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Romanian Ministry of Regional Development and Tourism

Joint Managing Authority

Grant Application Form

Reference: 2nd Call for Proposals

Joint Operational Programme "BLACK SEA BASIN 2007-2013"

Deadline for submission of proposals: 30th of September 2011

Title of the joint Action and acronym:	<i>Black Sea Silk Road Corridor (BSSRC)</i>
Location(s) of the joint Action:	<i>Greece, Turkey, Georgia, Armenia</i>
Name and country of the Applicant	<i>Armenian Monuments Awareness Project (AMAP), Armenia 101 Pavstos Buzand Street, Entry 1, #6, 0002 Yerevan, Armenia</i>
Name of the IPA Financial Beneficiary ¹	<i>The Economists' Association (EkP), Turkey</i>
Priority and measure	<i>Priority 1 - Supporting cross border partnerships for economic and social development based on combined resources Measure 1.2: Creation of tourism networks in order to promote joint tourism development initiatives and traditional products</i>

Dossier No	
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(for official use only)

For economical and ecological reasons, we strongly recommend that you submit your files on paper-based materials (no plastic folder or divider).
We also suggest you use double-sided print-outs as much as possible.

(NOT TO BE OPENED BEFORE THE OPENING SESSION)
"A NU SE DESCHIDE INAINTE DE SESIUNEA DE DESCHIDERE"

¹ If at least one Turkish partner is involved in the project



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Legal status of the Applicant	NGO	
Partner(s)²	<i>Name: European Regional Framework for Co-operation Inter-Regional Development Organization</i> <i>Country: Greece</i> <i>Legal status: association (NGO)</i>	
	<i>Name: TADZRELI Foundation</i> <i>Country: Georgia</i> <i>Legal status: association (NGO)</i>	
	<i>Name: Armenian Society for the Protection of Birds (BirdLife in Armenia)</i> <i>Country: Armenia</i> <i>Legal status: association (NGO)</i>	
Estimated ENPI total eligible cost of the joint Action (A1)	ENPI amount requested from the Joint Managing Authority (B1)	% of estimated ENPI total eligible cost of action (B1/A1x100)
EUR 827,398	EUR 700.000	84.6%
Estimated IPA total eligible cost of the joint Action (A2)	IPA amount requested from the Joint Managing Authority (B2)	% of estimated IPA total eligible cost of action (B2/A2x100)
EUR 482,617	EUR 434,355	90%
Estimated ENPI+IPA total eligible cost of the joint Action (A1+A2)	ENPI+IPA amount requested from the Joint Managing Authority (B1+B2)	
EUR 1,310,015	EUR 1,134,355	
Total duration of the joint Action :	24 months	

Applicant's contact details for the purpose of this Action³	
Postal address:	ARMENIA 0002 Yerevan 101 Pavstos Buzand Street, Entry 1, #6 Armenian Monuments Awareness Project ATTN: Richard Ney
Telephone number: (fixed and mobile) Country code + city code + number	Landline: + 374 10 532455 Mob: +374 77 628385

² Add as many rows as partners

³ Important: this will be the only contact details used during the evaluation please ensure their availability.



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Fax number: Country code + city code + number	+ 374 10 539280
Contact person for this joint Action:	Richard Ney
Contact person's email:	rickney.amap@gmail.com
Address:	ARMENIA 0002 Yerevan 101 Pavstos Buzand Street, Entry 1, #6 Armenian Monuments Awareness Project ATTN: Richard Ney
Website of the Organisation:	www.ArmenianMonuments.org www.ArmenianHeritage.org

Any change in the addresses, phone numbers, fax numbers and in particular e-mail, must be notified in writing to the Joint Managing Authority. The Joint Managing Authority will not be held responsible in case it cannot contact an Applicant.



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Grant Application Form

1. GENERAL INFORMATION

Reference of the Call for Proposals	2 nd Call for Proposals
Title of the joint Action and acronym:	Black Sea Silk Road Corridor (BSSRC)
Priority and Measure	<p><i>Priority 1 - Supporting cross border partnerships for economic and social development based on combined resources</i></p> <p><i>Measure 1.2: Creation of tourism networks in order to promote joint tourism development initiatives and traditional products</i></p>
Partners	
<i>Applicant</i> ⁴ :	Armenian Monuments Awareness Project (AMAP) (www.ArmenianMonuments.org), Armenia, Armenia
<i>IPA Financial Lead Beneficiary</i> ⁵ :	The Economists' Association (EkP) (http://anasayfa.ekonomistler.org.tr/) Turkey, NUTS II, region of TR 10
<i>ENPI Partner no 1:</i>	European Regional Framework for Co-operation Inter-Regional Development Organization (ERFC) (www.erfc.gr), Greece, NUTS II region of Kentriki Makedonia and Anatoliki Makedonia - Thraki
<i>ENPI Partner no 2:</i>	TADZRELI Foundation, Georgia, Georgia
<i>ENPI Partner no 3</i> ⁶ :	Armenian Society for the Protection of Birds/BirdLife International Associate in Armenia, (ASPB), (http://www.aspbirds.org) Armenia, Armenia
Location(s) of the joint Action:	<p><i>Countries: Greece, Turkey, Georgia, Armenia;</i></p> <p><i>Regions: Greece (Kentriki Makedonia and Anatoliki Makedonia - Thraki), Turkey (NUTS II equivalent regions of İstanbul, Tekirdağ, Kocaeli, Zonguldak, Kastamonu, Samsun and Trabzon - TR21, TR10, TR42, TR81, TR82, TR83, TR90),</i></p>

⁴ According with ENPI Implementing Regulation, the body which signs a grant contract with the Joint Managing Authority and which assumes full legal and financial responsibility for project implementation vis-à-vis that authority is called 'Beneficiary'. Until the grant contract is signed, any body that submits a proposal is called 'Applicant'.

⁵ If it is the case.

⁶ Please insert as many rows as you need for ENPI partners.



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	<p><i>Georgia (Samtskhe-Javakheti, Imereti, Samegrelo-Zemo Svaneti, Ajara), Armenia (Shirak, Aragatsotn, Yerevan, Kotaik, Gegharkunik, Vayots Dzor and Siunik);</i></p> <p><i>Towns/municipalities:</i></p> <p><i>GREECE (Anatoliki Makedonia - Thraki: Kastanies, Orestiada, Didymoteicho, Soufli, Feres, Alexandroupoli, Komotini, Xanthi; Kentriki Makedonia: Kavala)</i></p> <p><i>TURKEY (Edrine, Kirklareli, Tekirdag, Istanbul, Kocaeli, Sakarya, Duzce, Bolu, Yalova, Zonguldag, Karabuk, Bartin, Kastamonu, Sinop, Samsun, Trabzon, Ordu, Giresun, Rize, Artvin)</i></p> <p><i>GEORGIA (Akhalkalaki Municipality, Aspindza Municipality, Akhaltsikhe Municipality, Borjomi Municipality, Kharagauli Municipality, Kashuri Municipality, Tkibuli Municipality, Kutaisi City, Vani City, Zugdidi City, Martveli Municipality, Poti City, Kobuleti Municipality, Batumi City, Gonio Municipality);</i></p> <p><i>ARMENIA (Shirak region: Giumri; Aragatsotn region: Ashtarak; Yerevan City; Kotaik region: Tsaghkadzor; Gegharkunik region: Sevan, Martuni; Vayots Dzor region: Yeghegnadzor, Jermuk; Siunik region: Sissian, Goris, Kapan, Meghri).</i></p>
<p>Total duration of the joint Action:</p>	<p><i>24 months</i></p>
<p>Objectives of the joint Action⁷</p>	<p>Overall objective(s):</p> <p><i>a. Support development of local economies through tourism in Partner states in the Black Sea Basin</i></p> <p><i>b. Enhance visitor experience at tourism sites in Partner states in the Black Sea Basin</i></p> <p><i>c. Promote cross cultural cooperation through cross-border partnerships</i></p> <p><i>d. Encourage protection of cultural monuments and biodiversity hotspots through regenerative tourist activities</i></p> <p>Specific objective(s):</p> <p><i>Establish Cross-border Tourism Trail "Black Sea Silk Road Corridor" ("BSSRC") in and between Partner states.</i></p>

⁷ This section will also be used by the evaluators during the full application evaluation. Please include all relevant information.



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<p>Target group(s)</p>	<p><i>Local and International Tourists & visitors; Local communities at targeted destinations on the Black Sea Silk Road Corridor (“BSSRC”) trail; tourism service providers along the BSSRC trail; tourism industry promoting/working in the BSSRC; regional and national tourism authorities; Protected Areas (National Parks & State Reserves).</i></p>
<p>Final beneficiaries</p>	<p><i>Local communities at targeted destinations on the Black Sea Silk Road Corridor (“BSSRC”) trail; tourism service providers along the BSSRC trail; tourism industry promoting/working in the BSSRC; regional and national tourism authorities; Protected Areas (National Parks & State Reserves); NGOs and scientists.</i></p>
<p>Estimated results</p>	<p><i>Results include: one established Black Sea Silk Road Corridor (“BSSRC”) as a thematic tourism trail with physical information panels, directional signs, walking tour/hiking markers and plaques, dedicated BSSRC smart-phone APPs and Web site highlighting touristic and eco-touristic destinations on the trail; increased tourism activity at the local level by service providers on the BSSRC; increased awareness of the BSSRC at the local, regional, national and international level; increased cooperation and sustainable networking between tourism industry and local service providers and tourists; increased cooperation between stakeholders across project borders.</i></p>
<p>Main activities</p>	<p><i>Mark the BSSRC trail and identify cultural, historic and natural destinations on the trail; install multi-language information panels, directional signs and walking tour/hiking markers / plaques for the trail; create and install smart phone APPs and Web Site for the trail; promote BSSRC trail and APPs/Web Site to tourists, tourist industry and online/APP users; create a network base and advertising for local service providers in APPs and web site.</i></p>



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2. THE JOINT ACTION

2.1 COST OF THE JOINT ACTION AND AMOUNT REQUESTED FROM THE JOINT MANAGING AUTHORITY

Estimated total eligible costs of the Applicant (A1.1) (AMAP)	ENPI amount requested from the Joint Managing Authority (B1.1)	% of estimated ENPI total eligible cost of action (B1.1/A1.1x100)
EUR 417,046	EUR 329,741	79%
Estimated total eligible cost of ENPI Partner 1 (A1.2) (GREECE)	ENPI amount requested from the Joint Managing Authority (B1.2)	% of estimated ENPI total eligible cost of action (B1.2/A1.2x100)
EUR 200,000	EUR 180.000	90%
Estimated total eligible cost of ENPI Partner 2 (A1.3) (TADZRELI)	ENPI amount requested from the Joint Managing Authority (B1.3)	% of estimated ENPI total eligible cost of action (B1.3/A1.3x100)
EUR 200,000	EUR 180.000	90 %
Estimated total eligible cost of ENPI Partner 3 (A1.4) (ASPB)	ENPI amount requested from the Joint Managing Authority (B1.4)	% of estimated ENPI total eligible cost of action (B1.4/A1.4x100)
EUR 11,399	EUR 10,259	90 %
Estimated total eligible cost of IPA Financial Lead Beneficiary (A2.1) (EKP)	IPA amount requested from the Joint Managing Authority (B2.1)	% of estimated IPA total eligible cost of action (B2.1/A2.1x100)
EUR 482,617	EUR 434,355.30	90%
Estimated ENPI TOTAL eligible cost of the joint Action (A1=A1.1+A1.2+A1.3+A1.4)	ENPI amount requested from the Joint Managing Authority (B1)	% of estimated ENPI total eligible cost of action (B1/A1x100)
EUR 828,445	EUR 700.000	84.5%
Estimated IPA TOTAL eligible cost of the joint Action (A2=A2.1+A2.2+A2.3)	IPA amount requested from the Joint Managing Authority (B2)	% of estimated IPA total eligible cost of action (B2/A2x100)
EUR 482,617	EUR 434,355	90 %
Estimated ENPI+IPA total eligible cost of the joint Action (A1+A2)	Amount requested from the Joint Managing Authority (B1+B2)	
EUR 1,311,062	EUR 1,134,355	
Please note that the cost of the joint action and the contribution requested from the Joint Managing Authority have to be expressed in EURO		



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2.2 TYPE OF THE JOINT ACTION (PROJECT)

As presented in Section 2.1.3 of the Guidelines for Grant Applicants,

Please check the type of joint action:

- Integrated project
- Symmetrical project
- Project implemented mainly or entirely in a single participating-country but having a cross-border impact

Please check the criteria which the joint action fulfils:

- Joint development
- Joint implementation
- Joint staffing
- Joint financing

2.3 RELEVANCE OF THE JOINT ACTION⁸

2.3.1 RELEVANCE TO THE OBJECTIVES AND PRIORITIES OF THE CALL FOR PROPOSALS

Please provide all the following information:

1. Describe the relevance of the joint Action to the objective and priority of the call for proposals.
<p>The Black Sea Silk Road Corridor ('BSSRC') Tour Trail between Greece, Turkey, Georgia and Armenia will achieve stronger regional partnerships and cooperation through the cross-border efforts of partners and communities along the proposed trail to make the BSSRC a reality; through shared efforts to establish, mark and highlight the shared histories, cultures and peoples that lie along this trail—which follows one of the great Silk Roads which connected Europe and Asia and many cultures. See working maps and lists of sites of proposed trail for each country at www.BlackSeaSilkRoad.com/sites</p> <p>The BSSRC project aims to improve economic development by its establishment and promotion of local services and products at communities along the trail, through increased awareness, tourism and promotion. Establishing the BSSRC across borders is local, people-to people (both in creating the trail and in its operation as a tourist destination) and by its definition promotes working together to address the common challenges of rural isolation and poverty at many regions along the trail. The combined resource of our four countries is the remarkable history, natural beauty and authentic cultural makeup of the region—the BSSRC uses these as building blocks for its construction and highlights the common cultural interests of states while celebrating their diversity.</p>
2. Describe the relevance of the joint Action to any specific measures and any other specific requirements indicated in the guidelines of the call such as partnership, local ownership etc.
<p>Measure 1.2: Creation of tourism networks in order to promote joint tourism development initiatives and traditional products</p>

⁸ This section will also be used by the evaluators during the full application evaluation. Please include all relevant information.



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The Black Sea Silk Road Corridor ('BSSRC') Project is both a physical and virtual network for tourism: it is a physical network in the actual Trail between Thessaloniki, Greece and the southern border of Armenia, with multi-language information panels, directional signs, hiking trail/walking tour markers and plaques, and in a virtual network of information about its destinations on interactive smart phone APPs and web portal. It is also a physical network of beneficiaries (communities, service providers, tourism industry and authorities) and target group of tourists (customers) promoting common economic interests (tourism) and cultural understanding.

3. Describe which particular expected outputs and results mentioned in Section 8 of this Grant Application Form (Indicators of the Programme) will be addressed.

OUT 2: Number of entrepreneurs / economic agents involved in project activities

More than 100 (local service provider beneficiaries promoting services in the APPs and Web Site for BSSRC)

OUT 3: Number of training / innovation promotion initiatives for entrepreneurs initiated

4 training seminars (Social Networking and online promotions, one per state)

8 (project presentations; one professional & one public per state)

OUT 4: Number of local administrations involved in initiatives for capacity building

ARM: 18 (6 regions, 12 municipalities/cities)

GRE: 10 municipalities, 1 regional authority, 4 management bodies of protected areas

TUR: 20 towns, 7 regions

GEO: 20 (5 regions, 10 municipalities, 5 cities)

OUT 5: Number of new researched and/or established links of information, communication, transport and trade

12 (1 BSSRC Tourist Trail with 4 links to 4 states, 5 APPs with 4 links to 4 states, 1 Web Portal with 4 links to 4 states)

RES 1: Number of project partnerships establishing permanent economic relations between the economic actors from different countries after the end of project activities

8 (communities), 8 (travel agencies), 16 (regional tourism cultural entities)

RES 2: Number of entrepreneurs adopting innovations and starting new production after involvement in projects

More than 100 (local service provider beneficiaries)

RES 3: Number of entrepreneurs / economic agents completing activities and achieving new skills and competencies:

AM: 100

GRE: 50



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TUR: 50

GEO: 50

RES 4: Number of new permanent joint products or partnerships in the area of tourism

8 (communities)

8 (travel agencies), 16 (regional tourism cultural entities)

RES 5: Number of local administrations and organizations activating new types of services or new ways of providing existing services

AM: 13

GR: 15

TUR: 15

GEO: 15

4. Demonstrate the type of the joint Action (project): integrated project, symmetrical project or project implemented mainly or entirely in a single participating-country but having a cross-border impact.

Symmetrical because each partner state is responsible for implementing the same activities within its borders even though they have a cross-border impact.

5. Demonstrate the cross-border character of the joint Action. Explain how at least two of the following criteria (1) joint development; (2) joint implementation; (3) joint staffing; or (4) joint financing are fulfilled.

(1) joint development; (2) joint implementation

Establishing the BSSRC across borders is by its definition a jointly developed and implemented project: development of the project is done by 5 partners and multiple associates taking into account the unique cultural, social and economic situations in each country while jointly developing a common criteria for reaching programme goals and objectives. Partners' inputs shape the route, the selection of sites, type of sites and the parameters of symmetrical cooperation. Jointly, partners will implement the selection of signage and information formats for the physical and virtual components of the project. They will share ideas, experiences and results at partner seminars and meetings (in each state) during the program, as well as joint training and promotional activities.

(4) Joint financing. The partners apply for only one ENPI grant contract and the project budget will be assigned to the Applicant's bank account, from where it will be distributed to partners according to agreed project budget split. Since there are Turkish partners envisaged, they will use IPA funding, but they do agree to use it under the supervision of the project coordinator (the Applicant). Each partner of the project will contribute at least 10% of project costs from as a cash contribution to funds provided by the JMA.



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2.3.2 RELEVANCE TO THE PARTICULAR NEEDS AND CONSTRAINTS OF THE TARGET COUNTRIES, REGIONS AND/OR RELEVANT SECTORS (INCLUDING SYNERGY WITH OTHER EU INITIATIVES AND AVOIDANCE OF DUPLICATION)

Please provide all the following information:

1. Identify clearly the specific pre-project situation in the target countries, regions and/or sectors (include quantified data analysis where possible).

ARMENIA:

Economic: Armenia emerged from the Soviet period in 1991 and entered transition into a market-based economy, one that is still evolving. GDP dropped by more than 50 percent during 1990-93, causing an outflow of population, one that continues to this day (estimates range from 750,000 to 1.2 million émigrés between 1991-2010 <World Bank, USAID, UNHCR>. Stabilizing and growing between the late 1990s and the 2000s, the economy shrank by 15% in 2009 and forecasts are for little growth in the following years. Per-capita GDP of \$3,000 is less than a third of neighbouring Turkey, and inflation is running at 7%. Poverty remains at 25% of the population. <ArmStat statistical report, Economic and Financial Data for the Republic of Armenia ; Forbes Magazine, World Bank >.

Rural communities in particular faced much of the brunt of population loss and poverty, their sector of the economy still considered one of the worst off by EU, UN and other international agencies [UNFAO].

Though the government has placed particular focus on tourism as an engine of economic growth and alleviator of poverty, especially in the rural areas, the continuing low income and poor socio-economic situation limits local capacity to start tourism development, e.g. community-based tourism to bring facilities up to standard to develop B&B services, guest housing, eateries, local guides, crafts, etc. What is needed is a platform for development, away to bind common interests in tourism and its economic potential through a common identifiable brand of cross-community awareness.

Social: Between 1991-1994 up to 750.000 people left the country in search of work, the economy contracting by an annual rate of 50 %. Key export sectors faced shut down or severe contraction, laying off workers in large numbers. This emigration problem, and the poverty that caused it, stemmed somewhat in the late 2000s but accelerated with the 2008 financial crisis and in ensuing years. The most recent figures provided by the state show that over 56,000 individuals emigrated in the last year, and more are expected to leave the country permanently in the future unless the economy expands at a rate that few specialists suggest is imminent. Tourism, especially rural tourism, has been shown to alleviate poverty and increase employment in a highly service-oriented business.

Cultural: Most of the cultural Monuments in Armenia (there are more than 40.000 listed by the government) are in varying states of decay. There is a lack of conservation and preservation, the state unable to fund restoration of all monuments under its purview. Armenians are justly proud of their cultural heritage, but many do not know the history and status of individual monuments, the markings and information provided in Soviet times lacking in detail or even in existence. This creates a lack of genuine contact with their culture and practically, makes them poor stewards and promoters of their culture as a tourism destination. Awareness of the need to create local actions in maintenance and conservation is still in its infancy and communities are still learning of the correlation between care of their cultural environment (specifically monuments adjoining their community) and their livelihood.

Environmental: Ecologically, the situation in the country faces dire consequences unless alternate means of income are not found, and tourism has been identified as a key intervention in this sector.



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Between 1990 and 2010 Armenia lost 4250 hectares of forest annually (24.5% of its forest cover) and now only 9.3% or 262.000 hectares remain forested, and that is in jeopardy [Assessment of the Economic and Social Impact of Unsustainable Forest Practices and Illegal Logging on Rural Population of Armenia, ICARE Foundation, funded IUCN (International Union for the Conservation of Nature-www.iucn.org), April 2011] [The Economics of Armenia's Forest Industry (2007), Economy and Values Research Center. This work was commissioned by the EcoArmenia consortium (WWF Armenia, ECRC at American University of Armenia, Armenia Tree Project, Armenian Forests NGO) and the OSCE, funded by the British Embassy]. Strip mining has accelerated, causing pollution and deforestation, while rural wages have not increased enough to stem population outflow or the cutting of trees as heating and cooking fuel or for sale. This precious resource is steadily eroding, including increasing loss of water to runoff, soil erosion, desertification and air pollution while the rural economic situation is growing worse [American University of Armenia study, "Research and Conservation", 2007].

Political: The situation between states in this project (Greece, Turkey, Georgia and Armenia) is stable but not optimal. Armenia and Turkey have a closed border between them and growing attempts to reach reconciliation are still underway. Projects such as ours, which encourage cross-border contact and gives incentive for cooperation, will enhance this process.

Tourism: According to official statistics, the number of international tourists annually visiting Armenia has increased 11 times in the period 2000-2008 - from 45,000 tourists to 558,000. Official statistics show that as many 575,000 tourists visited Armenia from abroad in 2009; the government stated earlier in 2010 that the figure will surpass 620,000 in 2010. However, data from the National Statistical Service shows that there were only 65,000 foreigners staying in Armenian hotels in 2009, a number tour operators believe a more objective figure of actual foreign tourists, considered the more high-value market [Tourism Development Concept Paper]. The larger number reflects returning Armenians and the Armenian Diaspora visiting their homeland. There remains a great potential for improvement in foreign tourists and their high-value return, as a sector of growth.

Armenia's tourism industry has shown significant growth in the past 10 years. However, Armenia's tourism industry has a comparatively less number of international visitors in the global and regional context. Its share in the European market is currently only 0.08% and 0.04% of worldwide tourist arrivals. <Tourism Development Concept Paper>.

WTTC 2011 report: Armenia: http://www.wttc.org/bin/file/original_file/armenia_report_2011-pdf.pdf

GREECE:

Economic: According to NSSG, the region of Anatoliki Makedonia - Thraki produced annually from 5 to 5.5% of total Gross Domestic Product. Regarding the productivity index, the region is still at a considerably lower level from both the country and the EU.

The total workforce is 239.175, representing 5.47% of the total in the country, while the employed workforce, in the year 2002, was 214.368, representing 5.45% of the country, according to NSSG data. In 2002, the employed workforce in the region appears lower than the regionally employed workforce during the last decade. Based on NSSG data, a general deterioration of the size of the labor market in Anatoliki Makedonia - Thraki reveals. Important finding is the reduction of the economically active population that is incompatible to the population growth, as recorded in the 2001 census. In particular, unemployment in the last quarter of 2004 reached 12.6%, the third highest unemployment rate in Greece. It is very interesting and remarkable that the highest unemployment rate appears to young people and women, while the unemployment rate of young people (15-24 years) is almost double comparing to the overall unemployment rate in the region. The quality characteristics of unemployment in the region are different from national. So, in 2002, the long-term unemployment is 43.7% in Anatoliki Makedonia - Thraki and 54.7% nationally, of the



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total number of unemployed in the region and the country, respectively. Similarly, in 2002, the unemployment rate of women is 15.4% regionally and 14.93% nationally, while the unemployment rate of young people is 19.9% regionally and 26.44% nationally.

The region of Anatoliki Makedonia - Thraki is characterized by weak competitiveness, problem that highlights the difficulties in finding a new orientation of development strategy, capable of structuring a system oriented to new technologies, new methods of production organizing and new opportunities offered by global demand for goods and services.

Nowadays, with the difficult economic situation of the country, unemployment rates soar and as a result more and more young people stay outside the labor market.

Social: The region has a total area of 14.158 km² and occupies 10.7% of the total area of the country. According to the census of the NSSG in 2001, the population of the region is 611.067 residents, covering the 5.51% of total population. Among the 13 regions of the country, it's the fourth in area and the sixth in population. The urban population of the region is increasing and the rural is decreasing, while some areas near borders and mountains are deserted. The population of Anatoliki Makedonia - Thraki shows a significant difference compared with other regions of the country due to Muslim minority. It is estimated that 140.000-145.000 Muslims living in the region, mainly in the prefectures of Rodopi and Xanthi. According to the Regional Operational Programme 2007-2013, the development needs of the region focus on the removal of regional disparities, as over time the region appears to belong to the poorest Greek regions with lower growth rate than the national average. In this framework, the central strategic objective - "vision" - of the region during the period 2007-2013 is: "Ensuring a high growth rate to achieve convergence with the European and national average long-term, seeking growth of the regional GDP equal to the rate of growth of national GDP medium term, so initially, to halt at least the tendency to enlargement of the hysteresis of the region observed in recent years".

Cultural: Culture and tradition are very important elements of the region. Monuments of all kinds (archaeological, historical, religious and architectural) exist throughout the area. The folk culture of the region helps the survival of ancient Greek and Byzantine tradition and modern history customs. The revival of traditions includes festivals and events throughout the year, where there is religious piety alongside the folk tradition, as transmitted from generation to generation. Traditional settlements exist throughout the region. Most of them have buildings of the periods 1919 - 1945 and 1946 - 1960, that exemplify the architecture of the region. Although the cultural and traditional sites could become tourist destination are not highlighted as it should.

Environmental: The region is rich in natural resources and includes areas of natural beauty (wetlands of international importance, forest complexes, beaches, islands). For the protection of biodiversity in the region, areas have been proposed for inclusion in the network "Natura 2000" (Sites of Community Importance). Through this programme, 22 locations were proposed and 2.275.600 acres of natural areas were reported, which account for 16% of the total area of the region. The natural environment is also protected by the international RAMSAR agreement and community programs CORINE.

Political: The situation between states in this project (Greece, Turkey, Georgia and Armenia) is stable but not optimal. Greece and Turkey are in constant discussions to resolve the problems between them. Projects such as ours, which encourage cross-border contact and gives incentive for cooperation, will enhance this process.

Tourism: The regional tourist activity is oriented to mass and marine tourism. Almost every beach in the region has access and attracts many tourists. According to NSSG, in 2006, 16.132 beds operated with 40.70% completeness, while night stops amounted to 934.455 for domestic tourists and 495.626 for foreigners. This tourism model, which has been developed, is far away from the true potential of the region with its rich natural and human resources. Although, there are important archaeological



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sites and museums throughout the region, visitors are limited. The recorded visitor traffic in archaeological sites and museums appears almost negligible compared to the same for the entire country (0.6% of the national visitor traffic in 1997). The potential of alternative forms of tourism (spa, pilgrimages, conference, exhibition, training, rural tourism etc.) haven't been exploited. These forms of tourism are based on natural and cultural environment of the region which can extend the tourism season and strengthen the local and regional economy.

WTTC 2011 economic impact report: Greece:

http://www.wttc.org/bin/pdf/original_pdf_file/greece.pdf

TURKEY:

Economic: Turkey's economy is increasingly driven by its industry and service sectors, although its traditional agriculture sector still accounts for about 30% of employment. An aggressive privatization program has reduced state involvement in basic industry, banking, transport, and communication, and an emerging cadre of middle-class entrepreneurs is adding dynamism to the economy. Turkey's traditional textiles and clothing sectors still account for one-third of industrial employment, despite stiff competition in international markets that resulted from the end of the global quota system. Other sectors, notably the automotive, construction, and electronics industries, are rising in importance and have surpassed textiles within Turkey's export mix. Oil began to flow through the Baku-Tbilisi-Ceyhan pipeline in May 2006, marking a major milestone that will bring up to 1 million barrels per day from the Caspian to market. Several gas pipelines also are being planned to help move Central Asian gas to Europe via Turkey, which will help address Turkey's dependence on energy imports over the long term. After Turkey experienced a severe financial crisis in 2001, Ankara adopted financial and fiscal reforms as part of an IMF program. The reforms strengthened the country's economic fundamentals and ushered in an era of strong growth - averaging more than 6% annually until 2008, when global economic conditions and tighter fiscal policy caused GDP to contract in 2009, reduced inflation to 6.3% - a 34-year low - and cut the public sector debt-to-GDP ratio below 50%. Turkey's well-regulated financial markets and banking system weathered the global financial crisis and GDP rebounded strongly to 7.3% in 2010, as exports returned to normal levels following the recession. The economy, however, continues to be burdened by a high current account deficit and remains dependent on often volatile, short-term investment to finance its trade deficit. The stock value of FDI stood at \$174 billion at year-end 2010, but inflows have slowed considerably in light of continuing economic turmoil in Europe, the source of much of Turkey's FDI. Further economic and judicial reforms and prospective EU membership are expected to boost Turkey's attractiveness to foreign investors.

