

**Interreg**  
**Greece-Bulgaria**  
**Access2Heritage**



EUROPEAN UNION

European Regional Development Fund

access to  
**HERITAGE**  
whatever it takes

The project is co-funded by the European Union  
and National Funds of the participating countries



**INTERREG V-A COOPERATION PROGRAMME**  
**GREECE – BULGARIA 2014 – 2020**

# Access2Heritage

An introduction to the Project



## PROJECT TITLE

Pathways of accessible heritage tourism

## PRIORITY AXIS

A Sustainable and Climate adaptable  
Cross-Border area

## THEMATIC OBJECTIVE

Preserving and protecting the environment and  
promoting resource efficiency

## INVESTMENT PRIORITY

Conserving, protecting, promoting and  
developing natural and cultural heritage

## SPECIFIC OBJECTIVE

To valorise CB area cultural and natural  
heritage for tourist purposes

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### Partners from Greece



Rodopi Mountain Range National Park

[www.fdor.gr](http://www.fdor.gr)



Regional Development Fund of Central Macedonia

[www.rdfcm.gr](http://www.rdfcm.gr)



Municipality of Volvi

[www.dimosvolvis.gr](http://www.dimosvolvis.gr)



National Confederation of Disabled People

[www.esamea.gr](http://www.esamea.gr)



Technological Educational Institute of Central Macedonia

[www.teicm.gr](http://www.teicm.gr)

### Partners from Bulgaria



Local Economic Development Agency - Razlog

[www.leda-bg.org](http://www.leda-bg.org)



Union of Disabled People in Bulgaria

[www.disability-bg.org](http://www.disability-bg.org)



Ecoworld Rhodopes Association

[www.ecorodopi.eu](http://www.ecorodopi.eu)

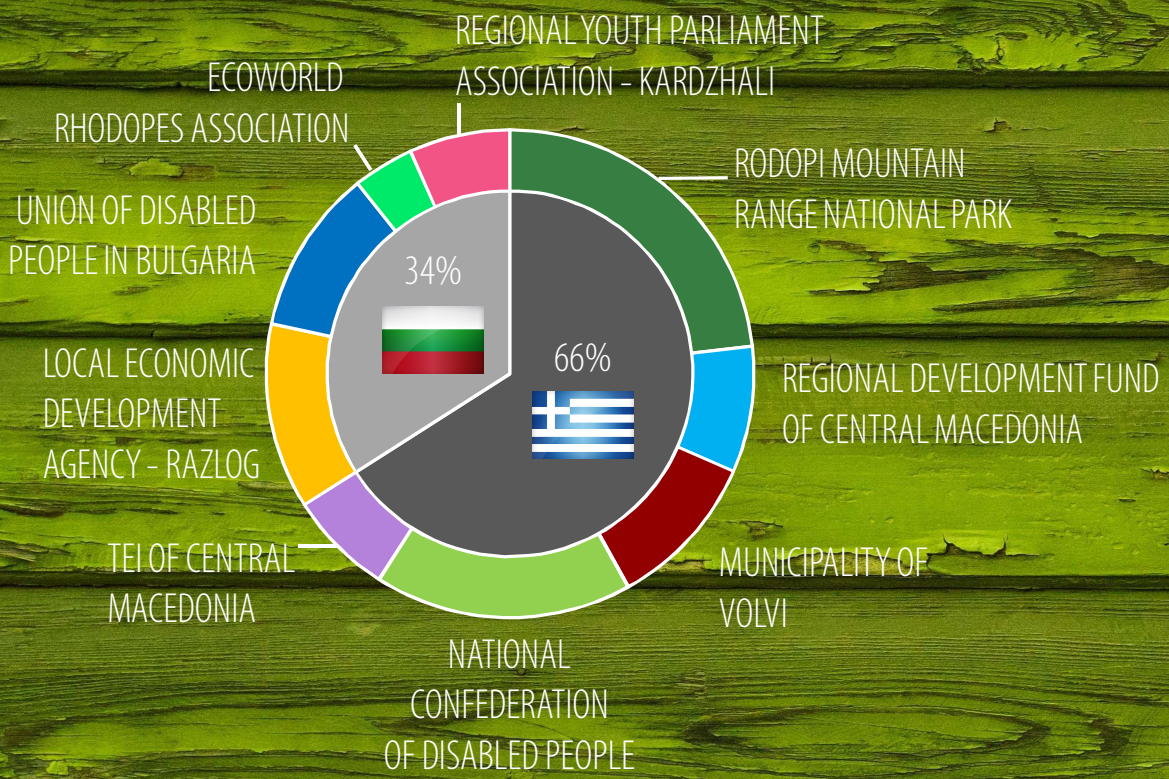
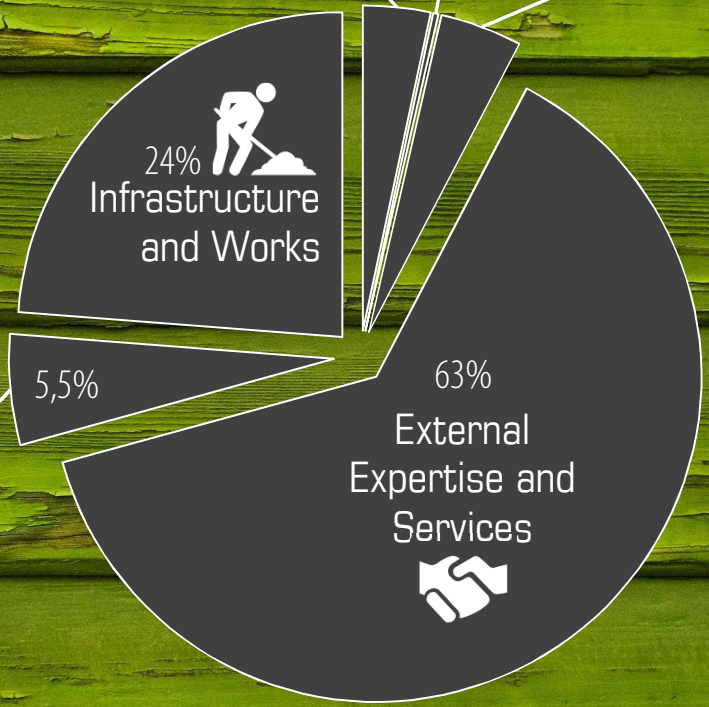


