

(Text of the slides from the Powerpoint-Presentation)

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The European Commission's CALYPSO Preparatory Action

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Calypso : Background

- **Conferences by the Tourism Unit (Jan 2006, Feb 2007, June 2007, April 2008)**
- **Preparatory Action Approved by European Parliament: "Social Tourism in Europe"**
- **Three Year Programme. Funding Guaranteed for First Year Only (1 Million Euros)**
- **Continuation of Project Depends on Interest from Stakeholders**
- **Open to Member States and Candidate Countries**

Calypso : Target Groups

- **Seniors: over 65 years or Pensioners / Early Retired Citizens that Receive Pension Benefits**
- **Youths: aged 18-30 years**
- **Disabled adult citizens, together with one accompanying person (if needed)**
- **Families (children, parents and/or grandparents) certified by their country's coordinating authority as facing difficult social (financial, personal and/or disability) circumstances.**

Calypso: Rationale

- **Enhances employment (more and better jobs)**
- **Extends the tourism seasonality spread**
- **Strengthens European citizenship**
- **Generates Economic Activity and Growth Across Europe**
- **Improves regional/local economies through the development of social tourism**

Work Programme for 2009

- **Calypso Working Group**
- **Call for Tender: Study on Tourism Exchanges in Europe**
- **Awareness Building Meetings**
- **Visibility to Calypso on Internet**

Study Objectives

- **Catalogue the Main Good Practices**
- **Identify Existing Measures and Examine Difficulties at European and National Level concerning Exchanges in the Four Target Groups**
- **Propose Mechanisms in Tourist Low Season Enabling Target Groups to Travel in Other Countries on the basis of themed programmes and accommodation offers (initiatives from stakeholders: municipalities, charities, parishes, unions, social partners, cooperatives, NGO`s)**

19 Participating Countries

Austria

Belgium

Bulgaria

Croatia

Cyprus

France	Greece	Ireland	Italy	Latvia	Lithuania
Malta	Poland	Portugal	Romania	Slovakia	Slovenia
Spain	Turkey				

Study Tasks

- **TASK 1:** To catalogue the main good practices concerning four target groups across Europe.
- **TASK 2:** To acquire a better insight and potential of the concerned target markets.
- **TASK 3:** To recommend appropriate mechanisms for the development of tourism exchanges amongst Member States/Candidate Countries.
- **TASK 4:** To identify ways and means to increase the attractiveness of the schemes amongst stakeholders from the demand and supply side of each participating country.
- **TASK 5:** To carry out a survey amongst national administrations of countries not participating in Calypso.

Awareness Building Meetings

- Information sessions organised around Europe, in collaboration with Member States and European Stakeholders.
- Main objective: interactive discussion with local stakeholders to give visibility to Calypso and to gauge whether the scheme could be of interest to their particular country.
- 5 Specific Meetings: Spain; France; Poland; Greece and Romania. Concluding Conference in Spain (June 2010).
- Visibility Given Through Other Meetings with Stakeholders (ex. UNAT Annual Meeting in Strasbourg; BITS/ULB Meeting in Blankenberge etc.)

General Scheme to Follow

- Examine existing mechanisms;
- Elaborate upon the difficulties related to inter-European exchanges;
- Propose the most appropriate solutions;
- Catalogue the most representative inter-European good practices;
- Indicate the most appropriate level (national/regional/local) for the managing authority;
- Verify what type of support - if any - is needed at a European level;
- Identify which actors are to be supported.

Thank you!

Tourism site:

http://ec.europa.eu/enterprise/tourism/index_en.htm

European Destinations of Excellence:

<http://www.edenineurope.eu>

<http://www.edentourism.eu>

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