

# South East Europe Transnational Programme

## Project Idea Form

**Project idea's title**

**Along the Drava/Drau**

**Priority**

(choose priority and indicate the relative area of intervention)

<input type="checkbox"/> Priority Axis 1	AoI _____
<input type="checkbox"/> Priority Axis 2	AoI _____
<input checked="" type="checkbox"/> Priority Axis 3	Improve co-ordination in promoting, planning and operation for primary and secondary transportation networks
<input type="checkbox"/> Priority Axis 4	AoI _____

**Project Idea Promoter**

(name of the institution)

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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)

Italy, Austria, Slovenia, Croatia and Hungary are linked by the river Drava, along which a unique European region has shared in the past people and goods, culture and traditions, natural resources, collaboration, but has suffered also an historic fragmentation. Now the Drava represents a passageway to overcome divisions and restore relations, to share and confront on those traditions, music, arts, literature and architecture, to strengthen collaboration among the population in the Drava region, to create communication, to jointly promote the features of the Drava region as a unique scenario.

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

The aim of this initiative is to develop transnational connections along the river Drava, a key west-east axis in the cooperation area. The project aims at improving physical accessibility on one side and increasing virtual accessibility on the other side by creating a unique cultural and attractive area along the river Drava by fostering communication and confront among the interested neighbour Countries, with the Drava itself being intended as a bridge of opportunity, to overcome the gaps in the level of development and to boost a joint action around the Drava as a common environmental heritage.

Specific Objectives:

- enhance connections and communication along this important west-east river

- boost a collaboration and a constructive dialogue of the territories along the Drava
- develop and promote the common cultural heritage of the Drava region, focusing on tradition, music, arts, literature and architecture;
- sensitize the population on the Drava as a link and to promote confrontation among different target groups to overcome preconceptions;
- develop a sense of European common belonging as a collaborative area;
- jointly protect and valorise the natural resources and to manage the water conditions of and along the Drava
- foster the Drava's role of historic and modern connection line;
- improve sustainable connections along the Drava, develop the existing bicycle paths along the entire stream, promote the navigation as sustainable mobility for the local population and the visitors, valorise the railway's connections on the region
- improve the attractiveness of the region along the Drava as unique destination

## **Main foreseen activities**

### **Reshaping the Drava cultural area through connection**

The Drava river in ancient times and in the present, as a connecting line among different cultures and traditions, and its development potential. The river represents a linkage, both from the point of view of the social and cultural environment and from the spatial connection. The river's shores are covered by cycle tracks for around 460 km (Drava cycle track -R1), from Val Pusteria (I) to Maribor (SI), which are linked to the cycle track of Alto-Adige Region (I), to the Glockner / Mölltal (R 8) cycle track, to the Lavant (R 10) cycle track and along the Millstätter See (A). Some tracks still need to be developed and connected with those existing. With the same extent, at least 90 km of Drava's course are navigable, but this opportunity is not being exploited the way it could be, both as a soft transport opportunity and a tourist offer. Railways are quite developed along the river and new investments have been planned to provide a sustainable and effective connection of tourist and citizens but the national tracks still need better connection, both in information, infrastructure and services through the borders, to give the chance to the population to better get in touch with the neighbourhood.

### **Reshaping the Drava cultural area through communication**

Creation of a transnational working group, representing the whole partnership to start confronting and debating along the common and differentiated features of the cultural development of the region along the river Drava. Reshaping the Drava cultural area through music, architecture, literature and arts

Creation of a common platform of confrontation for the rediscovery and promotion of the cultural context developed along the Drava that in past centuries has come to a fragmentation but maintains common features in music, arts, literature and architecture.

Examples could be the establishment of a musicians and composers team coming from the involved countries to perform over the national borders, ethnic groups and languages, die "Drau/Drava Ensemble" to rediscover the Music area of the Drava/Drau (already on running); the promotion of border literature as well as art and architecture through exhibitions and documentation; a common internet-radio station will be activated to broadcast the river cultural atmosphere of unity in the differences in a place full of history and traditions.

The WP aims at valorising also the connections between each artistic field and the natural and urban territory and its population; moreover it points at adding tourist relevance to the area through the realisation of cultural initiatives.

### **Reshaping the Drava cultural area through a new sustainable tourist supply**

Shaping a new sustainable tourist attractiveness based on the supply of cultural events and the availability of a unique environmental scenario along and on the Drava, strongly integrated to the natural resources and the river itself, by promoting cultural routes and itinerant art and music festivals.

Artistic and cultural events also on sustainable transport means: on the trains, along the cycle paths and on the river boats, to promote a conscious tourism employment

Coordination of services of hospitality along the Drava. Coordination of services to link the Drava to the surrounding major cities.

### **Reshaping the Drava as a natural resource – environmental aspects**

Development of an alliance for the joint protection of the river as a water and natural resource. Natural parks extending along the river, its marshes, its flora and fauna make this special environment really unique. The lakes along the Drava's course, its shores and its unique and fragile natural ecosystem need to be highlighted.

## Expected outputs and results

- Development of connections along the river
- Improvement of the river Drava as a sustainable connection, by developing and improving sustainable navigation, cycling on its shores and the railways along the region.
- Better cooperation among the involved regions and population to compare and valorise cultural features;
- Improving tourist attractiveness of the region by promoting the Drava as unique cultural and environmental richness.
- Protection through valorisation of the river Drava and its natural asset;
- Creation of a common cultural and environmental space to be managed jointly;

## Innovative character of the project idea

## Partnership

### Partners involved at this stage

ERDF Partners	Municipality of Maribor/Slovenia South-Transdanubian Environment Protection and Water Management Directorate - Department of Water Catchment Management and Monitoring/Hungary
IPA Partners	Development Agency of Osijek – Croatia
ENPI Partners*	

### Partners requested

ERDF Partners	Institutional partners in Italy, Slovenia, Hungary
IPA Partners	Institutional partners in Croatia
ENPI Partners	

## Estimated Total Budget

2.500.000

## 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)

36 months

☒ 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.