Regional Youth Parliament Association - Kardzhali





1.295.840,00



24 months





## Project Funding: Per partner

Project Beneficiary	Country	(1) Union support	%	(2) National Co-financing =(a) + (b)	%	National Counterpart Type		(3) Total =(1)+(2)
						(a) National Public Funding	(b) National Private Funding	
<b>LB (P1)</b>	Greece	255.425,00 €	85	45.075,00 €	15	45.075,00 €	0,00 €	300.500,00 €
<b>PB2</b>	Greece	92.225,00 €	85	16.275,00 €	15	16.275,00 €	0,00 €	108.500,00 €
<b>PB3</b>	Greece	114.325,00 €	85	20.175,00 €	15	20.175,00 €	0,00 €	134.500,00 €
<b>PB4</b>	Bulgaria	135.490,00 €	85	23.910,00 €	15	23.910,00 €	0,00 €	159.400,00 €
<b>PB5</b>	Greece	188.139,00 €	85	33.201,00 €	15	33.201,00 €	0,00 €	221.340,00 €
<b>PB6</b>	Bulgaria	120.955,00 €	85	21.345,00 €	15	21.345,00 €	0,00 €	142.300,00 €
<b>PB7</b>	Greece	76.500,00 €	85	13.500,00 €	15	13.500,00 €	0,00 €	90.000,00 €
<b>PB8</b>	Bulgaria	44.540,00 €	85	7.860,00 €	15	7.860,00 €	0,00 €	52.400,00 €
<b>PB9</b>	Bulgaria	73.865,00 €	85	13.035,00 €	15	13.035,00 €	0,00 €	86.900,00 €
<b>TOTALS</b>		<b>1.101.464,00 €</b>	<b>85</b>	<b>194.376,00 €</b>	<b>15</b>	<b>194.376,00 €</b>	<b>0,00 €</b>	<b>1.295.840,00 €</b>



