

## **EUSDR Report June 2012**

### **Priority Area 3** **To promote culture and tourism, people to people contacts**

#### **1. OVERALL PROGRESS**

##### **1.1. State of play**

(In order to develop the economic and social potential of the longest river in Europe, and to preserve the environment in and around the Danube region, the European Council approved the Strategy for the Danube Region (June 2011). The Strategy is operational through 11 priority areas, organized around 4 pillars. The coordination of each priority area is entrusted to "partnerships" composed of two countries in the region<sup>1</sup>. Therefore, the Priority Area "To Promote Culture, Tourism, and People to People Contacts" was established<sup>2</sup>, highlighting the importance of "culture and tourism in the convergence process and in the development of socio-economic and environmental potential in the region"<sup>3</sup> )

Bulgaria (the Ministry of Economy, Energy and Tourism) and Romania (the Ministry of Regional Development and Tourism) are appointed as Coordinators for this Priority Area. (The role of the Coordinators is to ensure the coordination towards attaining the Priority Area's targets, in line with the strategic goals of all Danube countries in the sphere of tourism and culture in order to facilitate implementation of the Strategy). They are working closely with the national contacts from the participating countries, being tasked to coordinate in and between countries, identify relevant contacts and primarily deal with the fulfilment of practical aspects in the work of national structures towards Strategy implementation. The high-level support and commitment of the countries within the Danube region is ensured through the establishment of the Steering Group, with three representatives from each country (14 countries in total, whereby one representative from the country is assigned to cultural issues, one to tourism and one representative is usually representing the respective Ministry of Foreign Affairs).

#### **Priority Area Coordinators' Meetings**

The coordination of the Priority Area activities and the coherent communication flow is ensured through regular meetings and electronic correspondence. A total of 5 PAC meetings took place in 2011, both in Romania and Bulgaria, and 2 PAC meetings have taken place so far in 2012.

(PAC Meeting 1 (Giurgiu – RO) 30 March 2011: The main topic of discussions was focused on the need of common methodology and technical details in the work between PACs (signing of letters, logos, scheduling of meetings, etc.).

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<sup>1</sup> Their task is to coordinate the communication process between the Commission, the EU agencies, national institutions and regional organizations.

<sup>2</sup> This is within the first "pillar" - "Connectivity in the region of the Danube Strategy.

<sup>3</sup> Ref to the EU Strategy for the Danube Region

Outcomes: The coordinators' team was established and the political and expert dialogue was made available.

PAC Meeting 2 (Russe - BG) 15 April 2011: During this meeting the Draft Steering Group Rules of Procedure (RoP) and the Draft Working Group RoP were presented, whereby discussing 4 potential Working Groups pursuant to the PA-3 section of the EUSDR Action Plan.

Analysis of the activities mentioned in the Action Plan was made with regards to the identification of project proposals.

The Coordinators decided that countries had to nominate 2 representatives to the SG meetings (1 for culture and 1 for tourism) as opposed to the EC recommendation of 1 expert per country.

The need for active involvement of experts in culture was discussed.

Outcomes: RoP for the Steering Group and for the potential Working Groups were formulated. An official Letter from the Coordinators was sent to all National Contact Points requesting their nominations for Steering Group members.

PAC Meeting 3 (Bucharest – RO) 27 May 2011: During this meeting the organization of the Pa-3 Kick-off Meeting was discussed in details.

Involvement of "observers" such as Danube Competence Center (DCC), Danube Tourism Commission, UNWTO, etc. and their status in the voting process was discussed.

Particular attention was paid to the opportunities for support to the PA3 coordination team under EU Operational programs regarding the implementation of their duties - e.g. travel costs, organization of meetings, communication campaigns, coordination of the SG work, development of a PA3 website, etc.

Outcomes: A draft Agenda for the Kick-off Meeting was prepared and an Operation Plan was drafted.

A decision was made regarding the voting rights of each SG Member country.

A first Technical Assistance for Coordinators draft was prepared – Coordinators' activities were outlined with relevant budgets.

PAC Meeting 4 (Sofia – BG) 21-22 July 2011: Prior to the meeting, information from 7 countries was generated and analyzed with respect to the formulation of Priority Area Targets. Austria, Bulgaria, Croatia, Germany, Hungary, Slovakia and Serbia provided relevant information reflecting their national policies in both tourism and culture.

During the meeting, discussion on the criteria for "labelling" the projects,

standard form for project/project proposal/project idea description and establishment of the working groups, the type and number of the participants were discussed.

The SG RoP were discussed and revised.

Outcomes: As a result, a first draft of the PA Targets was prepared.

The allocation of EP Technical Assistance for Coordinators of Priority Areas was discussed and specific activities were outlined.

RoP were modified according to the comments SG Members made after the Kick-off Meeting.

PAC Meeting 5 (Bucharest – RO) 1 September 2011: The concrete Technical Assistance activities and related budget were presented; Priority Area Targets were discussed as well as the Standard Project submission form. Discussion was carried out on the Call for proposals under the SEE Program. Specific attention was paid to the “Trans-national cultural routes” project proposal coordinated by the Danube Competence Centre.

Outcomes: Technical Assistance project proposal was submitted to the EC according to deadlines – activities and related budget headings were clearly set.

Decision was made to submit a project proposal for “Trans-national cultural routes” with the following themed routes: “The Route of the Roman Emperors” and “The Danube Wine Route”.

PAC Meeting 6 (Sofia – BG) 16 January 2012: A round-up of results, proposals and recommendations from the High-level Group Meeting on the EU Strategy for the Baltic and Danube Regions was made with special emphasis on the role of Coordinators and the possibilities for steering the establishment of a trans-national financing program.

Special attention was paid to the definition of actions, expected results, responsible institutions, and deadlines with regards to the Priority Area Roadmaps.

The labeling process and the related criteria towards issuing Letters of Recommendation were discussed.

Discussions on the activities and deadlines in the “Technical assistance for coordinators” project were carried out.

Outcomes: It was decided to determine the extent of feasibility of a trans-national financing program and to discuss it with other PACs and EUSDR stakeholders during the 2<sup>nd</sup> NCP/PAC Meeting in Bucharest at the end of January 2012.

A first approach towards the definition of the Roadmaps was formulated as actions from the Action Plan were linked to the Priority Area Targets. The end of February was set as a deadline for the first Draft Roadmaps to be produced.

A decision was made with regards to the Labelling of projects relevant to the Danube region. It was decided to opt for a more basis set of criteria which would leave open the possibility for a greater number of projects to receive Letters of recommendation.

Revision of the activities in “Technical Assistance for PACs” was made with special focus on the communication and awareness raising events foreseen.

PAC Meeting 7 (Bucharest- RO) 11 April 2012: During the meeting a Draft Roadmap on one of the PA Targets - "To establish a Danube brand for the entire region based on already existing work by 2015" was discussed, especially with respect the European Commission's suggestion to streamline the Roadmaps according to the approved targets.

The labelling process was discussed as regards the possibility to align labelling with Roadmaps so long as contribution to the PA Targets is taken as a leading principle.

Outcomes: A common vision on the delivery of Roadmaps was reached and it was decided to submit it to a wide discussion with all Steering Group members.

Preparatory action was taken towards the delivery of the annual PA Report.)

## **Steering Group Meetings**

The Steering Group (SG), bringing on board representatives from line ministries or governmental entity from each participating country, as well as observers on behalf of stakeholders and international organizations, met three times since its establishment.

**The first (Kick-off) SG meeting** was organized in Brussels in June 2011, which was a very good opportunity for all the involved members to present their views and interests in relation to the EUSDR.

During this first meeting, participants discussed the proposed form of the Rules of Procedure for the SG presented by the PACs. It was decided that the final form of the procedures will be adopted during the second SG meeting in Bucharest.

Another important subject that was tackled aimed concerned the PA3 targets . It was agreed that the proposal should be circulated among all members in order to be able to reach a consensus on the subject during the second meeting.

In addition, it was agreed that a list of 3 or 4 national priorities regarding culture and tourism should be submitted by each participating country; a provisional deadline in this respect was set for July 2011.

