



Kavala Development Agency S.A.
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CO-OPERATION PROPOSAL

TRANSNATIONAL CLLD/LEADER CO-OPERATION PROJECT

“ENHANCEMENT OF EUROPEAN RURAL DEVELOPMENT CAPABILITIES - ENERDECA II”

Purpose and objectives of cooperation

The project (continuation of ENERDECA I) aims to establish a common framework of cooperation between businesses and institutions in all partner areas with the main objective being the formulation of a common understanding as far as rural development is concerned and the adoption of new methods and practices for the promotion and interpretation of local resources. The project is also working towards the promotion of a distinctive transnational creative tourism product. The term “Creative Tourism” means an alternative form of tourism that seeks to engage tourists in local creative activities related to the cultural capital of the area.



The transnational cooperation project seeks to stimulate business activity by developing creative industries in the partner areas, but also to create a distinct transnational creative tourism product that will provide authentic tourism experiences.

The main parameters of the project therefore are, on the one hand, the interpretation of the cultural and natural resources of the partner CLLD/LEADER areas and, on the other hand, the enhancement of tourism experience through the development of creative tourism activities at local and extra-local level.

Potential partners

The project partners are those national (Greek) who have participated in the previous Programming Period as well as new international partners from areas with important natural and cultural resources that can be used as the basis for creative activities. Ideally, international partners will be found from the Mediterranean Basin (Italy, France, Spain, Portugal).

Co-operation value



In recent decades, the reduction of the European rural population has led to a significant decline in its economic activity and its inherent attractiveness as a place of residence. However, the countryside continues to be a relatively popular tourist destination for specific tourists who are interested in the natural environment and the culture of the areas they visit. With the exception of European countryside destinations that are already well-established and highly visited (e.g. Tuscany, Alps, etc.), many destinations have not yet found their share in local and extra-local markets. This is due to insufficient utilization of their

critical resources or their inability to adapt to the modern needs of tourists seeking “experiences” rather than “memories”. Thus, it becomes clear that local development systems will have to adapt to these modern needs, convey new concepts and meanings to critical development resources, and develop new products and services in rural areas. The term “local development systems” means decision-makers, entrepreneurs and the wider population.



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In view of the above, and with regard to the value of cooperation, the following points are highlighted:

- Partners from areas where they have advanced critical resources and promoted new products and services will transfer know-how to the remaining partners.
- Promoting common standards, methods and techniques favors the transferability of good practices.
- The combination of resources, products and services at transnational level creates an authentic and attractive product that favors the alteration/sequence of experiences.

Analysis of the activities to be undertaken under the Cooperation Plan

The activities of the proposed Plan are the following (indicative):

1. Coordination and management of the project

- Coordination - work meetings of project partners
- External services to support project coordination activities

2. Strengthening of local and extra-local know-how

- Recognition - significance of critical cultural resources in partner areas
- Organizing a conference on the development of creative tourism
- Establishing common standards for the evaluation of the significance of cultural resources
- Establishing common standards for the interpretation of cultural resources
- Seminar for partners and stakeholders on resource interpretation and creative tourism
- Producing a manual for developing and enhancing creative tourism for use by tourism entrepreneurs

3. Implementing good practices at local and extra-local level

- Creating and printing promotional interpretive material
- Establishment of common specifications for the implementation of pilot projects
- Defining the transnational "creative" ENERDECA route
- Pilot projects in partner areas

4. Publicity of the project

- Creating a website for the project
- Creating and printing project information material

For more information, please contact:



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