

July 2024

The City of Copenhagen
The Culture and Leisure Administration

CULTIGEN

Call for Transfer Partners

Photo credit: Daniel Rasmussen; Copenhagen Media Center

Is your city interested to **explore innovative approaches to sustainable tourism management** and to harmonize the needs of locals and the expectations of visitors?

**The City of Copenhagen is
now looking for three Transfer Partners
for the CULTIGEN project.**

Transfer Partners

- The City of Copenhagen is looking for three **Transfer Partners** that could **benefit from replicating the proposed solution** of CULTIGEN and that **would like to follow the processes and results of the project in their own urban setting**.
- Transfer partners can choose to replicate the project in whole or in part. They can also choose to participate in knowledge exchange and peer to peer learning.
- The objective is, that CULTIGEN's project outputs are used (replicated, scaled up) by other EU cities increasing the impact of the whole initiative, contributing to urban policymaking on different levels, as well as supporting cooperation between European urban areas.
- The entire transfer cooperation will be designed to support multidirectional exchanges and knowledge transfer between City of Copenhagen as the Main Urban Authority (MUA) and all three Transfer Partners.
- Transfer Partners will contribute with EUR 30.000 (and receive ERDF funding of EUR 120.00)



CULTIGEN in short

Promoting sustainable tourism development and governance through innovative data-driven and community-focused solutions.

Part of the European Urban Initiative | EUI (urban-initiative.eu).

- CULTIGEN: CULTure, Tourism, reGENeration through innovative digital solutions and governance platforms.
- Main Urban Authority (MUA): The City of Copenhagen
- Project period: Dec 2024 – May 2028
(Initiation phase: Jun – Nov 2024)



Project Description

- CULTIGEN is one of the 22 projects selected in the Second Call for Proposals (Category: Sustainable tourism) under the European Urban Initiative - Innovative Actions (EUI-IA). Like the other projects, CULTIGEN has been selected not only for its **innovativeness** but also for its **transfer potential** to other EU cities and its capacity in establishing solid local partnerships.
- The objective of CULTIGEN is **to develop a methodological approach to counteract overtourism** in cities. The project will be based on **qualitative data obtained through a digital tool mapping experiences** and it will result in **concrete local solutions based on participation**.
- The project focuses on three areas:
 - Urban Listening Tool: Creating a virtual dialogue with the city's inhabitants and tourists to inform sustainable tourism management that meets local residents' needs and visitors' expectations.
 - Neighborhood-level solutions: Spreading visitors and developing local neighborhoods and businesses.
 - Blueprint model for citizen engagement: Developing tourism solutions in a participatory way.

The City of Copenhagen (MUA)

- With 12 million overnight stays per year in 2023 and a projected 50% increase by 2030, Copenhagen is on the verge of overtourism, facing **a pressing need to sustainably manage tourism flows and prevent over-tourism**, while **aligning locals' needs and visitors' expectations**.
- The City of Copenhagen needs to address **challenges such as unequal geographical distribution** and **high degree of seasonality** to ensure a resilient and regenerative city for tourists and locals in the long term.
- Copenhagen is one of the fastest growing metropolitan destinations in Europe and aims to be **a leading sustainable destination**. For a long time, the City of Copenhagen and its partners have worked strategically to create a tourism sector, which is socially, economically, and environmentally sustainable.
- With the CULTIGEN project, the City of Copenhagen and its partners aim to pioneer a new approach to sustainable tourism management and to **develop innovative solutions that are scalable and transferable to other cities facing similar challenges**.