**The Second meeting** was held in November 2011 in Bucharest. The most important topics addressed concerned the Rules of Procedure for the SG, the targets of PA3 and the Labeling Criteria for EUSDR projects.

the Rules of Procedure were approved with amendments. it was recommended that a Task Force should be established for further clarifications and improvement of the procedures.

Targets of PA3 were also discussed and their final form was approved as follows:

1. "Develop a Danube Brand for the entire Danube Region based on already existing work".
2. "Support the implementation of a harmonized monitoring system, dedicated to tourism, able to provide complete and comparable statistical data in all the 14 states part of the EUSDR."
3. "Develop new and support existing Cultural Routes relevant in the Danube Region".
4. "Develop green tourist products along the Danube Region."

5. "To create a 'Blue Book' on Danube cultural identity."
6. "Ensure the sustainable preservation of cultural heritage and natural values by developing relevant clusters and networks of museums, interpretation and visitors centers within the Danube Region."
7. "Promoting exchange and networking in the field of contemporary arts in the Danube Region."

Another important point on the agenda was the labeling process presented by the Bulgarian Coordinator; a related working process on the subject was discussed.

**The Third meeting of the Steering Group** was held in May 2012 in Sofia. The labeling criteria process, evaluation process, Roadmap and EC Report were on the agenda of the meeting.

Labeling process of the project proposals was proposed and formally approved by the SG Members; the SG members will be in charge of carrying out the process (hence, there is no need to create additional administrative layers). After evaluation of the project proposals by the SG members, filled out evaluation forms -based on the evaluation criteria approved by the SG members-, will be transmitted to the PACs. They will be the ones who, after recounting the scores of the evaluation, will be issuing the Letter of Recommendation when the proposals reach the agreed score.

Roadmap was discussed on Target 1, "Develop a Danube Brand for the entire Danube Region based on already existing work by 2015". The Draft Roadmap was approved and it was agreed to develop also schematic Roadmaps for all the remaining targets.

the Third Steering Groups Meeting decided to establish a working group on branding that is supposed to meet in June/July 2012. One task of the working group would be to prepare Terms of References for the Activity 1 "Analyses" of the presented Draft Road-map "To develop a Danube Brand" till October 2012 ; Finally, it was agreed to hold the 4<sup>th</sup> meeting of the SG, in Romania in the fall of 2012.

## **1.2. Process**

### **Governance:**

As indicated in the previous paragraphs, the governance structure of the Priority Area 3 (PA3) was established, managed by two Priority Area Coordinators, one from Romania and one from Bulgaria. The governance structure includes National Contact Points. In addition, the Steering Group was formed, bringing together 14 countries, with 3 representatives from each one. There are also observers from the Danube Competence Centre, the Council of Danube Cities and Regions, Baden Württemberg CODCR, Danube Tourist Commission, Collegium Hungaricum, UNWTO and EC representatives.

The following countries have reported on national EUSDR governance and coordination structures (in alphabetical order):

AUSTRIA:

1. National governance structures and participation of the PA 3 SG members:

In the area of tourism the Federal Ministry of Economy, Family and Youth coordinates the process of the EU Strategy of the Danube Region in Austria. Thus it represents Austrian tourism interests also in the Steering Group of PA 3.

For the field of culture the EU Strategy for the Danube Region is coordinated by the Ministry for Education, the Arts and Culture and the Ministry for European and International Affairs. Both ministries are represented in the Steering Group for PA 3 for the field of culture.

The three Ministries also participates in the Austrian EUSDR coordination platform, which is meeting on a regular basis and is led by the Federal Chancellery together with the Federal Ministry for European and International Affairs (NCPs).

2. National networks resulting from or explicitly directed at implementing the strategy:

Tourism:

Since in Austria many competences in tourism lie within the Länder (regions), the Ministry has created a Strategy group "Tourism in the EUSDR" where the Länder bordering the Austrian Danube are represented (the Working Group "ARGE Donau Österreich"), but also relevant NGOs, education institutes, other Ministries in charge of subjects complementary to tourism and the Federal Economic Chamber representing the private sector.

The group is regularly informed and updated about recent developments of the EUSDR and PA 3 in particular, and regular meetings are convened in order to discuss important issues more in depth.

Culture:

The creative potential and the cultural heritage of the Danube region are perceived as driving forces for regional development. As from the beginning of the EUSDR process special emphasis was placed on the creation of a Small Project Fund for arts and culture projects in the Danube region. Following the European Agenda in 2012 works are committed to the development of funding lines within the EU Programme "Creative Europe" and the EU Structural Funds (2014-2020).

With regard to the funding period 2014 – 2020 the Austrian Ministry for Education, the Arts and Culture commissioned the Study "The Creative Motor for Regional Development – Arts and Culture Projects and the EU Structural Funding in Austria". It provides a consistent survey and analysis of EU co-funded arts, culture and creative industries projects for the period from 2007 to 2010. More information is available on the website of the Austrian Ministry for Education, the Arts and Culture: <http://www.bmukk.gv.at/europa/sb/kreativmotor.xml>

The Austrian as well as the European networks of the unit for EU Culture Policy and the Austrian Cultural Contact Point are important tools in paving the way for the EU Strategy for the Danube Region.

In this context the Ministry for European and International Affairs highlights the importance of the support of networks in the field of contemporary art.

#### BULGARIA:

A two-level national coordination mechanism:

National high-level group composed by the Ministers of the Line Ministries to guarantee the political commitment towards the implementation of the EUSDR. It is set to meet twice a year and its main objective is to align the macro-regional strategy purposes with those of the Operational and Cooperation programs included in the partnership contracts.

Steering group composed by Deputy-ministers, Directors, Experts and other state administration representatives. Its duties are related to the practical coordination and implementation of the Strategy on all levels and to prepare all relevant documents.

In addition, the coordination mechanism foresees the establishment of teams of experts in each line Ministry who would deal with the implementation of the EUSDR.

#### CROATIA:

1. National governance structures and participation of the PA3 SG members

The Ministry of Tourism represents Croatian tourism in the steering Group of PA3 and participates in the national coordination platform which is led by the Ministry of Foreign and European Affairs.

2. National networks resulting from or explicitly directed at implementing the strategy

Many competences in tourism lie within the Ministry of Tourism so its representatives regularly inform our two Danube regions about developments of the EUSDR (PA3 targets, relevant conferences, workshops and projects etc.).

Croatian Chamber of Economy acts as a partner in the projects Roman Emperors Route and Danube Wine Route together with partners from Serbia, Romania and Bulgaria.

We are aware that there is a need to include more stakeholders (tourist boards, professional association and private sector) in the implementation of the Danube Strategy but they still miss a motivation because they don't see concrete benefits (no concrete funding).

## HUNGARY:

In Hungary the National Contact Point (NCP) of the EU Strategy of the Danube Region is located in the Ministry of Foreign Affairs. Since 1 January 2012 Mr. Balazs Medgyesy is the Special Commissioner for EUSDR. The NCP serves as a coordinating platform, which has meetings on a regular basis, where all Ministries and Governmental Agencies participating in the realization of EUSDR are represented, together with the Steering Group members.

In the area of tourism the Ministry for National Economy coordinates the process of the EUSDR in Hungary. In the current governmental structure culture is located in the Ministry for Human Resources, therefore the Hungarian interests are jointly represented in the Steering Group of PA 3.

## ROMANIA:

A National Forum for the Implementation of the EU Strategy for the Danube Region was created in Romania – a structure that coordinates at a national level the actions and projects Romania carries out as an active part of the EUSDR. The practical methods for the operation of the National Forum consist of Economic Forums organized in various development regions.

The national architecture concerning the implementation of the EUSDR consists of: a steering committee at ministerial level (chaired by the Foreign Minister who is also the executive president of the Forum), an Advisory Board which includes representatives of stakeholders (central and local government, private sector, academic sector and civil society), an Inter-ministerial Working Group at the level of director/general manager, chaired by the national Coordinator of the EUSDR and with the participation of the Coordinators of all Priority Areas that Romania was designated to Co-Coordinate (PA1, PA3, PA5), thematic working groups and the MFA EUSDR Office which serves the general secretariat.

