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A more social Danube Region

8 June 2022, 9.30 – 11.30 CET
online seminar

Specific objective 3.3

Socio-economic
development
through heritage,
culture and tourism



Presentation content

- Transnational cooperation and the Danube Region
- The funding opportunity: context, SO 3.3
- Needs and challenges
- The funding opportunity SO 3.3 focus and types of activities
- Target groups
- Expected results
- Budget
- Progressing towards the call and beyond
- Q & A



Transnational Cooperation

- An instrument of the EU Cohesion policy
- Financially supports cooperation projects beyond national level
- In a geographically defined area in order to address common needs and challenges
- Complements the mainstream programmes
- Brings together policy makers, academia, research, civil society and private actors



Danube Region

From a region of barriers to a region of flows



Heterogeneous and diverse in terms of natural environment, cultural aspects, socio-economic development

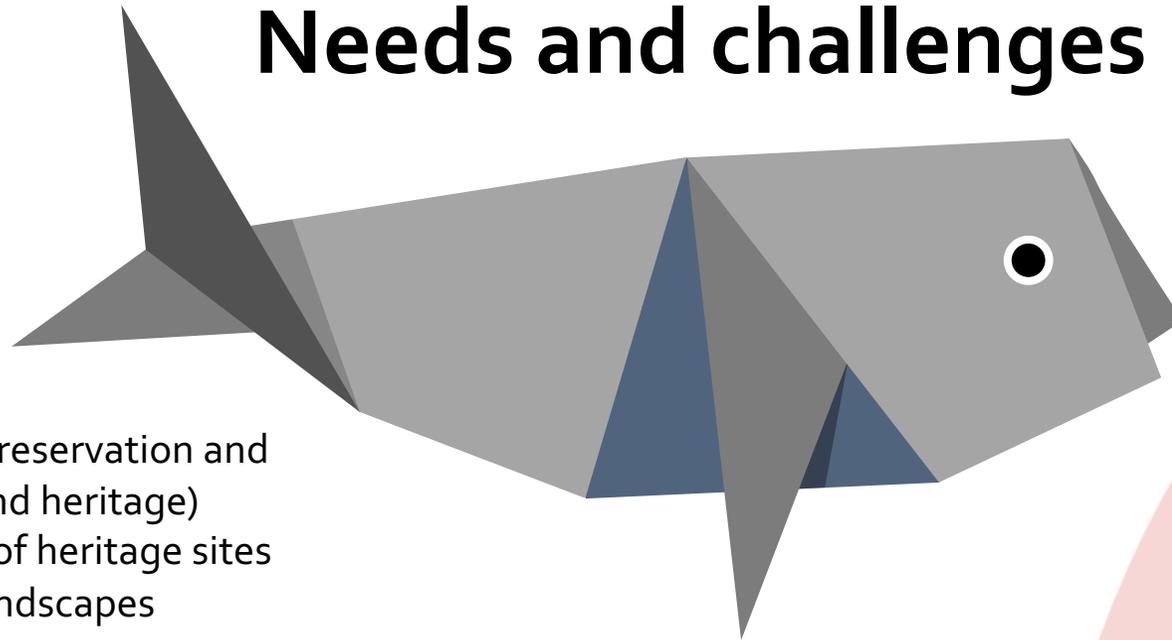
A unique situation with the opportunity to develop a better integration of the Danube space

Highly fragmented political and administrative status

Highest number of countries (14) - highest number of borders

EU and non-EU countries but the region includes EU measures for stronger cohesion with accession & neighbourhood policies

Needs and challenges



Coordinated preservation and (destination and heritage) management of heritage sites and cultural landscapes

Fostering the integrated social, economic and environmental local development, cultural heritage and security, including for rural and remote areas also through community-led local development

Cooperation of stakeholder institutions on heritage valorisation

Historically limited access to cultural and heritage assets and initiatives, both in a geographical and a socially inclusive sense in the Danube region

