DETAILED DESCRIPTION

B.1 PROJECT IDENTIFICATION

1.1 Background and history of the project (problems/ challenges to be addressed/ target groups)
Describe how the project idea and the partnership were developed
- What are the common Cross-border problems and challenges that will be tackled by the project? Please describe the relevance of your project for the programme area in terms of common challenges and/or joint assets addressed.
- What is the project's approach in addressing these common challenges and/or joint assets and what is new about the approach the project takes? Please describe new solutions that will be developed during the project and/or existing solutions that will be adopted and implemented during the project lifetime and in what way the approach goes beyond existing practice in the sector/programme area/participating countries.
- Which are the main target groups? Please describe who is benefiting (e.g. Beneficiaries, regions, end-users etc.) from the project and in what way.
The maximum total number of characters is 4500
(please do not exceed 1500 characters in each box)   *Number of characters*   4372

Tourism today is an extremely important social phenomenon that mobilizes millions of people around the world, especially in Europe, constituting not only a driver of economic development but also a critical element in improving knowledge, communication and the degree of relationship and respect between citizens of different countries. Within the European social model, tourism can be seen as a social good that should be available to all citizens, without the exclusion of any group of people, regardless of their personal, social, economic or other life circumstances.
One of the key areas where the tourism sector in Europe can increase its offerings of sustainable and higher quality products and services, with greater value for customers, is by making tourism offers and services "accessible for all". This objective, when pursued effectively by destinations and businesses, can improve not only the national but mostly the regional and local tourism sector's competitiveness and lead to increased market share. In particular, the provision of accessible tourism products and services opens up the market to the growing numbers of older visitors, disabled persons, people with long-term health conditions and families.
In parallel to the demand for Accessible Tourism, it was calculated that the market size in Europe was around 780 mill. trips in 2012. Yet the demand far outweighs the present market supply, creating opportunity for "early adopters", relative to the inbound tourism market.

Looking at the European Disability Strategy 2010-2020, accessibility, participation and equality are three of the eight priority areas for the EU. Those three areas aim to make goods and services accessible to people with disabilities, allow them to enjoy all benefits of an EU citizenship, combat discrimination and promote equal opportunities. Making constant improvements in these areas will enable full and effective participation. This signals the political imperative of businesses enabling disabled citizens in the EU to participate fully in tourism, thereby allowing them to exercise their rights to choose travel destinations, without hindrance.
Through the analysis of the needs expressed by tourists with disabilities and access requirements, there is a clear and growing demand for accessible tourism products and services. This fact is confirmed by a growing awareness on the part of some tourism operators who are providing some of the new offers to cater for the demand coming from seniors and the segment of people with disabilities. "Accessibility", aside from the dimension of physical access, also encompasses the dimension of functionality, communication and it is related directly to autonomy and safety. The CB area combines favorable natural resources, climate conditions, and cultural assets providing opportunities for sustainable development of tourism, with respect to the environment.

However accessibility problems create difficulties for tourists with disabilities to enjoy equal benefits and services.
Touristic services are not well organized for groups with special interests, while joint efforts to create attractive itineraries and common branding are missing. Touristic facilities and their management need to be improved substantially. Access to tourist sites needs to be extended together with the development of the new forms of tourism products. Even though tourism is a growing sector in the CB region, the area itself is not promoted as a popular tourism destination. On the other hand, there is an untapped potential and underestimation of niche tourism prospects, such as tourism for people with disabilities etc. Such potential is significantly correlated with the urgent need to use opportunities that the cross border region has to present. Although some important steps have been taken in recent years concerning legal and institutional framework, much remains to be done for making a destination truly accessible, attractive to national and international customers who today still prefer destinations most tested from the accessibility point of view. The actions taken by the central government and local / regional authorities are usually not part of a strategic plan to improve services for people with disabilities, as potential consumers of the tourism product, but are mostly confined only to few private initiatives.