During 2011, there were organized a series of meetings of the ministerial Steering Committee, Advisory Board, inter-ministerial and financial groups; the discussions highlighted the need to continue such consultations and the common interest to hold meetings with the local government, business and academic sector. The discussions also showed that there is an interest for: identifying the collaboration between line ministries and other actors involved in the process of implementing EUSDR projects; updating the list of concrete project proposals for each priority area; the working platforms and targets established by the Steering Groups; creating national Action Groups; methods to coordinate horizontally and setting the event calendar for 2012.

The local government, citizens and civil society play an important role for the implementation of EUSDR projects. They can get involved in the public consultation process, can be active and influence, through their actions, the decisions of the government, can provide feedback during the research stage, in the case of important projects, as well as by advancing their own studies, documents, concrete project proposals or strategies that emphasize the Danube region. Their support is particularly useful and will prove that the internal dialogue, at all levels, is functioning and is efficient. Their contributions are analyzed and, depending on their

coherence, importance and complexity, can become part of the EU Strategy for the Danube Region.

#### SERBIA:

The Government of the Republic of Serbia, on 24 September 2009, made a decision to establish a Working Group for cooperation with the EU in the Danube Region, involving 10 ministries, the Government of the Autonomous Province of Vojvodina, and the Office for European Integration, which has met seven times to February 2012.

The Working Group provides the mechanism for coordinating action within Serbia, and will play the central role in identifying and monitoring projects which fit under the strategy.

The Government of Serbia has appointed a National Coordinator for the Danube Strategy (in the period 3<sup>rd</sup> December 2009 - 8<sup>th</sup> December 2011, it was Mr. Božidar Djelić, Deputy Prime Minister for European Integration<sup>4</sup> and as of 1<sup>st</sup> March Ms. Milica Delević, Director of the Serbian European Integration Office (SEIO)).

#### TECHNICAL ASSISTANCE:

The Coordinators of PA3 are implementing the project "Technical Assistance for the Coordinators of Priority Areas". It was launched at the beginning of 2012 and will last 18 months. The project strives to improve the capacity of the coordinators and to support the cooperation and exchange of experience through the organization of thematic meetings and steering groups. The primary focus is to ensure capacities and prepare for the large part of the activities that will be carried out later on this year; this includes the preparation of procurement procedures. A media and stakeholders event during the International Tourism Fair in Berlin in March 2012 was the first event in the communication campaign.

#### UPCOMING INITIATIVES:

- Danube trip of the Commissioner Hahn- in the period 27.06- 1.07.2012
- "A day for EUSDR" in Leipzig – additional information will be disseminated by Germany;
- 2 seminars organized by PACs in 2012. The seminar regarding development of the Danube brand is to take place in Sofia, in October 2012; With regard to the second one - information will be disseminated additionally to the SG.

(Priority Area Coordinators participation in EUSDR events, seminars, stakeholders' meetings:

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International Conference "Danube+New dimensions, new synergies" (Vienna, March 2011)

Second Working Meeting on the implementation of the EUSBSR (Gdansk, February 2011)

First NCP/PAC Meeting (Godolo, Hungary, May 2011)

High-level International Conference (Danube Floating Conference) (June 2011)

LAbgroup1 Meeting (Budapest, June 2011)

LAbgroup2 Meeting (Belgrade, October 2011)

International Danube Conference on Art and Culture", DONUMENTA (Regensburg, Germany, October 2011)

High level Group meeting HLG 1 (Brussels, November 2011)

International "Big River Conference" under DATOURWAY project (Sofia, November 2011)

International conference "Future Cohesion policy: Strengthening territorial cooperation", organized by INTERACT (Bratislava, December 2011)

Second NCP/PAC Meeting (Bucharest, January 2012)

Communication event during ITB Berlin 2012 (Berlin, March 2012)

1<sup>st</sup> Danube Financial Dialogue (Vienna, March 2012))

### Issues and challenges:

One of the main challenges, is the weak participation in the Steering Group Meetings and in the decision-making process. Only 8-9 countries contribute actively to the attainment of the Priority Area Targets and to the accomplishment of the communication process towards making quality-based decisions. It is well understood that the economic circumstances are not favorable, yet contact with all country members is constantly sought regarding their active participation. There is strong expert and technical support from observer organizations who contribute enormously to the decision-making process.

### **1.3. Funding**

A financial analysis done in the region identifies 38 financial instruments available in the whole Danube region, including grants, loans and guarantees. The analysis also presents that the funds are not equally distributed among the "pillars" of the Strategy or among countries from the region –main difference is between member states and non member states-.

88% of project examples are still in "idea" or "preparation" phase, which means that there is a strong need for initial support for project ideas. The analysis recommends the launch of technical facility to support the preparation of projects (financial analysis, cost-benefit analysis and planning), the application process (concept of the

project grant applications, budget), or the provision of advice and technical assistance to comply with the EU regulatory framework. Obviously, for project with a budgeted capacity of less than E25 million in order to avoid overlapping with Jaspers.

Another possibility is the idea of creating a virtual dialogue between all interested parties as opportunity towards a very broad participation without the need for the allocation of additional funds and time, as it was discussed during the second SG Meeting. It allows the continuous sharing of information regarding the identification of new and innovative forms of financing and project-oriented cooperation.

Technical Assistance for the Coordinators of Priority Area 3 is being implemented with funds granted by the European Parliament with a value of 209,875 Euro, for the support of their management structures and cooperation among all participating countries and region to implement the relevant objectives of the Priority Area. The project has duration of 18 months.

There are no special funds for Danube region projects. Projects approved and implemented during this period are being in their majority co-funded by the EC and national governments at different percentages. Main funds used so far are: Cross Border Cooperation (CBC), South East Territorial Cooperation Programme (SETCP) and Competitiveness and Innovation Framework Program (CIP).

#### **1.4. Next steps**

Activities planned related to the Technical Assistance are:

Publication and dissemination of brochures to promote the objectives in the implementation of the Strategy and in the Priority Area 3 will be conducted. Brochures will be translated into all languages of the Danube Region aiming to reach as many potential stakeholders in the region as possible.

Web-portal with information about the Danube Region, a calendar with feature events and other useful data is still under discussion. Romania will be in charge of the technical assistance.

It is foreseen to organize four seminars with the purpose of promoting the implementation of the Strategy as well as to generate concrete solutions and draft project ideas to contribute to meet the targets. They will be organized tentatively two in 2012 and other two next year.

A fourth SG meeting will be held during the autumn in Romania.

A "Danube brand" Working Group meeting is planned to take place in July in Belgrade. During the meeting the draft Roadmap will be revised, Terms of Reference for the analysis will be drafted, and financing opportunities will be discussed.

## **2. PROGRESS BY TARGET**

### **2.1. "Develop a Danube Brand for the entire Danube Region based on already existing work by 2015."**

2.1.1. To develop the Danube region as a European brand.

- Progress in the implementation of the action:

#### **ACTIVITY 1: ANALYSIS**

Pilot destination analysis based on the need to develop and promote the Danube macro-region as a single tourism destination. Hence, it shall be composed, among others, by the following:

Place-product analysis: assessment of the existing product/service combinations (tourism and supporting infrastructure, tourist attractions, supporting factors, etc.).

Demand analysis:

- target market analysis (motivations, key drivers, interests, demand for services, products, activities, experience, etc....);
- global tourism and travel trends.

Competition analysis: identification of competing products and their respective market strategies, review of strengths and weaknesses of these products.

Stakeholder analysis: assessment of stakeholders (direct and indirect beneficiaries in charge of delivery of tourism products and services) and other key players. Verification of demand for support and improvements as regard the results of the Place-product analysis.

Research on perception:

- internal perception (internal perception of the region identity);
- external perception - target markets.

The situation analysis shall be complemented by an assessment of key horizontal issues, themes, best practices and success stories in regional and macro-regional branding (e.g. Baltic sea countries, other regions), etc. that can serve for developing the Danube brand.

