INTERREG III B CADSES
RESULTS

ADVANCING TERRITORIAL CO-OPERATION

- CADSES PROJECTS IN FIGURES
- COMPETITIVE RURAL REGIONS
- LANDSCAPE DEVELOPMENT
- CULTURAL AND NATURAL HERITAGE
- WATER MANAGEMENT
- IMMIGRATION

INTERREG III B CADSES

ISSUE 3

Central European, **A**driatic, **D**anubian, **S**outh-Eastern **E**uropean **S**pace

1800 11 18 178 – this is not a toll-free phone number but the story of CADSES expressed in figures. The 18 countries participating in the CADSES Programme are looking back on 11 years of transnational cooperation in Central and South-Eastern Europe. During two funding periods of the Community Initiative INTERREG, a total of 178 projects was carried out by more than 1,800 partners from 18 countries. Main achievement was certainly the increased awareness of the common challenges and opportunities in the area. Besides, the projects achieved a great number of outputs, results and impacts. To communicate these achievements to the public is the aim of the CADSES Results brochures.

This third issue starts by looking back on the funding period 2000-2006 in a statistic manner: Based on the evaluation of the projects' final reports, the opening article gives a survey of the Programme structure, the implementation of the projects and the results achieved. However, figures and statistics will not be the only feature in this issue. As the cover photo indicates, the focus is on harvesting the results of projects, many of them implemented in rural regions. The articles illustrate aspects of nature protection, landscape planning, management of wetlands and coastal areas, rural tourism, innovative rural economies and virtual networking. Furthermore, the issues of migration and cultural heritage preservation are broached here.

The CADSES period ends in 2008 but transnational cooperation is already going on within the framework of the new Structural Funds with the objective of European Territorial Cooperation. The new programmes CENTRAL EUROPE and SOUTH EAST EUROPE have the chance to build up new and intensify existing cooperation on the basis of experiences gained in CADSES. We would like to thank all partners at project and programme level who supported the development and implementation of the Programme since the start of the first funding period in 1997. We hope that this brochure on CADSES Results – just like the two previous issues – provides useful information on the projects' work and results and thus stimulates innovative ideas for future cooperation towards a sustainable development of the territory of the European Union.

Margarita Jančič
Monitoring and Steering Committee

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Managing transnational cooperation – evaluation of the empirical data of the CADSES projects

Bernard Witkoś

The programming period of INTERREG III B CADSES Neighbourhood Programme comes to its end. The projects have made the most of their life cycle, from submission and selection through implementation up to the official closure. Money has been paid and the project files closed. What remains are encouraging results, valuable transnational contacts and priceless experiences. And exactly these experiences of both projects and Programme I would like to capture in this article, difficult as it might be. When one condensates so many projects from such a variety of fields of expertise into less than a dozen pages, each unique project is reduced to just a figure. This is a big limitation, but also an opportunity. One single percentage or amount, if answering the right question, can reveal the information for all 133 projects at once. I tried to put together what can be summed up, to compare what is comparable and to underline what is worth mentioning. Those who want to look behind the numbers will find enough details on concrete project achievements in other articles of this trilogy on CADSES Results.

Introduction

The article seeks to share the recognitions gathered from the project implementation along three groups of aspects:

- project partnership, budget and management
- project results
- dissemination and publicity.

It attracts the attention of the reader to the factors of key relevance for the composition of the partnership, coordination of the project activities, and delivery of sustainable results with a clear added value to the Programme.

The presented data has been retrieved from the following sources:

- **Database:** CADSES database, integrating data from the Application Forms, Progress Reports and Programme processing (project modifications, claims for reimbursement, etc.), own calculation.
- **Submitted Final Reports:** All submitted Final Reports by May 2008 (66 projects)
- **Accepted Final Reports:** Final Reports of formally closed projects by May 2008 (18 projects)

Project partnership, budget and management – lessons learnt

In the third edition of INTERREG, and second for the CADSES area, the Programme exclusively supported transnational projects with at least two participating countries. The emphasis on transnationality sets specific requirements on the project composition in all its aspects, i.e. partnership, budget, management, and project activities. The evaluated data proves more than sufficiently the complexity and extent of the 'CADSES case'. On the other hand it also delivers a tangible account of its achievements.

The most precious element of a project: partners

The implementation of the Programme and subsequently of the projects started within a significant delay and with the programmed increased financial pressure stemming from the application of the EU-regulations on the spending targets. The implementation of the Programme and of the projects is unequally distributed, with a clear focus on the years 2006–2008 (fig. 1). Among the project-internal reasons for the delays in implementation the most common are a lack of involvement of the partner institutions in the preparation of projects and an unclear definition of responsibilities of project partners and project results. Time and effort saved in the preparatory phase of the projects very often had to be re-invested in the course of implementation of the projects, under an increased time and financial pressure.

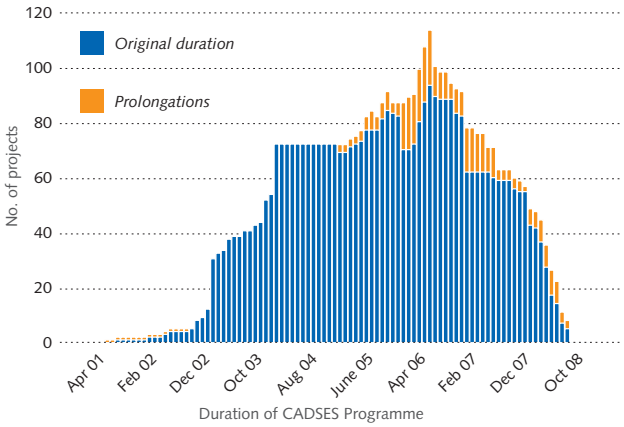


Fig. 1 CADSES Programme: number of projects running each month
Source: Database

In **133 CADSES projects** cooperated **1,601 partners** from **18 countries**. Despite the required participation of at least two countries, the usual practice was that of a much higher number of countries involved in one project, reaching an average of **5.8 countries per project**. One project even put together a team of partners from

15 different countries – only three less than all those embraced by the Programme space. Not only the transnationality, but also the number of partners itself contributes significantly to the complexity of a project's structure. With an average of **12 partners per project** CADSES is certainly quite unique.

From the very beginning, the Programme expected active participation of institutions from all involved countries, even those not belonging to the EU. This virtuous effort experienced unexpected dynamics during the implementation period. CADSES was substantially influenced by two major enlargements of the European Union, in 2004 and 2007. The institutions from Non-EU countries had nonetheless the possibility to apply for external funds to finance their participation in the projects. Taking these circumstances into account we come to the average composition of a project partnership in INTERREG III B CADSES (fig. 2). Obviously, the access to EU-funding is a precondition for the active involvement of institutions in the projects. Nonetheless, the CADSES example shows that the involvement can be influenced by such factors as existence of stock of consultancy and expertise in the acquisition of funds and support services by the state. The latter could have following forms: establishment of the national funding schemes complementary to the EU-funding, organisation of information campaigns and trainings, and the accessibility of relevant information via websites, manuals, brochures etc.

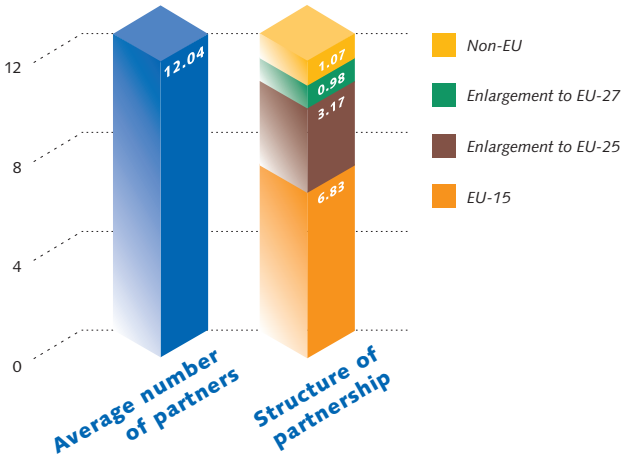


Fig. 2 Average composition of partnership; Source: Database

The **number of partners** ranged from **3 to** the maximum of **32**, but more than two thirds of all projects involved between 7 and 14 institutions. The next chart (fig. 3) shows the frequency of different partnership sizes among 133 projects in the Programme. Partnership size is one of the most crucial decisions in the project design. The optimal number of project partners may certainly vary depending on a project's topic, nonetheless, beneficiaries should equally consider the managerial aspects addressed later in this article.

What institutions were involved in the project implementation? What was their professional background and legal status? The participation

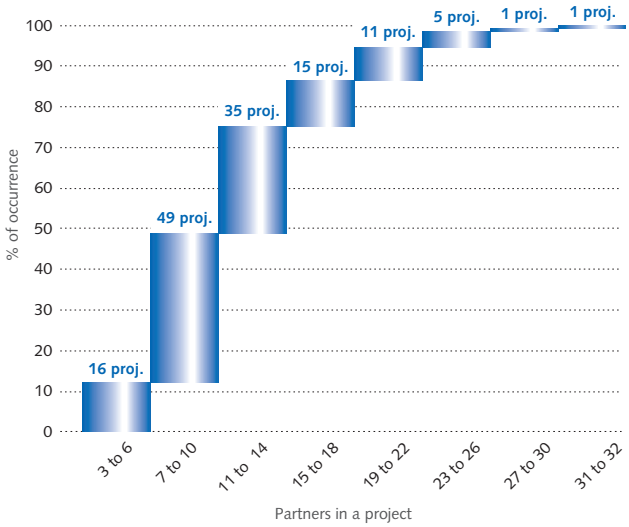


Fig. 3 Frequency of partnership sizes; Source: Database

of private bodies in CADSES projects was very significant, reaching one third of all partners (fig. 4). The remaining two thirds were public or public-equivalent entities. This composition of partnerships under CADSES serves as a proof of the success of trans-sectoral projects involving institutions with different competencies and fields of expertise. The conditions for eligibility under the Programme enabled many public authorities to establish a cooperation going beyond their statutory tasks and networks. The merit of CADSES in this respect is that it significantly extended the possibilities of transfer of expertise, so relevant for fostering both the cohesion of the territory and the innovativeness.

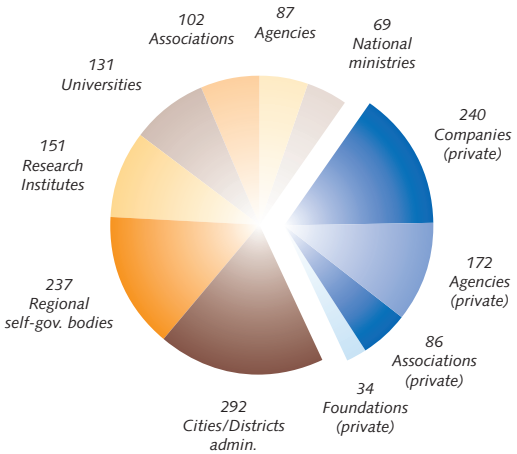


Fig. 4 Types of organisations participating in CADSES projects Source: Database

It has to be noticed that only few of 13 INTERREG III B programmes opted for involvement of private bodies as partners or even Lead Partners, with all rights and eligibility for funding from the European Regional Development Fund (ERDF). The CADSES experiences with private partners were, however, prevalently positive. Private institutions even acted as project Lead Partners, with fully comparable results to those of other projects.

No achievements without money: project budget

Without the financial aid granted under CADSES, the cooperation with institutions abroad would not have been possible to the current extent. In the programming period 2000 – 2006, the Programme funded up to 50% of total costs, or up to 75% for partners from economically weaker regions. In CADSES partners from Italy, Austria and two southern German regions as well as the Bratislava-based Slovak partners and Prague-located Czech Partners could apply for up to 50% of EU co-financing, whereas partners from other regions could obtain a reimbursement of up to 75% of their project-related costs.

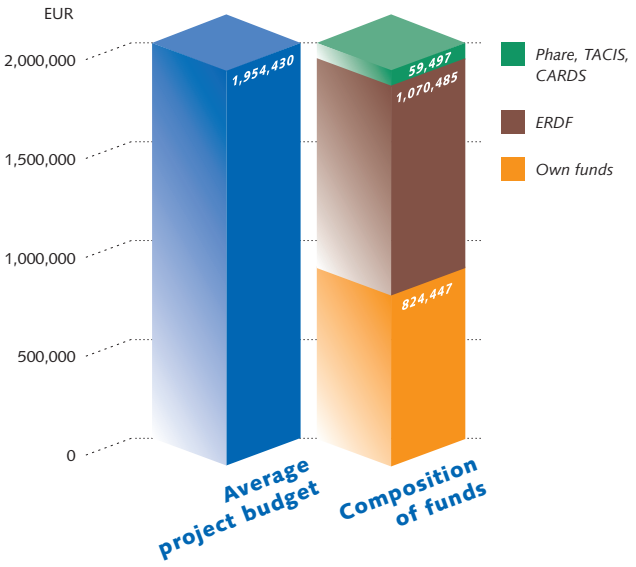


Fig. 5 Average project budget and source of funding; Source: Database

This situation was significantly different for partners from Non-EU countries. They were not co-financed from the ERDF, but could apply for support from one of the external funding instruments of the European Union: **PHARE, TACIS or CARDS**. These external EU funds (in CADSES given to **84 partners** and amounting to **7.9 million EUR**) together with **ERDF** funding (**1,115 partners**, in total **142.4 million EUR**) and the partners' own resources make up a project's total budget. An **average CADSES project budget** totalled nearly **2 million EUR** and was composed of 42% own funds, 55% ERDF funds and 3% from the external funds PHARE, TACIS or CARDS (fig. 5). The joint management of project activities, the funding instruments governed by different rules and managed by different authorities have required a big coordination effort on the Programme level. The experience of CADSES makes evident that the peculiarities of different funding schemes need to be taken into consideration when defining joint activities. Different rules concerning eligibility of expenditures, different forms of contributions, separate contracts, separate reporting systems – all these aspects, if not properly considered, may jeopardise any project implementation.

CADSES supported a wide range of activities aimed at the balanced spatial development of the CADSES territory. The covered fields ranged from economic development through transport, preservation

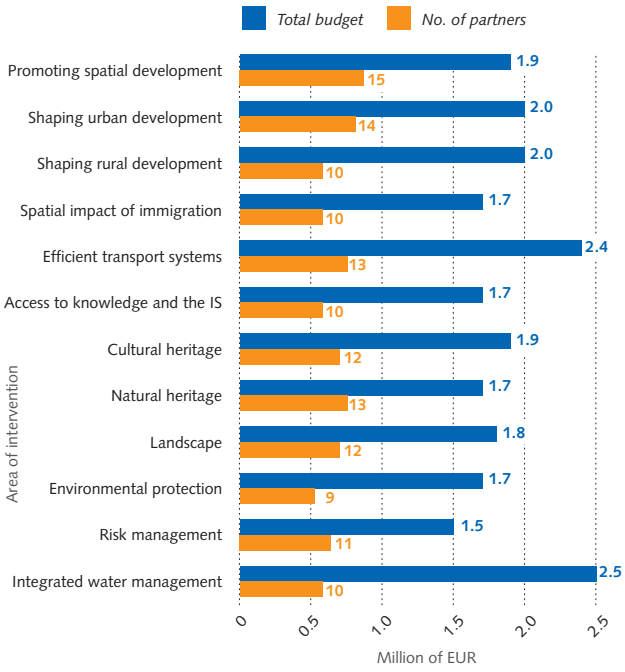


Fig. 6 Average project budget and number of partners in single areas of intervention; Source: Database

of cultural and natural heritage to risk and natural resources management. Some interventions are financially more intensive than others, which can be documented on the different sizes of projects grouped by the single measures of the Programme. While the average budget of projects under the measure "Risk Mangement" amounts to 1.5 million EUR, the average budget of projects supported under the measure "Water Management" is already one million higher, and that with a comparable number of partners per project. Similarly cost-intensive are actions in the sector of transport systems with an average project budget of 2.4 million EUR (fig. 6). The definition of the budget of a project with an adequate composition of partnerships is determined by the specific needs of the project. The scope of project activities as well as the intended utilisation of its results (e.g. for preparation of large scale investments) play a decisive role here.

The total project budget is calculated as sum of funds engaged to the project by all involved institutions. The **budget for single partners**, however, varied considerably, from 0 EUR (131 partners with limited participation, financed from own resources outside the project) to a **maximum of 2.9 million EUR** (ERDF funding included). The vast majority of partner institutions – **roughly 92%** were actively involved in the implementation by means of their own financial contribution. On average, each partner brought a little more than **160 thousand EUR** to the projects. This figure, however, differed significantly from country to country (fig. 7). The reasons are to be found in the different levels of experience with European programmes, different purchasing power and level of prices and different financial schemes applied complementary to the EU-funding in the countries involved. A higher ERDF-funding rate seems to be less relevant with respect to the total amount engaged by a project partner. The countries with the highest average budget by project partner, Italy and Aus-

tria (both with 50% ERDF-funding rate), document this trend. The purchasing power, level of prices, the development of the exchange rate (in case of countries outside the EU-zone) deserves a careful consideration in the course of budget definition.

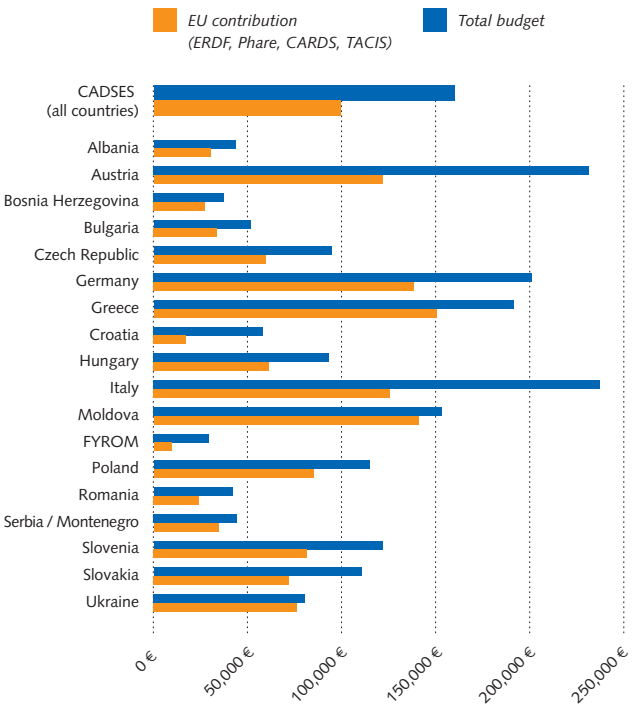


Fig. 7 Average partner's budget and EU funding by country
Source: Database

Coordinating partners and finances towards results: management

CADSES is proud of its projects bringing together many institutions and people from numerous countries. Ambitious goals and joint (trans-national) work over a period of 2–3 years constitute on the other hand a great challenge to the management and require managerial qualities, good will and lots of stamina.

In every project, one partner took on the role of the coordinator. The so-called Lead Partner became the mouthpiece, manager and representative of all other involved institutions for the project lifetime. The Lead Partner submits the project proposal on behalf of the partnership, signs the Subsidy Contract, submits regular payment claims and progress reports and disburses the funds received from the Programme to the partners. The projects vest in the Lead Partners responsibility for the overall management of the partnership. The majority of the Lead Partners (57%) of the sampled projects decided to keep the task of management internally. Roughly one quarter of the sampled projects used a different set up and decided to outsource the management either by hiring a consultant or by entrusting it to a group of partner institutions (fig. 8). Main advantages of outsourcing the management are cost efficiency, the possibility to benefit from the wider professional expertise, and the concentration on the core project activities. Outsourcing is worth of consideration particularly in case of bigger and more complex projects. The option finally selected by the beneficiaries (outsourcing vs. in-house management) shall guarantee the right balance between administration and content-related activities.

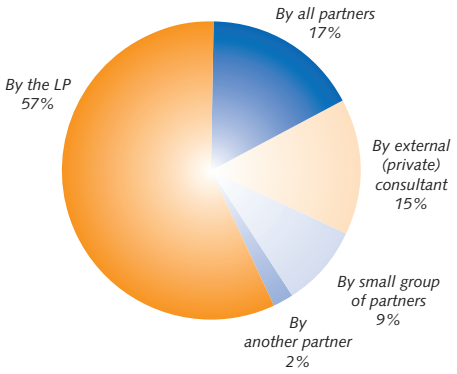


Fig. 8 Coordination in CADSES projects; Source: Submitted Final Reports

Regardless of the approach towards coordination, the task of management has not always been easy. Complexity stemming from the transnational setup and carefulness of handling public funds forces the Programme procedures to remain strict, and therefore often slow. This in turn influences the projects. Although the majority of the sampled projects could start on time or even before the signature of the Subsidy Contract, only about one fourth of them managed to keep the strict timetable as originally scheduled (fig. 9). More than a half of the sampled projects were delayed up to one year, and single projects ended up more than one year behind the plan (fig. 10).

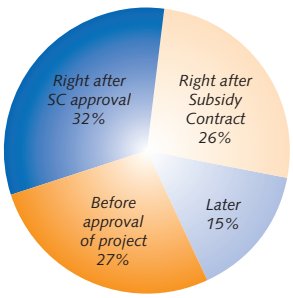


Fig. 9 Readiness of projects to start implementation; Source: Submitted Final Reports

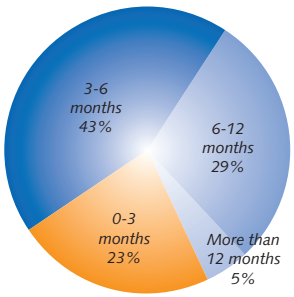


Fig. 10 Average delay of implementation; Source: Submitted Final Reports

Certainly, speeding up contracting procedure could have contributed positively to the smooth implementation of the projects, however, nearly 60% of the sampled projects stated that the implementation could have started even before the conclusion of the Subsidy Contract. The projects could influence the timely implementation by the right selection of the starting date of the projects, giving the partners the possibility to prepare their own activities well in advance, and by a clear definition of the tasks and responsibilities.