## Project Funding: Per country

Project Beneficiary	Co-financing source	(1) Union support	(2) National Co-financing =(a) + (b)	National Counterpart Type		(3) Total =(1)+(2)
				(a) National Public Funding	(b) National Private Funding	
<b>Bulgaria</b>	ERDF	374.850,00 €	66.150,00 €	66.150,00 €	0,00 €	441.000,00 €
<b>Greece</b>	ERDF	726.614,00 €	128.226,00 €	128.226,00 €	0,00 €	854.840,00 €
<b>TOTALS</b>		<b>1.101.464,00 €</b>	<b>194.376,00 €</b>	<b>194.376,00 €</b>	<b>0,00 €</b>	<b>1.295.840,00 €</b>



## Project Funding: Per WP and Budget Line

	Staff Costs	Office and Administration	Travel and Accommodation	External Expertise and Services	Equipment	Infrastructure and Works	TOTALS
<b>WP 1</b>	27.096,00 €	864,00 €	10.145,00 €	83.872,00 €			121.977,00 €
<b>WP 2</b>			3.667,50 €	86.430,50 €			90.098,00 €
<b>WP 3 - Pilots</b>				16.650,00 €	51.697,00 €	308.000,00 €	376.347,00 €
<b>WP 4 - Capacity</b>	15.120,00 €	2.268,00 €		251.943,00 €			269.331,00 €
<b>WP 5 - Promo</b>	1.162,00 €			327.450,00 €	19.500,00 €		348.112,00 €
<b>WP 6 - Outreach</b>			38.800,00 €	51.175,00 €			89.975,00 €
<b>TOTALS</b>	<b>43.378,00 €</b>	<b>3.132,00 €</b>	<b>52.612,50 €</b>	<b>817.520,50 €</b>	<b>71.197,00 €</b>	<b>308.000,00 €</b>	<b>1.295.840,00 €</b>

## A few words about the Programme

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- ▶ Approved by the European Commission on 09/09/2015 by Decision C (2015) 6283
- ▶ Total budget  $\approx$  **€130M** (85% ERDF funding and 15% national contribution)
- ▶ **4 Priority Axes** (Competition-Innovation, Sustainability-Climate adaptability, Interconnection, Social Inclusion)
- ▶ Eligibility area: **40.202 km<sup>2</sup>** and a total population of **2.7 million inhabitants**  
*4 Regions (territorial units at NUTS II level), 11 Districts (territorial units at NUTS III level)*

### Expected results

- improved entrepreneurial climate
- better access to key markets and a wider customer base for SMEs
- increased resilience to cross border natural disasters (floods)
- increased tourist traffic in the border area
- reduced travel times and improved traffic safety



## A few words about the Programme

11 regions are eligible in the Interreg V-A Greece-Bulgaria

### In Greece

Regions (NUTS III) of  
Evros, Xanthi, Rodopi,  
Drama, Kavala,  
Thessaloniki and Serres

### In Bulgaria

Regions (NUTS III) of  
Blagoevgrad, Haskovo,  
Smolyan and Kardzhali





# A few words about the Programme

9 partners in Access2Heritage

## In Greece

Regions (NUTS III) of  
Evros, Xanthi, Rodopi,  
Drama, Kavala,  
Thessaloniki and Serres

## In Bulgaria

Regions (NUTS III) of  
Blagoevgrad, Haskovo,  
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## Call for proposals

Call for proposals	<b>2<sup>nd</sup> CALL FOR PROJECT PROPOSALS</b>
Priority axis	2. A Sustainable and climate adaptable Cross-Border area
Thematic Priority	6. Preserving and protecting the environment and promoting resource efficiency
Investment Priority	6c. Conserving, protecting, promoting and developing natural and cultural heritage
Specific Objective	<b>4. To valorize cross border area cultural and natural heritage for tourist purposes</b>
Budget	max. 1.500.000 euro
Number of partners	max. 10
Indicators	<ul style="list-style-type: none"> <li>• <b>Increase in expected number of visits to supported sites of cultural or natural heritage and attractions (visits/year)</b></li> <li>• <b>Number of cultural and/or natural assets rehabilitated/protected</b></li> </ul>



## Call for proposals: Indicative actions for SO4

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### ▶ Capacity-building actions

- knowledge transfer and exchange of good practices in the area of preservation of natural and cultural heritage
- joint development and pilot testing of innovative techniques in the area of cultural heritage preservation, including training