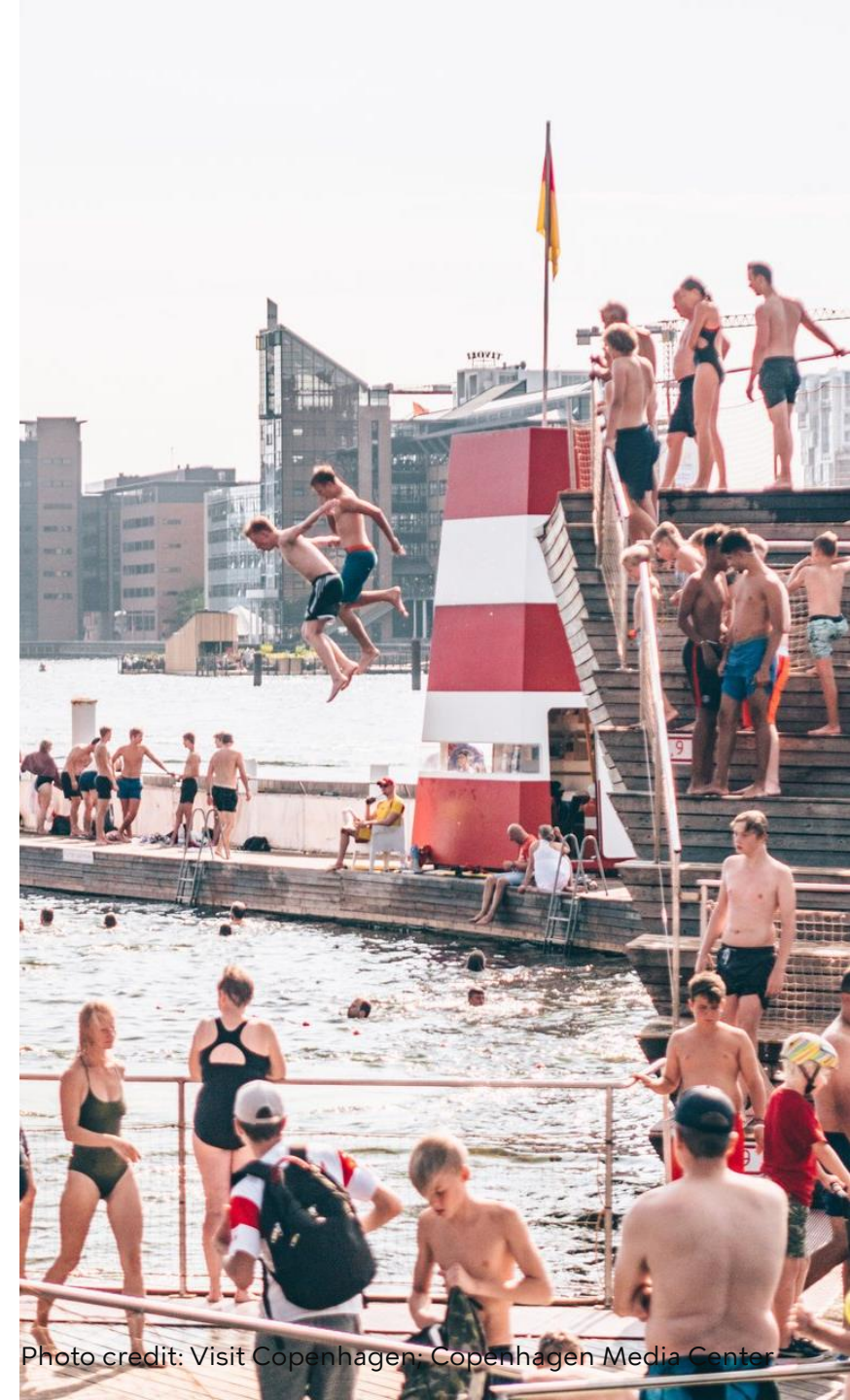


Photo credit: Visit Copenhagen; Copenhagen Media Center

Project Partners

CULTIGEN will be managed by the City of Copenhagen and designed, developed and realised in collaboration with strong expert partners from various sectors:

- **Aalborg University** (TANTLAB and RECAST) - pioneering change towards sustainable societies and engaging users through digital/computational methods
- **StoryHunt ApS** – storytelling and audio guides helping to effectively distribute visitors
- **The Museum of Copenhagen** - creating curiosity and discussion about Copenhagen through co-creation and knowledge-based storytelling
- **The National Museum of Denmark** (SUMO) - developing 'social urban models' through participatory research and exhibition projects
- **We Do Democracy** - supporting citizen engagement through participatory processes, mobilisation and facilitation
- **Wonderful Copenhagen** - destination development and marketing of the Copenhagen region

Transfer Partners Profile

- outline of favorable conditions for transfer

Demographic and economic profile	Main Tourism Challenges	Regulatory Frameworks & Policies	Partnerships	Commitment to Transfer Solution	Contribution to and Expectations from Transfer	Participants in Knowledge Exchange:	Are you our Transfer Partner?
• Medium to large size (250k to > 1M inhabitants) • A significant number of tourists affecting local life and infrastructure. • Several distinctive neighborhoods	• High degree of seasonality (many tourists at once) • Aim to balance the needs of locals and tourists	• Cities that already have some sustainable tourism policies and are interested in working with new, data-driven approaches. • Cities with flexible governance systems that can integrate better decision-making processes.	• Cities with existing or potential partnerships with local organizations, research centers, and businesses.	• Cities committed to implementing CULTIGEN, with a designated coordinator for transfer activities. • Cities willing to contribute with EUR 30.000 (while receiving ERDF funding of EUR 120.000)	• Cities willing to share their local insights, experiences, and resources. • Cities looking to gain better data for decision-making, boost local engagement, and enhance sustainable tourism options.	• A point person to lead knowledge exchange activities • Involvement from local officials, tourism experts, researchers, and representatives from local organizations and businesses.	

The selection of the Transfer Partners will follow some guiding principles:

- Transfer Partners come from different EU Member States
- At least two of the 3 Transfer Partners are located in less developed or transition regions
- The partnership includes cities of different sizes.

Nice to know



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- Transfer partners can choose to replicate the project in whole or in part. They can also choose to participate in knowledge exchange and peer to peer learning.
- Transfer cooperations need to be developed in detail and finally agreed with signing of the contract latest in November 2024.
- For more information on CULTIGEN please see: [CULTIGEN: data-driven and community-focused tourism development and governance | Portico \(urban-initiative.eu\)](#)
- For general information on Transfer Partnerships please see: [5. Transfer | EUI \(urban-initiative.eu\)](#)



Photo credit: Verena Frei; Copenhagen Media Center

Next step

CONTACT

If you have questions or would like to explore a potential collaboration, please contact us:

The City of Copenhagen

Project Manager Ilka Wolter

V97v@kk.dk

+45 2053 7074