

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



REGIONAL MUNICIPALITIES ASSOCIATION

**MARITZA**

**eTOURIST**  
www.maritza-evros.eu

European Regional Development Fund

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Project Title:

**Promotion and development of natural and cultural heritage  
of Bulgarian – Greek cross-border region through smart and  
digital tools**

Project Acronym:

**eTOURIST**

**6<sup>th</sup> Partners' meeting**

**Invitation and Agenda**



*"This document has been created within the framework of the Project „Promotion and development of natural and cultural heritage of Bulgarian – Greek cross-border region through smart and digital tools“ (eTOURIST), financed under the INTERREG V-A Cooperation Program "Greece-Bulgaria 2014-2020", Subsidy Contract No B2.6c.07/09.10.2017. The contents of the document are sole responsibility of RMA "Maritza" and can in no way be taken to reflect the views of the European Union, the participating countries the Managing Authority and the Joint Secretariat. The Project is co funded by the European Regional Development Fund and by national funds of the countries participating in the Interreg V-A "Greece - Bulgaria 2014-2020" Cooperation Programme"*

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## INVITATION

6<sup>th</sup> Partners' meeting

Tuesday, 26<sup>th</sup> January, 2021

On behalf of Regional Municipalities Association “Maritza” in its capacity of the Lead beneficiary on the project **eTOURIST**, you are cordially invited to participate in the 6<sup>th</sup> Partners’ meeting of **eTOURIST project**, supported by Cooperation Programme “INTERREG V-A Greece Bulgaria 2014 – 2020”.

**When:** 26<sup>th</sup> January 2021

**Where:** The meeting will be held online via Zoom platform

<https://zoom.us/j/96093440647?pwd=Z2tWHphaG9YSTNWRk9XNUVwK2hsUT09>

**Aim:** To discuss the progress of the activities implemented so far and the results that have to be accomplished.

To set the time framework for the additional activities as contracted within the 5<sup>th</sup> Amendment of the Subsidy Contract, dated 11/12/2020.

Yours sincerely,

**Rayna Yovcheva,**

**Executive Director**

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## PARTICIPANTS

- PB1. Regional Municipalities Association “Maritza”**
- PB2. DIMOSINETERISTIKI Evros SA**
- PB3. Ethnological Museum of Thrace - Aggeliki Giannakidou**
- PB4. ACTIVE CITIZENS PARTNERSHIP**

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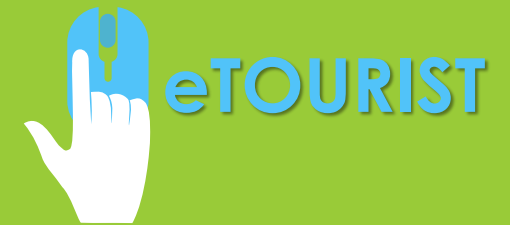
## AGENDA

6th Partners' meeting  
Tuesday, 26th January, 2021

Time	Activity	Topics	Participants
13:30 – 13:45		WELCOMES	All Partners
<b>FIRST DISCUSSION SESSION</b> Moderator: RMA "Maritza"			
13:45 – 14:15	<b>WP1: Project Management &amp; Coordination</b>	<ul style="list-style-type: none"> <li>Short Presentation of the progress of the project activities</li> <li>Discussion</li> </ul>	All Partners
<b>SECOND DISCUSSION SESSION</b> Moderator: RMA "Maritza"			
14:15 – 14:45	<b>WP2: Communication &amp; Dissemination</b>	Discussion of the Progress of WP2: <ul style="list-style-type: none"> <li>Publicity events and conferences</li> <li>Production of communication materials and tools</li> <li>Media, social media, Internet</li> </ul>	All Partners
<b>THIRD DISCUSSION SESSION</b> Moderator: RMA "Maritza"			
14:45 – 15:15	<b>WP3: Integrated eTOURIST methodology for cultural &amp; natural sites and for traditional culinary &amp; wine</b>	Discussion of the Progress of WP3: <ul style="list-style-type: none"> <li>Discussion of the Progress of WP3</li> <li>Discussion on strategic guidelines for image building of the trans-border Region as a tourist destination</li> </ul>	All Partners
<b>FORTH DISCUSSION SESSION</b> Moderator: RMA "Maritza"			
15:15 – 15:45	<b>WP4: Development of eTOURIST package</b>	Discussion of the Progress of WP4: <ul style="list-style-type: none"> <li>Digitalization of cultural and natural sites and video tours – PB2</li> <li>Digitalization of traditional culinary &amp; wine and development of videos – PB2</li> <li>Virtual Reality as potential to enhance tourism of both regions. Decision on destinations</li> </ul>	All Partners
<b>FIFTH DISCUSSION SESSION</b> Moderator: RMA "Maritza"			
15:45 – 16:15	<b>WP5: Valorization of Haskovo-Evros traditional culinary &amp; wine</b>	Discussion on the deliverables of WP5: <ul style="list-style-type: none"> <li>Trainings</li> <li>Festival "Traditional culinary and wines of Haskovo-Evros" in Haskovo &amp; Alexandroupolis</li> </ul>	All Partners



# Promotion and development of natural and cultural heritage of Bulgarian – Greek cross-border region through smart and digital tools



# CONTENT



01

## Presentation of the project

Timeline of the project. Main and specific objectives of the project. Work packages. Set and expected results.

02

## Work packages of eTOURIST

Work packages of eTOURIST. Deliverables of all PBs. Progress of the activities implemented so far and the results that have to be accomplished

03

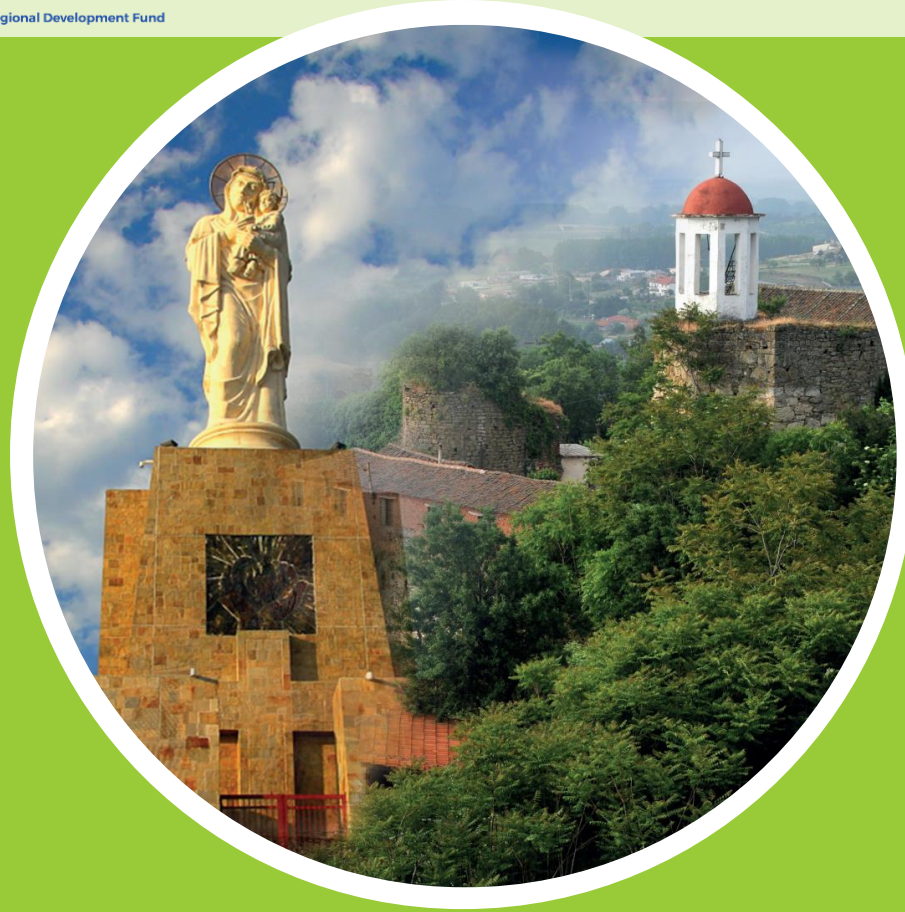
## Time frame and Agenda until the end of the project. Verifications of all PBs

Verifications of all PBs. Agenda. Framework for the additional activities as contracted within the 5th Amendment of the Subsidy Contract, dated 11/12/2020

04

## Discussion





# Presentation of the project

# Timeline of the project

## At the beginning of the cooperation...

Meetings between the leadership of the two municipalities. Action plan developed. The project proposal was submitted on 21.04.2016.