Social: Modern Turkey encompasses bustling cosmopolitan centers, pastoral farming villages, barren wastelands, peaceful Aegean coastlines, and steep mountain regions. More than 70% of Turkey's population lives in urban areas that juxtapose Western lifestyles with more traditional ways of life. The Turkish state has been officially secular since 1924. Approximately 99% of the population is Muslim. Most Turkish Muslims follow the Sunni traditions of Islam, although a significant number follow Alevi and Shiite traditions. Questions regarding the role of religion in society and government, the role of linguistic and ethnic identity, and the public's expectation to live in security dominate public discourse.

In the last 30 years the urban population exceeds the number of rural population due to immigration of people from rural to urban so that the number of people who earn their lives by farming dropped and many started to work in service sector in urban areas. The livestock breeding and farming related business loses its importance, so do local and cultural values. The rural governments cannot offer job opportunities to rural people so that they leave for urban centers for work and education. On the other hand the natural, cultural and historical sites and values are being lost due to mass energy, transportation and agriculture investments in the rural parts of Turkey.

Provinces of Northern and Northeastern Anatolia are the poorest in Turkey except with human



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development (HDI) levels far below national averages. Policy options are limited for the people of the region to attain economic and social opportunities. Despite the country's remarkable economic progress, regional and gender based inequalities constrain the attainment of the poverty reduction in the country's Northern and Northeastern Anatolia region.

Cultural: Turkey has a very diverse culture that is a blend of various elements of the Oğuz Turkic, Anatolian, Ottoman (which was itself a continuation of both Greco-Roman and Islamic cultures) and Western culture and traditions, which started with the Westernization of the Ottoman Empire and still continues today. This mix originally began as a result of the encounter of Turks and their culture with those of the peoples who were in their path during their migration from Central Asia to the West.

As Turkey successfully transformed from the religion-based former Ottoman Empire into a modern nation-state with a very strong separation of state and religion, an increase in the modes of artistic expression followed. During the first years of the republic, the government invested a large amount of resources into fine arts; such as museums, theatres, opera houses and architecture. Diverse historical factors play important roles in defining the modern Turkish identity. Turkish culture is a product of efforts to be a "modern" Western state, while maintaining traditional religious and historical values.

Turkish music and literature form great examples of such a mix of cultural influences, which were a result of the interaction between the Ottoman Empire and the Islamic world along with Europe, thus contributing to a blend of Turkic, Islamic and European traditions in modern-day Turkish music and literary arts. Turkish literature was heavily influenced by Persian and Arabic literature during most of the Ottoman era, though towards the end of the Ottoman Empire, particularly after the Tanzimat period, the effect of both Turkish folk and European literary traditions became increasingly felt. The mix of cultural influences is dramatized, for example, in the form of the "new symbols [of] the clash and interlacing of cultures" enacted in the works of Orhan Pamuk, winner of the 2006 Nobel Prize in Literature.

Architectural elements found in Turkey are also testaments to the unique mix of traditions that have influenced the region over the centuries. In addition to the traditional Byzantine elements present in numerous parts of Turkey, many artifacts of the later Ottoman architecture, with its exquisite blend of local and Islamic traditions, are to be found throughout the country, as well as in many former territories of the Ottoman Empire. Mimar Sinan is widely regarded as the greatest architect of the classical period in Ottoman architecture. Since the 18th century, Turkish architecture has been increasingly influenced by Western styles, and this can be particularly seen in Istanbul where buildings like Dolmabahçe and Çırağan Palaces are juxtaposed next to numerous modern skyscrapers, all of them representing different traditions.

Environmental: With the establishment of the Environment Ministry in 1991, Turkey began to make significant progress addressing its most pressing environmental problems. The most dramatic improvements were significant reductions of air pollution in Istanbul and Ankara. However, progress has been slow on the remaining--and serious--environmental challenges facing Turkey.

In 2003, the Ministry of Environment was merged with the Forestry Ministry. With its goal to join the EU, Turkey has made commendable progress in updating and modernizing its environmental legislation. However, environmental concerns are not fully integrated into public decision-making and enforcement can be weak. Turkey faces a backlog of environmental problems, requiring enormous outlays for infrastructure. The most pressing needs are for water treatment plants, wastewater treatment facilities, solid waste management, and conservation of biodiversity. The discovery of a number of chemical waste sites in 2006 has highlighted weakness in environmental law and oversight.

Turkey signed the Kyoto Protocol in 2008 and ratified it in 2009. Turkey will not be obligated to



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reduce its greenhouse emissions until 2012, when the agreement's second commitment period goes into force.

Political: Turkey is a parliamentary representative democracy. Since its foundation as a republic in 1923, Turkey has developed a strong tradition of secularism. Turkey's constitution governs the legal framework of the country. It sets out the main principles of government and establishes Turkey as a unitary centralized state.

The President of the Republic is the head of state and has a largely ceremonial role. The president is elected for a five-year term by direct elections. Abdullah Gül was elected as president on August 28, 2007, by a popular parliament round of votes, succeeding Ahmet Necdet Sezer.

Executive power is exercised by the Prime Minister and the Council of Ministers which make up the government, while the legislative power is vested in the unicameral parliament, the Grand National Assembly of Turkey. The judiciary is independent of the executive and the legislature, and the Constitutional Court is charged with ruling on the conformity of laws and decrees with the constitution. The Council of State is the tribunal of last resort for administrative cases, and the High Court of Appeals for all others.

The Prime Minister is elected by the Parliament through a vote of confidence in the government and is most often the head of the party having the most seats in Parliament. The current Prime Minister is the former mayor of Istanbul, Recep Tayyip Erdoğan, whose conservative Justice and Development Party won an absolute majority of parliamentary seats in the 2002 general elections, organized in the aftermath of the economic crisis of 2001, with 34% of the suffrage.

There are 550 members of Parliament who are elected for a four-year term by a party-list proportional representation system from 85 electoral districts which represent the 81 administrative provinces of Turkey (Istanbul is divided into three electoral districts, whereas Ankara and Izmir are divided into two each because of their large populations).

Tourism: Tourism in Turkey is focused largely on a variety of historical sites, and on seaside resorts along its Aegean and Mediterranean Sea coasts. In the recent years, Turkey has also become a popular destination for culture, spa, and health care tourism. In 2010, Turkey attracted more than 28.6 million foreign tourists.

Turkey is a paradise of sun, sea, mountains, and lakes that offers the vacationer a complete change from the stress and routine of everyday life. From April to October, most places in Turkey have an ideal climate that is perfect for relaxing on sandy beaches or enjoying the tranquility of mountains and lakes.

Turkey also has a magnificent past, and is a land full of historic treasures from 13 successive civilizations spanning 10,000 years. Even if people spend only a short time in Turkey, they can see a lot of this great heritage.

Silk industry, had taken a very important place of various nations from ancient times; and silk and spice coming from Far East, had played an important role for Western world in international relations. Silk is also maintained the identification of Eastern Culture by Western societies.

Transportation of silk and spice of east via caravans, is formed the commercial roads reaching to Europe from China. In Medieval Age, commercial caravans, had started to their voyages from today's Chinese Xian city, and reach to the Kashgar city of Uzbekistan; they were reaching to Hazar Sea from Afghanistan plains with following the first one of the roads separated into two there; and to Anatolia over Iran with climbing over Karakorum Mountains with other one. They were going to Europe via road over Thrace or via maritime lines from Anatolia.



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In this commercial movement improving from east to west, a road network, used since previous ages, had been benefited. These thousands of kilometers long caravan roads, which allow cultural relations between continents besides dense transportation of silk, porcelain, paper, spice and jewelry, are named as "Silk Road" in the course of time.

Silk Road, beyond being a commercial road connecting Asia to Europe, is holding the signs of cultures, religions and races, who have lived in the region for 2000 years, and serves an extraordinary history and cultural wealth. After gaining of independence of Middle Asia Turkish Republics, reanimation of silk road both as a commercial road and also a historical and cultural value is considered, and works for protection and existence of structures which are constructed throughout this road but not used today with giving them new functions, is commenced.

WTTC 2011 economic impact report: Turkey:

http://www.wtcc.org/bin/pdf/original_pdf_file/turkey.pdf

GEORGIA:

Economic: Georgia is a post Soviet state that gained its independence in 1991. Most of the Soviet industrial plants in the country were closed and neglected after independence and currently Georgia produces little goods for the international market. Its exports are limited to scrap metal, agricultural products (primarily nuts), wine and mineral water. GDP has increased each year as the country modernizes and has attracted foreign investments in small industries and resorts. Per-capita GDP is \$3,000 and inflation is running at 7%. The number of population below the poverty margin amounts to 16.9 %1. In order to implement the aims of the millennium in Georgia, the government designed the program of economic development of Georgia and poverty elevation in June 2003. After two years since the start of the program, bearing in mind the results of monitoring of international and foreign organizations the forecast is not very appealing. As compared with previous years, the share of poor population decreased insignificantly (by 1.8%). The number of population below the extreme poverty margin remained unchanged. In the experts' opinion, the poverty indices in Georgia reflect an increasing tendency without any substantial impact. By 2015 poverty indices will not only decrease but also reach 68.2 % (as for extreme poverty, it will reach 29.6%).

The government has placed particular focus on tourism to spur economic, but the infrastructure (roads and hotels) in tourist areas still need major improvements. Most Georgians are very proud of their country, but many, especially in rural areas and areas around major tourist sites, don't understand the importance of tourism to economic growth and are ignorant of the ways to tap into tourism to improve their income.

There is a great need for infrastructure improvement and public education to be able to take advantage of the potential tourism industry.

Social: Between 1991-1994 Georgia was wracked by civil wars that disrupted means of production, agriculture and families. The civil wars left abandoned villages and over 500,000 internally displaced persons, almost all of which have never been able to return to their pre-war homes and occupations and who continue to live in over-crowded refugee housing. The 2008 war with Georgia created another exodus of families from the 'separatist' regions and created another 35,000 refugees. The labour migration processes are quite painful within the country as well due to the fact that in respect with poverty, the situation is significantly complicated in the regions. The majority of the regional population leave their places of living (especially, youth) and come to the capital with the view of looking for a job. Villages are devastated and the capital can not hold so many job seekers. The processes of uncontrolled privatization in the country in the transition period led to the limitation of traditional employment spheres which left the majority of the rural population working in these enterprises unemployed. Along with their jobs they lost related social aid and privileges instead of which no substitute social protection mechanisms have been designed. This social dislocation has disrupted families, caused high unemployment rates and left many segments of the



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country follow.

The processes of labour migration also contributed to the flowing out of professional cadre from the country. Due to the change of the labour market structure considerable part of working population has been disqualified. Only a small part could re-train in accordance with the modern requirements of the labour market, which substantially increased the difference between these two strata of population. As for village population, due to the deterioration of infrastructure and being cut off from the capital, and the fact that diversification of agricultural products does not take place, the peasant loses qualification; traditions and knowledge gained in villages are gradually disappearing.

Tourism, especially rural tourism, has been shown to alleviate poverty and increase employment in a highly service-oriented business. Without such alternative means of employment and income implementation and carrying out of different eco-programs recommended by international organizations is practically inefficient and ineffective. Development of tourism and agriculture is one of the priority spheres in the program designed by authorities in order to implement the aims of the millennium (the program of economic development and poverty elevation of Georgia). Development of tourism and agriculture are mentioned as one of the priority spheres. The 2005 report prepared by the government reads: "Special attention will be paid to the village tourism and promotion of new spheres of tourism - agrotourism and wine tourism development"

Currently the restoration of tourism infrastructure almost totally wiped out in regions is in the process. However, one thing has to be taken into consideration: the majority of tourist firms are concentrated in Tbilisi utilize the tourism potential of regions but do not participate in its development. Income from tourism is not being distributed among the regions.

Cultural: Most of the cultural Monuments in Georgia are in varying states of decay. There is a lack of conservation and preservation, the state unable to fund restoration of all monuments under its purview. Georgians are proud of their cultural heritage, but many do not know the history and status of individual monuments, the markings and information provided in Soviet times lacking in detail or even in existence. This creates a lack of genuine contact with their culture and practically, makes them poor stewards and promoters of their culture as a tourism destination. Awareness of the need to create local actions in maintenance and conservation is still in its infancy and communities are still learning of the correlation between care of their cultural environment (specifically monuments adjoining their community) and their livelihood.

Environmental: While the Georgian urban infrastructure has improved dramatically since 1993, the rural areas of the country are woefully neglected. Agricultural production methods are primitive and do not contribute to a stable environment. Ecologically, the situation in the country faces dire consequences unless alternate means of production and crops are introduced. A good deal of the neglect has occurred because of the isolation of the rural regions. Increased tourism to these areas can be a key factor in this sector by opening sites, and thereby interest, to the international community.

Political: The situation between states in this project (Greece, Turkey, Georgia and Armenia) is stable but not optimal. Armenia and Turkey have a closed border between them and growing attempts to reach reconciliation are still underway. Georgia is the only country not engaged in open hostilities with its neighbors. It serves as a meeting place where individuals from Turkey-Armenia and Azerbaijan-Armenia can confer free from government monitoring or political pressures. Georgia's relations with Russia continue to be tense, but many Russians visit Georgia and a project to encourage and develop tourism will encourage individual to individual contact and great international cooperation.

Tourism: According to official statistics, the number of international tourists annually visiting Georgia has increased dramatically to 1.7 million in 2010 The State Tourism Department has an account of the tourism development index in Georgia based on the results of the summer 2011.



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According to the results of the first eight months of 2011, the number of visitors to Georgia has increased by 43%. The year 2011 also saw a dramatic increase in domestic tourism - the number of Georgian citizens interested in domestic tourism increased by 20%. Half of the 1,800,000 tourists, who arrived in Georgia by September 2011, visited Adjara Region. Along with the Black Sea beaches, new hotels, night clubs and other entertainment centers attracted visitors to Batumi. The Tourism Department is expecting three millions visitors to the country by the end of 2011.

Despite this significant growth in tourism, many of the historic, cultural and environmental sites along Georgia's segment of the Silk Road are unknown and unvisited. Expanding public knowledge, both within the country and to foreign tourists, can have a significant positive effect on Georgia's economy.

http://www.wttc.org/bin/file/original_file/armenia_report_2011-pdf.pdf

2. Provide a detailed analysis of the problems to be addressed by the joint Action and how they are interrelated at all levels. In addressing this point, refer to any significant plans undertaken at national, regional and/or local level relevant for the joint action and describe how the joint action will relate to such plans.

1) Challenge: Isolation and poor tourism infrastructure. As a result, Cross-border tourism is limited in its potential to generate economic growth at the community level (especially rural); communities and tourists are isolated from each other, with missed economic opportunities (traditional products, local tourism services, etc.). Isolation between communities in cross border areas limits growth and mutually beneficial contact as well.

The route and many or most cultural, historical and natural sites on the route remain unmarked, with sparse or no directional guidance and/or lack of information. There is no standardized comprehensive thematic tour trail that binds cross-border states, regions and communities to a common effort based on tourism between these states or this part of the world. While all states lie on one of the natural Silk Roads that once wound across Asia and bound the cultures together, they are now separated and are losing opportunities for economic growth and development that reviving the route as a tourism destination would provide.

Joint Action Addresses the challenge:

The BSSRC route crosses borders and encourages dialogue as well as contact with partner state communities and cultures, and with international visitors. It encourages tourism, tourists and their purchasing of local products and services. It has the potential to break isolation between communities on cross-borders, as tourists, income and incentive to improve and cooperate grow. This begins through simply marking the corridor and monuments and trails, then in providing a platform for communication (APPs, Web Portal).

The BSSRC Project will use IT as a main conduit of awareness, promotion and a platform for linking tourists with local sites and communities and services. It will create 5 APPs (iPhone, iPad, Android, Windows 7 and Blackberry), a web portal and interactive online support for local tourist service providers and tourists. In this way we are creating 21st century infrastructure.

The APPs will include GPS directional guidance and maps of the BSSRC and destinations, detailed information about each destination including history, background, images, self-guided tours, video and other media capability) and provide practical information for adjoining communities (eateries, overnight, guides, traditional products, health services, public transport, etc.). The interactive support will allow local providers to apply to be listed in local directories and to reach others in the local provider database (reservation inquires and confirmations, questions, contact for joint cooperation, etc.).



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Contributing to the whole will be the embedded social networking component at all layers of APP and Web Portal development: this encourages viral marketing on one level, but more importantly it significantly reduces social, economic and cultural isolation as users interact through social networks as they view, use and experience the BSSRC and its local communities.

Use of Information Technologies addresses this issue:

- Information technologies will continue to develop at a rapid pace and involve all sectors of the industry.
- More travellers using information technologies, Global Distribution Systems and Central Reservation Systems for comparison of prices, booking and sales.
- Increased use of mobile phones for bookings and procurement.
- High definition TV and computers provide virtual visits to destinations.
- In April 2007, for the first time ever, online travel sales equalled offline sales, and will soon surpass them. Currently 40% of payments made on-line stand for tourist services and in 2007 it is anticipated that there will be \$198 billion dollars spent online.
- Consumers are better informed. They seek advice from other consumers through the Inter-net and skilled consumers are increasingly likely to know more about specific tourism products than many travel professionals.
- IT Technologies also playing an important role in facilitating the management and organization of tourism related services, including electronic reading of passports, audio guides, online ticketing, online box offices etc.

Cross Border effects are multiplier and significant: for example, 550 000 tourists visited Armenia in 2010. If as an example the border between Turkey and Armenia was open and all had visited Turkey (Akhtamar, Ani, Mount Ararat) and spent 100 USD a day for 3 days - total cash flow into the economy of Eastern and South Eastern Anatolia would have been 165 million US. The BSSRC trail by its creation encourages cross-border economy by literally “showing the way” to tourist stops and services. For the BSSRC route, Turkey and Armenia are joined via Georgia, benefiting three states and their local communities.

2) Challenge: Promote knowledge of the Black Sea Silk Road (history, facts, etc.) as a conduit for exchange of knowledge, ideas, existing local services between states.

Joint Action Addresses the challenge:

Just as the BSSRC’s physical and virtual marking and communication linkage will provide a platform for development economically (#1 above) it can have the same positive effect in educating visitors and locals alike on the Black Sea Silk Road itself. Multi-language panels at each site will provide background information and directions to download the free APPs on iPhones, iPads, Android, Windows 7 and BlackBerry smart phones.

APPs will have detailed background information, including history, facts, links to online and other resources, practical information, self-guided tours, images, audio and video download capabilities and social networking components. This last allows the greatest connection to worldwide market and viral social relationships, with users able to interact to communities, services and monuments in a way not possible before the advent of the Social Network evolution.



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Community connections is furthered by dedicated interactive online linkage via APP and web portal community connection feature, where listed communities and tourism service providers (agents, local providers, traditional craft producers) meet, interact and connect online in a dedicated process created just for this purpose. This platform will help promote cross-border cultural contact for the exchange of knowledge, ideas and existing local services between states.

3. Challenge: Link up the communities of different ethnic and cultural backgrounds in areas of political instability along the Silk Road to promote reconciliation and cultural exchange.

Joint Action Addresses the challenge:

Both the physical route with its multi-language information panels and directional signs pointing to multi-cultural monuments and touristic destinations and the online corridor (Web Portal, APPs with a contact web directory of multi-state tourism industry, associations and local providers) creates a “family” of cultures, the BSSRC community at large, we might say.

Economic incentive to cooperate. Business knows few borders and the incentive to cooperate across borders is also an incentive to tolerate cultural differences while conducting mutually beneficial transactions. The BSSRC is a platform for development; it does not enter directly into individual reconciliation activities except through the creation of infrastructure that encourages cross-border cooperation in the erecting of panels and signs and the promotion of tourism along the trail. Exchange occurs naturally on this type of platform as communities, tourism industry members and local service providers find ways of cooperating using the tools and infrastructure this project will bring: IT communication links, direct communication, marketing and promotion, developing mutually beneficial cross-border services and traditional products, reservations, promotions, etc.

Dialogue between communities is encouraged via the IT platform of communication, specifically in the directory of services and messaging system and in setting up the corridor and its promotions. Social Networking will play a significant role in the areas of the project, its power to link communities of multi-faceted backgrounds in to a common network of mutual interests—its power is still being understood but already it has been seen as a promoter of mutually beneficial goals that bind seemingly disparate cultures.

Seminars and workshops planned in the project will begin a process of dialogue as members of cross-border communities will be recruited to participate in training and informational colloquiums. These will include training in Social Networking and using the communication tools in the BSSRC APPs and Web Portal, with shared experiences in promotions and ways cross-border communities can deepen their cooperation to mutually beneficial projects of tourism development.

Events include promotional presentations of the BSSRC to local, regional and national Tourism industry, associations and authorities, including community members; and one public presentation in each state for the general public and media. Members of communities in each state and cross-border regions will be encouraged to attend and participate in these festival events, further encouraging dialogue, exchange of culture and understanding.

Environmental challenges are by their definition cross-border; the problems facing the ecology of this region expand borders, communities and nations. Desertification is a serious problem in the states of this area and mutually beneficial solutions to illegal logging, water loss and erosion, encroaching habitat problems and migratory fauna concerns affect all, and support all. The geopolitical concerns surrounding ecology are already multi-national as are the efforts to resolve them: BirdLife International (www.birdlife.org), WWF (www.wwf.org) and local NGOs have already established a network of support between the states of this proposal and are included in our partner list (ASPB/BirdLife International Associate in Armenia). WWF is engaged in several projects in the region, including creating micro-tourism projects (welcome centers at Lake Arpi and Shikahogh Forest) which complement our project.



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ASPB and WWF were contributors to the Caucasus Biodiversity Hotspot Profile, (http://www.cepf.net/where_we_work/regions/europe_central_asia/caucasus/Pages/default.aspx), a crucial document which united hundreds of experts from around Caucasus and provided a first rapid assessment of environment, socio-economics, political issues of the region based on which the Caucasus was identified as one of the most important global hotspots. It spanned 6 countries and was funded by CEPF (critical ecosystems partnership funds) a consortium of international funders. The lessons learned from this and previous cooperation, work and interaction with cross-border communities will become an important tool in the BSSRC project, including communication systems, recruiting cross-border community members, seminars, workshops, events, etc.

Cultural Exchange is a phrase that often indicates different things to different people. For the BSSRC it consists of knowledge of cross-border cultures (communities), history and background, and commonalities between cultures. In all the project will do it will impact on cultural exchange, whether in physical implementation of erecting the signage and panels for the physical BSSRC, in identifying and highlighting the multi-cultural character of the BSSRC (monuments, communities, traditional products and crafts) or virtually through the IT infrastructure we will create that will build bridges between cultures online while connecting them with the outer world (tourists, cross-border communities).

4. Challenge: Develop ecotourism in Protected Areas: Wildlife tours are extremely rare, due to limited information available on areas of visit. Nature trails need to be established.

Joint Action Addresses the challenge:

Marking Trails, signs, GPS positioning and maps, APPs with detailed descriptions and maps of hiking route, flora and fauna on the trail, and sites to be noted. Local services and guides, practical information.

There are entities (ASPB/BirdLife in Armenia, WWF, Ecotourism Associations) to develop ecotourism in Protected Areas and to provide alternate means of income to communities that are sacrificing biodiversity and sustainable environment for short-term income. In Armenia these include organizing welcome centers at Arpi Lake National Park, Dsegh Important Bird Area (IBA), Khosrov National Park and Shikahogh Forest (on the BSSRC trail) and local services.

The BSSRC project will not engage directly in these activities but complement and assist in these efforts by promoting destinations in rural communities as tourist stops and as markets for traditional products, tourist services, overnight and eatery venues, local guides, etc. We will not directly involve in the process of individual development activities (B&Bs, cafes, souvenir production, etc.) but provide an awareness platform through the BSSRC trail and online applications that list local services at each destination and promotes local tourism economies. This platform for development, a key promotional device will spur individual initiative while complementing existing programs.

Environmental cross border effect will be felt between Armenia and Georgia at Lake Arpi/ Samtskhe-Javakheti on the Armenian border with Georgia (with additional cross border effect at Arpachay Canyon on the border); between Georgia and Turkey at the Buxus colchicus forest Nature Living monument in Georgia by the Sarpi border crossing and in Turkey at the Camili (Macahel) Biosphere Reserve between Turkey and Greece at Meric deltası (Evros Delta).

5. Challenge: Self-guided tours are not available in the region for foreign visitors in their language.

Joint Action Addresses the challenge:

APPs are a 21st century infrastructure that includes multi-media interactions and GPS guidance capabilities. This latter allows for sophisticated self-guides that incorporate GPS guidance, and



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detailed descriptions in multi-media format (images, audio, video, GIS layered mapping capabilities) as well as practical information listing local tourist services. Translating the information into multiple languages opens the corridor, its sites and destinations, and the culture to a wider range of visitors, encouraging culture, economic and knowledge exchange.

The choice of APP development platforms (iPhone, iPad, Android, Windows 7, BlackBerry) enables and promotes the BSSRC to the largest user base of smart phones, further promoting self-guides and interaction with the BSSRC communities. There is also a sustainable component since BSSRC APPs will register in APP stores and markets which host downloads and provide a third party support base.

For those with GPS enabled smart phones (most), the APPs will include positioning and Google maps, which pinpoints user locations and provide directions between monuments and surroundings. Combining this with 3G/4G cell service provides users with all they need to navigate the BSSRC, visit monuments and use local services listed in the APP.

6. Challenge: Limited infrastructure development to host tourists and offer services due to inaccessibility of some sites, lack of investments and relevant facilities.

Joint Action Addresses the challenge:

The BSSRC will create a platform for development and two types of infrastructure: the first is the physical marking of the BSSRC trail, with relevant directional signs and information panels giving background for each trail site plus instructions how to download the second infrastructure: APPs for smart phone (iPhone, iPad, Android, Windows 7, BlackBerry) users and the BSSRC Web Portal.

Communication development via 3G/4G networks and smart phone APPS and Web Portal is expected to spur tourism and so the incentive to develop infrastructure and investments. This project scope does not encompass other infrastructure development but instead focuses on a “platform for development” based on communication and IT promotion. Communication as a powerful tool for exchange of ideas and knowledge can also spur investment and development in other ways, as has been seen in numerous countries where tourism led the way towards infrastructure and economic development, some of which is already occurring in the project states. We expect the comprehensive BSSRC program results to include additional development in cross-border areas that are still isolated and in need of support. It is literally a case of “if you build it, they will come”.

7. Challenge: Sustainability (Regenerative tourism)

Joint Action Addresses the challenge:

First, each partner agrees to create a permanent relationship based on the BSSRC and its natural growth. Funding is an important part of this commitment so it is assumed that grants and/or other means of income will be secured by partners following the project schedule and that the EU will continue to support the project after its initial completion (after 2013). A committee of the whole will be created from partners to meet periodically (using the communication links in the IT part of the BSSRC) to discuss, exchange ideas and otherwise insure the continuance of the BSSRC as it is presented here up to 2015, beyond as funding is found.

Other sustainable efforts include:

Panel and sign life: Partner experience in installing panels and signs thus far show that panels and signs have a lifespan of 5-8 years (UV protection) and 10-12 years (framing and metal supports). Maintenance issues are the responsibility of the receiver of panels and signs, namely the appropriate local, regional or state authority, which will sign MoU/agreement that includes provide for the care and maintenance of physical markings.



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Advertising. The need to sustain the online APPs and web portal includes updating of information, monitoring of communication and local service providers, and any addition of languages, information or new IT services and components. It also includes maintenance of the hosting and site itself.

While tourist industry and local services providers will be able to list services for free, we propose to offer a second tier of presence for those wishing to promote their service in a bigger way, through rotating banner ads, top listing or other innovative promotion scheme as yet to be created. This allows larger services (mobile phone providers, airline companies, travel agencies, hotels, etc.) to help underwrite the listing of local service providers and the BSSRC in whole.

In addition, a second level of income can be derived from the APPs themselves. Offered for free in APP stores and markets, should the APPs become popular, we can entertain charging a nominal fee (1-3 euros) for downloads, using the income to support the sustainability of the program.

SIGNIFICANT PLANS RELEVANT TO THE JOINT ACTION:

ARMENIA:

Development Project of the Town of Jermuk. On the BSSRC route, Jermuk spa is identified by the regional and national government for master plan and development. They have requested AMAP to provide information panels and directional signs as part of the plan. The BSSRC program will allow that installation to occur.

Southern Tourism Corridor Development Plan, National Competitive Foundation of Armenia (NCFoA, <http://www.cf.am/>). The southern tourism corridor is identical to the BSSRC route in Armenia's two southern marzes; Vayots Dzor and Siunik. The plan includes the development of tourism infrastructure at several communities, beginning with the already installed world's longest reversible aerial passenger tramway at Tatev monastery. The NCFoA solicited AMAP's expertise and comments for this study and used AMAP panels and directional signs for its inauguration installation at Tatev. AMAP coordinates its work with the NCFoA, insuring smooth process of implementation and support.

Tourism Development Concept Paper, created with the input and support of various agencies, including EU, USAID, UN and others, the concept paper was adopted by the government of Armenia in 2008 and charts a path of development in tourist to 2030. The EU's twinning fiche proposal is based on the findings of this paper, and some points therein are worth noting in this proposal as they complement and justify the BSSRC program in Armenia:

Competitiveness - Armenia's share in the European market is currently only 0.04%. For Armenia to grow its industry in the long term, it must provide products and services that are competitive in the regional and the global market.