1.2 Objectives of the Project
What is the overall objective of the project and how does it link to the programme's objective? Specify one project main objective and describe its contribution to the programme priority specific objective.
The maximum number of characters is 2000
(please do not exceed 1000 characters in each box)   *Number of characters*   1848

The main goal of the project is to motivate transformation of a territory into an accessible and inclusive tourist destination and support the sustainable development of heritage tourism in the CB area. There as contributing to the development of a CB Partnership, with the involvement and participation of the various agents of the tourist value chain that provide quality services to tourists with special needs.
The project aims to:
• Exchange and import know-how and good practices related to the improvement of the accessibility of cultural and natural heritage structures
• Improve the accessibility and visitability of selected cultural and natural heritage assets in the CB area
• Improve the capacity of authorities responsible for the management of cultural and natural heritage assets, and of professionals from the tourist field (guides, travel and event agents, transportation services) in better addressing the needs of senior and accessible tourism (capacity building activities)

• develop a platform at which all disabled and elderly visitors would be able to design their trip to the CB area and be able through this platform (G.I.S.) to accomplish all the arrangements for their vacation trip.
• Collect data related to the accessibility and friendliness to disabled and elderly visitors of key cultural and natural assets of the CB area (field studies)
• Improve the visibility of cultural and natural heritage assets that are accessible and friendly to all, through electronic and physical media, campaigns, etc. and by producing an informative guide for all visitors with useful information for the elderly and the disabled (branding & promotion);
• Conduct a joint strategic planning study towards branding the CB area as an international tourist destination for elderly and disabled, of high quality at low to medium cost

1.3 Expected outputs of the project (tangible and visible outputs or products relating to project activities)
Please describe project main outputs that will be delivered based on the activities carried out in the project. Please provide a short explanation on the defined specific objectives and their link with the project main outputs. Describe your project main output and its contribution to project specific objectives.
The maximum total number of characters is 2000
(please do not exceed 1000 characters in each box)   *Number of characters*   1463

The projects' outputs are clearly linked between project's objectives. The proposed intervention focuses on the competence gap on accessible tourism amomg SMEs in the toursm sector by offering a comprehensive training in the fields of accessible tourism, innovation and sustainable development of natural and cultural heritage areas.
The main desired outputs of ALTER TRIP are:
• Training of all stakeholders on issues such as offering services to persons with disabilities
• Pilot Studies for the development of "accessibility" at selected heritage attractions on both sides, including light structural interventions (eg placement of ramps, printed guides in braille etc).
• An Accessible Web Portal will be developped for communication and networking reasons, and also will serve as a tool platform where all potential disabled and elderly visitors would be able to design their trip to the CB area.
• At least 3 best practices of accessible tourism will be implemented in CB area.

• A participation to an International Tourism Fare☐
• An Accessibility Guide, which shall provide useful instructions for the stakeholders as regards the accessibility of infrastructure and their services
• A Guide for the actions relevant to information, publicity and promotion of accessibility, and of the overall project
• Creation of a network among all stakeholders who shall communicate and continuously provide feedback to the digital platform
• Creation of new jobs

1.4 Expected results (direct and immediate effects resulting from the project)

results? Describe their contribution and link (if applicable) to the result indicators of the Programme.
The maximum total number of characters is 2000
(please do not exceed 1000 characters in each box) *Number of characters* 1684

The main benefit resulting from project's implementation is twofold: On the one hand improve attractiveness of the touristic product by creating a diversified all- season product in CB area focusing on the comparative advantages of rural areas attracting persons with disabilities and persons with reduced mobility in general and their families .
In parallel, the above will facilitate the partnership to address the competence gap on accessible tourism amomg SMEs in the tourms sector by offering a comprehensive training in the fields of accessible tourism, innovation and sustainable development of natural and cultural heritage areas, support entrepreneurship and increase the skills together with the public sector can develop further the project idea with enormous benefits for all, providing the relevant added value to the area.

- tĥe creation of thematic touristic accessible itineraries for persons with reduced mobility in general and their families,
- tĥe promotion and enhancement of natural and cultural heritage, as well as the networking and cooperation of stakeholders participating in touristic development. Achievable goal of the project is to create 10 new jobs during implementation and 25 enterprises participate in training and workshop activities
- tó create a diversified touristic all- season product in the cross-border area
- tó foster other sectors of economy along with the touristic product including the environmental preservation, employment and entrepreneurship. able goal of the project.
- tó use ICT technologies in promoting touristic products directly to persons with disabilities and persons with reduced mobility in general and their families

B.2 METHODOLOGICAL APPROACH

2.1 Project methodology/Roles - Tasks of Beneficiaries

- Describe the project approach and provide summary description and objective of all work packages of the project and identify activities' interlinks (sequence, combination, interrelation between activities-deliverables).
- Please include explanation of how will Beneficiaries be involved in the project (who will do what).
The maximum total number of characters is 4500
(please do not exceed 1000 characters in each box) *Number of characters* 4385