## Approval of the project

The MC of the INTERREG V-A CP "Greece-Bulgaria 2014-2020" approved on 16/3/2017 the project within the investment priorities 6c

## Signing of the Subsidy Contract

On 09.10.2017, the Subsidy Contract for eTOURIST project was signed

## Extension

Amendment of the Subsidy contract was signed on 08/10/2019 extending the project duration to 31/03/2020

## Additional activities

On 28/02/2020 proposal for additional activities was sent within the implementation of the project eTOURIST.

## Additional activities

5<sup>th</sup> Amendment of the Subsidy contract was signed on 11/12/2020 extending the project duration to 08/08/2021 with additional activities.





# Partners of the project



**Regional Municipalities Association "Maritza"**

### Lead Beneficiary

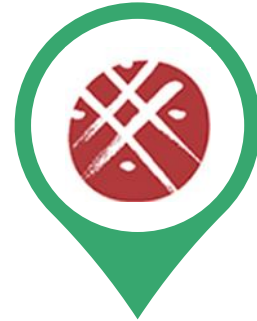
Established in 1997, Regional Municipalities Association "Maritza" aims to become a center for innovation and development of the region by combining the efforts and potential of all key players at local and regional level.



**DIMOSSINETERISTIKI EVROS SA**

### Project Beneficiary 2

Founded in 1991, Dimossineteristiki Evros SA is an organization representing and assisting local authorities, state authorities and collective structures of rural areas, incl. manufacturers in Evros Prefecture.



**Ethnological Museum of Thrace - Aggeliki Giannakidou**

### Project Beneficiary 3

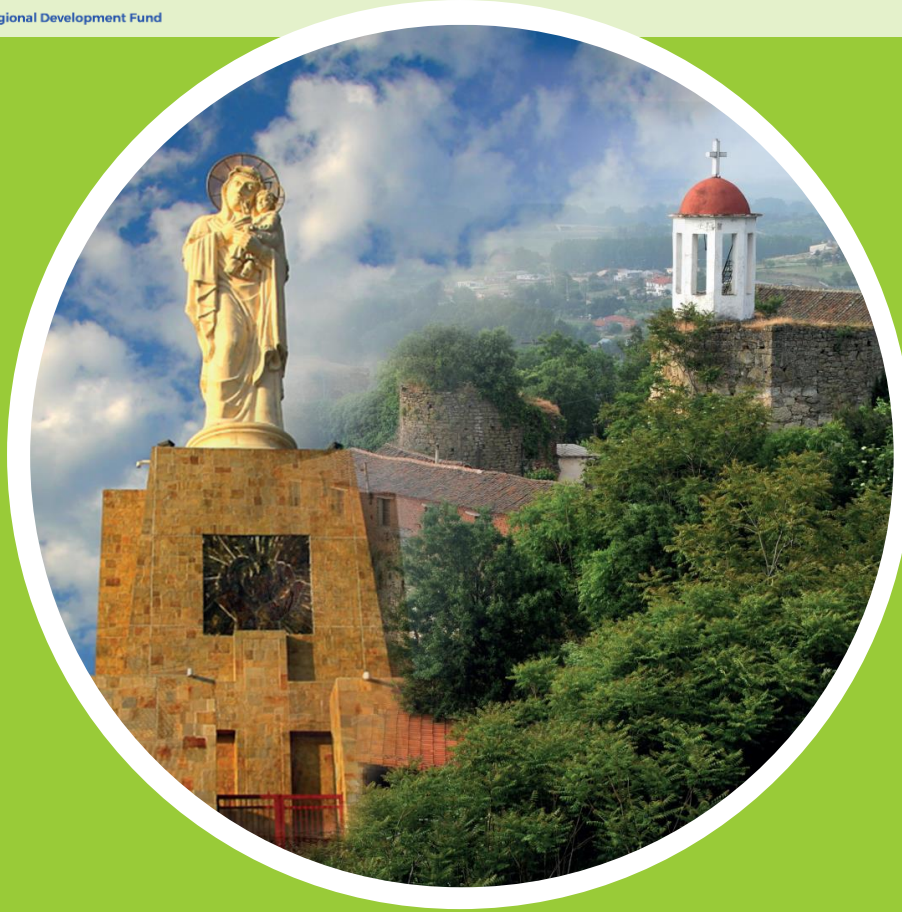
The Thracian Ethnological Museum is a non-profit organization founded in 2002 to preserve Thrace's historical memory as well as to study and present Thracian culture. The museum is located in Alexandroupolis in a stone neoclassical building built in 1899.



**ACTIVE CITIZENS PARTNERSHIP**

### Project Beneficiary 4

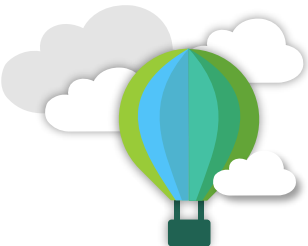
Partnership for Active Citizens is a non-profit organization with extensive experience in designing and supporting programs that meet contemporary social needs and protects and helps vulnerable groups at national and European level.



# Work packages of eTOURIST

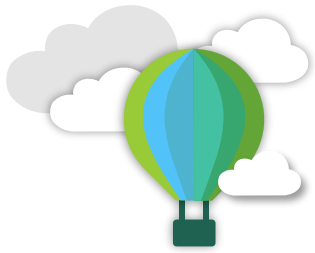
# Deliverables of eTOURIST WP1

Action 1.2 Partners' meetings		Additional activities
<b>LB</b>	Organization of 3 Partners' meeting; participate in 3 Partners' meetings	2nd Partners meeting – 17.05.2018 4th Partners meeting – 08.02.2019 6th Partners meeting – 26.01.2020
<b>PB2</b>	Organization of 1 Partners' meeting; Participate in 5 Partners' meetings	Kick-off meeting – 04.12.2017 Participate in 5 Partners' meetings
<b>PB3</b>	Organization of 1 Partners' meeting; participate in 5 Partners' meetings	3rd Partners meeting – 02.10.2018 in Alexandroupoulos
<b>PB4</b>	Organization of 1 Partners' meeting; participate in 5 Partners' meetings	5th Partners meeting – 10.05.2019 (in Komotini)
		Contracted. Organization of 2 Partners' meetings in Haskovo – 1 in March, 2021 and 1 in July, 2021; Travel to Greece for 2 Partners' meetings
		..... Attend Partners' meetings in Haskovo; Organization of 1 Partners' meeting in Alexandroupolis - .../04/2021
		..... Organization of 1 Partners' meeting - .../06/2021 Attend Partners' meetings in Haskovo; attend the Partners' meetings in Gr



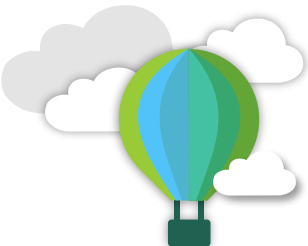
# Deliverables of eTOURIST WP1

Action 1.2 Partners' meetings			Additional activities
<b>LB</b>	Staff	appointed	appointed
<b>PB2</b>	Staff	appointed	
<b>PB3</b>	External Expertise	contracted	...
<b>PB4</b>	External Expertise	contracted	...