International integration - Armenia's tourism industry must not be isolated from international developments. Both the public and private sector must look to international best practice and be willing to apply new approaches and methodologies to compete on an international level.

Focus & Specialization - Armenia must not focus solely on generating worldwide awareness of the country but on creating targeted interest in, and a desire to visit, invest or use the services offered.

Cooperation - Competitiveness of tourism destinations is preconditioned by the formation of a common vision and cooperation between all stakeholders - state governance and local self-governance bodies, private sector (enterprises, scientific, educational, health care institutions and non-trade organizations joining them) and the population.

Sustainable (Regenerative) Development - Armenia's tourism industry is indelibly linked to its natural, cultural, historical and social heritage. Any negative impacts to this heritage will negatively



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impact the tourism industry. Long-term economic, social and environmental gains are therefore preferable to short term quick wins that may have negative impact in the long term. Development of tourism shall ensure the preservation, reproduction and development of nature, environmental, cultural-historical and social heritage.

Tourism as a priority sector of economy - In view of the economic, social and political role and importance of tourism it must remain a priority sector of economy and must be targeted at the stable economic growth and improvement of living standards.

Nature and environmental protection - Armenia's tourism industry development shall contribute to the preservation of nature and environment, recovery of biological diversity, as well as rational use of natural resources.

GREECE:

National Strategic Reference Framework 2007-2013, Operational Program of Anatoliki Makedonia - Thraki, Priority Axis 2: Innovation - Competitiveness, Measure 2.7.: Development of tourism activities (infrastructure, business activities, promotion-visibility) - As tourism could be a sector of economical development in the region, BSSRC will offer an opportunity in developing new businesses in the regional tourism industry, attracting more visitors in the region, promoting the natural and historical monuments in the region and reinforcing alternative forms of tourism.

National Strategic Reference Framework 2007-2013, Operational Program of Anatoliki Makedonia - Thraki, Priority Axis 2: Innovation - Competitiveness, Measure 2.8.: Infrastructure of culture - Alongside environmental protection, emergence and exploitation of cultural heritage could be a necessary and sufficient basis for the diversification of regional development, which - according to its natural and human resources - has the potential to be more competitive region. BSSRC will integrate the cultural dimension into the sustainable regional development.

National Strategic Reference Framework 2007-2013, Operational Program of Anatoliki Makedonia - Thraki, Priority Axis 3: Use of geographical position of the region, Measure 3.2.: Information Society - Telecommunications - An objective of NSRF for the region is promoting Information Society to social and economical field. BSSRC will help in the diffusion of Information and Communications Technology (ICT) for both business - to improve the productivity of the region - and citizens - to improve the quality of life, as well as maximize the benefits of ICT usage by adjusting them to the needs of users.

TURKEY:

Tourism Strategy of Turkey 2023 - The Culture and Tourism Ministry, which has completed its tourism strategy for the centennial of the Republic of Turkey in 2023, will create nine culture and tourism zones and seven tourism development corridors. By 2023, 10 tourism cities, 11 cruise ports, nine marinas and one airport will be part of the first leg of the tourism strategy; the first leg will be completed in 2013.

Turkey, which seeks to increase its bed capacity to 1.5 million, and the number of tourists visiting the country to 40 million in 2013, also plans to attract \$50 billion in revenue from tourism activities involving foreign tourists. The goal for domestic tourism is \$20 billion. Turkey, which plans to secure \$1,000 in revenue per tourist, is set to make one of the biggest jumps in tourism in Europe.

The tourism strategy, implemented in coordination with the Transportation Ministry, State Planning Organization (DPT), Ministry of Public Works and Settlement, and Ministry of Energy and Natural Resources, requires a review of all coastlines of Turkey.

UNWTO paper on Silk Road Action Plan - Developed by UNWTO, the Silk Road Action Plan provides a launch pad for strengthening the Silk Road brand, facilitating travel along the Silk Road and



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enhancing destination management. The proposals, now open for discussion, will provide a base for advancing robust, competitive and sustainable growth in tourism.

The meeting acknowledged that although UNWTO has been supporting tourism along the Silk Road for many years, the brand still lacks a strong identity. Member States can now take advantage of new opportunities offered, particularly by the development of strong public relations and social media to identify and sell their 'unique selling points' whilst cooperating to provide direct benefits to those travelling along or in Silk Road destinations.

The 5th International Meeting on the Silk Road adopted many practical suggestions for capacity building and boosting the Silk Road brand and its development into a consolidated tourism product. This work will be integrated in an Action Plan spearheaded by UNWTO. Suggestions put forward for further work include:

- Research on source markets, market segmentation and 'unique selling points' of each member state and region.
- Development of joint projects across member states to promote the Silk Road brand.
- Creation of a task force made up of national tourism administrations, UN organisations and the private sector.
- Development of 'authentic experiences' - here the meeting noted practical examples of 'home-stay' programmes and support for local products and sustainable product development.
- Investment in capacity building including guide and language training, as well as the ability of guides to work across borders.
- Finance and the development of infrastructure - the meeting noted practical examples from Kazakhstan on this subject.
- Infrastructure - the development of a high-speed rail network in Uzbekistan and the development of tourist centers was offered as a prime example of projects that will take the Silk Road initiative forward.
- There should be urgent examination of all ways to facilitate cross border travel between the Silk Road states particularly with regard to the issue of visas.

Alliances for Culture Tourism in Eastern Anatolia - Despite the country's remarkable economic progress, regional and gender based inequalities constrain the attainment of the poverty reduction in the country's East Anatolia region. In response, the UNCT in Turkey has included outcomes in Turkey's UNDAF 2006-2010 that address the reduction of regional disparities through social development.

The proposed Joint Program will utilize the respective capacities of four UN agencies (UNDP, UNESCO, UNWTO and UNICEF) in coordination with the Ministry of Culture and Tourism of Turkey to implement the Joint Program based upon existent national strategies, including the Ninth Development Plan (2007-2013)[1] and the Government's Tourism and Strategy Action Plan of 2007-2013 and the 2023 Tourism Strategy in mobilizing cultural values as a complementary asset for promotion of tourism. The proposed Joint Program will ensure national ownership through the effective cohesion of program outputs with the institutional set up of management of cultural policy and cultural tourism in the country and of program targets with those of the relevant national authorities.

UNDP will facilitate governance mechanisms at the local level to ensure that all relevant parties are



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involved in planning, implementation and monitoring of the project activities. This program will establish a capacity at the local level to identify cultural conservation and tourism related priorities and to develop responses for those issues. In addition, in partnership with UNWTO, UNDP will work with local businesses to improve tourism supply in Kars and its environs to ensure that the stakeholders leverage the region's potentials for their own incomes.

GEORGIA:

Competitiveness - Georgia's share in the European market is currently low and for Georgia to grow its industry in the long term, it must provide products and services that are competitive in the regional and the global market.

International integration - Georgia's tourism industry has been largely isolated from international developments. Both the public and private sector must look to international best practice and be willing to apply new approaches and methodologies to compete on an international level.

Focus & Specialization - Georgia must not focus solely on generating worldwide awareness of the country but on creating targeted interest in, and a desire to visit, invest or use the services offered.

Cooperation - Competitiveness of tourism destinations is preconditioned by the formation of a common vision and cooperation between all stakeholders - state governance and local self-governance bodies, private sector (enterprises, scientific, educational, health care institutions and non-trade organizations joining them) and the population.

Sustainable (Regenerative) Development - Georgia's tourism industry is indelibly linked to its natural, cultural, historical and social heritage. Any negative impacts to this heritage will negatively impact the tourism industry. Long-term economic, social and environmental gains are therefore preferable to short term quick wins that may have negative impact in the long term. Development of tourism shall ensure the preservation, reproduction and development of nature, environmental, cultural-historical and social heritage.

Tourism as a priority sector of economy - In view of the economic, social and political role and importance of tourism it must remain a priority sector of economy and must be targeted at the stable economic growth and improvement of living standards.

Nature and environmental protection - Georgia's tourism industry development shall contribute to the preservation of nature and environment, recovery of biological diversity, as well as rational use of natural resources.

Relevant Efforts/experience by partners:

Armenia: AMAP has been engaged in improving infrastructure and contributed to development of local economy through raising awareness of Armenian monuments, marking them with panels and signs, installing Welcome Centers and Rest Stops at rural communities, which work continues and this project is an extension of. To date AMAP has installed 329 information panels and 352 directional signs at 175 monument locations in Armenia. AMAP created 5 thematic trails grouping monuments, including a north-south Silk Road trail between Georgia (eastern north border) and the Iranian Border. Two welcome centers were created at the northeast Georgian border and on Lake Sevan. The proposed BSSRC is an extension of this work, creating a new route joining a new route in Armenia with western Georgia, the NUTS II defined region in Turkey and north eastern Greece.

Greece: ERFC founders have initiated or implemented the following Territorial Co-operation and EU Integration programs:

- EC-Programme INTERREG IVC: MINI EUROPE: Regional instruments to strengthen regional



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infrastructures to support SMEs in innovation.

- Lifelong Learning Programme-Leonardo da Vinci under Mobility: It is proposed a model of vocational education and training along water trails.
- EC- INTERREG PROGRAMME-SEE: IFA NETWORK: The project shall build and establish a powerful and sustainable network of innovation and finance agencies in SE-Europe.
- CULTURE 2007-13 Intercultural Dialogue Festival - Cultural encounter between East and West.
- INTERREG IIIC -INNOREF: Innovation and resource efficiency as driving forces for sustainable growth. Implementation of integrated concept for sustainable development by participatory process - Improvement of regional management supporting structures, capacity building and economic conditions.
- INTERREG IIIC -GRDP: Greening the Regional Development: Institutional Environmental Audit and sharing of expertise and knowledge of appraisal techniques to identify good sustainable development practices.
- INTERREG III B MedOcc -REMOMED: Horizontal Maritime Med Network: Studying alternative multimodal transport corridors along the Horizontal Mediterranean axis.
- INTERREG III B MedOcc PIC-RM: Projects of common initiative among Med Regions: Identification of common projects for Water, Risks and spatial development.

Turkey: The Economists' Association (EkP), a reference in the field of economic policies in Turkey, including non-governmental organization has been active since 2000. EkP has 80 members from academia supporting the projects, several sponsors from private sector. EkP's network includes 15.000 academics, economists, bureaucrats and policy makers in Turkey and it is a well – known non-profit research organization. EkP has also sufficient local contacts and cooperation with local institutions such as Chambers, Municipalities, Universities and etc.

Young and dynamic volunteers, and national and international relationships developed over 10 years with the Economists Platform, Turkey has been working to provide an exemplary model of think-tank. Economists Platform as the primary issues between the years 2010-2013; International Economic Relations, Regional Development and Macroeconomic Stability selected topics and has been working in this context.

The EkP had taken role in several projects as a lead partner/project partner in Turkey. During these projects EkP had realized both research activities and management of projects. In 2008 EkP was the partner of a research project financed by EU named as Rural Development in Mountain Villages in Thrace Region and EU Model realized by Istanbul Commerce University. EkP supported the field research and academic research with its academic team. Last year EkP supported the project named as TRAB.in project also with its academics and realized the field research in Trabzon (Black Sea Region in Turkey). EkP with its network of academics including more than 80 people from different specialization have the capacity to realize such kind of research. EkP has also led the Black Sea Think Tank Network Project with partner institutions from Black Sea Countries and organized two workshops one in Istanbul and one in Kyiv.

Economists in this context, the Platform designated projects for the year 2011;

1. Black Sea Basin Regional Cooperation Project,
2. Impact Assessment Project of Development Agencies,



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3. Unemployment Policy Development Project

4. Entrepreneurship Development Project, respectively.

Economists within the framework of the main projects of this platform and continues to work through existing and new projects to contribute to the development of Turkey's economy is working.

Economists Forum, the organization, including the reference in the field of economic policy in Turkey was established on June 28, 2000. An institutionalized structure of thought and organization of modern Turkey continues to work to deliver the Economists Forum, a local, national and international level and has developed many research and application projects in this direction has been one of the most respected non-governmental organizations.

In relation to this program, complimentary EKP methods include:

- Integrating community-based conservation, education, research, and capacity-building, and tourism.
- Emphasizing dialogue and traditional knowledge
- Empowering people takes precedence over generating data without local benefits
- Promoting applied projects and those that can generate local income
- Interdisciplinary and cross-cutting solutions

Georgia: The Georgian government has identified tourism as a major industry to grow the Georgian economy. The Tadzreli Foundation entered into an agreement with the entity of public law "National Agency for Cultural Heritage Preservation of Georgia," an agency of the Georgian Ministry of Culture, to place signs at sixty Georgian historical sites. This project is underway and completely complements the Black Sea Silk Road Corridor project. Signs have been place in east Georgia, but no signs have yet been designed or installed in the areas along the proposed Silk Road trail.

Overview (Tourism Concept Paper) This summation from the report is global and pertinent to the entire project and all partners in the BSSRC project:

1. Economic benefits of tourism

1. Contribution to Gross Domestic Product - Tourism contributes approximately 3.6% of world GDP and 5% in Europe.
2. Foreign Exchange Earnings - Tourism is one of the top five export categories for many countries and is a main source of foreign exchange earnings for 38% of them.
3. Revenue source - Government revenues from the tourism sector can be categorized as direct and indirect contributions. Direct contributions are generated from tourism employment and operated businesses, and by direct levies such as departure taxes. Indirect contributions are those originating from taxes and duties levied on tourists for goods and services supplied.
4. Trade Surplus - Tourism is the only major sector in international trade in services in which trade surpluses are found.
5. Multiplier Effects - Tourism has a strong multiplier effect serving as a major source of economic development in developing countries.



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6. **Comparative Value** - In developing countries where the tourism industry is a priority sector of economy, the contribution to GNP, employment, and export receipts have outpaced traditional economic activities.
7. **Employment Generation** - The rapid expansion of international tourism has led to significant employment creation. Tourism can generate jobs directly through hotels, restaurants, leisure establishments, transportation infrastructures and souvenir sales, and indirectly through tourism-related businesses (food and other products, services, trade). The world-wide tourism industry employs around 231 million people or approximately 8.3% of the world's workers.
8. **Stimulation of Investment** - A positive image of the tourism sector and country created through international visitors traveling to Armenia stimulates foreign investments, which has its positive impact on other branches of economy (manufacturing, IT, construction, education)
9. **Poverty Alleviation** - Tourism provides a means of creating entrepreneurial opportunities for those living in rural or other areas considered as disadvantaged from economic point of view.

2. Social Benefits of Tourism

1. **Develops Communities** - Tourism can add to the development of communities in many ways. Events or festivities organized by local residents for tourists, as well as their hospitality contribute to the social vitality of the community and jobs created by tourism as well as incomes generated from them can act as a vital incentive to reduce emigration from rural areas.
2. **Infrastructure** - As tourism supports the development of community facilities and services, it can bring higher living standards to rural areas. Benefits can include upgraded transport and communication infrastructure, improved healthcare and transportation, new sport and recreational facilities, restaurants, and public spaces.

3. Cultural Benefits of Tourism

1. **Revaluation of Culture & Traditions** - Tourism can boost the recovery, preservation and transmission of cultural and historical traditions, which often contributes to the conservation and rational use of natural resources, the protection of national heritage, and development of culture, arts and crafts.
2. **Civic Involvement & Pride** - Tourism helps raise the awareness of community population of the value of natural and cultural sites and can stimulate a feeling of pride in local and national heritage and interest in its conservation.

4. Environmental Benefits of Tourism

1. **Financial** - Tourism generated incomes may be directed to the environmental protection.
2. **Environmental Awareness Raising** - Tourism increases public appreciation of the value of nature and leads to environmentally conscious behavior.
3. **Environmental Protection & Preservation** - Tourism can significantly contribute to environmental protection, conservation and restoration of biological diversity and sustainable use of natural resources.



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5. Political Benefits of Tourism

1. **Nation Branding** - Tourism contributes to the perception of the country in the global market establishing and strengthening of public diplomacy, stimulation of foreign investments and export.
2. **Catalyst for Peace** - Travel brings people into contact with each other and it can foster understanding between peoples and cultures and provide cultural exchange between hosts and guests.

*Tourism Development Concept Paper

3. Demonstrate the relevance of the joint action to the particular needs and constraints of the target countries and regions, and how the results of the joint action shall have a cross border impact on the area.

The BSSRC seeks to address a number of problems facing partner states with regards tourism. While certain areas experience vibrant or growing tourism, others do not. Foreign visitors overlook the route proposed for the BSSRC, reasons given including lack of knowledge of the region, poor promotion in the international tourism market of a region and route that is yet to be marked, and language barriers or perceived barriers.

A natural corridor exists for travel between the four states in this project, yet it is not marked or used by tourists, who create itineraries piecemeal or avoid/skip states because they are unaware of the possibility of travelling through all countries on the route. Further, tourists are not aware of the thematic cross-border cultural experiences to be found on this route, the history and authentic experiences offered by the cultures on the BSSRC, while communities on the corridor miss opportunities to improve local tourism economies and create cultural bridges.

No single effort can develop the infrastructure, services and capacities of so many communities on a route as wide as the BSSRC, there are too many variables and it would be out of the scope of the Joint Operational Program: "Black Sea Basin 2007-2013".

However, a platform for development that raises awareness of the cultural, historical and natural monuments on the corridor and helps spur visitors to tour the corridor and thereby provide incentive for local capacity growth that is possible, and is needed.

Such a platform is proposed in this project proposal; to create a unified trail between partner states that highlights the cultural, natural and historic tourist destinations along the trail, promotes the cross-border cooperation between partner states and communities and in increasing awareness and promotion, spur tourists and incentives for further development at the local level.

SPECIFIC RELEVANCE OF THE JOINT ACTION TO PARTICULAR NEEDS AND RESTRAINTS INCLUDE:

Isolation / communication / connection:

The BSSRC route crosses borders and encourages dialogue as well as contact with partner state communities and cultures, and with international visitors. It encourages tourism, tourists and their purchasing of local products and services. It has the potential to break isolation between communities on cross-borders, as tourists, income and incentive to improve and cooperate grow. This begins through simply marking the corridor and monuments and trails, then in providing a platform for communication (APPs, Web Portal).

Contributing to the whole will be the embedded social networking component at all layers of APP and Web Portal development: this encourages viral marketing on one level, but more importantly it significantly reduces social, economic and cultural isolation as users interact through social networks



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as they view, use and experience the BSSRC and its local communities.

Community connections is furthered by dedicated interactive online linkage via APP and web portal community connection feature, where listed communities and tourism service providers (agents, local providers, traditional craft producers) meet, interact and connect online in a dedicated process created just for this purpose. This platform will help promote cross-border cultural contact for the exchange of knowledge, ideas and existing local services between states.

Link up the communities of different ethnic and cultural backgrounds in areas of political instability along the Silk Road to promote reconciliation and cultural exchange:

Both the physical route with its multi-language information panels and directional signs pointing to multi-cultural monuments and touristic destinations and the online corridor (Web Portal, APPs with a contact web directory of multi-state tourism industry, associations and local providers) creates a “family” of cultures, the BSSRC community at large, we might say.

Dialogue between communities is encouraged via the IT platform of communication, specifically in the directory of services and messaging system and in setting up the corridor and its promotions. Social Networking will play a significant role in all areas of the project, its power to link communities of multi-faceted backgrounds in to a common network of mutual interests—its power is still being understood but already it has been seen as a promoter of mutually beneficial goals that bind seemingly disparate cultures.

Seminars and workshops planned in the project will begin a process of dialogue as members of cross-border communities will be recruited to participate in training and informational colloquiums. These will include training in Social Networking and using the communication tools in the BSSRC APPs and Web Portal, with shared experiences in promotions and ways cross-border communities can deepen their cooperation to mutually beneficial projects of tourism development.

Events include promotional presentations of the BSSRC to local, regional and national Tourism industry, associations and authorities, including community members; and one public presentation in each state for the general public and media. Members of communities in each state and cross-border regions will be encouraged to attend and participate in these festival events, further encouraging dialogue, exchange of culture and understanding.

Limited infrastructure development to host tourists and offer services due to inaccessibility of some sites, lack of investments and relevant facilities:

The BSSRC will create a platform for development and two types of infrastructure: the first is the physical marking of the BSSRC trail, with relevant directional signs and information panels giving background for each trail site plus instructions how to download the second infrastructure: APPs for smart phone (iPhone, iPad, Android, Windows 7, BlackBerry) users and the BSSRC Web Portal.

Communication development via 3G/4G networks and smart phone APPS and Web Portal is expected to spur tourism and so the incentive to develop infrastructure and investments.

Develop ecotourism in Protected Areas: Wildlife tours are extremely rare, due to limited information available on areas of visit. Nature trails need to be established.

Marking Trails, signs, GPS positioning and maps, APPs with detailed descriptions and maps of hiking route, flora and fauna on the trail, and sites to be noted. Local services and guides, practical information.

There are initiatives (WWF, Ecotourism Association) to develop ecotourism in Protected Areas and to provide alternate means of income to communities that are sacrificing biodiversity and sustainable



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environment for short-term income. These include organizing welcome centers at Arpi Lake National Park, Khosrov National Park and Shikahogh Forest (on the BSSRC trail) and local services.

The BSSRC project will not engage directly in these activities but complement and assist in these efforts by promoting destinations in rural communities as tourist stops and as markets for traditional products, tourist services, overnight and eatery venues, local guides, etc. We will not directly involve in the process of individual development activities (B&Bs, cafes, souvenir production, etc.) but provide an awareness platform through the BSSRC trail and online applications that list local services at each destination and promotes local tourism economies. This platform for development, a key promotional device will spur individual initiative while complementing existing programs.

Exchange culture / tolerance / joint efforts:

Cultural Exchange is a phrase that often indicates different things to different people. For the BSSRC it consists of knowledge of cross-border cultures (communities), history and background, and commonalities between cultures. In all the project will do it will impact on cultural exchange, whether in physical implementation of erecting the signage and panels for the physical BSSRC, in identifying and highlighting the multi-cultural character of the BSSRC (monuments, communities, traditional products and crafts) or virtually through the IT infrastructure we will create that will build bridges between cultures online while connecting them with the outer world (tourists, cross-border communities).

Economic incentive to cooperate. Business knows few borders and the incentive to cooperate across borders is also an incentive to tolerate cultural differences while conducting mutually beneficial transactions.

Tourist assistance / Platform for independent travel:

APPs are a 21st century infrastructure that includes multi-media interactions and GPS guidance capabilities. This latter allows for sophisticated self-guides that incorporate GPS guidance, and detailed descriptions in multi-media format (images, audio, video, GIS layered mapping capabilities) as well as practical information listing local tourist services. Translating the information into 6 languages opens the corridor, its sites and destinations, and the culture to a wider range of visitors, encouraging culture, economic and knowledge exchange.

The choice of APP development platforms (iPhone, iPad, Android, Windows 7, BlackBerry) enables and promotes the BSSRC to the largest user base of smart phones, further promoting self-guides and interaction with the BSSRC communities.

4. Where the joint Action is the continuation of a previous Action clearly indicate how the proposed joint Action is intended to build on the activities/ results of this previous Action; refer to main conclusions and recommendations of evaluations that might have been carried out.

ARMENIA: Not a continuation but an expansion of several Silk Road initiatives in the region, especially the WTO Silk Road Project (http://www.unwto.org/silk_road/index.php). In Armenia, the idea for the BSSRC sprung from AMAP's 2009 Silk Road tour trail, which linked cultural, historic and natural monuments on a North-South trail linking Georgia with Iran. The trail highlighted monuments with directional signs and multi-language information panels and included 12th-13th cc caravanserais, once used to house silk road traders travelling along the Silk Road.

The idea to expand this trail to include the Black Sea Basin (which was one of the dozens of Silk Road trail routes) and the four states in the application, grew from these initial programs plus those in each state included in this project application. Expanding the silk road to encompass Greece, Turkey, Georgia and Armenia will have positive results in cross border cooperation and



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understanding. (www.BlackSeaSilkRoad.com/sites).

Culture today knows no boundaries, in its purest form, just as the Silk Road knew no real boundaries in trade; when boundaries went up, the silk road simply rerouted itself to accommodate and continued to flow. It was very practical and very successful for hundreds of years. The BSSRC is a kind of 21st century version of the original, if truncated and dedicated to tourism. Yet its goal, to expand beyond borders and find common solutions and make common cooperation, and in promoting understanding and common cultural identity, is much the same.

GREECE: Not a continuation

TURKEY: Not a continuation

GEORGIA: Likewise, in Georgia this project will build on the ongoing project of the Tadzreli Foundation to place signage at more than 60 historical sites in Georgia. The Tadzreli sign (“Tabulebi”) project did not intend to encompass environmental sites, so the development of tourism in those areas will expand the original program in a very positive way.

5. Explain whether your joint Action has links to various policies and initiatives implemented in the Black Sea Region, for example initiatives under DABLAS, Commission for the Protection of the Black Sea against pollution etc.

Policies and Initiatives:

The European Neighbourhood Policy, Black Sea CBC programme under the European Neighbourhood and Partnership Instrument (ENPI). Instrument for this project proposal.

Black Sea Trust for Regional Cooperation The Black Sea Trust will fund programs that strengthen cross-border ties, civic participation, democratic governance, and the rule of law in the wider Black Sea region. The broad goals of the Black Sea Trust include building trust among citizens in their public institutions and to strengthen this critical set of institutions; affirming the value of citizen participation in the democratic process; and fostering regional, cross-border ties in the public, private, and non-profit sectors. www.gmfus.org/blacksea

Commission on the Black Sea The Commission on the Black Sea is a civil society initiative developed and launched jointly in 2009 by the Bertelsmann Stiftung, the Black Sea Trust for Regional Cooperation, the Economic Policy Research Foundation of Turkey (TEPAV), and the International Centre for Black Sea Studies (ICBSS). www.blackseacom.eu

Black Sea Economic Cooperation The BSEC came into existence as a unique and promising model of multilateral political and economic initiative aimed at fostering interaction and harmony among the Member States, as well as to ensure peace, stability and prosperity encouraging friendly and good-neighbourly relations in the Black Sea region. www.bsec-organization.org/Pages/homepage.aspx

The Black Sea Initiative The Black Sea Synergy programme was developed by EU in order to tackle concrete initiatives looking at areas like transport, energy, the environment, maritime management, fisheries, migration, and the fight against organised crime, the information society and cultural cooperation. www.ec.europa.eu/world/enp/pdf/com07_160_en.pdf

6. Where the joint Action is part of a larger programme, clearly explain how it fits or is coordinated with this programme or any other planned project. Specify the potential synergies with other initiatives, in particular from the European Commission.

Not part of a larger program. Except as an extension of tourism development encouraged by each state:



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ARMENIA: Tourism is one of the leading and more dynamically developing industries of the economy of Armenia. As a basic principle of the state policy it has been declared a priority sphere of economy by (in Armenia): the law of the Republic of Armenia “On Tourism and Tourist Activities adopted on December 17 2003.

Further to these commitments in February 2008 the GoA approved the Tourism Development Concept Paper which draws the principles, values and objectives of state policy led in this sphere of economy, as well as provides a vision of the industry development for the year 2030. On the basis of the latter this proposal derives from the Tourism Development Concept Paper adopted by the GOA in October, 2008. See #2 above (2.3.2.2) for details of the plan.

GREECE: Tourism serves as the heavy industry for Greece. Latest data from the summer of 2011 show a big increase of tourism flows especially from Ex Soviet Union countries (Russia in particular) and other ex Eastern Block and Balkan countries.

TURKEY: The BSSRC project fits within both the Turkish tourism development strategy (Vision 2023, see synergy below) and the goals of the EU, UN and Turkish government to develop the region economically and socially. Tourism is a major driver of the economy, with most tourists visiting the capital and the Mediterranean coast. Focus on opening the Black Sea to tourism will encourage additional visitors to explore the region and leverage support for the region’s development.

GEORGIA: The BSSRC project will build on the ongoing project of the Tadzreli Foundation to place signage at more than 60 historical sites in Georgia (www.BlackSeaSilkRoad.com/sites). The Tadzreli sign (“Tabulebi”) project did not intend to encompass environmental sites, so the development of tourism in those areas will expand the original program in a very positive way.

Potential Synergies:

BSSRC:

The UNWTO’s Silk Road Programme (<http://www.silkroadcities.com/>) (<http://silkroad.unwto.org>) a collaborative initiative designed to enhance sustainable tourism development along the historic Silk Road route. It aims to maximize the benefits of tourism development for local Silk Road communities, while stimulating investment and promoting the conservation of the route’s natural and cultural heritage.

ARMENIA:

EU project: 2009-2011: “SME Development” Sector “Supporting Alleviation of Poverty in Martuni Region of Gegharkunik Province through encouraging development of tourism and hospitality sector SMEs” (Gegharkunik Marz).

EU project 2009-2011: “Building the Path to Sustainable Development in Rural Areas through Entrepreneurship and Hospitality Sector Cluster Development” improve the utilization of local resources (Gegharkunik Marz).

EU twinning fiche proposal, 2010, with Ministry of Economy (Department of Tourism and Territorial Economic Development) with scope of the proposed Twinning project is Tourism Sector development in general, including GOA- regional authorities relationship and public-private partnership in particular and objective “to enhance capacity for tourism policy development and implementation with the view of improving economic growth in the RA regions (Marzes and Communities)”. Status: The ToR for Framework Contract to elaborate Twinning Fiche submitted to the EUD.



