

## South East Europe Transnational Programme

### Project Idea Form

**Project idea's title**

**Priority**

(choose priority and indicate the relative area of intervention)

**Project Idea Promoter**

(name of the institution)

**Contact Person**

**Cultural Patrimony as focal points for sustainable tourism**

☐ Priority  
Axis 1

AoI \_\_\_\_\_

☐ Priority  
Axis 2

AoI \_\_\_\_\_

☐ Priority  
Axis 3

AoI \_\_\_\_\_

☒ Priority  
Axis 4

**AoI Development of transnational synergies for sustainable growth**

Area of intervention 4.3 Promote the use of cultural values for development

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- Arnold Klingeis, Klingeis Consulting.....
- Dorothea Palenberg, Marianne Badura, Eva Zieschank, blue!

Name: Arnold Klingeis, Klingeis Consulting

Address: Str. Eroilor, Avrig

Country: Romania

Tel: +40-0724-302586

Email: ak@klingeisconsulting.com

Name: Dorothea Palenberg, Marianne Badura, Eva Zieschank  
Blue!advaning european projects GbR

Address: Obere Hauptstr. 29

Postfach 1115

85311 Freising

Tel: +49-8161-144368

Email: d.palenberg@the-blue.net; m.badura@the-blue.net

Is the applicant the project's potential Lead Partner?

☒ Yes

☐ No

If not, is the potential Lead Partner already being chosen?

☐ Yes

☐ No

**Background** (main problems or challenges to be addressed)

- Cultural patrimony buildings often lack a comprehensive strategy for redevelopment in line with the objectives of sustainable tourism

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**Objectives** (main and specific objectives to be achieved)

- Identify and compile implementation pathways how to integrate cultural patrimonies permanently into sustainable tourism development
- Develop favourable investment conditions for developing cultural patrimony into focal points for sustainable tourism
- Ensure a tight connection between the cultural outreach of supraregionally well-known buildings and the regional tourism strategies
- Contribute to a rehabilitation of the buildings in line with the regional tourism strategy
- Interlink the redevelopment of cultural patrimony buildings e.g. under structural funds with a comprehensive transnational approach
- Contribute to best practice pilot implementations and compile experiences and know-how
- Integrate regional job creation and tourism development
- Cross-link with UNESCO-strategies

**Main foreseen activities**

- Pool framework conditions of 6 buildings in the SEES
- Link regional and national tourism strategies as well as regional development strategies with the future use of the buildings
- Develop investment plans for rehabilitation of the buildings in line with these strategies
- Develop and use of incentive programmes for attraction of appropriate future users of these buildings
- Set up financing plans for investments, sponsorship as well as accession of structural funds
- Cross-link these plans with concrete illustrative promotion cases for sustainable tourism, e.g. green electricity, green energy supply, connection to bike paths or hiking trails
- Implement Pilot activities in selected areas

**Expected outputs and results**

- Concrete best practice cases created
- Implementation guide for communities or investors facing similar challenges
- Integration of cultural patrimony as focal points for sustainable tourism

**Innovative character of the project idea**

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## Partnership

Partners involved at this stage

ERDF Partners	<ul style="list-style-type: none"><li>- Lead Partner: Samuel Bruckenthal foundation, Transsylvania, RO</li><li>- Evangelic Church as owner of the Bruckenthal Castle, Transsylvania, RO</li></ul>
IPA Partners	
ENPI Partners*	

Partners requested

ERDF Partners	<ul style="list-style-type: none"><li>- Further partners: prominent owners or developers of cultural patrimony buildings</li></ul>
IPA Partners	<ul style="list-style-type: none"><li>- Further partners: prominent owners or developers of cultural patrimony buildings</li></ul>
ENPI Partners	<ul style="list-style-type: none"><li>- Further partners: prominent owners or developers of cultural patrimony buildings</li></ul>

Estimated Total Budget

Total volume: 2 MIO EURO

Does your project idea foresee the application for the 10% rule\*

☐ Yes. Please, explain in detail what will it be used for and the relevance for the project

☒ No

Estimated duration

(in months)

3,5 Years

☒ I would like my project's idea to be published on the Southeast Europe Transnational Programme's website and presented during the SEE kick off event.

\* ENPI Funds won't be available for the 1<sup>st</sup> Call. Partners from Ukraine and Republic of Moldova can be involved by applying for the 10% rule.

\* The 20% rule is not applicable for the 1<sup>st</sup> Call.