# Deliverables of eTOURIST WP1

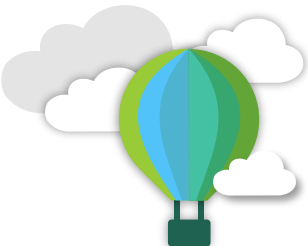
Action 1.4 Tender procedures development			Additional activities
LB	External Expertise	Contracted and .verified	Contracted
PB2	Staff	Appointed staff develops the procedures. All procedures are developed and contracted ....	
PB3	Staff	Appointed staff develops the procedures. ....	
PB4	External Expertise	Contracted.	... (January,2021)





# Deliverables of eTOURIST WP2

Action 2.1 Publicity events and conferences		Additional activities	
<b>LB</b>	Organization of the final press conferences and 2-day final scientific conference; Production of package materials for final scientific conference;	Deliverable contracted Left to implement: Final press conference & 2-day conference – planned for July, 2021 in Haskovo;	2 days Project Closing Event in Bg for 50 participants planned for July,2021; Production of package materials for Closing event (May, 2021); Organization of 1 Press conference in February,2021; Production of package materials for Press conference (February,2021) Participation of staff at Press conference, organized in Greece – June, 2021 Travel expenses for 25 attendants at Closing event in Greece – June,2021
<b>PB2</b>	Participation in final press conference and final conference in Haskovo;	Participation in Final press conference – planned for July, 2021 in Haskovo	
<b>PB3</b>	Participation in final press conference and final conference in Haskovo;	Participation in Final press conference & 2-day conference (10 participants) – planned for July, 2021 in Haskovo	
<b>PB4</b>	Participation in final press conference and final conference in Haskovo;	Participation in Final press conference – planned for July, 2021 in Haskovo	... Organization of Project Closing Event 1 day in GR for 30 participants in June, 2021 Production of package materials for Closing event (...2021) Organization of 1 Press conference to present the results of the Project in June, 2021 Production of package materials for Press conference (....,2021)



# Deliverables of eTOURIST WP2

Action 2.2 Production of communication materials and tools		Additional activities
<b>LB</b>	Production of communication materials and tools (Information brochures for the project – 1000; 1 Logo of the project; 1 Information board; 1 Banner for events; 1 video for cultural and natural heritage, traditional culinary & wine in the CB region) including translation	Deliverable contracted and verified
<b>PB2</b>	Production of communication materials and tools (1 Information board; 1 Banner for events, leaflets) including translation	Contracted in November 2018 Produced. ....
<b>PB3</b>	Development, production and publishing of a Catalogue of gastronomy over cultural heritage of Haskovo - Evros region	Contracted .....
<b>PB4</b>	Travel for 1 final conference in Haskovo, Bg, 10 participants	..... planned for July, 2021 in Haskovo
		Production of communication materials and tools (advertising leaflets /incl. translation - 2500, folders - 500; umbrellas - 150, cups - 500, maps - 1000, power banks - 100, sports backpacks - 100, plastic stand for mobile phone - 125, car shadow - 250, plastic bottle holders and plugs for wine bottles - 125, sports bottles - 125, magnets – 250 (May, 2021)
		..... Production of communication materials and tools (advertising leaflets /incl. translation/ - 5000, folders – 1000 (February,2021)
		..... Production of communication materials and tools (advertising leaflets /incl. translation/ - 1000, folders – 500

# Deliverables of eTOURIST WP2

Action 2.3 Media, social media, Internet		Additional activities	
<b>LB</b>	Media publications for promotion of the project and its results - 10 media publications in BG	5 publications produced <b>Left to produce: 5 publications</b>	Media publications for promotion of the project and its results - 5 media publications in BG.
<b>PB2</b>	Media publications for promotion of the project and its results - 10 media publications in Gr. Social media presentation of the project.  Development of project web site in EN, GR, BG incl. translation	Contracted  Developed in EN, GR, BG - etourist.dimossin.gr	
<b>PB3</b>	Media publications for promotion of the project and its results - 5 media publications in Gr.	Febr, 2021 ?	..... Media publications for promotion of the project and its results - 2 media publications in GR (July, 2021)
<b>PB4</b>	Media publications for promotion of the project and its results - 5 media publications in Gr	Contracted .....	... Media publications for promotion of the project and its results - 2 media publications in GR.

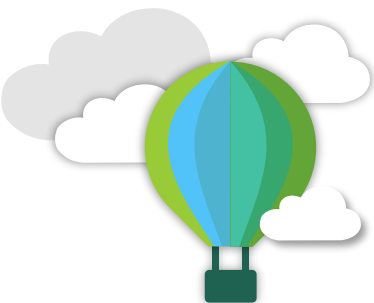
# Deliverables of eTOURIST WP3

Action 3.1 Integrated eTOURIST methodology for cultural & natural sites and for traditional culinary & wine		Additional activities
<b>LB</b>	Integrated eTOURIST methodology for cultural and natural sites, traditional culinary and wine in Haskovo region - Elaboration of uniform methodology for studying, presenting and developing cultural and natural sites, traditional culinary and wine for tourist purposes incl. translation in EN & GR	Contracted, implemented and verified
<b>PB2</b>	Integrated eTOURIST methodology for cultural and natural sites, traditional culinary and wine in Evros region - Elaboration of uniform methodology for studying, presenting and developing cultural and natural sites, traditional culinary and wine for tourist purposes incl. translation in EN & BG	.....
<b>PB4</b>		Develop strategic guidelines for image building of the Greek Region as a tourist destination – May, 2021

# Deliverables of eTOURIST WP3

## Action 3.2 Study of natural & cultural heritage sites

LB	Study of natural and cultural heritage sites in Haskovo region and evaluation of their importance for the targeted CB region in Bulgaria related to valorization for tourist purposes including translation in EN and GR	Contracted, implemented and verified
PB3	Study of natural and cultural heritage sites in Evros region and evaluation of their importance for the targeted CB region in Bulgaria related to valorization for tourist purposes including translation in EN and GR.	Contracted

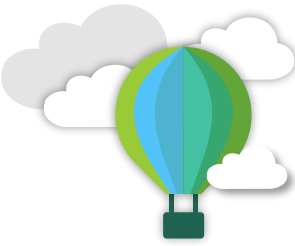




# Deliverables of eTOURIST WP3

## Action 3.3 Study of traditional culinary and wine

<p><b>LB</b></p>	<p>Study of traditional culinary &amp; wine in Haskovo region to present traditional cuisine &amp; recipes, herbs &amp; spices, traditional food products, traditional culinary events, history of winemaking, characteristics of wine region, unique wine varieties for the region, wine tasting opportunities incl. translation in EN &amp; GR</p>	<p>Contracted, implemented and verified</p>
<p><b>PB2</b></p>	<p>Study of traditional wines in Evros to present history of winemaking, characteristics of wine region, unique wine varieties for the region, wineries &amp; wine tasting opportunities incl. translation in EN &amp; BG</p>	<p>Contract .....</p>
<p><b>PB3</b></p>	<p>Study of traditional culinary in Evros to present traditional cuisine &amp; recipes, herbs &amp; spices, traditional food products, traditional culinary events incl. translation in EN &amp; BG</p>	<p>Contracted. ....</p>