To reach the objectives, a sound methodology for project implementation has been established. The methodological approach is reflected: (a) in the breakdown of the project into work-packages, actions and deliverables, (b) in the allocation of the job among project partners, (c) in the assignment of roles and responsibilities within the project partnership, (d) in the clear distinction between in-house and external assignments, (e) in the logical sequence of the implementation of the different project actions. Taking into consideration the predetermined objectives and specific targets of the proposal, the proposed project is structured in five discrete but highly intercorrelated workpackages. The 1st workpackage, namely "Management and Coordination"will ensure that all activities are implemented smoothly, within budget and time limits, while adequate collaboration and coordination is lead by IEE and partners participate in all interrelated work packages.

A combination of frequent meetings and regular management reports, given both by the coordinator and the partners, will create a clear view of the project's progress. Furthermore, the financial progress and cost statements will be control by audit level control.
(WP2) accommodates all kind of project activities with an information and publicity orientation. In the frame of programme's and project's publicity, several actions will take place, such as: development of project ID portal by IEE, communication material will be created by Ministry, promotion actions in the Mass Media by all partners. Particular attention will be given in coordinating publicity activities with the rest project activities so as to ensure that awareness, interest and engagement of the targeted groups and involved stakeholders will be achieved. The participation of the partnernship to an Tourism Fare will serve as promoting the thematic touristic itinary at international level and networking among stakeholders.

WP3 " Gap analysis on infrastructure, knowledge and skills required for dealing with disabled tourists" give an indication of what the level of provisions should be in the supply tourism chain if legislation is followed. Through the task general and specific legal requirements placed on providers in the main links of the tourism supply chain will be viewed by Coordination and partners, indicating where EU and national legislation makes specific demands on accessibility of facilities and services by identifying:
• the existing legislation
• reference to obligatory standards and guidelines
• types of services and respective requirements
• target groups are covered
• the level of implementation of the legislation (- evidence about what is generally achieved, or not, in practice)
• probable incentives for improving accessibility of tourism services

The next implementation stage (WP4) aims to improve accessibility of tourism services through tailored training for public sector, tourism employees on working with disabled and elderly guests, and to increase the competitiveness of tourism facilities and tourism workers. For this purpose IEE will work on identification of Best Practices and various tools used by policy-makers and/or tourism agents as well as individual businesses to foster and improve accessibility, both horizontally at the destination-level as well as vertically throughout the supply chain. Ministry from GR area and NM partner will analyse training needs, transfer and adapt training modules on accessible tourism. Training modules will be implemented in GR and NM area. Results among potential users will be added in a roadmap for branding and promoting the CB area as a Touristic destination for the persons with disabilities and persons with reduced mobility in general and their families.

The fifth workpackage, is the main implementation stage and concerns the selection of Best practices to be adopted, adapted and transferred in CB area GR and NM and the Platform development for the full pack of the vacation organization. During the selection procudure IEE will drive the methodology and criteria. Ministry of Interior is responsible for the development and operation of the Platform where as IEE and MOBILNAOT are responsible for the pilot implementation of a best practice in each area.

2.2 Location of Activities (Description of the area targeted by the project, location of Beneficiaries and activities, showing the geographical scope of the longer term effects (results and impacts)
The maximum total number of characters is 2000
(please do not exceed 1000 characters in each box)   *Number of characters*   1481

The project activities are located in the eligible territories of Central Macedonia Region. Specifically the Lead Partner , Business & Exhibition Researchs and Development Institute is located in Thessaloniki covering at national level the thematic approch of business tourism. Partner 2, Ministry of Interior (Sector Macedonia and Thrace) is located in Thessaloniki and is responsible for "the carrying out and continuation of government policies in Macedonia and Thrace". However, project activities are planned also for 2 other areas (Kilkis, Serres, Florina, Pella). The area is the gate of Greece to Europe, connected with networks of transportation, communication and energy with international importance. Thessaloniki is the capital of the Region of Central Macedonia, having a dynamic role as a metropolis of the Balkan region. The city ideal location can become the basis for discovering the unique beauty of Nothern Greece.

