



## Riverside Cities European Network

Some of the STAR Cities partners are also members of the Riverside Cities European network, bringing together local regions wishing to develop or redevelop recreational activities along rivers or waterways in an urban environment.

The network plans to apply for the « Cultural Route of the Council of Europe » certification to ensure recognition of the role of rivers in the emergence and the development of popular leisure activities in Europe.

[www.riversidecities.eu](http://www.riversidecities.eu)

### Contact us!

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[www.interregeurope.eu/starcities](http://www.interregeurope.eu/starcities)



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## STAR Cities Sustainable Tourism for Attractivity of Riverside Cities

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## Sustainable Tourism for Attractivity of Riverside Cities

Many European territories have developed **strong relations with rivers**, that take on an economic and social role in their history. In the heart of European cities or in suburban areas, **riversides offer exceptional natural, cultural and industrial heritage**, both tangible and intangible. They give the opportunity to combine traditional tourism visits such as monuments and museums, with more **natural and original places**. That is why **riverside development is a real opportunity for European cities** to create innovative solutions for sustainable tourism development.



## STAR Cities project

Interreg Europe helps regional and local governments across Europe to **develop and deliver better policy**. To achieve this goal, the programme offers opportunities for regional and local public authorities across Europe to **share ideas and experiences** on public policy in practice, therefore improving strategies for their citizens and communities.

In this framework, STAR Cities project aims at **improving regional policies on natural, cultural heritage and tourism development**. It also aims at making policy makers consider the development of a riverside environment of European cities as a new tourism offer by focusing on sustainable development as a major issue.

### KEY FACTS:

- 7 partners
- 1,178,000 € of which 995,000 € ERDF
- 5 years, from 1 June 2018 to 31 May 2023
- 2018-2021: Interregional learning programme
- 2021-2023: Action plans monitoring

## What we will achieve?

### Interregional Learning Programme

- Regional assessments and state of play of river tourism
- Workshops, study visits and experts' presentations in each city
- Identification and exchange of good practices

### Regional Action Plans

- Development of regional action plans, based on lessons learnt from the project
- Implementation and monitoring of action plans over two years

### Local Stakeholder Groups

- Identification of local stakeholders and organisation of regular meetings
- Participation of stakeholders in action plans development and implementation

## Project partners

STAR Cities project brings together 7 partners in order to improve regional policies in 5 European cities and regions.



**Val-de-Marne Tourism Board**  
(France)



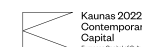
**Lazio Region**  
(Italy)



**Municipality IX EUR of Rome**  
(Italy)



**Free and Hanseatic City of Hamburg**  
(Germany)



**Kaunas - European Capital of Culture 2022**  
(Lithuania)



**Regional Development Agency of the Ljubljana Urban Region**  
(Slovenia)



**NECSTouR – Network of European Regions for Sustainable and Competitive Tourism**  
(Belgium)