# Deliverables of eTOURIST WP4

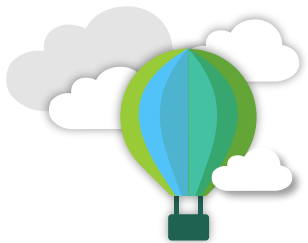
Action 4.1 Digitalization of cultural and natural sites and video tours		Additional activities
LB	Digitalization of cultural and natural sites for the needs of eTOURIST and development of video tours for Haskovo region	Contracted, implemented and verified  Development of scenario: incl. Preparation of conceptual design, 360 degree panorama, 360 degree video recording, Making a virtual tour with transition arrows between the different panoramic points, VR web accessibility. Explore Virtual Reality as potential to enhance tourism of both regions  5 ALL-IN-ONE virtual reality devices
PB2	Digitalization of cultural and natural sites for the needs of eTOURIST and development of video tours for Evros.	.....
PB3		5 ALL-IN-ONE virtual reality devices (March, 2021)
PB4		QR codes app to create interactions between visitors and the museum (May,2021)

# Deliverables of eTOURIST WP4

## Action 4.2

### Digitalization of traditional culinary & wine and development of videos

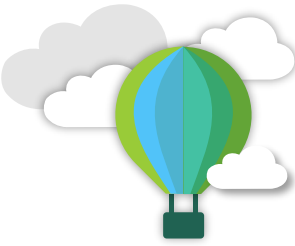
LB	Digitalization of traditional culinary & wine and development of videos for Haskovo region the needs of eTOURIST	Contracted, implemented and verified
PB2	Digitalization of traditional culinary & wine and development of videos for the needs of eTOURIST for Evros	.....



# Deliverables of eTOURIST WP4

## Action 4.3 Development of smart application

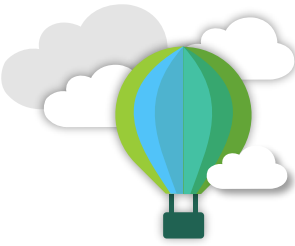
LB	Development of software application for smart devices in EN - eTOURIST	Contracted, implemented and verified
PB2	Collecting information for Evros region for eTOURIST according to provided Terms of reference incl. translation in EN	.....
PB3	Collecting information for Evros region for eTOURIST according to provided Terms of reference incl. translation in EN	.....



# Deliverables of eTOURIST WP4

## Action 4.4 Development of interactive digital web portal

<b>LB</b>	Development of interactive digital web portal “Cultural and natural heritage of Haskovo – Evros” in BG, GR & EN, including translation	Contracted, implemented and verified
<b>PB2</b>	Collecting and providing information for digital web portal according to provided Terms of reference incl. translation in EN & BG	.....
<b>PB3</b>	Collecting and providing information for digital web portal according to provided Terms of reference incl. translation in EN & BG	.....





# Deliverables of eTOURIST WP5

Action 5.1 Training "Traditional culinary & wines"		Additional activities
<b>LB</b>	Logistics of 3-day Training "Traditional culinary and wines" in Haskovo for 20 participants (chefs, hotel owners, etc.) aiming to the integration of the traditional culinary and wines in menes of the local business	Contracted, implemented and verified  4 * 1 day training of community centers in Haskovo Region "The power is within you" (April, 2021)
<b>PB3</b>		2 * 2 days training courses for residents of the villages south and north of the Erithropotamos river (May, 2021)  2 * 2 days training courses for residents of the mountain villages of Soufli (May, 2021)
<b>PB4</b>	Organization of 3-day Training "Traditional culinary and wines" in Greece for 20 participants  Organization of 3-day Training "Traditional culinary and wines" in Bulgaria for 20 participants	Contracted, implemented

# Deliverables of eTOURIST WP5

Action 5.2 Training "Traditional culinary & wines"		Additional activities
<b>LB</b>	<p>Organization of 2-day Festival "Traditional culinary and wines of Haskovo-Evros" in Haskovo (rent of hall, translation, presentation of traditional recipes, presentation of traditional customs for the regions);</p> <p>10 participant in 2-day Festival "Traditional culinary and wines of Haskovo-Evros" in Alexandroupolis</p>	<p>Planned for July, 2021 in Haskovo</p> <p>Planned for June, 2021 in Alexandroupolis</p> <p>4 * 1 day training course for the Museums from Haskovo region. (5 participants/each - rent of hall, translation, lecturers, materials, catering - 1 lunch. Accomodation of 2 Greek experts – April,2021</p>
<b>PB2</b>	<p>Participation of PB2 to the Festivals "Traditional culinary and wines of Haskovo-Evros" in Haskovo and Alexandroupolis (Travel and accomodation of 10 participants for two trips /Haskovo and Alexandroupolis/ presentation of traditional recipes, traditional customs of Soufli)</p>	<p>Planned for July, 2021 in Haskovo</p> <p>Planned for June, 2021 in Alexandroupolis</p>
<b>PB3</b>	<p>Organization of 2-day Festival "Traditional culinary and wines of Haskovo-Evros" in Alexandroupolis (rent of hall, translation, presentation of traditional recipes, presentation of traditional customs for the regions, accommodation for 10 participants of LB for 1 night</p> <p>Travel&amp;Accomodation of 10 participants to Haskovo for the two days Festival organized by LP</p>	<p>Planned for July, 2021 in Haskovo</p> <p>Planned for June, 2021 in Alexandroupolis</p> <p>1 * 2 days training course in Didimoticho for stakeholders, residents and social organizations – May, 2021</p> <p>1 * 2 days training course in Didimoticho for social organizations – May, 2021</p> <p>1 *2 days training course in Soufli, for stakeholders, residents and social organizations - April,2021</p> <p>1 * 2 days training course in Soufli for social organizations - May, 2021</p> <p>Expenses for experts to take part in BG trainings - travel and fees /18 trips/ – May, 2021</p>
<b>PB4</b>	<p>Participation of PB4 to the Festivals "Traditional culinary and wines of Haskovo-Evros" in Haskovo and Alexandroupolis (Travel and accomodation of 10 participants for two trips /Haskovo and Alexandroupolis/ presentation of traditional recipes, traditional customs of the region of Rhodopes.</p>	<p>Planned for July, 2021 in Haskovo</p> <p>Planned for June, 2021 in Alexandroupolis</p>

# Deliverables of eTOURIST WP5

Action 5.3 Training of media representatives		Additional activities
LB	1 * 2 days trainings of Media from Haskovo on presenting the region (20 participants /10 from Gr and 10 from Bg/	March, 2021
	Organize the trip of 10 media representatives from Haskovo region to attend the Training organized in Greece	July, 2021
PB3	1 * 2 days trainings of Media from Greece on presenting the region (20 participants /10 from Gr and 10 from Bg/	July, 2021
	Organize the trip of 10 media representatives from Greece to attend the Training organized in Bulgaria - travel expenses	March, 2021

