

HORIZON
2020

Beyond CULTural TOURism: human-centred innovations for sustainable and circular cultural tourism

Fact Sheet

Project Information

Be.CULTOUR

Grant agreement ID: 101004627

[Project website](#) 

DOI

[10.3030/101004627](https://doi.org/10.3030/101004627) 

Project closed

EC signature date

30 October 2020

Start date

1 February 2021

End date

30 June 2024

Funded under

SOCIETAL CHALLENGES - Europe In A Changing World - Inclusive, Innovative And Reflective Societies

Total cost

€ 4 097 203,75

EU contribution

€ 3 993 328,75

Coordinated by

CONSIGLIO NAZIONALE DELLE RICERCHE



This project is featured in...



Conserving culture and cultural heritage through inclusive and sustainable development

Project description

A framework for sustainable cultural tourism at a human scale

Consumer-oriented, “fast-food” cultural tourism can prove challenging in terms of negative environmental impacts and social and cultural effects on local communities and ecosystems. Far from this approach, the EU-funded Be.CULTOUR project will focus on the “place” as the genius loci, the ancient spirit of the site, and the “people” as co-creators of its uniqueness, culture, art, tradition, folklore, productivity and spirituality. The project aims at developing specific strategies to promote an understanding of cultural tourism that puts humans and circular economy models at its centre, paying attention to nature, communities and cultural diversity.

Fields of science (EuroSciVoc)

[social sciences](#) > [sociology](#) > [anthropology](#) > [cultural anthropology](#) > [folklore](#)

[social sciences](#) > [economics and business](#) > [business and management](#) > [innovation management](#)

[social sciences](#) > [economics and business](#) > [business and management](#) > [entrepreneurship](#)

[social sciences](#) > [economics and business](#) > [economics](#) > [production economics](#) > [productivity](#)

[social sciences](#) > [economics and business](#) > [business and management](#) > [commerce](#)



Keywords

[Cultural tourism](#)

[Europeanisation](#)

[Cultural heritage](#)

[Collaborative innovation](#)

[Open innovation](#)

[Human-centred development](#)

[Human-centred design](#)

Programme(s)

[H2020-EU.3.6. - SOCIETAL CHALLENGES - Europe In A Changing World - Inclusive, Innovative And Reflective Societies](#)

MAIN PROGRAMME

[H2020-EU.3.6.2.2. - Explore new forms of innovation, with special emphasis on social innovation and creativity and understanding how all forms of innovation are developed, succeed or fail](#)

[H2020-EU.3.6.1.1. - The mechanisms to promote smart, sustainable and inclusive growth](#)

[H2020-EU.3.6.3.1. - Study European heritage, memory, identity, integration and cultural interaction and translation, including its representations in cultural and scientific collections, archives and museums, to better inform and understand the present by richer interpretations of the past](#)

[H2020-EU.3.6.3.2. - Research into European countries' and regions' history, literature, art, philosophy and religions and how these have informed contemporary European diversity](#)

Topic(s)

[TRANSFORMATIONS-04-2019-2020 - Innovative approaches to urban and regional development through cultural tourism](#)

Call for proposal

[H2020-SC6-TRANSFORMATIONS-2018-2019-2020](#)

[See other projects for this call](#)

Sub call

H2020-SC6-TRANSFORMATIONS-2020

Funding Scheme

[IA - Innovation action](#)

Coordinator



CONSIGLIO NAZIONALE DELLE RICERCHE

Net EU contribution

€ 405 000,00

Total cost

€ 467 500,00

Address

PIAZZALE ALDO MORO 7

00185 Roma

 **Italy** 

Region

Centro (IT) > Lazio > Roma

Activity type

Research Organisations

Links

[Contact the organisation](#)  [Website](#) 

[Participation in EU R&I programmes](#) 

[HORIZON collaboration network](#) 

Participants (15)

 **THIRD-PARTY** 

UNIVERSITA DEGLI STUDI DI NAPOLI FEDERICO II

 **Italy**

Net EU contribution

€ 62 500,00

Address

CORSO UMBERTO I, 40

80138 Napoli 

Region

Sud > Campania > Napoli

Activity type

Higher or Secondary Education Establishments

Links

[Contact the organisation](#)  [Website](#) 

[Participation in EU R&I programmes](#) 

[HORIZON collaboration network](#) 

Total cost

No data



EUROPEAN REGIONS RESEARCH AND INNOVATION NETWORK

 Belgium

Net EU contribution

€ 533 750,00

Address

RUE DE LUXEMBOURG 3

1000 Bruxelles / Brussel 

Region

Région de Bruxelles-Capitale/Brussels Hoofdstedelijk Gewest > Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest > Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Activity type

Other

Links

[Contact the organisation](#)  [Website](#) 

[Participation in EU R&I programmes](#) 

[HORIZON collaboration network](#) 

Total cost

€ 533 750,00



ICLEI EUROPEAN SECRETARIAT GMBH (ICLEI EUROPASEKRETARIAT GMBH)

 Germany

Net EU contribution

€ 414 500,00

Address

LEOPOLDRING 3

79098 Freiburg Im Breisgau 

SME 

Yes

Region

Baden-Württemberg > Freiburg > Freiburg im Breisgau, Stadtkreis

Activity type

Other

Links

[Contact the organisation](#)  [Website](#) 

[Participation in EU R&I programmes](#) 

[HORIZON collaboration network](#) 

Total cost

€ 414 500,00



INIZIATIVA CUBE SRL

 Italy

Net EU contribution

€ 242 375,00

Address

VIA ENRICO PESSINA 56

80135 Napoli Na 

SME 

Yes

Region

Sud > Campania > Napoli

Activity type

Private for-profit entities (excluding Higher or Secondary Education Establishments)