Partner 3, the Association of persons with physical disabilities -MOBILNOST is located in Bitola, the eligible area of Pelagonia. The city is an administrative, cultural, industrial, commercial, and educational centre. It is an important junction connecting the south of the Adriatic Sea with the Aegean Sea and Central Europe. It has been known since the Ottoman period as "the city of the consuls", since many European countries have consulates in Bitola. Its historic past combines a lot of attraction together with ancient monuments visits.

B.3 MANAGEMENT

3.1 Lead Beneficiary and Beneficiaries' Competence (Experience, Structure, Personnel, Resources, etc.)
- Which are the organisation's competences related to the project activities?
- Which is the institutional and financial capacity?
- Which are the experiences relevant for the project?
- Which is the organisation's capacity to directly or indirectly influence local/ regional/ national policies?
- What are the reasons for the selection of Lead Beneficiary?
(please do not exceed 1000 characters in each box)   *Number of characters*   3244

The Business & Exhibition Researches and Development Institute (IEE) is a non-profit company with main purpose to conduct studies and surveys regarding the local and international exhibition and congress activity. It also acts as a certified UFI auditor for the voluntary control and certification of Fair and Exhibition Statistics. The coordination of ALTER TRIP project is part of the main activities of the Institute. The project will give the chance to develop and update operational specifications for exhibition centres and events in accordance to international standards in terms of accesibility and provide consulting services to all interested parties. IEE is managed by the Board of Directors, Director (Mrs Dalkrani), 1 Administrator (Mr Tampak) and 3 researchers.

The founding members of IEE are: the International Thessaloniki Fair, Thessaloniki Chambers of Commerce and SMEs, Hellenic Union of Chambers, Research Intitute of University of Macedonia. The reason for the participation of the above Institutions as founding members is that they are all directly or indirectly involved in the exhibition market through their members that represent most of the known business sectors, as well as through their contacts and relations with similar Institutions all over Greece and internationally. The latter enhance organisations capacity to directly influence local and regional policies. IEE participates as a Lead Partner, having the agility and ability to fulfil the responsiblity of the Coordination. Furthermore, IEE participates in European Programs aiming at the development of a new type of events which shall disseminate into the society the outcome of various research projects and international business activities.

Partner 2, Ministry of Interior is a department of Greece responsible for "the carrying out and continuation of government policies in Macedonia and Thrace". It is a central administration structure and its main role is to give the ground on applicable requirements to public touristic sites, ensuring accessibility to persons with disabilities and reduced mobility. Ministry's Project team will be assisted by external expertise who will undertake the management of the project. Partner 3, Association of Persons with physical Disabilities-MOBILNOST in Bitola is founded in 1987 is well developed with a rich and branched activity which primarily covers ratification and implementation of UN Convention on the rights of persons with disability.

It works mainly on networking under joint projects and established cooperation with others similar associations from neighboring states that gravitate in the region. First cooperation was established with the Association of Korca (Albania). Among its activies, is the information all responsible carriers about the problems and modalities that has to be noticed in particular for the accesibility.Seeking sponsors and project partners with local government is a path that is set in MOBILNOST activities and represents priority from the highest level. MOBILNOST has an impressive growth of realized ideas and progress in communication with the authorities in exercise of the process of breaking down architectural barriers (ramps, sidewalks, parking lots, etc.)

3.2 Project management and coordination (structures, decision making procedures, internal communication, etc.)
Describe how the management on the strategic and operational level will be carried out in the project, specifically:
- structure, responsibilities and procedures for the day-to-day management and co-ordination;
- communication within the partnership;
- reporting and evaluation procedures;
- risk and quality management
The maximum total number of characters is 2000
(please do not exceed 1000 characters in each box)   *Number of characters*   1974

ALTER TRIP partners adopt a simple and clear project management structure and approach. There are 3 Management Levels: 1st level-Decision Making Management: The Steering Committee (SC) which will be constituted by the Project Managers from each partner and the representative of the external expertise who will undertake the management of the project. The SC will be responsible for monitoring the project and control-approve deliverables' quality, on the basis provided by the output and result indicators. It will be also responsible for the descision making policy, preferably unanimously or by the majority of 2/3 of the members. 2nd level-Administrative Manmagement: LP will appoint a Project Manager (PM)who will have the operational responsibility for the coordination of the sound implementation of the entire project. PM will prepare a work plan setting out tasks to be undertaken as part of the project, the role of all project partners and analytical project budget and specifications.