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GREECE:

National Strategic Reference Framework 2007-2013, Operational Program of Anatoliki Makedonia - Thraki, Priority Axis 2: Innovation - Competitiveness, Measure 2.7.: Development of tourism activities (infrastructure, business activities, promotion-visibility)

National Strategic Reference Framework 2007-2013, Operational Program of Anatoliki Makedonia - Thraki, Priority Axis 2: Innovation - Competitiveness, Measure 2.8.: Infrastructure of culture

National Strategic Reference Framework 2007-2013, Operational Program of Anatoliki Makedonia - Thraki, Priority Axis 3: Use of geographical position of the region, Measure 3.2.: Information Society - Telecommunications

TURKEY:

Tourism Strategy of Turkey, Vision 2023 - With the adoption of sustainable tourism approach tourism and travel industry will be brought to a leading position for leveraging rates of employment and regional development and it will be ensured that Turkey becomes a world brand in world tourism and a major destination in the list of top 5 countries receiving the highest number of tourist and highest tourism revenues by 2023.

Silk Road Action Plan of UNWTO - As part of this programme, the first ever UNWTO Silk Road Ministers' Summit took place, bringing together leading decision makers in tourism to discuss opportunities for developing the Silk Road brand in the context of:

Increasingly competitive economies in Asia and the Middle East

Enhanced connectivity via rail networks linking Central Asia to Europe and beyond

Market trends and growing demand for experience-based, seamless travel

Mobile technologies and the role of social media

Ministers and leading private sector representatives shared experiences and insight from across all corners of the Silk Road, addressing key issues relating to the three pillars of the UNWTO Silk Road Action Plan: i) Marketing and promotion, ii) Capacity building and destination management and iii) Travel facilitation.

European Destinations of Excellence Program of European Commission - EDEN is the acronym for European Destinations of Excellence, a project promoting sustainable tourism development models across the European Union. The project is based on national competitions that take place every year and result in the selection of a tourist "destination of excellence" for each participating country. The intangible cultural heritage of oil wrestling has made Edirne an EDEN site on the silk road identified in Turkey.

GEORGIA:

USAID's Georgia Employment and Infrastructure Initiative has been working to develop the tourism industry in Adjara, Kakheti and Samtskhe-Javakheti since 2007, including renovating and refurbishing fifteen guesthouses in the regions, in an effort to spur economic development in Georgia. Because of USAID's financial and technical assistance, eleven of the fifteen guesthouses will receive Rural Tourism Accommodation Standard certification. These eleven guesthouses are the first guesthouses in Georgia to meet the accommodation standards. <http://georgia.usaid.gov/ka/node/367> accessed 22 Sep 2011.



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Women's Initiatives Supporting Group (WISG) Development of Rural Tourism in the Adjara Region. In March-April 2006 on the EU-BAS-Georgia initiative, WISG implemented the project "Rural tourism development in Ajara region", with a view to select host families in the Ajara coastal region, to train them and to create local networks of such enterprises. CIDA Funded Project Contract # BAS-GER-06-15/CACS-2005-09-04/1, 1 <http://women.ge/wp-content/uploads/2010/08/WISG-Ajara-Bas-I-phase.pdf> . accessed 22 Sep 2011.

The European Neighbourhood Policy of the European Union sets out a EU-Georgia Action Plan which lays out the strategic objectives of cooperation between Georgia and the EU. Article 4.4, Economic and social reform, poverty reduction and sustainable development, of the Action Plan implements the agriculture development strategy 2006 -2009 providing for: . . . ii) encouraging the diversification of rural activity including development of rural tourism. http://www.mfa.gov.ge/index.php?sec_id=461&lang_id=ENG. accessed 22 Sep 2011.

CHF International is a 50-year-old, American non-profit, international development organization that serves as a catalyst for long-lasting and positive change in areas of community, habitat and finance worldwide. Since October 2004, CHF has been implementing the USAID supported 5-year Georgia Employment and Infrastructure Initiative (GEII), which was designed to introduce and support effective market-driven development at the community level, increase income generation opportunities in regional communities/villages and form productive and sustainable partnerships. In 2006 GEII shifted its focus to economic initiatives as part of its strategy to empower Local Economic Development (LED) in rural communities. Agribusiness, Public Private Partnerships and Rural Tourism Development were defined as priority sectors in GEII's Rural Local Economic Development Strategy. Fifteen guesthouses were upgraded and different festivals and trade-fairs held for the support of rural tourism sector. http://www.chf.ge/index.php?option=com_content&view=article&id=14&Itemid=2&lang=en. accessed 22 Sep 2011.



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2.3.3 DESCRIBE AND DEFINE THE TARGET GROUPS AND FINAL BENEFICIARIES, THEIR NEEDS AND CONSTRAINTS AND HOW THE JOINT ACTION WILL ADDRESS THESE NEEDS

Please provide all the following information:

1. Include a description of each of the target groups and final beneficiaries (quantified where possible), including selection criteria.

TARGET GROUPS:

1) Local and International Tourists & visitors

This target group includes both local visitors from in-country to regional and international tourists. Since increased tourism to the region and tourist spending on local services and products to local communities is a primary goal of the project, the rationale for their inclusion as a target group is paramount. Specifically the project will target tourists via online (APPs, Web portal, Social Networking) and tours arranged by partner state tour agencies (recruited through the 4 professional presentations of the BSSRC and online). Target tourist sectors will be finalized in the initial phase of the project, but early study in trends show a match between adventure, eco-tour, authentic and cultural tourism and networking.

2) Local communities at targeted destinations on the Black Sea Silk Road Corridor ("BSSRC") trail: Armenia: 43, Greece: 15, Turkey: 100, Georgia: 10 municipalities and 5 cities

Local community clusters (community leaders, local service owners, e.g. B&B, local guides, etc.) are direct target group because the Action will raise their local economy by promoting a new influx of tourists and enhancing an economic demand for their services.

3) Tourism industry promoting/working in the BSSRC: Armenia: 50, Greece: 40, Turkey: 100, Georgia: 50

Travel agencies, hotels, guide services, transportation services, translation services, etc. are included in this target group, and numbers are projected members of this target group who can be expected to show interest in the BSSRC, attend seminars and professional presentations, receive and use e-media and other materials promoting the BSSRC, and including the BSSRC (in total or part) in tours, advertising, promotions and marketing. They were chosen because their participation in the dissemination and promotion of the BSSRC is crucial to its early and sustained success as a travel product for national and international tourists.

4) Regional and national tourism authorities: Armenia: 8, Greece: 5, Turkey: 19, Georgia: 6 (Samtskhe - Javakheti Region, Imereti Region, Samegrelo-Zemo Svaneti Region, Guria Region, Adjara Autonomous Region and the national tourism ministry).

The number includes regional authorities (tourist boards for regional governments, marzes, provinces and/or communities, and national agencies/authorities. As policy shapers and/or enforcers, these authorities are necessary to the smooth operation of any tourism operation and their support and inclusion on the process of the BSSRC supports acceptance and early adoption of the trail as a tourism product and target.

5) Protected areas (National parks, State Reserves): Armenia: 3 (Lake Sevan National Park, Lake Arpi National Park, Shikahogh State Reserve), Greece: 4 (National Park of Dadia-Lefkimi-Soufli, National wetland Park of Delta of river Evros, National Park of Delta of river Nestos, lake Vistonida, lake Ismarida, lake Metrikou, National Park of mountain Rodopi), Turkey: 27 (Meric Delta, Lake Gala National Park, Igneada Deep Spot (Longoz) Forests, Terkos Basin, Bosphorus, Buyuk ve Kucuk Cekmece Lakes, Istanbul Islands, Sile Coasts, Lake Sapanca, Sakarya Delta,



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Yedigöller, Lake Abant, Koroglu Mountains, Yenice Forests, Amasra Coasts, Kure Mountains National Park, Ilgaz Mountains National Park, Cide Bay, Sarıkum Nature Park, Inceburun, Kizilirmak Delta, Yeşilirmak Delta, Giresun Island, Altındere Valley National Park, Fırtına Valley, Kackar Mountains National Park, Camili Biosphere Reserve, Karagol Sahara National Park) Georgia:8 (Kharagauli National Park, Sataplia cave protected area Dinosaurs path, Tsivi and Tsia archeological excavation, *Phasianus colchicus* NATURE 2000 and Emerald Network species and habitat, Kobuleti Protected Areas (Archeological excavations in Kobuleti: “Fichvnari”, “Namcheduri”, “Ispani”), Mtirala National Park, Kintrishi Protected landscape, *Buxus colchicus* forest Nature Living monument.

Several protected areas along the trail (number?) are directly addressed by this Action as the first and key biodiversity hotspots that will appear the trail. Most of them have long overdue plans to develop tourism but not very successfully because of internal incapacity or remote access to sites. Proposed information panels, directional signs and markers that highlight their territory will link these hotspots to the Trail and will provide a self guided access for tourists and other visitors.

FINAL BENEFICIARIES:

Local communities at targeted destinations on the Black Sea Silk Road Corridor (“BSSRC”) trail, tourism service providers along the BSSRC trail; tourism industry promoting/working in the BSSRC; regional and national tourism authorities.

1) Local communities: Armenia: 43, Greece: 15, Turkey: 100 (43 natural + 57 cultural), Georgia: 15

This is the key target and beneficiary group, they are the communities adjoining or near monuments on the BSSRC trail and the most likely to benefit from the trail as well as having the greatest stake in its successful implementation, in preserving and enhancing the monument and visitor experiences.

2) Local tourism service providers along the BSSRC trail
Armenia: 100, Greece: 100, Turkey: 100, Georgia: 100

This group which includes local businesses (hotels and guest houses, eateries, souvenirs, etc.) are key beneficiaries. Their benefit from the Action is through increased number of visitors attracted to the authentic Trail and the raised demand for these services which in turn creates economic opportunities at the local community level. They are one of key recruiting entities that will benefit financially and through increased networking.

3) Tourism industry promoting/working in the BSSRC
Armenia: 50; Greece: 50, Turkey: 50, Georgia: 50

National and regional tourism services, transportation services, airline agencies, guides, etc. will benefit from the Action through increased number of visitors and demand for local tourism service. Benefit will be both financial and from increased profile of particular service.

4) Regional and National Tourism authorities
Armenia: 8; Greece: 5, Turkey: 19, Georgia: 6

The Action will support this group of beneficiaries (tourist boards for regional governments (marz, cities), regional bodies charged with preservation of cultural and natural monuments, provinces and/or communities, and national agencies/authorities) in developing their strategic goals and plans to improve tourism, will provide development platform for regenerative tourism and will shift their understanding of the need to support local economy through tourism.

5) Other beneficiary group includes NGOs and scientists.



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Armenia: 15; Greece: 15, Turkey: 30, Georgia: 12

Though not directly targeted, they are end product beneficiaries from added knowledge, presentations, APPs and newly developed trail that will create a platform for new fundraising ideas, new synergies and international alliances, access to new information and the need for continued conservation efforts and research.

2. Identify the needs and constraints of each of the target groups and final beneficiaries.

TARGET GROUPS NEEDS AND CONSTRAINTS:

1) Tourists and Visitors:

Needs:

- Unmarked trail
- no Self-guided tours,
- lack of infrastructure,
- GPS guidance and directions,
- lack of information at sites
- lack of tourism services on local level

Constraints:

- reaching them/lack of knowledge of BSSRC
- ease of travel
- geopolitical /border issues

2) Local communities at targeted destinations on the Black Sea Silk Road Corridor ("BSSRC") trail:

Needs:

- Tourist income
- incentive to develop infrastructure and services (income)
- understanding of cross-border cause and effect in tourism
- reason to preserve and exploit healthily cultural and natural monuments
- sustainable income (see all above)

Constraints:

- cross border issues
- lack of understanding/ resistance
- resistance to change

3) Tourism industry promoting/working in the BSSRC:

Needs:

- New Tourist product
- information
- cross border (multi-national) tourism opportunities
- Market opportunities
- Authentic tourism products
- sales materials

Constraints:

- lack of contact with rural areas and monuments
- lack of knowledge infrastructure (APPs and Web)



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- sales materials

-

4) Regional and national tourism authorities:

Needs:

- improve tourism in rural areas / promote prosperity through tourism
- promote more out-of-the-way destinations
- improve infrastructure and information

Constraints:

- lack of contact with cross-border authorities (lack of interactions—comprehensive multi-state projects)
- bureaucracy / slow response
- lack of contact with communities, tourism and eco-tourism NGOs and support services
- geopolitical/ border issues

FINAL BENEFICIARIES NEEDS AND CONSTRAINTS:

1) Local communities at targeted destinations on the Black Sea Silk Road Corridor (“BSSRC”) trail:

Needs:

- poverty
- lack of infrastructure
- isolation
- lack of knowledge
- lack of advertising / promotion
- lack of focus on central goals (unified trail)

Constraints:

- cultural distrust/misunderstandings? Trail implementation brings issues to fore, allowing contact and understanding
- border issues? Armenia/Turkey border is closed; project encourages contact and grass roots approach to the issue. Trail route through Georgia enhances the whole through additional cultural contact.
- history views/disagreements
- environmental impact as tourism grows (crowding)
- high rate of youth migration from local communities adjacent to cultural and biodiversity hotspots

2) Tourism service providers along the BSSRC trail:

Needs:

- isolation / need contact with visitors
- incentive to create services and products
- new ideas / new 21st century support (APPs and Web)
- cross-border restrictions

Constraints:

- reluctance to network cross-border
- resistance to change / new ideas
- funding (BSSRC serves as incentive and platform for development)
- code, standardized services often unattainable in rural, local, new entrepreneurs (authenticity is solution, and BSSRC will highlight multi-cultural/ethnic “authentic” contact with cross-cultural communities)



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- understand what tourists expect and want (seminars)

3) Tourism industry promoting/working in the BSSRC:

Needs:

- New Tourist product
- information
- cross border (multi-national) tourism opportunities
- Market opportunities
- Authentic tourism products
- sales materials

Constraints:

- lack of contact with rural areas and monuments
- lack of knowledge infrastructure (APPs and Web)
- marketing materials

4) Regional and national tourism authorities:

Needs:

- improve tourism in rural areas / promote prosperity through tourism
- promote more out-of-the-way destinations
- improve infrastructure and information

Constraints:

- lack of contact with cross-border authorities (lack of interactions—comprehensive multi-state projects)
- bureaucracy / slow response
- lack of contact with communities, tourism and eco-tourism NGOs and support services
- geopolitical issues (stable at present, border closed between Turkey and Armenia)

3. Demonstrate the relevance of the proposal to the needs and constraints of the target groups and final beneficiaries and how the joint Action will provide the desired solutions, in particular for the targeted beneficiaries.

TARGET GROUPS:

1) Tourists and Visitors:

Marked trail, signs and destinations, multi-language information, APPs and Web, promotions, recruiting tour agencies and associations to sell the product (dissemination), 21st century infrastructure, eco-friendly product (APPS and Web), authentic tourism, eco-tourism, cultural contact and cross-border trail (ease of crossing borders (directions) and understanding of unified

2) Local communities at targeted destinations on the Black Sea Silk Road Corridor (“BSSRC”) trail):

Project is a platform for development, creating incentives for infrastructure creation and improvement, ends isolation through the APPs and Web site with Social networking dissemination and linking cross-border communities through project activities. Poverty and tourism income are addressed through the marking of the trail, promotion of the trail and the increase of tourists with their spending locally that is expected as a result. We do not engage in direct development (creating B&Bs, establishing entrepreneur entities or businesses) but provide a platform for its growth by creating a trail that encourages tourism and indirectly supports millions of people in dozens of communities in 4 states on the trail.



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3) Tourism industry promoting/working in the BSSRC:

- New Tourist product
- information
- cross border (multi-national) tourism opportunities
- Market opportunities
- Authentic tourism products
- sales materials

4) Regional and national tourism authorities:

- improve tourism in rural areas / promote prosperity through tourism
- promote more out-of-the-way destinations
- improve infrastructure and information

FINAL BENEFICIARIES:

1) Local communities at targeted destinations on the Black Sea Silk Road Corridor ("BSSRC") trail:

- poverty
- lack of infrastructure
- isolation
- lack of knowledge
- lack of advertising / promotion
- lack of focus on central goals (unified trail)

2) Tourism service providers along the BSSRC trail:

- isolation / need contact with visitors
- incentive to create services and products
- new ideas / new 21st century support (APPs and Web)
- cross-border restrictions

3) Tourism industry promoting/working in the BSSRC:

- New Tourist product
- information
- cross border (multi-national) tourism opportunities
- Market opportunities
- Authentic tourism products
- sales materials

4) Regional and national tourism authorities:

- improve tourism in rural areas / promote prosperity through tourism
- promote more out-of-the-way destinations
- improve infrastructure and information

4. Explain any participatory process ensuring the participation of target groups and final beneficiaries.

8 Steering /project Meetings between partners what will include target groups and beneficiary representatives who will further disseminate project information (each also will include workshop



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or field trips to sample sites and communities)

Seminars: 1 each state, Social Networking and how to use to promote local businesses

4 Professional presentations, 1 each state

4 Public Presentations, 1 each state

Recruiting/registering locals to sign up to online directory of services (“practical information” link) of the APPs and Web portal database. (target 100 per state)

Surveys during implementation (Baseline survey, 1 year, 2 year follow up surveys)

Community liaison impromptu meetings throughout the project implementation.

2.3.4 PARTICULAR ADDED-VALUE ELEMENTS

1. Indicate any specific added value elements, in particular promotion or consolidation of public/private partnerships, innovation and best practices, or other cross-cutting issues such as environmental issues, promotion of gender equality and equal opportunities, needs of disabled people, rights of minorities and rights of indigenous peoples.

PROMOTION:

APPs (iPhone, iPad, Android, Windows 7, Blackberry)

Web portal (multi-language to include Greek, Turkish, Georgian, Armenian, English, Russian, Italian, French, Spanish, etc.)

Social Networking (10-15 social networks joined, 10,000 users/friends by 2015)

E-print media (brochures, booklets in PDF format) disseminated online (APPs and We Portal and linked to Travel agencies’ and associations/authorities online presence)

Professional and public presentations (professional to travel industry and associations/authorities presenting and promoting BSSRC in each partner state) (public presentation to public at large including local communities, tourists, and tourist industry/associations/authorities/ press and media)

Seminars/workshops (4 total 1 each state professional meetings with public component for press and media coverage; 4 total 1 each state seminar for social networking and online promotions with public component for community, associations, authorities, media presence)

INNOVATION: APPs, Web portals, use of data matrix (new bar code system); multi-media content, self-tours, GPS guidance and maps, GIS mapping, online promotions through social networking and interactive directory of local services and products for the APPs and web site.

CROSS-CUTTING: environment—alternate ways to earn income other than destruction of forests and environment. The BSSRC platform for development encourages local communities to preserve and maintain local ecologies (natural and cultural) as a means of income generation, which can lead to sustainable and regenerative use of local resources.

GENDER EQUALITY AND EQUAL OPPORTUNITIES: experience among the partners shows that



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household decisions and local family economies are managed in large by women. The promotion of traditional products (crafts) and services (B&Bs, guest houses, home eateries, souvenirs) are by and large produced or run by women, and as these tourism products increase to satisfy tourist demand, women's roles as producers and managers can increase, though this is governance by cultural mores.

MINORITIES/INDIGENOUS PEOPLE: Monuments along the BSSRC include those of minorities and ethnic cultures. The cross-border effect of the BSSRC includes indigenous people and minorities, receiving the benefits of participation in the project. There is in addition a growing tourism sector for authentic tours and experiences: staying at village homes, learning crafts and cooking, folklore and other experiences revolving around contact with indigenous people—this segment of the market is promising for the BSSRC since it brings this market in touch with heretofore undeveloped or “authentic” rural communities that are untarnished with mass tourism. Though specific development of authentic tour offerings is not a part of this project, the platform for development created by the project spurs incentives in developing authentic experiences and the BSSRC surveyors and community liaisons will introduce the ideas to communities as they conduct their work.



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2.4 DESCRIPTION OF THE JOINT ACTION

2.4.1 DESCRIPTION OF THE JOINT ACTION AND ITS EFFECTIVENESS (MAX 15 PAGES)

Provide a description of the proposed joint Action, including all the information requested below:

- In order to facilitate the management of the joint Action, Applicants are asked to divide the joint Action into thematically diversified components: Groups of Activities interlinked thematically in the joint Action. The joint Action must provide a comprehensive description of the activities and the implementation process planned under each Group of Activities (GA). The description under GAs must be as precise as possible to deliver a clear picture of the planned activities and their outputs and results, to allow for proper assessment of the relevance and necessity of the joint Action, as well as its cost-effectiveness and cross-border impact.
- The last GA must always contain information about the overall *management and coordination of the joint Action* activities and the penultimate GA must always contain information about the *visibility of the joint Action* activities. The remaining GAs (up to 3 thematic GAs) will be defined by the joint Action. First, the joint Action must define the titles of the GAs, describe their aim and purpose (justification), and then provide the description of the GAs as defined below in the GA tables.
- In the tables below, the joint Action must identify and describe each activity to be undertaken in different Groups of Activities to produce the results and which partners are involved in implementing these activities. Also, it must justify the choice of the Groups of Activities, indicating their sequence and interrelation and specifying where applicable the role of each partner (or associates or contractors) in the activities. In this respect, the detailed description of activities must develop the action plan.

The information must be consistent with the contents of the Logical Framework (please see Section 2.4.5 of this Grant Application Form).

Please note that the texts in *blue* are provided only as examples and remember to delete them in the final version of the Grant Application Form.

1. Background to the preparation of the joint Action

To address the problems of poverty, isolation, lack of knowledge, cultural misunderstandings, cross-border cooperation, environmental threat to protected areas and indigenous cultures, lack of incentive to develop infrastructure and services, lack economic and social development at and between the communities in the eligible areas for the Joint Action (eastern Greece, NUTS II Turkey, Georgia and Armenia), problems which can be addressed through a regenerative platform for development in tourism and 21st Century infrastructure (IT), this project was created.

Such a platform is proposed in this project proposal; to create a unified tourism trail between partner states that highlights the cultural, natural and historic tourist destinations along the trail, promotes the cross-border cooperation between partner states and communities and in increasing awareness and promotion, spur tourists and incentives for further local development.



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The project is physical and virtual: with directional signs and multi-language information panels marking the physical trail, its multi-cultural monuments and destinations is complemented with a virtual trail made up of 5 APPs (iPhone, iPad, Android, windows 7, Blackberry) and multi-language web portal, enhanced by integration of Social Networking. To promote local economic development and reduce isolation of rural cross border communities, the virtual trail includes an online directory of services and traditional products (B&Bs, home stays, eateries, local guides, souvenirs, agricultural tourism products, etc.).

As international tourism moves more and more into the linkage between cultural (traditional or “authentic”) tourism and nature or adventure tourism, the BSSRC project will provide a linkage between environmental destinations and cultural and historical destinations. The areas in question provide an excellent opportunity to do this, as nature trails, birding areas, preserves and protected areas happen to surround or adjoin many of the cultural or historical destinations which partner states will work on.

The process for developing the joint action included the partners and associates each contributing to the creation of a single BSSRC trail (see maps and list of candidate sites for each at <http://www.BlackSeaSilkRoad.com/sites>): this trail unites all four states while following the traditional silk road (one of the dozens that crisscrossed this part of the world) as it courses through Armenia, Georgia, the Black Sea regions of Turkey and eastern Greece. The selection criteria for sites were agreed to include cultural, historical and natural destinations within 25-50 km of the actual route (many of the more important are within this range); that they include multi-cultural and ethnic sites where relevant; that each state was free to choose the sites for its part of the trail; and they include Protected Areas and cross-border communities/monuments.

21st century communication technology is widely accepted in the tourism market and cost-effective; more information can be provided at less cost than ever before, using APPs and Web Site linkage and smart phone; a growing sector of tourists have adopted smart phones for communication and source of information while traveling. The project includes the widely adopted technology of GPS guidance, including Google/Bing maps, directions, etc. and data matrix technology which has become the new standard and allows instant connection to online site descriptions and the relevant BSSRC APP or Web page by scanning the data matrix with smart phones.

Communication / training. It was decided between the partners to include Social networking and elemental training in online marketing to communicate with tourists, tour agencies and associations, as a primary tool for promotion. It is cost effective (e-Brochures will be available for downloads as PDF files); social networking is perhaps the most successful and public tool for viral marketing and reaches the greatest numbers of online users today; most rural/local can benefit from using this tool to promote their local products and services. To achieve this the partners to conduct seminars in social networking and to contact communities on the BSSRC with a community liaison who will register local services and product providers into the directory and encourage adoption of online technology as a source of communication and marketing.

The implementation is symmetrical, with autonomous decisions by each state in how they achieve the unified goals and objectives of the joint actions chosen by all in concert. The lead partner AMAP initiated the project idea, which was adopted by all partners, and enlarged through mutual discussion and agreement. Its elaboration as a document was done in concert, with AMAP drafting the text and incorporating all changes and collection of documents.

Each partner state will produce the physical components (directional signs and information panels, markers and plaques) for their respective area, the IT components will be developed by the lead partner (the applicant) with input from each partner in the platforms and functionalities, and testing.



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Seminars and presentations are symmetrical, partners agreeing to undertake the implementation of these activities within their own states and by themselves, even as the themes of each seminar will be agreed on between all partners (Social networking, IT marketing, agendas for partner meetings, etc.)

2. Describe the key stakeholder groups and any consultation undertaken with them.

Communities on the BSSRC: Partners are in contact with local (rural) communities in the eligible area and cognizant of needs: infrastructure—social and economic—either through direct work on project like this (Armenia, Georgia, Turkey) or as a development association with other development work and related analyses (Greece, Turkey, Armenia). Consultation (one-on-one interaction with population and authorities on needs and how a project of this type can support their development) has verified support for tourism as a generator of income and the marking and promotion of monuments and local services and products.

Tourism industry: Partner states have been in contact with this stakeholder group, some on a regular basis, and the project is in part a result of these discussions: a cross-border thematic trails and its promotion has been welcomed by the industry, including the cross-border component which supports cross-border partnerships between tourism industry entities. Most contact occurred between relevant partner and stakeholder group during previous projects related to tourism.

Local, regional and national tourism authorities: Partners in each state are in touch with this stakeholder group and have derived support for and/or commitment to the project objectives and activities.

Protected areas, environmental authorities: Also contacted (eco-NGO partners) this group supports the goals of preserving natural resources through regenerative tourism, a goal of the BSSRC. They have been directly solicited for implementation support (eco-NGOs) or will be included in implementation process.

Tourists, visitors: This stakeholder group is the economic anchor for the success of the program, their use of the BSSRC trail and spending provides the key incentive to local communities to provide services and products, and develop infrastructure, and to safeguard the adjoining monument on the BSSRC trail that gives impetus to their inclusion.

Other stakeholders (includes NGOs, scientists, students): not directly targeted during project activities (except as invitees to seminars, still this stakeholder group will derive indirect benefits as they find new avenues of research & study and dissemination of the same in cross-border contacts.

3. Describe the objectives of the joint Action. Elaborate here on the objectives mentioned in the table in section 2.1 above.

OVERALL OBJECTIVE(S):

a. Support development of local economies through tourism in Partner states in the Black Sea Basin.

The BSSRC project aims to improve economic development by its establishment and promotion of local services and products at communities along the trail, through increased awareness, tourism and promotion. Tourism contributes 8% of the global GDP, and garnering its income at rural communities on the proposed Black Sea Silk Road Corridor (BSSRC) will contribute to economic development of communities that can offer tour services and traditional products to tourists. In addition, communities adjoining sites on the trail will receive economic incentive to maintain and preserve cultural, historic and natural monuments and protected areas.



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b. Enhance visitor experience at tourism sites in Partner states in the Black Sea Basin.

The BSSRC will improve visitor experience at sites on the trail in two ways: physically marking the trail with branded directional signs pointing to cultural, historic and natural monuments and protected areas on the trail, and virtually through the creation of self-guided visits in the 5 APPs and Web Portal the project will create. Using GPS directional guidance and GIS mapping, the virtual trail will provide more detailed information for each site, guide visitors along the trail, give a multi-media presentations of the trail destinations, and most importantly, link local (including the important target rural group) tour service providers (B&Bs, eateries, local guides, traditional crafts and cultural providers, hiking, horse-back, water tour guides, etc.) with tourists through a Web and APP directory of services linked to each site entry.

c. Promote cross cultural cooperation through cross-border partnerships.

Establishing the BSSRC across borders is local, people-to people (both in creating the trail and in its operation as a tourist destination) and by its definition promotes working together to address the common challenges of rural isolation and poverty at many regions along the trail. The combined resource of our four countries is the remarkable history, natural beauty and authentic cultural makeup of the region—the BSSRC uses these as building blocks for its construction and highlights the common cultural interests of states while celebrating their diversity.

d. Encourage protection of cultural monuments and biodiversity hotspots through regenerative tourist activities.

Communication development via 3G/4G networks and smart phone APPs and Web Portal spurs tourism and so the incentive to develop infrastructure and investments. This includes regenerative tourism, tourism that is not only sustainable, but actually regenerates itself by a) raising awareness of local ecologies (Marking Trails, signs, GPS positioning and maps, APPs with detailed descriptions and maps of hiking route, flora and fauna on the trail, and sites to be noted.) and b) give incentive to develop ecotourism in Protected Areas and to provide alternate means of income to communities that are sacrificing biodiversity and sustainable environment for short-term income.

SPECIFIC OBJECTIVE(S):

a) Establish Cross-border Tourism Trail "Black Sea Silk Road Corridor" ("BSSRC") in and between Partner states.

Currently the proposed area of project has problems of isolation and poor tourism infrastructure. As a result, Cross-border tourism is limited in its potential to generate economic growth at the community level (especially rural); communities and tourists are isolated from each other, with missed economic opportunities (traditional products, local tourism services, etc.). Isolation between communities in cross border areas limits growth and mutually beneficial contact as well.

