Rivers Connecting Cross-border Region towards Croatian Accession to the European Union

- Brochure of Additional 29 Projects / Annex to the Book of 140 Projects published in June 2013 -
  - Revision in December 2015 -

Magyarország-Horvátország Határon Átnyúló Együttműködési Program
2007-2013

Program prekogranične suradnje Mađarska-Hrvatska

Hungary-Croatia Cross-border Co-operation Programme
2007-2013
Hungary-Croatia Cross-border Co-operation Programme 2007-2013

Rivers Connecting Cross-border Region towards Croatian Accession to the European Union

- Brochure of Additional 29 Projects / Annex to the Book of 140 Projects published in June 2013 -

December 2015
Palace of Arts, BUDAPEST, Hungary
- June 2013 -
The book of 140 projects of the Hungary-Croatia Cross-border IPA Co-operation Programme 2007-2013 was published in June 2003 with the title “Rivers Connecting Cross-border Region towards Croatian Accession to the European Union”. The 200-pages book has been a product catalogue of the Programme which has aimed at providing a comprehensive picture about the period 2007-2013, summarising the activities and results of the projects, and demonstrating best practises. It was presented to project participants, Lead Beneficiaries and their Project Partners as well as the institutions involved in the Programme’s management and implementation at the Accession Conference in Vukovar on 20 September 2013.

The book made its public debut on 26 June 2013 in Budapest in the Palace of Arts at the celebration of Croatia’s EU Accession, organised by the Croatian Embassy to Hungary and with the support of the Government of Hungary and under the auspices of the Croatian and Hungarian presidents, Mr. Ivo Josipović and Mr. János Áder. Host of the event, Ambassador of the Republic Croatia in Hungary, His Excellency Mr. Gordan Grlić Radman promoted this 200-pages edition of the Programme in his welcome note addressed to more than 500 guests of the reception, held before the special accession Croatian-Hungarian philharmonic concert.

Since then, Croatian EU accession on 1 July 2013 and the Hungary-Croatia CBC Accession Conference in Vukovar, the revised Programming Document of the Hungary-Croatia Cross-border Co-operation Programme 2007-2013 was approved by the European Commission on 18 December 2013, reflecting Croatian EU membership. The closing Conference of the Programme was held in Čakovec, Croatia, on 10 September 2015. The Joint Monitoring Committee of the Programme as the main decision-making body, since the end of June 2013 has selected 29 projects from the reserve list of the third Call for Proposals, which, with December 2015, makes final number of 169 selected joint projects.

These additional 29 Third Call projects have been summarised by the Hungary-Croatia Joint Technical Secretariat (JTS) and their achievements are presented now in this brochure which is a follow-up to the book “Rivers Connecting Cross-border Region towards Croatian Accession to the European Union”.

Hereby we would like to thank once again everybody who has helped in the preparation of this brochure, from the JTS colleagues and all responsible bodies and persons within the Programme structures, to the Lead Beneficiaries and their Project Partners. We hope that projects successfully used this additional chance for promoting their results which at the same time can act as a solid foundation for the success of the Interreg V-A Hungary-Croatia Co-operation Programme 2014-2020, bringing closer a future prosperous cross-border area with two participating EU Member States.

We wish you pleasant reading!

**dr. Márton Szűcs**  
*Head of Hungary-Croatia JTS*

**Tvrtko Čelan**  
*Programme and communication manager, Hungary-Croatia JTS*

**Antonija Bedeniković**  
*JTS Information Point*
## List of projects - Third Call - reserve list (29 projects) selected for funding by the JMC from June 2013 to June 2015