The LP will also appoint a Finacial Manager who will ensure the expenditure presented by the respective partners has been incurred and paid for the purpose of the project and corresponds to the activities agreed between the partners as specified in the approved Application Form, will retain at all times, for control and audit purposes, all files, documents and data relevant to the project on customary data storage media in a safe and orderly manner. 3rd level-Work Package (WP) Management: Each partner will appoint a WP Leader, who will be responsible for the successful and smooth elaboration of partners' activities according to the approved Application Form. Internal communication will be carried out through: (i) Project meetings at a 6-month basis, (ii) e-mail communication, (iii) On-line meetings will also be held on a regular and "in-need" basis. Internal (formal) reporting is carried out every 6 months, while informal reporting can be made at monthly basis.

B.4 INFORMATION AND PUBLICITY

4.1 Information and Publicity Strategy

Please describe i. the basic structure of the Project's Communication Plan (timetable, milestones etc), ii. the information and publicity measures to be carried out (website, events, publicity material etc), iii. the means of communication to be used to disseminate the Project's outputs, results and achievements (social media, brochures, promotional material etc) and iv. how the anticipated project results are going to be promoted at a national and/or at a regional level.

The maximum total number of characters is 3000

For the purposes of carrying outhe the external communication of the project outputs and also for the dissemination of the results that will come up, a series of information and publicity measures will be undertaken by the involved partners. The major targeted groups of the project are:persons with disabilities and persons with reduced mobility in general and their families at the cross-border implementation area of the Program and secondly international visitors that belong to the same category, local tourist SMES fall Stakeholders of the CB Area, such as professionals of the tourism sector dealing with accommodation, F&B, tour guides , which will be reached through the distribution of project's materials in points of aggregation. To reach its target groups the communication approach will be direct (reaching the targeted groups in one step) or indirect (the communication strategy will also provide the relevant information to people and authorities not involved in the project,so the project results could benefit and possibly be used not only by the partners but by other local and regional authorities,

especially by those with similar needs within this operating framework). The above will be detailed in project's Publicity Plan, which will also provide details for strategy, aims and targets of the publicity, activities per partner / region, responsibilities, implementation timetable. During project's implementation, the whole operation will be disseminated through leaflets, announcements - publications in press, biannual newsletter, project's web-site, networking actions. The awareness events and final confernece will contribute to the wider promotion of project's results and impacts.

In each region will be organized 2 infodays with the collaboration of local business and community organizations. Furthermore, the Parthnership will participate in an Internation Tourism Fair as an additional instrument to promote the CB area as a Touristic destination for the persons with disabilities and persons with reduced mobility in general and their families. Finally, the Pilot implementation of best practices and the operation of a vacation trip through the platform will ensure dissemination of the information beyond the area of intervention.

B.5 MATURITY OF THE PROJECT

5.1 Preparatory and administrative activities undertaken

Describe the maturity of the project in terms of completion of the administrative procedures that allow the implementation of the project i.e. licenses, designs, permits, land acquisition, tenders documents, etc. This information should be provided for all project activities (services, equipment, infrastructure).

The maximum total number of characters is 3000

(please do not exceed 1000 characters in each box)   *Number of characters*   1690

The LP is well aware of the problems that may arise if the project plan has been inadequately prepared. Therefore specific procedures have been adopted in order to assure that the project will be implemented successfully. All partners have the required institutional framework for the implementation of the project, such as the appropriate infrastructure, personnel, scientific knowledge and know-how. Various preparatory activities have already been undertaken, which make the proposal completely mature for start up and implementation. These activities are related to the customization of a methodological approach useful to develop the project proposal and the modalities through whom reaching the objectives enounced in the present document.

All partners have completerd the necessary procedures by submitting the decisions of the designated Bodies obtaing the approval for participating in the specific project, Due to its nature, the realization of the project is not limited by licences or studies in order to start up. Thus, all the relevant administartive procedures have been undertaken by all partners and the project is ready, after its approval, to start immediately its implementation. The maturity of the proposal can be justified by the following features:
- the project has completely distinct stages and deliverables.
- Target groups are well defined and clearly set.
- Well organized and ensured that the specific selected partners meet the requirements of the proposal
- All Partners have significant human resources and knowledge of entrepreneurship in cross-border area
- A detailed and realistic budget supprots the proper implementation of the project

B.6 SUSTAINABILITY OF RESULTS

6.1 Sustainability, durability and transferability of main outputs delivered in the project
How will the project main outputs be further used once the project has been finalised? Please describe concrete measures (including eg institutional structures, financial sources etc) taken during and after project implementation to ensure the durability of the project main outputs. If relevant, please explain who will be responsible and/or the owner of the output.