#### **Milestones:**

- Terms of Reference for the analysis: elaborated by a Working Group with mandate from the Priority Area Steering Group
- Choice of executor
- Report

**Start:** month 1

**Duration:** 9 months

**Responsible authority:** consultants

**Budget/Anticipated cost:** 300,000 EUR

**Financing source:** EC, EUSDR member countries' contribution (pool), donor organization

#### **ACTIVITY 2: SINGLE DECISION-MAKING AUTHORITY (SDMA)**

The strategic development of the macro-regional brand shall be steered by a single decision-making authority representative of all EUSDR countries. Marketing senior/s shall be included in order to advise on the actual brand implementation issues – segmentation, communication, etc. Key external stakeholders shall become part of the authority in order to guarantee strong brand interest, endorsement and adoption.

**Milestones:**

- Rules of Procedure: elaborated by a Working Group with mandate by the Priority Area Steering Group
- Single decision-making authority formally established

**Start:** month 1

**Duration:** 3-4 months

**Responsible authority:** PA-3 Steering Group

**Budget/Anticipated cost:** N/A

**Financing source:** N/A

**ACTIVITY 3: INTERNAL COMMUNICATION PLATFORM**

An internal web-based communication platform shall be put in place in order to involve identified stakeholders in the brand development and implementation. Thus, stakeholder buy-in (ownership) will be ensured as well as stakeholders' understanding of both the importance and the content of the brand. The platform will allow for constant communication in order for the brand to remain relevant and comprehensible for stakeholders.

The platform will ensure there are no delays in the dissemination of information regarding the implementation of activities within the scope of this intention; it will enable the logging and dissemination of DOs and DON'Ts as they occur in the course of implementation; it will help raise the interest of donors and other funding sources in supporting activities related to tourism improvement within the Danube region; it will ensure dissemination of best practices and lessons learned from successfully implemented projects and will promote knowledge management system.

The platform will collect and disseminate information on seminars, stakeholders' meetings and networking activities, proceedings and decisions.

**Milestones:**

- Technical parameters: elaborated based on the Stakeholder analysis (number and array of stakeholders, specific stakeholder needs, etc.)
- Choice of executor
- Platform tested and operational

**Start:** month 4

**Duration:** 6-8 months

**Responsible authority:** ICT specialists, SDMA, PA-3 Coordinators

**Budget/Anticipated cost:** TBD

**Financing source:** TBD

#### **ACTIVITY 4: BASIC BRAND DANUBE**

The development of the macro-regional brand shall begin with the definition of a generic brand visualization (logo) to enable the eventual presentation of the destination on the market.

**Milestones:**

- Technical requirements: elaborated as part of the Pilot destination analysis (perception)
- International contest (schools, universities, NGOs, etc. from the Danube region)
- Logo (and slogan) chosen

**Start:** month 4

**Duration:** 4-5 months

**Responsible authority:** SDMA, PA-3 Coordinators, SG members

**Budget/Anticipated cost:** TBD

**Financing source:** TBD

#### **ACTIVITY 5: DESTINATION MANAGEMENT ORGANIZATIONS**

The implementation of the macro-regional brand requires a specific approach which is centralized in terms of decision-making and decentralized in terms of execution of activities. The SDMA will thus induce the (formal) structuring of Destination Management Organizations to execute, coordinate and monitor activities in response to specific local needs and deficiencies (territorial product management, planning and development, quality assurance, marketing strategies, networks and associations, etc.) as regards the integration of macro-regional products.

**Milestones:**

- Overview of existing (national, regional, etc.) DMOs: information provided by SG members
- Existing DMOs become part of the Internal communication platform

**Start:** month 4

**Duration:** 4-5 months

**Responsible authority:** SDMA, PA-3 Coordinators, SG members

**Budget/Anticipated cost:** TBD

**Financing source:** TBD

#### **ACTIVITY 6: SUB-BRANDS**

The construction of the brand content shall be arranged according to identified existing and potential macro-regional products (Place-product analysis) which in turn

shall be translated into sub-brands. This will allow for branding the destination DANUBE according to specific themes that appeal to particular market segments (Demand analysis). The destination branding will be based on several different themes (sub-brands – products) proved to have a reasonable competitive advantage with respect to competing destination brands (Competitor analysis). Themed branding (sub-brands) ensures complementarity in the product-territory relationship vis-à-vis the target segments.

**Milestones:**

- Identification of USPs (existing and potential macro-regional product categories/themes, market potential based on demand, competitors): based on Pilot destination analysis Report
- Definition of sub-brands

**Start:** month 9

**Duration:** 2-3 months

**Responsible authority:** SDMA, PA-3 Coordinators, SG members

**Budget/Anticipated cost:** N/A

**Financing source:** N/A

**ACTIVITY 7: PRODUCT DEVELOPMENT**

The brand context is structured by means of sub-brands based on products/themes, which shall be enhanced through coherent interrelated and complementary territorial management actions to ensure real involvement of local and regional stakeholders in the implementation of the EUSDR and the PA-3 strategic objectives.

The expected outcome of the actions foreseen is the integration of real competitive macro-regional products towards sustaining the integral brand.

**Milestones:**

- Strategic brand decisions are communicated between SDMA and DMOs through internal communication (web-based platform, meetings, etc.)
- DMOs engage in local tourism planning and development process (local consultation and decision-making process)
- Projects elaborated and implemented

**Start:** month 9

**Duration:** N/A

**Responsible authority:** SDMA, PA-3 Coordinators, SG members, DMOs, project leaders

**Budget/Anticipated cost:** TBD

**Financing source:** TBD

**Action: Planning and infrastructure**

Projects for improved infrastructure shall relate to specific elements of the tourism infrastructure within the Danube region, namely:

- Road infrastructure
- Cycling trails
- Hiking trails
- Sign posting
- Tourist ports
- Natural/ Cultural/ Historical sites
- Other attractions
- Etc.

**Action: Quality improvement**

- Regional tourism strategies
- Eco and other labels
- Certification schemes
- Associations
- Supply Chain Management Strategies/ Clustering
- Etc.

**ACTIVITY 8: COMMUNICATION CAMPAIGN**

The communication campaign shall be based on the alignment of sub-brand marketing towards endorsing the macro-regional (integral) brand. The scope of the activity will provide local destinations (territorial product management) with access to the global tourism marketplace.

**Milestones:**

- Definition of target markets/segments based on the Pilot destination analysis Report
- Terms of Reference/design for the promotional campaign: elaborated by the SDMA or by a Working Group with mandate from the Priority Area Steering Group
- Communication projects implemented (print material, web-sites, etc.)

**Start:** month 9

**Duration:** N/A

**Responsible authority:** SDMA, PA-3 Coordinators, SG members, DMOs, project leaders, consultants

**Budget/Anticipated cost:** TBD

**Financing source:** TBD

List of projects associated with the action:

→ Green-Blue Danube.

2.1.2. To establish the Danube Region as important European tourist destination.

- Progress in the implementation of the action:

*In the summary of Action 2.1.1.*

- List of projects associated with the action:

→ *No projects have been associated to this Target.*

2.1.3. *To improve planning and infrastructure for tourism.*

- Progress in the implementation of the action:

### **Creating a regulatory environment appropriate for the implementation**

- *Action Step:* Creating a regulatory environment supporting the development of the tourism-related infrastructure and the route-based infrastructure in the countries of the Danube Region, preparing the affiliated institutions, and mandating the responsible staff and partner organisations.
  - Output: respective new and amended legislation
  - Responsible: SG members
  - Deadline: 31/12/2012

### **Defining areas of development, project planning**

- *Action Step:* The exact definition of the areas of development, creating the development program projects, cost estimation. The thorough detailing of the program projects in the respective countries on a need-basis. Selection and designation of project managers.
- *Projects:*
  - Program manual outlining the areas of development
  - Preliminary cost estimation
  - Selection of partner organisations
    - Output: Final development program project plans, implementing organisations
    - Responsible: SG members and ministries in charge of tourism
    - Deadline: 30/03/2013

### **Preparing the feasibility study regarding the services and related sectors to be developed.**

- *Action Step:* Synchronizing the areas and services to be developed, the sectors capable of implementation and management thereof, in addition to the for-profit and non-profit partner groups. Defining the tasks of the individual stakeholders, their performed services based on their skills and resources available.