The delayed projects were forced to react to the changes adjusting the timetable and, when all other options failed, modifications of the Subsidy Contract were necessary. During the long implemen-

tation – nearly three years in average – more than two thirds of CADSES projects executed one or more changes to the project (fig. 11). The most frequent modification was the prolongation of project duration, closely followed by financial adaptation with respect to the annual allocation or to the allocation of expenditures among work packages and budget lines (fig. 12). It has to be stated that the Programme offered limited possibilities of changes in order to ensure that the crucial elements (e.g. project results) considered in the course of approval were maintained. Additionally, changing procedures required in-depth investigation of the impact of the changes and very often even approval of the Steering Committee grouping the representatives of the Member States – all this has diminished the time for the implementation. Although certain adjustments are necessary in the course of implementation, some could have been avoided by a better preparation of the activities.

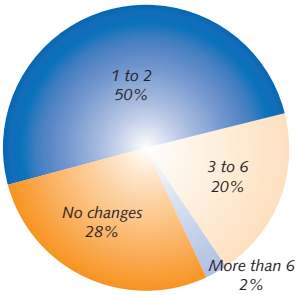


Fig. 11 Projects grouped by number of modifications; Source: Database

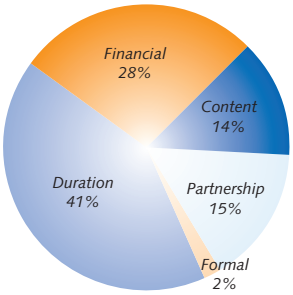
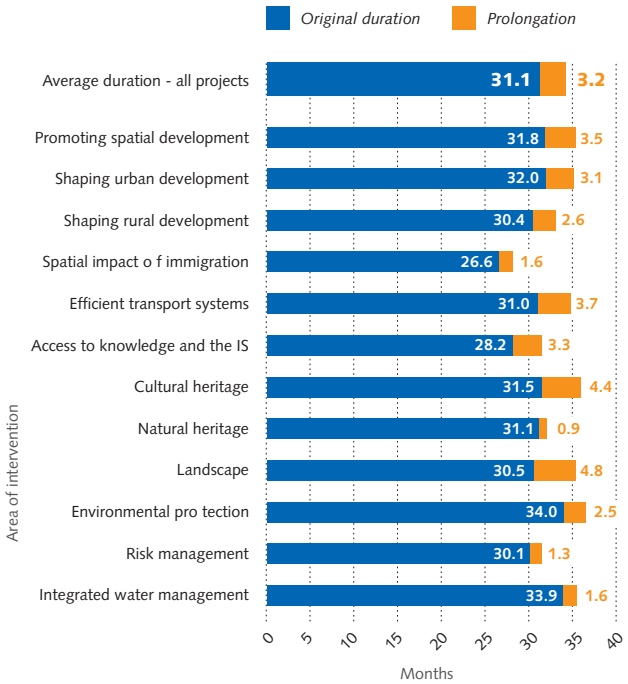


Fig. 12 Types of project modifications; Source: Database

The impact of the changes to the project duration is visible in the following overview, detailed per each of the twelve measures in CADSES. The originally planned average project duration of 31.1 months has been prolonged by roughly 3.2 months (fig. 13).

Fig. 13 Average duration of projects per measure; Source: Database



Another reason for project changes has obviously been the complexity of steering and implementing transnational projects. "Some projects underestimated the intricacy of cooperation of so many actors from so many countries," explains Stephan Schoeps – JTS officer responsible for project modifications. The projects involving a high number of partners, for instance, registered nearly twice as many modifications as it was the case within projects with smaller teams. This refers in particular to the changes in partnership, where the average for projects with 3 to 10 partners (**0.11 changes per project**) was 5 times lower than for projects with more than 16 partners (**0.57 changes; CADSES average 0.24 changes** per project). The correlation between the number of the PPs involved in the project and the project changes is also visible with respect to other modifications, e.g. budget shifts between Budget Lines and Work Packages, content-related changes or financial re-modulation among project partners. Here is the divergence not that extreme, but with more than a double incidence still notable. The motives for project alteration are certainly not always related to the size or complexity of the partnership, but the propensity is undeniable (fig. 14). To keep the number of partners as low as possible adequately to the issues addressed could be a lesson to be applied in future transnational projects.

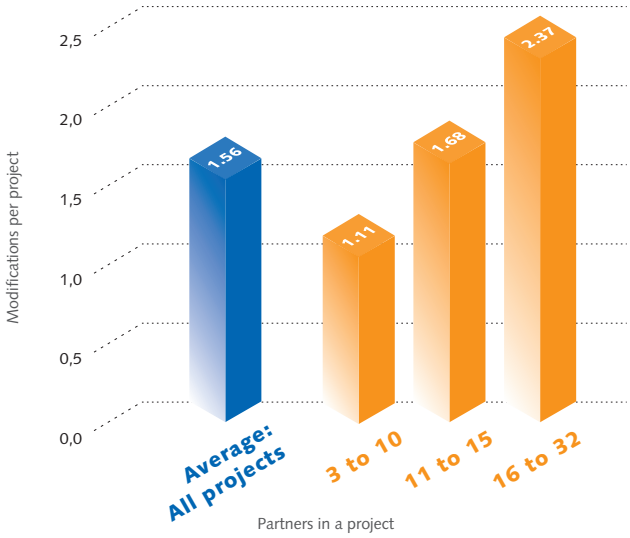


Fig. 14 Modifications per project for groups by number of partners Source: Database

The distinctive feature of CADSES was its explicit orientation on the involvement of the adjacent Non-EU countries. The integration of institutions from these countries constituted a challenge both to the Programme and to the projects. The Programme bodies and project partners had to manage operations supported under partly different financial schemes of the external EU funds (PHARE, TACIS, CARDS). The institutions from Non-EU countries had to satisfy the strict eligibility criteria to obtain support from the EU-funds, many of them did not succeed and were then involved in the project with the status of an observing partner. Despite all this, nearly two thirds of Lead Partners achieved full involvement of the Non-EU partners in all activities (fig. 15). Be this a proof of the successful idea of transnational cooperation within INTERREG III B CADSES.

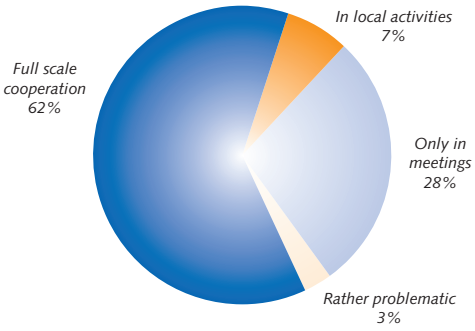


Fig. 15 Involvement of partners from non-EU countries; Source: Database

Many actors from many different countries and joining forces to find solutions for common problems are the very bases of transnational collaboration. It is not always easy to work over a distance of thousands of kilometres, with people from different cultural backgrounds, habits and attitudes. Even a seemingly tiny detail, like one hour difference between time zones may have an impact on the management of project activities. The problems reported by the sampled projects could be divided into few groups, as depicted on the chart below. The most relevant problems handicapping the cooperation with partners were administrative and/or personal changes within partner institutions as well as the absence of funds, be it EU-funds or national co-funding schemes (fig. 16). The vast majority of projects came into existence thanks to personal contacts between single persons within the cooperating institutions. This increases the commitment to the project but also bears the risk of a distortion of the implementation, in case of personnel changes. It is therefore necessary to ensure the understanding of the project by the legal representatives and the commitment of the institutions to the project goals and the defined tasks.

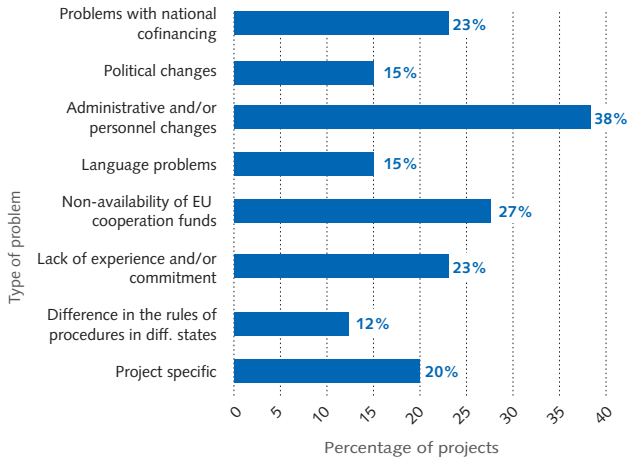


Fig. 16 Typical problems in cooperation among partners
Source: Submitted Final Reports

Despite these and other challenges of working across borders, more than two thirds of the partnerships will or intend to continue their teamwork even after the end of the project (fig. 17). Some of them even seek to extend the participating networks and established intensive contacts and know-how exchange with other regions, cities or experts from countries not directly participating in the project (fig. 18). These informal networks are also expected to continue beyond the Programme implementation period 2000 – 2008.

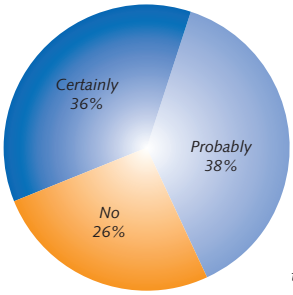


Fig. 17 Continuity of project partnership after project end
Source: Submitted Final Reports

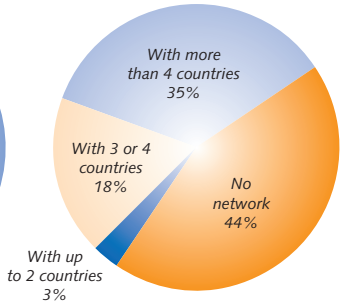


Fig. 18 Trans-national networks beyond project partnership
Source: Submitted Final Reports

All components together make the project functioning: activities and costs

The right people, the necessary know-how, the right tools, and jointly searching for solutions to identified problems – this could be a very brief description of partnership, budget and coordination. Having them all is important, but it is only a precondition for a successful project. Solely the performed work, the activities and achievements make something real out of the mere potential. Statistics cannot show all the results of the 133 CADSES projects, they are only capable of outlining major tendencies. The following chart (fig. 19) gives an illustration of the types of the activities carried out within the projects.

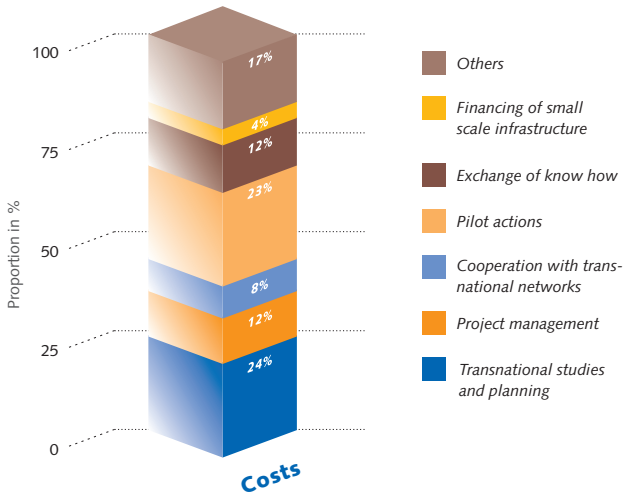


Fig. 19 Project activities – self assessment of the Lead Partners
Source: Submitted Final Reports

Nearly half of the project budget was attributed to topic-specific activities, such as transnational studies and pilot measures. This could indicate the orientation on activities going beyond a mere exchange of experiences. The Lead Partners recognised the project management as particularly work-intensive and they considered the allocation of finances to the management as not matching that workload, i.e. insufficient. Budget for carrying out

management activities seems to have been underestimated by the sampled projects.

A deeper look at the financial resources engaged for the implementation of project activities reveals the following distribution of expenditures (fig. 20). Personnel and external expertise dominate all other groups with 44% project partner and 26%, respectively. This tendency underlines the nature of all INTERREG III B programmes, which do not finance roads or bridges, but the subtle and invisible work behind all big achievements: generation of ideas, research, gathering of data, comparison, evaluation, testing, and dissemination.

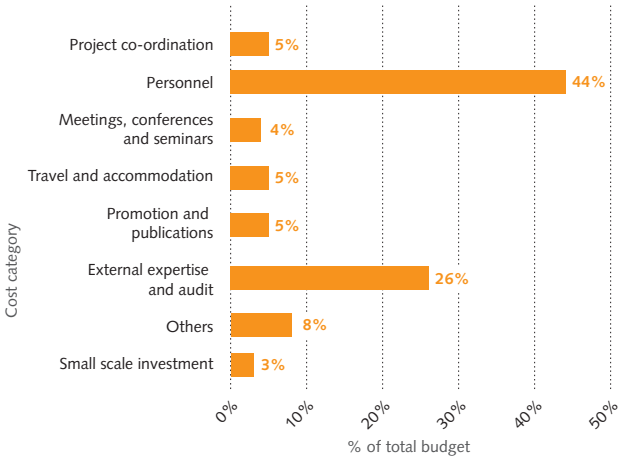


Fig. 20 Distribution of costs by categories (budget lines)
Source: Accepted Final Reports

Harvesting what one seeded: reimbursement

One of the basic principles of co-financing from the ERDF is that the beneficiaries first deliver the planned activities – pay for them from their own resources – and only then the incurred costs are partly reimbursed (50% or 75% in CADSES). This is how the so-called reimbursement procedure works. The complex process of certification, passing documents through the Lead Partner and compilation of the progress reports and payment claims – it all requires a timeframe of roughly six months until the actual reimbursement, of course provided the availability of funds. The reimbursement period is even longer if one considers the date of payment of an invoice. Project applicants should be aware that sometimes several months can pass before the ERDF funding arrives at their accounts. The following average spending cycle of a sample of the projects formally closed as of May 2008 reflects the timing of submitted claims for reimbursements (fig. 21).

About one third of the costs were claimed for reimbursement only after the end of the project. Also the very late submissions at the beginning of the projects indicate that either the projects have spent most of the money only very late in the project lifetime or the internal delay before the submission of the claim has been much bigger than could be expected. Within an average project duration of three years, in the first year a project sees practically no ERDF-money, in

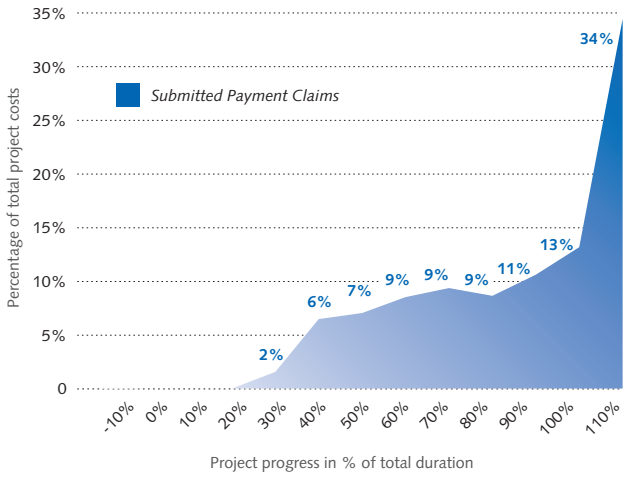
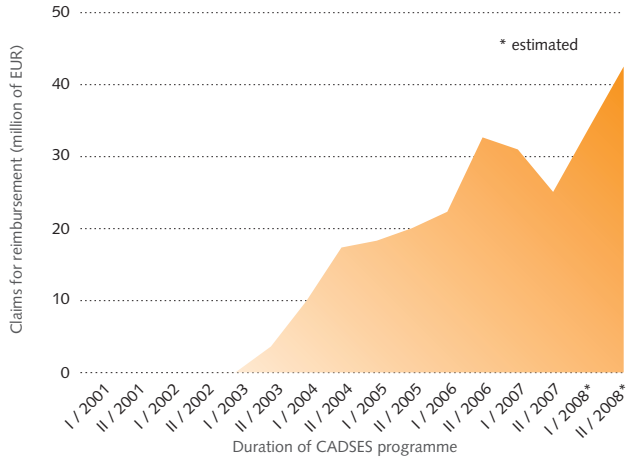


Fig. 21 Absorption of funds by projects; Source: Accepted Final Reports

the second only about 15% and before the end of all project activities only some 42% of all project costs can be reimbursed – the rest has simply not yet been claimed for. This is certainly an aspect that must be taken into account already at the stage of project definition. The spending level of a project was influenced by the situation of the Programme suffering from the temporary interruption of payments, nonetheless, every project should define and stick to the payment timetable and identify alternative options to maintain the liquidity in case of distortions of disbursements to the beneficiaries.

Project spending is directly reflected in the spending of the Programme. The registered delays mainly refer to the initial stage of implementation of the Programme. The set-up of the Programme, the control systems and mutual agreements among the Member States absorbed two initial years of CADSES implementation. This had an impact on the implementation of the projects approved within the first call for proposals that could submit their first claims only after nearly one year after the date of approval. Furthermore, the level of claims was also determined by the control and validation procedures. The amount claimed towards the Programme increased sharply in 2006 and is expected to peak at the end of 2008 (fig. 22).

Fig. 22 Absorption of funds by the Programme; Source: Database



Résumé – Project partnership/budget and management

Added value to the Programme area and European citizens, transnationality, innovativeness, professional management – these are the prevailing characteristics required from EU-funded projects. The applicants do not only need to demonstrate an in-depth understanding of the state of the art in the topic addressed by their projects, but also to show managerial and social competences in order to succeed with a transnational project. In this respect attention shall be paid to reflecting past experiences, achievements and failures. The previous pages show that aspects of project management, such as the composition of partnerships, the definition of budget and responsibilities, securing liquidity, and crisis management, require careful assessment and preparation.

Outcomes of trans-national cooperation: project results

The international networking of institutions, people, know-how and experiences remains certainly a core merit of the CADSES Programme. The variety of the composition of partnerships clearly displays the success of the Programme in this respect. Notwithstanding the value of this achievement, it needs to be stressed that CADSES is committed to foster actions going beyond pure networking, e.g. laying the ground for new investments, elaboration and setting in motion of joint cooperation tools, elaboration and pilot implementation of the joint development strategies. Have these objectives of the Programme been achieved and if so, to what extent? What is the EU-added value of these achievements? What are the lessons learnt for the next programming period? These questions underpin the ongoing debates on reforming the budget of the EU and on the reform movement in the public sector, demanding a turning back from the input-oriented approach to an output-focused strategy for the management of the taxpayers' money. The following chapter certainly does not give an exhaustive and ultimate response to these questions but understands itself as an impulse to the ongoing debates by presenting empirical data.

CADSES projects in action

The analyses of the implemented activities reveal a strong focus on transnational studies and planning activities and on the implementation of pilot actions (compare fig. 19). CADSES mainly fostered the conceptual work of partner institutions and the transfer of know-how and experiences between the regions as well as their use for joint research and planning.

The tangible outputs of cooperation could be characterised by five groups, as depicted below (fig. 23). Under the category Others the most common output were seminars/trainings. Studies, manuals, guidelines, and joint strategies are outputs of the conceptual work of the projects within the framework of CADSES. The outputs produced serve as a basis for further implementation activities, are means of empowerment, or are used to raise awareness and/or attract the interest of decision makers or investors. What could be examples of such implementation? For example: adjusting the local/municipal economic policy to address the needs of investors in a better way, adopting sets of measures to preserve the natural or cultural heritage, or even setting up businesses, e.g. in the field of renewable energies, based on the feasibility studies produced by CADSES projects. CADSES experience proves that the utilisation of outputs and their use deserves as much attention as their delivery itself. The questions "who for?" and "what for?" shall be clearly responded as early as during the preparation of projects.

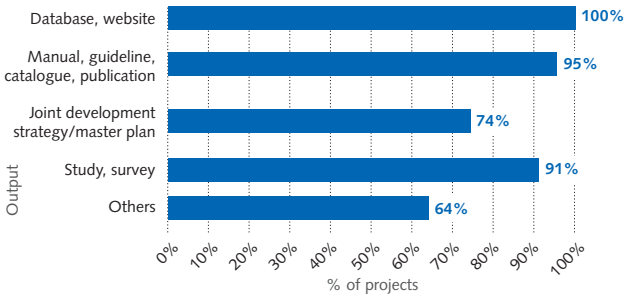
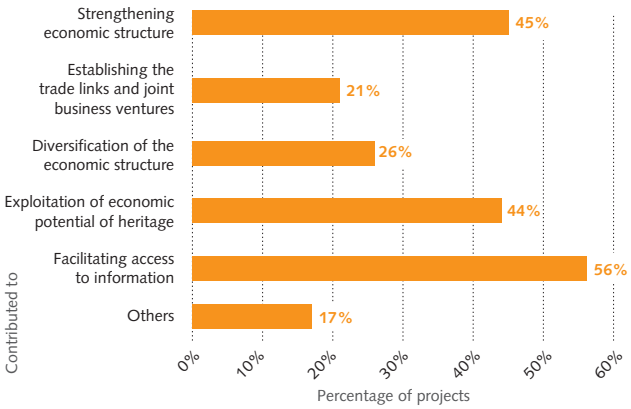


Fig. 23 Project outputs and their occurrence; Source: Submitted Final Reports

Already during the selection phase, the projects had to present a convincing link to the EU policies in the fields of regional competitiveness and cohesion, employment and social cohesion, and environment. The projects see their contribution to regional competitiveness and cohesion mainly in strengthening the economic structures of the regions and facilitating the access to information. A significant percentage of the projects pointed out the use of the economic potential of natural and cultural heritage for economic development – one of the objectives pursued by the Programme under priority 3: Promotion and management of landscape, natural and cultural heritage (fig. 24). It is evident that the sampled projects address the improvement of the framework conditions for economic development, rather than stimulating economic activities directly. The ef-

Fig. 24 Contribution to regional competitiveness by types of intervention, occurrence – self assessment of the Lead Partners
Source: Submitted Final Reports



fective consideration of the EU-policies and the evaluation of the added value from this contribution require clear objectives and indicators. The success of the projects in this respect depends very much on the quality of project application and project plan, clearly indicating the anticipated results along with the indicators.

The Programme attached big importance to the environmental policy of the EU. Priority 4 of the Programme has supported activities addressing environmental protection, resource management and risk protection. The contribution of the sampled projects to these fields of intervention could be characterised along the aspects depicted on the chart (fig. 25). The most common items grouped under the category Others are tools and products to preserve the environment (e.g. flood hazards, flood risk maps), to support sustainable transport and natural preservation in general. The achievements of the projects with respect to priority 4 can be retrieved from the 2nd and 3rd issues of CADSES Results brochures.