How will the project ensure that the project's outputs are applicable and replicable by other organisations/regions/countries outside of the current partnership? Please describe to what extent it will be possible to transfer the outputs to other organisations/regions/countries outside of the current partnership.

The maximum total number of characters is 3000
(please do not exceed 1000 characters in each box)   *Number of characters*   1515

Sustainability relates to partnership ability to ensure its own longevity over time.The project is structured in order to ensure not only short term concrete results but also to manage a follow up of the actions in the long run. The partners engaged, have an acknowledge experience on tourism sector and visitor nees and have been involved in relevant activities for a logn time prior to this project. The future continuance of these activities will undoubtedly be advantageous for all 3 partners, therefore they have mutually agreed in prolonging the positive effects of the project. In relation to the local and national initiatives, key factors promoting sustainability include providing the training for free, based on tools developed and uploaded in project web portal.

Another key factor influencing sustainability is its integration into the core tourism business. The continued support of platform and renewal of digital content for available accesible trips and itinaries is expected to be hosted in the Ministry of Macedonia and Thrace. There will be a commitment of the LP for the operation of the specific structure far beyond project's completion. The viability of the project is ensured because the activities implemented within the project's duration match very well with the institutional goals of the participating Bodies. Also, project's communication actions, ensure that the results achieved will be further used and promoted by other stakeholders in other regions after the end of the project.

B.7 CROSS-BORDER COOPERATION & ADDED VALUE

7.1 Cross Border cooperation
How is the cross border cooperation demonstrated in order to achieve the project's objectives and results? Please explain why the project objectives cannot be efficiently reached acting only on a national/regional/local level and/or describe what benefits the project Beneficiaries/target groups/project area/programme area gain in taking a cross border approach.
The maximum total number of characters is 2000
(please do not exceed 1000 characters in each box)   *Number of characters*   1363

The regional characteristics of the CB area are arguably the most important aspect to take into consideration in choosing the proposed activities that provide an added value for the Project. The regional profiles exhibit slight differences in regional and local potentials and challenges including population developments, economic performance and unemployment, degree of specialisation on different sectors, and cross-border commuting. In that case, the project, is n closely aligned to addressing particular common potentials or challenges of employment in tourism area.In addition, projects choice, is to create value by focusing on boosting existing competitiveness in CB areas where the region is already strong on both sides of the border, which is the continuous cultural and natural heritage. Furhtheremore, it is important to remember that national operational programs priorities deal more with long-term trends, the short-term effects of endogenous or exogenous events

such as those planned under the present proposal, have greatly influence to the political decisions for local/ regional development and also lend themselves to the creation of common solutions. The establishment of this touristic thematic product in the CB area upgrades the transnational cooperation with the sense that creates a common business pattern accordin to EU principles.

7.2 Intensity of Cross-Border Cooperation
According to Art. 39 from 447/2014 par.3 "Beneficiaries shall cooperate in the development and implementation of operations. In addition, they shall cooperate in either the staffing or the financing of operations. Please select the applied cooperation with X and describe how this is achieved.
The maximum total number of characters is 500   *Number of characters*   377

[X] Development of the operation	The project is structured and the activities are shared, in accordance with the specific needs of each area, the experience and capacity of partners. The project will follow the Lead Partner principle and both partners will be actively involved in overall implementation. The coordination, tasks allocation and the financial monitoring and guidance will be performed by the LP.
[X] Implementation of the operation	
[X] Staffing of the operation	
[X] Financing of the operation	

7.3 Capitalisation

In which way does the project capitalize previous cooperation and experience (if applicable), especially in the Programme area?
- Capitalization of Beneficiaries' know-how experience
- Capitalization of Beneficiaries' experience in Cross border Cooperation activities
- Capitalization of previous cooperation among current Beneficiaries
- Capitalization of previous relevant projects

The maximum total number of characters is 1000 *Number of characters* 681

All Partners, due to their nature and their scope of function have experience which is going to be capitalized during this project. Through their International cooperations have been actively involved in the development and implementation of a number of international projects funded in the framework of EU programmes. In this context, the project will capitalise previous cooperation and experience in the following ways:
- Capitalization of Beneficiaries' know-how experience
- Capitalization of Beneficiaries' experience in Cross border Cooperation activities
- Capitalization of previous cooperation among current Beneficiaries
- Capitalization of previous relevant projects

B.8 COMPATIBILITY WITH EU AND NATIONAL POLICIES

8.1 Consistency of the project with EU horizontal principles

Please describe if applicable, the effect of the project to each one of the horizontal principles. Please select with an X only one option per principle and provide the justification.