The BSSRC route crosses borders and encourages dialogue as well as contact with partner state communities and cultures, and with international visitors. It encourages tourism, tourists and their purchasing of local products and services. It has the potential to break isolation between communities on cross-borders, as tourists, income and incentive to improve and cooperate grow. This begins through simply marking the corridor and monuments and trails, then in providing a platform for communication (APPs, Web Portal).

The BSSRC Project will use IT as a main conduit of awareness, promotion and a platform for linking tourists with local sites and communities and services. It will create 5 APPs (iPhone, iPad, Android, Windows 7 and Blackberry), a web portal and interactive online support for local tourist



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service providers and tourists. In this way we are creating 21st century infrastructure.

4. Provide brief information on the types of activities foreseen to be implemented, by grouping them in thematic groups of activities and specify related outputs and results, including a description of linkages/relationships between the groups of activities. Please also briefly indicate the role of the partners in the implementation of the different groups of activities.

GA 1: Mark the BSSRC Trail with directional signs, information panels, hiking trail markers & inner city walking tour plaques.

Signs are standardized by state regulations with a shared brand for all; metal/all weather construction; panels have unified design and include directions how to download APPs or access the web portal for users with smart phones and wi-fi/3G/4G compatible connection; multi-language panels languages decided by partners for each state include basic information for each site; markers used in hiking trails, plaques in urban walking tours.

Partners finalize trail and sites (<http://www.BlackSeaSilkRoad.com/sites>), agree on brand and standardized designs for each partner state; design and manufacture signs, markers and plaques; design, prepare content for, translate and manufacture information panels; install all outputs described above. GA1 runs concurrently with and feeds into GA2, GA3 and GA4; content and designs from GA1 will be included in GA2. GA3 and GA4 manage GA1 implementation and provide its visibility. ALL partners involved in each phase of this activity; associates participate in all relevant phases (research, permissions, installations).

GA 2: Web portal & smart phone APPs, social networking integration and online directory of services.

As a minimum the portal and APPs will share a centralized database; design; integrate with the most popular social networks; link a central directory of local, regional and national tour industry service providers to relevant trail site descriptions; allow uploads of portable documents, images, audio and video sequences; allow links to other online resources; incorporate GPS guidance and current online mapping/directions; include news, announcements and calendar of events; include an interactive tools of directory members to communicate with each other.

All partners agree on platform, functionalities and components for the web portal and APPs; AMAP external provider to design, develop and program web portal and smart phone APPs; All partners test and prepare/translate/migrate content into central database for these outputs. ALL partners recruit and register service providers (via survey and community liaison person) to be included in the online directory of services, associates participate in all relevant phases (research, permissions, installations).

GA2 runs concurrently with GA1 and feeds into GA3, which manage GA1 implementation and provide its visibility. ALL partners involved in the evaluation of requirements, testing and content translation and migration for their respective state.

GA 3: Visibility.

Visibility includes Social Networking; optimization of APPs and web portal for upper tier ranking; PDF e-brochures and e-packets for downloads from APPs and web portal; email campaign to tourism industry, associations and authorities and media; professional presentations to tourism industry, associations and authorities 1 each state; public presentation to public at large and media 1 each state; one-on-one promotion by survey/community liaison during survey and local registration process.



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GA3 is fed by and promotes GA1, GA2 and GA4.

ALL partners involved in this activity, attending social networking seminar and enrolling in relevant networks for their state; preparing and implementing the email campaign; preparing and uploading e-brochure and e-packet for their state/languages; preparing and attending professional and public presentations; registering and surveying communities / tourism service providers into the directory of services; preparing and disseminating regular press releases.

GA 4: Project Management.

Project Management will be performed by Applicant, Armenian Monuments Awareness Project (AMAP). Already experienced in large scale infrastructure and virtual projects like the one proposed, working with international agencies and private-public partnerships, AMAP has good qualifications and a record of cooperation in the region.

AMAP will manage the BSSRC project according to EC regulations, with the following objectives:

to coordinate project schedules and implementation of outputs with partners / target groups, and refine management procedures in order to guarantee timely fulfillment of all project activities with successful results;

to provide administrative support including financial management, timely reporting of the project progress, organization of reviews, communication linkage with and between partners and follow up / monitor implementation and report to the JMA on behalf of all partners;

to monitor quality control throughout the period of the contract in order to insure high standards and sustainability of outputs; monitor work progress of all activities and report results to partners and JMA;

to foster a cooperative work environment, facilitate contacts between project partners, stimulate collaboration between them and stakeholders/target groups;

to manage the visibility of the project to the public at large, media, authorities, tour industry, communities and other target groups, and to promote positive synergy between them and the project.

5. Indicate the broad timeframe per group of activities for the joint Action and describe any specific factor that has been taken into account

The project includes seasonal activity (panels and signs can be installed only in warm months) so depending on the start date of the project and how one activity flows into, triggers and has strong effects on the next, the exact implementation schedule and phases will be flexible and finalized at start.

GA 1: Implementation Months 1-22; final survey and report months 23-24

GA 2: Implementation Months 1-22; final survey and report months 23-24

GA 3: Implementation Months 1-23; final report month 24

GA 4: Implementation Months 1-24; final report month 24

6. Explain the partners' relevance for the implementation of the joint Action, their level of involvement and the reasons for which the roles have been assigned to them. Demonstrate the coherence of the partnership and if it involves the appropriate partners to implement the proposed



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solution.
<p>AMAP, TADZRELI experience in panels and signs and raising awareness of cultural totems.</p> <p>ASPB environmental issues and use of tourism as a device to raise awareness and create alternate means of income to protect vital resources (regenerative tourism)</p> <p>ERFC are development agencies, with experience in creating development tools and initiatives in their respective areas.</p> <p>Associates Anadolu Kultur and ICOMOS-AM are expert research and monument specialists, with deep knowledge and contacts in the cultural and historical area. The Turkish local partner Istanbul Commerce University has extensive research & development resources and can recruit student participation for multiplier and springboard effects. “Local partners” mentioned in this application (Ministries of Culture, Transport, Institutes and/or experts of Botany, Ethnography, History, archeology, Preservation of Monuments, Nature Protection) have the deepest knowledge and experience in their fields.</p> <p>Together these partnerships are a powerful combination of expertise and field experience, allowing individual partners will benefit from the experiences and expertise of other partners, while lending support and cross-cultural, interpersonal, creative solutions in the project implementation.</p>
7. In case of partners (including the Applicant) registered and located outside the programme area ⁹ , in a joint Action implemented in the eligible area, please provide a substantial justification showing that the joint Action cannot be implemented or would have difficulties in achieving its objectives without that Applicant’s/partner’s participation.
N/A

GROUP OF ACTIVITIES 1	
Name	Creating and marking the BSSRC trail with directional signs, multi-language information panels, hiking trail markers and urban walking tour plaques
Responsible partner(P):	TADZRELI-Georgia
Involved partners	Applicant (AMAP), All partners
Applicant:	AMAP
Associates	Anadolu Kultur-Turkey, ICOMOS-Armenia

⁹ This exception will be subject to approval of the JMC in the framework of the Guidelines for Grant Applicants.



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G R O U P o f A C T I V I T I E S 1	Aim and purpose (general description of the GA)	<p><i>The aim of this GA is to bind cross-border states, regions and communities to a common effort based on tourism between the states on the natural Silk Roads that once wound across Asia and bound the cultures together.</i></p> <p><i>As these communities are now separated and are losing opportunities for economic growth and development that reviving the route as a tourism destination would provide, the purpose of the Joint Action is to improve economic development by its establishment and promotion of local services and products at communities along the trail, through increased awareness, tourism and promotion.</i></p> <p><i>The project is to tackle an all-comprehensive approach to cultural awareness and local development, along the Silk Road which should become more than a trail, it can create—through enhancing visitor infrastructure at each site—a cultural corridor as well.</i></p>	
	Activities description		Partners involved
	Activity 1:	Create and install directional signs and markers on the Black Sea Silk Road Corridor	Applicant (AMAP), All partners
	Activity 2:	Create and install panels (all sites on trail) and plaques (walking tours)	Applicant (AMAP), All partners
	Expected outputs (quantified)		
Months 1-4 Until 1st Progress Report	<p><i>NOTE: Installation works have a seasonal nature, the installation will be undertaken during the spring-fall months and schedule adjusted accordingly to both season and project contract date.</i></p> <p><i>1 BSSRC Trail (www.BlackSeaSilkRoad.com) 382 panels, 516 signs, 1107 markers and 133 plaques for 192 historic, cultural and/or natural sites of the BSSRC:</i></p> <p><i>For all countries finalization of sites and monuments; site selection, research and content creation commenced; authority permissions secured; translation of content for panels and plaques into 5 languages commenced; design and manufacturing of signs, panels, plaques and markers begun; installation arrangements secured. Baseline survey of sites.</i></p> <p><i>Armenia: 114 panels, 148 directional signs, 77 markers and 55 plaques for 43 sites on the Armenian portion of the BSSRC (installed in Armenia).</i></p> <p><i>Georgia: 40 panels, 18 directional signs, 15 markers and 30 plaques for 34 sites on the Georgian portion of the BSSRC (installed in Georgia).</i></p> <p><i>Greece: 28 panels, 50 directional signs, 15 markers and 18 plaques for 15 sites on the Greek portion of the BSSRC (installed in Greece).</i></p> <p><i>Turkey: 200 panels, 300 directional signs, 1000 markers and 30 plaques for 100 sites on the Turkish portion of the BSSRC (installed in Turkey).</i></p>		



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Months 5-8 Until 2 nd Progress Report	ALL: Research, content creation, translation, design and manufacturing of panels, signs, markers and plaques continue. Installation of panels, signs, markers and plaques of the BSSRC begin (season permitting).
Months 9-12 Until Interim Report	ALL: Installation of panels, signs, plaques and markers continue (season permitting). Survey of sites undertaken. Prepare and sent Interim Report.
Months 13-16 Until 3 rd Progress Report	Continue installation process. Prepare for professional presentations.
Months 17-20 Until 4 th Progress Report	Begin final installation process. Presentations (1 professional presentation per state to tourism industry and authorities). Prepare for public presentations. E-mail campaign.
Months 21-24 Until Final Report	Complete installations by month 22. Public presentation (1 per state) to public at large. Survey of installation results. Final report.
Expected results (listed; if possible, quantified)	
Awareness raised about Black Sea Silk Road Corridor (BSSRC) as a regional tourism trail connecting countries of the Black Sea Basin across Armenia, Georgia, Turkey, and Greece. Infrastructure along the BSSRC trail improved. Tourism increased by 10% for 20% targeted communities on BSSRC. Cross border contacts between communities along the BSSRC established. Income on local level generated with an increase by 20% through establishment of tourism-related businesses (B&Bs, local food products and souvenir sales and other services and trade).	

GROUP OF ACTIVITIES 2	
Name	Creating a virtual BSSRC trail with Web Portal, APPs, Social Networking and online directory of services
Responsible partner (P):	Applicant (AMAP)
Involved partners	All partners
Applicant:	AMAP
Associates	Anadolu Kultur-Turkey, ICOMOS-Armenia



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G R O U P of A C T I V I T I E S 2	Aim and purpose (general description of the GA)	<p>The Aim of this GA is to deepen cooperation between cross-border communities to mutually beneficial projects of tourism development through using smart phone communication tools (iPhone, iPad, Android, Windows 7 and Blackberry platforms) and a Web Portal for the BSSRC.</p> <p>The APPs and Web Portal will include GPS directional guidance and maps of the BSSRC and destinations, detailed information about each destination including history, background, images, self-guided tours, video and other media components) and provide practical information for destination communities (eateries, overnight, guides, traditional products and souvenirs, etc.). The interactive support will allow local tourist service providers to be listed in a centralized online directory and to reach others in the local provider database (reservation inquires and confirmations, questions, contact for joint cooperation, etc.). Tourists will be able to find nearby services, while providers will have a platform of linkage with other like-minded providers and communities on the BSSRC.</p>		
	Activities description		Partners involved	
	Activity 1:	<i>Create smart phone APPs for BSSRC</i>	<i>Applicant All Partners</i>	
	Activity 2:	<i>Create Web Portal for BSSRC</i>	<i>Applicant All Partners</i>	
	Activity 3:	<i>Social Networking</i>	<i>Applicant All partners</i>	
	Activity 4:	<i>Create Directory of Services</i>	<i>Applicant All partners</i>	
	Expected outputs (quantified)			
	<i>for example Months 1-4 Until 1st Progress Report</i>	<p><i>Armenia: Research and development of 1 Mobile version (optimized for smart phones), 5 mobile APPs (iPhone, iPad, Android, windows 7, Blackberry), 1 multi-language website (Greek, Turkish, Georgian, and Armenian), 1 Centralized database, 1 API development for other applications. Baseline survey of sites.</i></p> <p><i>Georgia, Greece, and Turkey: Content and usability input into APP platform, formatting, functionalities and testing. Content preparation. Testing. Survey of sites.</i></p>		
	<i>Months 5-8 Until 2nd Progress Report</i>	<p><i>Creation of APPs and Web Portal described above.</i></p>		
	<i>Months 9-12 Until Interim Report</i>	<p><i>Continue creation of APPs and Web Portal described above. Interim survey.</i></p> <p><i>Register 100 (per state) local and national tourism industry (service providers, local B&Bs and guest house, hotels, airlines, etc.) into BSSRC database directory of local service providers, link to relevant trail site in the web portal. Register 25 (per state) tour agencies and other national tourism industry entities to the directory.</i></p>		



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<p>Months 13-16 <i>Until 3rd Progress Report</i></p>	<p><i>All partners: testing and refinement of APPs and Web Portal. Begin upload of content data input for APPs and Web Portal. Upload data to central database. Registration for Directory of services (see above). Prepare for professional presentations.</i></p>
<p>Months 17-20 <i>Until 4th Progress Report</i></p>	<p><i>Continue data input for APPs and Web Portal.</i></p> <p><i>Conduct 1 seminar/training session per state in Social Networking and other online tools for BSSRC community local tourism providers (tourism agencies, associations, tourism authorities, tourism industry, and community members), tourism industry and local, regional and national tourism authorities. Survey.</i></p> <p><i>10-15 Social Networks joined.</i></p> <p><i>Registration for Directory of services (see above).</i></p> <p><i>Presentations (1 professional presentation per state to tourism industry and authorities). Prepare for public presentations. E-mail campaign.</i></p>
<p>Months 21-24 <i>Until Final Report</i></p>	<p><i>Complete implementation by month 22. Public presentation (1 per state) to public at large. Final survey of results and final report.</i></p>
<p>Expected results (listed; if possible, quantified)</p>	
<p>Cross border community connections are furthered by dedicated interactive online linkage via APP and Web Portal community connection feature, where listed communities and tourism service providers (agents, local providers, and traditional craft producers) meet, interact and connect online in a dedicated process created just for these targets.</p> <p>Cross-border cultural contacts for the exchange of knowledge, ideas and existing local services between states of the BSSRC are promoted.</p> <p>ALL PARTNERS:</p> <p>5000 APP downloads/users by 2015, 20,000 unique visitors by 2015, 10,000 Social network users/friends by 2015, 400 local tourism service providers registered in online database directory.</p> <p>Contributing to the whole will be the embedded social networking component at all layers of APP and Web Portal development: this will encourage viral marketing on one level, but more importantly it will significantly reduce social, economic and cultural isolation as users will interact through social networks as they view, use and experience the BSSRC and its local communities.</p> <p>Increased use of smart phones for bookings and procurement. Consumers will be better informed. They will seek advice from other consumers through the Internet, and skilled consumers are increasingly likely to know more about specific tourism products than many travel professionals.</p>	
<p>GROUP OF ACTIVITIES 3</p>	



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G R O U P o f A C T I V I T I E S 3	Name	Visibility of the Action	
	Responsible partner (P):	(ERFC) European Regional Framework for Co-operation Inter-Regional Development Organization, Greece	
	Involved partners	Applicant (AMAP), All partners	
	Applicant:	AMAP	
	Associates	<i>Anadolu Kultur-Turkey, ICOMOS-Armenia</i>	
	Aim and purpose (general description of the GA)	<p>The aim of this GA is to raise awareness of the BSSRC locally, regionally and internationally to further encourage dialogue between the Black Sea cross-border regions, exchange of culture and understanding.</p> <p>Promotion of the BSSRC trail through professional and public presentations, community festival events for local, regional and national Tourism industry, associations and authorities, including community members will foster social, economic, and cultural cooperation in the region.</p>	
		Activities description	Partners involved
	Activity 1:	<i>Promote BSSRC trail through ePrint Media</i>	<i>All partners</i>
	Activity 2:	<i>Professional presentation (local and national Tourism industry, associations and NGOs and tourism authorities)</i>	<i>All partners</i>
	Activity 3:	<i>Promote BSSRC through 1 public presentation event in each partner state</i>	<i>All partners</i>
	Activity 4:	<i>Promote BSSRC through monthly press releases and media reportage.</i>	<i>All partners</i>
	Activity 5:	<i>Promote BSSRC through community liaison impromptu contact with communities during surveys (3) and directory of services registration process (6 months)</i>	<i>All partners</i>
	Expected outputs (quantified)		



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<p>Months 1-4 Until 1st Progress Report</p>	<p><i>1 Press release per partner per month.</i></p> <p><i>Ongoing media reportage.</i></p> <p><i>Management meeting/workshop media coverage.</i></p> <p><i>Communities liaison in prompt to meetings with communities and tourism industry.</i></p>
<p>Months 5-8 Until 2nd Progress Report</p>	<p><i>1 Press release per partner per month.</i></p> <p><i>Ongoing media reportage.</i></p> <p><i>Management meeting/workshop media coverage.</i></p> <p><i>Communities liaison in prompt to meetings with communities and tourism industry.</i></p>
<p>Months 9-12 Until Interim Report</p>	<p><i>1 Press release per partner per month.</i></p> <p><i>On-going media reportage.</i></p> <p><i>Management meeting/workshop media coverage.</i></p> <p><i>Communities liaison in prompt to meetings with communities and tourism industry.</i></p>
<p>Months 13-16 Until 3rd Progress Report</p>	<p><i>1 Press release per partner per month. On-going media reportage. Management meeting/workshop media coverage. Communities liaison in prompt to meetings with communities and tourism industry.</i></p> <p><i>Preparation of ePrint Media, obtaining information and materials for ePrint brochures and packets (PDF format)</i></p> <p><i>Prepare for professional presentations.</i></p>
<p>Months 17-20 Until 4th Progress Report</p>	<p><i>1 Press release per partner per month.</i></p> <p><i>On-going media reportage.</i></p> <p><i>Management meeting/workshop media coverage.</i></p> <p><i>Communities liaison in prompt to meetings with communities and tourism industry.</i></p> <p><i>4 E-brochures created in PDF: 1 per state</i></p> <p><i>4 BSSRC ePackets created for targeted audience: 1 per state (tourism agencies, tourism associations, tourism authorities, tourism industry)</i></p> <p><i>Presentations (1 professional presentation per state to tourism industry and authorities). Prepare for public presentations. E-mail campaign.</i></p>



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Months 21-24 Until Final Report	<i>1 Press release per partner per month. On-going media reportage. Management meeting/workshop media coverage. Communities liaison impromptu to meetings with communities and tourism industry. 1 public presentation organized per state with participation of 500 attendees.</i>
Expected results (listed; if possible, quantified)	
<p><i>10+ travel agencies attending, represented. 20+ tourism industry entities attending, represented per event.</i></p> <p><i>10 tourism authorities attending, represented per event</i></p> <p><i>10+ community leaders/representatives attending</i></p> <p><i>10+ cultural entities attending/represented</i></p> <p><i>2-5 press reportages per event issued</i></p> <p><i>20,000 unique visitors on Joint Action's website by 2015</i></p>	

GROUP OF ACTIVITIES 4			
G R O U P o f A C T I	Name	Management and coordination of the Action	
	Responsible partner (P): Applicant	Applicant (AMAP)	
	Involved partners	<p><i>As the Joint Action is based on symmetrical implementation of the project where the Applicant and its partners will carry out similar activities in each country participating in the Action, <u>all partners</u> will be involved in management of the Joint Action.</i></p> <p><i>AMAP: Overall Project management, Armenia Lead Partner</i> <i>TADZRELI: Georgia Lead Partner, Georgian activities management</i> <i>ERFC: Greece Lead Partner, Greek activities management</i> EKP: <i>IPA beneficiary, Turkey Lead Partner, Turkish activities management</i> <i>ASPB: Armenia environmental partner</i></p>	
	Aim and purpose (general description of the GA)	<i>The aim and purpose of this GA is ensuring smooth implementation of planned activities to reach the overall objective of the Project's Joint Action.</i>	
	Activities description		Partners involved
	Activity 1:	<i>Financial management</i>	<i>All partners</i>
	Activity 2:	<i>Surveys</i>	<i>All partners</i>
	Activity 3:	<i>Monitoring the planned activities of the Joint Action</i>	<i>Applicant</i>



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V I T E S	Activity 4:	<i>Organization of management meetings in each state</i>	
	Activity 5:	<i>Reporting on project outputs and results including financial reporting</i>	Applicant
	4	Expected outputs (quantified)	
	<i>for example Months 1-4 Until 1st Progress Report</i>	<p><i>1 management meeting/workshop with reports & evaluations by attendees; 1 progress report on:</i></p> <p><i>Coordination of project schedules and implementation of GA 1,2,3 outputs with partners / target groups, and refine management procedures in order to guarantee timely fulfillment of all project activities with successful results;</i></p> <p><i>Administrative support including financial management, timely reporting on the project progress, organization of reviews, communication linkage with and between partners and follow up / monitor implementation and report to the JMA on behalf of all partners.</i></p> <p><i>Monitoring quality control of the contract in order to insure high standards and sustainability of outputs; monitor work progress of all activities and report results to partners and JMA; 1 baseline survey and monitoring report of target groups undertaken by each state;</i></p> <p><i>Fostering a cooperative work environment, facilitate contacts between project partners, promote positive synergy between them and the project, stimulate collaboration between partners and stakeholders/ target groups.</i></p> <p><i>For specific outputs see GA 1, GA 2, GA 3.</i></p>	
<i>Months 5-8 Until 2nd Progress Report</i>	<p><i>1 management meeting/workshop with reports & evaluations by attendees; 1 progress report.</i></p> <p><i>Continue coordination, Administrative support, Monitoring quality control, and Fostering a cooperative work environment as per above.</i></p> <p><i>For specific outputs see GA 1, GA 2, GA 3.</i></p>		
<i>Months 9-12 Until Interim Report</i>	<p><i>2 management meetings/workshops with reports & evaluations by attendees; 1 interim report.</i></p> <p><i>Continue coordination, Administrative support, Monitoring quality control, and Fostering a cooperative work environment as per above.</i></p> <p><i>For specific outputs see GA 1, GA 2, GA 3.</i></p>		



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<p>Months 13-16 Until 3rd Progress Report</p>	<p><i>1 management meeting/workshop with reports & evaluations by attendees; 1 progress report.</i></p> <p><i>Continue coordination, Administrative support, Monitoring quality control, and Fostering a cooperative work environment as per above.</i></p> <p><i>For specific outputs see GA 1, GA 2, GA 3.</i></p>
<p>Months 17-20 Until 4th Progress Report</p>	<p><i>2 management meetings/workshops with reports & evaluations by attendees; 1 progress report.</i></p> <p><i>Continue coordination, Administrative support, Monitoring quality control, and Fostering a cooperative work environment as per above.</i></p> <p><i>For specific outputs see GA 1, GA 2, GA 3.</i></p>
<p>Months 21-24 Until Final Report</p>	<p><i>1 management meeting/workshop with reports & evaluations by attendees. Final report.</i></p> <p><i>Continue coordination, Administrative support, Monitoring quality control, and Fostering a cooperative work environment as per above.</i></p> <p><i>For specific outputs see GA 1, GA 2, GA 3.</i></p>
<p>Expected results (listed; if possible, quantified)</p>	
<p><i>All partners accepted and agreed on the implementation procedures of the planned activities under this Joint Action.</i></p> <p><i>Common methodological approach used in every GA's work.</i></p> <p><i>The overall project implementation managed smoothly without any conflicts/problems or misunderstanding.</i></p> <p><i>All planned activities undertaken in accordance with the schedule as stated by Joint Action and based on progress reports' conclusions and recommendations.</i></p> <p><i>The outputs of the project activities reached high standard quality requirements.</i></p> <p><i>8 Management Meetings organized in each country (2 meetings in each state) participating in the BSSRC Joint Action.</i></p> <p><i>3 surveys of target groups; 2 project monitoring trips to insure project achievements accomplished.</i></p> <p><i>The BSSRC Joint Action closure done successfully without any problems/conflicts unsolved.</i></p>	



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2.4.2 METHODOLOGY (MAX 6 PAGES)

Describe in detail:

1. The methods of implementation and reasons for the proposed methodology.

Overall the project will use the so-called “traditional project management approach” which includes five key phases of the development and implementation process: Initiation, Planning, Execution, Control, Closure. The traditional approach entails achieving the flexibility in planning and reaching deadlines and provides the benefits of control and effective team building with the following core processes to determine success of the methodology: managing decisions, measuring performance, effective control and monitoring of activities, providing quality assurance, timely delivery and acceptance by the core target groups: tourists, communities on the trail, tourism industry entities and authorities.

In addition it must be flexible enough to accommodate the multi-cultural and sensitive geopolitical situation between partner states.

Further methodologies will be used in the IT portions of the project, from waterfall (where one activity effects and flows into the next) to parallel running (physical marking of the trail runs parallel to and cross-effects the virtual trail), especially as the integration of online directory and social networking prevails in the latter and thereafter portion of the project.

Traditional method is most apparent in the overall management of the project and within GA1, GA3 and GA4 and between GA1/2 and GA3/4. Waterfall and Parallel Running methods are most apparent in the GA1 to GA2 phase, as one leads to and effects the other while both run parallel to each other operation.

Turnkey methodology will be used for production of GA2 outputs (web portal and APPs), wherein the “customer” (BSSRC partners) receive the final product as a turnkey solution, ready to go. The research process (platforms, configurables, functions, design and layout) is collaborative between the provider and customer, while the migration (uploading) of content into the database is parallel and cooperative.

GA2 Seminars in Social Networking involve training which philosophy will be interactive and hands on. The registration of services in the Directory (GA2) will also be interactive while goals in both will use traditional and waterfall methods.

2. Where the joint Action is the prolongation of a previous action, explain how the proposed joint Action is intended to build on the results of this previous action. Give the main conclusions and recommendations of evaluations that might have been carried out.

Not applicable except that the idea for this project sprung from initiatives by AMAP and TADZRELI to mark historic, cultural and natural monuments in respective states, including a “Silk Road” thematic trail in Armenia. Talking with partners, the consortium realized the positive results of extending a trail through the four states and anchoring it between eastern Greece and Armenia, coursing through the natural splendors of the Black Sea Coasts and mountainous regions of Turkey and Georgia.

This project is not a prolongation but will complement the “Revitalization of Historical Silk Road” perspective, aimed to make the new route of Asia region focused world trade, pass through the lands of Black Sea Region countries which are parts of Silk Road.

3. Where the joint Action is part of a larger programme, explain how it fits or is coordinated with this programme or any other possibly planned project. Please



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specify the potential synergies with other initiatives, in particular from the European Union.

N/A

4. The procedures for follow up and internal/external evaluation.

Surveys and reports. A baseline survey of select, targeted destinations on the BSSRC (including community attitude to monument/trail/protected area, economic situation as attainable, site location, popularity, tourism activity/attendance, facilities and infrastructure) will be carried out in the first phase of the project. 2A follow up survey will occur in the final phase, reflecting on the impact of the project to the destinations and adjoining communities. The same will be done for Tourism Industry and large-scale service providers.

Partners will submit reports on work to the Applicant who will collate into interim and forward to the JMA, including implementation and financial and survey results.

Monitoring of project will be done state-by-state by dedicated individual (also community liaison and surveyor) and include baseline data compared to ongoing and final data for each activity.

Questionnaires and evaluation forms will be available at each steering meeting, presentation and seminar for feedback from attendees to the usefulness and effectiveness of the event and its goal (i.e. Social Networking, Visibility, professional contact, directory of services. Etc.)

5. The role and participation in the joint Action of the various actors and stakeholders (local partner(s), target groups, local authorities, etc.), and the reasons for which these roles have been assigned to them.

External Collaborators (Research Experts, local authorities, Environmental, cultural and transport authorities, etc.) will provide the necessary permissions for project implementation, insure correct and accurate content, and act as professional collaborators on project activities.

Communities will participate as a target group, benefiting from the monument's tourism attraction, encouraged to develop services and traditional products for tourist benefit and the community economic development.

Tourism Industry are recruited to sell the BSSRC as a tourism product, raising awareness of the trial, it monuments and nature areas, as the natural professional marketing actor for this tourism product.

Local and International Tourists & visitors act as the catalysts for community development of local services and traditional products, and economic incentive to cooperate and even to protect/maintain monuments. They receive a new tourism product, an authentic experience in rural areas, and discover some of the treasures of the Silk Road.

Protected Areas and Environment: Significant results by tourism in these areas include enhanced knowledge of their environmental importance, alternate tourist-focused means of income for local communities that may instead irreparably harm protected areas and local ecology to extract natural resources, and establishment of unified eco-tourism as a multi-country phenomenon in the region.

6. The organisational structure and the team proposed for the implementation of the joint Action (by function: there is no need to include the names of individuals).