### ▶ Rehabilitation / protection of cultural assets of cross-border significance

### ▶ Actions that support the better interpretation of natural and cultural heritage

### ▶ Cross border area-wide cultural initiatives

- joint events/actions **promoting cultural identity** (including traditional agricultural products specific to the CB area) and enhancing the **awareness of CB area heritage**
- youth **cross-border exchanges**
- cross-border **exchanges of cultural events** (including art and archaeological exhibitions)
- actions to **re-invent/preserve traditional jobs**



## Call for proposals: Guiding principles

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Projects have to:

- ▶ demonstrate an **added value resulting from cross-border cooperation** and clearly illustrate the contribution expected from each partner
- ▶ define the **precise need(s) addressed by the project**, how this affects each partner, and the specific benefits expected from the cooperation
- ▶ observe the **principles of sustainable and inclusive growth**
- ▶ produce **disabled-accessible results**, especially as far as cultural facilities are concerned, as well as every cultural initiative (events, exhibitions, services provided etc.)



## A few words about the project concept

In the years ahead, the tourist sector in both countries must be further supported

The attractiveness of tourist activity in the region needs to be improved

The natural and cultural assets of the CB area, **our tangible and intangible heritage**, make up an inseparable element of tourist development

But, we need to start **thinking out of the box**

- ▶ **Better and new** tourist services and products must be created, including for **new target groups**
- ▶ **Innovative, responsible** and **sustainable** ways of promoting and capitalizing our joint heritage need to be proposed and tested

- art forms
- customs & traditions of a region
- museums & art exhibitions
- monuments & archaeological sites
- areas of extraordinary architecture
- architecture, traditional settlements and historical centres
- cultural events
- etc.

**Heritage of CB significance**



## A few words about the project concept

The irony is that those who could gain the most from being for instance in the nature, the disabled, have the hardest time getting in

All these years we receive numerous complaints from nature and culture enthusiasts, about the lack of accessibility compliance of our sites

There's a natural tendency to want a one-size-fits-all solution, but that's not the nature of access

There are many things to consider aside from accessibility laws: the wide-ranging needs of people with various disabling conditions; the particular characteristics of each site; the potential impact on natural and cultural resources; and the cost of infrastructure changes

For instance, nature reserves, not only protect habitat-stressed species, but also provide recreation and welfare services to people

*According to the American Society of Landscape Architects:*

The physical and psychological benefits of spending time outdoors – hiking, biking, paddling, birding or just enjoying a trailside picnic while in nature – have multiple benefits for those suffering from post traumatic stress disorder, obesity, heart disease, depression, type II diabetes and more

**Site accessibility matters**



## The project concept

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**A**

holistic approach – a joint strategy  
common action plan, both short-term and long-term  
series of pilot measures, tools and initiatives

**FOR**

increasing the attractiveness  
improving the promotion

**OF**

our cultural, historic  
and natural assets

**ITC**

tourists with disabilities  
senior tourists  
tourists with reduced mobility in general

▶ Boost tourism development and thus local economy ◀



## The project concept

There are several reasons and facts that justify **OUR VISION AND BELIEF**:

This particular cross-border area can be introduced and established world-wide as an attractive and competitive **INTERNATIONAL DESTINATION FOR HERITAGE TOURISM FOR ALL**, including for disabled and senior tourism

These are related to:

- the **richness** of our natural & cultural heritage
- the **particular characteristics** of the area's assets and traditions (e.g., cultural mix, traditions, thermal springs, clean air, lakes, rivers and coast line, etc.)
- the **changing mindset**, the **accumulated experience** and the **momentum**\*

(\*) During the past programming period, in the frame of **A4All Project**, we cooperated on the creation of methodologies and tools for the accessibility of the **urban environment**, while the project **Accessible Cities** focused on pilot accessibility improvement works and on accessibility assessment and communication



This shall now be enriched with the development of new relevant tools concerning cultural assets (archaeological sites, monasteries, museums, festivals, etc.) and the natural environment (green spaces, forests, rivers, lakes, beaches, etc.)