Weak level of social innovation

Insufficient efforts for making the assets and initiatives available to all, even if this can be a challenging process for minorities and rural and remote areas

Missing inclusive strategic planning to guide and coordinate the valorisation in many of the remote, rural areas and smaller settlements which are confronted with a lack of in depth recognition of the heritage and cultural assets value and the potential that they have

Priority 3

A more social Danube Region

Enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation



Specific Objective 3.3

Focus 1

Valorisation of local cultural and natural heritage for the development of sustainable tourism products and tourism services in order to increase regional added value and employment

Focus 2

Improvement of accessibility of cultural and natural heritage for all, amongst others youth and vulnerable groups in order to promote social inclusion

Focus 3

Promoting community led natural and cultural heritage management and associated nature based and cultural tourism in rural areas and small cities

Types of possible actions SO 3.3.(1)



Valorisation of joint natural and cultural heritage and cultural activities through the elaboration of new or improved thematic initiatives for example cultural, hiking, cycling or other thematic routes and initiatives across the macro-region with a special focus on rural or less visited areas

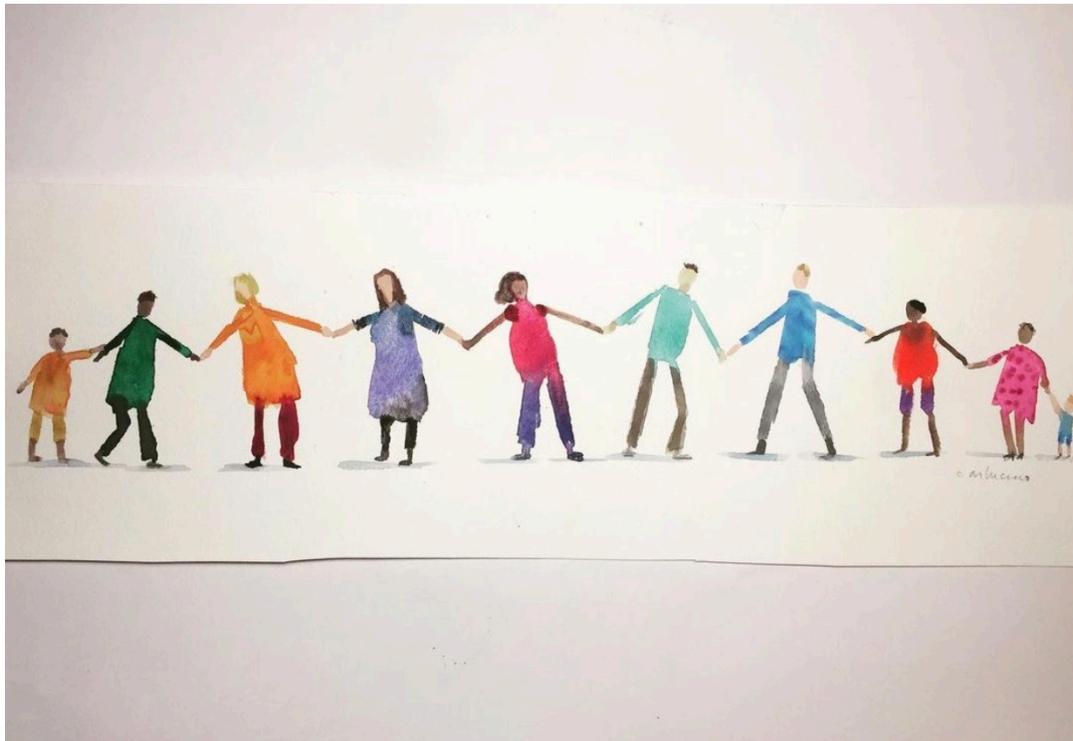
Capacity building in social innovation to better support valorisation of joint cultural and natural heritage, in particular for tourism and their heritage management schemes (study, collection, preservation, digitalization, exhibition and re-interpretation of joint tangible and intangible elements)