Each partner has a Project Coordinator and Management/office/implementation staff (Administrative, Finance, Management, Technical) as required and listed in the budget. In addition



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partners may use external collaborators (experts, subcontractors) and associates/local partners (authorities, associations, cultural, historical, and natural specialists, tourism industry, etc.) as mentioned in the Log Frame. In addition 1 partner (ASPB) will be providing Environmental specialists/coordinators.

The overall organizational structure is AMAP (Applicant and Project Management), EkP (IPA LFB and Partner and Turkey Management), ERFC (Greece implementation), TADZREDI (Georgia implementation), ASPB (Armenia environmental issues/activities).

7. The main means proposed for the implementation of the joint Action (equipment, materials, supplies to be acquired or rented, and any in kind contribution).

Equipment: (A) = Acquired (R)= Rented

Office: Computers (A), Copier (A), Printers (A), Camera / Lens (A), Furniture (A), Vehicles (R)

Installation: Generator (A), Welder (R), Crane/lift (R), Jack hammer (A), Vehicles (R)

Materials: (A) = Acquired (R)= Rented

Panels and Directional signs: Framing materials (A), metal sheeting (A), hardware (A), metal profiles (A), laser cut metal and plastics (A), dry-coating/enamel (A), printed panel material (A), Cement mix (cement, sand) (A), welding rods, wires, soldering, tungsten (A), misc. (A)

Supplies: (A) = Acquired (R) Rented

Office: Stationary supplies (A), printer/fax ink and toner (A), USB flash drives (A), Blank DVDs and CDs and covers/jewel boxes (A), film (A), batteries (A), printing matter (A), misc. (A)

Installation (Tools): Drill (A), drill bits (A), metal grinder (A), saw (A), hammers (A), screwdrivers, ratchets (A), clutches (A), trowels (A), hoes (A), shovels (A), buckets (A), wheel barrow (A), paint (A), paint brushes (A), paint scrapers (A), paint thinner (A), white spirit (A), sandpaper (A), metal brushes (A), rags (A), openers (A), electric chord & winder (A), ladder (A), replacement blades (Saw and grinder) (A), welding solder and electrodes (A), cleansing agents (A), miscellaneous (A)

Presentations/seminars/meetings: Packets (A), notebooks (A), printed material (A), stationary supplies (A), flash USB (A)

In kind contribution: (please specify the ownership of the in kind contribution)

Office furniture and equipment (ALL PARTNERS), installation works (travel authorities, monument protection/management authorities, nature protection authorities, others as relevant per type of site), other installation works (relevant authorities in each state), research and content verification (Cultural, Historical Environmental Authorities & experts, Anadolu-Kultur, ICOMOS-Armenia), Professional support (ALL PARTNERS, ASSOCIATES, Consul for Italy in Giumri), Presentations (relevant authority, host, service provider), Media reportage (relevant media body)

8. The attitudes of all stakeholders towards the joint Action in general and the activities in particular.

Attitudes of stakeholders is positively disposed to the project should it be approved but on some levels skeptical that it will be funded and so actually done -rural communities especially show this skepticism--development projects do not always make it to their level, so communities wait word of confirmation and start of project. This is understandable as rural communities are often the last to receive aid and the first to be forgotten, their isolation breeding general skepticism to



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development—something this project is especially designed to address.

Other stakeholders (authorities, tourist industry) are very positive, understanding the promotional, awareness and development potential of the project. Tourists' reactions to current marking projects is very positive, especially when the markings are in multiple languages. The chance for a new "authentic" type of tour trail (new tour product)

The Action will re-create the original Ancient Trail which was used by all kinds of merchants, pilgrims, missionaries and nomads for almost 3,000 years and which covers the present day territory of the stakeholders. Marked on the ground the Trail will create a special "sense of ownership" among stakeholders, will enhance their self-esteem and boost entrepreneurial spirit.

9. The planned activities in order to ensure the visibility of the joint Action and the EU funding.

Promote BSSRC trail through ePrint Media.

Each state will create a downloadable PDF format multi-page brochure of the BSSRC in their country, which design and format will be agreed between partners in the initial stage of the project. The brochure will include listing sites, maps, descriptions and instructions on how to access smart phone APPs and web portal for more detailed information. Multiple partners and associates for each state will collaborate on the final product.

Each state will create a downloadable PDF format packet of information, which design and format will be agreed between partners in the initial stage of the project. The packet might include individual maps, brochures, mileage charts, featured services (purchased ads), individual site brochures or booklets, language guides, travel tips, etc.

Professional presentation (local and national Tourism industry, associations and NGOs and tourism authorities).

Each state (partner(s), associates) will host a professional presentation to state and local tourism industry, authorities, NGOs and associations to introduce the BSSRC as a tourism destination (tour product). The presentation will ideally include materials handed out to the tourism industry to help it promote and sell the product, feature site(s) on the BSSRC, its linkage to other states and the multi-cultural, cross-border benefits of the product. Event will include entertainment, cultural icons or demonstrations and introduce other partners from other states and their portion of the BSSRC. Field trips to one or more sites on the BSSRC is also ideally suited, and final format, schedule and activities for each professional presentation will be during preparations and in concert with all partners.

Promote BSSRC through 1 public presentation event in each partner state.

Each state (partner(s), associates) will host a public presentation to the public at large, to introduce the tour product, the BSSRC. The presentation will also feature site(s) on the BSSRC, its linkage to other states and the multi-cultural, cross-border benefits of the product, introducing other partner state portions while focusing on the host country route. Event can take the shape of many forms, from touring one or more site, hiking featured nature trails, symposiums or seminars with media reportage, mini-events occurring over several days, entertainment, folk traditions demonstration, etc. The final format, schedule and activities for each professional presentation will be during preparations and in concert with all partners.

Promote BSSRC through monthly press releases by each partner.

Each partner will create and send out monthly press releases about the project and its



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implementation and successes during the project implementation. Press releases (electronic in form to reduce paper usage and promote green choices) will be sent to relevant media outlets, tourism industry, authorities and other relevant and interested parties (including NGO's, associations, history, culture and environmental organizations and individuals), and shared with other partners. A Press packet (electronic) will be produced by each partner as well, which can be sent to the same recipients and downloaded from the BSSRC Web portal and APPs.

Promote BSSRC through community liaison impromptu contact with communities during surveys (3) and directory of services registration process (6 months).

Each partner state will have a community liaison (either as separate staff member or combined with position of surveyor and field registrar of the director of services), which will visit communities on the BSSRC selection list and promote community involvement and word-of-mouth promotion and visibility through impromptu promotion to community members, leaders, schools, etc. These contacts will promote the goals of the project, demonstrate to communities how they can participate, support and benefit from the project, and encourage local development initiatives for hosting and serving tourists on the trail.

Promote BSSRC through media reportage at management meetings/workshops.

Each partner state will host 2 management meetings during the course of the project. At these meetings a mini-workshop or cultural event will be included to which the local media will be invited to attend. This reportage will form ongoing media coverage of the event, leading to the professional and public presentations.

2.4.3 DURATION AND INDICATIVE ACTION PLAN FOR IMPLEMENTING THE ACTION

The total duration of the joint Action will be <24> months.

Applicants should not indicate a specific start up date for the implementation of the joint Action but simply show "month 1", "month 2", etc.

Applicants are recommended to base the estimated duration for each activity and total period on the most probable duration and not on the shortest possible duration by taking into consideration all relevant factors that may affect the implementation timetable.

The activities stated in the action plan should correspond to the activities described in detail in section 2.4.1. The implementing body shall be either the Applicant or any of the partners, associates or contractors. Any months or interim periods without activities must be included in the action plan and count toward the calculation of the total estimated duration of the joint Action.

The action plan for the first 12 months of implementation should be sufficiently detailed to give an overview of the preparation and implementation of each activity. The action plan for each of the subsequent years may be more general and should only list the main activities foreseen for those years. To this end, it shall be divided into six-month interim periods (NB: A more detailed action plan for each subsequent year will have to be submitted before receipt of new pre-financing payments, pursuant to Article 2.1 of the General Conditions of the Standard Grant Contract).

The action plan will be drawn up using the following format:



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Table 1

Year 1												
	Semester 1						Semester 2					
	Month 1	2	3	4	5	6	7	8	9	10	11	12
GA 1												
Activity 1 <i>Create and install directional signs and markers on the Black Sea Silk Road Corridor</i>												
Preparation Activity 1 <i>Finalisation of sites and monuments and site selection; authority permissions secured; design and manufacturing of signs and markers begun; installation arrangements secured.</i>	X	X	X	X	X	X	X	X				
Execution Activity 1 <i>Installation of signs and markers.</i>					X	X	X	X	X	X	X	X
Activity 2 <i>Create and install panels (all sites on trail) and plaques (walking tours) on the Black Sea Silk Road Corridor</i>												
Preparation Activity 2 <i>Finalization of sites and monuments; site selection, research and content creation commenced; authority permissions secured; translation of content for panels and plaques into 5 languages commenced; design and manufacturing of panels and plaques begun; installation arrangements secured.</i>	X	X	X	X	X	X	X	X				
Execution Activity 2 <i>Installation of panels and plaques (season permitting).</i>					X	X	X	X	X	X	X	X
GA 2												
Activity 1 <i>Create smart phone APPs for BSSRC</i>												
Preparation Activity 1 <i>Research on development of 5 mobile APPs (iPhone, iPad, Android, Windows 7, Blackberry)</i>	X	X	X	X								
Execution Activity 1 <i>Developing 5 mobile APPs</i>					X	X	X	X	X	X	X	X



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Activity 2 <i>Create 1 multi-language (Greek, Turkish, Georgian, and Armenian) Web Portal for BSSRC</i>												
Preparation Activity 2 <i>Research on development of Web Portal</i>	X	X	X	X								
Execution Activity 2 <i>Creation of Web Portal</i>					X	X	X	X	X	X	X	X
Activity 3 <i>Social Networking</i>												
Preparation Activity 3 <i>Seminar/training session, one per state</i>	X	X	X	X	X	X	X	X	X	X	X	X
Execution Activity 3 <i>Joining Social Networks</i>												
Activity 4 <i>Create Directory of Services</i>												
Preparation Activity 4 <i>Seminar/training session, one per state</i>	X	X	X	X	X	X	X	X	X	X	X	X
Execution Activity 4 <i>Registering local and national tourism industry into BSSRC database</i>								X	X	X	X	
GA 3												
Activity 1 <i>Promote BSSRC trail through ePrint Media</i>												
Preparation Activity 1 <i>Obtaining information and materials for ePrint brochures and packets (PDF)</i>	X	X	X	X	X	X	X	X	X	X	X	X
Execution Activity 1 <i>Creation of eBrochures and ePackets. Monthly press release, media reportage</i>	X	X	X	X	X	X	X	X	X	X	X	X
Activity 2 <i>Professional presentation (local and national Tourism industry, associations and NGOs and tourism authorities) Press release, media reportage</i>												
Preparation Activity 2 <i>Tourism industry liaison in prompt to presentation</i>	X	X	X	X	X	X	X	X	X	X	X	X
Execution Activity 2 <i>Professional presentation for tourism industry, associations and NGOs and tourism authorities. Press release, media reportage.</i>	X	X	X	X	X	X	X	X	X	X	X	X



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Activity 3 <i>Promote BSSRC through public presentation event in each partner state</i>												
Preparation Activity 3 <i>Communities' liaison to prepare public presentation. Press release. Media reportage</i>	X	X	X	X	X	X	X	X	X	X	X	X
Execution Activity 3 <i>1 public presentation event in each partner state</i>	X	X	X	X	X	X	X	X	X	X	X	X
Activity 4 <i>Promote BSSRC through monthly press releases and media reportage</i>												
Preparation Activity 4 <i>Prepare press releases and media reportage</i>	X	X	X	X	X	X	X	X	X	X	X	X
Execution Activity 4 <i>Dissemination of press releases and media reportage</i>	X	X	X	X	X	X	X	X	X	X	X	X
Activity 5 <i>Promote BSSRC through community liaison impromptu contact with communities during surveys and directory of services registration process</i>												
Preparation Activity 5 <i>Prepare community survey questionnaires and community meeting/workshop for creation of directory of services</i>	X	X	X	X	X	X	X	X	X	X	X	X
Execution Activity 5 <i>Community survey and Creation of directory of services</i>												
GA 4												
Activity 1 <i>Financial management</i>												
Preparation Activity 1 <i>Follow up on financial procedures and forms with and between partners of the Joint Action</i>	X	X	X	X	X	X	X	X	X	X	X	X
Execution Activity 1 <i>Timely financial reporting</i>			X				X					X
Activity 2 <i>Surveys of target groups</i>												
Preparation Activity 2 <i>Create survey methodology</i>	X											
Execution Activity 2 <i>Undertake 1 baseline survey of target groups by each state</i>		X	X	X								



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Activity 3 <i>Monitoring the planned activities of the Joint Action</i>												
Preparation Activity 1 <i>Prepare monitoring methodology, forms and implementation procedure</i>	X	X	X	X								
Execution Activity 1 <i>Monitor implementation of work progress of all activities</i>	X	X	X	X	X	X	X	X	X	X	X	X
Activity 4 <i>Organisation of management meetings in each state</i>												
Preparation Activity 4 <i>Decide on venue and agenda of management meeting</i>	X	X	X		X	X	X		X	X	X	
Execution Activity 4 (title) <i>Organisation of management meeting/workshop with reports and evaluations by attendees.</i>				X				X				X
Activity 5 <i>Reporting on project outputs and results including financial reporting</i>												
Preparation Activity 5 <i>Creation of reporting schedule and methodology. Obtaining information for reporting</i>	X	X	X		X	X	X		X	X	X	
Execution Activity 5 <i>Timely reporting on progress of the Joint Action</i>				X				X				X

Table 2

Year 2												
Action	Semester 1						Semester 2					
	Month 1	2	3	4	5	6	7	8	9	10	11	12
GA 1	X	X	X	X	X	X	X	X	X	X		
GA 2	X	X	X	X	X	X	X	X	X	X		
GA 3	X	X	X	X	X	X	X	X	X	X	X	X
GA 4	X	X	X	X	X	X	X	X	X	X	X	X

2.4.4 SUSTAINABILITY OF THE JOINT ACTION (MAX 3 PAGES)

Provide all information requested below:

1. Describe the expected impact of the joint Action with quantified data where possible, at technical, economic, social, and policy levels (will it lead to improved



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legislation, codes of conduct, methods, etc.?)

The joint Action impact will result in projected 10% increased income from tourism activity by 2015 for 20% designated communities along BSSRC, the installation of 1 Tourist Trail "Black Sea Silk Road Corridor" with 70% visitor satisfaction rating of project outputs (directional signs, multi-language panels, APPs and Web Portal), a 20% increase in entrepreneur cross-border cooperation between partners states and raised awareness of the corridor as a tourist product with an increase of tourists and income related to the BSSRC.

Environmentally, the BSSRC will raise awareness of Protected areas and important natural areas as both destinations for nature lovers and adventure travelers but also provide an alternate means of income to local communities hosting tourists and providing services and traditional products, spurring them to protect and maintain the natural areas, if no other reason than as a means of income because of its pristine nature.

The BSSRC is not aimed a changing legislation or codes of conduct and methods though by its successful implementation it can become an example to those wishing to adapt and streamline other processes like this.

2. Describe a dissemination plan and the possibilities for replication and extension of the joint Action outcomes (multiplier effects), clearly indicating any foreseen dissemination channel

Dissemination plan includes the GA's related to visibility and marketing, which are the prime means of spreading the word and actions of the project. Media is perhaps the most recognized means of dissemination and has the capacity to reach large numbers of individuals and potential users of the BSSRC. Each partner will generate monthly press releases, the media will be invited to attend all management meetings/workshops and presentations (public and professional) and be sent press packets and encouraged to create reportage about the project, the trail, and its individual aspects. This creates a multiplier effect as the BSSRC is reached to local, national and international markets.

The project generated APPs and Web Portal will also disseminate project goals and successes, while attracting a more connected tourist group, which have been shown to be more willing to spend more on tours (especially "authentic" tour products) and able spread word of the product to others.

Social networking is the most powerful IT powerful tool for dissemination and viral marketing today, and the BSSRC successful use of this tool will have perhaps the greatest online dissemination of project objectives and in the action of recruiting tourists and visitors. The most popular Social networks already boast a membership of almost half a billion people, so the potential—and multiplier effect—for local service providers in reaching customers through the integration of this tool throughout the virtual BSSRC platform (APPs and Web Portal, Directory of Services, learning how to join and use Social Networking to local advantage) is quite potent.

Community word of mouth (viral dissemination) is perhaps the most important (and least acknowledged) means of dissemination for projects like this, which depending local involvement to implement and sustain positive results. As communities find positive results through increased tourists and related economic activity, they reinforce its progress and spread word of its success within and between communities—further enhancing the project's importance and support locally. e-Brochures & e-Packets are green technology in printing (PDF formats) that can be linked to, downloaded, sent by email or other electronic means, printed and shared, on an unlimited basis (that is limited only by the capacity of the person accessing he product).

Tourism Industry is a prime disseminator to the tourist target group, with the economic incentive



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to assist in promoting the BSSRC. Also motivated to disseminate are public and private authorities, cultural, historic and natural entities and NGOs, all of which will be recruited by the project directly and in presentations, seminars and management meetings/workshops.

3. Provide a detailed risk analysis and contingency plan. This should include a list of risks associated for each proposed action, accompanied by relevant mitigation measures. A good risk analysis will include a range of risk types including physical, environmental, political, economic and social risks¹⁰

Favorable global tourism conditions: this is largely outside our control, as the world economy dictates tourism activities, still the project's use of IT tools, the creation of the virtual BSSRC in APPs and Web Portal and its integration into social networking and optimization for searches brings a wider availability to the target groups and beneficiaries, and for local communities, which heretofore have been isolated and without modern means of communicating with the tourism market, it enhances their chances of reaching tourists in a competitive market.

Favorable geo-political situation between states is also largely outside our control, though the project seeks to bridge divides between states and the trail itself mitigates current situation through its route. Favorable economic conditions, like the first risk above, this is not within our control, but we have devised ways to reach the tourist market through the project outputs: APPs, Web Portal, IT tools and online directory of services.

Natural disasters would necessitate the possibility of rerouting or halting implementation for the physical route, but it would not affect online implementation which is geographic free and so not subject to the same natural forces. The same is true visa-versa.

Budget contingency reserve addresses unforeseen expenses not addressed or in addition to those addressed in the budget at large.

4. Describe the main preconditions and assumptions during and after the implementation phase.

Preconditions: during: Finalize route and site selection on BSSRC, MoUs with Authorities (Ministries of Culture Transport and Nature Protection, site authorities), Agreement on unified standards for highway signage, Subcontractors' Agreements, languages agreement between partners, Formatting & components, content preparations and approvals, media contacts, target group and beneficiary contact, community isolation, little or no cross border contact or cooperation, poor tourism infrastructure, lack of self-guided tours, lack of communication links and IT applications. Rural communities especially vulnerable and losing on tourism income. After: communities linked via physical and virtual trail, cooperating on cross-border tourism initiatives, tourists have well-marked trail and access to correct information about sites and local services and traditional products; cooperation between states.

Assumptions during: Favorable global tourism conditions, Favorable geo-political situation between states, Favorable climatic and economic conditions, Natural disasters averted, Tour agencies motivated to promote BSSRC, motivated tourists, motivated communities to create and list services and products in APP and web portal directory of services. After: Tour Agencies sell BSSRC product and bring tourists, Tourists find information about the BSSRC through agencies and/or online search engines/ APP stores, Online visitors access the web portal and download APPs, use the services to navigate, self-guide and use local services and products.

5. Explain how sustainability will be secured after completion of the joint Action. This

¹⁰ Please carefully correlate this section with the assumptions and risks presented within the Logical Framework (Annex C).



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may include aspects of necessary follow-up activities, built-in strategies, ownership, communication plan, etc. In so doing so, make a distinction between the following dimensions of sustainability:

- a. *Financial sustainability: This is a grass roots program on the community level, the signage and IT components promoting individual entrepreneurship in providing local (rural) tour services and traditional products to visitors. Their sustainability comes from the incentive received by tourism income. For the IT portion, additional financing can be derived from the sale of ad space to tour industry entities (Agencies, airlines, hotels, etc.). State and other authorities assume responsibility for maintenance of physical signage for their relevant installation site, specified in agreements and permissions for site installation. Private donors may have the option (depending on the state rules and regulations) of having their brands placed on physical and virtual outputs, in exchange for continued support.*
- b. *Institutional sustainability: The BSSRC is a permanent network of signage and information panels, with an online aspect with smart phone APPs and Web portal. Partnerships established in the implementing phase are intended to be permanent, as the trail spawns additional sites and trails allied with the main artery, and new ideas planned to strengthen bonds between communities, cross-border communities, and interstate cooperation. Development of infrastructure and services are sustainable byproducts of capacity building within the project, as are inter-community agreements and sense of responsibility for care of monuments and nature areas, and serving tourists.*
- c. *Policy level sustainability: The BSSRC is not aimed a changing legislation or codes of conduct and methods though by its successful implementation it can become an example to those wishing to adapt and streamline other processes like this.*
- d. *Environmental sustainability There is every reason to proceed with outputs for this project with regards environment as its intention is to preserve and protect nature areas and protected areas through tourism. Impact on the environment through erecting signage will be assessed by the relevant environmental authority in cooperation with the project partners, the project environmental partners in particular, as will the impact of tourism itself on sensitive areas. These recommendations will be incorporated into project planning and/or dissemination to tourist industry and relevant authorities for their benefit.*

6. Explain whether the joint Action is expected to have springboard or multiplier effects, and if so, how these are foreseen to come into action.

The project will have both springboard and multiplier effects: springboard in that it is a pilot program for the states in creating a cross-border tourism trail between these four states, also in its combination of physical and virtual tour trails and the exploitation of IT and HT applications and tools. It has Multiplier effects with its potential for duplication in the region and especially in the multiplier effect on communities enlarging local services and infrastructure in serving tourists, and in exploiting the projects IT and HT tools.



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2.4.5 LOGICAL FRAMEWORK

Please fill in Annex C¹¹ to the Guidelines for Grant Applicants. The Applicants should start the preparation of the joint Action by filling first in the Logical Framework, and thereafter the Grant Application Form.

2.5 BUDGET FOR THE JOINT ACTION

Fill in Annex B1 ENPI budget (all worksheets, for all joint Actions) and B.2 IPA budget (all worksheets, for joint Actions containing IPA partners) to the Guidelines for Grant Applicants for the total duration of the joint Action and for its first 12 months (in case of joint Actions with more than 12 months of implementation). For further information see the Guidelines for Grant Applicants (Sections 1.4, 2.1.5 and 2.2.1).

2.6 EXPECTED SOURCES OF FUNDING

Please fill in the Worksheet 4 of the Annex B1 ENPI budget, and, if the case, of the Annex B2 IPA budget to the Guidelines for Grant Applicants to provide information on the expected sources of funding for the joint Action.

¹¹ Explanations can be found at the following address:
http://ec.europa.eu/europeaid/reports//index_en.pdf



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3. THE APPLICANT

Name of the organisation	Armenian Monument Awareness Project (AMAP)
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3.1 IDENTITY

Registration Number (or equivalent)	211.171.04646
Date of Registration	28.02.2008
Place of Registration	Yerevan, Republic of Armenia
Official address of Registration	101 Pavstos Buzand street, 1 st entrance, #6, Yerevan 0002, Republic of Armenia
Country and region of Registration	Yerevan, Republic of Armenia
Branch office in the eligible area of the Programme (if the case)	N/A
E-mail address of the Organisation	rickney.amap@gmail.com
Telephone number: Country code + city code + number	+374 (10) 53 24 55
Fax number: Country code + city code + number	+374 (10) 53 92 80
Website of the Organisation	www.ArmenianMonuments.org www.ArmenianHeritage.org
Contact person	Richard Ney
Name and position of the person(s) who is/are legally authorised to sign the contract	Richard Ney, President and Chief of Party

Any change in the addresses, phone numbers, fax numbers and in particular e-mail, must be notified in writing to the Joint Managing Authority. The Joint Managing Authority will not be held responsible in case it cannot contact an Applicant.

3.2 PROFILE



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Please indicate below the type of legal entity of your organization, as defined in its statute (or equivalent document) and as described in Section 2.1.1 of the Guidelines for Grant Applicants (one choice only)

Legal status	Associations formed by one or several national, regional or local public authorities or one or several bodies governed by public law, as defined under paragraphs a-b or other non-profit organization	NGO

3.3 CAPACITY TO MANAGE AND IMPLEMENT ACTIONS

3.3.1 APPLICANT'S EXPERIENCE OF SIMILAR ACTIONS (ONLY FINALISED ACTIONS)

Maximum 1 page.

Please provide a detailed description of actions managed by your organisation over the past three years. This information will be used to assess whether you have sufficient and stable experience of managing actions of a comparable scale to the one for which a grant is being requested.



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Title of the Action :		Armenian Monument Awareness Project 2008			
Location of the Action	Cost of the Action (EUR, thousands)	Beneficiary (Lead Partner) or partner	Donors to the action (name) ¹²	Amount contributed (by donor)	Dates (from dd/mm/yyyy to dd/mm/yyyy)
Country-wide	20,00		Honorary Consul for Italy	20,00	01.05-2008 to 31.12.2008
Country-wide	68,15		VIVA Cell-MTS	68,15	01.05-2008 to 31.12.2008
Objectives and results of the action		Pilot Project to install 55 multi-language information panels, 21 directional signs at 7 sites in Armenia, print 20,000 info-brochures on same sites in 5 languages Results: All goals achieved.			
Title of the Action :		Armenian Monument Awareness Project 2009			
Location of the Action	Cost of the Action (EUR)	Beneficiary (Lead Partner) or partner	Donors to the action (name) ¹³	Amount contributed (by donor)	Dates (from dd/mm/yyyy to dd/mm/yyyy)
Country-wide	104,32		VIVA Cell-MTS	104,32	01.01.2009 to 31.12.2009
Country-wide	25,00		Honorary Consul for Italy	25,00	01.01.2009 to 31.12.2009
Country-wide	27,98		USAID-CAPS	27,98	01.01.2009 to 31.12.2009
Objectives and results of the action		Install 109 multi-language information panels, 68 directional signs, 14 Braille panels, 14 museum panels, 22 trail markers, 48 Silk Road signs, 1400 Braille pamphlets for 27 sites, 14 Braille sites, 1 museum, 2 nature trails, 1 Armenian Silk Road trail in Armenia Results: All goals achieved.			
Title of the Action :		Welcome Centres and Traditional Product development at village communities - 2009			
Location of the Action	Cost of the Action (EUR)	Beneficiary (Lead Partner) or partner	Donors to the action (name) ¹⁴	Amount contributed (by donor)	Dates (from dd/mm/yyyy to dd/mm/yyyy)
Country-wide	8,15		Norwegian MOFA	8,15	01.01.2009 to 31.12.2009
Objectives and results of the action		Pilot project to install 2 welcome centres and organize 2 village communities in packaging and developing traditional products for tourism market at 2 villages in Armenia. Results: Successfully implemented with sustainable results.			
Title of the Action :		Armenian Monument Awareness Project 2010			
Country-wide	267,82		VIVA Cell-MTS	267,82	01.01.2010 to 31.12.2010

12 If the Donor is the European Union or an EU Member State, please specify the EU budget line, EDF or EU Member State.

13 If the Donor is the European Union or an EU Member State, please specify the EU budget line, EDF or EU Member State.

14 If the Donor is the European Union or an EU Member State, please specify the EU budget line, EDF or EU Member State.



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Objectives and results of the action	Install 125 multi-language information panels, 111 directional signs, 20 Braille panels, 74 museum panels, 16 trail markers, 55 travel trail signs, 1 Adopt a monument program, 5 audio tours, 1 web site at 36 sites, 2 museums, 1 nature trail, 19 travel trail sites in Armenia Results: All goals achieved.

3.3.2 EXPERIENCE IN PROJECT MANAGEMENT

Maximum 1 page.

Please provide a detailed description of actions managed by your organisation over the past three years.



