

| 3rd Restricted Call for Proposals – Full Application Form |   |
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| <b>Project code</b>                                       | <b>ROHU-456 FAF</b>   |
| <b>Project title</b>                                      | EASYDOOR - Easing Access to Systemic Discovery of Our Origins and Resources   |
| <b>Priority axis</b>                                      | PA1 - Joint protection and efficient use of common values and resources (Cooperating on common values and resources)  |
| <b>Investment priority</b>                                | SO6/c - Sustainable use of natural, historic, and cultural heritage within the eligible area  |
| <b>Implementation period</b>                              | 28 months (01 October 2020 – 31 January 2023)   |
| <b>Partners</b>   | <p><b>BP: Self-government of Szabolcs-Szatmár-Bereg County (Hungary)</b></p> <p>PP2: Szabolcs-Szatmár-Bereg County Regional Development and Environmental Management Agency Nonprofit Ltd (Hungary)</p> <p>PP3: „KÖLCSEY” Television Program Service Nonprofit Limited Liability Company (Hungary)</p> <p>PP4: Satu Mare County Administrative-Territorial Unit (Romania)</p> <p>PP5: Satu Mare County Museum (Romania)</p>   |
| <b>TOTAL Budget</b>                                       | <p>Total <b>12,504,461.95 EUR, out of which ERDF 10,622,264.99 EUR</b></p> <p>LB: 4,762,620.39 EUR ERDF, 560,252.26 EUR national co-financing</p> <p>PP2: 2,587,717.97 EUR ERDF, 304,406.97 EUR national co-financing</p> <p>PP3: 1,877,368.47 EUR ERDF, 220,844.80 EUR national co-financing</p> <p>PP4: 1,081,412.63 EUR ERDF, 165,384.61 EUR national co-financing</p> <p>PP5: 313,145.53 EUR ERDF, 47,889.17 EUR national co-financing</p>  |
| <b>Objective</b>  | Sustainable development of the target region by organizing a single, coherent cross-border touristic area, based on natural, historic, and cultural heritage resulted in the increased number of visitors.  |
| <b>Contribution to indicators</b>                         | CO09 Sustainable Tourism: Increase in expected number of visits to supported sites of cultural and natural heritage and attractions: 30.000   |
| <b>Summary</b>  | <p><b>The project areas main challenge addressed by the project:</b></p> <ul style="list-style-type: none"> <li>the touristic initiatives and attractions are mainly isolated from each other, their operators are rarely cooperating, and the attractions are covering smaller areas or less members of the target groups.</li> </ul> <p><b>Project main outputs:</b></p> <ul style="list-style-type: none"> <li>The Programme Output Indicator is CO09 Sustainable Tourism: Increase in expected number of visits to supported sites of cultural and natural heritage and attractions. Project ROHU-456 contribution will increase by 30,000 the number of visitors in the supported site, by creating an integrated touristic pool of attractions, 3 media/</li> </ul> |

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|                            | <p>marketing centres and 3 inter-active exhibitions; by renewing and refurbishing museum and tourist centres spaces, and also by online and offline marketing activities.</p>  |
| <p><b>Main results</b></p> | <p><b>Investments:</b></p> <ul style="list-style-type: none"> <li>• <b>LB:</b> developing cultural, historic and religious tourist destinations by refurbishing and restoring <b>15 churches and a historical walk</b> (promenade), situated in 16 different locations in Szabolcs-Szatmár-Bereg county: Kállósemjén, Kisvárdá (2 locations), Nagykálló, Eprejeske, Nagyar, Nyírbogát, Nyíribrony, Nyírtass, Székely, Ajak, Fényeslitke, Gávavencsalka, Mátészalka, Tarpa, Nyírbátor. Investment value: <b>5.44 mil. EUR.</b></li> <li>• <b>PP2:</b> develop cultural and historic destinations by establishing <b>three interactive exhibitions.</b> The interactive exhibitions in Baktalórántháza and Érpatak are introducing the noble-life, serf-life and the literature heritage of the cross-border region, while Literary Museum in Nyíregyháza helps in getting to know both Romanian and Hungarian authors in an interactive, modern way. Investment value: <b>2.41 mil. EUR.</b></li> <li>• <b>PP3:</b> Investment activity will be carried out as a second phase of the <b>Eco-Centre</b> (Nagykálló-Harangod), exhibiting natural values of the region and protecting the common natural heritages and values of the region. The size of the protected area, including the Nagykálló-Harangod Pond, can be measured in several hectares, and the investment contributes in attaining better conservation status of the nature. Investment value: <b>0.9 mil. EUR.</b><br/>Developing a media network that will provide media content on the local cultural events with focus on the mutual cultural heritage, establishing <b>three cross-border media and marketing centers</b> in Kisvárdá, Fehérgyarmat and Mátészalka, to promote the tourist destinations of the target region. Investment value: <b>0.6 mil. EUR.</b></li> <li>• <b>PP4, PP5:</b> general refurbishment of the main building of <b>Satu Mare County Museum</b>, monument of architecture, in order to make the buildings suitable for satisfying the needs of visitors on high quality standard as a 21st century museum. Investment value: <b>1.3 mil. EUR.</b></li> </ul> <p><b>Soft elements:</b> Development of a mobile phone application, IT background (integrated access point), and 'umbrella'-type marketing initiatives for tourism attractions of the target area; development of interactive content of exhibitions, museum; marketing and communication plan.</p> |
| <p><b>Concept note</b></p> | <p>Project code: ROHU-349<br/>Implementation period: 01 October 2018 – 30 November 2019<br/>Total budget 348,825.98 EUR, out of which ERDF 296,502.07 EUR.<br/>Preparation activities for developing the Full Application Form.</p>  |