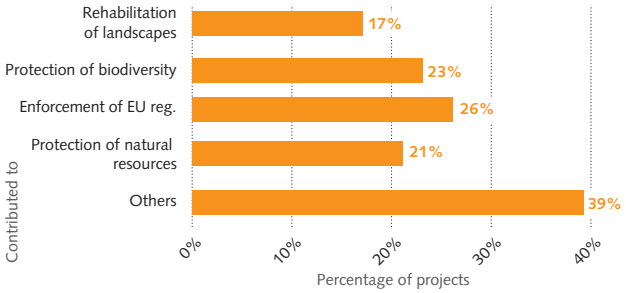


Fig. 25 Contribution to environmental policies, occurrence – self assessment of the Lead Partners; Source: Submitted Final Reports

Results-Life beyond CADSES

One of the biggest challenges faced by the CADSES Programme as well as by well by the projects is the ownership of the results and sustainability of the achievements beyond the duration of the projects. The funding scheme of CADSES was established to foster timely limited operations dealing with issues strategically relevant to the Programme area. This gives a chance to target the endeavours and resources on the most crucial problems and challenges in the short run. On the other hand, without a stable institutional framework, many projects will be reduced to virtual networks.

The evaluation of the data provided by the sampled projects gives a heterogeneous picture of the implementation of project results beyond the lifetime of projects and the Programme itself. This holds particularly true with respect to the use of project results for the preparation of large-scale investments. It has to be noticed that the CADSES Programme has not funded large-scale investments directly. It supported investments enabling the project results on the small scale as well as preparatory activities for large-scale investments. A **notable percentage of the projects – 56%** that have set ground for such large-scale investments is the best proof of it.

The anticipated large-scale investments can be summarised in five groups (fig. 26). The investment-orientation of the projects is to a large extent determined by the scope of activities supported under different measures of CADSES. A strong investment orientation show for instance the projects approved under measures 4.3 Promoting integrated water management and prevention of floods as well as under measure 2.1 Developing efficient transport systems with regard to sustainable development. This is reflected by the highest average project budgets with 2.5 million EUR under measure 4.3 and 2.4 million under measure 2.1 (compare fig. 6).

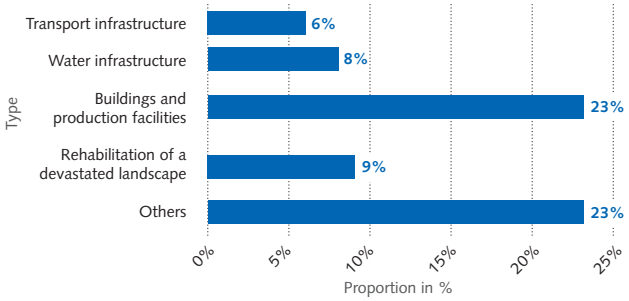


Fig. 26 Occurrence of prepared large-scale investments Source: Submitted Final Reports

The replication and use of the results after the completion of projects goes beyond mere intentions. Through the (in)direct involvement of the relevant decision-making bodies the results of half of the sampled projects are to be institutionalised both on the local/regional level and even on the national level. The other side of the coin is that the remaining half of the sampled projects could not report the integration of their results in the political agenda (fig. 27). This data reveals the relevance of considering the target groups addressed by the projects and the ways and instruments necessary to ensure their interest in the results and/or involvement in the projects

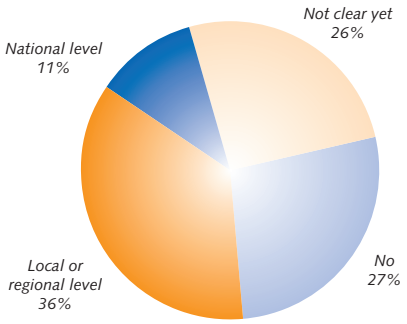


Fig. 27 Adoption of project results by policy-making bodies Source: Submitted Final Reports

The capitalisation of the project results and replication to other regions than those involved in the partnership is explicitly foreseen by more than 62% of the projects. This information cannot be backed by contractual agreements and institutional arrangements, thus the final results may deviate from the anticipated goals.

Résumé – Outcomes of transnational cooperation – Project results under CADSES

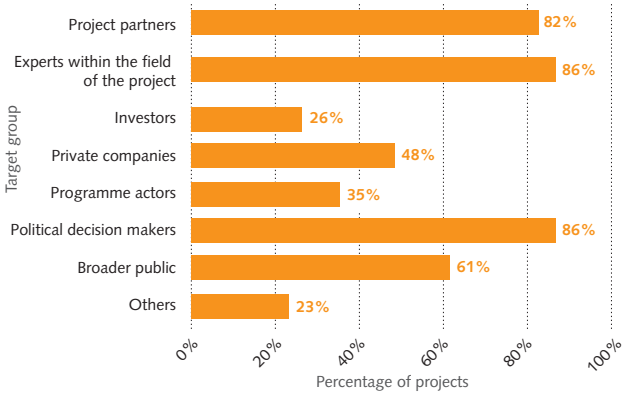
"The successful international cooperation requires common visions and common objectives" says Mr. Graute – the Director of the JTS. This holds true for the programmes but even more for the projects. The challenge faced by the projects is very often how to attract the interest of political decision-makers or stakeholders having the capacity to implement the results. A large percentage of the selected CADSES projects show future-orientation and a striving for the application of their results, even beyond the context of the project. A weak point here is a lack of structures and institutional setup that would ensure the long-term use and capitalisation of the results. The results' sustainability can certainly be influenced by securing the institutional framework for their use. A prerequisite to this is a narrow and correct definition of the target group addressed by the project activities, as well as a clear definition of outcomes, composition of the partnership, and of ways to attract the attention of decision makers.

Doing a good job and talking about it: dissemination and publicity

Communication is considered one of the key-factors for keeping the work of the projects alive and for a sustainable adoption of their results. The Programme supported endeavours of projects in this respect through the concerted presentation of the projects' results and via the organisation of professional communication trainings and seminars involving the representatives of the Lead Partners. Similar activities have been carried out in the Member States involved in CADSES.

The vast majority of the selected projects have recognised the value of a strategic approach towards communication, enabling the projects to use the right instruments and tools to reach the target groups they wanted to address by means of their activities. 82% of the sampled projects reports that the communication within and outside the project was realised based on the communication strategy. This data in conjunction with the information on the use of the results beyond project duration could be an indication that the time horizon covered by the communication strategy is rather limited to the project implementation and to the project activities.

Fig. 28 Target groups of dissemination activities
Source: Submitted Final Reports



The most important target groups addressed by the communication activities of the tested projects are experts in the fields related to a project as well as political decision makers. Worth mentioning is that more than 26% of the projects targeted their communication activities on investors and roughly 48% on private companies (fig. 28). The endeavours of the projects aim at raising awareness and attracting the interest of that respective group to the project. This is considered to be the right step to ensure the ownership of the project results.

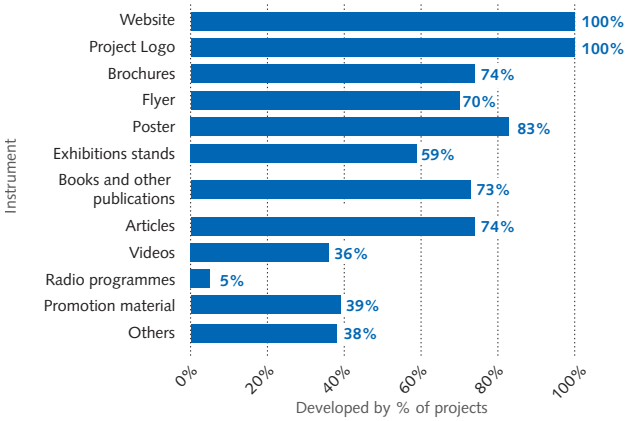


Fig. 29 Dissemination and publicity instruments
Source: Submitted Final Reports

The choice of a communication tool depends on the target group, the content, and the aim of dissemination activities. The use of professional techniques for selecting communication instruments and platforms such as media resonance and the involvement of experts deserves utmost attention within the EU-funded projects (fig. 29). Nowadays, the modern communication media, such as the Internet, play a prominent role for the dissemination of projects' achievements beyond their closing date. In case of 91% of the projects the website remains launched after the closing date of the project; one third will keep them for longer than 3 years. This is encouraging; however, it does not prevent a medium-term loss of information about the projects.

Résumé – dissemination and publicity

Successful communication shall be considered as a combination of three aspects: strategy, target group and the message/ways of communication. It shall not be forgotten that the projects are very often just a prelude to full-scale implementation.

A lack of finances and institutional background for the utilisation or accessibility of results calls for concerted actions of the Programme bodies. It is inevitable to ensure the access to the projects' results (e.g. via creation and maintenance of a database grouping the project achievements or project-related publications) and, thus, to guarantee a long-term oriented knowledge management. This shall allow the (re)use of achievements and capitalisation upon the experiences gathered by the institutions of the project partners in the CADSES Programme.

From Farmland to Cyberspace – Using the Internet to enhance socio-economic development in rural regions

Anke Hahn

For many small and medium-sized enterprises (SME) the World Wide Web is useful to cooperate with business partners, to coordinate supplies and to achieve more competitive production and services. Particularly inhabitants of rural regions demand more online-information and communication technologies (ICT) to satisfy the needs of a modern society. The Internet has become a new market place for a variety of goods, medical services, financial businesses or public transport – many of these supply infrastructures are currently disappearing in rural areas. Today access to ICT is a prerequisite for socio-economic development. Thus, CADSES projects used modern web-technologies to support business networking, to ease access to information on regional labour markets and to adapt local public transport to the existing demand.

Transnational network of local enterprises

The majority of companies in Europe are small and medium-sized enterprises. Especially in rural areas most people are employed in companies of a limited size. Their equipment with modern ICT tools often leaves a lot to be desired, particularly in rural areas of South-Eastern Europe. Therefore, some CADSES projects installed web-based information and communication tools to provide enterprises located in rural regions with platforms for cooperation with business partners and facilities to train employees – all of this with the objective to increase their competitiveness.

One example is the **EMBRACE** project which established a virtual business support centre. The online-portal is accessible through www.e-embrace.net and includes online-services in the fields of management, fundraising, e-commerce and technology transfer.

Several chambers of commerce, consulting agencies and technology centres acted as cooperation nodes enabling a transnational knowledge exchange and technology transfer for SME. For example, the Hungary National Business Innovation Centre "INNOSTART" assisted entrepreneurs in preparing project proposals and managing projects. Further, the future activities of the Greek Serres Chamber of Commerce and Industry are to develop several peripheral chamber offices to support rural SME on-site. The Chamber further strives for a digitalisation of information provided by the decentralised entrepreneurs' support offices. Four months after its launch 39 SME from Greece, six from Austria and six from Hungary have already used the EMBRACE network, while the Italian node administrator had two requests for access.

The follow-up project **EMBRACE II** aspired the widening of the network and created eight new cooperation nodes. The project partners set up a pilot observatory to monitor the impacts of ICT on an SME's performance, measured by indicators like local gross domestic product, enterprise policy and investment in research and development. Based on this data each SME's local economic growth was correlated with the use of ICT. The observatory delivers basic data for decision-making to policy makers.

The CADSES projects EMBRACE I+II established and advanced a virtual cooperation network of SME in rural regions. Entrepreneurs can use the services of the project's online-platform to get a better access to business.

The portal also includes a list of business incubators in the partner regions. For example, the Plovdiv Regional Agency in Bulgaria has started a service for unemployed people and new entrepreneurs with ICT-supported training and consulting. The project also compiled publications concerning available technologies which could be of interest. One article addresses the issue of Enterprise Resource Planning systems to ensure the competitiveness of an SME on the global market. These systems are integrated software-packages, which support nearly all activities and procedures within a company like supply, production, distribution, accounting and personnel management.

Melina Lazaropoulou from TREK Consulting SA summed up the transnational added value of the project: "The initial EMBRACE network embeds the notion of cooperation among its members. For instance, frequently asked questions or critical aspects of the online consulting services are translated to all languages of the network, so as to serve as a repository and a knowledge base for all participants."

Similarly to EMBRACE I+II the **TELEACCESS** project improved the access to the information society for rural SME, public authorities and the local population through broadband telecommunications.

John Garofalakis from the Research Academic Computer Technology Institute in Greece underlined the different regional needs concerning ICT: "In remote mountainous and island areas in Bulgaria, Croatia, Poland and Greece, the telecentres were the first contact to ICT for citizens. In other cases, like in small towns in Italy, tailored applications were used to meet the specific needs of the local community, such as bus schedules or assistance in first level school education." Finally, 13 telecentres were created and the project partners agreed on a common understanding of this kind of institution: "A telecentre develops, uses and offers information and communication technologies to provide citizens and companies on their way to the information society. The services include general and professional activities as well as user-oriented applications." The partners decided to establish the telecentres with a minimum of investment in premises, personnel and ICT equipment. Instead, the municipalities were involved in their installation and management. Therefore now all telecentres are ensured to continue their operation with support of the local authorities and infrastructures. Services are, for example, a virtual school laboratory, a web-based local TV-channel, several e-shopping and e-government services and the possibility of teleconferences for public administrations and entrepreneurs. The services can be used on-site, at the user's workplace via Internet or at home via mobile work stations.

At the end of the project the telecentres were evaluated with regard to their contribution to bridge the digital gap between European rural areas. Preliminary results show a positive feedback of the users with preference to education and training applications and specialized on-time information on local businesses, for instance in agriculture and tourism. The project partners decided to continue their cooperation beyond the project duration and established a wiki-based software. This way further new applications and common training projects were established. Garofalakis ensured: "This transnational network will offer the opportunity to quickly transfer new ICT methods and applications from Italian or German telecentres and experienced research institutes to the more disadvantaged areas."

"Rural Regions Ring" – integrated support for business networking and wellness tourism

Rural regions in general compete with each other as locations for enterprises. The partner regions of the **Trans-IT** project strengthened their promotional activities as locations for technology and business parks. At the same time they stressed their attractiveness for wellness tourism. The project partners established the network "Rural Regions Ring" which provided an integrated support for business development and wellness tourism through the application of information technologies. The network consists of a common internet-platform, which offers on the one hand a working division to improve communication among the project partners and on the other hand a search function for entrepreneurs and tourists looking for information about technology, business or wellness services.

The Rural Regions Ring has achieved an important cooperation agreement, concluded between the Competence Centre for Industrial Reuse of Biomass Zeitz in Germany and the European Centre for Renewable Energies Guessing in Austria. The cooperation targets a more efficient use of energy and promotes renewable energy sources as well as circular flow processes to strengthen regional economy. The bridging between technology and wellness potentials can be recognised in the German Bad Koesen. Here the health resorts association organised workshops covering health management for regional enterprises. In general, wellness institutions have an increased demand for new technologies, be it renewable energies or water quality management.

Joerg Perrmann from the German Region of Burgenland illustrated the advantages of the Ring: "If there was a direct request from a potential investor, that is for a development site with certain framework conditions, and one rural region didn't offer such an opportunity, the investor would automatically be delegated to a region which can fulfil his request. Hence, the transnational value is the joint virtual offer of rural regions, which simultaneously strengthens each individual market position."

The telecentres in Urbino, Italy (left side) and Dymi, Greece, installed by the TELEACCESS project

The European Centre for Renewable Energies in Guessing, Austria

Improving access to the European Labour Market

After the enlargement of the EU the movement of workers and employees has increased rapidly. More than 5,000 Public Employment Services (PES) are an essential component in the framework of the European Labour Market and can help to match job seekers with vacant positions through adequate ICT. But there is still a lack of appropriate information regarding the different labour market situations in the Member States. The **TELMI** project reduced this lack by setting up standardised virtual PES. The project partners extended the PES concept, which already exists in a few countries, to other partner areas in order to reach a broader network of users. The extension could only be realised under the condition that the interoperability between local IT systems and the common web portal is given.

Regional analyses of employment growth, trends, institutions and authorities involved in the labour market policy were the basic investigations. The PES "Borsa Lavoro Lombardia" in the Italian Lombardy Region served as prime example for the development of similar web-platforms providing job-matching services in Poland, Hungary, Bulgaria and Romania. Each country was endowed with technical manuals and application software for data administration. Specific labour market information can be queried by means of an interregional search tool, that is most demanded job profiles, lists of companies as well as courses for PES staff about how to match profiles' requirements. Thus, a job seeker in a rural Hungarian region can now easily find information about job placements in Budapest, Warsaw or Milan.

The TELMI project supported the network of PES, private job recruiting companies, universities, public administrations, chambers of industry and commerce as well as SME. A virtual forum connects them and induces an experience transfer with regard to the local labour market situations in each country.

Demand Responsive Transport with a Social Target

Individual traffic in rural regions is increasing whereas more and more gaps can be found in the timetables of public transport. The lack of local bus and train lines leads in particular to the isolation of older or disabled people, who depend on these services. The project partners of **TWIST** aspired to stop this vicious circle by establishing Demand Responsive Transport (DRT) services. These solutions are becoming more and more important, especially in areas where the demand is too low for a permanent bus line. The project's aim to extend the DRT offer can therefore also be considered as a social target.

After analysing the transport needs within six pilot regions, the partners elaborated a model of an IT-supported on-demand bus service. A "Telebus" software manages the requests received by a call centre operator or via Internet. The operator enters the personal data of the enquirer, the place of destination and departure and the time when he wishes to use the service. Based on these requests, the bus routes are automatically generated and visualised on digital maps. The driver of each bus is continuously kept informed by an onboard computer and terminal, tracking the locations of the bus by GPS and connecting the bus with the operations control centre. In this way the bus driver can be supplied with updated information on requests received after departure. During the experimentation phase of the project, a pre-set route contained both, fixed and "latent" bus stops, which are only launched if there is a request. Thus, it was necessary to coordinate the DRT-system in every region with the ordinary local public transport service.

"The DRT model was implemented and coordinated by a transnational steering committee, composed of a representative of each project partner, which set up a general evaluating tool, while the local operational units implemented the model in each area. Such

a procedure allowed comparing the impacts of the model in different contexts, monitoring weaknesses and strengths as well as exchanging opinions about possible fine-tunings," declared Maria Antonietta Picardi from the Abruzzo Region. Due to the lack of experiences with DRT in Europe, the project partners prepared a manual of best practices, which was transferred to local authorities engaged in planning and managing local transport systems. It should induce a transnational research and knowledge transfer. "The Abruzzo Region has already decided to transform its DRT from an experimental to a constant and fixed service of local public transport financed by transport regional funds," said Picardi.

The TWIST bus for Demand Responsive Transport in the Abruzzo Region

The CENTRAL EUROPE Programme promotes information and communication technologies and alternative solutions for enhancing access for rural regions within area of intervention 2.4. In the framework of the SOUTH EAST EUROPE Programme this issue is covered in area of intervention 3.2. respectively 3.3.

CADSES Projects covered in this article

	Project Acronym	Full Project Title	Partner Countries Involved	Website/Contact
embrace	EMBRACE	Improving the Access of SMEs from Rural Regions to the Knowledge and Information Society	IT, HU, GR, BG, AT	www.e-embrace.net
embrace 2	EMBRACE II	Embracing Socioeconomic Development in Disadvantageous Areas through Information and Knowledge Society	SI, SK, SCG, Montenegro, IT, GR, CZ, BG, AL	www.embrace-observatory.net
Teleaccess	TELEACCESS	Creation of Telecentres to Support Learning, Entrepreneurship and Access to IS in Isolated Areas	PL, IT, GR, DE, HR, BG,	www.teleaccess.org
telmi	TELMI	Transnational European Labour Market Integration through Information Technologies	BG, HU, IT, PL. RO	www.telmieurope.org
TRANs-IT	TRANs-IT	Transfer Regional Activities in Networks for Business Development and Wellness-Tourism supported by Information Technologies	DE, AT, CZ, HU	www.transit-eu.net
Twist	TWIST	Transport with a Social Target	CZ, DE, GR, HU, IT	www.twistproject.org

Joint efforts of rural regions to increase competitiveness and sustainability

Anke Hahn

As stated in the Lisbon Agenda the EU strives for becoming the most competitive region of the world. At the same time it is important to assure a balanced and sustainable development of its territory. What does this mean for rural regions lagging behind economically booming urban zones? How can rural economies be profiled against those in urban areas? Each area has got its own preconditions and therefore has to find its own perspectives for future development. Another option is to cooperate transnationally with other regions to achieve identical or similar aims. INTERREG projects can provide the basis for an increased exchange of experience and a common development of rural products and services. Thus, CADSES projects addressed policy tools for managing and governing rural regions, forms of sustainable tourism and methods of organic farming.

During the 1990's the term "sustainability" has become a buzz word. It originates from the field of silviculture: It allowed cutting only as many trees as could grow again in the same year in a specific area. The political interest in sustainable development, not only in the framework of silviculture, arose in the year 1987 with the Report "Our Common Future" of the World Commission on Environment and Development. The report includes the basic definition of sustainable development and its importance for humanity. Hence, it "(…) is development that meets the needs of the present without compromising the ability of future generations to meet their own needs".

But how can we translate aspects of economy, ecology and social responsibility consistently into our everyday actions? In practice these three dimensions of sustainability are often considered from a very sector-oriented point of view: Urban planners strive for the most sustainable solution of traffic routing by building a bridge, while ecologists despise the same action as less sustainable, because the construction project destroys valuable natural river areas and moreover contributes to a further spread of urban traffic. In fact, these one-sided perspectives have to be transferred into an overall comprehension of sustainable development. Hence, several CADSES projects tried to develop integrated approaches to increase both competitiveness and sustainability of rural regions and at the same time to improve the living conditions of the local population.

(Trans-)regional governance strategies: The Carpathian Convention and the governance council model

Since the regional level has gained more influence on political decisions in Europe, regional stakeholders need adequate policy strategies and instruments for decision-making, which integrate the different dimensions of sustainable development. Approaches in the Carpathians, Italy and Greece are good examples of that.

