



## CLLD Cooperation OFFER

### Title of the proposed project (English)

CulturActive – the story and the thrill

### Type of project (select as many as you want)

Cooperation within the MS	Transnational cooperation	Sea basin cooperation
<input type="checkbox"/> Across regions	<input checked="" type="checkbox"/> Cross-border cooperation	<input type="checkbox"/> Mediterranean
<input type="checkbox"/> Within the same region	<input checked="" type="checkbox"/> With other MSs (no shared border)	<input type="checkbox"/> Baltic
	<input type="checkbox"/> Non EU countries	<input type="checkbox"/> North Sea
		<input type="checkbox"/> Atlantic

### Brief summary of the project idea (max 800 characters)

In order for us to develop a framework for an integrated approach in managing and promoting tourist resources among project partner, we will want to focus on these activities.

The first one is to assess the touristic resources by analysing all the elements contributing to the touristic potential of the region. The information gathered will be disseminated between partners in order to share the know-how we gathered during the analysis.

The second step that we are going to do is generating an action plan for policy change and common implementation by creating tourist development strategies, local sub-plans that will contribute to the general strategy

The last step will be the cross-partner implementation of the action plan by implementing common platform and generate tourism products through it.

### Looking for partner located in the following types of areas (select as many items as you want)

<input type="checkbox"/> National / Regional borders	<input type="checkbox"/> Rural	<input type="checkbox"/> Isolated / remote
<input type="checkbox"/> Inland	<input type="checkbox"/> Peri-Urban	<input type="checkbox"/> Sea basin
<input type="checkbox"/> Island	<input type="checkbox"/> Urban	<input type="checkbox"/> Mediterranean
<input checked="" type="checkbox"/> Lakes and rivers	<input type="checkbox"/> Small town	<input type="checkbox"/> Baltic
<input type="checkbox"/> Coastal	<input type="checkbox"/> Historic centre	<input type="checkbox"/> North Sea
<input checked="" type="checkbox"/> Mountainous	<input type="checkbox"/> Densely populated residential area	<input type="checkbox"/> Atlantic
	<input type="checkbox"/> Segregated/deprived neighbourhood	

Looking for partner located in areas with the following assets *(select as many items as you want)*

<input checked="" type="checkbox"/> High Nature Value	<input type="checkbox"/> Forest	<input checked="" type="checkbox"/> Presence of relevant cultural sites
<input type="checkbox"/> Cropland	<input type="checkbox"/> Non-productive land	<input type="checkbox"/> Mineral extraction
<input type="checkbox"/> Pasture	<input type="checkbox"/> Industry	<input checked="" type="checkbox"/> Protected areas

Topic of the project (select up to 10 items)