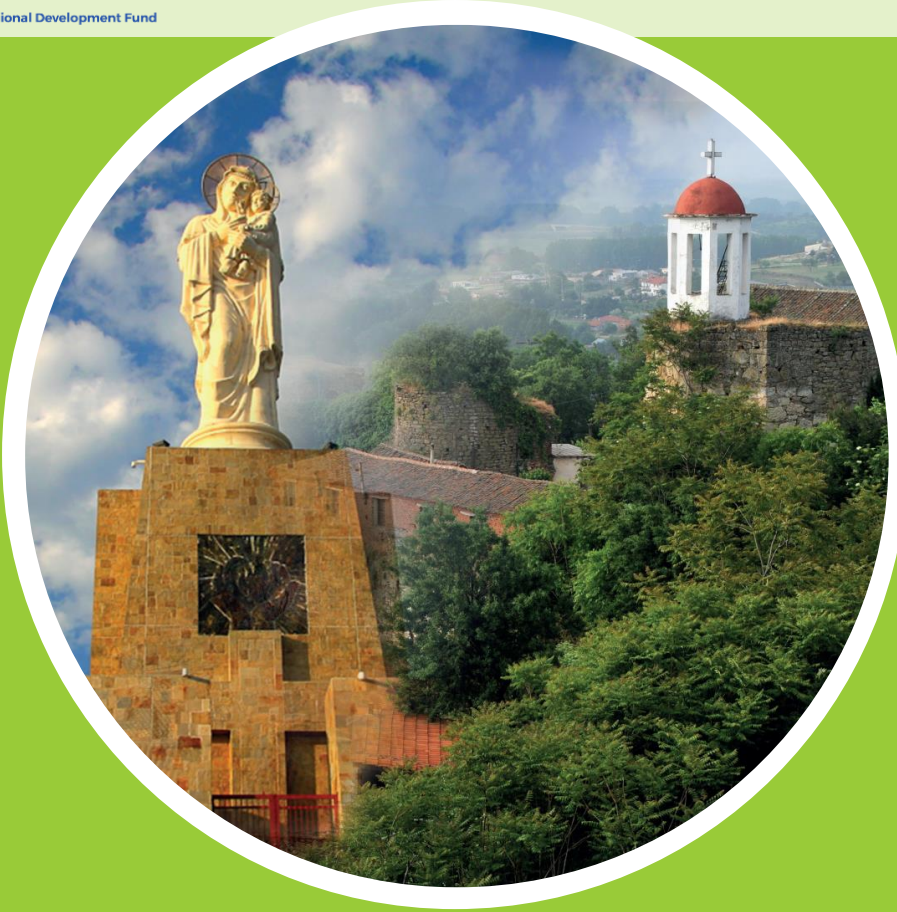
# Deliverables of eTOURIST WP6

## Action 6.1 Participation in 1 international tourist exhibition –

LB	3 representatives of the project team for presenting eTOURIST in tourist exhibition ITF Holiday&Spa Expo Sofia, 2020	Contracted, implemented and verified
	Organization of the participation of the project team in tourist exhibition ITF Holiday&Spa Expo Sofia, 2020 to present eTOURIST on the global tourism market (participation fee, rent of exhibition place, equipment & furniture, presentation materials). External service contract incl. translation. External service contract	Contracted, implemented and verified
PB2	2 representatives of the PB2 for presenting eTOURIST in tourist exhibition ITF Holiday&Spa Expo Sofia, 2020	Contracted, implemented
	Organization of the participation of the project team in tourist exhibition ITF Holiday&Spa Expo Sofia, 2020 to present eTOURIST on the global tourism market (participation fee, rent of exhibition place, equipment & furniture, presentation materials). External service contract incl. translation. External service contract	Contracted, implemented
PB3	1 representative of PB3 for presenting eTOURIST in tourist exhibition ITF Holiday&Spa Expo Sofia, 2020	Contracted, implemented
	Organization of the participation of PB3 in tourist exhibition ITF Holiday&Spa Expo Sofia, 2020 to present eTOURIST on the global tourism market (participation fee, rent of exhibition place, equipment & furniture, presentation materials). External service contract	Contracted, implemented
PB4	1 representatives of PB4 for presenting eTOURIST in tourist exhibition ITF Holiday&Spa Expo Sofia, 2020	



**Time frame and Agenda until  
the end of the project.  
Verifications of all PBs**



# Time frame and Agenda until the end of the project

	January	February	March	April	May	June	July	August
LB	Organization of 1 Partners' meetings in Haskovo	Organization of Press conference to present the results of the Project	Organization of 2 Partners' meetings in Haskovo - 1 day, 8 attendants/Rent of hall, translation, materials, catering/. External service contract	Travel to Greece for 2 Partners' meetings	Production of package materials for Closing event (50 pens, 50 USB, 50 notebooks folders). External service contract	Travel to Greece for 2 Partners' meetings	Organization of 1 Partners' meetings in Haskovo - 1 day, 12 attendants/Rent of hall, translation, materials, catering/. External service contract	Report
	Tender procedures development.	Production of package materials for Press conference (20 pens, 50 USB, 20 notebooks folders). External service contract	1 * 2 days trainings of Media from Haskovo on presenting the region (20 participants /10 from Gr and 10 from Bg/ - rent of hall, translation, lecturers, materials, catering - 2 lunch, 1 dinner, 2 coffee breaks). Accommodation of Greek representatives	4 * 1 day training of community centers in Haskovo Region "The power is within you" (15 participants/each - rent of hall, translation, lecturers, materials, catering - 1 lunch. Accommodation of 2 Greek experts	Production of communication materials and tools (advertising leaflets /incl. translation - 2500, folders - 500; umbrellas - 150, cups - 500, maps - 1000, power banks - 100, sports backpacks - 100, plastic stand for mobile phone - 125, car shadow - 250, plastic bottle holders and plugs for wine bottles - 125, sports bottles - 125, magnets - 250	Participation of staff at Press conference, organized in Greece	Organization of 2 days Project Closing Event in Bg for 50 participants /25 from Bg and 25 from Gr/, rent of hall, translation, catering - 2 coffee breaks, 2 lunch and 1 dinner, lecturers, programme for the event, accommodation of the participants). External service contract	
		Media publications for promotion of the project and its results - 10 media publications in BG. External service contract		4 * 1 day training course for the Museums from Haskovo region. (5 participants/each - rent of hall, translation, lecturers, materials, catering - 1 lunch. Accommodation of 2 Greek experts	Develop strategic guidelines for image building of the Bulgarian Region as a tourist destination	Travel expenses for 25 attendants at Closing event in Greece	Organization of publicity events and conferences (1 final press conferences * 20 participants; 2-day final scientific conference for 60 participants, rent of hall, translation, catering, lecturers, programme for the event, translation). External service contract	
		ALL-IN-ONE virtual reality device.			Development of scenario: incl. Preparation of conceptual design, 360 degree panorama, 360 degree video recording, Making a virtual tour with transition arrows between the different panoramic points, VR web accessibility. Explore Virtual Reality as potential to enhance tourism of both regions	Media publications for promotion of the project and its results - 5 media publications in BG.	Organization of 2-day Festival "Traditional culinary and wines of Haskovo-Evros" in Haskovo (rent of hall, translation, presentation of traditional recipes, presentation of traditional customs for the regions). External service contract	
					4 * 1 day training of community centers in Haskovo Region "The power is within you" (15 participants/each - rent of hall, translation, lecturers, materials, catering - 1 lunch. Accommodation of 2 Greek experts	Travel of 10 participant in 2-day Festival "Traditional culinary and wines of Haskovo-Evros" in Alexandroupoulous, Greece	Organize the trip of 10 media representatives from Haskovo region to attend the Training organized in Greece - travel expenses	
					4 * 1 day training course for the Museums from Haskovo region. (5 participants/each - rent of hall, translation, lecturers, materials, catering - 1 lunch. Accommodation of 2 Greek experts			



# Time frame and Agenda until the end of the project

	January	February	March	April	May	June	July	August
PB2			Digitalization of cultural and natural sites for the needs of eTOURIST and development of video tours for Evros				Travel for 1 final press conference in Haskovo, Bg	Report
			Digitalization of traditional culinary & wine and development of videos for the needs of eTOURIST for Evros				Organization of participation of PB2 to the Festivals "Traditional culinary and wines of Haskovo-Evros" in Haskovo	