In 2003 the seven Central and Eastern European countries of the Carpathian mountain range adopted the Carpathian Convention, the framework document for a sustainable development of this multinational landscape. The **CARPATHIAN PROJECT** contributed to the implementation of this Convention. Since 1991 the experiences within the Alpine Convention process demonstrate that mountainous regions have considerable development potentials based on their natural and cultural heritage. The project partners developed strategic documents which sketch the current state as well as the future development of tourism, spatial planning, renewable energies, transport and infrastructure, agriculture and forestry, cultural heritage and traditional knowledge. These documents contributed to the elaboration of the protocols of the Carpathian Convention and include proposals for possible partnerships and projects.

Registered and tentative UNESCO Heritage Monuments in cultural sub-regions of the Carpathians

For example, a handbook for local authorities was compiled which contains pilot actions and best practices of raising the awareness of natural and cultural heritage. "Different local approaches are translated into a general language to make the handbook easy to adapt in all regions", said Harald Egerer from the Interim Secretariat of the Carpathian Convention. The Carpathian Environment Outlook is a report on the state of the environment of the region, retrospectively over the past 30 years and forward to the year 2020, dealing with physical characteristics, biodiversity, history and culture, economy, energy and natural resources. Furthermore, the project partners elaborated the Carpathian Spatial Development Vision which contains proposals for future development opportunities and actions. Thus, the document plays a decisive role in implementing the follow-up activities in the framework of the Carpathian Convention. Additionally, the Carpathian Atlas, including maps of population, infrastructure, culture and environment, is accessible through the geoportal on the project's website.

"The preparation of the proposal for the future Carpathian Space Programme has started, following the recommendations given by Carpathian Governments at the Carpathian Convention Implementation Committee in Sibiu in April 2008", informed Harald Egerer. The outcomes of the Carpathian Project should contribute to a more intense transnational dialogue and should promote a political process considering the whole region by providing the elaborated development strategies.

The integrated approach of the governance council model, established by the GOVERNET project, should encourage regional stakeholders with different professional backgrounds to develop common projects and strategies for rural development.

There is also a lack of adequate structures for regional governance in other CADSES regions. Decisions of municipalities and regional authorities often neglect an integrated political approach. The **GOVERNET** project elaborated a governance council model, which was sampled in the Italian and Greek case study areas. Each council consisted of a working group of local and regional stakeholders from municipalities, regional development agencies or scientific institutions. The council meetings on regional level could be used to adjust actions and to develop common projects. The transnational project meetings aimed at a knowledge exchange between the representatives of the four partner countries to get an idea of other development approaches and how the council models work in the other regions. In each council the stakeholders defined relevant topics which should be followed in regional development, e.g. new methods of agriculture or energy generation. Final marketing plans for each area comprise future activities like in Pordenone in Italy, where the idea of an "Ecofattoria" was developed – a facility equipped with educational labs able to investigate local agricultural products, such as milk and meat, and the possibilities offered by renewable energies like sun, wind and wood.

New forms of tourism enhancing natural and cultural values

Local tourism providers are often not fully aware of the potentials of their region and miss the opportunity to utilize these potentials for a more distinguished tourist offer. CADSES projects addressed different approaches of rural tourism, like eco- and agrotourism, the distribution of regional products, traditional handicrafts and wellness tourism offers.

▸ Eco- and agrotourism

Ecotourism activities are booming like never before! Especially rural regions, rich of rivers or forests, have become destinations for cycling tourists. Partners of the **ITACA** project aimed at finding out how such ecotourism activities can be best implemented in the partner areas. All regional case studies which analysed the institutional relations between national and regional environmental, tourism and territorial authorities were conducted in a common transnational study. The study offers proposals for each project partner, how to develop ecotourism-infrastructures and which regional decisions have to be taken to implement them. Additionally, a transnational marketing study aggregated analyses on how ecological corridors, like water flows, can be best prepared as ecotourism-destinations. For instance, a cost-benefit analysis estimated economic and environmental impacts of a cycling path along the river Ohre in the Karlovy Vary Region (CZ).

The studies and best practice activities should encourage stakeholders to invest in ecotourism. "The regional marketing study and the use of a bicycle counter in the Province of Ferrara showed that cycle tourism still has a growth potential," ensured Jana Bělohoubková from the Karlovy Vary Region. Guidelines for ecotourism management give proposals for decision-makers, private landowners and tourism agents on how to collaborate more successfully in the future. They further contain recommendations on guiding visitors in the best way to conserve the environment, and which forms of information are advisable. In this context the project partners planned an online-eco tourism centre, which is under preparation in the Polish Carp Valley. "The interactive platform should attract tourists and bundle tasks of tourist information, marketing and promotion", stated Bělohoubková.

The internet presence of the **RURALTOUR** project could be seen as a comprehensive information portal regarding agrotourism, as visitors can directly contact their farming holiday destination in the partner countries. Information about accommodations are summarised in detailed contact schemes. The website also contains proposals for tourism activities and illustrates cultural and historical places, buildings, traditional events as well as customs of the project regions.

The project partners jointly strove for an increased tourism flow and, thus, for an additional income for local enterprises like tourist guides, shops, restaurants and accommodation facilities. The focus was on a sustainable approach to tourism, on which special marketing instruments and strategies should rely. For instance, consistent marketing and branding guidelines were created and are ready for application to maximise the visibility of tourism regions and their competitiveness. Training activities in the fields of cooking, hospitality, foreign languages and local cultural knowledge improved the skills and capacities of tourism operators and other staff of local gastronomy and farms. In the long term, the community of rural tourism actors, established by the RURALTOUR project, can be seen as starting point of a transnational network of agrotourism suppliers.

▸ Regional products and services as added value for tourism

Agricultural products or handcrafts which can be found in just one area can be main promoters for a regional economy. For example, wine regions along the Rhine or the Danube rivers are implicated with specific growing conditions, a certain grape variety or taste of wine. The partners of the **COHESION** project addressed this fact and selected wine as a common regional product. They carried out a number of research activities around wine cultivation to reveal problems of local agriculture. Regional studies of the pilot areas highlighted perspectives, special features, comparative advantages and problems related to wine as a regional product.

Based on the potentials of each region the actors created four clusters: the cluster of wineries ENOAN in the Greek municipality of Nemea, the clusters of crafts, of food producers and of gastronomers, which are all situated in the Austrian region of Styria. Within these clusters small scale investments helped to raise the quality of local products and to support the regional competitiveness. A festival and contest around regional wines as well as an Open Day in the wineries could be realised in the ENOAN cluster in Nemea. The actors of the gastronomers' cluster in Styria founded 'De Merin', a culinary mixture of café, restaurant and shop of regional high-quality products of Styrian farmers. Also 'KostBar', a culinary museum for innovative and traditional regional products, to be tasted on site, was established by the project.

'De Merin', a culinary mixture of café, restaurant and shop of regional products of Styrian farmers

Project partners and local stakeholders were able to learn from each other on a transnational level. Harry Kalliaras from the PINDOS Strategic Planning Centre stated: "A number of contacts between entrepreneurs from the different partner areas could be established, many potential cooperation opportunities were discussed and designed at personal and private levels". For instance, in the German region of Saxony exists a close cooperation between wine growers and tourism associations, with common marketing tools like the "wine queen". These good practices were adopted by project partners in Nemea, which had had no experience in wine marketing activities before. "The project," Kalliaras commented, "helped local communities to organise local development activities, to enhance synergies, to facilitate economies of scale and to enhance local competitiveness".

The villages and rural areas involved in the project **Development of a Sustainable Tourism** focussed their tourism activities on ancient buildings, traditional handcrafts and local agricultural products. Several small scale investments were implemented, for example the reorganisation of a pottery school and a laboratory of fresco painting in the Abruzzo Region, where ancient manufacturing techniques can be learnt now. In the Italian municipality of Navelli, the project partners built a greenhouse for the cultivation of saffron, herbs and truffles. In the Greek pilot regions, historical buildings were restored and are now used as a secondary school and a tourist information centre. The (re-)cultivation of traditional products like

Craftsmen working at the pottery school

fruits and honey and their marketing through agrotourism are now fostering the economic development in the Polish and Hungarian partner regions, too. Most of the pilot actions focussed on involving the local population and, thus, induced an increased awareness for regional values. "The pilot actions represented regional good practice examples, which were disseminated to other territories and were suggested to policy makers and investors," Rita di Matteo from the Abruzzo Region remarked. The project partners further arranged training courses for tourism managers to communicate the regional peculiarities and to ensure their integration into future tourism strategies. They experienced a great transnational knowledge exchange of how to implement regional cultural values into concrete tourist and leisure activities.

While some projects revalued regional products and traditional handcrafts, others, in this case the **HERITOUR** project, established cultural routes through their partner countries aiming at promoting new forms of tourism. For instance, the industrial route of the Hungarian Ajka Region connects museums of mining, glass and porcelain art and ceramics factories – industrial sectors, which used to play an important role. The historical route in the Greek Metsovo Region leads visitors along ancient places and buildings, for example the three-aisled basilica of Agia Paraskevi and the Byzantine Monastery of Agios Nikolaos. Furthermore, the route in the Slovak Nitriansky Region is focused on religious buildings from the Romanesque period. A rare exemption represents the well-preserved, single apse rotunda in Nitrianska Blatnica. The most important preserved Romanesque wall paintings are located in the village of Kostoľany pod Tríbečom. The transnational historical-cultural route between Slovakia and Hungary is dedicated to Antal I. Grassalkovich, known as "the builder of churches and castles" of his time. The route starts from his place of birth Mojmírovce alongside the main stations of his architectural estates and leads to his most important work, the Gödöllö castle and to Máriabesnyö, the final residence of his family.

The project partners gathered key aspects of the thematic routes and summed them up in a transnational marketing strategy. They also built up a database. Tamara Lencsés, the project's manager, added: "This database should help to identify regional assets and values and will mainly be used by visitors via the project website www.heritour.com for gaining contact details of the tourism services and attractions." A national conference on cultural heritage protection was organised in Hungary and based on the results of the project. The event generated a great interest and experience exchange between experts in the fields of tourism and cultural heritage protection. Additionally, the Hungarian National Museum exhibited the cultural thematic routes of the HERITOUR project within the exhibition 'Endless Journey', which was visited by nearly 21,000 people during a period of three months. "It was the first time that museologists worked strongly together with tourism experts to create a common product," Lencsés highlighted.

▸ Health and wellness tourism

Wellness tourism has been booming for some years now, since people pay higher attention to their health and physical and psychological condition. The demand for fitness activities, healthy lifestyle education, preventive and rehabilitation medicine or eco-adventures is steadily increasing. Although spas have got a long tradition, new forms of tourism arise and wellness offers become more specialised. However, sites which have the natural and regional potential to become a wellness destination often lack a concrete management concept. Thus, the partners of the **SHINING MOUNTAINS** project

The Gödöllö Castle, one station of the historical-cultural route from Slovakia to Hungary dedicated to its builder Antal I. Grassalkovich

elaborated joint managerial and operative tools for establishing well-structured health and wellness tourism offers.

Common transnational added value of the project is the circuit of health and wellness quality destinations, set up by the project partners. Members of the circuit are the health cluster of Northern Hungary and the ecotourism office 'Overland' in Northern Pindos in Greece. The health, spa and wellness cluster in South-Western Bulgaria has got the potential to become a member shortly. "The actors of the Hungarian health cluster are preparing a project proposal for the EU Regional Operational Programme to receive funding for further development and marketing activities", Katalin Hall from the Norda Regional Development Agency of North Hungary adverted to the increased efforts of marketing and promotion among the circuit members.

Water gymnastics at a historic spa in Hungary

The project's website includes a virtual incubator tool which provides potential entrepreneurs with useful information and services they need in the start-up phase of a business in health and wellness tourism. "The tool includes several operative steps focused on implementing an entrepreneurial business idea," Hall described. "First the user gets the possibility to analyse and evaluate his business idea regarding economic and financial aspects. A further step includes a map of reference related to the juridical framework, administrative procedures and costs the business idea will have. A last step offers contacts to persons who might offer direct information and advice, contains answers to frequently asked questions and a glossary of economic and technical contents of the incubator."

Organic farming as a new method to valorise rural agriculture

The demand for organic products has increased rapidly all over Europe, as more and more consumers prefer a healthy diet without chemical fertilizers and pesticides. In recent years many farmers have already adapted their production to organic food. The organic farming concept relies on the image of "being natural and regional". It can indeed be seen as potential for rural development, to support economic growth, to improve the living conditions of the people and to preserve the local natural heritage.

A number of best practice approaches in organic agriculture were tested within the **SIMOCA** project. For instance, a study in Baroni di Capelle in Italy on a special sort of lentil, which is on the brink of extinction, led to the relaunch of this product and to the development of a new machine for the lentils' seeding. The new product was promoted at tourism initiatives, for example festivals and celebrations

The partners of the SIMOCA project adopted a joint strategy, how to promote organic agriculture as cultural potential of a region and beyond, for example, by distributing rural products in urban consumer communities.

related to the regional agriculture. Each project area had a competence centre, which supported regional companies initiating pilot actions, organising seminars and public discussions with a focus on organic agriculture and sustainable rural development. A number of small-scale investments were made within the framework of the project, for example a demonstration olive farm in Alto Salento in Italy was installed demonstrating regional plants. The partners adopted a joint strategy of promoting organic agriculture. The project established, eco-regions and encouraged the collaboration between communities, municipalities and non-governmental organisations. The strategy also contains recommendations for investments in organic agriculture to improve urban-rural interrelations with the distribution of rural products in urban consumer communities. Aiming at a stronger awareness of organic farming the project results were disseminated in form of practical proposals among stakeholders in rural policies.

While the SIMOCA project followed the organic farming approach, the partners of the **IRENE** project focussed on diversification of rural economies by integrating urban enterprises into local economic circuits. They established new services and activities in agriculture, tourism and handcrafts, in particular, to reduce the migration from rural to urban areas. The developed business organisation model comprises an economic feasibility study of how to set up a transnational economic network among public administrations and rural enterprises in Italy, Greece and Poland. Experience exchange and network coordination were managed by an electronic management system.

Altogether, the projects illustrated different ways how to develop rural regions using their natural and cultural assets. With the help of integrated transnational approaches participatory methods were applied, involving local stakeholders, like organic farmers and people working in the tourism sector. Also new methods were generated to distribute local handcrafts and organic food, and how to enhance rural tourism therewith. The project results should inspire regional actors to further develop these approaches or construct new ideas based on them.

In the follow-up programmes 2007-2013 rural development strategies are covered by areas of intervention 3.1 "Developing a high quality environment by managing and protecting natural resources and heritage" and 4.3 "Capitalising on cultural resources for more attractive cities and regions" (CENTRAL EUROPE) as well as within priority axis 4 "Development of transnational synergies for sustainable growth areas" (SOUTH EAST EUROPE).

CADSES Projects covered in this article

	Project Acronym	Full Project Title	Partner Countries Involved	Website/Contact
	CARPATHIAN PROJECT	Protection and Sustainable Development of the Carpathians in a Transnational Framework	UA, SK, RO, PL, IT, HU, GR, DE, CZ, AT	www.carpathianproject.eu
	COHESION	Integrated Concepts Enhancing Cohesion of European Space	RO, IT, AT, BG, DE, GR	Athanasios Zacharopoulos pindos@kar.forthnet.gr
	Development of a sustainable tourism		RO, IT, GR, HU, PL	www.sustourism.net
	GOVERNET	Governance Models for Sustainable Integrated Rural Development and Multifunctional Agriculture	IT, GR, MD, SI	www.governet.eu
	HERITOUR	Cultural Thematic Route Development in Rural Areas	CZ, GR, HU, IT, RO, SK	www.heritour.com
	IRENE	Innovative Rural Development Strategy Based on Local and Trans-National Economical Networks	IT, AL, BA, HR, GR, Montenegro, PL	Dr. Vincenzo Verrastro verrastro@iamb.it
	ITACA	Improving Tourism Actions in the CADSES Area	SK, CZ, PL, IT, HU	www.itacaproject.eu
	RURALTOUR	Tourism Promotion for Sustainable Growth of Agriculture in the CADSES area	PL, IT, HU, HR, AT	www.ruraltour.org
	SHINING MOUNTAINS	Sport and Health as Innovative Initiatives for the Growth of Mountains	SK, IT, GR, HU, BG	www.shiningmountains.eu
	SIMOCA	Sustainable and Multifunctional Rural Development Model based on Organic and Competitive Agriculture	IT, HR, GR, PL, SK	www.simoca.org

Awareness raising and transnational methodologies for landscape development

Anke Hahn

In the year 2000 the European Landscape Convention defined landscapes as the result of an interaction between natural and human factors. The Convention's aims are to promote landscape protection, management and planning and to organise European cooperation on landscape issues. But there exists no common methodology to implement this Convention and required information is often not available.

Landscapes of many sparsely populated regions are in decay due to their cultural marginalisation and extensive use for agricultural production. Weak ambitions to preserve natural and cultural heritage as well as an insufficient management of transformation processes affecting the landscape were identified as the main challenges for the CADSES projects mentioned in this article. Thus, they tried different approaches how to raise public awareness and how to better manage landscape development.

Cultural landscapes bear a great potential for development with their natural and cultural heritage. To raise the awareness of those landscapes the project partners for the **CULTURAL LANDSCAPE** project focused on natural and cultural assets of their regions. They developed strategies how to valorise them, for example, through agricultural diversification, sustainable tourism or the restoration of old villages.

The organisation of regional markets in rural areas, like here the Folk Craftsmen Market in Romania, was fostered by the CULTURAL LANDSCAPE project.

The cultural landscape encyclopaedia (www.kulturlandschaft.fh-erfurt.de), installed by the University of Applied Sciences Erfurt, should support scientists and practitioners dealing with landscape issues. It contains a glossary of landscape elements like a distinctive tree, a dry stone wall or a meadow with scattered fruit trees. They are registered systematically according to their spatial, economic or cultural function. "Due to the use of open-source software solutions, the landscape encyclopaedia may be copied or adapted easily to other regions and the technological approach has inspired other partners to prepare similar tools," Józef Hernik from the University of Agriculture in Krakow stated. One example how to valorise ancient landscape elements is the restoration of a historical retention basin in Wisniowa in Poland. It is now used for recreation stimulating the further development of the municipality and contributing to the preservation of its valuable landscape.

Combining the awareness of rural landscapes with economic activities, the Heritage Association East-Thuringia and the Ethnographic Museum of Transylvania organised rural markets offering typical regional products. These activities of regional marketing were meant to provide information and to educate people about cultural traditions, regional products from sustainable agriculture and landscape conservation. The "Romanian Review of Regional Studies", a journal of the Centre for Regional Geography of the University of Cluj-Napoca, published an issue on cultural landscapes, which contains scientific articles written by Polish, German and Romanian project partners." In Poland the project has stimulated the new government to force the practical implementation of the European Landscape Convention," mentioned Hernik. Particularly spatial planners should stress the preservation of cultural landscapes within their work and planning concepts.

Transversal lands are landscapes which are mostly traversed by highly frequented trade routes. Their function is usually minimised to traffic purposes despite the historical abbeys, water courses and minor cities they have got. The partners of the **TRANSLANDS** project intended to raise the awareness of the quality of those landscapes and to foster preservation and valorisation of their cultural heritage. To achieve this, the project partners arranged several public events and seminars dealing with identity-establishing potentials of transversal landscapes.

Focussing on the agricultural potential of transversal lands the workshop "Cereal: from cultivation to bread" was organised in the Province of Piacenza in Italy. This event offered a possibility for knowledge exchange among Italian and Hungarian experts about identity, quality and methods of cereal cultivation in Europe. The meeting informed professionals, citizens, producers and farmers about new techniques and reminded them of the old roots of wheat cultivation and its importance for landscape development.

Visualization of a strategic scenario for the upgrading of the Vettabbia Valley in Italy including water and soil regeneration as well as village restoration

Other pilot actions approached the awareness of cultural assets of transversal landscapes in a creative and artistic manner. Thus, two competitions aimed at inspiring young people to make a personal interpretation of their home territory. Students were asked to create a video expressing all the natural and cultural characteristics of their homeland. Another competition was the Oscar Signorini Award by the Italian art foundation d'Ars. Artists were invited to work on the transversal lands concept providing the artistic interpretation of natural and cultural landscapes with techniques of painting, sculpture, installation, photography and video art. "The works of art have become a way to express the strict connection between landscapes and material and the videos are essential means to get in touch with the area concerned and to promote it," Bruno Bedani from the Province of Piacenza pointed out.

The awareness of landscapes, addressed by the projects CULTURAL LANDSCAPE and TRANSLANDS, should also be considered in spatial planning processes. Local spatial plans often neglect landscape as context for any kind of construction. The project partners of **LOTO** recognised that and developed a transnational methodology of landscape interpretation and assessment. Their aim was to better adjust spatial planning principles and objectives of landscape management. The common methodology was tested in the Sud Milano Area, located on the edge between rurality and urbanity. Based on the definition and characterisation of essential landscape elements, the project partners predicted future development trends of the area and elaborated concrete proposals of landscape upgrading. In the case of the Sud Milano Area the Vettabbia landscape park was expanded to enhance the recreational value of the territory and to create relationships between the landscape and its elements, such as historical abbeys or small watercourses.

The LOTO methodology was applied in other regional spatial planning processes. "The Po Valley Authority, for example, which takes care of the risk prevention and soil and water protection policies in the whole area of the Po river, adopted the methodology for local projects regarding river space and territory management," mentioned Anna Rossi from the Lombardy Region. Moreover, the Veneto Region used the guidelines for editing the local spatial plan for the Province of Treviso and the Technical University of Munich developed a landscape plan for the Bavarian Municipality of Glonn. Furthermore, the project results are going to be considered within the current debate on spatial planning law in Slovenia and should contribute to Local Agenda processes in Istria.

Altogether, the three CADSES projects dealt with landscapes and their cultural values and followed different aims: raising the awareness by means of education, regional marketing and art as well as the creation of adequate methods for landscape development. They have surely contributed to a stronger perception of landscape issues and to the promotion of the European Landscape Convention, the principles of which have to be further applied in the future.

