

## PROJECT ACTIVITIES

### Activity 1: TEAM FORMATION (21.05.2010-20.11.2011)

This project will be staffed by all partners. 8 persons of the core team will be from ARDBC and 8 from ARIES and PLIMM. Speakers for workshops and conference are considered separately.

Personnel: 16 team members /8 from Romania and 8 from Bulgaria/including: project manager; coordinator/3/, technical assistant/2/;IT experts /2/; magazine editors /2/; tourism experts /2/; photographers /2/; accountants /2/; speakers /26 days/

### Activity 2: TEAM MEETINGS (21.06.2010–20.11.2011)

Nine team meetings will be organized within the project – 5 in Romania and 4 in Bulgaria. They will be held alternatively in both countries during the whole implementation of the project in order to assure the good communication and cooperation between the teams of the partner organizations.

### Activity 3: DATABASE COLLECTION (21.06.2010–20.11.2010)

This activity has *two stages*:

▶ *First stage* - information from existing sources will be accumulated and classified into a database form.

▶ *Second stage* – 6 (six) one-week field trips for checking, completing and updating the information, 3 in Bulgaria and 3 in Romania. The trips in Bulgaria will be coordinated by the lead partner and those in Romania by PLIMM. The tourism expert and photographer will be mainly engaged in the database collection.

The gathered database will contain the following *information structure*:

- ▶ General facts about each country;
- ▶ Information about the Danube region in both countries containing the topics: geography, history, nature, economy, literature.
- ▶ Tourism offer about: Danube bicycle track, river cruises, nautical tourism, wine tourism, events, hiking, fishing, tour operators
- ▶ Accommodation
- ▶ Tourist information centers
- ▶ Photo gallery
- ▶ Press articles

### Activity 4: WEBSITE DEVELOPMENT (21.05.2010–20.11.2011)

The web site will be developed and managed by both IT experts during the whole period of the project. It will be constantly updated. It will be structured according to the *structure of the database*, but will contain also *information about the project, links /banners/ to the donors and partners* and it will be promoted on all promotional materials produced within the project, bearing all visualization information requested by the program.

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### Activity 5: 10 WORKSHOPS WITH STAKEHOLDERS FOR DANUBE VELO ROUTE DEVELOPMENT (21.09.2010-20.11.2011)

▶ **10 workshops** - 5 workshops in different towns along the Danube in Bulgaria and 5 in Romania will be organized within the project; 200 participants expected to all 10 workshops (20 participants/workshop, of which 10 from Bg and 10 from Ro)

Participants will be *tourism companies, NGOs, journalists, local authorities and other stakeholders* interested in the development of tourism along the Danube and more precisely of the Danube bicycle track. The goal of these workshops is to **develop jointly new tourism products and coordinate standards and marketing measures**

### Activity 6: BROCHURE AND FLYERS PRINT AND OTHER PROMOTIONAL ITEMS (21.11.2010–20.01.2011)

▶ A luxury color brochure - A5 format, 20 pages - will provide information about the Danube tourism area between Bulgaria and Romania in attractive way.

▶ The brochure will contain many *professional photographs* and a lot of useful information, but at the same time the written information will be less, proportionately to the pictures.

▶ 5000 items of the brochure and flyers will be printed and disseminated at the **5 tourism fairs in Danube countries.**

▶ 150 promotional T-shirts

### Activity 7: PRINT OF A TOURIST MAP OF THE DANUBE BICYCLE ROUTE (21.11.2010–20.01.2011)

The Tourist map of the Danube bicycle route between Bulgaria and Romania will be printed in 5000 copies and disseminated at various tourism events.

### Activity 8: MAGAZINE DEVELOPMENT AND PRINT (21.05.2010-20.11.2011)

A magazine about the Danube between Bulgaria and Romania will be produced every quarter of the year. Six editions in total in 500 copies each will be printed and distributed to local stakeholders and international tourism organizations. The articles in the magazine will be edited by the two editors from ARDBC and PLIMM and then the magazine will be published in the website in pdf format.

