

## Summaries of Approved Projects from the 1st Deadline of the Open Call in the Frame of Cooperation Programme Interreg V-A Slovenia - Croatia

*The projects were approved at the Monitoring Committee of the programme Interreg V-A Slovenia - Croatia. The ERDF Subsidy Contract has not been signed yet.*

*Summaries of the projects were prepared by the applicants in the context of submitted project applications.*

### ***Priority Axis 2 Preservation and sustainable use of natural and cultural resources (specific objective 2.1. Active heritage preservation through sustainable tourism)***

**Project acronym: Mala barka 2 (1.839.786,75 EUR ERDF)**

**Lead Partner:** Primorsko – goranska županija

**Project Partners:** Turistička zajednica Primorsko – goranske županije, Pomorski i povijesni muzej Hrvatskog primorja Rijeka, Udruga i Ekomuzej „Kuća o batani“, Občina Izola, Turistička zajednica Izola, Občina Piran, Pomorski muzej-Museo del mare “Sergej Mašera” Piran-Pirano

The main project goal is preservation, protection, promotion and development of the maritime heritage in the border area through the valorisation of the principles of sustainable tourism. The project will protect realistic and unrealistic maritime heritage throughout the coastal part of the border area and will use them for the development and creation of a joint tourist product. Cross-border cooperation multiplies the effect, as the joint development promises better quality and greater efficiency and exchange of tourists. Maritime heritage is a large, untapped tourism potential of both countries. Given the trend of changing habits of tourists who are becoming increasingly mobile and during their stay they wish to visit more cities and countries, small distances between destinations can satisfy their needs. In this way, we are becoming a unique tourist area.

Integrated cross-border cultural tourism product will integrate contents and will increase the economic, social and cultural cross-border exchange. Tourist operators will promote the two border regions as one integrated cross-border destination by promoting the similarity of the Regions and the complementarity of the common cultural offerings.

The key result will be increase in the number of visitors of the border area, increase in the number of permanently protected artifacts of maritimes realistic and unrealistic heritage (with interpretational centers, virtual museums, base of maritime heritage, technical characteristics of vessels), increase in tourism infrastructure, based on the maritime heritage (interpretation centers Nerezine, Krk, Izola and Piran, reconstruction of small boats, which will be "live" examples and showroom specimens in small harbors and on regattas), increase in the number of educated children and visitors about marine crafts and arts (Academy of marine crafts and skills) and identification of the whole coastal frontier area as a single tourist destination.

**Project acronym: DETOX (772.181,21 EUR ERDF)**

**Lead Partner:** Občina Lenart

**Project Partners:** Gradski muzej Varaždin, Univerza v Mariboru, Fakulteta za elektrotehniko, računalništvo in informatiko, Općina Vinica, Občina Sveti Andraž v Slovenskih goricah, Općina Donja Voća, Občina Sveta Ana

**Associated Partners:** Javni Zavod Republike Slovenije za varstvo kulturne dediščine, Turistička zajednica Varaždinske županije (TZ)

The offer in the rural area of the programme is not connected; it is average, and boring for today's demanding visitor. JOINT CHALLENGES, addressed by the project: connect the dispersed offer and »DETOXify« people, overburdened with stress. The project will teach about the cultural heritage in a fun and »DETOXicating« way. GENERAL PROJECT OBJECTIVE is to actively preserve ethnological heritage of rural areas and include it in the CB sustainable tourism package. EXPECTED CHANGE is a connected and attractive offer - revival of ethno tourism with increase of cultural heritage visitors by 8,000 visits. MAIN OUTPUTS: DETOX PACKAGE, that will combine 4 types of life of our ancestors: modern technology (3D holographic virtual live demonstrations of life - as "3D adventure room"), e-library (preserved old books), ethno outdoor cinema (old SI-HR films) and 6 renovated cultural heritage objects for implementation of DETOX workshops in a real environment (practical demonstrations of life the way it used to be). JOINT CB APPLICATION will unite data on heritage, tourism offer, SMEs, etc. in one place (data, available at present, is very sparse, not connected and scattered through different web pages). It will also enable a virtual tour of traditional farms. Outputs will be USED by inhabitants (more employment opportunities), tourists (attractive and diverse offer), owners of heritage objects and SMEs (included in the supply and joint application), partners (better visibility and connectedness). PLANNED APPROACH is directed at DEVELOPMENT OF HERITAGE CONSERVATION. A mere local or national approach would not connect the offer, a CB COOPERATION is therefore necessary. Joint promotion of DETOX package will enable synergy effects on the development of the CB area and its economy. The project is INNOVATIVE as it will introduce a completely new 3D holographic concept of showing life in traditional homes. We will arrange the FIRST 3D EXPERIENTIAL ETHNO HOUSE in the programme area.

**Project acronym: ENJOYHERITAGE (1.038.312,39 EUR ERDF)**

**Lead Partner:** Občina Slovenska Bistrica

**Project Partners:** Grad Ozalj, Javna ustanova za upravljanje zaštićenim dijelovima prirode Krapinsko-zagorske županije, Javna ustanova „Park prirode Žumberak - Samoborsko gorje“, Općina Vrsar, Zavod za turizem Maribor – Pohorje, Zavod Republike Slovenije za varstvo narave

**Associated Partners:** Ministrstvo za gospodarski razvoj in tehnologijo (MGRT), Grad Krapina

The project area involves the cross-border area in Slovenia and Croatia with their outstanding natural, cultural and geological history. It represents a connection among the Pannonian, Alpine and coastal world, a unique space, which connects us all since ancient times. In this area began the development of man (Krapina Neanderthal) and Europe (discovered archaeological sites from the period of the genesis of Europe and the migration of nations). This is where the common challenge for the future comes from: man, nature and landscape. The areas are bounded by the considerable similarity of structural features, similar geographic configuration which enable a wide natural and biological diversity, the richness of the water and the rocks as well as the diversity of the cultural landscape. The involved areas have a large part of pristine nature which is unknown and whose potential is unfulfilled. Residents in these areas are mainly farmers, wine producers or people involved in tourism. They are united by a common desire to preserve the settlement of the hinterland and protect natural and cultural resources. They have a common vision about the relationship among the individual dispersed elements of heritage and the diversion of visitors from most visited sights to the ones worth seeing in the hinterland. Fundamental to the preservation and protection of the environment is the raising of public awareness on sustainable natural development. It is important that these skills are learnt at the early stage of life. Throughout the project we will search for ways in which we can invite people especially the youngsters back to nature since precisely they spend less and less of their free time there. We want to inspire them for living in rural areas so they can recognize and exploit potentials for development and new employment opportunities. We want to achieve the set up goals in an innovative way which will build on the existing knowledge and disseminate new approaches broadly.