In the CENTRAL EUROPE Programme the issue of landscape planning and management can be found within priority 4 "Enhancing competitiveness and attractiveness of cities and regions". In the SOUTH EAST EUROPE Programme activities in this field are covered by the priority axis 4 "Development of transnational synergies for sustainable growth areas".

CADSES Projects covered in this article

	Project Acronym	Full Project Title	Partner Countries Involved	Website/Contact
	Cultural Landscape	Protecting Historical Cultural Landscapes to Strengthen Regional Identities and Local Economies	UA, RO, PL, AT, DE	http://www.cadses.ar.krakow.pl/
	LOTO	Landscape Opportunities for Territorial Organisation	IT, SI, RO, DE, HR	www.loto-project.org
	TRANSLANDS	Transversal Lands: Abbeys and Large Rivers	SK, IT, PL, HU, BG	www.translands.eu

Keeping history alive – Modern approaches to promote and preserve cultural heritage in CADSES

Stephan Schöps

Central and South Eastern Europe is rich in its built cultural heritage: ancient Greek and Roman up to modernist buildings of the 1920s illustrate the variety of architectural styles. Not only cultural artefacts, such as buildings and artworks, but also distinct ways of life make regions attractive for visitors as well as for their local population. Thirteen CADSES projects worked on the revitalisation of historic sites and the establishment of cultural routes to explore and link frequently underdeveloped locations and regions. They helped to preserve cultural identities and enabled the exchange of best-practice approaches for site management. Modern media, like online platforms and other innovative IT-solutions, were used to foster tourism and to bridge gaps in time and space.

Preservation of cultural heritage does not simply mean to freeze the status quo of a cultural site for posterity. It is also important to combine preservation with further development and, thus, reflect what is stated in the Grenada Convention of 1985: Besides protecting and maintaining architectural heritage, the requirements of a modern society also have to be taken into account.

Project examples from CADSES show that regions with a comparable history and cultural features, like spa towns or architecture from Romanesque times, face similar challenges regarding the preservation and development of their cultural sites. As the regions involved in the projects are often located far away from each other, transnational collaboration is an attractive perspective for joint development approaches.

Rediscovery of the ancient spas of Europe

Characteristics of many towns in Central and South Eastern Europe are their waters and springs. Several places were already renowned among contemporaries during the Roman era, whereas others became popular among health and entertainment seekers of the upper class in the 19th century when cities like Karlovy Vary or Budapest became important destinations for health cures and spa holidays. "Spa towns are exemplary for European cultural roots and identity as they illustrate a trans-European way of life," Laura Carlini from the Emilia-Romagna Region explained. "The architecture in Europe's spas is international, as many famous spa architects toured in Europe. Already in former times they were used for health cure and at the same time as sites for cultural tourism." In the 19th century the development of spa cities was also closely linked to the development of the railway system.

Today many historic spas face similar problems connected with rundown and old-fashioned tourist and health-care facilities as well as insufficient tourism and marketing measures. The objective of the project **ITER** was to identify, protect and develop historical spas in an area that stretches from Emilia-Romagna to Macedonia via Austria, Hungary, Romania, Bulgaria and Greece. In the initial phase of the project, a census and a catalogue comprehending about 200 spas were compiled – they are accessible via a web database (www.iter-cadses.it). They include historical descriptions, a photo gallery and necessary information on access, opening hours and services of the historic spa facilities. As a pilot activity, exemplary in-depth cataloguing was carried out for some pieces of architecture and artworks. A newly introduced geographic information system (GIS) allows localizing all spas on a digital map of Europe. The project conducted research studies and surveys on the evolution of thermal planning and architecture as well as on effective management of health resorts fostering economic development. The project's website and a virtual

Spa architecture is exemplary for a trans-European way of life. The project ITER linked different spas all over Central and South Eastern Europe

exhibition on DVD with footage by Fellini and other well-known film makers as well as an image handbook aim at reinforcing a common identity of the historical European spa system. "Particularly the accession countries profited from the project but also project partners from the EU Member States gained very valuable insights into the spa culture of other countries," Laura Carlini pointed out. The ITER project can therefore be regarded as one step towards a European Cultural Route of spa cities which share a common past.

Preserving European places of spirit

Religious sites have formed a second group of destinations for cultural tourism in the past as well as today. The tradition of religious tourism is typical of well known places such as Assisi or Rome. Recently, the rediscovered pilgrimage along various stages of the Camino de Santiago in different parts of Europe illustrates the potential to develop historic religious routes.

The idea of the project **EST** was based on the religious and spiritual traditions of the involved territories in Greece, Italy and Romania. Its central objective was to achieve an increase in tourist flows. The partner regions dispose of a unique heritage in the fields of art, architecture, culture and customs, which are bound to their spiritual character. In some regions, such as Umbria or Marche, hermitages and abbeys have lost their appeal or are just marginal compared to the major religious sites. Others, like Meteore and Mount Pelion in Greece or Bucovina in Romania, have been tourist attractions for long and are already experiencing significant tourist flows during certain periods of the year.

The project started with an analysis of cultural, financial, productive, environmental, and anthropological-demographical aspects in each area and a study of best-practice strategies in Europe. The partners examined existing infrastructure and tourist flows in the project regions. The results were summarized in a SWOT analysis, which allows the definition of a common marketing strategy.

Within the framework of the project, innovative so-called "Area Products" and tourist packages have been developed. The idea behind these Area Products is to present places that are dedicated to spirituality and nowadays have a broader and more secular dimension. The locations are characterized by attractions, for example an important monument, like a monastery or a church, which has been attributed a symbolic and spiritual value. The project examined the relation between this spiritual nucleus and the development of a local identity. The connection between a place and the quality of its landscape and ecological protection is emphasized for the establishment of these Area Products, in order to further promote tourism.

The EST project also included awareness-raising activities among the local population concerning their own cultural heritage. Thus, tourism operators, representatives of hotels, religious authorities as well as information offices were involved. Within a common strategy for economic development the area brand "Places of Spirit" was established as symbol for quality and the joint philosophy of the network. The logo should act as a stable link among partners for future cooperation and for shared marketing activities.

Transnational network of Romanesque itineraries

In the 10th century a new style in arts and architecture emerged all across Europe – the Romanesque style. Many monasteries, abbey churches and castles were built and art works produced between the years 950 and 1250 in this style. Main objective of the project **TRANSROMANICA** was to establish a transnational network of regional itineraries dedicated to Romanesque art and architecture. The network consists of five partner regions and countries: Saxony-Anhalt, Thuringia, Carinthia, Slovenia, and the Provinces of Modena, Parma and Ferrara. Frank Thäger from the Ministry for Building and Traffic of the German Region Saxony-Anhalt stressed the transnational dimension of the project: "When involved SME tour operators from Austria integrate cultural tourism products from Saxony-Anhalt in their programme and visitors to TRANSROMANICA in Carinthia

Places of Spirit, like here in Meteora (GR), were promoted by the project EST

The project TRANSROMANICA established a cultural route which provides access to art and architecture of the Romanesque times

are enquiring for further TRANSROMANICA sites and travel in Italy, the theoretical concept of transnationality has successfully been transferred into practice." The project examined art and architecture of the period in the wider CADSES area and made proposals for the development of further itineraries. It covered about 25 major monuments and more than 200 other buildings in Romanesque style. Among the achievements of the projects was a market research on cultural tourism and a marketing plan with recommendations for the network's further development. For that marketing plan, interviews were conducted with site visitors and tour operators. Based on the results, the project developed the concept for *TRANSROMANICA – The Romanesque Routes of European Heritage and Marketing* and implemented pilot actions for management and marketing of the sites. The project conducted scientific research on the Romanesque period in Europe covering the importance of Romanesque times, arts and thoughts in the involved regions.

"Main achievement, without any doubt, is the official foundation of the TRANSROMANICA association as a registered society – rewarded with acknowledgement as Major European Cultural Route – with a general manager located in Magdeburg and equipped with a yearly budget as financial commitment by all regional partners," Thäger described the lasting outcome of the project. "This and the acquisition of newly won regional partners from Serbia, France and Spain give proof that the success of TRANSROMANICA idea will sustain within the future."

Modern IT tools to revive cultures of the past

The importance of the media and information technologies for promotion and preservation of cultural heritage was stressed by various projects, particularly by the projects HERMES and HERITAGE ALIVE!

The central objective of **HERMES** was to support sustainable regional development through new forms of interaction between cultural heritage and new media. "In all participating regions the main challenge has been (and still is) to communicate the cultural heritage to the present, above all, to the young generation," the project coordinator Burkhardt Kolbmüller explained. Altogether, cultural and media institutions from eight countries have been involved. The European Heritage Internet Radio was established by the project as a network of radio stations from six countries. This Heritage Radio Network provides access to the work and results of other INTERREG projects covering cultural heritage, as well. "One of the most important achievements was the revaluation of the heritage sites," Kolbmüller described the impact of the project. "In the long run, the integration of new media and the introduction of new uses will attract more and younger visitors and will keep the sites 'alive'." For example, the former Wieland Estate at Ossmannstedt near Weimar in Germany was converted into an educational centre and a former brick factory in Volos in Greece has become a centre for culture and education. In the Italian town of Toblach, the former Grand Hotel has been attributed a new function as a centre for culture, education and music productions.

The main challenge of the HERMES project has been to communicate the cultural heritage to the present, above all, to the young generation

Other pilot activities included the use of electronic media in heritage sites, such as multi-media applications. In Volos, for example, the project prepared a virtual museum of the Argonautic expedition

Mobile radio station of the HERMES project

and equipped the Ethnographic Museum Kraków, Poland, with new multi-media technologies for documentation and presentation. "However, the utmost benefit for the project partners was the exchange of experience made by common working groups, like transnational summer courses, and the Heritage Radio Network," Kolbmüller explained. The project disseminated several publications on heritage presentation linked to new media as part of the scientific framework of the project, presenting the project's experiences as well as its theoretical background.

The notion of cultural heritage and identity is often associated with architectural remains of the past. However, the concept goes beyond that. "Cultural identity is not set in stone. It's in the experience people share," John Pereira from the project **HERITAGE ALIVE!** stressed. "Particularly new media solutions offer different access points to explore the unique aspects of the tangible and intangible cultural heritage of a site."

The project results illustrate the potential of interactive media as an information tool for visitors and residents of locations with heritage sites. Many locations involved in the cooperation are already UNESCO World Heritage Sites, while others are on the applicants' list. The main tasks were to better utilise the regions' world heritage, to strengthen social cohesion and to promote regional identity through the use of new media as well as information and communication technologies (ICT) to establish a dialogue between visitors/locals and cultural heritage. In this dialogue, heritage sites are regarded as locations with an economic and social function, which are both of relevance for regional development. Aspects covered by interactive media should involve features and rich layers of meaning of heritage sites beyond what visitors, and even many residents, typically perceive of a site. "The Heritage Alive! virtual tour guides and learning quests move beyond the mere presentation of information to users and provide them with the means to actively create knowledge themselves," Pereira explained the potential of employing new media. "This approach offers users new authentic experiences."

Modern IT solutions to access cultural heritage have been established by the project HERITAGE ALIVE!

Further results of the project are case studies for employing new media in the communication of cultural heritage. Moreover, scenarios and policy recommendations for the integration of regional development strategies, heritage site management and new technologies have been developed. "Following the extensive TV, radio and newspaper coverage of the project results, many of the pilot actions are under serious investigation to be deployed as commercial products. In the case of the learning quests, the online tools will be made available to schools", John Pereira described the impact of the project in the long run.

Integration of archaeological sites and resources into regional and local development

The project **ARCHEOSITES** integrated archaeological resources into processes of sustainable development in the regions involved in the project. As a main result, the project compiled a common study on possibilities of integration and manuals on management, conservation and accessibility of archaeological sites. The Italian regions of Marche, Molise and Umbria carried out pilot actions – including an archaeological site management model, the establishment of a laboratory for advanced techniques for material analysis as well as the improvement of sites' accessibility for tourists, especially handicapped visitors. Moreover, the project developed and reinforced specialised networks in the field of archaeological resource management. A training course was organised to enhance skilled human resources. Further workshops covered an integrated approach towards archaeological site management, archaeological resources connected to urban planning, and public accessibility of the sites. The project, thus, increased the awareness of specialists and the public of potential cultural and economic values of archaeological resources.

Safeguarding and reuse strategies for historic villas and manor houses

VILLAS main target was the protection of villas, castles and manor houses as well as the improvement of aesthetic and economic aspects of this architectural heritage. In the Italian region of Veneto, for example, there are more than 4,000 villas located, many of them in a poor condition. Other regions in Italy, Croatia, Greece and Austria, which joined the project, are facing similar problems. To restore, conserve and to enhance European villas, castles and manor houses new compatible and sustainable forms of economic reuse have to be found. First, the partners defined their own research areas and selected villas, castles and manor houses. After this, data collection and the realisation of a common Web GIS followed. The introduced data gathering method and matrix allowed the integration of already existing databases of the project partners. Eight research areas were established, such as building typology, ownership characteristics, current and previous use of the building, alternative uses, maintenance status and profitability of the current economic activity in the building. Data sets of about 1,100 buildings have been collected and inserted into geo-referenced maps. Another striking result of the project is an analysis about factors determining the maintenance status and the conditions for reusing historical buildings. Abandonment

Sustainable reuse strategies of ancient villas, castles and manors were achieved by the VILLAS project

is regarded as a major risk and economic reuse is seen as a way to preserve historical manors and houses from degradation. The model was applied to more than 630 historical manors and now there is a ranking of possible sustainable uses available. The project carried out feasibility studies to test the planning methodologies aimed at sustainable conversion of historic homes and to implement new forms of reuse - also to encourage private investments and private-public partnerships in the future. The heritage is not considered as a static value of the past, but as great economic potential. Planners can now use Villas' database and revise territorial plans, while architects can design and assess projects by using the Villas' sustainability model.

An identity axis from the Baltic to the Aegean Sea

The **IDEQUA** project involved partners from six countries along the Baltic-Aegean sea line: Germany, Czech Republic, Hungary, Romania, Bulgaria and Greece. In most of the project regions, the old tourism structures have not changed for years although the expectations and needs of visitors have increased. Elements representing local identity have in many cases been lost due to regional reforms and transformation processes.

One aim of IDEQUA was to establish an identity and quality axis dedicated to tourism from the Baltic to the Aegean Sea. First it identified development potentials, for example in the areas of culture, leisure, nature and traditional handcraft. The resident population was to be made more aware of the attractiveness of their region and traditional ways of life and local production to be preserved. Regional economic cycles could be promoted to strengthen the local economies.

The project analysed cultural components as well as identity-donating elements in a survey. For example, SWOT analyses in the City of Cottbus and in the municipality of Dahme-Spreewald (both in Germany) helped to improve the marketing of regional characteristics. After analysing the tourism sector, selected organisations implemented quality management systems and were certified afterwards. An international workshop on quality management organised by the project was aimed at improving the basis of tourism through the implementation of quality standards according to ISO 9001. A marketing campaign was carried out to promote tourism as well as traditional regional products.

Additionally, regional events were organised within the framework of the project and new regional brands and package tours for specific target groups were established as high-standard offers for tourists, including route maps and tour guides. Moreover, improvements regarding the know-how in event management were achieved in the tourism sector.

Developing and revitalising historic towns for the future

The projects **ADHOC** and **Hist.Urban** concentrated on sustainable revitalisation approaches for historic towns which are characterised by numerous listed buildings. European historical city centres are currently facing various social and economic developments which are connected with several challenges. One task is to preserve the historic value of the centres without compromising the economic development. "Small and medium-sized towns have a lot of problems in common, such as urbanistic, ecological, economic and social challenges," Nils Scheffler, project coordinator from the Hist.Urban project, sums up the central issues to be addressed. "Therefore, revitalisation is a complex process which requires an integrated approach." The cities also experience demographic change due to an aging population. Moreover, it is often difficult to finance modernisation measures which are in compliance with heritage protection regulations.

The project ADHOC worked on common actions and established exemplary measures in public-private cooperation to develop historical city centres with participation of administrations, owners, investors, monument conservators and other stakeholders. These measures helped to avoid conflicts between the different actors, and proposals for a sustainable renovation of historical old towns could be made. In particular, the involvement of private actors and citizens in revitalisation activities has been new to many partners. The establishment of local dialogue processes involving all relevant stakeholders was the first step to built up trust in the local administrations work. Furthermore the participation of the citizens in urban development processes have encouraged their identification and their re-

Revitalisation of small and medium-sized towns is a complex process which requires an integrated approach that considers urbanistic, ecological, economic and social challenges

sponsibility within the planning process. "Not only planning for the people but rather with the people was the key for success within the ADHOC project," emphasized project manager Jens Freudenberg. The outcomes of the project finally resulted in a manual from which other cities facing similar challenges may benefit.

Improving quality of life in historic towns, like here in Urbino (IT) has been the central target of the projects ADHOC and Hist.Urban

The project Hist.Urban, similarly to ADHOC, developed concepts, strategies and recommendations on how to use the built cultural heritage as an asset for an integrated and sustainable urban development of small and medium-sized historic towns. "An important aspect has been that, because of the label 'EU Project' new approaches could be tested in some partner towns, which – without that label – would not have received the permission from the city council and would have continued the usual way," Scheffler stressed the impact of the project." Particularly the urban economy could profit from the capacity of local and regional decision makers to apply implementation-oriented revitalisation approaches and instruments. Nineteen partners from nine countries formed work groups which dealt with various aspects of socio-economic, urban and ecological development, for example participatory methodologies involving local actors, city marketing and cultural tourism as well as energy saving illumination plans. "Even experienced partners experienced partners as, for instance, the city of Regensburg in Germany gained new ideas for their revitalisation approaches", Nils Scheffler said. "In Moldova the topic was put on the political agenda for the first time. Because of the results of Hist.Urban maybe even some plans of the city of Chisinau might be changed in order to preserve historic parts of the town, which otherwise would have been turned down."

In April 2008 the project partners signed a declaration for an integrated revitalisation of small and medium-sized historic towns. "The signing of the declaration is an important part of the project, which commits the partners to officially apply integrated revitalisation strategies," Scheffler pointed out. The declaration will now be disseminated to national and regional bodies and to EU institutions.

Preserving the identity of regions – A network for cultural tourism

The achievements of the project **CHIRON** were mainly in the field of protecting and preserving cultural heritage assets in order to attract more tourists and to extend the tourism period in the project areas. "The most important challenge was the variety of cultural heritage sites and the differences amongst them. Furthermore, the fact that these cultural heritage sites were not so well-known was the motive for the development and promotion of cultural tourism in the partner areas," Stavroula Divane from the project CHIRON explained. CHIRON transferred knowledge regarding different approaches towards cultural identity between EU Member States and neighbourhood countries. "The Joint Training Seminar on Cultural Tourism Development and Promotion, which took place in Bielsko-Biala, gave the opportunity to the staff of the partner organisations to be trained by specialists from each region," Divane emphasized.

Among the most important project activities of the CHIRON project were the identification and assessment of cultural heritage assets in each partner area and the establishment of procedures for the involvement of local stakeholders in the development of cultural tourism potential. Each partner region organised one Cultural Tourism Forum per year and participated in national exhibitions for the promotion of their area as a cultural tourism destination. A permanent network of destinations and agencies was established and a best-practice manual on cultural tourism was published within the framework of the project. Moreover, the project managed to draft development plans and to establish visitor information centres in each partner region. For example in Magnesia, Greece, the Visitor Information Centre was established in Agria, the gateway to Mount Pelion, which is an area with rich cultural heritage. Another important achievement of the **CHIRON** project was the establishment of the Observatory of Cultural Tourism in Magnesia, Greece, by EKPOL. It is expected to act as a focal point for the cultural tourism initiatives in Central and South Eastern Europe.

Tourist products were improved by combining cultural tourism with traditional and new forms of wellness and health tourism, which might also create further employment opportunities. "Amongst the most

Visitor information centre established by the CHIRON project in Magnesia (GR)

important achievements of the CHIRON project stands the Network of European Cultural Tourism Agencies and Regions, and the Observatory of Cultural Tourism in Europe, which is expected to continue its work after the completion of the project," Divane summed up the long-term effects of the project. Another achievement of the project was the participation of CHIRON in international exhibitions. Furthermore, the idea of creating an extended network of cultural tourism destinations is being realised through the connection with the INTERREG III C European Cultural Tourism Network project and the possibility to enlarge the network in the new programming period.

Promoting Roman heritage in Europe

Particularly ancient Greek, Roman and Amber trade routes can act as a gateway to understand our common European history as the projects ROME and ROMIT illustrate.

The project **ROME** used advanced media and e-learning technologies to link regions located far from one another which are united by Roman trade routes as common cultural heritage. It also established a connection to the project 'European Amber Route.' The project started with an identification of the old routes, the archaeological and territorial cultural heritage for the development of common upgrading actions. Central aim was to diversify the offers and services to meet the different needs and expectations of visitors like school groups, handicapped people or educated beneficiaries. The project promoted public-private partnerships and illustrated how to use private capital in restoring, maintaining and utilising cultural heritage. The project organized training courses, and international events were introduced in order to strengthen the partnership. Marketing structures for the historic routes as backbone of cultural tourist offers on a transnational level were established and the integration in a common marketing framework was achieved. Trans-border tourist packages along the historic routes were developed and proposed by the project. With support of electronic media, the project established an international network to promote the project's scientific research results. Moreover, a foundation for the enhancement of the old Roman routes and the respective historical-territorial goods and urban settlements was a decisive outcome which will give continuity to the project also beyond its completion.

The **ROMIT** project developed a cultural-tourist itinerary focused on Roman archaeology embracing four European regions, namely Emilia-Romagna, Bavaria, Western Greece and Bulgaria. The project's central objective was to improve the protection of the Roman heritage as one of the most significant examples of ancient architecture and the transformation of the cultural landscape, as well as a relevant expression of European identity. It used an integrated transnational approach, which promotes and manages a cultural route based on the Tabula Peutingeriana. The Tabula is the medieval copy of a Roman road map from the IV century, one of the most important itineraries that is left from the ancient world.

