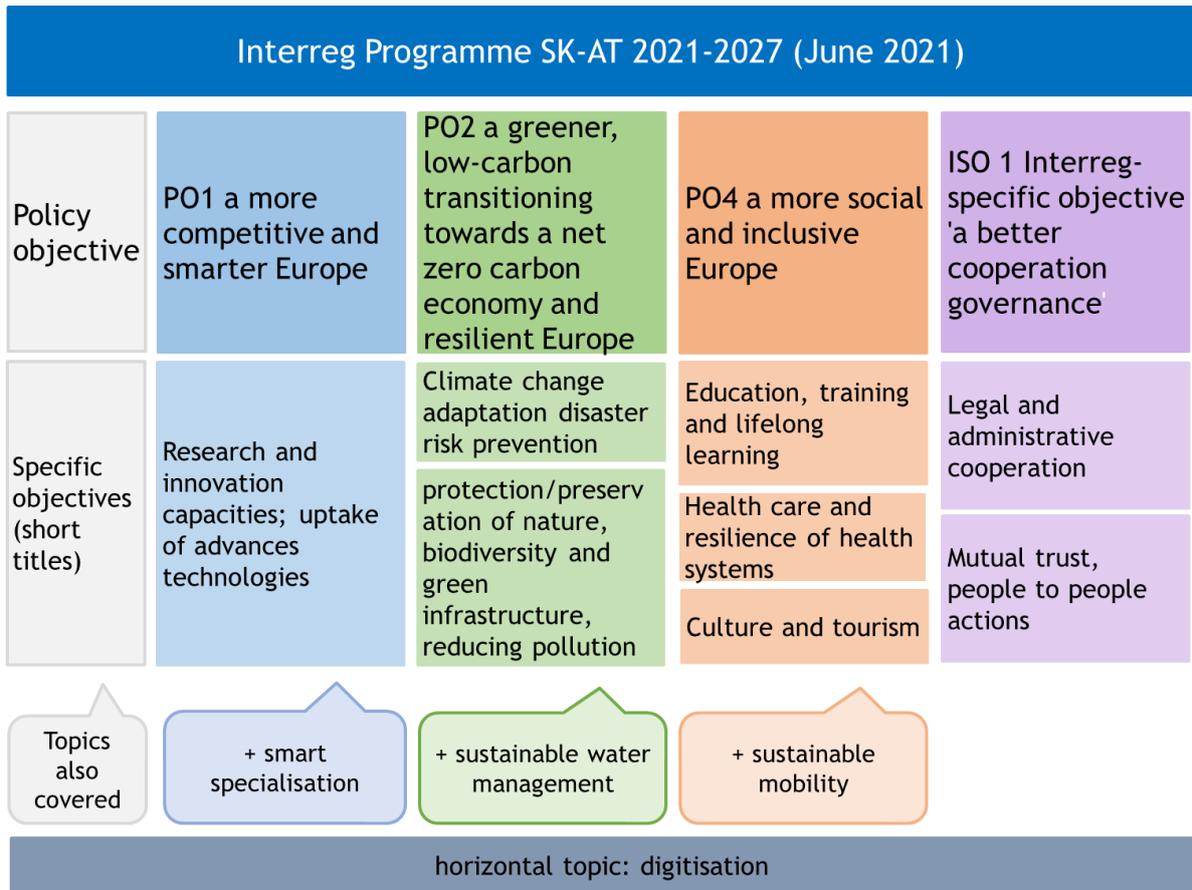
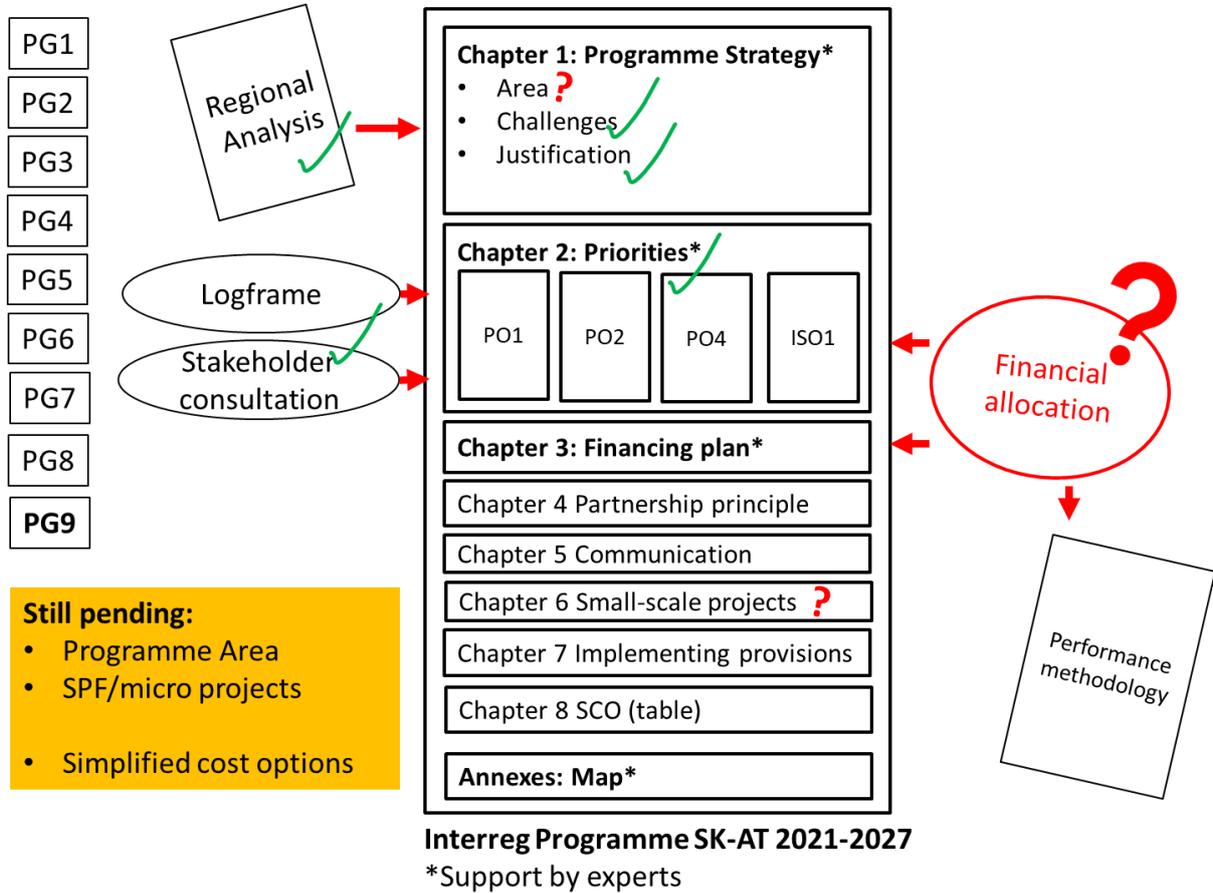