# Time frame and Agenda until the end of the project

	January	February	March	April	May	June	July	August
PB3	Attend Partners' meeting in Haskovo	Media publications for promotion of the project and its results - 5 media publications in Gr	Attend Partners' meeting in Haskovo	Organization of 1 Partners' meeting in Alexandroupolis - 1 day, 8 attendants	Development, production and publishing of a Catalogue of gastronomy over cultural heritage of Haskovo - Evros region		Attend Partners' meeting in Haskovo	
		Production of communication materials and tools (advertising leaflets /incl. translation/ - 5000, folders - 1000	Finalize Collecting information for Evros region for Etourist	Finalize the Study of natural and cultural heritage sites in Evros region and evaluation of their importance for the targeted CB region in Bulgaria related to valorization for tourist purposes including translation in EN and GR.	2 * 2 days training courses for residents of the mountain villages of Soufli	1 * 2 days trainings of Media from Greece on presenting the region	Attend Final pressconference in Haskovo	
			Finalize Collecting and providing information for digital web portal	Finalize the Study of traditional culinary in Evros to present traditional cuisine & recipes, herbs & spices, traditional food products, traditional culinary events	2 * 2 days training courses for residents of the villages south and north of the Erithropotamos river		Travel for 1 final conference in Haskovo, Bg, 10 participants	
			ALL-IN-ONE virtual reality device	1 *2 days training course in Soufli, for stakeholders, residents and social organizations	1 * 2 days training course in Didimoticho for stakeholders, residents and social organizations		Media publications for promotion of the project and its results - 2 media publications in GR.	
			Organize the trip of 10 media representatives from Greece to attend the Training organized in Bulgaria		1 * 2 days training course in Didimoticho for social organizations		Travel of 10 participants to Haskovo for the two days Festival organized by LP	
					experts to take part in BG trainings		Organization of 2-day Festival "Traditional culinary and wines of Haskovo-Evros" in Alexandroupolis	

Report

# Time frame and Agenda until the end of the project

	January	February	March	April	May	June	July	August
<b>PB4</b>	Attend Partners' meeting in Haskovo	Media publications for promotion of the project and its results	Attend Partners' meeting in Haskovo	attend the Partners' meetings in Gr	Production of package materials for Closing event	Organization of 1 Partners' meeting	Attend Partners' meeting in Haskovo	Report
	Tender procedures and specifications development				Production of package materials for Press conference	Organization of Project Closing Event 1 day in GR for 30 participants	Attend Final pressconference in Haskovo	
					Develop strategic guidelines for image building of the Greek Region as a tourist destination	Organization of 1 Press conference to present the results of the Project	Organization of participation of PB4 to the Festivals "Traditional culinary and wines of Haskovo-Evros" in Haskovo	
					QR codes app to create interactions between visitors and the museum	Media publications for promotion of the project and its results		
						Organization of participation of PB4 to the Festivals "Traditional culinary and wines of Haskovo-Evros" in Alexandroupolis		

# Verification data from MIS



Total amount of the project  
With additional activities:

463 217,48



Total verified till 31.12.2020:

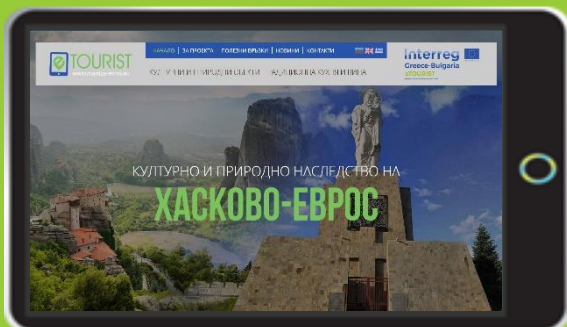
197 439,88



Total verified by LB till 31.12.2020: **140 501,48** (71,16 % of the total verified)



# Verified and Paid out expenditure per Beneficiary



PARTNER	total amount	Paid expenditures till 31.12.2020	Verified expenditures till 31.12.2020	% verifications
LB	223 846,48 EUR	144 409,00 EUR	140 501,48 EUR	62,77%

PARTNER	total amount	Paid expenditures till 31.12.2020	Verified expenditures till 31.12.2020	% verifications
PB2	71 587,00 EUR	36 263,48 EUR	35 963,48 EUR	50,24%

PARTNER	total amount	Paid expenditures till 31.12.2020	Verified expenditures till 31.12.2020	% verifications
PB3	104 160,00 EUR	21 920,00 EUR	0,00 EUR	0,00%

PARTNER	total amount	Paid expenditures till 31.12.2020	Verified expenditures till 31.12.2020	% verifications
PB3	63 624,00 EUR	37 466,64 EUR	20 974,92 EUR	32,97%



# Discussion





Thank you for your attention!

**Interreg**  
Greece-Bulgaria



EUROPEAN UNION



REGIONAL MUNICIPALITIES ASSOCIATION

**MARITZA**



ΕΘΝΟΛΟΓΙΚΟ ΜΟΥΣΕΙΟ ΘΡΑΚΗΣ  
ΑΓΓΕΛΙΚΗ ΓΙΑΝΝΑΚΙΔΟΥ



ΔΗΜΟΣΥΝΕΤΑΙΡΙΣΤΙΚΗ  
ΕΒΡΟΣ Α.Ε.

**Συνεργασία**  
Ενεργών Πολιτών

**TOURIST**  
www.maritza-evros.eu

European Regional Development Fund

## ШЕСТА РАБОТНА СРЕЩА

### ПРОЕКТ „ПРОМОТИРАНЕ И РАЗВИТИЕ НА ПРИРОДНОТО И КУЛТУРНОТО НАСЛЕДСТВО НА БЪЛГАРО-ГЪРЦКИЯ ТРАНСГРАНИЧЕН РЕГИОН ЧРЕЗ ИНТЕЛИГЕНТНИ И ЕЛЕКТРОННИ ИНСТРУМЕНТИ“, С АКРОНИМ „eTOURIST“, ДОГОВОР ЗА БФП № В2.6С.07/09.10.2017

На 26.01.2021 г. се проведе шестата работна среща по проект „Промотиране и развитие на природното и културното наследство на българо-гръцкия трансграничен регион чрез интелигентни и електронни инструменти“, с акроним „eTOURIST“, Договор за БФП № В2.6с.07/09.10.2017. Домакин на срещата бе Водещия партньор по проекта – PCO „Марица“. Срещата се проведе онлайн в платформата Zoom.

На срещата присъстваха представители на четиримата партньори от България и Гърция.

В рамките на срещата партньорите дискутираха следните въпроси:

1. Напредък на проекта по работни пакети и конкретни дейности. Изпълнение на тръжните процедури – контракувани дейности, срокове и резултати.
  - Работен пакет 1: Управление на проекта и координация: кратко представяне на напредъка; финансиране и изплащане на средствата по проекта; определяне на дата за следващата среща;
  - Работен пакет 2: Комуникация и разпространение: обсъждане на напредъка на планираните събития за публичност и конференции; комуникационни материали и инструменти; медии, социални медии и Интернет; планиране изпълнението на допълнителните дейности в рамките на пакет 2;
  - Работен пакет 3: Интегрирана методология eTOURIST за културни и природни обекти, традиционни храни и вина – напредък на партньорите от Гърция и дискутиране изпълнението на допълнителните дейности в рамките на пакет 3;
  - Работен пакет 4: Разработване на пакет eTOURIST: дигитализация на културни и природни обекти и видео разходки; дигитализация на традиционни храни и вина; обсъждане на напредъка на партньорите от Гърция; обсъждане изпълнението на допълнителните дейности в рамките на пакет 4;
  - Работен пакет 5: Валоризация на традиционната кулинария и вино на Хасково-Еврос: дискутиране на подготовката на обученията за валоризация на традиционна кулинария и вино в България и Гърция; дискутиране на подготовката на 2 трансгранични фестивала представящи традиционната кулинария и традиционното вино (1 в България и 1 в Гърция); обсъждане изпълнението на допълнителните дейности в рамките на пакет 5;
  - Работен пакет 6: eTOURIST на световния туристически пазар: участието на партньорите по проекта в международното туристическо изложение - ITF Holiday&Spa Expo Sofia, 2020 е приключено през месец февруари 2020 г.