## Project objectives

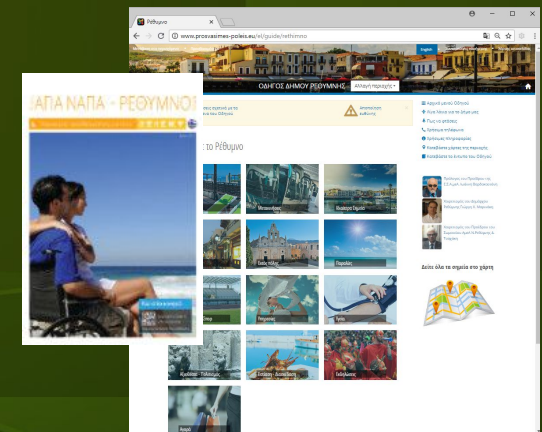
- ▶ to create and make available **knowledge and tools** for supporting the development of accessible heritage tourism, in the frame of the common goal of the cross-border region for sustainability
- ▶ to collect and communicate **accurate accessibility information** for senior tourists and tourists with disabilities and their families, including for non-popular \* assets of the CB area
- ▶ to **apply and test novel concepts for improving the accessibility** of natural and cultural heritage
- ▶ to develop a series of **plans and resources** to support the systematic improvement of the tourist product and relevant services of both areas
- ▶ to **attract the emerging tourism market segment of tourists with disabilities** – already recognized at international level as qualitative and loyal tourists

(\*) As it is mentioned in the *Diagnostic Analysis-Environment* of the present Programme, important natural resources have not been sufficiently exploited for development purposes in the past



## Project main outputs

- ▶ Accessibility information and data about important natural and cultural assets for tourism development
- ▶ A joint study for strategic planning and pilot actions defined for the protection and sustainable development (economic, environment, social) of assets in the CB
- ▶ Cultural assets and natural environment accessibility guidelines and good practices manual
- ▶ Pilot and innovative works and interventions based on “Design For All” principles
- ▶ Promotional actions such as:
  - a multilingual fully accessible web portal, including interactive material
  - a printed guide of accessible routes and points of interest within the CB area, made available in multiple alternative formats accessible to disabled persons



## Project main outputs (cont.)

- ▶ Awareness and capacity building actions such as:
  - disability awareness campaign towards the local population and entrepreneurs
  - seminars for tourism businesses and professionals of the CB area
  - training workshops for authorities and organizations responsible for the protection, management and promotion of assets of cultural and natural heritage
- ▶ A policy recommendation paper for the best support of senior tourists and tourists with disabilities
- ▶ A new International Conference and Fair on Accessible Heritage Tourism
- ▶ A methodology for collecting and monitoring data about tourism statistics, activities, motives etc.
- ▶ A visitor behavior & satisfaction survey - report on numbers of visits and satisfaction levels



## Most important envisioned results

- ▶ The transfer of knowledge and exchange of good practice between partners and stakeholders
- ▶ Raising of awareness about the economic significance of accessible tourism
- ▶ Better capitalization of currently underexploited heritage assets
- ▶ The improvement of the tourism product and the release of new services that meet the requirements and preferences of senior and disabled tourists
- ▶ The strengthening of the tourist flow in the CB region and consequently the strengthening of the local economy and entrepreneurship associated with tourism and the local market
- ▶ The conservation and creation of jobs to fight against the large scale unemployment of the local population
- ▶ The creation of an integrated travel experience for all tourists across the CB area
- ▶ Branding of the CB area as a destination friendly to senior and disabled persons