Types of possible actions SO 3.3.(2)



Promote sustainable and slow tourism concepts, planning methodologies, model regions, and management tools in the Danube Region, in regions of mass tourism as well as in regions having a weakly developed tourism sector, including those at risk due to climate change. Actions should promote and safeguard employability and employment possibilities to vulnerable groups of host communities, and capitalise on EUSDR projects in the interconnected areas of culture, nature and tourism

Types of possible actions SO 3.3.(3)



Capacity building and development of innovative models for community based tourism to better secure the engagement of host communities by involving them in the planning, management and implementation tourism development in their respective regions

Improving the accessibility of tourism and culture infrastructure, products and services for vulnerable groups, such as minorities, people with disabilities, the elderly and youth in regions with low levels of accessibility and high levels of vulnerable groups. Innovative approaches involving digitization, digitalization, artificial intelligence and the internet of things are encouraged.

Types of possible actions SO 3.3.(4)



Promoting quality products, services and transnational infrastructure in the tourism and culture sector to support the social inclusion of disadvantaged people via new employment forms and job opportunities. This especially in relation to regions with a high share of ethnic minorities and areas with a large share of population at risk of poverty including the youth, elderly or disabled

What is not supported



Projects with pre-dominant focus on research and data collection activities without translating their outcomes into applied solutions and, or policy strategies, planning

Projects without the expected social consideration

Projects with pre-dominant focus on infrastructure

Training which is not part of piloting e. g. expanding existing training



Target Groups



Local, regional and national public authorities and organisations established and managed by public authorities responsible for environmental, tourist and cultural issues, sectoral agencies, regional development agencies, social enterprises, employment organisations, tourist operators, tourist information centres (points), regional tourism boards/ destination management organisations and museums, research and development institutions, universities with research facilities, business support organisation (e.g. chamber of commerce, business innovations centres), higher education, education/training centre and school, NGOs, private enterprises including SME.

Expected results

New and widened understandings of the value of local nature, cultural heritage and the local community and how this connects more widely in the Danube Region

Concepts, plans and models will result in accessible natural and cultural heritage and community involved valorisation of this through tourism



Strengthened, widened existing touristic offer and the offer will be expanded with new initiatives finding the understanding and space to develop

The foundation will be provided for social inclusion through new and expanded community involvement in planning and with capacity built to support employment opportunities including social enterprises and SMEs



Integration of non-EU countries

„**INTERREG fund**“ – bringing together ERDF, IPA and NDICI funds will facilitate **equal participation of non-EU partners**.

Each project has to involve at least **three directly financing partners** from three different countries of the Programme area: the Lead Partner and at least two Project Partners.

Project should involve at least one partner from EU Member States.

Potential applicants from **non-EU Member States** can be **Lead Applicants**.

The **involvement of** relevant organisations from DRP **non-EU Member States** is part of the quality assessment.



Budget

- The **Interreg funds budget** of the programme is **EUR 213,103,953.00**, which represents a single amount for all the 14 countries participating in the programme
- Maximum **EU contribution is 80%** in 2021-2027 programming period
- **50% of the budget** will be available **in the 1st Call for Proposals**
- Total allocated **budget** for the projects under **Priority Area 3: EUR 51,302,804**
- No advance payment of Interreg contribution!!!
- Reimbursed on periodically reported PP's cost-basis!!!
- Project partners need sufficient cash-flow capacities!!!



Follow developments



- DTP website:
- general information,
- (draft-) Danube Programme document
- Call for Proposals announcement,
- DRP events (e.g thematic webinars, kick-off event, Lead Applicants' Seminar)
- DTP National Contact Points
- National events (e.g. national info days)
- DRP Project Officer (e.g. bilateral consultations)
- EUSDR PAs (particularly PA3)

**Danube Region
Programme**



Co-funded by
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<https://www.interreg-danube.eu/about-dtp/new-funding-2021-2027>