

Project summary



Project “STRYMONAS COOPERATION CORRIDOR” River PLUS

Kick off meeting

01 July 2020

Plan

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Objectives

Overall objective is to enhance touristic attractiveness of the area through protection and promotion of local natural and cultural heritage and resources.

Specific objectives:

- Sufficient exploitation for development purposes of natural resources and natural environment;
- Increase of the potential and carrying capacity of area's cultural and natural heritage as tourist attractions, in order to - in the long-term - boost tourist flows and revenues in the area and put the tourist sector on a sustainable development path;
- Promote know-how transfer in the areas on restoration, promotion and management of these resources within actions that exhibit considerable CB added value;
- Improvement of the capacities of local actors on the sustainable exploitation of cultural and natural resources;
- Improvement of the protection status of cultural and natural resources of the area;
- Increase of the attractiveness of cultural and natural resources of the area for local and international visitors;
- Increase of tourists traffic of the area;
- Development of a competitive tourist industry, complemented by an improvement in the preservation status of the cultural and natural sites and activities.

Expected outputs

Direct outputs:

- successful management and coordination of the project;
- dissemination of the project's aims, progress and results, through conferences, printed & electronic material, social media and website. The development of a mobile-tablet application is included for the promotion of area's cultural and natural heritage;
 - elaboration of a study for the development of a common touristic identity of the area;
 - implementation of workshops for local touristic businesses, authorities and actors, promoting the innovative touristic knowledge;
 - implementation of training courses for public servants, professionals and local people, improving their capacities on the sustainable exploitation of cultural and natural resources and the promotion of the common identity of the area;
 - elaboration of a study for the identification of best practices in the CB area and their promotion through meetings and common touristic business expeditions;
 - construction of infrastructures for improving the preservation status and the promotion of the cultural and natural sites and activities of the area.

Expected results

Main expected results:

- Better preservation status of area's natural and cultural assets
- Increased attractiveness of cultural and natural assets for local and international visitors
- Increased tourist flows in the area
- Improved capacities of local authorities actors to sustainably use natural and cultural resources in the area, through the improved infrastructures, training of personnel, knowhow and best practices exchange
- Economic growth of the area, development of a competitive tourist industry, complemented by an improvement in the preservation status of the cultural and natural sites and activities
- Increased capacities in the management of tourist resources
- Increased international visibility of the area cultural and natural resources
- Enhanced awareness of local people, professional and visitors on the sustainable exploitation of cultural and natural resources and promotion of the common identity of the area
- Enhanced networking of the people, businesses and authorities of the area, know-how and experiences' sharing.

Activities per WPs (1)

WP 1 - includes all management and coordination actions, according to partners' specific needs;

WP 2 - includes the publicity and information actions, mainly common for the two countries.

Common actions - deliverables include a study about the dissemination and communication strategy, a webpage, a mobile-tablet application for information & promotion of area's cultural and natural heritage and social media pages. All of them will be implemented by PB6

Common action is also the production of an illustrated booklet – guide for the area, implemented by Mun. of Emm. Pappa, and a CD-ROM's with information about the project - produced by Mun. of Strumyani and delivered in schools and public services. The production of a booklet with projects results will be implemented by Mun. of Sintiki.

The printed and electronic material for the publicity of the project, its objectives and content, will rely on the study about the dissemination and communication strategy and will be produced by Mun. of Strumyani for Bulgaria and by Mun. of Sintiki for Greece.

4 international 1-day conferences (opening and closing) will be also implemented, two for every country.

2 thematic, intermediate conferences will be implemented by Mun. of Sintiki and Mun. of Emm. Pappa.

Activities per WPs (2)

WP 3 - includes all the actions for the formation, strengthening and promotion of the common touristic identity of the area, split in two parts.

First part includes the elaboration of a study for the formation of the common touristic identity of the area and implementation of workshops for local actors, as public and municipal services and professional, promoting the innovative touristic knowledge. Both actions will be implemented by PB6.

Second part includes implementation of training courses for public servants (one in each country), guides and tourism professionals (one in each country) and local people – potential entrepreneurs (2 in Bulgaria and 3 in Greece, 1 for each Municipality), improving their capacities on the sustainable development and exploitation of cultural and natural resources and the promotion of the common identity of the area.

A study, implemented by Mun. of Emm. Pappa, will produce the relevant educational material for all the training actions.

Activities per WPs (3)

WP 4 - includes networking and best practices exchange actions: elaboration of a study for the identification of best practices in the CB area and their promotion through six common touristic business expeditions (3 in BG and 3 in GR), all implemented by Mun. of Iraklia; 2 meetings (1 in BG and 1 in GR) are also included for the formation of networks between guides and tourism professionals, implemented by PB6.

WP 5 - includes the construction of facilities (infrastructures and equipment), one in each Municipality, for improving the preservation status and promoting the cultural and natural sites and activities of the area.

Indicators

2 Project indicators to follow:

- 1) Number of cultural and/or natural assets rehabilitated/protected - 5,00
- 2) Increase in expected number of visits to supported sites of cultural or natural heritage and attractions – 42 visits/year

Information and publicity

- Follow Information and publicity guidebook
- All information activities to be communicated with JS Communication and Technical Assistance Officer
- Project logo
- All project activities, implemented by **all PBs**, should be promoted through the project website. **All project deliverables produced by all PBs should be available on the project website for reading and downloading.**
- **English** is the official language of the Programme, thus all deliverables should be produced in **English** or in case they are produced in EL/BG, they should be accompanied by an English abstract.
- Include in all project deliverables: the project and program logo; statement: "The Project is co-funded by the European Regional Development Fund and by national funds of the countries participating in the Interreg V-A "Greece- Bulgaria 2014-2020" Cooperation Programme."; the disclaimer: "The contents of the <report, brochure, survey etc> are sole responsibility of <Beneficiary's name> and can in no way be taken to reflect the views of the European Union, the participating countries the Managing Authority and the Joint Secretariat."

Thanks for the attention!