<table>
<thead>
<tr>
<th>PROJECT ID</th>
<th>PROJECT TITLE</th>
<th>ACRONYM OF THE PROJECT</th>
<th>LEAD BENEFICIARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>HUHR/1101/1.1.1/0005</td>
<td>Landscape Rehabilitation and Protection of Biodiversity within the Framework of the Co-operation for a Trans-boundary Biosphere Reserve</td>
<td>Three Rivers = One Aim</td>
<td>JAVNA USTANOVA ZA UPRAVLJANJE ZAŠTITENIM DIJELOVIMA PRIRODE I EKOLOŠKOM MREŽOM VIROVITIČKO-PODRAVSKU ŽUPANIJE (HR)</td>
</tr>
<tr>
<td>HUHR/1101/1.1.2/0002</td>
<td>Removal of the wood remains endangering the shipping on the Drava River</td>
<td>Drava’s riverbed cleaning</td>
<td>DÉL-DUNÁNTÚLI VÍZÜGYI IGAZGATÓSÁG (HU)</td>
</tr>
<tr>
<td>HUHR/1101/1.1.2/0005</td>
<td>Creating preconditions for responsible waste management in cross - border region</td>
<td>REGION2SUSTAIN</td>
<td>Unikom d.o.o., Osijek (HR)</td>
</tr>
<tr>
<td>HUHR/1101/1.2.2/1014</td>
<td>On the bike from Balaton to Adriatic</td>
<td>BA Biking</td>
<td>GRAD KRIŽEVI (HR)</td>
</tr>
<tr>
<td>HUHR/1101/1.2.3/0001</td>
<td>Development of cross-border gastronomy routes in the Pannonian Basin</td>
<td>PANNON FLAVOURS</td>
<td>DÉL-DUNÁNTÚLI IDEGENFORGALMI KÖZHASZNÚ NONPROFIT KFT. (HU)</td>
</tr>
<tr>
<td>HUHR/1101/1.2.3/0003</td>
<td>Industrial Legacy of Pannonia</td>
<td>ILPAN</td>
<td>GRAD BELIŠĆE (HR)</td>
</tr>
<tr>
<td>HUHR/1101/1.2.3/0006</td>
<td>End of Ottoman domination in Pannonian region</td>
<td>EOP</td>
<td>City of Villány (HU)</td>
</tr>
<tr>
<td>HUHR/1101/1.2.3/0009</td>
<td>Zríny-Sulejman thematic route development in the cross-border region</td>
<td>Zrínyi-Sulejman thematic route</td>
<td>Szigetvár Város Őnkormányzata (HU)</td>
</tr>
<tr>
<td>HUHR/1101/1.2.3/0010</td>
<td>Development of Pécsvárad – Beremend – Nasice Pilgrims’ Way as part of Central European Pilgrims’ Route’s based on the historical values of medieval pilgrimages and organization into a thematic route</td>
<td>PILG-SEE</td>
<td>PÉCSVÁRAD ŐNKORMÁNYZATA (HU)</td>
</tr>
<tr>
<td>HUHR/1101/1.2.3/0003</td>
<td>Industrial Legacy of Pannonia</td>
<td>ILPAN</td>
<td>GRAD BELIŠĆE (HR)</td>
</tr>
<tr>
<td>HUHR/1101/1.2.3/0006</td>
<td>End of Ottoman domination in Pannonian region</td>
<td>EOP</td>
<td>City of Villány (HU)</td>
</tr>
<tr>
<td>HUHR/1101/1.2.3/0009</td>
<td>Zríny-Sulejman thematic route development in the cross-border region</td>
<td>Zrínyi-Sulejman thematic route</td>
<td>Szigetvár Város Őnkormányzata (HU)</td>
</tr>
<tr>
<td>HUHR/1101/1.2.3/0010</td>
<td>Development of Pécsvárad – Beremend – Nasice Pilgrims’ Way as part of Central European Pilgrims’ Route’s based on the historical values of medieval pilgrimages and organization into a thematic route</td>
<td>PILG-SEE</td>
<td>PÉCSVÁRAD ŐNKORMÁNYZATA (HU)</td>
</tr>
<tr>
<td>HUHR/1101/1.2.3/0013</td>
<td>Tourist promotion of the Zrinski family thematic routes in the cross-border region</td>
<td>Routes of the Zrinski</td>
<td>SZIGETVÁRI VÁBARÁTÍ KÖR (HU)</td>
</tr>
<tr>
<td>HUHR/1101/1.2.3/0016</td>
<td>Four towers - virtual route of history, culture and tradition linking the area between Nagykanizsa, Kaposvár, Koprivnica and Čakovec.</td>
<td>Four Towers</td>
<td>NAGYKANIZSA MEGYEI JOGJÚ VÁROS ŐNKORMÁNYZATA (HU)</td>
</tr>
<tr>
<td>HUHR/1101/1.2.3/0020</td>
<td>Art Revived Trough Cross-Border Connection of Slatina-Csurgó-Voćin-Virovitica</td>
<td>ART CBC</td>
<td>PUCHKO OTVORENO UCILISJE SLATINA (HU)</td>
</tr>
<tr>
<td>HUHR/1101/1.2.3/0021</td>
<td>Creating thematic routes based on built cultural heritage</td>
<td>CULTROUTE</td>
<td>Beremend Őnkormányzata (HU)</td>
</tr>
<tr>
<td>HUHR/1101/1.2.4/0008</td>
<td>JOINT PROMOTION OF CROSS-BORDER AREA AS A DESIRABLE TOURIST DESTINATION (Connect&amp;Cooperate&amp;Communicate&amp;Cluster in Tourism)</td>
<td>TOURISM4C</td>
<td>Zala County Foundation for Enterprise Promotion (HU)</td>
</tr>
<tr>
<td>PROJECT ID</td>
<td>PROJECT TITLE</td>
<td>ACRONYM OF THE PROJECT</td>
<td>LEAD BENEFICIARY</td>
</tr>
<tr>
<td>------------------</td>
<td>---------------------------------------------------------</td>
<td>------------------------</td>
<td>------------------------------------------------------</td>
</tr>
<tr>
<td>HUHR/1101/1.2.4/0009</td>
<td>Elaboration of Joint Cross-border Touristic Programme Packages</td>
<td>TOUR-PACK</td>
<td>Entrepreneur's Centre of Somogy County Public Foundation (HU)</td>
</tr>
<tr>
<td>HUHR/1101/2.1.2/0001</td>
<td>Occupation and Health Project</td>
<td>OHP</td>
<td>Pécsi Tudományegyetem (HU)</td>
</tr>
<tr>
<td>HUHR/1101/2.1.2/0003</td>
<td>Mental disability and the world of work</td>
<td>MDWW</td>
<td>Pécsi Tudományegyetem (HU)</td>
</tr>
<tr>
<td>HUHR/1101/2.1.4/0002</td>
<td>Connecting and Multiplying Pannonian University Spaces</td>
<td>CAMPUS</td>
<td>Grad Koprivnica (HR)</td>
</tr>
<tr>
<td>HUHR/1101/2.1.4/0004</td>
<td>Mura Region EGTC, let's plan together, so that our future may connect us</td>
<td>Mura Region EGTC</td>
<td>Muramenti Nemzetiségi Területfejlesztési Társulás (HU)</td>
</tr>
<tr>
<td>HUHR/1101/2.1.4/0005</td>
<td>Development of common regional strategy in Somogy, Koprivnica Krizevi and Bjelovar Bilogora Counties</td>
<td>Common Cross Border Strategy</td>
<td>Somogy Megyei Önkormányzat (HU)</td>
</tr>
<tr>
<td>HUHR/1101/2.1.4/0006</td>
<td>Amusement tourism development strategy</td>
<td>ATDS</td>
<td>Grad Koprivnica (HR)</td>
</tr>
<tr>
<td>HUHR/1101/2.1.4/0009</td>
<td>Elaboration of joint energy efficiency action plan for the border region by municipalities, involving the local community</td>
<td>EE Pannonia</td>
<td>Ddriú Dél-Dunántúli Regionális Innovációs Ügynökség Nonprofit Kft (HU)</td>
</tr>
<tr>
<td>HUHR/1101/2.1.4/0013</td>
<td>Joint planning and cooperation for long-term development in the cross-border region</td>
<td>Joint planning CODE</td>
<td>Regionalna Razvojna Agencija Medimurje- Redea (HR)</td>
</tr>
<tr>
<td>HUHR/1101/2.2.1/0002</td>
<td>Vocational education</td>
<td>V-educa</td>
<td>Dél-Dunántúli Regionális Fejlesztési Ügynökség Nonprofit Kft (HU)</td>
</tr>
<tr>
<td>HUHR/1101/2.2.1/0009</td>
<td>Building up cooperation between the children of the Primary Schools Deák Ferenc and Vladimir Nazor through organizing joint activities in fields of astronomy, physics, sport and art</td>
<td>De NA CO</td>
<td>Osnovna Škola Vladimír Nazor Virovitica (HR)</td>
</tr>
<tr>
<td>HUHR/1101/2.2.1/0010</td>
<td>Understanding and educating of ECOTOURISM through cross-border cooperation</td>
<td>ECOTOP</td>
<td>Zala Megyei Kereskedelmi És Ipariárama (HU)</td>
</tr>
<tr>
<td>HUHR/1101/2.2.1/0012</td>
<td>Through knowledge and friendship for better tomorrow</td>
<td>KFT</td>
<td>Osnovna Škola Eugena Kumičica Slatina (HR)</td>
</tr>
<tr>
<td>HUHR/1101/2.2.1/0014</td>
<td>Women! Let's Do Business Online!</td>
<td>WILDBO!</td>
<td>Siklósi Vállalkozók Egyesülete (HU)</td>
</tr>
<tr>
<td>HUHR/1101/2.2.3/0001</td>
<td>Language connection between Baranya and Medimurje</td>
<td>Languages of the Zrinskis</td>
<td>Muzej Medimurja Čakovec (HR)</td>
</tr>
</tbody>
</table>
Public institutions for nature protection from 6 Croatian Counties and Hungarian Danube-Drava National Park Directorate come together in a project aimed at the protection and promotion of characteristic habitats, species populations and biodiversity within the area of Transboundary UNESCO MaB Biosphere Reserve. The project includes rehabilitation of landscape, establishment of a monitoring system and creation of new facilities and opportunities eco-tourism.