The Tabula Peutingeriana depicting the ancient Roman street network served as a basis for the cultural route established by the ROMIT project

The original is being preserved in the National Library of Vienna, partner of the ROMIT project.

The project achieved a common development model for archaeological sites which can easily be replicated and is based on transnational economic and juridical studies and surveys. One survey compared the current management systems of archaeological sites of the partner regions according to their urban and spatial context. It identified weaknesses and successful formulas for promoting the historical and cultural identity of a site. The second survey investigated laws and regulations on risk prevention on archaeological sites in order to facilitate the development of a common European approach through the establishment of good practices. The outcomes of the surveys were used for a feasibility study aimed at defining public/private and public/public investment strategies to assure the financial sustainability of the ROMIT-outputs after the end of project. The conclusions were transformed into training material for public officers, dealing with cultural heritage, managers and operators, and staff of tourist promotion agencies. The second action line of the ROMIT project aggregated fragmented and scattered documentation on Roman archaeological sites in a common European catalogue entry. This catalogue combines historical descriptions, such as origin, age, type, localisation of sites as well as useful information on access, opening hours, promotional or related events. Information and documentation on amphitheatres, arenas, buildings, roads and walls of Roman origin can be found in the catalogue. After the completion of the cataloguing phase, a cultural route of the Roman archaeological sites was designed and promoted. This route initially connects regions in the partner areas and will be open to possible future extensions.

CADSES projects are a proof that the concept of cultural heritage goes beyond the pure preservation of buildings. The results show that a preserved past can enrich the quality of life and contributes to spatial development nowadays. In addition to the historical and aesthetic value, cultural legacy becomes increasingly important for the creation of new jobs in many regions.

In the CENTRAL EUROPE Programme the Area of Intervention 4.3 addresses the topic "Capitalize on cultural resources for more attractive cities and regions." In the SOUTH EAST EUROPE Programme Area of Intervention 3.3 covers "Promoting the use of cultural values for development."

CADSES Projects covered in this article

	Project Acronym	Full Project Title	Partner Countries Involved	Website/Contact
	ADHOC	Adapted Development of Historical Old Towns in Central and Eastern Europe	AT, HR, DE, PL, SK, SI	www.adhoc.jeleniagora.eu
	ARCHEOSITES	Spatial Integrated Enhancement of Archaeological Sites	BA, DE, IT, ME, RO, SI	www.archeosites.info
	CHIRON	Cultural Heritage Promotion for Identity of Regions: Observatory and Networking for Cultural Tourism	GR, BG, DE, HU, PL, SK, UA	www.chiron-project.net
	EST	European Places of Spirit	GR, IT, RO	Mr. Ciro Becchetti Email: cbecchetti@regione.umbria.it
	Heritage Alive!	Leveraging the Value of World Heritage Sites in the Regions for the Benefit of All	AT, BG, GR, HU, IT, PL, RO	www.heritagealive.eu
	HERMES	Heritage and New Media for Sustainable Regional Development	HR, BG,DE, GR, HU, IT, PL, SK	http://www.swkk.de/hermes/
	Hist.Urban	Integrated Revitalization of Historical Towns to Promote a Polycentric and Sustainable Development	AT, CZ, DE, GR, HU, IT, PL, MD, RO	www.histurban.net
	Idequa	Establishment of an Identity- and Quality Axis from the Baltic Sea to the Aegean Sea	BG, CZ, DE, GR, HU, RO	www.idequa.net
	ITER	Itinerari Termali	AT, BG, GR, HU, IT, RO	www.iter-cadses.it
	ROME	Roman, Ancient Greek and Amber Routes, Innovative Methodologies and Measures connecting Europe	AL, AT, GR, HU, IT, SK	www.rome-interreg.net
	ROMIT	Roman Itineraries	AT, BG, DE, GR, IT	www.romit.org
	Transromanica	Transnational Network and Itineraries of the Romanesque	AT, DE, IT, SI	www.transromanica.com
	VILLAS	Villas, Stately Homes and Castles: Compatible Use, Valorisation and Creative Management	AT, HR, GR, IT	www.aur-villas.it

Areas of unspoiled nature – new strategies and management tools for their protection

Anke Hahn

Locations of unspoiled nature are increasingly rare in Europe. Preserving these areas as national parks or protected landscapes are first steps towards the maintenance of their natural values. Different levels of protection determine the degree of human impact. For example, national parks follow stricter categories of protection than biosphere reserves and underlie a zoning concept allowing less human activity. Despite their isolated character, protected areas act as model regions for sustainable development, as they enhance new forms of tourism, marketing or education. They act as spatial background for new management and administrative structures – often supported by geographic information systems (GIS). The CADSES projects Parks & Economy and Green Belt carried out activities which extend and further develop protected areas, while the projects IPAM, PANet 2010 and SISTEMaPARC improved management and networking of (cross-border) protected areas by establishing web-GIS tools.

Development strategies and activities preserving natural heritage

How can we develop areas preserving their natural values without completely compromising economic interests? Tourism and marketing of regional products can be one main starting point for such sustainable development strategies. The **PARKS & ECONOMY** project promoted activities to found and further develop existing national, nature and landscape parks. Antonio D'Anastasio from the Province of Teramo summarized the project's overall purpose: "The project's origin was the idea to help sensible park areas to overcome weaknesses in regional economic development and to preserve, at the same time, their natural heritage." Therefore, the project brought together public authorities, local actors, NGOs and scientific institutions, which are active in the field of environmental protection and eco-tourism.

Each participating region carried out a development and marketing plan, which identified the regional condition of the environment and interests of economy, politics and regional stakeholders. The stakeholders are engaged in the tourism sector, in the field of environment and nature conservation, in financial management, regional economy as well as agriculture and forestry. The project partners realised that the involvement of the public and of regional stakeholders is indispensable for a successful development process. Several pilot actions illustrated possible strategies and fostered benchmarking activities among the regions to learn from each other. "Our province, for example, appreciated the elaboration of a specific visitors' package by the Municipality of Lidoriki that demonstrated how the development of thematic tourism activities can be a viable solution for achieving sustainable development," mentioned Antonio D'Anastasio. Tourism activities were, for example, the installation of an eco-path through the Hungarian Lake Tisza Nature Park for information and education purposes, or the design of a trademark to promote regional products and to certificate gastronomic services in the Vratchansky Balkan Natural Park in Bulgaria or in the German Muldenland.

Sign post in the Bulgarian Vratchansky Balkan Natural Park

Visitors studying an information panel in the protected landscape of Javorníky východ in Slovakia

The former Iron Curtain has been discovered as the new Green Belt of Europe by accommodating a great variety of plant and animal species in the surroundings of the former borderline

Other regions were also encouraged to develop strategies which go hand in hand with nature conservation. In the case of the European Green Belt, the political change in Central Europe in the 1990s was a decisive event. Nature conservationists from East and West found out that an extraordinary natural habitat line had been preserved along the former border between the capitalist and the socialist countries. They developed the idea of a green belt stretching across the whole European continent from the Arctic to the Black Sea along the former Iron Curtain. The CADSES project **GREENBELT** further developed this network and supported natural potentials of the border regions with concrete regional development strategies. The project partners analysed the Central European part with the help of Corine Land Cover data. It classified main land use types and showed main gaps of the ecological network. The gap analysis revealed that 44 % of the Green Belt areas have not the status of protected areas and that the largest interruptions in it are arable land.

"Borders separate. Nature unites" is a central project motto, which should improve the communication between people living along the former borderline. The project encouraged them to find strategies how to close the gaps of the ecological network. For instance, a 200 kilometres sign-posted hiking trail between Thuringia and Hesse in Germany is considered to be a 'unifier' between the East and West. The trail provides hikers with information about German history and how the natural heritage alongside is preserved. "Tourism is one of the main chances to valorise the Green Belt. Therefore, the project focussed on regional and local offers, such as the development of brands for local products on the Slovakian Green Belt," mentioned Thomas Saupe from the Association for Rural Development Thuringia in Germany.

Major measures were education activities in order to give the public access to the history of the Iron Curtain and to its natural heritage. For example, professional trainings were organised at the Slovak-Austrian-Hungarian Green Belt and a comprehensive education book for teachers as well as guided excursions for pupils were prepared. "Altogether, more than 100 local people were trained as Green Belt guides and became multipliers of the project idea in their regions," Saupe emphasized.

New tools for an improved management of protected areas

The Green Belt shows that areas worthy of protection are often located in peripheral regions of two or more countries. That means that several national administrations, which have their own management and information systems, have to work together. To cover a complete protected area – neglecting national borders – these different management and monitoring structures have to be coordinated. The increasing demand for approaches on transnational and cross-border levels underlines these ambitions of coordination. Many European and global initiatives, such as the Flora Fauna Habitat or the UNESCO World Heritage support efforts to create a homogenous documentation of natural heritage as well as the cooperation between administrations of neighbouring countries.

The **IPAM** project and its follow-up **PANET 2010** harmonised and further developed management instruments for protected areas in the Alps-Adriatic Region. Main output is the IPAM toolbox, a central web-based information platform to facilitate the work of participating regional stakeholders.

This toolbox is based on experiences made within the project's pilot actions. In Croatia, for example, lectures and excursions were held in schools to educate the young generation about endangered species in the protected landscape of Mura River. Furthermore, an evidence system with relevant data of nature conservation and management of protected areas was installed to improve administration processes in the Austrian Region of Carinthia. And, last but not least, remote sensing tools helped to improve forest management in the Czech Šumava National Park and Novohradské hory mountains by evaluating landscape changes during the last 240 years and by modelling the future expansion of the bark beetle.

The IPAM-toolbox further contains an interactive expert system, which planners and managers can use for consulting processes, to identify and solve common problems. The toolbox provides a self-assessment tool, which allows a clear positioning of each protected area: the user answers an online-questionnaire to identify evident management problems. Then a set of recommendations is offered in standardised progress reports of protected area management. A knowledge base purposes various best practice examples and further practical and scientific expertise.

Forest of the Czech Šumava National Park destroyed by the bark beetle

The partners of the follow-up project PANET 2010 have aimed at the further development of the IPAM-toolbox and at the widening of the expert network. Hence, the project partners elaborated a common manual on "planning, managing and evaluating networks and systems of protected areas", which relies on results of the project's pilot actions. For example, new communication and cooperation structures were elaborated and new models of financing as well as planning methodologies were developed. The project participants in the Region of Friuli Venezia Giulia in Italy elaborated a model of ecological corridors. The biopermeability maps created include different layers and data like land use, flora, vegetation or wildlife. Further maps showing human impacts, such as streets or settlements, were superimposed in order to derive a so-called suitability map. A spatial decision support system, based on the maps' different layers, was developed to create different scenarios for ecological corridors.

The IPAM-toolbox promoted a transnational information exchange on protected area management. The virtual information platform offered regional stakeholders advice on how to improve their management abilities.

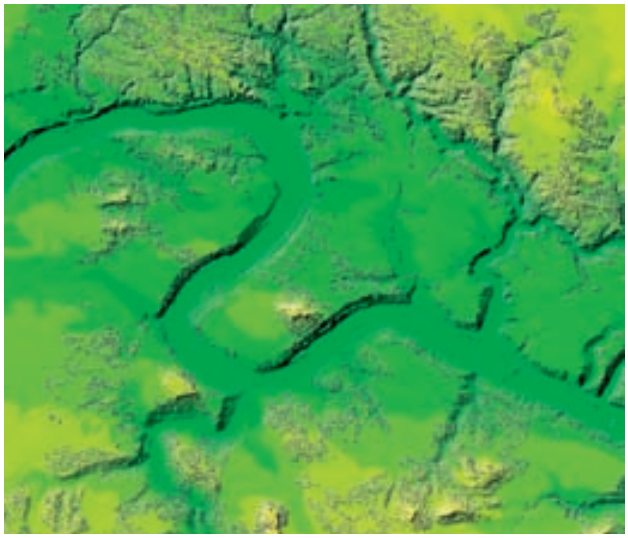
A web-based GIS containing maps of the spatial decision support system and information about regional protected areas was used in regional primary and high schools to raise the pupils' awareness of such corridors.

Additionally, the IPAM-toolbox was a major supporting instrument for the postgraduate course "Management of Protected Areas" at the University of Klagenfurt and was further linked to the worldwide expert system PALNet, a web-based knowledge platform of the International Union for the Conservation of Nature and Natural Resources (IUCN) for people who are working on protected areas.

The **SISTEMaPARC** project also used GIS for establishing a standardised cross-border management of protected areas. Main outcome of this project is a transnational web-based geoportal, which facilitates a long-term dialogue and exchange of geodata on environmental protection. The participating national park administrations were the Saxon-Bohemian Switzerland (DE/CZ), the Giant Mountains (PL/CZ) and Lake Neusiedler/Fertö-Hanság (AT/HU). Throughout the duration of the project, further regions, like Triglav/Prealpi Giulie (SI/IT), the Iron Gate (SCG/RO), Prespa (SCG/AL) and Stelvio/Parc National Svizzer (IT/CH), became cooperation partners.

Elmar Csaplovics from the University of Technology in Dresden, Germany, described the three-level-management of geodata: "Firstly, the participating regional authorities administered their databases, and secondly, the cross-border communication and networking were maintained by bilateral cooperation, also supported by INTERREG III A projects. In a third step the transnational level of spatial data management was administered via the SISTEMaPARC geoportal, which hosted original data sets on the one hand and linked respective data bases on the other hand."

For creating transnational geodata it was necessary to homogenise national coordinate reference systems. In case of the Saxon-Bohemian Switzerland, German and Czech GIS-data on protected area zoning, land use, NATURA 2000-areas or administrative borders, were transferred into consistent coordinate systems. That means that the German data was harmonised for the Czech S-JTSK system and the Czech data vice versa for the German Gauss-Krueger sy-



Cross-border digital surface model of Saxon-Bohemian Switzerland

stem. Based on these harmonised data, interactive maps were created indicating, for example, a cross-border analysis of landscape fragmentation in Saxon-Bohemian Switzerland between 1900 and 1992. The partners also elaborated 3D-visualisations, which show land use changes. Further pilot actions of Czech and Polish partners dealt with the preparation of a web-based metadata catalogue ready for transnational adaptation. The Austrian and Hungarian partners set up a cross-border tool for analysis and visualisation of micro-relief in steppe landscapes including simulations of possible impacts of groundwater level variations on the extension of wetlands and flooding. Finally, the Slovenian and Italian partners tackled the problems of geodata homogenisation and web-based spatial data viewers.

Besides these pilot actions, the project partners strove for the establishment of a transnational database management, carried out by a web-based geoportal. "The added value of the portal," states Csaplovics, "relies on its transnational network function regarding the interactive communication and the supply of cross-border spatial data on topography, fauna, flora, hydrology, land use and land cover of six national parks and four protected landscape areas in seven Central European countries."

As the results of CADSES projects show the transnational organisation of nature protection is of advantage. The achievements refer to various activities in the fields of tourism, awareness rising, administration and management of protected areas and can be advanced or further enlarged by prospective projects on territorial cooperation.

The Territorial Cooperation Programmes 2007-2013 further follow the protection of natural heritage and the development of management tools for protected areas: The CENTRAL EUROPE Programme considers the areas of intervention 3.1 "Managing Natural Resources and Heritage" as well as 3.4 "Supporting environmentally friendly technologies and activities". The SOUTH EAST EUROPE Programme promotes an efficient management of natural resources and protected areas in area of intervention 2.3.

CADSES Projects covered in this article

	Project Acronym	Full Project Title	Partner Countries Involved	Website/Contact
	GREEN BELT	Protection and Valorisation of the Longest Habitat System in Europe	DE, AT, BG, HR, CZ, HU, SK, SI	www.greenbelteurope.eu
	IPAM	IPAM-Toolbox: Integrative Protected Area Management in the Alps-Adriatic-Region	SI, IT, CZ, HR, AT	www.ipam.info
	PANet 2010	Protected Area Networks – Establishment and Management of Corridors, Networks and Cooperation	AT, HR, CZ, IT, PL, SK, SI, UA	www.panet2010.info
	Parks & Economy	Developing Initiatives Exploiting the Potential of Natural Heritage for Regional Spatial Development	IT, SK, HU, GR, DE, BG, BA, AT	www.parks-economy.eu
	SISTEMaPARC	Spatial Information Systems for Transnational Environmental Management of Protected Areas and Regions in CADSES	SI, PL, IT, DE, HU, CZ, AT	www.sistemaparc.eu

How to use and manage the "blue gold" in a more sustainable way

Tina Uhlmann

Water is a key resource for our life – for things we grow and produce. Water is also a habitat for plants and animals. Access to clean water for drinking and sanitary purposes is a precondition for human health. Until recently, people in Europe did not have problems to get fresh water. But, due to the climate change, droughts and water scarcity are occurring more frequently, especially in Southern and South Eastern Europe and around big cities. Additionally, the water quality in some parts of the continent still does not meet basic biological and chemical standards. Groundwater, fresh water reserves like rivers and lakes, as well as maritime ecosystems and coasts have to be protected against pollution, salinisation and/or eutrophication.

"Sustainable water management is vital for protecting biodiversity, the well-being of citizens and the competitiveness of European industries," the European Environment Commissioner Stavros Dimas announced. The Water Framework Directive (WFD) and other directives on water are part of an ambitious policy in order to protect and manage this natural resource. Water management is increasingly important as we adapt to the inevitable consequences of climate change. Taking this statement into account, fourteen projects of the CADSES Programme deal with the challenges of water management. Some cooperation projects focussed on the improvement of water quality by addressing conflicts between alternative forms of land use as well as by managing waste water. Other projects got involved with the protection of aquatic landscapes like wetlands or coastal zones. Almost all projects tried to adapt methodologies and strategies in accordance with European regulations, such as the WFD, Natura 2000 or Integrated Costal Zone Management.

Strategies of Integrated Coastal Zone Management

Almost half of the European population live in coastal regions of the nine sea basins surrounding the continent. This concentration of human activities causes various pressures on these areas, like water pollution and eutrophication, loss of biological diversity, landscape deterioration and coastal erosion. To counter this worrying development the EU established the approach of an Integrated Coastal Zone Management (ICZM), an informal, multi–disciplinary and participatory strategy to promote a sustainable development of coastal zones. It takes into account the land- and seaside of coastal areas and includes activities like gathering information, planning, public participation, decision-making as well as management and monitoring of policy implementation. The Mediterranean countries and also the Black Sea Commission have already passed ICZM programmes.

The project **CADSEALAND** aimed at stimulating public institutions to fulfil the recommendations of ICZM. Its project partners – scientific institutions, municipalities as well as national and regional agencies – worked on the detection of trends influencing the shape and state of coastal zones. They focussed on several coastal areas with specific problems. For example, monitoring on land and seaside was implemented on the Italian rivers Potenza and Aterno-Pescara as well as on the Arachtos River in Greece. In the Potenza river estuary an experiment was accomplished to monitor on-shore and off-shore sediment transport. Therefore 50 cubic metres of "coloured" sand tracer were mixed with 5,000 cubic metres of sand to generate an artificial beach nourishment in order to monitor the movement of the sand. "By using fluorescent tracers it could be demonstrated how the rough sediment taken near the nourishment zone tends to spread towards the open sea and thus becomes useless for the natural formation of beaches except it stops at the bottom swash zone, the area of the shore that is periodically covered and uncovered by wave run-up", said Jana Strakova from the Italian Consortium of Universities for Atmospheric and Hydrospheric Physics.

Several CADSES projects followed strategies of Integrated Coastal Zone Management by developing adequate information systems and spatial plans or by determining indicators for coastal erosion.

In the study area of Aterno-Pescara a monitoring of soil erosion was implemented along the river basin and in the river estuary. The loss of solid mass deriving from river basins was analysed, which is mainly caused by erosion in areas where intensive land use dominates. Here, the Universal Soil Loss Equation was applied, a common quantitative model for erosion which allows to compare the data with other studies. Almost all partners contributed databases with essential study results to the "Integrated Coast Information System" designed by the CADSEALAND project. "This information system contains data derived from the monitoring of meteorological parameters and from the forecasting outputs of operational numerical models as well as geo-morphological data needed to describe and to model the coastal area," Strakova explained.

In Greece the Arachtos river was chosen as study area. Here a dam was constructed 20 kilometres upstream from the watershed outlet, which is a cause for less sediment transport to the river estuary – about 98% of the sediment yield remains in the reservoir now. After the evaluation of the impacts of the dam construction, strategies were generated to control the transport of suspended loads involving sediment inflow and routing.

