



Project factsheet - Assessment grid

PROJECT OVERVIEW	
Project Ref. No.	DRP0200231
Project title	Danube Region Programme
Acronym	MYSTICAL DANUBE
Priority axis	3. - A more social Danube Region
SO	3.3 - CultureAndTourism
Lead partner	Zadar County Rural Development Agency
Lead partner country	Hrvatska (HR)
Lead partner legal status	Public
Project duration	30
Total Interreg Funds	1583707.58
Total Eligible Budget	1979634.48

Project Summary

The MYSTICAL DANUBE will address several challenges and needs in the Danube Region related to the valorisation of natural and intangible cultural heritage as tourism asset and their contribution to regional economic development and social inclusion. High unemployment rate and social exclusion is recognisable in the rural and less visited areas of the Danube region, especially among different disadvantaged groups (youth, elderly, minorities, women and people with disabilities). Disparity in unemployment is also seen between western and eastern European countries and between EU countries and non-EU countries of the Danube region. Tourism as an important economic branch that hosts many employments is not evenly distributed within each country yet alone, region. Project region is rich in natural and intangible cultural heritage. This richness is especially seen in the rural and less visited areas through local stories, legends and knowledge originating from this rich and amazing natural sites and they are at major risk of being left out and/or forgotten. People holding this knowledge are already old or have emigrated these areas. In this project, we would like to contribute to community development in rural and less visited areas on each participating country level through transnational valorisation of natural heritage and intangible cultural heritage that is deeply connected and intertwined with the local community. The main project objective is to develop a coordinated joint transnational approach in the valorisation of natural and intangible cultural heritage as a tourism asset in rural and less visited areas in the DRP area. Transnational approach will be reached through joint cooperation between different stakeholders on local, regional and national levels, from all participating countries and in experience and knowledge exchange. Local community is a great resource that can enhance economic development of a certain region, and at the same time feel included and as a contributing member of the community and society in general. We want to include local community, and especially the disadvantaged groups in creation of community-based tourism services that will be part of a new thematic route (the Green and Mystical Danube Storytelling Route) created within the project, as a social innovation. Also, we want to include the local community members (special focus on disadvantaged groups in each region) in capacity building activities for the provision of these services which will enhance their employment, social inclusion and economic development in the DRP area. The project's main outputs will include 1 joint strategy for the valorisation of natural and intangible cultural heritage in rural and less visited areas of the Danube region, 10 Pilot site Action plans for the development of sustainable community tourism services and products, 23 partner organisations cooperating across borders and a jointly developed solution for transnational tourism development tested as a pilot action on 10 Pilot sites as a new thematic route, the Green and Mystical Danube Storytelling Route, with the mobile

app showing the route and its features in terms of sites and available touristic services and set up contact points at Pilot sites. Contact points with the mobile app will be a place for local stories and myths to be narrated by newly trained local storytellers, but also to transpose and introduce people to other Pilot sites with their stories and legends. Our innovative approach combines natural and intangible cultural heritage as a new tourism asset within the transnational context that will enhance local community employment and community development.

LIST OF PROJECT PARTNERS

No.	Institution name	Country	Total Interreg funds	Total eligible budget
AGRRA	Zadar County Rural Development Agency	Hrvatska (HR)	276000.00	345000.00
BSC KRANJ	BSC, Business support Centre L.t.d., Kranj	Slovenija (SI)	171520.00	214400.00
PI REDEA	Public Institution for the Development of the Me#imurje County REDEA	Hrvatska (HR)	161159.58	201449.48
EcoZoneAda Huja	Business association for sport, recreation, rehabilitation and business Eco zone Ada Huja	Serbia (RS)	109224.00	136530.00
CIDEA	City Development Agency Banja Luka	Bosnia and Herzegovina (BA)	120492.00	150615.00
BROZ	BROZ – Regional association for nature conservation	Slovensko (SK)	171520.00	214400.00
AUZP	Agency for management of protected areas of Podgorica	Crna Gora (ME)	139824.00	174780.00
CEEweb	CEEweb for Biodiversity	Magyarország (HU)	197000.00	246250.00
MAT	Ministry of Entrepreneurship and Tourism (MET)	România (RO)	123048.00	153810.00
RDA BSC SMEs	Regional Development Agency with Business Support Centre for Small and Medium-sized Enterprises	Bulgaria (BG)	113920.00	142400.00
TOTAL (EUR)			1583707.58	1979634.48

LIST OF ASSOCIATED PARTNERS

No.	Institution name	Country
AGRRA	Municipality of Kolan	Hrvatska (HR)
CIDEA	Tourism Organization Banja Luka	Bosnia and Herzegovina (BA)
AGRRA	WeEurope	Italia (IT)
AGRRA	Rzeszow Regional Development Agency	Polska (PL)
CEEweb	Hungarian Open Air Museum	Magyarország (HU)
RDA BSC SMEs	Plovdiv District Administration	Bulgaria (BG)
	Ministry of Development, Public Works and	

MAT	Administration	România (RO)
MAT	CALARASI COUNTY COUNCIL	România (RO)
CIDEA	Ministry of Trade and Tourism of the Republic of Srpska	Bosnia and Herzegovina (BA)
EcoZoneAda Huja	Tourist organization of Belgrade	Serbia (RS)
BSC KRANJ	Regional development council	Slovenija (SI)
CEEweb	Hungarian Tourism Agency	Magyarország (HU)
BROZ	Regional development agency Komárno	Slovensko (SK)