Equal opportunities and non-discrimination (including provision of accessibility of disabled persons)

Please state if the project will :

The maximum total number of characters is 750 *Number of characters* 263

[X] Consistent

[ ] Non Consistent

The results of the Project and separate actions will affect on a positive level the life of persons with disabilities. Promoting the ability of access will improve their daily lives and their health, combating the isolation of these persons from daily activities.

Sustainable Development

Please state if the project will :

The maximum total number of characters is 750 *Number of characters* 311

[X] Consistent

[ ] Non Consistent

All stakeholders of the CB Area, such as professionals of the tourism sector dealing with accommodation, F&B, tour guides ets, are expected to benefit from the project through the trainings they shall receive, the creation of new job positions and the improvement of the services they offer in terms of quality.

Equality between men and women

Please state if the project will :

The maximum total number of characters is 750 *Number of characters* 169

[X] Consistent

[ ] Non Consistent

The percentage of women benefiting from participation in training seminar s will be at least 30% of total participants (positive impact in terms of equal opportunities).

8.2 Contribution to other EU (incl. macroregional strategies), National, Regional and Local policies.

Please describe the project's contribution or achieved synergies and complementarities with relevant EU/regional/national strategies, instruments and policies; in particular, those concerning the project or programme area.

The maximum total number of characters is 2000

(please do not exceed 1000 characters in each box) *Number of characters* 1244

The project is in consistent to the EU 2020 Strategy, as it promotes Inclusive growth, with a strong emphasis on job creation and poverty reduction. It is also in direct coherence with the EU Cohesion Policy focuses mainly on "enhancing the competitiveness of SMEs", "enhancing access to, and use and quality of, information and communication technologies" and "promoting social inclusion. In particular the project will contriute to the increase of jobs created and propensity for entrepreneurial activity.The European Disability Strategy 2010-2020, states accessibility, participation and equality among the eight priority areas for the European Union. Project's core is the enhancement of the tourist value chain to the creation of a sustainable touristic product that provide quality services to tourists with special needs in the eligible area through the increase of active participation in business.

The activities realised in the framework of the project (Gap analysis, training, transfer of best practice, awareness raising actions, ICT tool) are expected to lead to an increase of employability and should generate positive results in terms of supporting mechanisms for better addressing the needs of senior and accessible tourism.

B.9 Synergies

9.1 In which way the project develops synergies (if applicable) with relevant policy instruments and/or programmes, especially in the Programming area? Please refer to the policy instrument(s) and/or programme(s) providing concrete synergies

The maximum total number of characters is 3000
(please do not exceed 1000 characters in each box)   *Number of characters*   1165

The parthnership co-operation will work as a multilevel approach to regional development, as it involves various actors at different levels building co-operation with an overarching goal of contributing to sustainable touristic development in border regions. At National level, the project is complementary to interventions defined in the Sectoral Greek OPs "Competitiveness, Entrepreneurship and Innovation" (through the strength of adaptability of human resources and enterprises and assist access to employment) of the NSRF of Greece. It is also in line with the Regionals OP "Central Macedonia-and Western Macedonia" which aims at the "creation of a viable, competitive regional economy with intensely extrovert orientation and internal financial, social, territorial and administrative cohesion".

From NM part, the project creates synergies with Community Works programme funded by the Swiss Agency for Development and Cooperation and UNDP. and other financial instruments to enhance enterpreneureship, ugrade skills to improve employability. In particular the project will contriute to the increase of jobs created and propensity for tourism chain activity.

B.10 Logframe

Provide a concise description of the rationale of the designed actions, as well as the linkages and assumptions between the different levels of the logframe. Please refer to potential risks that might hinder the achievement of the indicator targets and actions envisioned to avert them.