**Lead Beneficiary**
JAVNA USTANova ZA UPRAVLJANje ZAŠTIČENIM DIJELOVIMA PRIRODE I EKOLOšKOM MREŽOM VIROvITIČko-PODRAVSKE ŽUPANIje (HR)

**Project Partners**
- Duna-Dráva Nemzeti Park IgazgatóSág (HU)
- Javna ustanova agencija za upravljanje zaštićenim prirodnim vrijednostima na području Osječko-baranjske županije (HR)
- Međimurska priroda - Javna ustanova za zaštitu prirode (HR)
- Javna ustanova za upravljanje zaštićenim prirodnim vrijednostima na području Koprivničko-križevačke županije (HR)
- Javna ustanova za upravljanje zaštićenim prirodnim vrijednostima na području Varaždinske županije (HR)
- Javna ustanova za upravljanje zaštićenim prirodnim vrijednostima Vukovarsko-srijemske županije (HR)

**Total project budget**
930 662,78 €

**EU contribution**
791 057,34 €
Based on the agreement between the Water Management Authorities from Hungary and Croatia, and in order to ensure safe navigation of the Drava, the maintenance of the river is a joint task of the two countries. This also includes the marking of the direction, edge and depth of the waterway, and marking the location of obstacles, restrictions and navigation operations with conventional signs, and also involves the removing of the foreign objects and obstacles.

**Drava’s riverbed cleaning**

**Lead Beneficiary**
DÉL-DUNÁNTŰL VÍZÜGYI IGAZGATÓSÁG (HU)

**Project Partners**
- Hrvatske vode, pravna osoba za upravljanje vodama (HR)

**Total project budget**
299,386.00 €

**EU contribution**
254,478.10 €

**Drava’s riverbed cleaning**

A két ország vízügyi hátóságai közötti megállapodás értelmében a biztonságos drávai vízi közlekedés feltételeit csak közösen lehet megteremteni. Annak érdekében, hogy csökkenjen a balesetek kockázata, és hogy ezzel egyidejűleg élénküljön a vízi turizmus a határon átnyúló régióban, a partnerek a projekt keretében elvégzik a Dráva hajózását veszélyeztető víz alatti akadályok eltávolítását, valamint sztenderd jelzésekkel biztosítják a vízi útvonal teljes körű kitáblázását.

**Preventing possible accidents and the environmental pollution resulting from them, as well as slowing down the process of bank erosion**
The EU has recognized “resource efficient Europe” as the flagship initiative. Tackling the problem of waste prevention both in Croatia and Hungary, the project uses cross-border synergies to create approaches for waste management in a way that it will not give rise to environmental pollution and to implement reuse, recycling, landfill minimisation and rehabilitation where possible. During the project implementation more than 5 000 composters will be delivered to citizens of Beremend and Osijek insuring that 1 200 tone of organic waste is removed from the landfill.
The main project objective is the creation of first parts of the future Balaton-Adriatic route to ensure long-term sustainable tourism development in the region. In the first stage of the project implementation a master plan of capillary and mountain bike routes that will be connected by the future BA route will be elaborated. Later on, new parts of the route are to be constructed and reconstructed, in total length of more than 5 km. Direction signs will be posted along the route, and several events organised promoting cycling and safety in traffic.
The project will establish a 250 km long cross-border gastronomy route, with at least 200 attraction and one-one gastro-tourism info centres on each side of the border. The gastronomy routes will be unique, new tourism products, which will be launched to the market, with efficient marketing campaign during the project. Special attention will be given to the wine culture in the region and a wine museum is planned to be established as a place to exhibit the best of the locally produced wines.