- *Project: Feasibility Study*
  - Output: Feasibility Study
  - Responsible: SG members
  - Deadline: 30/06/2013

### **Allocation of Development Funds**

- *Action Step:* Mapping the availability of the funds required by the development processes for the previously estimated costs, allocation of the necessary funds for each individual development area and activities.
- The resource of the funds may be provided by the ERDF or the Cohesion Fund as well as national/regional programmes and may be complemented by preferential long term financing constructions.
  - Output: grants and loans
  - Responsible: SG members, the ministry responsible for the distribution of EU funds
  - Deadline: 30/06/2013

### **Drafting calls for tenders and the execution of the process**

- *Action Step:* Drafting calls for tenders based on the previously created project plans and available information on the funds and sectors, expert and public discussion, tendering. Evaluation of the received applications.
- *Projects:*
  - Application design, call for tenders
    - Responsible: ministries in charge of the distribution of the EU funds, selected partner organisations
    - Deadline: 31/12/13
  - Evaluation of the applications
    - Responsible: ministries in charge of the distribution of the EU funds, selected partner organisations
    - Deadline: 30/06/2014
- List of projects associated with the action:
  - *No projects have been associated to this Target.*

*2.1.4. To support the improvement of the quality of tourism products.*

### **Development and expansion of the qualification system of water tour stops and intersections**

- *Action Step:* The development of the qualification system of water tour stops on the Danube and its tributaries/affluent rivers in the respective countries

(recognising the Hungarian initiatives and best practices). The extension of the qualification system to the countries of the Danube Region.

- *Projects:* The development of the qualification system, establishing the criteria of qualification.
  - Output: one new uniform qualification system
  - Responsible: SG members and relevant stakeholders
  - Deadline: 31/12/2012

### **Qualification of the tour stops**

- *Action Step:* Due to the qualification of the water tour stops, based on the requirements of the classification system, bases are established where the local infrastructural, cultural and tourism-related capabilities will determine the basis for further development of the facilities.
- *Project:* Classification of water tour stops
  - Output: classified water tour stops
  - Responsible: SG members, ministry in charge of tourism
  - Deadline: 31/06/2013
- Progress in the implementation of the action:  
*No Roadmap to associate with this action.*
- List of projects associated with the action:  
→ *No projects have been associated to this Action.*  
  
2.1.5. *To promote wellness tourism in the Region.*
- Progress in the implementation of the action:  
*No Roadmap to associate with this action.*
- List of projects associated with the action:  
→ *No projects have been associated to this Action.*  
  
2.1.6. *To promote short-stay weekend tourism and recreation, as well as longer stays.*
- Progress in the implementation of the action:  
*No Roadmap to associate with this action.*
- List of projects associated with the action:  
→ *No projects associated to this action.*

## **2.2. "Support the implementation of a harmonized monitoring system dedicated to tourism, able to provide complete and comparable statistical data in all the 14 states part of the EUSDR"**

*2.2.1. Action: To collect existing data on cultural activities and establishing a comprehensive data base giving an overview of cultural activities in the Danube Region.*

- Progress in the implementation of the action:

*No Roadmap to associate with this action.*

- List of projects associated with the action:

*→ No projects to be associated to this action.*

## **2.3. "Develop new and support existing Cultural Routes relevant in the Danube Region."**

*2.3.1. Action: To build on cultural diversity as strength of the Danube Region.*

- Progress in the implementation of the action:

*No Roadmap to associate with this action.*

- List of projects associated with the action:

*→ Cultural routes on the lower and middle Danube-Roman Emperors route and Danube wine Route.*

*→ Rescue "Sulina", Romania.*

## **2.4. "Develop green tourist products along the Danube Region."**

*2.4.1. To promote sustainable tourism.*

- Progress in the implementation of the action:

### **Development of the bicycle route networks**

- *Action Step:* The development and expansion of the already existing bicycle route networks and related facilities based on the development programme project plans. The development builds upon the EUROVELO 6 bicycle route network connecting the Atlantic Ocean and the Black Sea. The development projects must connect to the already existing and the to-be-upgraded multi-modal intersections thus ensuring interoperability of the various route-based networks. In addition to connecting the various networks, the individual sections must also present a theme-based tourist destination and attraction.
- *Projects:*
  - Upgrading the already existing routes, replacing and expanding signs, informational boards
  - Expansion of the already existing network by establishing new routes

- Creating theme-based routes connecting to the networks
  - o Output: new/upgraded bicycle route networks connecting to the intersections
  - o Responsible: SG members, ministries in charge of the distribution of EU funds, partner organisations
  - o Deadline: 31/12/2016

### **Development of hiking routes**

- *Action Step:* Given the imperative of the development of the hiking routes, it is important that the new network of routes will enable easy access to the intersections offering complex tourist services. Therefore such connected activities will affect related activities beyond the development of hiking routes.
- *Projects:*
  - Upgrading the already existing routes, replacing and expanding signs, informational boards
  - Expansion of the already existing network by establishing new routes
  - Creating theme-based routes connecting to the networks
    - o Output: new/upgraded pedestrian tour route networks connecting to the intersections
    - o Responsible: SG members, ministries in charge of the distribution of EU funds, partner organisations
    - o Deadline: 31/12/2016

### **Connecting the presentation of the natural and cultural heritage to the route networks**

- *Action Step:* The goal is to establish such complex areas that also present meaningful tourist offerings along the route-based networks so that the various museums, geological sites, natural treasures and other tourist attractions become organic parts of the networks.
- *Projects:*
  - Mapping the area for units that may join the networks (museums, natural treasures, cultural institution/cultural heritage)
  - Establishing common databases
    - o Output: an established network of potential units
    - o Responsible: SG members, ministries responsible for tourism
    - o Deadline: 31/12/2017

### **Promotion of the established network and intersections**

- *Action Step:* It is imperative that the various intersections are not isolated but function as a complex unit thus shared promotional campaigns, a common brand (Danube Brand) and joint offerings are required that will enable the implementation of shared thematic events and their coordination.

- *Projects:*
  - The establishment of the shared promotional campaign (e.g.: uniform website, social networking sites, etc.)
  - Creating the theme for the events
    - Output: the shared image and promotional activities are implemented, thematic events are held
    - Responsible: SG members, ministries responsible for tourism, organisations responsible for tourism marketing, other relevant stakeholders
    - Deadline: 31/12/2018
  
- List of projects associated with the action:
  - *Green tourism sustainable development in the Ukrainian Danube.*
  - *Danube Hike, Hiking in the Danube Region (ongoing).*
  - *TOURNET.*
  - *TRANSDANUBE (application phase)*
  - *Establishment of a biosphere park, Danube, Drava, Mur river (preparation phase)*

*2.4.2. To further develop and intensify Activity Tourism.*

- Progress in the implementation of the action:

*No Roadmap to associate with this action.*
- List of projects associated with the action:

→ *No projects associated with this action.*

## **2.5. "To create a "Blue Book" on Danube cultural identity."**

*2.5.1. Action: To enhance cooperation and contacts between people of different origins, to encourage creativity, and provide a driving force for cultural innovation and economic development, based on heritage, traditions and tourism.*

- Progress in the implementation of the action:

*No Roadmap to associate with this action.*
- List of projects associated with the action:

→ *No projects associated to this Target.*

## **2.6. “Ensure the sustainable preservation of cultural heritage and natural values by developing relevant clusters, and networks of museums, interpretation and visitors centres within the Danube Region.”**

2.6.1. *Action: To further enhance interconnection and cooperation in education and scientific and research activities for tourism.*

- Progress in the implementation of the action:

*No Roadmap to associate with this action.*

- List of projects associated with the action:

→ *Flow, Festival of conversation for culture and science.*

→ *Danube Limes, UNESCO World Heritage.*

→ *DANUBEPARKS Step 2.0 (application phase)*

*Contributing to the Visibility of Roma Culture in Europe (Development phase)*

## **2.7. “Promoting exchange and networking in the field of contemporary arts in the Danube Region.”**

2.7.1. *Action: To promote culture exchange and exchange in the arts.*

- Progress in the implementation of the action:

*No Roadmap to associate with this action.*

- List of projects associated with the action:

→ *Men. River. Art of painting of the Danube countries.*

→ *Danube Cultural Cluster.*

→ *European Literature Days Spitz/ Wachau (ongoing)*

→ *KulturKontakt Austria, founding member Project Traduki (ongoing)*

→ *KulturKontakt Austria, Artist in Residence Programme (ongoing)*

→ *EU XXL Danube Movie Theatres Network (planning phase)*

→ *Danube University, Image Science: SPARKS: Media Art in the Danube Region (panning phase) and MAH HUB (application phase)*

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## **ANNEXES**

Annex 1: Roadmaps to implement each action

Annex 2: Projects approved by the Steering Group

**PROJECTS APPROVED BY THE STEERING GROUP**

<b>Name of the project</b>	<i>Transdanube, Development of Sustainable Mobility for tourism in selected pilot regions.</i>
<b>Action related</b>	<i>T4, Action: To promote sustainable tourism (with focus on sustainable mobility)</i>
<b>Countries involved</b>	<i>Germany, Austria, Slovakia, Hungary, Croatia, Serbia, Bulgaria and Romania.</i>
<b>Funding</b>	<i>EU-funding of ETC-SEE; co-funding rate 85%. Total budget around 2,5 Mio. Euro  Developed and submitted project; evaluation/decision by SEE in May 2012</i>
<b>Stage of implementation</b>	<i>Pending of approval</i>
<b>Description</b>	<i>TRANSDANUBE aims to identify solutions to mobility challenges through sustainable accessibility and interconnectivity on the Danube and within participating regions incl. train, bus, bike and shipping with focus on the accessibility of tourism regions and nature parks. Project partners of Danube countries will implement pilot activities in the field of transport and tourism, from (transnational) concepts, feasibility studies to small scale investments and the development of packages to the promotion of the activities.  Knowledge and awareness shall be raised and existing transnational networks strengthened.</i>
<b>Involvement of the PACs</b>	<i>Bulgarian PAC is Associated Strategic Partner and Observer.</i>
<b>Next steps</b>	

<b>Name of the project</b>	<i>Green Tourism sustainable development in the Ukrainian Danube Delta.</i>
<b>Action related</b>	<i>T4, Develop green tourist products along the Danube Region.</i>
<b>Countries involved</b>	<i>Ukraine and Romania.</i>
<b>Funding</b>	<i>In total 207.000 Euro, including 198.000 from Sponsor Organization and 10.000 from Applicant.  Source: Partnership between Applicant, Partners and Sponsor Organization</i>

<b>Stage of implementation</b>	<i>Project Proposal</i>
<b>Description</b>	<p><i>Tourist potential of the Ukrainian Danube Delta is far from being fully implemented. Tourism activities will become very important component of the socio-economic development of the Ukrainian Danube region in coming future. But the active development of the tourism needed an integrated and balanced approach with maximum preserving of the unique biological and landscape diversity of the Danube Delta.</i></p> <p><i>Sustainable and wise development of the green tourism in the Ukrainian Danube Delta region will be contribution to nature conservation.</i></p>
<b>Involvement of the PACs</b>	<i>Romanian PAC is partner in the project.</i>
<b>Next steps</b>	

<b>Name of the project</b>	<i>CODCR: "Rescue Sulina"</i>
<b>Action related</b>	<i>T3, Develop new and support existing Cultural Routes relevant in the Danube Region.</i>
<b>Countries involved</b>	<i>Romania</i>
<b>Funding</b>	<i>[Amount; sources of funding.]</i>
<b>Stage of implementation</b>	<i>Planning</i>
<b>Description</b>	<p><i>Project aims to restoration of Sulina town through culture and tourism within the larger frame of regional development. Its main features are heritage conservation, urban development, ecological tourism enhancement, economic growth through traditional activities and nature preservation.</i></p>
<b>Involvement of the PACs</b>	<i>Romanian PAC is partner in the project.</i>
<b>Next steps</b>	<i>[How will the Danube Countries build on the project?]</i>

<b>Name of the project</b>	<i>Cultural Routes on the Lower and Middle Danube- Roman Emperors Route and Danube Wine Route.</i>
<b>Action related</b>	<i>T3, Develop new and support existing Cultural routes relevant for the Danube Region.</i>
<b>Countries involved</b>	<i>Croatia, Serbia, Bulgaria, Romania and Danube Competence Centre .</i>

<b>Funding</b>	<i>Amount, 183,359.79 Euro. Source: European Commission Call on Trans-national cooperation projects on European Cultural Routes, 23/G/ENT/CIP/11/B/NO2S008</i>
<b>Stage of implementation</b>	<i>Under implementation</i>
<b>Description</b>	<i>The main objective of the project is to contribute to the diversification of the European tourism offer by promoting 2 cultural routes, tourism offer in the Danube Region.</i>
<b>Involvement of the PACs</b>	<i>Romanian and Bulgarian PAC are project partners.</i>
<b>Next steps</b>	<i>[How will the Danube Countries build on the project?]</i>

<b>Name of the project</b>	<i>DanubeHIKE, Hiking in the Danube Region</i>
<b>Action related</b>	<i>T4, Develop green tourist products along the Danube Region.</i>
<b>Countries involved</b>	<i>Austria, Bulgaria, Slovakia, Germany and Danube Competence Center (DCC).</i>
<b>Funding</b>	<i>Application to the DG enterprise, tourism unit (CIP call for trans-national thematic cooperation) has been approved. The Commission will finance 75%, the rest is contributed by the Austrian Federal Ministry for Economy, Family and Youth, the Slovakian Ministry for Transport, Building and Regional development and the partners.</i>
<b>Stage of implementation</b>	<i>Under implementation</i>
<b>Description</b>	<p><i>The project proposal is based on an Austrian project commissioned by the Federal Ministry of Economy, Family and Youth, which deals with the promotion of the development of cross-border hiking tourism along the Danube.</i></p> <p><i>The project will analyze existing hiking offers, trails and regions along the Danube and develop from this analysis plans for a trans-national Danube Hiking Trail. Concrete new, innovative cross-border hiking tourism products – partly in combination with bike and boat – will be identified and prepared as well as a trans-national marketing strategy for Danube hiking tourism.</i></p>
<b>Involvement of the PACs</b>	<i>Bulgarian PAC is partner in the project.</i>
<b>Next steps</b>	<p><i>The whole region will profit (all Danube countries are involved in implementation, although not partners) from the exchange of experience in terms of hiking tourism, common plans for future (development, marketing, etc.) based on comprehensive analyses.</i></p> <p><i>Strong emphasis is given to local and regional benefit, SMEs</i></p>

	<i>and the hinterland of the Danube.</i>
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<b>Name of the project</b>	<i>Flow, Festival of Conversation for Culture and Science.</i>
<b>Action related</b>	<i>T7, Promoting exchange and networking in the field of contemporary arts in the Danube region..</i>
<b>Countries involved</b>	<i>Austria, Bosnia and Herzegovina, Bulgaria, Croatia, Hungary, Republic of Moldova, Romania, Serbia, Slovakia and Ukraine.</i>
<b>Funding</b>	<i>Austrian Ministry for European and International Affairs with a co-financing of EUR 227,066 of the total budget of EUR 429,980. The project has been submitted for co-funding of around 50% under the Culture Program.</i>
<b>Stage of implementation</b>	<i>Under implementation</i>
<b>Description</b>	<i>The project "Flow "strives to establish a platform for dialogue and creative exchange among artists and scientists in the countries of the Danube Region. The project aims to foster multinational and interdisciplinary cooperation of cultural and scientific communities in order to create sustainable projects that have policy potential to influence the European discussion. By promoting exchange and networking in the field of contemporary arts and sciences in the Danube Region.</i>
<b>Involvement of the PACs</b>	<i>[How do the PACs facilitate the implementation?]</i>
<b>Next steps</b>	<i>[How will the Danube Countries build on the project?]</i>