### Activity 9: ELABORATION OF A DVD FILM ABOUT CYCLING TOURISM ALONG THE DANUBE BETWEEN BG AND RO (21.10.2010-20.03.2011)

A tourism film about the Danube region between Bulgaria and Romania will be produced, promoting the various types of tourism that could be practiced in the region with main focus on the Danube bicycle track. The production of the film will be contracted to an experienced company. It will be available in 4 languages: Bulgarian, Romanian, English and German. The specific ToR for the film production will be developed by the project team after the first few months of database collection.

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### Activity 10: STUDY FOR SIGNPOSTING ALONG THE DANUBE BETWEEN BULGARIA AND ROMANIA (21.08.2010-20.01.2011)

Within this activity *two studies* will be conducted: *one in Bulgaria in Bulgarian language and one in Romania in Romanian language*. Each of the studies will cover the whole cross-border territory along the Danube bicycle track of the country.

The bicycle track in both countries will follow the existing road network along the Danube as defined in the map of the Danube bicycle track. The study will provide *specific data for gps-defined places* and will provide information about every sign that should be placed along the path in compliance with the methodology of signposting adopted for the signposting of **Euro velo route No6** and the **Danube bicycle route from Budapest to the Black Sea**.

The signposting study will be contracted to an experienced company.

### Activity 11: APPROVAL OF SIGNPOSTING REPORT BY MINISTRIES OF TRANSPORT OF BULGARIA AND ROMANIA (21.08.2010-20.01.2011)

*Consultations with the local ministries of tourism and transport* will be conducted during the development of the study and when it's ready it will be sent for approval to the competent authorities.

The *approval* of this study will demand many coordination efforts from the lead partner and ARIES Oltenia.

### Activity 12: PILOT SIGNPOSTING OF 100 SIGNS (21.07.2010-20.11.2011)

The *pilot signposting* of *100 signs* for both countries will be contracted by the lead partner and will include the production and placement of the signs according to the approved study for post signing of the Danube velo route.

### Activity 13: ORGANIZATION OF A PROMOTIONAL DANUBE TOUR (21.12.2010-20.02.2011)

▶ *30 international and local journalists* will be invited and take part in the **10-day Danube tour** in Bulgaria and Romania.

The organization of the whole tour will be subcontracted to external company and will include the following: *one bus* with 40-45 seats for the participants and team members, *one accompanying car*, provision of **20 long-distance professional bicycles and kayaks** for 10 more participants, who will travel parallel along the Danube and will meet at the end of each stage..

The Terms of Reference for the contractor will include also *accommodation and catering* for 30 participants and 10 team members and accompanying staff /drivers, catering assistants, etc. All *travel costs* of the participants will be covered within this activity. The stages and specific requirements and conditions will be further developed in the ToR of the contract by the project partners.

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### Activity 14: ORGANIZATION OF A FINAL 3-DAY CONFERENCE (21.08.2010-20.10.2011)

During this **final 3-day conference** the final results of the project will be presented and some ideas for new actions and continuation of the project will be presented and discussed.

There will be 100 participants, among which *stakeholders and tourism companies from Bulgaria and Romania, non-government organizations, local authorities*, including *participants from Danube countries, who have worked on the Danube bicycle route development*.

The organization of the conference will be subcontracted.

### Activity 15: INFORMATION AND PUBLICITY CAMPAIGN (21.12.2010-20.11.2011)

Within this activity **3 local televisions** and **3 local radio stations** in Bulgaria and Romania will broadcast messages in their networks promoting the Danube velo route in the cross-border area to the citizens of the two countries.

**Billboard presentations** will inform the public about the project, promote the web site and encourage people to be active and ride their bikes along the banks of the great Danube.

**Press-releases** will inform media about every important event within the project. At the final conference a **press conference** will be held.