



## PROJECT ENTRY 01

# THE CBC BLACK SEA PROJECT ALECTOR



Collaborative Networks of Multilevel Actors to  
advance Quality Standards for Heritage  
Tourism at Cross Border Level  
2.1.2.73296.282 MIS ECT 2617

The ENPI CBC Project ALECTOR “Collaborative Networks of Multilevel Actors to advance Quality Standards for Heritage Tourism at Cross Border Level””, PRIORITY AXIS1: “Supporting cross border partnerships for economic and social development based on combined resources” and MEASURE 1.2 “Creation of tourism networks in order to promote joint tourism development initiatives and traditional products” funded by the ENPI CBC BLACK SEA JOP

**KICK OFF MEETING**

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Common Borders. Common Solutions

The Black Sea Programme is co-financed by the European Union through the European Neighborhood and Partnership Instrument



## PROJECT OBJECTIVE

Fully in accordance with ENPI CBCBS JOP/Priority1/Measure1.2, the ENPI CBC BS ALECTOR ( 2.1.2.73296.282 MIS ECT 2617) focuses on different types of heritage assets and their values as main lever to invest in human capital and tourism innovation in an effort to achieve socio economic development and cooperation with social partners in the Black Sea: a project-driven form of co-operation among multilevel actors at cross border level emerges, fully realizing the socioeconomic potential of heritage resources in the Black Sea Basin and establishing a unified quality system for the development of cross border and international tourism products and common service standards with acknowledged market value.

## METHODOLOGY

ALECTOR proposes a cognitive and educational framework for using of a place's assets, which would guide final beneficiaries (regions, communities, SMEs) to identify, signify, valorize and manage their natural and cultural resources, in order to use heritage potential as a vehicle for tourism strictly connected with a unified signage and interpretation system.

Most up to dated innovative know-how will result in visitor-centric communication policies, and policies about the management of leisure time, an issue directly related to the competitiveness of places' and regions' in the sector of tourism. These policies will enable final beneficiaries to develop tailor-made heritage strategies and defend their cultural assets against a globalizing world.

By delivering a series of pilot projects to serve regions and localities as best practices ALECTOR helps diffuse project results at a cross border-wide level giving birth to further economic and social development.



## **KICK- OFF MEETING & THEMATIC WORKSHOP**

The Lead Applicant of ALECTOR hosted the three-day kick-off meeting of the project in Drama (Greece) between the 3d and the 6th of June 2014. The meeting was held in the City Council Hall of Drama with the participation of all ENPI and IPA project partners.

The meeting started in an introductory way that the participants made a short presentation of the activities and accomplishments of the organisations they represented. The project concept i.e. its vision, scope and goals, details and deliverables that partners should deliver were presented and discussed by the participants. The financial procedures of the project were discussed as well.

The 1<sup>st</sup> thematic workshop was carried out by Dr. Papathanasiou - Zuhrt - Cultural Heritage Expert of the Lead applicant as part of the meeting, in which the deliverables were clarified, the object of the project, the time planner, the project manual in which was written the goals, the necessity of activities and responsibilities of partners. Two important documents were outlined, namely: the internal communication flows, including the red booth platform used as storage and a communication tool. The second document was the communication dissemination and visibility document which applies for ENPI and IPA partners as binding by the Programme. The practicality and usefulness of the website, which is to be created within the project was also discussed.

The idea of Scriptorama was outlined as an important project tool so as to reflect the need to promote and deliver multisensory experiences shared by tourists. It is a powerful approach to record and broadcast the emotional experience and impressions the various target groups can gain and visualize.

## **PROJECT STANDING COMMITTEES**

Three Project Standing Committees have been elected as integral part of the project concept so as to monitor, manage and overview the smooth implementation of the transnational activities. Thus the project committees were represented by all project partners based on their experience and background acknowledgments:



- THE STEERING GROUP COMMITTEE (SGC) is responsible for the contractual procedure and monitoring, the progress reporting, the demonstration of the project's achievements and usefulness, the communication and promotion of the projects' results & successes, the qualitative information on the lessons learnt and results achieved. The Steering Group Committee consists of 9 members, the legal representatives of each partner.
- THE QUALITY CONTROL COMMITTEE (QCC) is responsible for setting up the standards and the procedures for the quality of outputs delivered and the quality of project implementation procedures, the skills of human resources, the Programme framework/rules and the estimated risks. The Committee consists of 3 Members with a background in cultural heritage management or in tourism.
- THE TECHNICAL CONTROL COMMITTEE (TCC) is responsible for the financial management, monitoring and communication and visibility. It consists of 5 Members, e.g. the financial and communication officers of the represented partners.

## **PRESS CONFERENCE**

An inauguration press- conference was given at the meeting start- up by Manolis Chatzopoulos as the General Project Coordinator, Dr. Dorothea Papathanassiou - Zuhrt as the Expert of the Project and Mr. Kazım Gürkan Özer as the representative of the IPA Beneficiary. The representing project partners reported the project and answered the specific questions of the local media representatives concerning the actual results that shall be achieved at cross border level within the participating countries.

## **THEMATIC STUDY TOUR IN DRAMA**

The participants attended the first thematic study tour in the city of Drama, in which they followed the cultural route by walking in the centre of the city. They were introduced with the local park with water springs, named Agia Barbara, an old church, the first tobacco warehouse of the area and other monuments. The tour was completed with a visit at a private mansion



where an active discussion on the cultural history, the local customs and the tourist assets of Drama was carried out.

Page | 5

## **FOLLOW UP**

The next cross border meeting was scheduled to be held in November in Varna where the second thematic study tour shall be examined as part of the project.

## **PARTNERSHIP**










The ENPI CBC BS JOP Project ALECTOR will involve actors from various administrative and social levels, so as to strengthen their capacity to effectively manage heritage for tourism. These collaborative networks will deliver three main outcomes: a) (re) activation of human capital by intense know-how transfer of innovative practices -directly deriving from research conducted, b) local authority empowerment by diffusing policies regarding heritage management and tourism planning and c) the development of local and regional strategic partnerships. By delivering local and regional strategic partnerships, ALECTOR encourages various action groups to cooperate, bring together key organizations, stakeholders and actors, from the three spheres of state, market and civil society, to identify further needs and priorities.

## **CROSS BORDER LOCATIONS**

- Greece, Region of Eastern Macedonia and Thrace, Drama
- Turkey
- Istanbul, Istanbul - Istanbul Metropolitan Municipality
- TR90, Trabzon
- Romania, Constanta
- Bulgaria, Severoiztochen, Varna
- Moldova, Chişinău, Chişinău
- Ukraine, Donetsk Oblast, Donetsk
- Georgia, Adjara, Batumi



**FOTOGALLERY**

 <p>Kick Off meeting 03.06.2014</p>	 <p>Press Conference 03.06.2014</p>	 <p>Workshop in accessibility of heritage assets 05.06.2014</p>
 <p>Workshop on heritage classes at the Costas Lazaridis Winery 04.06.2014</p>	 <p>Workshop on heritage classes at the Costas Lazaridis Winery 04.06.2014</p>	 <p>Spierer Tobbacco Ware House Study Visit 05.06.2014</p>
 <p>Study Visit at the Costas Lazaridis Winery</p>	 <p>Tzimou Historic Mansion Study Visit 05.06.2014</p>	 <p>Spierer Tobbacco Ware House Study Visit 05.06.2014</p>