

3rd Restricted Call for Proposals – Full Application Form	
<b>Project code</b>	<b>ROHU-456 FAF</b>
<b>Project title</b>	<b>EASYDOOR</b> 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>	32 months (October 01, 2020 – May 31, 2023)
<b>Partners</b>	<b>LB: Self-government of Szabolcs-Szatmár-Bereg County (Hungary)</b> 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)
<b>TOTAL Budget</b>	Total <b>12,504,461.95 EUR, out of which ERDF 10,622,264.99 EUR</b> 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
<b>Objective</b>	The project aims at the sustainable development of the target region, the historical land of Sătmár, by organizing a unique, coherent cross-border tourist area based on the natural, historical and cultural heritage, increasing the 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>	<b>The project area's main challenge addressed by the project:</b> <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 fewer members of the target groups.</li> </ul> <b>Main activities:</b> <ul style="list-style-type: none"> <li>Renovating the churches in Kállósemjén, Kisvárdá (2 locations), Nagykálló, Eprejeske, Nagyar, Nyírbogát, Nyíribrony, Nyírtass, Székely, Ajak, Fényeslitke, Gávavencsalka, Mátészalka, Tarpa, and the historic walk in Nyírbátor in order to increase number of visits</li> </ul>

	<ul style="list-style-type: none"> <li>• Developing a cross-border Eco-centre and Visitor Center (construction activities) and endowing it in Nagykálló-Harangod (HU). Within this Eco-centre, visitors will be able to enjoy and admire the natural values and heritage without endangering or damaging them</li> <li>• Building and equipping a location for an interactive cross-border exhibition about the noble life in the cross-border region in the town of Baktalórántháza (HU)</li> <li>• Building and equipping a location for an interactive cross-border exhibition about the life of serfs in the cross-border region in the town of Érpatak (HU)</li> <li>• Constructing and equipping a location to establish an interactive museum of literature from the cross-border region in the town of Nyíregyháza (HU)</li> <li>• Developing/creating cross-border media and marketing centres in Kisvárda, Mátészalka and Fehérgyarmat (including the appropriate equipment)</li> <li>• Refurbishing the Satu Mare County Museum</li> <li>• Developing an interactive exhibition concept and design study (1 study on content development for interactive exhibitions)</li> <li>• Developing and implementing the "Learning through entertainment" method for rediscovering cultural and historical destinations in the Sztamar-Satu-Mare area. As part of this method, both an app and a game will be developed</li> <li>• Developing an application, including the content addition, regarding the attractions of the target region, the historic land of Sătmar</li> <li>• Creating a game: "Treasure game", 1 treasure hunt book and 10 "treasure game" packs themed around tourist attractions in the area and available at various cultural locations in the target area</li> <li>• Developing a website, including the content, regarding the attractions in the historical land of Sătmar</li> <li>• Developing a marketing plan to promote the tourist attractions in the target area.</li> <li>• Organizing 1 exhibition at Satu Mare County Museum</li> </ul> <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 <b>30,000</b> the number of visitors to the supported site.</p>
<b>Main results</b>	<p><b>Investments:</b></p> <ul style="list-style-type: none"> <li>• <b>LB:</b> cultural, historic and religious tourist destinations developed by <b>15 churches and a historical walk</b> (promenade) refurbished and restored, situated in 16 different locations in Szabolcs-Szatmár-Bereg</li> </ul>

	<p>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></p> <ul style="list-style-type: none"> <li>• <b>PP2: three interactive exhibitions established</b> to develop cultural and historic destinations. The interactive exhibitions in Baktalórántháza 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: <b>2.44 mil. EUR.</b></li> <li>• <b>PP3: Eco-Centre (Nagykálló-Harangod) developed</b> 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: <b>0.9 mil. EUR.</b></li> <li>• <b>Media network developed</b>, providing media content on the local cultural events with a focus on the mutual cultural heritage, through three cross-border media and marketing centres 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: Satu Mare County Museum buildings, a monument of architecture, refurbished</b>, 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 mils. 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>
<b>Concept note</b>	<p>Project code: <b>ROHU-349</b> 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>