**Lead Beneficiary**
DÉL-DUNÁNTÚLÍ IDEGENFORGALMI KÖZHASZNÚ NONPROFIT KFT. (HU)

**Project Partners**
- Gaudeamus, prva privatna srednja škola u Osijeku s pravom javnosti (HR);
- Magyar Gasztronómiai Egyesület (HU)

**Total project budget**
423 083,86 €

**EU contribution**
345 857,15 €

U okviru ovog projekta bit će ustanovljena 250 km duga prekogranična gastronomska ruta koja će na svom putu prolaziti uz 200-ak različitih znamenitosti. Sa svake strane granice bit će uspostavljen i gastronomski info-centar te će se time stvoriti jeložit i jedinstven novi turistički proizvod kojem će potporu pružiti i planirane promotivne aktivnosti i marketinška kampanja. Posebnu pažnju projekt će pridavati i proizvodnji vina u regiji koja će svoje mjesto naći i u planiranom vinskom muzeju.

A partnerek egy több mint 250 kilométer hosszú gasztronómiai útvonalat hoznak létre, amely legalább 200 állomással és a projektből létrehozott egy-egy gasztro-turisztikai információs ponttal rendelkezik. Az új attrakciók és termékek a projekt által kiemelt promócióit kapnak, ahol külön figyelem irányul majd a határ átnyúló régió borkultúrájára, amelynek népszerűsítésére egy közös bormuzeum is kialakításra kerül.
Belišće, Komló and Beremend are three towns rich with industrial heritage which will serve as the foundation of the thematic route established by the project. The joint activities include renovation of historical buildings, as well as the elaboration of thematic exhibitions and other facilities for tourists and other visitors coming to the region.
The EOP project fosters the common cultural heritage of the Ottoman period through joint culture manifestations and through the reconstruction and equipping of two Houses of Culture (in Villány and in Orahovica) in order to enrich the tourism offer of the cross border area. Target groups of the project are primarily tourists who visit the cross border region and who will gain travel experiences which are meaningful on a personal level. Regional tourist associations and travel agencies can expand their tourist offer and therefore contribute to regional tourism promotion.

Lead Beneficiary
Villány Város Önkormányzata (HU)

Project Partners
• Grad Orahovica (HR)
• VIDRA - Virovitica-Podravina County’s Development Regional Agency (HR)

Total project budget
428 786,80 €

EU contribution
364 468,78 €

The EOP project fosters the common cultural heritage of the Ottoman period through joint culture manifestations and through the reconstruction and equipping of two Houses of Culture (in Villány and in Orahovica) in order to enrich the tourism offer of the cross border area. Target groups of the project are primarily tourists who visit the cross border region and who will gain travel experiences which are meaningful on a personal level. Regional tourist associations and travel agencies can expand their tourist offer and therefore contribute to regional tourism promotion.

Projekt EOP njeguje kulturno nasljeđe Otomanskog carstva kroz zajedničke priredbe, kao i rekonstrukciju i opremanje dvaju domova kulture, u Villányu i Orahovici, s ciljem obogaćivanja turističke ponude prekograničnog područja. Ciljana grupa su prije svega turisti koji posjećuju prekogranično područje i koji će steći kvalitetno osobno iskustvo tijekom putovanja. Regionalne turističke udruge i putničke agencije mogu proširiti svoju ponudu te tako doprinijeti turističkoj promociji u tom području.

Sharing and building on common history of the Ottoman period
The Zrinski/Zrínyi-Suleiman thematic path is partially made of existing elements and partially of elements which need to be developed. It helps to increase tolerance between the nations separated by a border and to decrease prejudice. The main project goal is to place the thematic path onto the European intellectual map, to generate tourist traffic, to help the cross-border region’s social and economic growth. The primary result of the project is the thematic road as a new tourism product including the Zrínyi and Suleiman attractions, with the inclusion of the new info points, multilingual signposts, maps and new programs. Building replica documentation of the first fragment of ‘Suleiman Bridge’ at Darda has been delivered.
The main aim of the project is to increase the attractiveness of the Hungarian - Croatian border area through the development of 241.8 km thematic cultural route as part of the Central European Pilgrims’ Route, specifically the Pécsvárad – Našice part of the Route. A tourist information centre, resting places and other infrastructure will be developed, as well as the appropriate signalisation system and promotional activities implemented so as to develop a cross-border pilgrim destination.

Razvoju turizma u hrvatsko-mađarskoj prekograničnoj regiji pridonijet će i ovaj projekt, kojem je glavni cilj ustanovljenje hodočasničke turističke rute u dužini od 241,8 km između Pécsvárada i Našica, a u okviru Europske hodočasničke rute. Uz nadu u privlačenje što većeg broja posjetitelja, projektni partneri uložit će u razvoj centara za posjetitelje, odmor i signalizacije na nekoliko točaka na ruti, stvarajući tako jednu jedinstvenu prekograničnu destinaciju.

A projekt fő célja egy új, határon átnyúló zarándokút létrehozása és a Közép-Európai Zarándokútba való bekapcsolása. Pécsvárad, Beremend és Našice települések összefogásával összesen 241,8 kilométer hosszú tematikus útvonal kerül kijelölésre zarándokpithenoikkal, tájékoztató pontokkal, útjelző kövekkkel és egyéb épített elemekkel, amelyek - közösen a promóciós tevékenységekkel - nagyban hozzájárulhatnak a régió nemzetközi ismertségének növekedéséhez a vallási turizmus terén.