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Title of the Action :		Armenian Monument Awareness Project 2008			
Location of the Action	Cost of the Action (EUR, thousands)	Beneficiary (Lead Partner) or partner	Donors to the action (name) ¹⁵	Amount contributed (by donor)	Dates (from dd/mm/yyyy to dd/mm/yyyy)
Country-wide	20,00		Honorary Consul for Italy	20,00	01.05-2008 to 31.12.2008
Country-wide	68,15		VIVA Cell-MTS	68,15	01.05-2008 to 31.12.2008
Objectives and results of the action		Pilot Project to install 55 multi-language information panels, 21 directional signs at 7 sites in Armenia, print 20,000 info-brochures on same sites in 5 languages Results: All goals achieved.			
Title of the Action :		Armenian Monument Awareness Project 2009			
Location of the Action	Cost of the Action (EUR)	Beneficiary (Lead Partner) or partner	Donors to the action (name) ¹⁶	Amount contributed (by donor)	Dates (from dd/mm/yyyy to dd/mm/yyyy)
Country-wide	104,32		VIVA Cell-MTS	104,32	01.01.2009 to 31.12.2009
Country-wide	25,00		Honorary Consul for Italy	25,00	01.01.2009 to 31.12.2009
Country-wide	27,98		USAID-CAPS	27,98	01.01.2009 to 31.12.2009
Objectives and results of the action		Install 109 multi-language information panels, 68 directional signs, 14 Braille panels, 14 museum panels, 22 trail markers, 48 Silk Road signs, 1400 Braille pamphlets for 27 sites, 14 Braille sites, 1 museum, 2 nature trails, 1 Armenian Silk Road trail in Armenia Results: All goals achieved.			
Title of the Action :		Welcome Centres and Traditional Product development at village communities - 2009			
Location of the Action	Cost of the Action (EUR)	Beneficiary (Lead Partner) or partner	Donors to the action (name) ¹⁷	Amount contributed (by donor)	Dates (from dd/mm/yyyy to dd/mm/yyyy)
Country-wide	8,15		Norwegian MOFA	8,15	01.01.2009 to 31.12.2009
Objectives and results of the action		Pilot project to install 2 welcome centres and organize 2 village communities in packaging and developing traditional products for tourism market at 2 villages in Armenia. Results: Successfully implemented with sustainable results.			
Title of the Action :		Armenian Monument Awareness Project 2010			
Country-wide	267,82		VIVA Cell-MTS	267,82	01.01.2010 to 31.12.2010

15 If the Donor is the European Union or an EU Member State, please specify the EU budget line, EDF or EU Member State.

16 If the Donor is the European Union or an EU Member State, please specify the EU budget line, EDF or EU Member State.

17 If the Donor is the European Union or an EU Member State, please specify the EU budget line, EDF or EU Member State.



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Objectives and results of the action	Install 125 multi-language information panels, 111 directional signs, 20 Braille panels, 74 museum panels, 16 trail markers, 55 travel trail signs, 1 Adopt a monument program, 5 audio tours, 1 web site at 36 sites, 2 museums, 1 nature trail, 19 travel trail sites in Armenia Results: All goals achieved.
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3.3.3 RESOURCES

- **Financial data**

Please provide the following information, on the basis of the balance sheet of your organisation (compulsory) and also on the basis of the profit and loss account (if the case) - amounts in thousand Euros

Year	Turnover or equivalent	Net earnings or equivalent	Total balance sheet or budget	Shareholders' equity or equivalent	Medium and long-term debt	Short-term debt (< 1 year)
2010	297,74	14,44	267,82	14,44		
2009	154,83	27,05	140,45	27,05		
2008	68,15	2,08	68,15	2,08		

- **External audit report**

Where the ENPI grant requested exceeds EUR 500 000, please provide the references of the external audit report established by an approved auditor for the last financial year available. This obligation does not apply to international organizations.

Year	Name of approved auditor	Period of validity
2010	Baker Tilly Armenia CJSC	From 01/01/2010 to 31/12/2010
N - 1		From dd/mm/yyyy to dd/mm/yyyy
N - 2		From dd/mm/yyyy to dd/mm/yyyy

- **Number of staff**

Members of the team of the joint Action should be directly employed by the Beneficiary's and/or partner(s)' organisation(s) on the basis of a regular work contracts (or orders of appointment in case of civil servants¹⁸) between themselves as employees and the Beneficiary's and/or partner(s)' organisation(s) as employer(s).

The employee(s) could work full-time or part-time for the joint Action.

¹⁸ According to national provisions.



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Where the Applicant's and/or partner(s)' organisation(s) do(es) not have the adequate professionals to perform the tasks related to the joint Action, external experts may be employed/contracted for these tasks.

Total number of staff		Number of staff which could be used for joint Action implementation		Number of external experts contracted ¹⁹	
<i>Full-time</i>	<i>Part-time</i>	<i>Full-time</i>	<i>Part-time</i>	<i>Full-time</i>	<i>Part-time</i>
AMAP 1 Project Coordinator 1 Asst. Project Coordinator 1 Designer 1 Site /Technical Supervisor 1 Financial Manager 1 office Manager/ Project Assistant 1 secretary / translator	N/A	1 office Manager/ Project Assistant 1 secretary / translator	AMAP 1 Project Coordinator 1 Asst. Project Coordinator 1 Designer 1 Site /Technical Supervisor 1 Financial Manager	N/A	6 Research Experts 1 Research & Content Coordinator 5 Translators /Editors 1 surveyor/ monitor/ community liaison with car and driver 1 photographer 1 APP/Web Site developing firm 1 seminar trainer 2 events coordinator 1 e-Print editor/ layout design 5 event interpreters / translators

¹⁹ If it is the case.



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3.4 DECLARATION BY THE APPLICANT

The Applicant, represented by the undersigned, being the authorised signatory of the Applicant, and in the context of the present Grant Application Form, representing any partners in the proposed joint Action, hereby declares that

The legal status of our organisation falls within the following category²⁰ (compulsory to choose one category a-e)²¹:

c. associations: formed by one or several national, regional or local public authorities or one or several bodies governed by public law, as defined under paragraphs a-b or other non-profit organization (E.g.: Euro regions, NGO's, EGTC);

- The Applicant has the sources of financing and professional competence and qualifications specified in Section 2 of the Guidelines for Grant Applicants;
- Our organisation can hold a dedicated bank account for the Action²² and it has the legal capacity to transfer funds to foreign countries.
- The Applicant undertakes to comply with the obligations foreseen in the Partnership Statement of the Grant Application Form and with the principles of good partnership practice;
- The Applicant is directly responsible for the preparation, management and implementation of the joint Action with its partners, and is not acting as an intermediary;
- The Applicant and its partners are not in any of the situations excluding them from participating in contracts which are listed in Section 2.3.3 of the Practical Guide to contract procedures for EU external actions (available from the following Internet address:
http://ec.europa.eu/europeaid/work/procedures/implementation/index_en.htm.
Furthermore, it is recognised and accepted that if we participate in spite of being in any of these situations, we may be excluded from other procedures in accordance with Section 2.3.4 of the Practical Guide;
- The Applicant and each partner are in a position to deliver immediately, upon request, the supporting documents stipulated under Section 2.4 of the Guidelines for Grant Applicants;
- The Applicant and all partners are eligible in accordance with the criteria set out under Sections 2.1.1 and 2.1.2 of the Guidelines for Grant Applicants;
- If recommended to be awarded a grant, the Applicant accepts the contractual conditions as laid down in the Standard Grant Contract annexed to the Guidelines for Grant Applicants (Annex F);
- The Applicant and its partners are aware that, for the purposes of safeguarding the financial interests of the European Union, their personal data may be transferred to

²⁰ As described in the Guidelines for Grant Applicants, section 2.1.1.

²¹ Either keep the correct category and delete the others or mark the correct category.

²² Bank accounts in EUR are strongly recommended, due to high currency exchange risks.



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internal audit services, to the European Court of Auditors, to the Financial Irregularities Panel or to the European Anti-Fraud Office.

- We are aware that the proposals for substantial changes to the joint Action (for example activities, partners, etc.) should be agreed by the partners before being submitted to the Joint Managing Authority. Where no such agreement can be reached, the Applicant/Beneficiary must clearly indicate this when submitting changes for approval to the Joint Managing Authority.
- Our organisation will assume responsibility in the event of any irregularity in the expenditure which our organisation has declared, and will repay the Joint Managing Authority any amount unduly paid.
- The total ENPI/IPA budget of our organisation within the joint Action amounts to **EUR 417,045.82** In the event of approval of the joint Action applying for assistance from the Joint Operational Programme “Black Sea Basin 2007-2013”, we hereby commit to participate in the joint Action and provide as a partner **EUR 87,305** as a co-financing to the budget of the joint Action.



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Please choose:

a) Our organisation is not entitled to recover any paid VAT (Value Added Tax) by whatever means, and therefore all Action related expenditure to be reported will include VAT.

The following Grant Application Forms have been submitted (or are about to be submitted) to the European Institutions, the European Development Fund and the EU Member States in the last 12 months:

- NONE

Our organisation is fully aware of the obligation to inform without delay the Joint Managing Authority to which this proposal is submitted if the same proposal for funding made to other European Commission departments or Union institutions has been approved by them after the submission of this Grant Application Form.

Signed on behalf of the Applicant (legal representative of the organization)

Name	Richard L. Ney
Signature and stamp	
Position	President and Chief of Party
Date	22.09.2011



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4. IPA FINANCIAL LEAD BENEFICIARY²³

Name of the organisation	The Economists' Association
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4.1 IDENTITY

Registration Number (or equivalent)	34-112/027
Date of Registration	27.03.2003
Place of Registration	Istanbul, Turkey
Official address of Registration	Nispetiye Cad. Belediye Sitesi A4 Blok No:14 A 34340 Etiler Besiktas ISTANBUL TURKEY
Region (NUTS II equivalent) of Registration ²⁴	Istanbul TR 10
Branch office in the eligible area of the Programme (if the case)	
E-mail address of the Organisation	info@ekonomistler.org.tr
Telephone number: Country code + city code + number	+90 212 351 80 86
Fax number: Country code + city code + number	+90 212 351 80 22
Website of the Organisation	www.ekonomistler.org.tr
Contact person	Pelin Bingöl
Name and position of the person(s) who is/are legally authorised to sign the contract	Oguz Demir - Chairman

Any change in the addresses, phone numbers, fax numbers and in particular e-mail, must be notified in writing to the Contracting Authority. The Contracting Authority will not be held responsible in case it cannot contact an Applicant.

²³ If at least one partner from Turkey is involved in the project.

²⁴ If not in one of the Turkish eligible NUTS II equivalent regions listed in section 2.1.1 of the Guidelines, please justify its location. This exception can only be applied on the basis of a substantial justification showing that the projects cannot be implemented or would have difficulties in achieving their objectives without that partner's participation.



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4.2 PROFILE

Please indicate below the type of legal entity of your organization, as defined in its statute (or equivalent document) and as described in Section 2.1.1 of the Guidelines for Grant Applicants (one choice only)

Legal status	National, regional or local public authority	
	Body governed by public law	
	Associations formed by one or several national, regional or local public authorities or one or several bodies governed by public law, as defined under paragraphs a-b or other non-profit organization	x
	Public undertaking	
	International organization	

4.3 CAPACITY TO MANAGE AND IMPLEMENT ACTIONS

4.3.1 IPA FINANCIAL LEAD BENEFICIARY'S EXPERIENCE OF SIMILAR ACTIONS (ONLY FINALISED ACTIONS)

Maximum 1 page. Please provide a detailed description of actions managed by your organisation over the past three years. This information will be used to assess whether you have sufficient and stable experience of managing actions of a comparable scale to the one for which a grant is being requested

Title of the action : Regional Development Agencies in EU and Turkey					
Locations of the Action	Cost of the Action (EUR)	Beneficiary (Lead Partner) or partner	Donors to the Action (name)	Amount contributed (by donor)	Dates (from dd/mm/yyyy to dd/mm/yyyy)
ISTANBUL	64.423	The Economists' Association	European Union	52.584	01.2007 - 12.2007
Objectives and results of the Action		The general objective of the project was to develop EU accordance capacity in Turkey based on researching EU tools for regional development. As a result of the project models of RDAs in 15 EU countries researched and 4 seminars and one international conference have been organized with participation of 500 experts in Turkey.			

4.3.2 EXPERIENCE IN PROJECT MANAGEMENT

Maximum 1 page. Please provide a detailed description of actions managed by your organisation over the past three years.

Title of the action : LOCAL BUSINESS AGENDA



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Locations of the Action	Cost of the Action (EUR)	Beneficiary (Lead Partner) or partner	Donors to the Action (name)	Amount contributed (by donor)	Dates (from dd/mm/yyyy to dd/mm/yyyy)
ISTANBUL	65.621,65	The Economists' Association	Center for International Enterprise, US	43.891,5	10.2008 - 09.2009
Objectives and results of the Action		<p>The objective of the Project is to increase the advocacy capacity of business associations in 4 NUTS II Regions in Turkey.</p> <p>As a result of the Project, institutional strategic plans of those organizations participated to the activities had been prepared (15 business associations) and 32 business organizations including chambers were trained about strategic planning, membership development and fundraising.</p>			

4.3.3 RESOURCES

- **Financial data**

Please provide the following information, on the basis of the balance sheet of your organisation (compulsory) and also on the basis of the profit and loss account (if the case) - amounts in thousand Euros

Year	Turnover or equivalent	Net earnings or equivalent	Total balance sheet or budget	Shareholders' equity or equivalent	Medium and long-term debt	Short-term debt (< 1 year)
2010	48.746,15	-	48.746,15	0	0	0
2009	56.572,81	-	56.572,81	0	0	0
2008	62.512,29	-	62.512,29	0	0	0

- **External audit report**

Where the IPA grant requested exceeds EUR 500 000, please provide the references of the external audit report established by an approved auditor for the last financial year available. This obligation does not apply to international organizations.

Year	Name of approved auditor	Period of validity
N		From dd/mm/yyyy to dd/mm/yyyy
N - 1		From dd/mm/yyyy to dd/mm/yyyy
N - 2		From dd/mm/yyyy to dd/mm/yyyy



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- **Number of staff**

Members of the team of the joint Action should be directly employed by the Beneficiary's and/or partner(s)' organisation(s) on the basis of a regular work contracts (or orders of appointment in case of civil servants²⁵) between themselves as employees and the Beneficiary's and/or partner(s)' organisation(s) as employer(s).

The employee(s) could work full-time or part-time for the Action.

Where the IPA Lead Financial Beneficiary's and/or partner(s)' organisation(s) do(es) not have the adequate professionals to perform the tasks related to the joint Action, external experts may be employed/contracted for these tasks.

Total number of staff		Number of staff which could be used for Action implementation		Number of external experts contracted ²⁶	
<i>Full-time</i>	<i>Part-time</i>	<i>Full-time</i>	<i>Part-time</i>	<i>Full-time</i>	<i>Part-time</i>
2 full time staff		Project Coordinator, Assistant Project Coordinators	Financial Manager		

Important: This Grant Application Form must be accompanied by a signed, stamped and dated Partnership Statement from each partner including IPA Lead Beneficiary²⁷, in accordance with the model provided.

²⁵ According to national provisions.

²⁶ If it is the case.

²⁷ If IPA FLB exists.



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4.4 DECLARATION BY THE IPA FINANCIAL LEAD BENEFICIARY

The IPA Financial Lead Beneficiary, represented by the undersigned, being the authorised signatory of the IPA Financial Lead Beneficiary, in the context of the present Call for Proposals, representing any Turkish partner (if it is the case), hereby declares that:

The legal status of our organisation falls within the following category²⁸ (compulsory to choose one category a-e)²⁹:

c. associations: formed by one or several national, regional or local public authorities or one or several bodies governed by public law, as defined under paragraphs a-b or other non-profit organization (NGO)

- Our organisation has the sources of financing and professional competence and qualifications specified in Section 2 of the Guidelines for Grant Applicants

Our organisation undertakes to comply with the obligations foreseen in the Partnership Statement of the Grant Application Form and with the principles of good partnership practice;

Our organisation is directly responsible for the preparation and implementation of the joint Action with the Applicant/Beneficiary³⁰ and our Turkish partners (if it is the case) and is not acting as an intermediary;

Our organisation and our Turkish partners (if it is the case) are not in any of the situations excluding them from participating in contracts, which are listed in Section 2.3.3 of the Practical Guide to contract procedures for EU external actions (available from the following Internet address: http://ec.europa.eu/europeaid/work/procedures/implementation/practical_guide/index_en.htm). Furthermore, we recognise and accept that if we participate in spite of being in any of these situations, we may be excluded from other procedures in accordance with Section 2.3.4 of the Practical Guide;

Our organisation and each of our Turkish partners (if it is the case) are eligible in accordance with the criteria set out under Sections 2.1.1 and 2.1.2 of the Guidelines for Grant Applicants;

If recommended to be awarded a grant, we accept the contractual conditions as laid down in the Standard Grant Contract annexed to the Guidelines for Grant Applicants (Annex F);

- Our organisation and our Turkish partners (if it is the case) are aware that, for the purposes of safeguarding the financial interests of the Communities, our personal data may be transferred to internal audit services, to the European Commission, to the European Court of Auditors or to the European Anti-Fraud Office.
- The total ENPI/IPA budget of our organisation within the joint Action amounts to **EUR 482,617.08**. In the event of approval of the joint Action applying for assistance from the Joint Operational Programme “Black Sea Basin 2007-2013”, we hereby commit to participate in the joint Action and provide as a partner **EUR 48,261.71** as a co-financing to the budget of the joint Action.

Please choose:

²⁸ As described in the Guidelines for Grant Applicants, section 2.1.1.

²⁹ Either keep the correct category and delete the others or mark the correct category.

³⁰ According with ENPI Implementing Regulation, the body which signs a grant contract with the Joint Managing Authority and which assumes full legal and financial responsibility for project implementation vis-à-vis that authority is called ‘Beneficiary’. Until the grant contract is signed, any body that submits a proposal is called ‘Applicant’.



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b) Our organisation is entitled to recover any paid VAT (Value Added Tax), and therefore all Action related expenditure to be reported will not include VAT.

The following Grant Application Forms have been submitted (or are about to be submitted) to the European Institutions, the European Development Fund and the EU Member States in the last 12 months:

- <list only Actions in the same field as this proposal>

Our organisation is fully aware of the obligation to inform without delay the Joint Managing Authority to which this proposal is submitted if the same proposal for funding made to other European Commission departments or Union institutions has been approved by them after the submission of this Grant Application Form.

Signed on behalf of the IPA Financial Lead Beneficiary (legal representative of the organization):

Name	Ahmet Oguz Demir
Signature and stamp	
Position	Chairman
Date	26.09.2011



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5. PARTNERS OF THE APPLICANT PARTICIPATING IN THE JOINT ACTION

5.1 DESCRIPTION OF THE PARTNERS

This section must be completed for each partner organisation within the meaning of section 2.1.2 of the Guidelines for Grant Applicants. Any associates as defined in the same section need not be mentioned. You must make as many copies of this table as necessary to create entries for more partners.

	Partner 1
Full legal name	EUROPEAN REGIONAL FRAMEWORK FOR CO-OPERATION
Date of Registration	31/08/2009
Place of Registration	AEGHION, DYTIKI ELAADA, GREEECE
Legal status ³¹	NON GOVERNMENTAL ORGANISATION (NGO)
Official address of Registration ³²	6, EPISKOPOU GEORGIU STREET, 25100 AEGHION
Branch office in the eligible area of the Programme (if the case)	ERFC Alexandroupolis: Xarilaou Trikoupi 2, 68100 Alexandroupolis, Anatoliki Makedonia - Thraki Region, Greece
Country and region of Registration	GREECE, REGION OF ANATOLIKI MAKEDONIA - THRAKI
Contact person	Headquarters President: Mr. Nikolas Petropoulos ERFC Alexandroupolis: Mr. Dimitrios Petridis
Telephone number: country code + city code + number	Headquarters: 0030-26910-60427 ERFC Alexandroupolis: 0030-25510-27017
Fax number: country code + city code + number	Headquarters: 0030-26910-62904 ERFC Alexandroupolis: 0030-25510-27017
E-mail address	erfc@otenet.gr
Number of employees	4

31 Please specify the type of legal entity of your organisation, as defined in its statutes (or equivalent document) and as described in Section 2.1.1 in the Guidelines for Grant Applicants.

32 If not in one of the countries listed in section 2.1.1 of the Guidelines, please justify its location



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<p>Other relevant resources</p>	<p>5 EXTERNAL EXPERTS PER SECTOR / FINANCIAL/ACCOUNTING OFFICES / BANKING SUPPORT</p>
<p>Experience of similar actions, in relation to the role in the implementation of the proposed joint Action</p>	<p>ERFC founders have initiated or implemented the following Territorial Co-operation and EU Integration programmes:</p> <ul style="list-style-type: none"> • EC-TAIEX - DG Enlargement - Peer Assessment Mission on Regional Development in Kosovo. • DG EAC: Youth Thinking Globally Acting Local for Gender Equality. • EC-Programme INTERREG IVC: MINI EUROPE: Regional instruments to strengthen regional infrastructures to support SMEs in innovation. • EC-Programme INTERREG IVC: MORE4NRG: Strengthen the delivery of regional strategies for RES and energy efficiency. • EC DG Justice, Freedom and Security - Unit B/4: Infomigr@: Information and dissemination campaigns concerning conditions and opportunities of migration. • Lifelong Learning Programme-Leonardo da Vinci under Mobility: It is proposed a model of vocational education and training along water trails. • EC-DG Health: AIR: Inequalities in health and primary care: The aim of the project is reducing inequalities in health care, shared by all European countries. • EC- INTERREG PROGRAMME-SEE: IFA NETWORK: The project shall build and establish a powerful and sustainable network of innovation and finance agencies in SE-Europe. • EC- INTERREG PROGRAMME-SEE: DMCSEE: The project will coordinate and facilitate the development, assessment and application of drought risk management tools and policies. • EC- INTERREG PROGRAMME-SEE: POLYINVEST: The project will make it easier for European investors to find underdeveloped or underused real estate opportunities owned by local government. • CULTURE 2007-13 Intercultural Dialogue Festival - Cultural encounter between East and West. • EC-E-content plus 2007: PLAN4ALL: Plan4All will be focused on the harmonisation data of spatial planning based on best practices in the EU. • EC DG Justice, Freedom and Security-PREVENTION AGAINST CRIME SEXOFFENDERS: A new European network to exchange and transfer knowledge and expertise in the



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	<p>field of treatment programmes for perpetrators of sexual harassments and violence against children and young people.</p> <ul style="list-style-type: none">• EC DG Justice, Freedom and Security : PREVENTION AGAINST CRIME-Pol-PRIMETT: Police-Private Partnership to tackle metal theft.• INTERREG IIIC -KNOWLEDGE NETWORKS: Transfer of knowledge related to social cohesion and physical regeneration. To extend the methods and solutions of this project to new partners in developing topics like: the complementarities of towns in regional development, community tools, social cohesion and physical regeneration.• INTERREG IIIC - S3-Innovative tools of programming and management of Structural Funds: To enhance the co-operation among European regions on the subject of programming and managing of local development programmes under EU Structural Funds, sharing innovative instruments based on the involvement of a large partnership.• INTERREG IIIC -INNOREF: Innovation and resource efficiency as driving forces for sustainable growth. Implementation of integrated concept for sustainable development by participatory process - Improvement of regional management supporting structures, capacity building and economic conditions.• INTERREG IIIC - ePRODUT: Data Protection: best practices for the Public Administration. To exchange knowledge and experiences related to e-Government services and personal data protection in public bodies belonging to different European countries.• INTERREG IIIC -GRDP: Greening the Regional Development: Institutional Environmental Audit and sharing of expertise and knowledge of appraisal techniques to identify good sustainable development practices.• INTERREG IIIC -MINING: European Network of Mining Regions (ENMR): To form a European Partnership of regional authorities including representatives of the regional and local authorities, industry and trade unions, NGO's and educational institutions where mining has a strong impact within the environmental and the socio-economic life.• INTERREG III B MedOcc -REMOMED: Horizontal Maritime Med Network: Studying alternative multimodal transport corridors along the Horizontal Mediterranean axis.• INTERREG III B MedOcc -LA TELA DI ARACNE: Med Textile regions: Analysis of the textile sector in the Med regions and establishing Museums-ateliers-incubators pilot
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	<p>projects for the sustainability of the sector .</p> <ul style="list-style-type: none"> • INTERACT / INTERMED: Shaping the future EU Med policy: Identification of Regional Actors around Med, EU training and project preparation for EU programmes. • INTERREG III B MedOcc PIC-RM: Projects of common initiative among Med Regions: Identification of common projects for Water, Risks and spatial development. • INTERREG III B - CADSES -ACRETe: Agriculture and Climate Changes: how to Reduce human Effects and Threats. • Europaid - Evaluation of Structural Funds absorption capacity in Bulgaria 2006, Study, EC Framework contract. • Europaid - Evaluation of EU MEDA I Programme Study, EC Framework contract. • Europaid - Evaluation of all EC funded European Integration programmes in Eastern Europe, Study. <p>Vast experience in Territorial co-operation and hands on expertise on the issues tackled by the Project will be available for our consortium</p>
History of cooperation with the Applicant	The Lead partner as well as several of the project partners has been invited by ERFC to participate in its running projects as experts in the different domains or as Associates to its projects, participating in the different activities.
Role and involvement in preparing the proposed joint Action	ERFC has participated in almost all Black Sea preparation seminars, namely Batumi, Komotini, Istanbul, Thessaloniki. In several occasions meetings with the project partners were arranged and project proposal was matured following the analysis of the situation in the partner areas.
Role and involvement in implementing the proposed joint Action	ERFC representing the older EU Member State in Black Sea programme, will be responsible to identify EU best practices in the project area and support in the mainstreaming of project recommendations in Regional, National and inter-regional policies

Financial data: Please provide the following information, on the basis of the balance sheet of your organisation (compulsory) and also on the basis of the profit and loss account (if the case) - amounts in thousands EUR

Year	Turnover or equivalent	Net earnings or equivalent	Total balance sheet or budget	Shareholders' equity or equivalent	Medium and long-term debt	Short-term debt (< 1 year)
2010	15.764,04	(3.350,68)	15.479,97	12.068,37	0,00	3.066,61



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2009	0,00	(3.411,60)	43,40	0,00	0,00	3.455,00
2008	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.

Important: This Grant Application Form must be accompanied by a signed, stamped and dated Partnership Statement from each partner, in accordance with the model provided.

	Partner 2
Full legal name	Tadzreli Foundation
Date of Registration	16.06.2010
Place of Registration	Tbilisi, GEORGIA
Legal status ³³	Association (NGO)
Official address of Registration ³⁴	35B Ir. Gamrekeli street, 0186 Tbilisi, Georgia
Branch office in the eligible area of the Programme (if the case)	N/A
Country and region of Registration	Georgia, Tbilisi
Contact person	Teimuri Toumanishvili/Ronald Mangum
Telephone number: country code + city code + number	+995 577 73 85 55 (Toumanishvili) +1-813-469-3403 (Mangum)
Fax number: country code + city code + number	+995 577 73 85 55 With copy to +1-813-354-3403
E-mail address	Teimuraz.toumanishvili@gmail.com/rmangum410@aol.com
Number of employees	6

³³ Please specify the type of legal entity of your organisation, as defined in its statutes (or equivalent document) and as described in Section 2.1.1 in the Guidelines for Grant Applicants.

³⁴ If not in one of the countries listed in section 2.1.1 of the Guidelines, please justify its location



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Other relevant resources	A network of volunteer members (“Tadzrelebi”) throughout Georgia
Experience of similar actions, in relation to the role in the implementation of the proposed joint Action	Tadzrelebi, through the charitable fund Tadzreli, has been involved in providing signage to Georgian historical sites since 2010 and has a Memorandum of Understanding with the Georgian Ministry of Culture
History of cooperation with the Applicant	Tadzrelebi has recently been contacted by the Applicant to join its ongoing signage project with the Black Sea Silk Road project.
Role and involvement in preparing the proposed joint Action	Identify and propose key Nature sites/trails along Georgia’s Silk Road
Role and involvement in implementing the proposed joint Action	<ul style="list-style-type: none"> • Mark and establish key Historical sites and Nature Areas along Georgia’s Silk Road Trail • Research, create and compile information panels for destinations on the Trail • Provide database of information for an interactive website, series of Apps for smart phones (Android, iPhone, blackberry) for guides in the Corridor • Provide expertise in creating promotional materials and use its network to promote tourist products (brochures, maps, social networking, cross border events).

Financial data: Please provide the following information, on the basis of the balance sheet of your organisation (compulsory) and also on the basis of the profit and loss account (if the case) - amounts in thousands EUR

Year	Turnover or equivalent	Net earnings or equivalent	Total balance sheet or budget	Shareholders’ equity or equivalent	Medium and long-term debt	Short-term debt (< 1 year)
2011	3,000 est.	N/A	1,000	N/A	N/A	N/A
2010	2,000	N/A	1,000	N/A	N/A	N/A

	Partner 3
Full legal name	Armenian Society for the Protection of Birds
Date of Registration	04.04.2002



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Place of Registration	Yerevan
Legal status ³⁵	Association (NGO)
Official address of Registration ³⁶	Garegin Njdeh 27/2, 10, Yerevan, 0026, Armenia
Branch office in the eligible area of the Programme (if the case)	N/A
Country and region of Registration	Armenia
Contact person	Mamikon Ghasabyan
Telephone number: country code + city code + number	+374 10 20 87 25
Fax number: country code + city code + number	+374 10 20 87 25
E-mail address	armbirds@yahoo.com
Number of employees	6
Other relevant resources	A network of volunteer groups (“IBA caretakers”) available at Armenian Important Bird Areas (IBAs) and members/local informants in different sites biodiversity hotposts
Experience of similar actions, in relation to the role in the implementation of the proposed joint Action	ASPB has been involved in developing community-based tourism since 2009 and is currently creating a Nature Visitor Center in Dsegh, Lori region (N Armenia). Similar experience was also built by contributing to the first Bird Trail in Armenia which was launched in partnership with AMAP in 2009.
History of cooperation with the Applicant	ASPB has previously partnered with the Applicant in 2009 in providing similar expertise to launch the first Bird Trail in Armenia in the framework of the “Recognize Armenian Monuments” project. It involved compiling and contributing technical information for the panels. This Action was also supported by the Ministry for Culture and aimed to raise awareness of Armenia’s natural wonders, facilitate tourist and birdwatchers' access to the sites, and promote

35 Please specify the type of legal entity of your organisation, as defined in its statutes (or equivalent document) and as described in Section 2.1.1 in the Guidelines for Grant Applicants.

36 If not in one of the countries listed in section 2.1.1 of the Guidelines, please justify its location



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	Armenia as a natural tourism destination.
Role and involvement in preparing the proposed joint Action	Identify and propose key Nature sites/trails along Armenia's entire Silk Road
Role and involvement in implementing the proposed joint Action	<ul style="list-style-type: none"> • Mark and establish key Nature Areas/trails along Armenia's Silk Road • Research, create and compile information panels for destinations on the Trail • Provide database of information for an interactive website, series of APPS for smart phones (Android, iPhone, iPad, Windows 7) for guides in the Corridor • Provide expertise in creating promotional materials and use its network to promote tourist products (brochures, maps, social networking, cross border events).

