'soft laws' are … (incentive|promotion|information).

2   <u>Objectives</u> → Describe the general and specific objectives that the Governance Instrument (GI) intends to pursue.

3   <u>Parties</u> → Identify here the entities (organizations, categories, individuals etc.) that are expected to be interested/involved/affected in the application of the GI of reference.

4   <u>Results</u> → Describe the results that are expected from the application of the GI of reference.

5   <u>RIP stages</u> → Indicate the stage of the RIP development process which the GI of reference could be associated to.

6   <u>Source</u> → Provide details of the official source of information (legal bulletin, private agreement, etc.) from which the information on the GI of reference has been obtained.