**PILG-SEE**

**Lead Beneficiary**
PÉCSVÁRAD ÖNKORMÁNYZATA (HU)

**Project Partners**
- Beremend Nagyközség Önkormányzata (HU);
- Grad Našice (HR)

**Total project budget**
430 300,00 €

**EU contribution**
365 709,82 €

**A destination network connecting eight towns in the border area by creating a pilgrims’ route**
The main purpose of the project is the exploration, preservation and presentation of cultural heritage and the establishment of a thematic route that will comprehensively explore the common history of the two regions and the Zrinski/Zrínyi family and present it to the public of our days, using even the most up-to-date digital technology. The project will include renovations of exhibition venues, installation of signalisation and digital tourist guides, as well as events founded on the shared cultural and historical heritage.
The aim of the project is to seek out and assess the information and to build a database about people and communities possessing local values as well as to publish all the significant information on a new joint website. Based on the data gathered, a joint brand name (Four Towers) will be implemented advertising the representatives of local values via brochures, free info points, maps, mobile apps, road signs and information boards. The brand will be reinforced by its introduction during the eight events of the participating towns, in addition, a free information booth, five touch screen terminals will advertise the values and information of the entire thematic route.

A virtual thematic route under a joint brand name will be developed, linking together local and historical values in four participating towns.

**Lead Beneficiary**
NAGYKANIZSA MEGYEI JOGÚ VÁROS ÖNKORMányZATA (HU)

**Project Partners**
- Turistička zajednica grada Koprivnice (HR);
- Kaposvár Megyei Jogú Város Önkormányzata (HU);
- Turistička zajednica grada Čakovca (HR);
- Pannon Egyetem (HU)

**Total project budget**
341 703,43 €

**EU contribution**
290 447,90 €
The project’s main objective is to facilitate interactions between cultural institutions and people in the cross-border area through the organisation of common cultural events. The project will include the updating and modernisation of cultural venues in Slatina and in Csurgó which will enable the organisation of the large scale cultural events, such as film festivals, exhibitions, theatre shows etc.

Umjetnost je jezik kojemu nije potreban prijevod pa je stoga i najbolji medij za povezivanje prekograničnih regija. Ovaj projekt želi potaknuti suradnju između kulturnih institucija i djelatnika kroz ulaganje u razvoj prostora za održavanje kulturnih sadržaja u Slatini i Csurgu i zajedničku organizaciju niza kulturnih priredbi sa svake strane granice, uključujući filmske festivale, izložbe, kazališne predstave itd.

A projekt közös magyar-horvát film- és színházi fesztiválok megrendezése által kívánja növelni a határrejgi turisztikai potenciálját a nemzeti és nemzetközi porondon. A rendezvények kulturális kikapcsolódási lehetőséget nyújtanak a projekt által lefedett területen élők számára. A partnerek szándéka szerint olyan újfajta hatások érvényesülnek majd a határmenti térségben a multikulturális művészeti és egyéb közös programok révén, amelyek által a turizmus növekedése mellett a helyiek regionális identitástudata is megerősödik.
By involving the surrounding settlements, the partnership will set up a thematic cultural route that represents the built, mainly ecclesiastic heritage of the region, rising from similar seeds. It creates links to existing routes and popular destinations on both sides of the border, diversifying the supply of sub-regional tourism products and adopts the concerned villages to the growing and specialised demand of contemporary tourism. The concept includes development of physical environment of the cultural route on both sides in a form of setting up resting places along the designated route.

**Lead Beneficiary**
Beremend Önkormányzata (HU)

**Project Partners**
- Općina Petlovac (HR)

**Total project budget**
194 189,00 €

**EU contribution**
165 060,65 €

**Recognising the built cultural heritage of the region, by the creation of a new joint tourism product**
The project aims to a joint promotion of the cross-border area as a desirable tourist destination especially in Koprivnica-Križevci, Zala and Varaždin counties. The project implies to develop mainly rural tourism potential in the region. A joint trilingual touristic guide and on-line database have been created as the project result that will promote cross-border touristic area and will contain data about most of the stakeholders. Two fairs are organised to promote tourism attractions and destinations. Project is strongly aimed at exploring of preconditions for future joint cross-border tourism cluster and new possible cross-border touristic route.

**Lead Beneficiary**
Zala County Foundation for Enterprise Promotion (HU)

**Project Partners**
• CHAMBER OF COMMERCE AND INDUSTRY OF ZALA COUNTY (HU)
• PORA Regional Development Agency for promotion and implementation of development activities in Koprivnica Križevci County (HR)
• CROATIAN CHAMBER OF ECONOMY - COUNTY CHAMBER VARAŽDIN (HR)

**Total project budget**
110 730,77 €

**EU contribution**
91 363,34 €

Cilj projekta zajednička je promocija prekograničnog područja, kao željene turističke destinacije, a posebno Koprivničko-križevačke, Zala i Varaždinske županije. Projekt prije svega ima namjeru razviti ruralni turistički potencijal u regiji. Zajednički trojezični vodič i on-line baza podataka realizirani su kao rezultat projekta s ciljem promocije prekograničnog turističkog područja, a sadrže podatke o većini dionika. Dva sajma organizirana su s ciljem promocije turističkih atrakcija i destinacija. Projekt ima snažan cilj istražiti uvjete za budući prekogranični turistički klastar i moguću novu turističku rutu.
The overall objective of the project is to integrate and promote the touristic offer of the region across the border on the basis of the regional and natural features, cultural and historical values of the cross-border region, as well as to establish a stronger and better market position of tourism. The partners create cross-border touristic program packages by synchronizing the services of the related sub-regions and strengthening the network of co-operation among the providers. Beyond the touristic program packages film spots, a joint web-based database, maps and mobile application popularise the touristic offer of Virovitičko-podravska, Koprivničko-križevačka, and Somogy counties.