<input type="checkbox"/> Innovation <input type="checkbox"/> Research & Development <input type="checkbox"/> New technologies <input checked="" type="checkbox"/> Knowledge transfer / education / training activities <input type="checkbox"/> Broadband / Internet / ICT <input checked="" type="checkbox"/> Culture and Cultural heritage	<input type="checkbox"/> Built environment <ul style="list-style-type: none"> <li><input type="checkbox"/> Village, harbour renewal</li> <li><input type="checkbox"/> Public / community spaces / green areas</li> <li><input type="checkbox"/> Energy efficiency, retro fitting buildings</li> <li><input type="checkbox"/> Reconversion brownfield areas</li> <li><input type="checkbox"/> Rural infrastructures</li> </ul>
<input type="checkbox"/> Agriculture & Farming <ul style="list-style-type: none"> <li><input type="checkbox"/> Small farms</li> <li><input type="checkbox"/> Semi-subsistence farming</li> <li><input type="checkbox"/> Organic farming</li> <li><input type="checkbox"/> Livestock</li> <li><input type="checkbox"/> Animal welfare</li> <li><input type="checkbox"/> Young farmers</li> <li><input type="checkbox"/> Urban farming</li> </ul> <input type="checkbox"/> Fisheries and aquaculture <ul style="list-style-type: none"> <li><input type="checkbox"/> Fisheries</li> <li><input type="checkbox"/> Aquaculture</li> </ul> <input type="checkbox"/> Forestry <input checked="" type="checkbox"/> Food & Drink <input type="checkbox"/> Marketing <input type="checkbox"/> Supply chains / Producer organisations & Cooperatives <input checked="" type="checkbox"/> Non-food products / Crafts <input type="checkbox"/> Business development <input type="checkbox"/> Economic diversification <input checked="" type="checkbox"/> Tourism / Territorial branding	<input type="checkbox"/> Social inclusion / Public services <ul style="list-style-type: none"> <li><input type="checkbox"/> Integrated service delivery</li> <li><input type="checkbox"/> Social services</li> <li><input type="checkbox"/> Transport &amp; Mobility</li> <li><input type="checkbox"/> Education</li> <li><input type="checkbox"/> Health</li> <li><input type="checkbox"/> Housing</li> <li><input type="checkbox"/> Anti discrimination</li> <li><input type="checkbox"/> Social enterprises</li> </ul> <input type="checkbox"/> Employment / job creation <ul style="list-style-type: none"> <li><input type="checkbox"/> Access to labour market</li> <li><input type="checkbox"/> Work-private life reconciliation</li> <li><input type="checkbox"/> Self-employment</li> <li><input type="checkbox"/> Upskilling</li> </ul>
<input checked="" type="checkbox"/> Natural environment & Resources / Landscape <input type="checkbox"/> Climate change mitigation / adaptation <input type="checkbox"/> Local energy production / renewable energies <input type="checkbox"/> Circular economy / bio, green economy	Target groups: <ul style="list-style-type: none"> <li><input type="checkbox"/> Youth</li> <li><input type="checkbox"/> Women</li> <li><input type="checkbox"/> Long term unemployed</li> <li><input type="checkbox"/> Homeless</li> <li><input type="checkbox"/> Elderly</li> <li><input type="checkbox"/> Migrants</li> <li><input type="checkbox"/> Fishermen</li> <li><input type="checkbox"/> Marginalised communities e.g. Roma</li> <li><input type="checkbox"/> People with disabilities</li> <li><input type="checkbox"/> Ex offenders</li> <li><input checked="" type="checkbox"/> Others</li> </ul>
<input type="checkbox"/> Governance <input checked="" type="checkbox"/> Community development <input type="checkbox"/> Rural Urban linkages	
<b>Additional keywords:</b> (up to 3)	

## OBJECTIVE

### Initial position / background / local context of the proposed project (max 800 characters)

*The starting situation or local context in which the projects is going to operate*

An integrated approach to tourism - areas focus around one aspect of their touristic potential, marketing themselves as an area focused around outdoor activities (winter or summer sports) or a cultural destination (be it built or cultural heritage). But most areas have, besides their main selling point, other categories of tourist objectives. These could be mended together, so that they can attract a wider audience. This way, tourists visiting for activities can also enjoy a cultural experience (by introducing them to local dishes, or having the possibility to explore cultural objectives – adapted so they will have an interactive side as well), by marketing a story that comes with the thrill. Also, tourists visiting for the cultural aspect can also be encouraged to be more active (take breaks for sporting activities during their holiday, or encouraging them to be more physically active during their visit - biking or hiking between different objectives, place a component of geocaching or gamifying their holiday).

Marketing tourism for a wider audience - tourism needs to be transnational, needs to be addressed to potential visitors from around the world, through proper marketing, signposting and also methods and instruments for overcoming the potential language barrier.

### Proposed objectives / target group and activities (max 800 characters)

Objectives

1. Exchanging good practices and techniques among project partners.
2. Promote the touristic potential of the network's partners at an international level
3. Create a common platform for promoting local tourism and for disseminating project results.

### Country and /or kind of partner you are looking for (ALL EU in case the interest is on any EU country)

We are looking for partners from all Europe who have an interest in developing local tourism through cooperation with local action groups from a wide range of countries. We want to promote our cultural heritage and at the same time we want the people from our territory to get accustomed to other cultures as well. We are interested in working with people that share an interest in their local heritage and want to promote it and through this project we will be able to additional values to the local tourism opportunities.

### Languages spoken by your LAG staff

English, French, German

## OFFERING LAG

## Contact details

<b>Member State</b>	Romania
<b>Region</b>	Nord-West Romania
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**This Cooperation Offer is valid until**

*This is a mandatory field! Please provide a date after which the cooperation offer will not be valid anymore.*

1 <sup>st</sup> of December 2016
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**Date:** 27.10.2016