## SIXTH MEETING

### **PROJECT „PROMOTION AND DEVELOPMENT OF NATURAL AND CULTURAL HERITAGE OF BULGARIAN – GREEK CROSS-BORDER REGION THROUGH SMART AND DIGITAL TOOLS“, ACRONYM „eTOURIST“, SUBSIDY CONTRACT № B2.6C.07/09.10.2017**

On 26.01.2021 the 6<sup>th</sup> Project meeting on the project „Promotion and development of natural and cultural heritage of Bulgarian – Greek cross-border region through smart and digital tools“, with acronym „eTOURIST“, Subsidy contract № B2.6c.07/09.10.2017 was held. The meeting was hosted by the Lead Beneficiary – RMA Maritza. The meeting was held online on the Zoom platform.

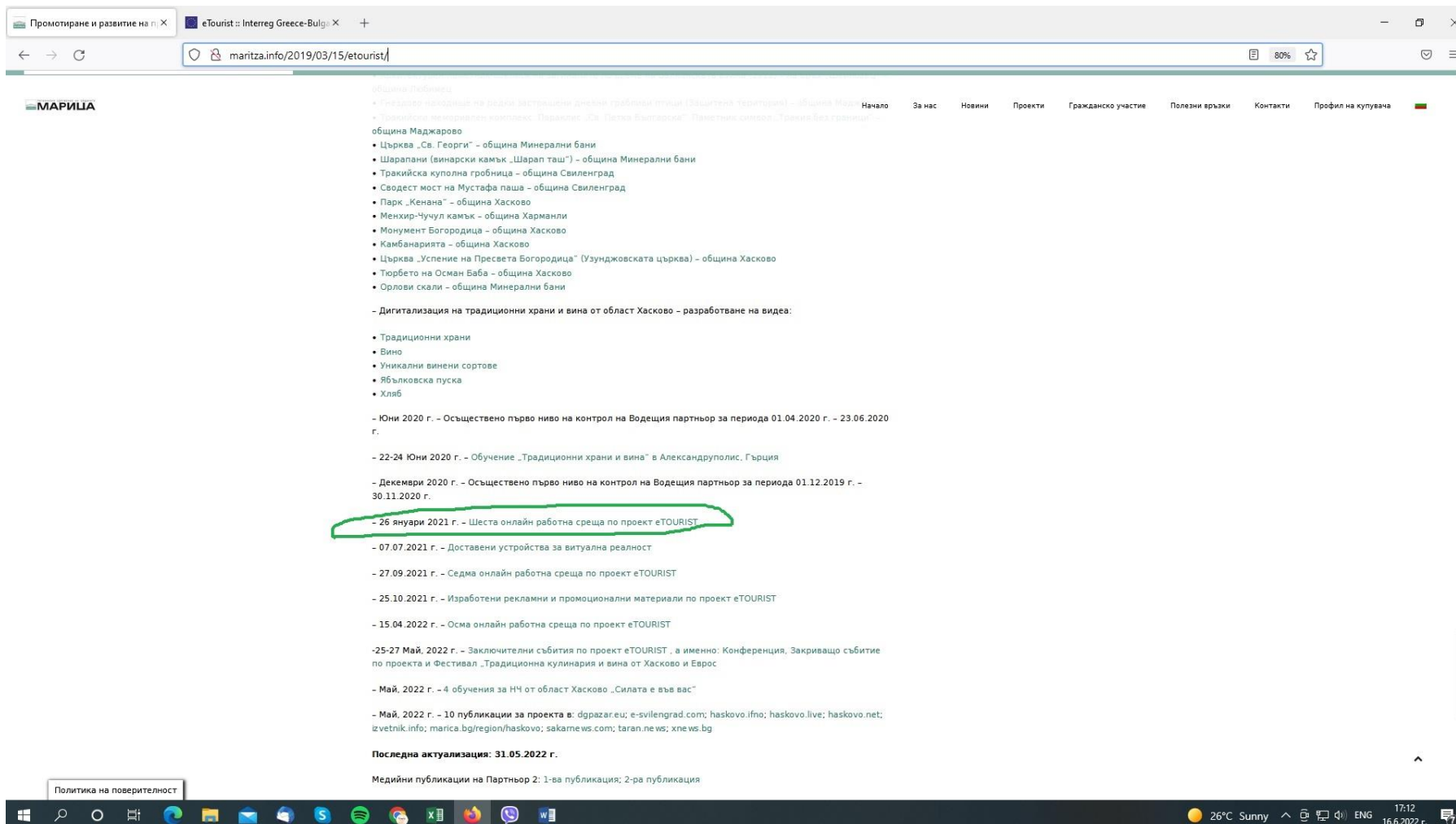
The meeting was attended by representatives of the four partners from Bulgaria and Greece.

During the meeting the partners discussed the following issues:

Project progress discussed per work packages and specific activities. Implementation of tender procedures - contracted activities, deadlines and results

- WP1: Project Management & Coordination: short Presentation of the progress of the project activities; funding Issues; discussion on the date of the next Partners' meeting;
- WP2: Communication & Dissemination: discussion of the Progress of planned publicity events and conferences; production of communication materials and tools; media, social media, Internet; planning the implementation of additional activities under package 2;
- WP3: Integrated eTOURIST methodology for cultural & natural sites and for traditional culinary & wine: progress of the Greek beneficiaries; planning the implementation of additional activities under package 3;
- WP4: Development of eTOURIST package: digitalization of cultural and natural sites and video tours; digitalization of traditional culinary & wine and development of videos; discussing the progress; development of smart application; development of interactive digital web portal - progress; planning the implementation of additional activities under package 4;
- WP5: Valorization of Haskovo-Evros traditional culinary & wine: discussing the preparation of trainings for valorisation of traditional culinary and wine in Bulgaria and Greece; discussing the preparation of 2 cross-border festivals presenting traditional culinary and traditional wine (1 in Bulgaria and 1 in Greece); planning the implementation of additional activities under package 5;
- WP6: eTOURIST on the global tourism market: the participation in the international tourist exhibition - ITF Holiday&Spa Expo Sofia, 2020 is completed in February, 2020.

<http://maritza.info/2019/03/15/etourist/>



Промотиране и развитие на п... X eTourist :: Interreg Greece-Bulg... X +

maritza.info/2019/03/15/etourist/ 80%

МАРИЦА

Начало За нас Новини Проекти Гражданско участие Полезни връзки Контакти Профил на купувача

Община Любеч  
• Гнездо на птици на ридо в стресени дънки грабони тощи (Видителен териториал) - Община Маджарово  
• Тракийски мездровен камък. Параклис „Св. Петка Вълсарска“ Паметник символ „Тризна без граници“ - Община Маджарово  
• Църква „Св. Георги“ - община Минерални бани  
• Шарапани (винарски камък „Шарал таш“) - община Минерални бани  
• Тракийска куполна гробница - община Свиленград  
• Сводест мост на Мустафа паша - община Свиленград  
• Парк „Кенана“ - община Хасково  
• Менхир-Чучул камък - община Харманли  
• Монумент Богородица - община Хасково  
• Камбанарията - община Хасково  
• Църква „Успение на Пресвета Богородица“ (Узунджовската църква) - община Хасково  
• Тюрбето на Осман Баба - община Хасково  
• Орлови скали - община Минерални бани

- Дигитализация на традиционни храни и вина от област Хасково - разработване на видео:

- Традиционни храни
- Вино
- Уникални винени сортове
- Ябълковска пуска
- Хляб

- Юни 2020 г. - Осъществено първо ниво на контрол на Водещия партньор за периода 01.04.2020 г. - 23.06.2020 г.