INTERREG SK-AT 2021 -2027

Thematic Focus



State of Programming



Important priorities

Priority 3: A more social SK-AT border region

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

2.3.1.1 Related types of action, and their expected contribution to those specific objectives and to macro-regional strategies and sea-basin strategies, where appropriate

Contribution to specific objective

The types of action indicated in this section contribute to the specific objective predominantly by preservation, maintenance and valorisation of cultural and natural heritage of the cross-border region through sustainable tourism and by connections across the border fostering sustainable forms of mobility.

Related types of action

Type of action 2.3.1 Developing and implementing cross-border strategies and action plans for sustainable tourism development

The main aim of the type of action is to implement cross border tourism strategies and to improve the development of the sustainable tourism.

Indicative actions:

- studies on sustainable and effective valorisation of the cultural and natural heritage in tourism
- initiatives coordinating cultural and natural heritage development plans, e.g. common preparation of exhibitions, joint research initiatives
- action plans developing quality labels in services and products
- development of new innovative mediation/digital formats
- common approaches to valorisation of promising sites and attractions, to promotional activities or to education of public and volunteers
- development of joint thematic tourism routes and offers based on the natural and cultural heritage (e.g. wine, biking, architecture, history, etc.)

Type of action 2.3.2 Implementing joint solutions including small-scale investments in natural and cultural heritage sites and joint tourism services

The main aim of the type of action is to support projects that can contribute to variety of tourism offers and products in a more strategic approach achieving synergies among them.