Opći cilj projekta integracija je i promocija turističke ponude prekogranične regije, na temelju regionalnih i prirodnih posebnosti, kulturnih i povijesnih vrijednosti, kao i uspostava jače i bolje marketinške pozicije turizma. Partneri će kreirati prekogranične turističke „pakete“, usklađujući usluge povezanih prekograničnih sub-regija, i jačajući mrežu suradnje među pružateljima usluga. Osim prekograničnih programskih „paketa“, filmski spotovi, zajedničke web baze podataka, karte i mobilne aplikacije, popularizirat će turističku ponudu Virovitičko-podravska, Koprivničko-križevačka i Šomođ (Somogy) županije.

A projekt elsődleges célkitűzése a határ menti régióban megtalálható természeti, kulturális és történelmi turisztikai kínálat szinkronizálása, integrálása turisztikai programcsomagok segítségével. A partnerség összegyűti a különböző al-régiók és a tématerületek kínálatát, majd egységes turisztikai csomagokba rendezzi azokat főleg a Kapronca-Kőrös, Verőce-Drávamente és Somogy megyékét illetően. A turisztikai szolgáltatókról bemutató filmek készülnek, valamint elkészül egy térkép és egy, szintén a turisztikai kínálatra koncentráló mobil alkalmazás is.

Creating cross-border touristic program packages by synchronizing the services of the related sub-regions
During the course of the project, whose primary goal is to contribute to the improvement of employability and indirectly to social security of the workforce in the border region, an extensive study of health conditions influencing employability will be conducted, resulting in the elaboration of descriptions of professions which meet the requirements of the ILO ISCO 08 system. A specialist book ‘Health Factors of Professions’ will be created targeting labour force agencies, employers, doctors and assistants of occupational health and employment counsellors.
The main goal of the project is to help the employability of mentally challenged people, to back it up by research, to further develop its methodology and to establish a sustainable system of professional connections across the border. In order to improve the chances of mentally challenged people a thorough situation analysis will be conducted, including focus-groups and in-depth interviews with Hungarian and Croatian employers, based on which a methodology handbook will be published to be used in the training of the representatives delegated by various institutions from the region that in some form help the psychologically challenged population.
The project rests on the assumption that investment in research universities advances technological base of a region's economy, leading to the creation of new companies and industries, and ultimately, benefiting all taxpayers by increasing regional wealth. That is why its overall objective is creation of a strategic research publication that aims to identify the educational needs of the cross-border region in order to improve the third level of education, including potential founding of a new university in the City of Koprivnica.
The project partners build upon the numerous already realised successful co-operations to reach the main objective of the project, namely the setting-up of the Mura Region EGTC in its final stage. Throughout the project the co-operation pattern will be shared with other actors concerned with regional development of the area and the flow of information and feedback in society will be boosted, the skills and competencies of the actors involved in regional development improved.

Dugogodišnja suradnja u nizu zajedničkih projekata ovih projektnih partnera poslužit će kao temelj i primjer dobre prakse na kojem će se izgraditi regionalni Mura Region EGTC. Uspješna suradnja poslužit će kao primjer za daljnje umrežavanje dionika iz područja regionalnog razvoja, za njihovu edukaciju i profesionalni razvoj.

Az Európai Unió egyik célkitűzése, hogy a funkcionális régiók sikeres kormányzásához biztosítsa a területek közötti, határokat és különböző intézményi szinteket átszelő együttműködést. Ezzel összhangban a partnerszervezetek, építve a sikeres múltra visszatekintő együttműködésükre, a jelen projektben lefektették egy Európai Területi Társulás (a Mura Region EGTC) alapjait, amely alakzat a továbbiakban számos közös tervezési és fejlesztési munka számára jelenthet majd megfelelő keretet.

**Lead Beneficiary**
MURAMENTI NEMZETISÉGI TERÜLETFEJLESZTÉSI TÁRSULÁS (HU)

**Project Partners**
- Općina Donja Dubrava (HR);
- Općina Donji Vidovec (HR);
- Općina Goričan (HR);
- Pannon Egyetem (HU)

**Total project budget**
126 499,99 €

**EU contribution**
107 521,69 €

**Setting-up of the Mura Region EGTC**
Based on the elaboration of sector studies, locally, concentrating on the following areas, taking cross-border possibilities into account: rural development, agriculture, tourism, environmental protection, industrial development, energy policy, labour market, investment policies, social integration; the project partners aim at creating a unified Development Concept for the region.

Kako bi izradili jedan, jedinstveni razvojni plan za cijelu prekograničnu regiju, sudionici ovog projekta provest će niz sektorskih studija na lokalnoj razini i pritom se fokusirati na nekoliko važnih područja u kojima je potencijal za prekograničnu suradnju posebno naglašen. To su primjerice područje ruralnog razvoja, poljoprivrede, turizma, zaštite okoliša, industrijskog razvoja, energetske politike, društvene integracije itd.

A Somogy Megyei Önkormányzat és két horvátországi megye részvételével egy olyan átfogó fejlesztési terv készül, amely stratégiaként szolgál az összes hatá menti város és a megyék számára a határon átnyúló együttműködési lehetőségek kiaknázása tekintetében. A tanulmány turisztikai, infrastrukturális, gaztronómiai és mezőgazdasági elképzeléseket is tartalmaz majd, amelyekből a határ menti városok is profitálhatnak jövőbeni közös projektjeik keretein belül.