The maximum total number of characters is 3000
(please do not exceed 1000 characters in each box)   *Number of characters*   1923

On the left-hand side, the different elements of the project-logframe is shown. The logframe shows – in a vertical upstream logic - what the project intends to do, by establishing a relationship between the "means" (what will be done) to the "ends" (what will be achieved).The right-hand side shows, for each level of the project logframe, the basic assumptions and the potential risks that might exist. An assumption is the underlying hypothesis on which the cause-effect relationship and the future implementation are based. Assumptions are implicitly considered by the project stakeholders. A risk is an external factor that may negatively influence the achievement of expected outputs/results and finally also of the objective(s). We considered only risks which are more or less under direct control of the project management, but no unmanageable risks.

In the middle, the causality relations linking the logframe and the assumptions/risks through "if-then" relations are shown. To illustrate this, one example is given: If all types of activities necessary for the attainment of the output are realised and if the corresponding assumption are holding true and no major risks are existing, then the targeted output will be reached.
Broad acceptance and participation to the project is crucial in order to motivate, raise awareness and further train the local carries towards the approach and transformation of accesible tourism. In addition, the analysis of stakeholders, problems, objectives and strategies highlight a number of issues (i.e. policy, institutional, technical, social and/or economic issues) that will impact on the project 'environment', but over which the project may have no direct control.

Furthemore, local community has to support the implementation of pilot practices on digital platform, where as public administration promote the platform in order to enhance the sustainability of results.

Goal:	Improve the attractiveness and promote tourism in the cross-border area to enhance employment in tourism			
	Indicator Description	Indicator Value	Means of verification	Risks / Assumpions
Result	R0104: Number of final beneficiaries employed or self-employed 6 months after the completion of the project activities	10	Survey of final beneficiaries 6 months after the completion of the activities Progress Report	Community is interested in participation to new touristic and thematic products
Output	O0104: Number of enterprises participating in cross-border joint projects	25	Data Collection for enterprises participating in activities WP 4 and 5	•Local Community is interested in participation to new touristic and thematic products • Local Enterpreneurs Support the project • Local Enterpreneurs and local Administration is willing to adapt to accesible tourism
	Innovative actions on potential niche tourism sectors	3	Deliverable 5.3 Implementation of 3 Pilot actitivities operating in digital platform	• Local Community is interested in participation to new touristic and thematic products • Touristic chain stakeholders in each area already working want to partner with project • Local Enterpreneurs Support the project
	Development of targeted activities which could exploit local natural and cultural assets	1	1.Deliveable of Task 3.2: Assess the performance of existing accessible tourism supply services and facilities 2 Deliveable of Task 3.3:Analyzing difficulties and Barriers for Industry (including SMEs) in providing accessible services 3: Deliveable of Task 4,1 Identification and selection of Best Practices to transfer in the field of accesible Tourism .	• The analysis of stakeholders, problems, objectives and strategies highlight a number of issues (i.e. policy, institutional, technical, social and/or economic issues) that will impact on the project 'environment', but over which the project may have no direct control.
	Specialized training courses/ seminars on accesible tourism, business operation and alternative touristic activities	2	Deliverable 4.2 Accessibility Guide/lecture notes/ participation data collection regards the accessibility of infrastructure and their services	• Risk on focusing too much on problems rather than opportunities

	Complementary activities to identify and develop tourist products with potential for cross-border branding at the regional level	1	Deliverable 5.3 Implementation of 3 Pilot actitivities in digital platform	• Local Community is interested in participation to new touristic and thematic products • Support publicity and network channels alive in order to sustain and enrich activity of platform • Risk of sustainability due to limit on resources for developing integrated vacation trips
	ICT applications promoting sustainable tourism and international branding	1	Deliverable 5.2 Digital Platform develepment	• Local Community is interested in transferring and adapting best practices to accesible tourism • Support digital platform as a tool for further promotion of touristic activity in CB area
	Creation of additional and/or new jobs, thus reducing unemployment in the tourism sector of the CB Area.	2	Survey of final beneficiaries 6 months after the completion of the activities	•Local Community is interested in participation to new touristic and thematic products • Local Enterpreneurs Support the project • Local Enterpreneurs and local Administration is willing to adapt to accesible tourism

Activities	1.Management and Coordination
	2. Information and Publicity
	3.Gap analysis on infrastructure, knowledge and skills required for dealing with disabled tourists
	4.Tool – Box for Training and Sustainability
	5.Translating Theory into Practice