



Project factsheet - Assessment grid

PROJECT OVERVIEW	
Project Ref. No.	DRP0200775
Project title	Danube Region Programme
Acronym	IBC
Priority axis	3. - A more social Danube Region
SO	3.3 - CultureAndTourism
Lead partner	Westpannon Regional and Economic Development Public Nonprofit Ltd.
Lead partner country	Magyarország (HU)
Lead partner legal status	Public
Project duration	30
Total Interreg Funds	2175355.20
Total Eligible Budget	2719194.00

Project Summary

Several transnational cycle trails have been developed in the Danube region as innovative tools of sustainable tourism and mobility, valorising a rich and diverse natural/cultural heritage. These trails, especially sections leading through overall peripheral border areas are usually facing complex demographic problems: outward migration, ageing society, higher shares of vulnerable groups, pockets of poverty. These problems, along with deficiencies in infrastructure, services result in generally less attractive trails that are not appearing as marketable offers at international cycling tourism markets. Effective, wide scale capitalization of local tangible and intangible heritage along the trails is usually weak since inclusive, community-based initiatives are scarce and unconnected. The IBC project aims at valorising natural and cultural assets in disadvantaged border areas by a transnational development of cycling trails focusing on inclusion of local vulnerable groups. IBC pilots and solutions for inclusive trail management and targeting the silver age groups, accompanied by transnational marketing and promotional activities will lead to an accessible network of socially inclusive cycling trails with European acceptance. Shifting focus from cycling planning to socially inclusive trail development/management will mobilise local communities' cultural assets and social capital, increasing social cohesion at all levels. Creating innovative and tailor-made tourism products for silver age groups will allow to exploit a growing cycling tourism demand potential, while joint marketing and transferability strategies will contribute to make socially inclusive cycling products more competitive focusing on socially responsible customers from the most developed European markets. To achieve the goals, the IBC project will target already existing cycling trails in border areas. An experienced partnership will ensure to develop sustainable and replicable results.

LIST OF PROJECT PARTNERS

No.	Institution name	Country	Total Interreg funds	Total eligible budget
WPRED	Westpannon Regional and Economic Development Public Nonprofit Ltd.	Magyarország (HU)	236960.00	296200.00

CROST	CROST Regional Development Nonprofit Ltd	Magyarország (HU)	184336.00	230420.00
ISKRIVA	Iskriva, Institute for Development of Local Potentials	Slovenija (SI)	162091.20	202614.00
ARCTUR	Arctur computer engineering d.o.o.	Slovenija (SI)	76336.00	95420.00
RCMS	Development centre Murska Sobota	Slovenija (SI)	172336.00	215420.00
KKZ	Koprivnica Križevci County	Hrvatska (HR)	172336.00	215420.00
TZMZ	Tourism Board of Me#imurje County	Hrvatska (HR)	116336.00	145420.00
GREEN OSIJEK	Association for Nature and Environment Protection Green Osijek	Hrvatska (HR)	120336.00	150420.00
EKOPOLIS	Ekopolis Foundation	Slovensko (SK)	111136.00	138920.00
INCDT	National Institute for Research and Development in Tourism	România (RO)	93136.00	116420.00
TIMIS	Timis County Council	România (RO)	80336.00	100420.00
MOA	Municipality of Apatin	Serbia (RS)	128336.00	160420.00
COS	City of Sombor	Serbia (RS)	92336.00	115420.00
MFARM	Moldsilva Forestry Agency of Republic of Moldova	Moldova (MD)	120336.00	150420.00
TRAIL ANGELS	Trail Angels GmbH	Österreich (AT)	200336.00	250420.00
Vulkanland	Tourism Association Thermal- & Vulkanland	Österreich (AT)	108336.00	135420.00
TOTAL (EUR)			2175355.20	2719194.00

LIST OF ASSOCIATED PARTNERS

No.	Institution name	Country
CROST	Government of Somogy County	Magyarország (HU)
CROST	Government of Baranya County	Magyarország (HU)
CROST	Mohács Sokci Reading Club	Magyarország (HU)
WPRED	Zala County Self-Government	Magyarország (HU)
WPRED	Centre for Development of Active and Ecotourism Nonprofit Ltd	Magyarország (HU)
CROST	Villány-Siklós Wine Route Association	Magyarország (HU)
RCMS	Youth information and cultural center Murska Sobota	Slovenija (SI)
KKZ	Varaždin county	Hrvatska (HR)

TZMZ	Association of Penisoners of Me#imurje County	Hrvatska (HR)
COS	Humanitarian association of Germans minority „St. Gerhard"	Serbia (RS)
COS	Tourism organisation of Vojvodina	Serbia (RS)
MOA	Association of citizens "Breza" (Birch) Apatin	Serbia (RS)
MOA	Centre for culture and education Sonta	Serbia (RS)
MOA	Municipal Association of Pensioners Apatin	Serbia (RS)
TIMIS	Timis County Youth Foundaion	România (RO)
TRAIL ANGELS	Austrian Energy Agency, National EuroVelo Coordination Centre, Austira	Österreich (AT)
INCDT	European Cultural Tourism Network (ECTN)	Belgique /België (BE)
TIMIS	OTELEC COMMUNE	România (RO)
MFARM	Association of Tourism Development in Moldova	Moldova (MD)
WPRED	Local Association of Local Authorities, Prikarpattia Amalgamated Territorial Communities Dev. Agency	Ukraine (UA)