**EN**

**Lead Beneficiary**
SOMOGY MEGYEI ÖNKORMÁNYZAT (HU)

**Project Partners**
- PORA Razvojna agencija Podravine i Prigorja za promicanje i provedbu razvojnih aktivnosti u Koprivničko-križevačkoj županiji (HR);
- Regionalna razvojna agencija Bjelovarsko-bilogorske županije d.o.o. (HR)"

**Total project budget**
114 201,47 €

**EU contribution**
97 070,79 €

**HU**

**Common Cross Border Strategy**

**A unified development concept for the region**
This project contributes to the objectives of the Programme through the creation of the basis for further development of tourism, economy and labour market of the border regions. The project focuses on the elaboration of critical documents for development of amusement tourism in the area. The main focus in the project is given to development of documentation for a technological fun-park in the city of Koprivnica and family-friendly aqua park in the Balaton region, as well as a joint amusement tourism strategy.

**Elaboration of documentation for development of amusement tourism in the area**

**Action 2.1.4.**
The EU directives and national energy strategies trace out the direction for the legislations, which govern the process of obtaining energy certificates and set the structure of the relevant national operational programmes, but they don't consider the local energy consumption specificities. EE Pannonia aims at aiding municipalities in this process by involving 18 cities into joint EE analyses, the conclusions of which will be embedded into a joint Cross-Border Energy Efficiency Action Plan. The AP will suggest appropriate focus on the Structural and Investment Funds and their EE funded programmes, taking also into consideration the adequate RES technologies and employing energy experts at municipalities. Partners will apply participative planning: inhabitants will be involved into its shaping via an online platform and project events.

EE Pannonia prikuplja podatke o energetskoj učinkovitosti u zajedničkoj analizi 18 lokalnih zajednica na temelju koje će se izraditi Prekogranični akcijski plan energetske učinkovitosti. Plan će smjerice Europske unije i nacionalnu regulativu prilagoditi uvjetima u lokalnoj zajednici uz uključivanje zajednice, lokalnih i regionalnih institucija i stručnjaka te uzimanje u obzir primjenu tehnologija obnovljivih izvora energija na projektom području. Plan će uključivati i preporuke za najučinkovitije iskorištavanje nacionalnih i europskih fondova iz područja energetske učinkovitosti.
The main project activities are the creation of the Concept on scientific decision support network and the Study of TDM in Zala County and the Strategic marketing plan for tourism in Međimurje County. These documents should answer to the currently open questions and needs related to development in the border region and help achieve the overall project objective: to provide high-quality groundwork for managing development in the cross-border region based on jointly made planning documents created through the highest level of participatory and cooperation process.

**Lead Beneficiary**

REGIONALNA RAZVOJNA AGENCJA MEĐIMURJE- REDEA (HR)

**Project Partners**

- Balatoni Intergációs Közhasznú Nonprofit Kft. (HU);
- Turistička zajednica Međimurske županije (HR);
- Zala Megyei Területfejlesztési Ügynökség Közhasznú Nonprofit Kft. (HU)

**Total project budget**

207 829,65 €

**EU contribution**

171 365,82 €

A partnerek közötti együttműködés jelen projektben stratégiai dokumentumokat eredményezett, úgymint a Zala megyei TDM (turisztikai desztináció-menedzsment) szervezetekről szóló elemzést és a Međimurje (Muraköz) megyei turisztikai marketing-stratégiát. Az elkészült anyagoktól remélhető, hogy sikeresen hozzájárulnak a határrégió jelenleg nyitva álló olyan kérdéseinek megoldásához, mint a 2014 és 2020 közötti időszak fejlesztéseinek megalapozott tervezése és sikeres előkészítése, valamint az egész régió összehangolt fejlesztése az elkövetkező években.
Through this project local authorities will get an insight on how to make decisions and shape changes in the community which will help them create changes and motivate further development in the field of energy efficiency and the use of renewable energy sources. To achieve this, the partners plan a series of educative workshops, seminars, study trips, promotional brochures and online tools, as well as monitoring of energy consumption of major buildings in the area.
The project is aimed at strengthening the connection between children of the two schools in the cross-border area and overcoming the language barrier through joint activities, cooperation and exchange of knowledge. The project will include a total of 9 joint cross-border events and workshops in various fields of science, sports and culture and a joint trip to the Croatian capital Zagreb including visits to the Observatory and the Technical Museum. An ICT training and Team coaching event for the teaching staff will also be included.
The main goal of the project is the establishment of a long-lasting cooperation between Hungarian and Croatian educational and other supporting institutions in order to popularize ecotourism in general and to develop an efficient training and database background for this business sector. The knowledge based development will be supported during the project implementation by 5 activities: research, workshops, study tours, trainings and electronic platform development.

Stvaranje čvrstog temelja za razvoj obrazovanja na području ekoturizma u središtu je ove inicijative. Kroz suradnju obrazovnih institucija s jedne strane i predstavnika gospodarstva s druge izrađen je zajednički kurikulum za obrazovanje djelatnika i poduzetnika u ekoturizmu putem interneta, dok se dodatna edukacija provodi i kroz niz tematskih radionica, studijskih putovanja i predavanja.

A projekt hosszútávú együttműködést kíván megalapozni magyar és horvát oktatási intézmények között az ökoturizmus területén. Az együttműködés keretében öt közös tevekénységre kerül sor: kutatás, műhelymunkák, tanulmányutak, képzések és egy elektronikus platform kifejlesztése. Utóbbi a műhelymunkákon megvalósuló kutatási tevékenységek, valamint a tanulmányutak során megszerzett tudás alapján kerül kialakításra, és rajta keresztül a partnerek az ökoturizmusra kihegyezett közös képzéseket tudnak majd szervezni.