Indicative actions:

- cross-border destination management and marketing activities such as promotional actions of natural or cultural heritage sites (joint tourism guides, information boards, touristic tours)
- implementation of thematic offers such as routes on joint topics (e.g. the Route of aristocratic families, Iron Curtain Trail, Water paths, Geopark Little Carpathians, Historical parks route)
- preservation and maintenance of the cultural heritage monuments, sites and landmarks including investments in the tourist infrastructure, e.g. visitor centres

- activities related to cross border tourism mobility including small scale investment
- educational activities for relevant bodies/owners of historical sites or volunteers
- awareness raising activities for the general public on natural and cultural heritage
- exchange of know-how, improvement of cooperation and promotion of culture, arts and artists

Type of action 2.3.3 Investments in infrastructure to enhance accessibility of cross-border regions and sites to citizens and tourists

The main aim of the type of action is to improve the local and regional level of cross-border accessibility.

Indicative actions:

- planning process and implementation of sustainable cross-border connections (e.g. Angern – Záhorská Ves, Dürnkrot – Gajary)
- filling the gaps in cycle routes embedded in tourism projects

Contribution to macro-regional strategies

The actions shall contribute to the EU Strategy for the Danube Region (EUSDR) priority area 3 "To promote culture and tourism, people to people contacts" mainly by:

- developing sustainable forms of tourism (green tourist products and sustainable mobility solutions) and ensuring the sustainable preservation, conservation, socialization and contemporary interpretation of cultural heritage and natural values;
- supporting science, research and new technologies in culture, tourism and people to people contacts by supporting the implementation of a harmonised monitoring system dedicated to sustainable tourism and cultural/natural heritage and promoting the exchange of practices and networking in the field of Arts, further support of creation of linkages and synergies between the cultural and creative sectors and the tourism sector;
- valorizing, promoting and protecting the cultural heritage, inter alia by establishing the Danube Region as important European tourist destination, by promoting the development of quality products, infrastructure and innovative forms of tourism and culture by SMEs and public private partnerships.

All implemented projects shall consider related strategies and action plans on regional, national and EU level, such as Masterplan on Tourism (Plan T – Masterplan für Tourismus, 2019) and Strategy of Tourism Development in Slovakia until 2020 (2013), Marketing Strategy of the Slovak Tourism Board for the years 2014-2020 (2013) on the national level. Furthermore, on the regional level Tourism Strategy (Tourismusstrategie Burgenland 2022+, 2018), Cultural Strategy (Strategie für Kunst und Kultur des Landes Niederösterreich, 2016), Tourism Strategy 2020 (Tourismusstrategie 2020, 2017), Shaping Vienna – Visitor Economy Strategy 2025 (2019) as well as Programme of Economic and Social Development of Bratislavský samosprávny kraj 2014-2020, Programme of Economic and Social Development of Trnavský samosprávny kraj 2016-2020, Strategy of Tourism Development in Bratislavský samosprávny kraj (2015) and Strategy of Tourism Development in Trnavský samosprávny kraj (2015)

2.3.1.3 The main target groups

The main target groups are:

- the population in the programme area directly benefitting from improved culture and tourism offers and mobility connections
- local tourism service providers
- local business actors actively participating in tourism services
- owners of local cultural sites
- public, regional and local authorities in the programme area
- NGOs actively working/providing services in the field of tourism and culture

2.3.1.4 Indication of the specific territories targeted, including the planned use of ITI, CLLD or other territorial tools

The whole programme area is targeted by these actions. No use of ITI, CLLD or other territorial tools has been planned.

Priority 4: A better cooperating SK-AT border region

2.4.1 ii) enhance efficient public administration by promoting legal and administrative cooperation and cooperation between citizens, civil society actors and institutions, in particular, with a view to resolving legal and other obstacles in border regions

2.4.1.1 Related types of action, and their expected contribution to those specific objectives and to macro-regional strategies and sea-basin strategies, where appropriate

Contribution to specific objective

The types of action indicated in this section contribute to the specific objective predominantly by allowing stakeholders at all levels to address cross-border aspects, remove obstacles to cross-border cooperation for long-term development of the programme area and improve know-how and data exchange.