Financial data: *Please provide the following information, on the basis of the balance sheet of your organisation (compulsory) and also on the basis of the profit and loss account (if the case) - amounts in thousands EUR*

Year	Turnover or equivalent	Net earnings or equivalent	Total balance sheet or budget	Shareholders' equity or equivalent	Medium and long-term debt	Short-term debt (< 1 year)
2010	62,779	N/A	30,948	N/A	N/A	N/A
2009	77,820	N/A	2,936	N/A	N/A	N/A
2008	63,483	N/A	8,545	N/A	N/A	N/A

Important: This Grant Application Form must be accompanied by a signed, stamped and dated Partnership Statement from each partner, in accordance with the model provided.

5.2 PARTNERSHIP STATEMENT

PARTNER 1: EUROPEAN REGIONAL FRAMEWORK FOR CO-OPERATION

Joint Action title and acronym:	Black Sea Silk Road Corridor (BSSRC)
---------------------------------	--------------------------------------



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Name of the legal entity applying for funding as partner or IPA Financial Lead Beneficiary ³⁷ :	European Regional Framework for Co-operation
Country and region of Registration:	Greece, Region of Anatoliki Makedonia - Thraki

A partnership is a relationship of substance between two or more organisations involving shared responsibilities in undertaking the joint Action contracted by the Romanian Ministry of Regional Development and Tourism (Joint Managing Authority). To ensure that the joint Action runs smoothly, the Joint Managing Authority requires all partners to acknowledge this by agreeing to the principles of good partnership practice set out below.

By signing this Partnership Statement, the above named legal entity applying for funding from the Joint Operational Programme “Black Sea Basin 2007-2013” as partner or IPA Financial Lead Beneficiary³⁸ (hereafter referred to as “organisation”) hereby declares:

The legal status of our organisation falls within the following category³⁹ (please choose only one category a-e)⁴⁰:

c. associations: formed by one or several national, regional or local public authorities or one or several bodies governed by public law, as defined under paragraphs a-b or other non-profit organization (E.g.: Euro regions, NGO’s, EGTC);

- Our organisation has read the Grant Application Form and understood what our role in the joint Action is before the proposal is submitted to the Joint Managing Authority.
- Our organisation got acquainted with the joint operational programme, has read the Guidelines for Grant Applicants and the Standard Grant Contract and we understand and accept what our obligations under the Standard Grant Contract will be if the grant is awarded. We authorise the Applicant⁴¹ to sign the Grant Contract with the Joint Managing Authority and represent us in all dealings with the Joint Managing Authority in the context of the joint Action's implementation.
- Our organisation has sufficient human, financial and administrative capacity to implement the joint Action activities which were assumed by our organisation. Our organisation will be able to maintain sufficient financial liquidity to implement the respective joint Action activities.
- The activities that our organisation will carry out in the joint Action are in line with the Union and national legislation and policies and with the rules of the Programme, in particular, on requirements for public procurement, environmental impact and sustainable development, equal opportunities, and non-discrimination.

³⁷ If it is the case.

³⁸ If it is the case.

³⁹ As described in the Guidelines for Grant Applicants, section 2.1.1.

⁴⁰ Either keep the correct category and delete the others or mark the correct category.

⁴¹ According with ENPI Implementing Regulation, the body which signs a grant contract with the Joint Managing Authority and which assumes full legal and financial responsibility for project implementation vis-à-vis that authority is called ‘Beneficiary’. Until the grant contract is signed, any body that submits a proposal is called ‘Applicant’.



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- ❑ Our organisation is not in any of the situations excluding them from participating in contracts which are listed in Section 2.3.3 of the Practical Guide to contract procedures for EU external actions (available from the following Internet address: http://ec.europa.eu/europeaid/work/procedures/implementation/index_en.htm). Furthermore, it is recognised and accepted that if we participate in spite of being in any of these situations, we may be excluded from other procedures in accordance with Section 2.3.4 of the Practical Guide;
- ❑ We are aware of our obligation to sign a Partnership Agreement with the Applicant as a prior condition for the signature of the Grant Contract between the Applicant and the JMA, and we will sign the above agreement, which specifies our obligations in the joint Action, with the Applicant in due time.
- ❑ We are aware of the Applicant/Beneficiary's obligation to consult our organisation and other partners regularly and keep us fully informed of the progress of the joint Action.
- ❑ We have agreed with the Applicant/Beneficiary that it is obliged to send us and the other partners the copies of the reports - narrative and financial - made to the Joint Managing Authority.
- ❑ We are aware that the proposals for substantial changes to the joint Action (for example activities, partners, etc.) should be agreed by the partners before being submitted to the Joint Managing Authority. Where no such agreement can be reached, the Applicant/Beneficiary must clearly indicate this when submitting changes for approval to the Joint Managing Authority.
- ❑ Our organisation will inform the public about Union assistance received from the Programme to implement the joint Action in compliance with External Aid Visibility Guidelines and the Black Sea Basin Visual Identity Manual.
- ❑ Our organisation has not received or will receive either in whole or in part, any other Union funding for any of the activities scheduled in the proposal.
- ❑ Our organisation will assume responsibility in the event of any irregularity in the expenditure which our organisation has declared, and will repay the Joint Managing Authority any amount unduly paid.
- ❑ Our organisation will keep available all documents related to the joint Action in accordance with the programme requirements on the availability of documents.
- ❑ The total ENPI/IPA budget of our organisation within the joint Action amounts to **EUR 200,000**. In the event of approval of the joint Action applying for assistance from the Joint Operational Programme "Black Sea Basin 2007-2013", we hereby commit to participate in the joint Action and provide as a partner **EUR 20,000** as a co-financing to the budget of the joint Action.



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Please choose:

a) Our organisation is not entitled to recover any paid VAT (Value Added Tax) by whatever means, and therefore all Action related expenditure to be reported will include VAT.

I have read and approved the contents of the Grant Application Form submitted to the Joint Managing Authority. I undertake to comply with the principles of good partnership practice.

Signed on behalf of the Partner (legal representative of the organization):

Name	NIKOLAS PETROPOULOS
Signature and stamp	
Position	PRESIDENT
Date	30/8/2011



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PARTNER 2: TADZRELI FOUNDATION

Joint Action title and acronym:	Black Sea Silk Road Corridor (BSSRC)
Name of the legal entity applying for funding as partner or IPA Financial Lead Beneficiary ⁴² :	Tadzreli Foundation
Country and region of Registration:	Georgia, Tbilisi

A partnership is a relationship of substance between two or more organisations involving shared responsibilities in undertaking the joint Action contracted by the Romanian Ministry of Regional Development and Tourism (Joint Managing Authority). To ensure that the joint Action runs smoothly, the Joint Managing Authority requires all partners to acknowledge this by agreeing to the principles of good partnership practice set out below.

By signing this Partnership Statement, the above named legal entity applying for funding from the Joint Operational Programme “Black Sea Basin 2007-2013” as partner or IPA Financial Lead Beneficiary⁴³ (hereafter referred to as “organisation”) hereby declares:

The legal status of our organisation falls within the following category⁴⁴ (please choose only one category a-e)⁴⁵:

c. associations: formed by one or several national, regional or local public authorities or one or several bodies governed by public law, as defined under paragraphs a-b or other non-profit organization (E.g.: Euro regions, NGO’s, EGTC);

- Our organisation has read the Grant Application Form and understood what our role in the joint Action is before the proposal is submitted to the Joint Managing Authority.
- Our organisation got acquainted with the joint operational programme, has read the Guidelines for Grant Applicants and the Standard Grant Contract and we understand and accept what our obligations under the Standard Grant Contract will be if the grant is awarded. We authorise the Applicant⁴⁶ to sign the Grant Contract with the Joint Managing Authority and represent us in all dealings with the Joint Managing Authority in the context of the joint Action's implementation.
- Our organisation has sufficient human, financial and administrative capacity to implement the joint Action activities which were assumed by our organisation. Our organisation will be able to maintain sufficient financial liquidity to implement the respective joint Action activities.
- The activities that our organisation will carry out in the joint Action are in line with the Union and national legislation and policies and with the rules of the Programme, in

⁴² If it is the case.

⁴³ If it is the case.

⁴⁴ As described in the Guidelines for Grant Applicants, section 2.1.1.

⁴⁵ Either keep the correct category and delete the others or mark the correct category.

⁴⁶ According with ENPI Implementing Regulation, the body which signs a grant contract with the Joint Managing Authority and which assumes full legal and financial responsibility for project implementation vis-à-vis that authority is called ‘Beneficiary’. Until the grant contract is signed, any body that submits a proposal is called ‘Applicant’.



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particular, on requirements for public procurement, environmental impact and sustainable development, equal opportunities, and non-discrimination.

- ❑ Our organisation is not in any of the situations excluding them from participating in contracts which are listed in Section 2.3.3 of the Practical Guide to contract procedures for EU external actions (available from the following Internet address: http://ec.europa.eu/europeaid/work/procedures/implementation/index_en.htm). Furthermore, it is recognised and accepted that if we participate in spite of being in any of these situations, we may be excluded from other procedures in accordance with Section 2.3.4 of the Practical Guide;
- ❑ We are aware of our obligation to sign a Partnership Agreement with the Applicant as a prior condition for the signature of the Grant Contract between the Applicant and the JMA, and we will sign the above agreement, which specifies our obligations in the joint Action, with the Applicant in due time.
- ❑ We are aware of the Applicant/Beneficiary's obligation to consult our organisation and other partners regularly and keep us fully informed of the progress of the joint Action.
- ❑ We have agreed with the Applicant/Beneficiary that it is obliged to send us and the other partners the copies of the reports - narrative and financial - made to the Joint Managing Authority.
- ❑ We are aware that the proposals for substantial changes to the joint Action (for example activities, partners, etc.) should be agreed by the partners before being submitted to the Joint Managing Authority. Where no such agreement can be reached, the Applicant/Beneficiary must clearly indicate this when submitting changes for approval to the Joint Managing Authority.
- ❑ Our organisation will inform the public about Union assistance received from the Programme to implement the joint Action in compliance with External Aid Visibility Guidelines and the Black Sea Basin Visual Identity Manual.
- ❑ Our organisation has not received or will receive either in whole or in part, any other Union funding for any of the activities scheduled in the proposal.
- ❑ Our organisation will assume responsibility in the event of any irregularity in the expenditure which our organisation has declared, and will repay the Joint Managing Authority any amount unduly paid.
- ❑ Our organisation will keep available all documents related to the joint Action in accordance with the programme requirements on the availability of documents.
- ❑ The total ENPI/IPA budget of our organisation within the joint Action amounts to **EUR 200,000.00**. In the event of approval of the joint Action applying for assistance from the Joint Operational Programme "Black Sea Basin 2007-2013", we hereby commit to participate in the joint Action and provide as a partner EUR 20,000.00 as a co-financing to the budget of the joint Action.



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Please choose:

a) Our organisation is not entitled to recover any paid VAT (Value Added Tax) by whatever means, and therefore all Action related expenditure to be reported will include VAT.

I have read and approved the contents of the Grant Application Form submitted to the Joint Managing Authority. I undertake to comply with the principles of good partnership practice.

Signed on behalf of the Partner (legal representative of the organization):

Name	Ronald Mangum
Signature and stamp	
Position	Chairman
Date	22 September 2011



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PARTNER 3: ARMENIAN SOCIETY FOR THE PROTECTION OF BIRDS (ASPB)

Joint Action title and acronym:	Black Sea Silk Road Corridor (BSSRC)
Name of the legal entity applying for funding as partner or IPA Financial Lead Beneficiary ⁴⁷ :	Armenian Society for the Protection of Birds (ASPB)
Country and region of Registration:	Armenia, Yerevan

A partnership is a relationship of substance between two or more organisations involving shared responsibilities in undertaking the joint Action contracted by the Romanian Ministry of Regional Development and Tourism (Joint Managing Authority). To ensure that the joint Action runs smoothly, the Joint Managing Authority requires all partners to acknowledge this by agreeing to the principles of good partnership practice set out below.

By signing this Partnership Statement, the above named legal entity applying for funding from the Joint Operational Programme “Black Sea Basin 2007-2013” as partner or IPA Financial Lead Beneficiary⁴⁸ (hereafter referred to as “organisation”) hereby declares:

The legal status of our organisation falls within the following category⁴⁹ (please choose only one category a-e)⁵⁰:

c. associations: formed by one or several national, regional or local public authorities or one or several bodies governed by public law, as defined under paragraphs a-b or other non-profit organization (E.g.: Euro regions, NGO’s, EGTC);

- Our organisation has read the Grant Application Form and understood what our role in the joint Action is before the proposal is submitted to the Joint Managing Authority.
- Our organisation got acquainted with the joint operational programme, has read the Guidelines for Grant Applicants and the Standard Grant Contract and we understand and accept what our obligations under the Standard Grant Contract will be if the grant is awarded. We authorise the Applicant⁵¹ to sign the Grant Contract with the Joint Managing Authority and represent us in all dealings with the Joint Managing Authority in the context of the joint Action's implementation.
- Our organisation has sufficient human, financial and administrative capacity to implement the joint Action activities which were assumed by our organisation. Our organisation will be able to maintain sufficient financial liquidity to implement the respective joint Action activities.
- The activities that our organisation will carry out in the joint Action are in line with the Union and national legislation and policies and with the rules of the Programme, in

⁴⁷ If it is the case.

⁴⁸ If it is the case.

⁴⁹ As described in the Guidelines for Grant Applicants, section 2.1.1.

⁵⁰ Either keep the correct category and delete the others or mark the correct category.

⁵¹ According with ENPI Implementing Regulation, the body which signs a grant contract with the Joint Managing Authority and which assumes full legal and financial responsibility for project implementation vis-à-vis that authority is called ‘Beneficiary’. Until the grant contract is signed, any body that submits a proposal is called ‘Applicant’.



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particular, on requirements for public procurement, environmental impact and sustainable development, equal opportunities, and non-discrimination.

- ❑ Our organisation is not in any of the situations excluding them from participating in contracts which are listed in Section 2.3.3 of the Practical Guide to contract procedures for EU external actions (available from the following Internet address: http://ec.europa.eu/europeaid/work/procedures/implementation/index_en.htm). Furthermore, it is recognised and accepted that if we participate in spite of being in any of these situations, we may be excluded from other procedures in accordance with Section 2.3.4 of the Practical Guide;
- ❑ We are aware of our obligation to sign a Partnership Agreement with the Applicant as a prior condition for the signature of the Grant Contract between the Applicant and the JMA, and we will sign the above agreement, which specifies our obligations in the joint Action, with the Applicant in due time.
- ❑ We are aware of the Applicant/Beneficiary's obligation to consult our organisation and other partners regularly and keep us fully informed of the progress of the joint Action.
- ❑ We have agreed with the Applicant/Beneficiary that it is obliged to send us and the other partners the copies of the reports - narrative and financial - made to the Joint Managing Authority.
- ❑ We are aware that the proposals for substantial changes to the joint Action (for example activities, partners, etc.) should be agreed by the partners before being submitted to the Joint Managing Authority. Where no such agreement can be reached, the Applicant/Beneficiary must clearly indicate this when submitting changes for approval to the Joint Managing Authority.
- ❑ Our organisation will inform the public about Union assistance received from the Programme to implement the joint Action in compliance with External Aid Visibility Guidelines and the Black Sea Basin Visual Identity Manual.
- ❑ Our organisation has not received or will receive either in whole or in part, any other Union funding for any of the activities scheduled in the proposal.
- ❑ Our organisation will assume responsibility in the event of any irregularity in the expenditure which our organisation has declared, and will repay the Joint Managing Authority any amount unduly paid.
- ❑ Our organisation will keep available all documents related to the joint Action in accordance with the programme requirements on the availability of documents.
- ❑ The total ENPI/IPA budget of our organisation within the joint Action amounts to **EUR 11,398.70**. In the event of approval of the joint Action applying for assistance from the Joint Operational Programme "Black Sea Basin 2007-2013", we hereby commit to participate in the joint Action and provide as a partner EUR 1,139.87 as a co-financing to the budget of the joint Action.



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Please choose:

a) Our organisation is not entitled to recover any paid VAT (Value Added Tax) by whatever means, and therefore all Action related expenditure to be reported will include VAT.

I have read and approved the contents of the Grant Application Form submitted to the Joint Managing Authority. I undertake to comply with the principles of good partnership practice.

Signed on behalf of the Partner (legal representative of the organization):

Name	Mamikon Ghazabyan
Signature and stamp	
Position	Director
Date	31 August 2011



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6. ASSOCIATES OF THE APPLICANT/PARTNERS PARTICIPATING IN THE JOINT ACTION

This section must be completed for each associated organisation within the meaning of section 2.1.2 of the Guidelines for Grant Applicants. You must make as many copies of this table as necessary to create entries for more associates.

	Associate 1
Full legal name	ANADOLU KULTUR SANAT TANITIM ILETISIM YAYIN BILGISAYAR EGITIM DANISMANLIK HIZMETLERI A.S.
Country and region of Registration	TURKEY
Legal status ⁵²	NOT-FOR PROFIT COMPANY
Official address	CUMHURİYET CAD. KA-HAN NO:40 KAT:8 34367 ELMADAG, ISTANBUL / TURKEY
Contact person	MR. RAGIP ZIK
Telephone number: country code + city code + number	+90 212 232 22 05
Fax number: country code + city code + number	+90 212 232 18 66
E-mail address	ragipzik@anadolukultur.org
Number of employees	12 full time, 3 part time
Other relevant resources	Project-based advisory councils, 2 interns and a number of volunteers
Experience of similar actions, in relation to role in the implementation of the proposed Action	Cultural interaction and communication with others, having different beliefs and different identities, to overcome isolation, insensitivities, and prejudices, and come together around common values.
History of cooperation with the Applicant	New
Role and involvement in preparing the	Site selection and map

⁵² Please specify the type of legal entity of your organisation, as defined in its statutes (or equivalent document) and as described in Section 2.1.1 in the Guidelines for Grant Applicants.



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proposed joint Action	
Role and involvement in implementing the proposed joint Action	Identification of sites along the BSSRC trail and routes of importance and compiling reliable information about the historical and cultural aspects of these sites
Relevance and added value of the Associate	Anadolu Kültür is a civil initiative, and has been working as an NGO on the sharing of culture and artistic production, focused on community development, participation, and a multi-stakeholder approach

	Associate 2
Full legal name	ICOMOS-Armenia
Country and region of Registration	Armenia, Yerevan
Legal status⁵³	NGO
Official address	0010 Yerevan, Pavstos Buzand 1/3
Contact person	Ms. Hasmik Azizyan
Telephone number: country code + city code + number	(+374 10) 43 89 53
Fax number: country code + city code + number	N/A
E-mail address	icomos_armenia@mail.ru
Number of employees	3 full-time
Other relevant resources	72 members
Experience of similar actions, in relation to role in the implementation of the proposed Action	Raising awareness of historic-cultural environment and sites; professional expertise in restoration, preservation and promotion of historic-cultural monuments and sites; organising international seminars/workshops/events

⁵³ Please specify the type of legal entity of your organisation, as defined in its statutes (or equivalent document) and as described in Section 2.1.1 in the Guidelines for Grant Applicants.



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History of cooperation with the Applicant	Since 2008 a working partner with AMAP on raising awareness of historic-cultural monuments and sites; content creation and editing
Role and involvement in preparing the proposed joint Action	Professional consultancy for selection of historic-cultural monuments and sites on BSSRC
Role and involvement in implementing the proposed joint Action	Content creation and editing texts for panels
Relevance and added value of the Associate	The members of ICOMOS represent experts and professionals with knowledge of local heritage issues and history of Armenian monuments and sites.



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7. CHECKLIST FOR THE GRANT APPLICATION FORM

ADMINISTRATIVE DATA	<i>To be filled in by the Applicant:</i>
Name of the Applicant	Armenian Monuments Awareness Project/AMAP
Country, region and date of registration	Armenia, Yerevan, 28.02.2008
Legal status ⁵⁴	NGO
Name IPA Financial Lead Beneficiary ⁵⁵	EkP (The Economists' Association)
Country, region and date of registration:	Turkey, TR 10, 27.03.2003
Legal status	NGO
Name of Partner 1	EFRC
Country, region and date of registration:	Greece, AEGHION, DYTIKI ELAADA, 31/08/2009
Legal status	NGO

⁵⁴ Please specify the type of legal entity of your organisation, as defined in its statutes (or equivalent document) and as described in Section 2.1.1 in the Guidelines for Grant Applicants

⁵⁵ If it is the case.



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Name of Partner 2	TADZRELI FOUNDATION
Country, region and date of registration:	Georgia, Tbilisi, 6.06.2010
Legal status	NGO
Name of Partner 3	ASPB
Country, region and date of registration:	Armenia, Yerevan, 04.02.2002
Legal status	NGO

NB: Add as many rows as partners



Programme funded by the EUROPEAN UNION BEFORE SUBMITTING YOUR PROPOSAL, PLEASE CHECK THAT EACH OF THE FOLLOWING POINTS IS COMPLETE AND RESPECTS THE FOLLOWING CRITERIA:	To be filled in by the Applicant	
Title of the Proposal: <indicate the title>	Yes	No
PART 1 (ADMINISTRATIVE)		
1.The present Checklist and the annexes are filled in and sent with the Grant Application Form	X	
2.The correct Grant Application Form, published for this call for proposals, has been used	X	
3.The Grant Application Form is typed and is in English (except for dates and signatures)	X	
4.One original and 2 copies are included	X	
5. A complete electronic version of the Grant Application Form, all annexes and all supporting documents is enclosed	X	
6.The Declaration by the Applicant has been filled in, signed, stamped and dated and is enclosed	X	
7.The Declaration by the IPA Financial Lead Beneficiary (if the case) has been filled in, signed, stamped and dated and is enclosed	X	
8.Each partner (including the IPA Financial Lead Beneficiary) has completed, signed, stamped and dated the Partnership Statement, and all statements are enclosed	X	
9.The Budget (Annex B1 for ENPI funds and B2 for IPA funds, all worksheets) is presented in the format requested, is expressed in EUR and is enclosed	X	
10.The Logical Framework has been completed and is enclosed	X	
11.Latest annual accounts (as full unofficial translation(s) into English) has/have been enclosed (this obligation does not apply to public authorities)	X	
12. External Audit Report(s) for the Applicant where the ENPI grant requested exceeds EUR 500,000 and for the IPA Financial Lead Beneficiary (if it is the case) where the IPA grant requested exceeds EUR 500,000 (as full unofficial translation(s) into English) has/have been enclosed, (this obligation does not apply to public authorities, bodies governed by public law and international organisations)	X	



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13. The joint Action's activities will be implemented in the eligible area of the programme	X	
14. The requested ENPI grant under Priorities 1 and 2 is equal to or higher than EUR 100,000 (the minimum allowed) and is equal to or lower than EUR 700,000 (the maximum allowed)	X	
15. The requested ENPI grant under Priority 3 is equal or higher than EUR 50,000 (the minimum allowed) and is equal to or lower than EUR 300,000 (the maximum allowed)		
16. The requested ENPI grant for joint Actions implemented mainly or entirely in a single participating-country but having a cross-border impact is equal to or higher than EUR 50.000 (the minimum allowed) and is equal to or lower than EUR 250.000 (the maximum allowed)		
17. The requested IPA grant under Priorities 1 and 2 is equal to or higher than EUR 50,000 (the minimum allowed) and is equal to or lower than EUR 700,000 (the maximum allowed)	X	
18. The requested IPA grant under Priority 3 is equal to or higher than EUR 50,000 (the minimum allowed) and is equal to or lower than EUR 300,000 (the maximum allowed)		
19. The requested IPA grant for joint Actions implemented mainly or entirely in a single participating-country but having a cross-border impact is equal to or higher than EUR 50.000 (the minimum allowed) and is equal to or lower than EUR 250.000 (the maximum allowed)		
20. The initial planned duration of this joint Action requesting an overall grant (ENPI/ENPI+IPA) of Eur 50,000 up to Eur 100,000 does not exceed 12 months;		
21. The initial planned duration of this joint Action requesting an overall grant (ENPI/ENPI + IPA) equal to or over Eur 100,000 up to Eur 1,400,000 does not exceed 24 months	X	
22. The rate of co-financing is equal to or higher than 10% of the estimated total eligible costs of the ENPI part of the joint Action (minimum percentage required)	X	
23. The rate of co-financing is equal to or higher than 10% of the estimated total eligible costs of the IPA part of the joint Action (minimum percentage required)	X	
24. The joint Action includes at least 1 partner from Member State and 1 partner from Partner Country	X	



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25. The joint Action with Turkish partner(s) includes also at least 1 partner from Member State and 1 partner from Partner Country	X	
26. The joint Action falls under one of the eligible project types (integrated project; symmetrical project; project implemented mainly or entirely in a single participating-country but having a cross-border impact)	X	
27. The joint Action has a cross border character as it fulfills at least 2 of the following criteria: joint developing, joint implementation, joint financing, joint staffing	X	
PART 2 (ELIGIBILITY)		
28. The Applicant represents one of the eligible legal entities.	X	
29. The Applicant is registered and located in the eligible programme area	X	
30. The Applicant is registered and located outside the programme area - but has a branch office in the eligible area		
31. The Applicant is registered and located outside the programme area - in this case a justification for exclusive competence is provided		
32. The IPA Financial Lead Beneficiary (if it is the case) represents one of the eligible legal entities (national, regional or local public authority, body governed by public law, association formed by one or several national, regional or local public authorities, or one or several bodies governed by public law, or other non profit organizations, public undertaking, international organization)	X	
33. The IPA Financial Lead Beneficiary (if it is the case) is registered and located in the eligible programme area	X	
34. The IPA Financial Lead Beneficiary (if it is the case) is registered and located outside the programme area - but has a branch office in the eligible area		
35. The IPA Financial Lead Beneficiary (if it is the case) is registered and located outside the programme area - in this case a justification for exclusive competences is provided		
36. All partners represent eligible legal entities (national, regional or local public authority, body governed by public law, association formed by one or several national, regional or local public authorities, or one or several bodies governed by public law, or other non profit organizations, public undertaking, international organization)	X	



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37. The partners are registered and located in the eligible programme area	X	
38. The partners are registered and located outside the programme area - but have branch offices in the eligible area		
39. The partners are registered and located outside the programme area - in this case a justification for exclusive competence is provided		



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8. INDICATORS OF THE PROGRAMME

The joint Action (project) will contribute to the following programme output indicator(s) with the following:

Output indicators:

PRIORITY 1	Specify the quantity
OUT 1: Number of cross border partnerships ⁵⁶ for local development projects created	
OUT 2: Number of entrepreneurs / economic agents involved in project activities	<i>More than 100 (local service provider beneficiaries)</i>
OUT 3: Number of training / innovation promotion initiatives for entrepreneurs initiated	<i>4 training (Social Networking) 8 promotion (presentations)</i>
OUT 4: Number of local administrations involved in initiatives for capacity building	<i>ARM: 18 (6 regions, 12 municipalities/cities) GREECE: 10 municipalities, 1 Regional authority, 4 management bodies of protected areas GEO: 20 (10 Municipalities, 5 cities, 5 regions) TUR: 20</i>
OUT 5: Number of new researched and/or established links of information, communication, transport and trade	<i>7</i>
PRIORITY 2	
OUT 6: Number of environmental training and/or research initiatives carried out	
OUT 7: Number of agencies / associations involved in project activities	
OUT 8: Number of research / education institutions assisted / involved in project initiatives	
OUT 9: Number of trainings initiatives begun in environmental protection	
OUT 10: Number of inhabitants of natural areas participating in awareness events	
PRIORITY 3	

⁵⁶ Partnerships are defined as two or more organisations acting together by contributing their diverse resources in pursuing of a common vision that has clearly defined goals and objectives.



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OUT 11: Number of partnerships created for cultural and educational initiatives	
OUT 12: Number of media products produced and distributed by the project	
OUT 13: Number of cultural agencies / associations participating in project activities	
OUT 14: Number of education institutions assisted in project initiatives	
OUT 15: Number of citizens / students participating in events and activities implemented in the project	

The joint Action (project) will contribute to the following programme result indicator(s) with the following:

Result indicators:

PRIORITY 1	Specify the quantity
RES 1: Number of project partnerships establishing permanent economic relations between the economic actors from different countries after the end of project activities	8 (communities) 8 (travel agencies) 16 (regional tourism cultural entities)
RES 2: Number of entrepreneurs adopting innovations and starting new production after involvement in projects	More than 100 (local service provider beneficiaries)
RES 3: Number of entrepreneurs / economic agents completing activities and achieving new skills and competencies	AM: 100 GR: 50 GEO: 50 TUR: 50
RES 4: Number of new permanent joint products or partnerships in the area of tourism	8 (communities) 8 (travel agencies) 16 (regional tourism cultural entities)
RES 5: Number of local administrations and organizations activating new types of services or new ways of providing existing services	AM: 18 GR: 15 GEO: 15 TUR: 15
PRIORITY 2	
RES 6: Number of partnerships contracts / agreements establishing permanent relations among institutions / agencies active in the environmental sector	
RES 7: Number of entrepreneurs / technicians / researchers completing activities and achieving new skills and competencies	
RES 8: Number of institutions active in environmental protection adopting innovations developed by projects.	
PRIORITY 3	



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RES 9: Number of permanent cultural and educational networks established after the implementation of projects	
RES 10: Number of citizens completing cultural projects and achieving educational / cultural objectives	
RES 11: Number of students completing an internship or training in partner countries	