<b>Name of the project</b>	<i>Men. River. Art of painting of the Danube Countries</i>
<b>Action related</b>	<i>T7, Promoting exchange and networking in the field of contemporary arts in the Danube region.</i>
<b>Countries involved</b>	<i>Germany, Austria,</i>
<b>Funding</b>	<i>Ministry of Science, Art and Research of the Land of Baden-Wurttemberg, Foundation Baden Wurttemberg and Danube Bureau Ulm and Central Museum of Ulm.</i>
<b>Stage of implementation</b>	<i>Under implementation</i>
<b>Description</b>	<i>The aim of the project is to unify the modern, contemporary art in the Danube Region through different expositions throughout the Danube countries. 18 young painters of the Danube region will show their idea of the Danube river connecting west and east in a creative way. The exhibition</i>

	<p><i>will be a commemoration of 20 anniversary of the fall of the Iron Curtain.</i></p> <p><i>The exhibition was presented in Germany in 2011, then Tulca (Romania) and in Bulgaria in March 2012. It is expected that during 2012-2013 the exhibition will travel to the other Danube countries, finishing in Ulm (Germany).</i></p>
<b>Involvement of the PACs</b>	<i>2 young painters from Bulgaria will take part in the exhibition.</i>
<b>Next steps</b>	

<b>Name of the project</b>	<i>TOURNET</i>
<b>Action related</b>	<i>T4, Develop green tourist products along the Danube Region.</i>
<b>Countries involved</b>	<i>Bulgaria and Romania.</i>
<b>Funding</b>	
<b>Stage of implementation</b>	<i>Under implementation.</i>
<b>Description</b>	<i>The aim is to research the potential for alternative tourism in the cross-border area of Bulgaria and Romania along the Danube River.</i>
<b>Involvement of the PACs</b>	<i>PACs are involved as they are country partners in the implementation of the project.</i>
<b>Next steps</b>	

<b>Name of the project</b>	<i>DATOURWAY</i>
<b>Action related</b>	<i>It is related to all the actions of the PA3.</i>
<b>Countries involved</b>	<i>Bulgaria, Romania, Slovakia, Serbia, Croatia, Hungary</i>
<b>Funding</b>	<i>EUR 477,905. Source of Funding: South East Territorial Cooperation Program</i>
<b>Stage of implementation</b>	<i>Finished. Period May 2009-February 2012.</i>
<b>Description</b>	<i>The aim of the project is to enhance and promote transnational cooperation in tourism linked to the various tourist potentials of the river, of the riverbanks as well as the natural beauty of the of the riverside area and architectural assets of the lively towns, cities and villages by the Danube.</i>

<b>Involvement of the PACs</b>	<i>Romanian PAC is project partner and Coordinator of working package activity 5. Through this, pilot project, Romanian PAC developed the "Green ways along the Danube". Bulgaria PAC participated in the activity "Big River Conference" held in Sofia, where the Big River Project Guidebook was presented containing 72 successful tourism related projects.</i>
<b>Next steps</b>	<i>The entire region will profit from new sustainable mobility action plans, means and offers to and along the Danube. The project will be of benefit for the tourists as the inhabitants as well.</i>

<b>Name of the project</b>	<i>Danube Limes UNESCO World Heritage</i>
<b>Action related</b>	<i>T6, Ensure the sustainable preservation of cultural heritage and natural values by developing relevant cluster, and networks of museums, interpretation and visitors centres within the Danube Region.</i>
<b>Countries involved</b>	<i>Hungary, Slovakia, Austria and Germany.</i>
<b>Funding</b>	<i>Total budget: 1.954.000 EUR From this ERDF: 1.596.933,92 EUR. Central Europe Program co-financed by the ERDF.</i>
<b>Stage of implementation</b>	<i>Finished December 2011.</i>
<b>Description</b>	<i>This project concentrates on protecting and developing the Danube Limes monuments by nominating them for World Heritage status. The achievements of this project would increase the significance of the places from Danube Region as tourist destinations and cultural sites and all of this will be to the advantage of the local communities, strengthening the awareness and appreciation for the valuable sites that can be found there, as well as their preservation.</i>
<b>Involvement of the PACs</b>	<i>PACs were not involved.</i>
<b>Next steps</b>	<i>[How will the Danube Countries build on the project?]</i>

<b>Name of the project</b>	<i>Danube Cultural Cluster</i>
<b>Action related</b>	<i>T7, Promoting exchange and networking in the field of contemporary arts in the Danube Region.</i>
<b>Countries involved</b>	<i>Austria, Hungary.</i>
<b>Funding</b>	<i>Ministry</i>
<b>Stage of implementation</b>	<i>Finished in December 2011</i>

<b>Description</b>	<i>The Danube Cultural Cluster was a complex project comprised of several sub-projects. Its primary aim is link the cultural, creative industrial and cultural tourism networks and clusters of the Danube region, as well as projects involving multiple sectors, and to establish a communication and cooperation platform for them while generating own projects with an eye toward enhancing the Danube as a quality cultural brand.</i>
<b>Involvement of the PACs</b>	
<b>Next steps</b>	

<b>Name of the project</b>	<b>Danubeparks Step2.0</b>
<b>Action related</b>	T6, preservation of natural heritage and its sustainable touristic use;
<b>Countries involved</b>	Austria, Romania, Bulgaria, Serbia, Croatia, Hungary, Slovakia and Germany (Moldova as observer)
<b>Funding</b>	Currently in application process for EU funding (ETC-SEE)
<b>Stage of implementation</b>	<i>Application pending</i>
<b>Description</b>	<p>Overall goal is the provision of high quality touristic offer and information on nature-related topics for Danube tourists in all Danube Protected areas.</p> <ul style="list-style-type: none"> <li>- Joint planning of a DANUBEPARKS visitor centre in Hungary, as a focal point of joint communication of the Danube natural value. Additionally, information points about the Protected Areas will be established in all project partners visitor centres.</li> <li>- Assessment of nature-related touristic offers along the Danube will be implemented. The results (study and a map), should raise the know-how about those offers along the Danube, provide the basis for cooperation with other service providers outside of Protected Areas, foster an exchange of experience, and with the help of a gap analysis establish priorities for the development of future offers from the side of the Protected Areas.</li> <li>- Quality guidelines will be developed to be established as development goals for all the DANUBEPARKS protected areas, for reaching an agreed quality level in the future. This will lead to a capacity-building plan for the Protected Areas in tourism-related issues.</li> <li>- As a pilot project regarding the practical implementation of such quality criteria from product development to marketing, pilot offers for the target group of people with disabilities.</li> </ul>

	<ul style="list-style-type: none"> <li>- A carrying capacity tool will be developed, tested by two Protected Areas and transferred to all others. This should serve as a scientific basis for visitor management and development of touristic offers, to ensure the respect of environmental sustainability.</li> </ul>
<b>Involvement of the PACs</b>	<i>There are Romanian and Bulgarian partners in the project.</i>
<b>Next steps</b>	

<b>Name of the project</b>	<b><i>Readme.cc Danube Region Initiative, European Literature Days</i></b>
<b>Action related</b>	<i>T7, Promoting exchange and networking in the field of contemporary arts in the Danube Region.</i>
<b>Countries involved</b>	<i>Austria, Germany, Slovakia, Czech Republic, Hungary, Croatia, Slovenia, Romania, Serbia, Bosnia and Hercegovina, Bulgaria</i>
<b>Funding</b>	<i>Ministry for Education, the Arts and Culture, Land Niederösterreich, Spitz Municipality, pro helvetia, Kulturkontakt Austria, sponsors</i>
<b>Stage of implementation</b>	<i>ongoing</i>
<b>Description</b>	<p><i>The Donauforum of the European Literature Days was inaugurated in Sept 2011. The venue is Spitz an der Donau in the Wachau region.</i></p> <p><i>This project will be continued from 21 to 23 September 2012. In addition to the 'think tank' for visions of a literary Europe and achieving dialogue about the cultural transfer between west – east, north – south, the content will focus on a meeting of authors and literary and cultural agents in a central European region, namely, Wachau.</i></p> <p><i>The central theme of the Donauforum in 2012 is "Europe: Fortress, Trauma and Dream".</i></p> <p><i>The panels will discuss the following topics:</i></p> <p><i>Survival Strategies (Along with developments in the publishing sector, reflection is called for about authors' economic livelihoods in the age of electronic media.)</i></p> <p><i>Literature and Money ('Economists' prose' and literature)</i></p> <p><i>What language do the 'Femmes et Hommes de Lettres' speak in the face of crisis?</i></p>
<b>Involvement of the PACs</b>	<i>Romania and Bulgaria is involved in the project</i>
<b>Next steps</b>	