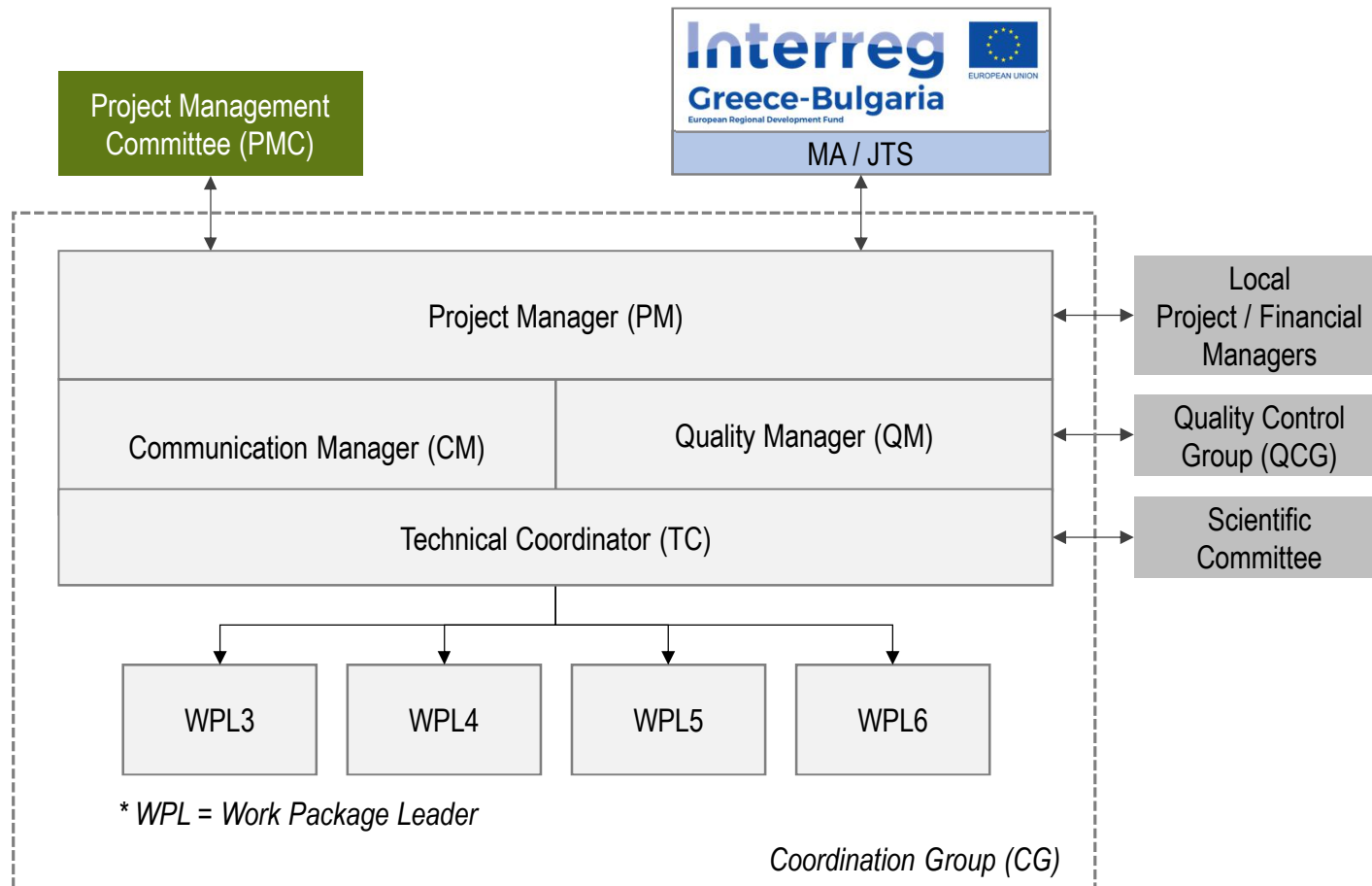
## Overview of the Project work packages

1 common vision • 6 interrelated work packages • 24 joint sub-activities

WP no	WP Title	Start	End	Cost
WP 1	Project Management & Coordination	15/12/2017	14/12/2019	121.977,00 €
WP 2	Communication & Dissemination	15/12/2017	14/12/2019	90.098,00 €
WP 3	Pilot rehabilitation and accessibility improvement works	15/1/2018	14/12/2019	376.347,00 €
WP 4	Capacity building	15/12/2017	14/12/2019	269.331,00 €
WP 5	Heritage promotion and identity building	15/1/2018	14/12/2019	348.112,00 €
WP 6	Initiatives beyond the CB area and abroad	15/12/2017	14/12/2019	89.975,00 €
<b>Total</b>		<b>15/12/2017</b>	<b>14/12/2019</b>	<b>1.295.840,00 €</b>



# Project Management



## Information and Publicity Strategy

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The **guiding principles** for shaping the project's **information and publicity strategy** are:

- ✓ the production of advertising material in formats accessible for all
- ✓ diffusion throughout the border region and to achieve communication with the direct and indirect beneficiaries within and outside the CB area
- ✓ information and promoting the active participation of the public and target groups in project activities through publicity events and sensitization / activation as also through the use of digital channels and tools
- ✓ cooperation and use of local / regional media, adjusted to local conditions, to ensure further penetration in local communities and markets



**Communication Plan**



# Interreg Greece-Bulgaria Access2Heritage



EUROPEAN UNION

European Regional Development Fund

## Pathways of accessible heritage tourism

The Project is co-funded by the European Regional Development Fund and by national funds of the countries participating in the Interreg