- 22-24 Юни 2020 г. - Обучение „Традиционни храни и вина“ в Александрополис, Гърция

- Декември 2020 г. - Осъществено първо ниво на контрол на Водещия партньор за периода 01.12.2019 г. - 30.11.2020 г.

- 26 януари 2021 г. - Шеста онлайн работна среща по проект eTOURIST

- 07.07.2021 г. - Доставени устройства за виртуална реалност

- 27.09.2021 г. - Седма онлайн работна среща по проект eTOURIST

- 25.10.2021 г. - Изработени рекламни и промоционални материали по проект eTOURIST

- 15.04.2022 г. - Осма онлайн работна среща по проект eTOURIST

-25-27 Май, 2022 г. - Заключителни събития по проект eTOURIST , а именно: Конференция, Закриващо събитие по проекта и Фестивал „Традиционна кулинаруия и вина от Хасково и Еврос

- Май, 2022 г. - 4 обучения за НЧ от област Хасково „Силата е във вас“

- Май, 2022 г. - 10 публикации за проекта в: dgpazar.eu; e-svilengrad.com; haskovo.ifno; haskovo.live; haskovo.net; izvetnik.info; marica.bg/region/haskovo; sakamews.com; taran.news; xne.ws.bg

Последна актуализация: 31.05.2022 г.

Медийни публикации на Партньор 2: 1-ва публикация; 2-ра публикация

Политика на поверителност

26°C Sunny 17:12 16.6.2022 г.

<https://maritza-evros.eu/bg/%D0%9D%D0%BE%D0%B2%D0%B8%D0%BD%D0%B8/%D0%A8%D0%B5%D1%81%D1%82%D0%B0-%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D0%BD%D0%B0-%D1%81%D1%80%D0%B5%D1%89%D0%B0-%D0%BF%D0%BE-%D0%BF%D1%80%D0%BE%D0%B5%D0%BA%D1%82-eTOURIST-22/>

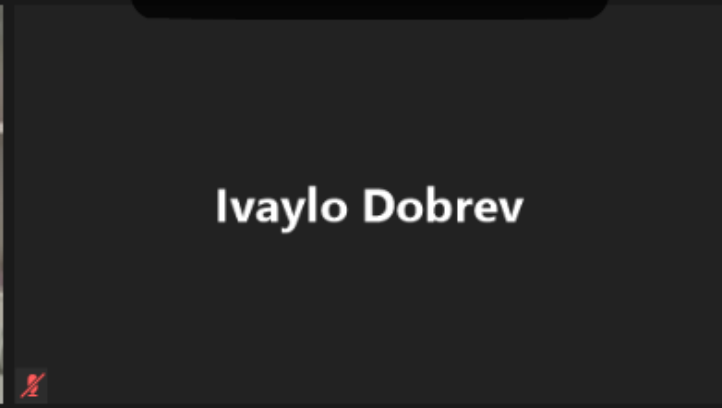


The screenshot shows a web browser window with the URL <https://maritza-evros.eu/bg/Новини/Шеста-работна-среща-по-проект-eTOURIST-22/>. The page features a header with navigation links: НАЧАЛО | ЗА ПРОЕКТА | ПОЛЕЗНИ ВРЪЗКИ | НОВИНИ | КОНТАКТИ. Below the header is a banner image with the text "НОВИНИ" and "НАЧАЛО / НОВИНИ / ШЕСТА РАБОТНА СРЕЩА ПО". The main content area is titled "Шеста работна среща по проект eTOURIST" and dated "28 Януари 2021". The article text describes a meeting on 26.01.2021 regarding the project's progress and future activities. It lists several work packages (Работен пакет 1-6) and their objectives. At the bottom of the article, there are social media sharing icons for Facebook, Twitter, LinkedIn, and Pinterest, and a "ФОТО ГАЛЕРИЯ" section with a thumbnail image of a meeting.

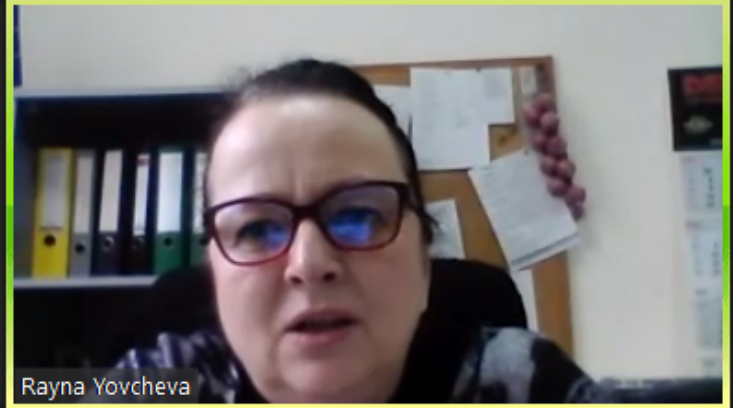
NEW Drag and drop to reorder videos



George Bekiaridis



Ivaylo Dobrev



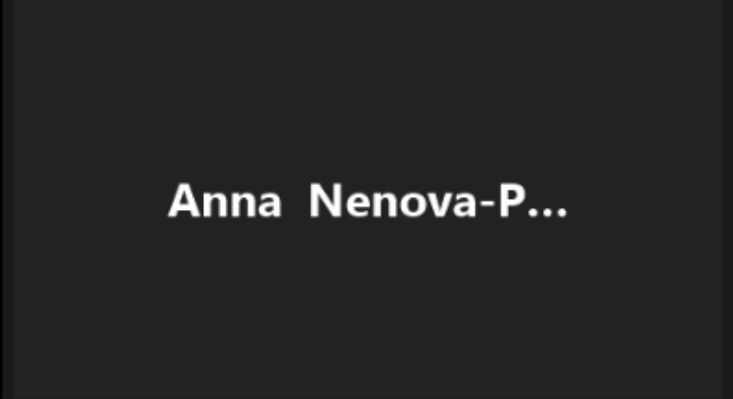
Rayna Yovcheva



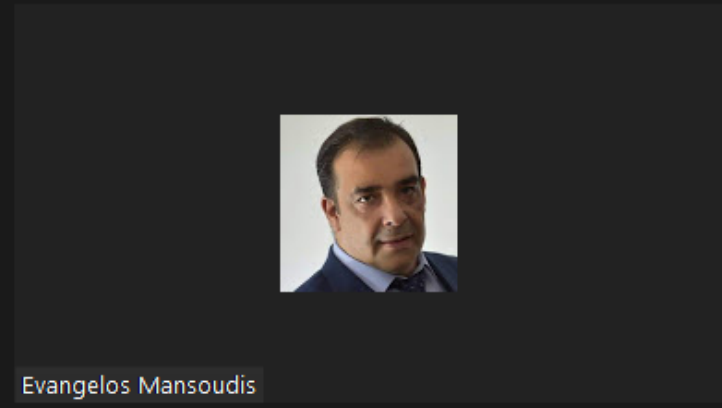
GR EVANGELOS KAZAKIS



Galina Georgieva



Anna Nenova-P...



Evangelos Mansoudis