**Lead Beneficiary**
ZALA MEGYEI KERESKEDELMI ÉS IPARKAMARA (HU)

**Project Partners**
- Somogyi Kereskedelmi és Iparkamara (HU);
- Kaposvári Egyetem (HU);
- Visoko gospodarsko učilište u Križevci (HR);
- Hrvatska agencija za hranu (HR)

**Total project budget**
228 546,02 €

**EU contribution**
190 134,70 €

The development of an efficient training and database background for the ecotourism business sector
Overall objective of the project is the development of cross-border exchange programs through common training and curricula harmonisation. Throughout the project knowledge exchange in various fields, such as working with children with disabilities and their inclusion in teaching process and raising awareness about environmental issues will be the foundation for more specific cooperation projects in the future. The added value of the project is in its approach to the most sensitive members of the target group—children with special needs is improving of teaching conditions for them, building school capacities for their inclusion and facilitating their life conditions in general.
Both Hungarian and Croatian part of cross-border area have a high unemployment rate, especially amongst women. The main objective of the project is to help entrepreneurs, especially women, who intend to start or develop their businesses on the web, by developing bilingual distant-learning modules on online business topics, organising bilingual workshops, setting up an online platform for participants for sharing information and experiences with each other in connection with the practice of doing online business.

Innovatni pristupom pokušavaju se umanjiti posljedice gospodarske krize te visoke nezaposlenosti obje strane granice, pogotovo kod ženskog dijelka populacije na tržištu rada. Ovim projektom pruža se potpora potencijalnim poduzetnicama iz regije, kroz online edukaciju za poslovanje, izradu platforme za savjetovanje i razmjenu ideja, vještina i znanja potrebnih za pokretanje vlastitog poduzetničkog poduhvata.

A projekt elsősorban a hölgyek boldogulását kívánja elősegíteni, mégpedig az internet adta lehetőségek kiaknázásához való segítségnyújtással. A két partnerszervezet közös ingyenes képzésen a magyar és horvát résztvevők elsajátíthatják az online vállalkozás indításához szükséges tudásanyagot, beleértve az ötletgyűjtést és a tényleges megvalósítást szolgáló technikai tudást is. A projekt során olyan oktatássorozaton vehetnek részt a leendő női vállalkozók, amely műhelymunkákból és online oktatásból áll, és amelynek végén a legjobb ötlet gazdája és megvalósítója reklámkampanyt kap ajándékba.
The main purposes of the project include the disclosure and strengthening of cultural heritage, creation of new cultural values, reinforcement of local identity, involvement of communities and interaction between the youth. During the project a Hungarian and a Croatian language courses were organised for members of the community. A 30-minute-long trilingual documentary film was shot presenting the region and significant regional literary editions were translated into the two national languages. Four workshops and a camp for the youth of the settlements connected to the Zrinski/Zrínyi family were organised to make them acquainted with the notion of local identity deriving from shared cultural and historical heritage.

Još jedna inicijativa koja se temelji na zajedničkom povijesnom nasljeđu regije. Kroz proučavanje povijesti vezane uz obitelj Zrinski izgradit će se jezični “mostovi”: U okviru projekta organizirane su četiri radionice, kao i ljetni kamp za upoznavanje sa zajedničkom poviješću, snimljen trojezični film o regiji i njenom povijesnom nasljeđu te prevedeno nekoliko književnih djela u okviru jezičnih radionica, koje su uključivale i tečaj hrvatskog, odnosno mađarskog jezika za građane.

A Zrínyi család közös öröksége Čakovec (Csátkorna) és Szigetvár városában a kiindulópontja ennek a projektnek, amely a helyi civil szervezetek szorosabb együttműködését hivatott elősegíteni. A projekt támogatta a két város egyesületeinek részvételeit különböző témájú rendezvényeken, többek között a Zrínyi család történetének kutatásáról szóló műhelymunkákon, egy a helyi gyermekek számára szervezett magyar-horvát nyelvtanfolyamon, de segítette többek között a határágiójában alkotott írók műveinek fordítását is horvát, illetve magyar nyelvre.

Creation of new cultural values and interaction between the youth of the settlements connected to the Zrinski / Zrínyi family
VUKOVAR, Croatia
- September 2013 -

The Joint Monitoring Committee (JMC), composed from representatives of the counties in the Programme area and those of the national levels of Hungary and Croatia, as the main decision-making body has selected 29 projects from the reserve list of the third Call for Proposals (CfP) since the end of June 2013. These additional 3rd CfP projects have been presented in this brochure.

The Hungary-Croatia Joint Technical Secretariat (JTS) has summarised the most important Programme achievements in this brochure in co-ordination with other relevant Programme bodies, based on the data available in December 2015. Projects photos are provided by the Lead Beneficiaries of the given projects with the support and co-ordination of the Hungary-Croatia JTS and Information point staff (Márton Szűcs, Tvrtko Čelan, Antonija Bedeniković, János Rakonczai, Jelena Ćović, Andrea Kakas, András Tálos and Marian Zelei). General photos in the introduction part (Palace of Arts, Budapest celebration of Croatia’s EU Accession) and at the end of the brochure (Conferences in Vukovar in 2013 and Čakovec in 2015) are provided by the Hungary-Croatia JTS. All maps, including ones under project descriptions have been developed by Across Média Kft. For more information please visit the official website of the Programme, www.hu-hr-ipa.com.

This brochure has been produced with the financial assistance of the European Union. The content of the document cannot be regarded as reflecting the position of the European Union and/or the Managing Authority and other Programme bodies.

Hungary-Croatia Joint Technical Secretariat (JTS)  
hosted by: Széchenyi Programiroda Nkft.  
Gellértgy u. 30-32. H-1016 Budapest, Hungary  
E-mail: info@hu-hr-jts.com

Brochure designed by:  
Across Media Kft.  
Városligeti fasor 47-49, H-1071 Budapest, Hungary

Brochure printed in August 2016 by  
Graphprint d.o.o.  
F.Prešerna 11/c, HR-40 000 Čakovec, Croatia

ISBN number: 978-963-12-1062-0
Web: www.hu-hr-ipa.com
E-mail: info@hu-hr-jts.com

The Programme is co-financed by the European Union