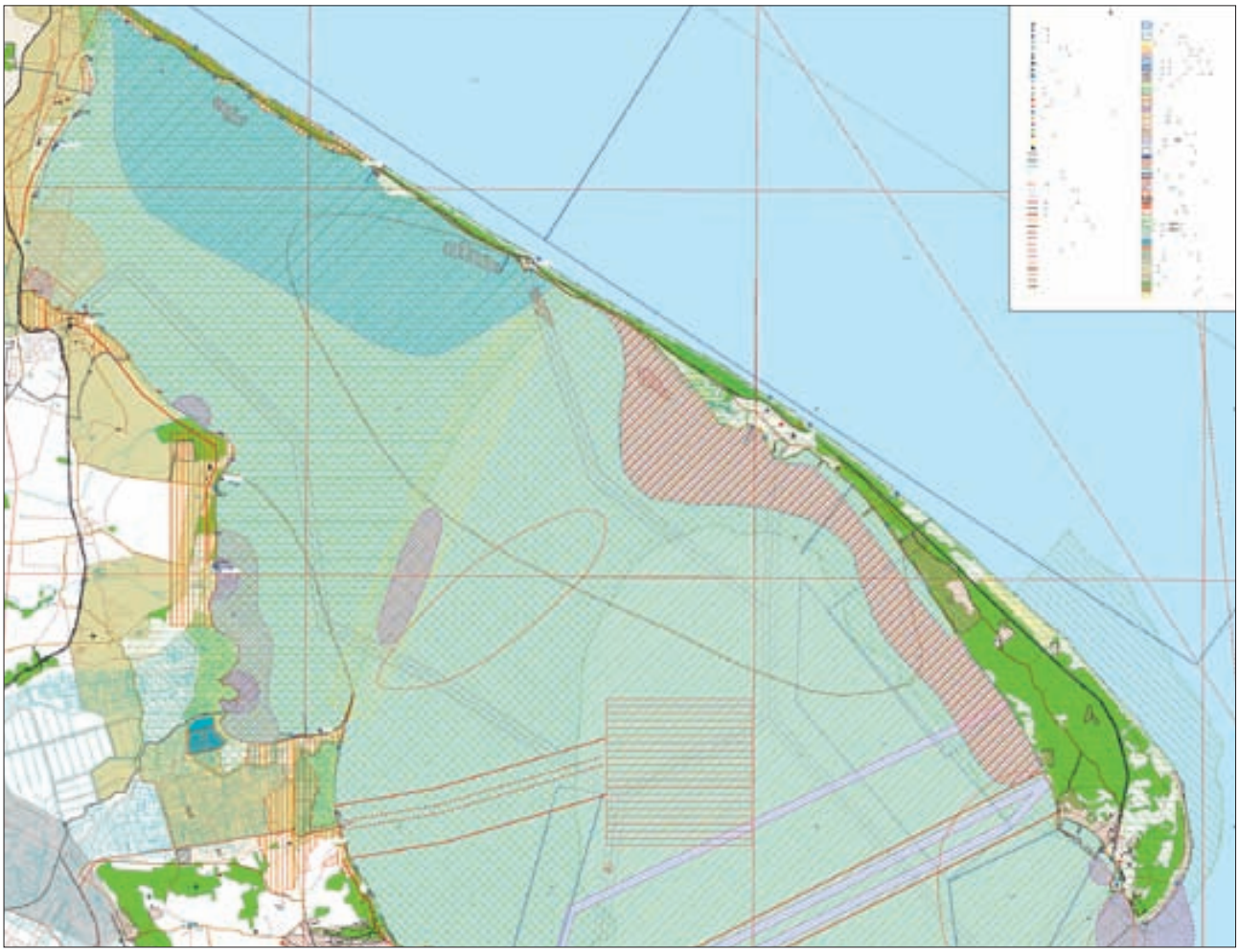
The project activities helped to analyse the behaviour of hydrological basins and to evaluate the impacts of infrastructure, such as dams and harbours, as well as of certain characteristics of the sea, like marine currents and sea storms. Identical methods allow transnational comparisons and can thus be used as standard instruments for territorial planning, management and insurances. The activities initiated the data collection and their organization in databases and geographic information systems (GIS). In Romania, Italy and Greece some institutions have already started to develop guidelines for coastal management and spatial planning that are based on the CADSEALAND results, such as risk cartography and coastal monitoring.

The partners of the **PlanCoast** project built on already existing networks within Baltic21, UNEP-MAP and the Black Sea Commission and profited from results of the INTERREG III B BSR project BaltCoast.

Central aim of the project was to resolve current conflicts of interest regarding land use in coastal and marine areas like transportation, wind farming, tourism, nature protection and hazard prevention. The project partners identified these conflicts and assessed the conditions for the implementation of ICZM within several pilot actions. Since the EU Blue Book on Integrated Maritime Policy was adopted, the combination of ICZM and spatial planning in coastal and marine areas is labelled as Integrated Maritime Spatial Planning. The project illustrated that spatial planning provides useful tools for the implementation of ICZM, such as public participation, conflict management methods, GIS or the integration of nature protection.

For instance, a database was set up in the Romanian Black Sea Region to identify conflicts between recreational housing, energy generation, harbour development and communal services. Recommendations to solve these conflicts were given, for example to strengthen the legal enforcement of spatial planning and the involvement of local and regional levels. The project partners drafted seven integrated plans for European coastal and marine areas. In some cases these were approved as legal acts already. Referring to the Polish spatial planning act, Angela Schultz-Zehden, the project manager, said: "Although it opens up the possibility of spatial planning on the sea, it does not provide any operational or procedural instructions. Within

Integrated maritime plan for the Gdansk Bay in Poland



the PlanCoast project, a proposal of an ordinance was created and has all chances to be approved. Also in the German region of Mecklenburg-Vorpommern the state development programme, which includes also the twelve sea mile zone area, was updated as part of the project activities."

The PlanCoast Handbook on Integrated Maritime Spatial Planning gives concrete recommendations for managing different uses in coastal areas. It particularly addresses public authorities, spatial planners and other stakeholders. Schultz-Zehden summed up: "The PlanCoast project delivered an essential contribution to the creation of joint international and regional policy recommendations in the Adriatic and Black Sea regions."

Safeguarding wetlands

CADSES projects covered also other aquatic landscapes, such as lakes, lagoons, deltas and river plains. The area covered by these sensitive ecosystems in Europe has been reduced by more than 50% since the end of the 19th century as they were drained for agricultural use and many rivers were dyked for flood protection.

Partners of the project **WETLANDS II** recognised that safeguarding these aquatic landscapes is often discussed controversially between natural protection and other forms of land use. The aim was therefore to involve all interest groups in the project – besides ecologists also land owners, farmers and local communities. The partners improved the management of wetlands in the involved regions and built management bodies. The project work was based on principles and state-of-the-art analysis, which were already developed during the WETLANDS I project.

As main outcome of the project, partners designed five Socio-Economic Development Plans (SEDP), which now act as financial programmes for public and private investments. The plans mostly concentrate on ecological agriculture and on sustainable tourism and related services in accordance with the natural assets of the areas. The plans are based on requirements and needs, which were gathered by means of interviews with local stakeholders. Thus, most important requests could be identified, for example, better services for inhabitants, such as post offices, schools, train stations and shops. Also training for young entrepreneurs in the field of tourism and farming, info centres and an adequate management for protected areas are needed. All interest groups which were involved in the creation of the SEDP developed proposals to fulfil the requirements. Supplementary, meetings and planning workshops were organised, for example, a European Awareness and Scenario Workshop in the Italian study area of the Torre Guaceto Reserve, where stakeholder groups were defined to accompany the participatory process. For instance, the farmers showed best practices in sustainable tourism and organic farming based on experiences gained from excursions to the Gargano National Park in Pulia. This participatory approach had good feedback and increased the credibility of management bodies as well as the acceptance of the plans. The elaborated SEDP for the park area "Volano-Mesola-Goro" was approved by the park's committee and is now model for other areas in the Emilia-Romagna Region, like the Po Delta Park. The management plan for the Stobrawa landscape park in the Polish Region of Opole was also passed by the regional administration.

The WETLANDS II project partner Torre Guaceto produced a study on dry agriculture, that is on crops with low fresh water needs. Based on this study the project **TWReferenceNet** realised the pilot action "Gold of the Reserve" for biological olive oil production. The project partners improved the cooperation between municipalities, fishermen and farmer associations, tourist agencies and school teachers. Furthermore, the involved scientific institutions increased information flows, developed monitoring tools and reduced the fragmentation of ecosystems.

The protection of transitional aquatic ecosystems, here the Danube Delta in Romania, stood in the focus of the TWReferenceNet project

To achieve these goals, pilot actions addressed the protection of wetlands like RAMSAR- and Natura 2000-sites. Man-made pressures were monitored and indicators which describe the ecological status of transitional waters were standardised and tested. Thus, the adequacy of body size related descriptors was checked as tools for monitoring the ecological status of transitional aquatic ecosystems. These indicators are easy to detect and provide a lot of information. "Six descriptors for an effective monitoring were established, which are now included in the guidelines for monitoring by the Ministry of Environment in Italy and are also considered within the implementation of the Water Framework Directive in the whole Mediterranean eco-zone", Alberto Basset from the University of Salento in Lecce pointed out. Further feasibility studies on sustainable socio-economic development were carried out with the aim to enhance the set-up of companies. "In this context," so Basset, "TWReferenceNet has produced two spin-off enterprises, which merged into a new enterprise on Environmental Risk Assessment. It has created about

40 new jobs in the field of sustainable development education, monitoring ecosystem health and risk assessment. This spin-off is receiving commitments from different public bodies on these key topics." Additionally, the project partners organised research scholarships for students from non-Member States and offered PhD positions in the partner universities on the management of transitional ecosystems in the Eastern Mediterranean and Black Sea Region.

The partners of the **EDUCATE!** project developed a transnational postgraduate course in order to gain high standard knowledge on water resource management. Universities from Greece, Romania, Serbia and Slovenia supported a common understanding of integrated water resource management for young graduates in elaborating education schemes and training measures, for example in environmental science or water engineering. Thematic areas of the courses were topics like the use of integrative urban water management concepts, catchment and environmental management and geostatistics as well as legislation and environmental assessment with emphasis on the WFD. The project established a learning platform on the Internet to provide the course contents across geographic areas and to a larger audience.

Assuring water supply by enhancing water quality

Since the Industrial Revolution many rivers in Europe were transformed into dirty channels. The water was polluted, biodiversity was destroyed and waste was transported to the sea, harming human health and destroying the flora and fauna. In the last decades, industrial pollution of rivers has been reduced successfully. However, the nitrate level is still alarmingly high in many rivers due to the usage of fertilizers in agriculture. This is a serious problem which has to be tackled by the European countries, especially against the background that there are more and more problems occurring with water scarcity, mainly around large cities and in Southern Europe. Therefore, water resources need to be managed with care – a task in which numerous CADSES projects were engaged.

The project **NETWET 2** dealt with the problem of water management in connection with spatial planning. Several local authorities and scientific institutions joined forces to develop new conditions for participative spatial planning, like the projects TWReferenceNet and WETLANDS II. The main outcome is a "River Contract" for the Italian Olona river basin, a catchment with high environmental risks due to industrial activities. The River Contract is to support the river restoration and the improvement of the hydrological environment. These activities were complied in an integrated water resource management plan. The promotion of such river contracts and management plans on a local and regional level was aspired by the partners of NETWET 2. Further on, the project implemented studies on groundwater management in coastal and insular areas examining problems with the salinity of groundwater aquifers, the quality of drinking water and the impacts of water tourism.

The upper watershed of the Tagliamento River in the Italian Region of Friuli Venezia Giulia was one study area of the WAREMA project

Focal point of the **WAREMA** project was to fulfil the WFD in the partner countries Italy, Hungary, Greece and Czech Republic. There existed a lack of institutional capacities and financial resources for realising the directive and therefore the cooperation helped to harmonise national and regional water policies with the WFD.

Four study areas were analysed considering their current situation with regard to land use, administrative structures, drainage in the catchments, protected areas and water use. Then, adjusted strategies were generated for each river basin to design alternative scenarios for the development of the catchments and to encourage the implementation of ecology-oriented activities. Management concepts were developed to preserve protected areas and to recharge areas of vulnerable aquifers. For example, in the Upper Tagliamento watershed in Italy, an area which suffers from economic and demographic decline, the project supported the creation of a Biosphere Reserve in the north-western part of the region. Another pilot area was the Lake Velence in Hungary where problems with uncontrolled waste water disposal and soil degradation occurred. To solve these problems, the partners introduced tools to improve the water quality, for example, local authorities created water partnerships to maintain the stakeholder networks in each pilot region.

Karst areas are highly important for public water supply and were in the focus of the project **KATER II**. In Austria, for example, 50% of the population is provided with drinking water from karst areas. Additionally, karst regions are valuable natural environments, which are often endangered by tourism, transport infrastructure, forestry and pasture management. Therefore, the project partners of KATER II developed a GIS-based decision support system to quantify and assess the impact of land use activities on the environment and water resources in karst areas. The project is based on results of its predecessor KATER I.

The first step was to develop a methodology to be applied for all investigations, measurements and mapping activities. Therefore, a matrix was generated which visualises possible impacts of land use on the groundwater, mostly used as drinking water. This impact-effect matrix, in which EU and national legislations were incorporated, is the core of the decision support system. Every partner chose one pilot area in his country to analyse natural parameters and land use activities. Basically, measurements of precipitation and spring discharge as well as geological, karstic-morphological and plant-sociological information were collected in each study area. These data served as a basis for different hazard maps as well as risk assessment models. Besides these maps, the decision aid considers land use, infrastructure, natural environment, decision making processes and best management practices.

One study area was the Krvavec mountain – a karstic region, which is a popular tourist destination in Slovenia. The KATER II project assessed the effects of tourism on the quality of drinking water from karstic aquifers and made chemical and isotope analyses of rain water which is the main input to the underground water system in the region. Furthermore, meteorological data were collected and even artificial snow was taken into account. These data and geological maps were the basis for the determination of water protection zones, for vulnerability and hazard maps. All data were compiled in a GIS, including the legislative framework, scientific information and land use maps with details about existing pastures, ski-lifts, roads and other potential pollution sources.

Now, the City of Vienna as well as the regional governments of Lower Austria, Styria, Veneto and Molise are managing their spring protection forests in accordance with the guidelines produced by the project. The International Association of Water Supply Companies in the Danube River Catchment Area (IAWD) already expressed interest in the methodologies.

The project **MAGIC** considers areas where multiple pollution sources occur and conventional single-case treatments are not effective. Conventional means in this case that the origin of groundwater pollution is detected by drilling monitoring wells, taking samples and analysing the contaminant concentrations. This procedure often fails in cases of overlapping pollution. The project INCORE (5th RTD Framework Programme) developed a methodology which allows to detect multiple pollution emitters. After that, three INCORE partners and three new members from Poland and the Czech Republic collaborated in the project MAGIC to apply this cost-effective methodology in the CADSES area to create groundwater management plans. The methodology is to strengthen the capacity of administrative bodies to adopt EU-standards.

The project partners implemented four pilot actions providing information about underground contamination and supporting groundwater remediation. First of all, they collected data of the groundwater situation and fed it into a GIS database as background for a conceptual groundwater model. In the second work package they carried out field and laboratory analyses, among others, short pumping tests and fingerprint studies. Supplementary, they developed a standardised software tool for a numerical interpretation of the short pumping tests. Last but not least, the evaluation of the investigated results included the check of the numerical model, the identification of the largest sources of pollution and the assessment of health risks.

In the Czech city of Ostrava, situated in an industrial region, the main problem is the groundwater contamination with different chemical substances of unknown origin. During the project period the contamination plume was discovered by applying the numerical model. Potential sources of pollution were identified and proposals for further drilling works were made. The actors determined main zones of pollutants transport from groundwater to the Ostravica River and defined the average values of contaminant mass flow rate. Fortunately, the examination showed that there is no significant migration of the monitored pollutants to the Ostravica River.

Rehabilitation programmes have already been developed in three pilot areas, including groundwater clean-up technologies and future land use. With the MAGIC guidelines costs for the investigation of degraded areas can be reduced by about 25% compared to conventional approaches. That means the more derelict land can be re-cultivated, the more groundwater quality will improve and water supply can be enhanced in the future.

Also the hardly imaginable cubic metres of waste water, which we produce in our everyday life, have a negative influence on the environment. Hence, special infrastructures as well as financial means are required to store the waste water or treat it in an environment-friendly way. Especially disadvantaged border regions need support to improve their infrastructure and to achieve EU standards. For example, in Croatia does no common system for the collection of waste exist. Out of 1,000 waste dumps only 126 are official, whereof only five are in accordance with the Croatian law. Being aware of this situation, ministries, regional agencies and other institutions cooperated in the **Drava River Basin Project (DRBP)** with the aim of exchanging technical know-how and developing new organisational and financial structures.

The project partners developed a "Regional Environmental Strategy Concept" (RESC) as a master plan for the project area in Croatia. Legal and organisational aspects of sewerage management were analysed, technical solutions and financing instruments as well as recommendations on the treatment of sewerage and waste were presented. The RESC further contains an analysis of the current waste management and prognoses of the upcoming waste amount in the pilot region. Maria Bogensberger, project manager of DRBP, announced that the prognoses match the actual amount very well:

"For 2007 the RESC prognosticated 124,300 tons and in reality there were 119,000 tons. Also for 2010 the forecasted 167,000 tons by the RESC match very well with the new waste management plan, made by the Croatian Ministry of Environment, which predicts 154,000 tons of waste."

The Environmental Master Plan of Groundwater and Waste Management along the Drava River Basin

One pilot project included the establishment of waste management activities in a region with four counties and 15 cities of north-western Croatia. Regional and local self-governments established the Waste Management Association of North-Western Croatia, taking into account similar organisations from Austria and Germany. The association developed a concept for the construction of a regional waste management centre with two or three transfer stations. Besides the remediation of numerous illegal waste dumps, the solution provides a very cost-effective waste management system. "The construction of the centre will start at the beginning of September 2008," stated Bogensberger.

In the waste water management concept two pilot actions were implemented to minimize environmental risks due to insufficient waste water treatment. The suggested construction of adequate treatment plants could not be started until the end of the project because of lacking funds and a missing national strategy, which is currently adopted within the Croatian waste management plan. Nevertheless, the pilot projects were already integrated into the Croatian Instrument for Structural Policies for Pre-accession and serve as a basis for concrete large-scale investments. Moreover, a guideline for the implementation of environmental infrastructure measures in the water and waste management sector was published by the project partners providing stakeholders with a useful tool for implementing projects. Maria Bogensberger informed: "Most Croatian waste management projects will be based on this guideline, which has also been incorporated in the national waste management plan".

A project partner of the DRBP, Joanneum Research, took also part in the **SAWWTACA** project. The area, covered by this project, was the Adriatic coast. Starting point were the experiences made with a master plan for sewerage system management in the City of Rimini in Italy. As in the entire Adriatic coastal area, the pressures on waste water systems are increasing due to changes in urban structures as well as to climatic changes. The City of Rimini decided to share experiences about an efficient sewerage system management in urban areas to reduce the pollution of the Adriatic surface water. In the three involved cities of Rimini, Rijeka and Preveza demographic and economic developments were analysed in order to derive information about waste water quantities in the future. Afterwards, the effectiveness of adequate treatment facilities was assessed and possible construction sites were selected. Furthermore, groundwater level data with respect to the subsurface drainage towards the sea and data on groundwater pollution originating from leakage of the sewerage system were collected. Recommendations for the optimisation of the sewerage system were derived thereof.

One important outcome of the SAWWTACA project is a collection of guidelines, which enable local authorities to select adequate infrastructure investments. They provide information about the implementation, obligatory standards and most suitable technologies. Using the project results, the cities Rijeka and Preveza already designed their own sewerage policy. Rijeka is developing an infrastructure intervention for the treatment of waste water in the coastal area, and surface water and beach protection measures have been implemented in Preveza.

Climate change and its impact on water resource management

Water resources are also endangered by the climate change. In the last 30 years drought periods have lengthened and intense rainfalls have occurred more often. Still very present in the memory is the drought in 2007, which caused heavy forest fires in Spain, Portugal and Greece. Additionally, there are predictions that water availability will be reduced, summer heat waves will intensify and changes in the seasonal snow cover will occur. Therefore, the project **HYDROCARE** analysed hydro-meteorological events and their impact on water resources with the purpose to better cope with extreme weather conditions. Study areas were the catchments of important European rivers, like the basins of the Elbe, the Oder, the Vistula, the Danube and the Rhine. In the end, an integrated and multidisciplinary approach proposed measures to cope with climate change, erosion risks, drought and flood events as well as the climate change-driven rise of the sea-level.

The project partners developed common tools for the management of water resources, for example, a web-based network system including a hydro-climatological dataset. The system comprises daily and monthly precipitation dates and temperature for a few thousand stations all over Europe for the last 40 years. Valerio Lucarini, technical director of the project, also mentioned a gridded version of the dataset, covering Europe entirely: "This product avoids the obvious issues of sparsity and non-uniformed coverage that every other hydro-climatological network has. The data can be used for any purpose where a detailed knowledge of climatological charac-

teristics of a territory is needed." For example, it can be employed when constructing houses, dams, channels or within spatial planning in general. Furthermore, the Italian Agency for Environmental Protection and Technical Services implemented a drought bulletin, which provided the public with an instrument for quantitative monitoring of drought conditions through monthly updated maps. Lucarini explained: "Such a climatic index is widely employed to quantify the relative scarcity or abundance of precipitation and to forecast possible droughts."

Another aim of the project was to analyse the reliability of climate models, which are used in international research activities, such as the International Panel on Climate Change (IPCC). The project's analyses, published in the well-known Journal of Geophysical Research, show that these climate models vary widely in their ability to describe the statistical properties of the hydrological cycle in the Danubian area – both under present and future climate conditions. This has to be taken into account by the EU, national and regional authorities. The reconstruction of the large and basin-scaled hydrological cycle of the CADSES area in order to estimate the water budget was a further achievement of the project. In connection with the examination of extreme events this analysis led to the determination of quality and quantity of water resources.

The overall purpose of the HYDROCARE project was to develop transnational tools for a rational exploitation of water resources and for the management of extreme hydro-meteorological events like intense rainfalls.

Thanks to the efforts of HYDROCARE, a collaboration system on trans-boundary rivers could be created, and new regulations on water monitoring and for the flood management master plan in Poland were generated in agreement with Germany, the Czech and the Slovak Republic. Valerio Lucarini presented the example of the Italian Province of Trentino which flood risk strategies could be updated: "With advanced statistical techniques this data could be merged with local rain-gauge observations. Moreover, an advanced real-time monitoring and management tools of the 40 provincial dams, based on a GIS-software, were developed to simplify and increase the efficiency of the activities."

Environmental, hydrologic and ground management: Innovative solutions for the CADSES area

The objective of the ENHYGMA project was to develop a low-cost methodology for water management and flood risk prevention, which can contribute to the optimization of sustainable planning and overcome the lack of comprehensive territorial data. To achieve these goals the project partners, developed a hydrological risk assessment methodology on the base of Digital Terrain Models (DTM). Since this topographic data is obtained from laser scanning and remote sensing, the method is relatively cheap and fast in acquisition. The developed methodology combines the DTM with thematic maps containing data about the hydrological, geological, environmental and territorial situation of an area. This joint database can be used for the simulation of flood events. The resulting plans can subsequently be merged in order to obtain flood hazard maps. The methodology was tested during the project time in the pilot area Tisza-Marosszogi in Hungary. Topographic data was obtained for 2,000 hectares of land and flood risk maps were created, which are compatible with GIS standards requirements. The results are now available in a GIS on the project website.