<b>Name of the project</b>	<b><i>EU XXL Danube Movie Theatres Network</i></b>
<b>Action related</b>	<i>T7, Promoting exchange and networking in the field of contemporary arts in the Danube Region.</i>
<b>Countries involved</b>	<i>Austria, Germany, Romania, Slovakia, Serbia, Hungary, Slovenia, Bosnia Herzegovina and Bulgaria - other interested Danube countries can participate</i>
<b>Funding</b>	<i>Planning phase</i>
<b>Stage of implementation</b>	<i>Planning phase</i>
<b>Description</b>	<p><i>The aim of this project is to establish a network of cinemas preferably in all 14 states that are part of the European Union Danube Strategy. The primary objective is to foster a sense of Danube identity in the Danube Region and to become (again) acquainted with the "old/new" neighbours. Furthermore, the goal is to create a brand "Danube" for movies coming from the region and to enhance the circulation of audiovisual works.</i></p> <p><i>All participating movie theatres shall</i></p> <ul style="list-style-type: none"> <li><i>- have an exchange of knowledge</i></li> <li><i>- describe the individual problems and find common solutions</i></li> <li><i>- develop common marketing structures</i></li> <li><i>- meet certain criteria in order to be able to decorate themselves with the label "Danube Cinema".</i> <i>E.g.: 25 -30 % minimum of their films screened shall be of Danube Region origin,</i></li> <li><i>- serve with access for disabled, provide service for the hearing impaired, integration of all social classes by means of special programs</i></li> </ul>
<b>Involvement of the PACs</b>	
<b>Next steps</b>	

<b>Name of the project</b>	<b><i>Danube University, Image Science: SPARKS: Media Art in the Danube Region</i></b>
<b>Action related</b>	<i>T7, Promoting exchange and networking in the field of contemporary arts in the Danube Region.</i>
<b>Countries involved</b>	<i>Austria, Romania, Croatia, Ukraine, Russia(associate)</i>
<b>Funding</b>	<i>Planning phase/ University (in kind contribution)</i>

<b>Stage of implementation</b>	<i>Planning phase</i>
<b>Description</b>	<p><i>On the foundation of the internationally most comprehensive archive of contemporary media art (<a href="http://www.virtualart.at">www.virtualart.at</a>), the existing collections in Eastern Europe (unknown in Central Europe) will use this established technology for archiving, and step onto the international digital humanities stage. SPARKS will create, expand and integrate Media Art archiving &amp; educational tools in the Danube Region for art academies, universities, schools, museums and for the general public. The Department for Image Science at the Danube-University and its project partners will widen the access to the established and most pervasive form of born-digital art by further developing best-practice archives in AUSTRIA, CROATIA, ROMANIA, UKRAINE, (in assoc. RUSSIA). Extension to institutions in GERMANY, SLOVENIA, HUNGARY, SERBIA, BULGARIA, and the CZECH REPUBLIC would be possible.</i></p> <p><i>Not existing in the archive world, SPARK archives will integrate social network strategies, accessible far beyond the professional world to new audiences, cross-linking thousands of users worldwide. SPARKS will result in a strong, and so far non-existing bridge for better visibility of Eastern European Art on an international scale and visa-versa.</i></p> <p><i>This strengthening of Image Science and its tools in the region will support galleries, museums &amp; exhibition developers as well as education. This project enables national archives to thrive within a context of international connections. Through the further integration with historical collections (<a href="http://www.gssg.at">www.gssg.at</a>) and the expansion of virtual exhibitions, the visibility of the connected archives will enable mass-use of Danube Region cultural heritage.</i></p> <p><b>Related project: MAH-HUB:</b> <i>Establish solid grounds for the understanding and systematic integration of Media Art in our scientific system, application phase: 7<sup>th</sup> Framework Programme (ICT access to cultural resources)</i></p>
<b>Involvement of the PACs</b>	<i>Romania, possible cooperation with Bulgaria</i>
<b>Next steps</b>	

<b>Name of the project</b>	<b><i>KulturKontakt Austria, founding member of project TRADUKI</i></b>
<b>Action related</b>	<i>T7, Promoting exchange and networking in the field of contemporary arts in the Danube Region.</i>
<b>Countries involved</b>	<i>Austria, Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Germany, Kosovo, Macedonia, Montenegro, Romania, Serbia, Slovenia and Switzerland.</i>

<b>Funding</b>	<i>The TRADUKI network was initiated cooperatively by the Federal Ministry for European and International Affairs of the Republic of Austria, Federal Foreign Office of the Federal Republic of Germany, Swiss arts council Pro Helvetia, KulturKontakt Austria, Goethe-Institut and S. Fischer Foundation. The Slovenian Book Agency, JAK, has been a partner of TRADUKI since December 2009, and the Ministry for Culture of the Republic of Croatia since October 2011.</i>
<b>Stage of implementation</b>	<i>ongoing</i>
<b>Description</b>	<i>TRADUKI is a European network for literature and books. The exchange between the participants is to be advanced through a translation program for fiction, the humanities as well as books for children and young people. The program gives a special focus to the translators, whose work as important cultural mediators has given the project its name. Meetings of authors, translators, publishers, librarians, critics and scientists strengthen the exchange of information and foster the cooperation.</i>
<b>Involvement of the PACs</b>	<i>Romania and Bulgaria are involved.</i>
<b>Next steps</b>	

<b>Name of the project</b>	<b><i>KulturKontakt Austria – Artist in Residence Programmes</i></b>
<b>Action related</b>	<i>T7, Promoting exchange and networking in the field of contemporary arts in the Danube Region.</i>
<b>Countries involved</b>	<i>Austria, countries of the Danube region</i>
<b>Funding</b>	<i>KulturKontakt Austria</i>
<b>Stage of implementation</b>	<i>ongoing</i>
<b>Description</b>	<i>KulturKontakt Austria Artists-in-Residence Programmes for visual artists, authors, literary translators, dancers, choreographers</i>  <i>Support for mobility of artists, advanced training, development of an artists` network, development of new forms of artistic cooperation and programmes</i>
<b>Involvement of the PACs</b>	
<b>Next steps</b>	

<b>Name of the project</b>	<b><i>Austrian UNESCO Commission, involvement in projects</i></b>
<b>Action related</b>	<p>1) T4: "Develop green tourist products along the Danube Region."</p> <p>2) T6: "Ensure the sustainable preservation of cultural heritage and natural values by developing relevant clusters, and networks of museums, interpretation and visitors centres within the Danube Region."</p>
<b>Countries involved</b>	<i>Countries of the Danube region</i>
<b>Funding</b>	<i>1 Preparation phase/ 2 Development phase</i>
<b>Stage of implementation</b>	<i>1 Preparation phase/ 2 Development phase</i>
<b>Description</b>	<p>1) <b>Establishment of a biosphere park, Danube, Drava, Mur river</b>, WWF Austria, MAB (Man and Biosphere) national committee, Austrian Academy of Sciences in coordination with UNESCO Commission, partners from Austria, Slovenia, Serbia, Hungary, Croatia</p> <p>2) <b>Contributing to the Visibility of Roma Culture in Europe</b> project by Initiative Minderheiten, Romano Centro and IG Kultur In 2011, the Songs of the Lovara and "Roman", the language of the Romani people of Burgenland, were accepted into the Austrian Inventory of Intangible Cultural Heritage. Considering the highly positive response and the willingness for further cooperation in this field, three Austrian organisations (Initiative Minderheiten, Romano Centro and IG Kultur) decided to develop a multi-national project to raise awareness for Roma Culture in Europe. The project is currently in the development phase. For more information about "Romane Thana – Orte und Plätze der Roma", a recent project under the auspices of the Austrian Commission for UNESCO, please visit <a href="http://romano-centro.org">http://romano-centro.org</a>.</p> <p>3) The Austrian UNESCO Commission is involved in the project <b>Danube Limes UNESCO World Heritage</b>.</p>
<b>Involvement of the PACs</b>	
<b>Next steps</b>	