Links

[Contact the organisation](#) 

[Participation in EU R&I programmes](#) 

[HORIZON collaboration network](#) 

Total cost

€ 346 250,00



UPPSALA UNIVERSITET

 Sweden

Net EU contribution

€ 254 400,00

Address

VON KRAEMERS ALLE 4

751 05 Uppsala 

Region

Östra Sverige > Östra Mellansverige > Uppsala län

Activity type

Higher or Secondary Education Establishments

Links

[Contact the organisation](#)  [Website](#) 

[Participation in EU R&I programmes](#) 

[HORIZON collaboration network](#) 

Total cost

€ 254 400,00



HAUTE ECOLE ICHEC - ECAM - ISFSC

 Belgium

Net EU contribution

€ 291 243,75

Address

BOULEVARD BRAND WHITLOCK 6

1150 Bruxelles / Brussel 

Region

Région de Bruxelles-Capitale/Brussels Hoofdstedelijk Gewest > Région de Bruxelles-Capitale/ Brussels Hoofdstedelijk Gewest > Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad

Activity type

Higher or Secondary Education Establishments

Links

[Contact the organisation](#) 

[Participation in EU R&I programmes](#) 

[HORIZON collaboration network](#) 

Total cost

€ 291 243,75



OPEN UNIVERSITEIT NEDERLAND

 Netherlands

Net EU contribution

€ 240 000,00

Address

VALKENBURGERWEG 177

6419 AT Heerlen 

Region

Zuid-Nederland > Limburg (NL) > Zuid-Limburg

Activity type

Higher or Secondary Education Establishments

Links

[Contact the organisation](#) 

[Participation in EU R&I programmes](#) 

[HORIZON collaboration network](#) 

Total cost

€ 240 000,00



AGENZIA DI PROMOZIONE TERRITORIALE DELLA BASILICATA

 Italy

Net EU contribution

€ 252 500,00

Address

VIA DE VITI DE MARCO 9

75100 Matera 

Region

Sud > Basilicata > Matera

Activity type

Public bodies (excluding Research Organisations and Secondary or Higher Education Establishments)

Links

[Contact the organisation](#) 

[Participation in EU R&I programmes](#) 

[HORIZON collaboration network](#) 

Total cost

€ 252 500,00



DIPUTACION PROVINCIAL DE TERUEL

 Spain

Net EU contribution

€ 262 497,50

Address

PLAZA DE SAN JUAN 7

44071 Teruel 

Region

Noreste > Aragón > Teruel

Activity type

Public bodies (excluding Research Organisations and Secondary or Higher Education Establishments)

Links

[Contact the organisation](#) 

[Participation in EU R&I programmes](#) 

[HORIZON collaboration network](#) 

Total cost

€ 262 497,50



ANAPTYXIAKI ETAIREIA EPARCHION LARNAKAS - AMMOCHOSTOU LTD

 Cyprus

Net EU contribution

€ 170 625,00

Address

AGIOU LAZAROU 2B STREET

7040 Voroclina 

SME 

Yes

Region

Κύπρος > Κύπρος > Κύπρος

Activity type

Other

Links

[Contact the organisation](#) 

Total cost
€ 170 625,00



IDRYMA LAONA GIA TIN ANAVIOSI KAI PROSTASIA TIS KYPRIAKIS
YPAITHROU LIMITED

Cyprus
Net EU contribution
€ 112 500,00

Address
SW CORNER OF KOUMANDARIAS AND AGIOU ANDREA STREET
3036 Limassol

Region
Κύπρος > Κύπρος > Κύπρος

Activity type
Other

Links
[Contact the organisation](#)
[Participation in EU R&I programmes](#)
[HORIZON collaboration network](#)

Total cost
€ 112 500,00



VÄSTRA GÖTALANDSREGIONEN

Sweden
Net EU contribution
€ 229 312,50

Address
REGIONENS HUS
462 80 Vanersborg

Region
Södra Sverige > Västsverige > Västra Götalands län

Activity type

Public bodies (excluding Research Organisations and Secondary or Higher Education Establishments)

Links

- [Contact the organisation](#)
- [Participation in EU R&I programmes](#)
- [HORIZON collaboration network](#)

Total cost

€ 229 312,50



STALNA KONFERENCIJA GRADOVA I OPSTINA

Serbia

Net EU contribution

€ 202 500,00

Address

MAKEDONSKA 22/8
11000 Beograd

Activity type

Other

Links

- [Contact the organisation](#)
- [Participation in EU R&I programmes](#)
- [HORIZON collaboration network](#)

Total cost

€ 202 500,00



AGENTIA PENTRU DEZVOLTARE REGIONALANORD-EST

Romania

Net EU contribution

€ 197 750,00

Address

STR LCT DRAGHESCU 9
610125 Piatra-Neamt

Region

Macroregiunea Doi > Nord-Est > Neamt

Activity type

Other

Links

[Contact the organisation](#)  [Website](#) 

[Participation in EU R&I programmes](#) 

[HORIZON collaboration network](#) 

Total cost

€ 197 750,00



ASOCIATIA OBSTEASCA VERDE E MOLDOVA

 Moldova

Net EU contribution

€ 121 875,00

Address

BUCURESTI 71

2012 CHISINAU 

Activity type

Other

Links

[Contact the organisation](#) 

[Participation in EU R&I programmes](#) 

[HORIZON collaboration network](#) 

Total cost

€ 121 875,00

Last update: 24 February 2025

Permalink: <https://cordis.europa.eu/project/id/101004627>

European Union, 2025