The simultaneous use of different data sources allows a much more exact assessment of socio-economic consequences of floods, such as agricultural losses and damages of infrastructure. Necessary infrastructure investments, i.e. drainage and irrigation systems, can also be derived. An article about other CADSES projects covering risk management and flood prevention can be found in the first issue of CADSES Results.

In the CENTRAL EUROPE Programme the areas of intervention 3.1. "Developing a high quality environment by managing and protecting natural resources and heritage", 3.2 "Reducing risks and impacts of natural and man-made hazards" and 3.4. "Supporting environmental friendly technologies and activities" are dedicated to the topics of water management. The SOUTH EAST EUROPE Programme covers the improvement of integrated water management and flood risk prevention (AoI 2.1), of environmental risks (AoI 2.2) and the promotion of cooperation in management of natural assets and protected areas (AoI 2.3).

CADSES Projects covered in this article

	Project Acronym	Full Project Title	Partner Countries Involved	Website/Contact
	CADSEALAND	Land-Sea Interaction: Coastal State and Evolution in CADSES	GR, IT, RO	www.cadsealand.net
	Drava River Basin Project (DRBP)	Environmental Infrastructure Measures in the Drava River Basin	AT, HR, HU	www.drava-river-basin.net
	EDUCATE!	Building the Future of Transnational Cooperation in Water Resources in South-Eastern Europe	GR, RO, SCG, SI	www.e-educating.org
	ENHYGMA	Environmental, Hydrologic and Ground Management	CZ, GR, HU, IT, SI	Luigi Veronese unioneve@tin.it
	HYDROCARE	Hydrological Cycle of the CADSES Regions	DE, GR, IT, PL, RO, SK	www.hydrocare-cadses.net
	KATER II	KArst waTER research programme	AT, HR, IT, SI	www.kater.at
	MAGIC	Management of Groundwater at Industrially Contaminated Areas	CZ, DE, PL	www.magic-cadses.com
	NETWET 2	Networking Perspectives of Transnational Cooperation and Participatory Planning for Integrated Water Resources Management	BG, GR, IT, RO	Dr. Christiana Daoussi klepsydra@medregio.org
	PlanCoast	Spatial Planning in Coastal Zones	AL, BA, BG, HR, DE, IT, SCG, PL, RO, SI, UA	www.plancoast.eu
	SAWWTACA	Sewerage And Waste Water Treatment in the Adriatic Coastal Area	AT, HR, GR, IT, SI	www.sawwtaca.com
	TWReferenceNet	Management and Sustainable Development of Protected Transitional Waters	AL, BG, GR, IT, RO	www.twreferencenet.com
	WAREMA	WAter REsources Management in protected areas	IT, CZ, GR, HU	www.cadses-warema.net
	WETLANDS II	Integrated Management of Wetlands	AL, DE, IT, PL	www.wetlandsmanagement.org

Spatial impact of migration and integration of immigrants

Tina Uhlmann

According to the OECD, net immigration in Europe has been as high as 3.7 per 1,000 inhabitants in 2005 and it is predicted that Europe as a target region for migrants will even become more important in the future. However, attitudes towards migrants are ambivalent: although higher immigration rates are needed in many European countries to tackle the demographic change, immigration is often considered as a problem. The integration of foreign citizens has become a politically highly contested issue as increasing immigration rates entail that many European countries are becoming multi-ethnic societies. On the one hand incentives are needed to consider minority interests and, on the other hand, to integrate foreign citizens in social, cultural and economic life. Some projects of CADSES have addressed these challenges and developed strategies to enhance the standard of living of immigrants, focusing on their needs in the countries of destination. Moreover, the projects have dealt with concepts to support immigrants in founding their own enterprises – be it in their host countries or in their countries of origin.

Before the political changes in the late 1980s socialist countries on the Eastern border of the EU were important transit countries for migrants to enter the more prosperous countries in the West. Today, the situation is similar for candidate and accession countries in Southeast Europe. In nations which recently joined the EU the circumstances have changed and economic growth and a changed political situation have become attracting factors for immigrants. Especially the number of labour migrants has recently increased, whereas family-related and protection-seeking migration rates have remained nearly constant. Additionally, it can be observed that the pattern of mobility is changing tremendously. The share of short-term and circular migration has risen and the money earned abroad is used to supplement the income of families at home. Unfortunately, in recent times also illegal migration has increased, which is a serious problem that has to be tackled by the EU.

Experiment in Newcomers Integration - The ENI project provided training sessions for immigrants

The CADSES projects have concentrated on how countries and regions of both destination and origin can benefit from migration. Strategies and tools have been developed in order to support immigrants and to assure that the regions can profit from the capital and the knowledge of returned emigrants in an optimal way.

Integration as key for a harmonised living together in multi-ethnic communities

Immigrants are often confronted with prejudices against their way of life by local residents in their host countries. Ignorance, a lack of knowledge and missing social integration of immigrants and refugees are causes of these phenomena – although special abilities of foreign citizens might often be a potential for the further development of municipalities. The project partners of **ENI** recognised this and aimed at fostering the social integration of newcomers to countries. "One of the biggest challenges for the ENI project has been to change the vision of local stakeholders about immigration and newcomers," stated Anna Maria Gravina from the Marche Region in Italy, Lead Partner in the project. "Newcomers as a resource for a city's attractiveness are a great challenge nowadays in Europe, especially in Italy, but also in New Member States, where there is a lack of knowledge of this global phenomenon and an underestimation of its social impact on cities' life." By involving immigrants in the decision-making process, coalitions were initiated, composed of local stakeholders, immigrants and associations which tried to build relationships between newcomers and the receiving community. For

One of the biggest challenges for the ENI project has been to change the vision of local stakeholders about immigration and newcomers

example, refugee assistance, city planning departments and business associations were involved in these coalitions. The aim was to promote integration policies and to use cultural diversity as a development factor for the communities and not to treat it as a social and security problem. The project partners focused on the needs of the immigrants, like language courses, training activities and access to health service. Leaflets and guidelines for immigrants who want to set up their own business were created in the main languages, informing about strengths and weaknesses of certain enterprises and about financial support opportunities for small businesses. Training activities of newcomer associations were supported by increasing their visibility for immigrants. "The capacity of local stakeholders to define an own approach and tools for newcomer inclusion were increased," added Anna Maria Gravina. For this reason, websites provide immigrants with the necessary information about the associations' concrete offers. The guideline "Method to create an inclusive community" was compiled for communities in several languages. To enhance the existing organisation and to foster new local associations as well as their networking the project ENI collaborated with the INTERREG III A project SARA (Secretariat for Adriatic).

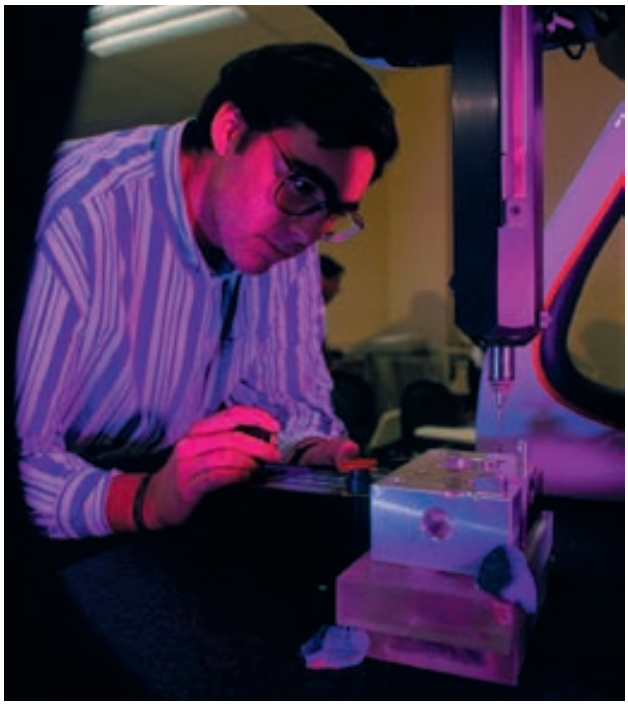
The partners of **MIGRAVALUE** addressed the social dimension of migration not only in the destination country but also the relation of migrants to their homelands. "The critical issue tackled by the project is that remittances, as well as the experience and skills that people gain abroad, are private resources," Sandra Reinero from the Lead Partner Veneto Lavoro said. "They benefit only the limited number of families that receive them. Therefore MIGRAVALUE focused on making remittances profitable at spatial development level by expanding the number of indirect beneficiaries." Most project partners were public bodies, development agencies and private stakeholders from EU and neighbouring countries with complementary interests like local development, guarantee funds, labour migration and welfare networks. Among others, they created schemes for social support and welfare services as a response to the needs of migrants. Solutions for transnational programmes, social care and education schemes were developed, especially for women. "The overall goal of MIGRAVALUE has been to develop joint operational tools to value human and financial capital of migrants," Sandra Reinero explained. Transnational cooperation in the social sector was improved by concluding bilateral social security agreements to protect people who work and live in different national welfare systems. A guideline was created which gives advice about funds available and recommendations how migrants can contribute to the social sustainability of their home countries.

Training seminar offered by the MIGRAVALUE project

A win-win situation – Stressing the benefits of migration

The focus of MIGRAVALUE, MIGRALINK and IMMENSITY was on enhancing positive impacts of migration. By fostering the linkage between origin and destination countries, the projects raised the benefits of labour migration with regard to the development and the competitiveness of the European space. Primarily, the foundation of companies by migrants in the host as well as in the home countries was supported. The return of emigrants enables the homelands to benefit from their know-how and capital which they acquired during their residence abroad. Until now repatriates are hardly supported by the policy of their countries. For example in Greece only 0.2% of immigrants, refugees and repatriates have their own businesses.

Core of the project **MIGRALINK** was the compilation of the "Study on migration to Veneto and return to country of origin". The survey focused on labour migration, the return of emigrants and the mobility between host countries and countries of origin. "The MIGRALINK project has tackled the highly topical issue of the circular and return migration flows in the European Union, including bordering areas of the CADSES area," said Filippo Saia from the Unioncamere del Veneto (IT), Lead Partner in the project. "We were convinced that governing these flows would greatly contribute to the social and economic development of the whole European Territory." By promoting entrepreneurial investments, local development in the regions of origin was to be strengthened, and production sites in countries of origin and host regions were to be linked. "One main result is a sharing model for a public-private partnership, between local authorities and NGOs and associations," Filippo Saia explained. This should encourage immigrants to return, to circulate or to increase the mobilisation of resources between their host and home regions. The concept of return does not refer to the deportation of illegal immigrants, but rather to the voluntary decision of regular migrants to return and, thus, to support the development of their country. The first section of the study provides an overview of the linkage between migration and development with a focus on the role of remittance flows and returns as well as circulation of migrants among the partner states. This chapter makes a distinction between skilled and unskilled workers as well as long-term and seasonal labour-force. It was noticed that highly qualified persons are the most mobile migrants. For this group a return to their homeland is very unlikely due to the lower incomes there – a fact which causes a massive brain-drain. Unskilled



Mobile qualified workforce – beneficial for their countries of destination and their home countries

migrants return more frequently because they usually have a limited permission and their families are not allowed to follow them. It was also discovered that among repatriates the unemployment rate is higher than of the non-migrants and in most cases they do not pursue the business they practiced abroad. Further on, it was observed that repatriates hardly invest their capital in own businesses due to unstable framework conditions, corruption and missing access to credits in the countries of origin.

A study on potentials of remittances and social repercussions of population movements was compiled by the project partners of MIGRAVALUE who cooperated with MIGRALINK and used the results of the CADSES project GoNetwork. Together they developed models for mobilising and channelling migrants' resources into credit schemes and guarantee funds with the aim to fuel local development in the home countries. These models were merged to integrated operational plans which were tested in Romania and Bulgaria. Their aim was to foster cooperation between destination and origin countries in order to contribute to the cohesion within the EU and to align local economic environments with transnational development dynamics. Additionally, state and external aid were reviewed, which support migrants in building up own enterprises.

Information on existing business credit and support services has also been provided by the study of the project MIGRALINK. For example, the work of the Hungarian Foundation for the Development of Small and Medium-Sized Enterprises and that of the Italian-Hungarian Chamber of Commerce was presented, which both give financial support to migrants. Furthermore, migration flows from East and South Eastern Europe to the Italian Veneto Region were examined with regard to their background and trends, also analysing migrant entrepreneurs and the effects on employment features in the different countries. It was discovered that 45% of foreigners living in Veneto are coming from Southeast and Eastern Europe. Around 43% of them are in the working age between 25 and 40 years and about 70% are employed in only three sectors, namely the building sector, in retail commerce and in the transport sector. Furthermore,

The project MIGRALINK examined migration flows and provided information and training to immigrants who want to found their own businesses

the study compiles existing practices and policies worldwide, which promote the contribution of migrants to the development of home and host regions. Last but not least, the study of MIGRALINK examines existing programs, relevant global actors and initiatives which deal with migration in Europe and abroad. For example, the work of the International Organisation for Migration (IOM) and the United Nation Development Programme are described.

Using the conclusions of the MIGRALINK study, innovative services were developed taking into account the needs of economic migrants. For instance, in the Veneto Region an office was set up which supports migrants in founding own businesses and offers information, consulting, training and business monitoring in destination countries and countries of origin.

The partners of the project **IMMENSITY** developed "Immigrant Entrepreneurs' Reception Offices", fostering self-employment initiatives by building on the cultural affinity of immigrants and by establishing contacts with countries of origin. "The most important challenge and result was the successful establishment and operation of the portal and pilot structures (Regional Reception Offices for Immigrant Entrepreneurs) offering online and offline services on training, consulting and information for migration and entrepreneurship," explains Panagiotis Georgopoulos from the Lead Partner, the Greek Region of Central Macedonia. "These structures are going to be maintained in the long run and are enhanced on the basis of all partners' commitment. The future plans of IMMENSITY include the vertical and horizontal expansion of the structures developed through the inclusion of additional regional nodes from South Eastern Europe and the development of new services." As the offices are integrated in existing organisational units of the regions, they are financially supported and can continue existing even after the end of the project. Furthermore, five strategic and operational plans were developed for the test areas. The project partners are ministries of labour from the countries of origin, regional administrative bodies in the destination countries and social organisations. Empirical data was collected about skills, social needs and entrepreneurial capacities of migrants. This data should help to find ways to improve qualification and entrepreneurial abilities of target groups. Moreover, data about import-export opportunities was gathered in order to promote and support bilateral trade. Main goal of the project was to enhance the standard of living in the countries of origin in order to raise the rate of repatriates and to minimize emigration. The project partners further strove for the support of local and regional authorities to deal with development issues of immigrants who wish to be self-employed, a goal which was also pursued by the project MIGRALINK. Its participants helped public administrations to develop return projects for specific categories of migrants, who have received vocational training. Furthermore, every partner established a local network of public and private organisations dealing with migration issues to improve services and to develop new return policies. These activities are to mobilise about 50 organisations and establish links with some thousands of companies in the Veneto Region and financial institutions, creating a permanent link between immigrant workers, companies and public authorities. This network will present new job opportunities on a monthly basis.

The main achievements of the CADSES projects were a better governance of migration flows which illustrates the potential of migration for spatial development.

The main achievements of the projects presented here were a better governance of migration flows that gives all involved countries more security and illustrates the potential of migration for spatial development. Common project aims were to integrate migrants as well as possible and to offer them comprehensive information about business opportunities in home and host countries. Only in this way prejudices can be minimized and people, communities and regions in Europe can maximize the benefit of migration.

CADSES Projects covered in this article

	Project Acronym	Full Project Title	Partner Countries Involved	Website/Contact
	ENI	Experiment in Newcomer Integration	AL, BA, HU, IT, MK, PL, SCG	www.eunewcomers.net
immensity	IMMENSITY	Immigrant's Entrepreneurship for Socio-Economic Cohesion and Improvement of Living Standards	AL, BG, DE, GR, IT, PL, SI, SK	www.e-immensity.net
MigraLink	MIGRALINK	Integration of migrants in the enlarged Europe and policies for the return of productive intellect	AT, HU, IT, PL, RO, SCG, SK	www.migralink.org
Migravalue	MIGRAVALUE	Steering Economic and Social Cohesion in the CADSES Space: Valuing Migration as a Development Tool	AL, BG, GR, HU, IT, PL, RO, SK	www.migravalue.net

CADSES projects in brief

Improved cooperation in the fishery sector around the Northern Adriatic Sea

A general loss of biodiversity due to uncoordinated fishing is a general problem of marine ecosystems, also of the Northern Adriatic Sea. The aim of the project **ADRI.FISH** was to generate a strong cooperation between Italian, Slovenian and Croatian actors and to establish a common governance system. This alliance between fishermen, water breeders, veterinarians and national administrations tackled several problems in the fishery sector, for example, a lack of information about social and economic aspects, a missing common management of natural resources, and the general "loneliness" of small and medium-sized enterprises (SME) that often operate on the borderline of the current EU and national legislation for fishery. One main achievement of the project was the creation of the socio-economic observatory for the Northern Adriatic fishery sector as a permanent structure on a transnational level. It collects data related to production, employment and consumption aspects of the fish market. Furthermore, feasibility studies were implemented for the preparation of public and private large scale investments. Two new fish markets in the Croatian cities of Porec and Rijeka are under construction now, providing telematic auctions and freeze rooms. In Croatia and Slovenia permanent desks were established to disseminate a practicable and rational way of fishing and to provide technical assistance for fishermen. Moreover the label called PCAA was introduced. 500 SME are already using the brand. Further on, Italian, Croatian and Slovenian representatives signed an agreement of a working table to foster the establishment of a common policy of the Adriatic fishery.

Implementation of transnational solvent management systems in order to reduce VOC pollution

Volatile organic compounds (VOC) are contained in paint, detergents as well as in building materials. They can cause headache, allergies, mucous membrane irritations, and other temporary or permanent illnesses. For that reason the so called Solvent Emissions Directive 1999/13/EC was passed, which aims at reducing the direct and indirect effects of VOC emissions. Currently, public administrations require defined procedures to facilitate emission control activities and industrial firms, which are using solvents containing VOC, have to comply with the Solvent Emissions Directive. The need for their reduction was recognised by the project partners of **SMS VOSLESS**.

Aim of the project partners was to develop a Solvent Management Plan (SMP) and to implement this plan within some industrial sites to reduce the emission of VOC. To introduce environmental management systems, small and medium-sized shoe production, car repairing and coating industry enterprises were selected. The SMP was implemented in these firms. First an analysis of strengths and weaknesses of the processes was carried out. Based on this, a reduction scheme was implemented. The partners elaborated experimental data and created a precise identification of the industrial sectors' characteristics, which allows disseminating the results on national level. The selected SME transferred their experiences to other firms. Even in countries like Romania and Slovenia, where the Solvent Directive is not yet obligatory, the SMP was introduced as an instrument to avoid and prevent pollution. An important benefit of the transnational approach is the achievement of a common European procedure in implementing the Solvent Management System.

	Project Acronym	Full Project Title	Partner Countries Involved	Website/Contact
adrifish	ADRI.FISH	Promotion of Sustainable Fishery in Northern Adriatic Sea	IT, HR, SI	www.adrifish.org
SMS VOSLESS	SMS VOSLESS	Implementation of Solvent Management Systems as Transnational approach Reducing VOC's Pollution	DE, IT, RO, SI	vladimiro.alberti@provincia.forli-cesena.it

Life Stories untold so far – The WEST Project

The **WEST** project (an acronym for Women East Smuggling Trafficking) dealt with the problem of trafficking and smuggling of women and children coming from Eastern Europe with the purpose of sexual exploitation. Trafficking, nowadays the largest part of the clandestine immigration flow from the Balkans towards the EU, is characterised by an ever increasing presence of criminal organisations profiting from the exploitation of people, by a trafficking of human beings, slavery and forced prostitution. This is a problem that not only violates national laws which control the entry to a country, it is also a perpetual and serious violation of human rights: people are reduced to a commodity and are often blackmailed for the rest of their lives. WEST has analysed the impact of the phenomenon of clandestine immigration on the local communities of the European countries, by women and young people coming from Eastern Europe and victims of trafficking who were sexually exploited. At the same time, the project aimed at activating structural intervention, research intervention, pilot projects, information campaigns and training measures (social and safety workers) with the goal of implementing social integration policies.

The WEST project has organised over 20 campaigns and produced various publications, among them three research papers (Hidden prostitution, Life stories, The trafficking flows and routes of Eastern Europe), two manuals (Manual of the usual procedures, Information guide for workers) and a volume of proceedings.

Project Acronym	Full Project Title	Partner Countries Involved	Website/Contact
WEST	Women East Smuggling Trafficking	AL, AT, IT	www.regione.emilia-romagna.it/west

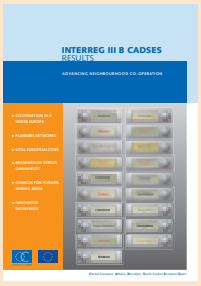
The CADSES Results Series

This issue of CADSES Results is the final publication in a series of three brochures which present a brief and concise overview of results and achievements of the projects of the INTERREG III B CADSES Programme. General aim of the brochures is to disseminate achieved project results, to promote new project ideas or links for further collaboration and contacts. Moreover the brochures should enrich and support future activities in the field of territorial cooperation.

If you are interested in the first two issues of the series, please contact the CADSES Joint Technical Secretariat in Dresden, Germany:
Phone +49 351 488 1021
cadses@jts.dresden.de

All issues of CADSES Results as well as previous publications of the CADSES Programme are also available online at:
www.cadses.net

Issue II (05/08): Advancing Neighbourhood Co-operation



Topics covered in this issue are:
- CADSES Neighbourhood Approach
- Networks of spatial planners
- Urban development
- Reuse of brownfields
- Development perspectives of former mining areas
- Innovative strategies for small and medium-sized enterprises

Issue I (09/07): Advancing Transnational Co-operation

Topics covered in this issue are:
- Education, training and knowledge networks
- Risk management and disaster prevention
- Renewable energies and management of resources
- Transport corridors and logistics
- Uniform navigation standards on Europe's waterways
- Polycentric spatial development

Imprint and Contact

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