

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

	<p>The Programme Output Indicator is <i>CO09 Sustainable Tourism: Increase in expected number of visits to supported sites of cultural and natural heritage and attractions</i>. Project ROHU-456 contribution will increase by 30,000 the number of visitors in the supported site.</p>
<p>Main results</p>	<p>Investments:</p> <ul style="list-style-type: none"> • LB: cultural, historic and religious tourist destinations developed by 15 churches and a historical walk (promenade) refurbished and restored, 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: 5.44 mil. EUR. • PP2: three interactive exhibitions established to develop cultural and historic destinations. The interactive exhibitions in Baktalórántháza and Érpatak are introducing the noble-life, serf-life and the literary 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: 2.41 mil. EUR. • PP3: Eco-Centre (Nagykálló-Harangod) developed as a second phase, exhibiting natural values and protecting the common natural heritage 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 to attaining better conservation status of nature. Investment value: 0.9 mil. EUR. Media network developed, providing media content on the local cultural events with a focus on the mutual cultural heritage, through three cross-border media and marketing centers in Kisvárdá, Fehérgyarmat and Mátészalka, to promote the tourist destinations of the target region. Investment value: 0.6 mil. EUR. • PP4, PP5: Satu Mare County Museum main building, a monument of architecture, refurbished, to make the buildings suitable for satisfying the needs of visitors on high-quality standard as a 21st-century museum. Investment value: 1.3 mil. EUR. <p>Soft elements: 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>Concept note</p>	<p>Project code: ROHU-349 Implementation period: 01 October 2018 – 30 November 2019 Total budget 348,825.98 EUR, out of which ERDF 296,502.07 EUR. Preparation activities for developing the Full Application Form.</p>