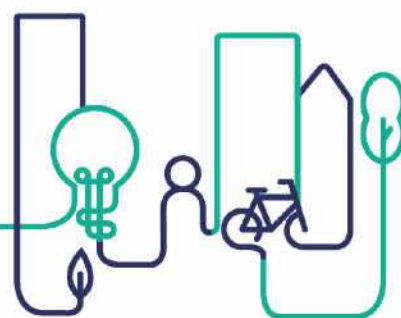


CULTIGEN is an innovation project with a participatory, data-driven, and community-focused approach to sustainable tourism led by the City of Copenhagen and co-financed by the European Urban Initiative.

CHALLENGES

With a significant increase in tourism expected by 2030, CULTIGEN addresses the needs that many European cities, like Copenhagen, share: limited data on visitor behaviour, concentrated tourism in central areas, a lack of local values and perspectives in tourism strategies and non-central neighbourhoods not exploiting their tourism-related potential.



SOLUTIONS

CULTIGEN will pioneer a data-driven and community-focused tourism governance model, informed by local communities and visitors, to better understand their grievances and better inform decision-making. As the backbone of the solution, the project will:

- Develop an Urban Listening Toolkit (ULT) to collect a wide range of data from residents and visitors, integrating qualitative insights and behavioural patterns. This provides a robust foundation for inclusive, data-driven decision-making.
- Develop alternative tourism routes to expand the experience beyond the city centre. Redistributing visitors to less explored neighbourhoods helps showcase their unique characteristics and reduce congestion in central areas.
- Ensure a shared responsibility for tourism development. Thorough co-creation processes, CULTIGEN promotes the harmonisation of the wishes and needs of residents and visitors.
- Ensure training and empowerment, enabling communities to showcase their cultural identity. By fostering sustainable tourism skills, CULTIGEN supports local stakeholders in creating unique experiences that enhance the city's diversity.

DURATION

CULTIGEN runs from 01/12/2024 to 31/05/2028

BUDGET

Total budget of 4,691,760 EUR, with 3,753,408 EUR being funded by the European Urban Initiative.

PARTNERS

CULTIGEN is led by The City of Copenhagen as Main Urban Authority, with Aalborg University, The National Museum of Denmark, StoryHunt, We Do Democracy and Wonderful Copenhagen as partners. Moreover, the project has three European Transfer Partners: Third Municipality of Rome, Bordeaux Metropole and Constanta Municipality.