Particular emphasis is put at strengthening the functional area of the Twin-City region and its hinterland with strengthening institutional cooperation to improve the joint strategy development in areas of cross-border relevance. The joint administrative cooperation should address needs and dynamics evolving in the Twin-City region. This is especially important in thematic fields such as mobility, housing, labour market, health and social services.

Related types of action

Type of action 6.1.1: Know-how and data exchange to improve strategy development in the cross border region

The aim of the type of action is to enhance the information and data exchange across border to support joint administrative and legal activities addressing, for example, border obstacles.

Indicative actions are:

- exchange of experience to share solutions and increase their impact
- studies to understand cross-border obstacles, processes and gather expertise
- data collection and harmonization to build a solid data base
- strategy development (e.g. transport and mobility, housing, labour market, demographic change, business development, RTI, rescue services, health education, regional development)

Type of action 6.1.2 joint pilot actions addressing the removal of border obstacles

The aim of the type of action is to boost joint solutions across the border to reduce barriers and obstacles caused by different legal and administrative systems.

Indicative actions:

- joint activities and know-how exchange among public actors in relevant thematic fields, e.g. in housing, mobility, environmental protection or tourism, etc.

Type of action 6.1.3 strengthening the institutional capacity of public authorities/organisations

The aim of the type of action is to improve the institutional capacity towards cross-border cooperation information and skill development in order to understand each other better.

Indicative actions are:

- joint actions promoting skill development of public authorities
- trainings, peer reviews, language training and staff exchanges

Contribution to macro-regional strategies

The actions shall contribute to initiatives in priority area 10 of the EU Strategy for the Danube Region according to the EUSDR - Action Plan (2020), for example by aligning the regulatory framework and strengthening cross-border governance, supporting more effective cooperation between administrations, providing support for actions that contribute to the strengthening of institutional capacities to improve decision-making and administrative performance in the border region in the specified topics and increasing the involvement of civil society and local actors for a more effective policy-making and implementation at regional level in the programme area.

The actions shall contribute to 4th objective of the EU strategy of the Alpine region EUSALP "Improving cooperation and the coordination of action in the Alpine Region".

2.4.1.3 The main target groups

According to their thematic scope the main target group comprises local, regional and national public authorities/institutions, intermediary organizations, EGTC and non-governmental organisations in the programme area.

An additional target group is the general public benefitting from cross-border achievements such as better coordinated approaches to effectively address major societal challenges and obstacles in the programme area and to provide services of general interest in a more efficient way.

2.4.2 iii) build up mutual trust, in particular by encouraging people-to-people actions

2.4.2.1 Related types of action, and their expected contribution to those specific objectives and to macro-regional strategies and sea-basin strategies, where appropriate

Contribution to specific objectiveThe types of action indicated in this section contribute to the specific objective predominantly by supporting bottom-up cooperation among citizens in the programme area and reducing mindsets and drawing people across the border together. ***Related types of action***

Type of action 6.2.1 Joint actions to build up mutual trust and promote citizens' cooperation

The aim of the type of action is to improve the local interaction between citizens across the border and to reduce negative mindsets and improve communication among people in the border area.

Indicative actions:

- people-to-people activities for improving cultural, social and economic relations with a clear cross-border focus by particularly supporting trust and capacity building in the programme area (e.g. educational exchange visits, cultural events, conferences, tourist trips/excursions etc.)
- jointly explore and develop solutions at local level, e.g. for overcoming obstacles in the fields of public administration or facilitating exchange between associations, e.g. in the fields of education or natural and cultural heritage, etc.

Contribution to macro-regional strategies

The actions shall contribute to initiatives in priority area 3 of the EU Strategy for the Danube Region according to the EUSDR - Action Plan (2020), with supporting local initiatives related to culture and tourism and related social activities.

2.4.1.3 The main target groups

The main target group among others are citizens of the cross-border region, local public authorities/institutions, bodies governed by public law, intermediary organisations, EGTC, who can contribute to a common understanding and a common identity in the border region.

2.4.1.4 Indication of the specific territories targeted, including the planned use of ITI, CLLD or other territorial tools

The entire programme area is targeted. No use of ITI, CLLD or other territorial tools has been planned.