



ROMANIA, PP7 - ACTION PLAN



Sustainable Tourism in Brasov County

ThreeT Action Plan 2021-2022

3/29/21

Brasov Council PP7



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Part I – General information

Project information:

Project:	Thematic Trail Trigger (ThreeT)
Partner organisation:	BRASOV COUNTY COUNCIL
Other partner organisations involved (if relevant):	N/A
Country:	ROMANIA
NUTS2 region:	MACROREGION ONE, CENTER
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The Action Plan of Brasov County supports and creates the fundament for development of sustainable tourism, being a strategic approach towards resilient and sustainable development of tourism in Brasov County.

Brasov County responsible for socio-economic development of the region is therefore in charge of several other fields of activity within the whole region, not only tourism development and promotion. Therefore, the Action Plan connects and links regional stakeholders from different sectors, existing projects and initiatives and creates the framework to develop Brasov County together with the local population towards a sustainable direction.

An integrated approach is fundamental to combine mobility, accessibility, sustainability and marketing within the development of Sustainable Tourism in Brasov County. It is of high importance to connect all fields of activity, involve regional stakeholders from tourism, nature protection, agriculture, research and mobility and take up and build on existing local initiatives and projects.

Through this Action Plan the aim is to improve existing strategies, to develop concrete actions to be implemented towards sustainable and nature friendly tourism.

Two main activities which were selected to be implemented during the Action Plan are:

- 1. Public Policy improvement and development towards sustainable tourism**
- 2. Silent Areas as Tourism Attraction in Brasov County – Pilot Action (Annex 1)**

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The first action follows an integrated approach for sustainable tourism development on different themes and proposes fundamental basic work triggering concrete actions to be developed starting from Phase II of the ThreeT project onwards. The second one implements a very concrete idea of Silence Areas as Tourism Attraction Concept in Brasov County, starting from two pilot areas (urban and rural) and creating the necessary background for multiplication for larger scale implementation and development of a permanent Route of Silence.

There is urgent need for actions in order to trigger sustainable tourism development and good governance of destinations and their products by creating permanent working groups, finalizing policy papers and handbooks, setting up a geoportal for sustainable tourism for public use, evaluating investment needs and creating financial instruments for sustainable tourism projects along with piloting silent areas for urban and rural environments in Brasov County.

Brasov County Council is the responsible body for the implementation of such actions with the support of local stakeholders gathered in thematic and/or geographic working groups.

Part II – Policy context

Technical description

The Action Plan aims to impact:

- Investment for Growth and Jobs program
- European Territorial Cooperation program
- x **Other regional development policy instrument**

Name of the policy instrument addressed: **Strategy for Sustainable Development of Brasov County 2013-2020-2030**

In Brasov County several thematic trails were developed. However, these trails lack sufficient **visibility, accessibility and connectivity** by means of transportation, interconnectivity to promote cycling and support implementation of national eco-tourism strategy, safeguard the natural and cultural assets and ensure the County's development in an eco-friendly and sustainable manner.

According to the Local Administration Law county councils have key roles to develop strategies, programs and assure funding for their implementation. Another key role of Brasov County's administration is cooperation and coordination of the local administrations of the communes, towns and municipalities in the county.

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During Phase 1 of ThreeT Project, Brasov County Administration took this role very seriously and gathered not just the local administrations' representatives but many other stakeholders (NGOs, institutions, governmental and other organizations, etc.) to get involved in the project and the development of the Action Plan.

During Phase 2 their involvement will be essential to ensure through investments the funding multiplier effect of Interreg Europe Programme.



Figure 1 - Embedment of Brasov County Threet - Action Plan

Part III – Details of the actions envisaged

1.1 The background

An action such as Public Policy on Sustainable Tourism in Brasov County has a very high complexity and needs multiple domains as input. The facets of the Good Practices observed during the Study Visits covered almost all aspects needed to start a proper revision of the actual strategy and to propose the beginning of the transformation needed to implement the SDGs and ThreeT Pillars in future tourism planning in Brasov County.

After several Study Visits and analyses of Good Practices presented, stakeholders proposed to transfer certain ideas in Brasov County. The inspiration for the selection of the relevant thematic domains is based on following Good Practices:

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1 GP - Vogelsberg volcano express bus	4 GP- Alvar Aalto routes	6 GP- Volcaneum	10 GP – Eco-Adventures of Sam the Squirrel
1 si 2 GP - TITSA Facilities: Sustainable and Accessible Mobility	5 GP - Parks and museums without barriers - VAL DI CORNIA PARK SYSTEM	7 GP - Via Sancti Martini – The Establishment of the Saint Martin's International Pilgrimage Route	10 GP – Trail of Senses at Anaga
3 GP - Industrial heritage management: the thematic route of the TeH2O	5 GP – Teide Summit: White Mountain Trail and Cable Car	8 GP - Hydroelectric power plant chain "Rehbachtal" + energy educational trail "water, wind and sun".	11 GP - Biogas ecosystem
3 GP - Dingli Heritage Trail	GP: „Along the Lower Vistula Fortifications Trail“	9 GP – River Lahn Trails (Hiking, Cycling, Water hiking)	12 GP- Silence as a tourism attraction
3 GP- UN MARE DI AGRUMI	6 GP- Iron Curtain Trail: Sustainable mobility along the newest EuroVelo route	9 GP – Teno Intermodality	13 GP- Meijän Polku (our path) - Concept to well-being and health promotion related to nature trail network
4 GP - Parks and museums without barriers - VAL DI CORNIA PARK SYSTEM	6 GP - Alpannonia – hiking without border		14 GP - Tourist Passport, Kujawsko-Pomorskie Constellation of good places

Nevertheless, one main GP inspiring the general approach and better definition of Action1 was GP SAPE, Italy.

GP 43 S.A.P.E. – Lead Partner, ITALY

Furthermore, Finland's example of organizing the data and providing up to date information about the territorial structure in a geo-informational system (GIS) was, beside stakeholder CEM's Geoportal, a motivation for the Brasov County Administration to react and to wish to develop during the Action Plan implementation its own powerful GIS as methodological tool for modern sustainable tourism planning.

One specific good practice of Regional Council of Central Finland determined us as partners to consider designating silent (or quiet/calm) areas also in Brasov County to create extra value for both locals and visitors. Since 2013, silent areas were notified as one of the criteria when defining the Tourism and Recreational Attraction Areas in Central Finland Regional Plan. In the selection of silent areas, nature and landscape values were relevant factors. Silence connected to nature values together with tourism and recreation potential offers more value and significance to the region.

During Phase I, after completing the Study Visits, special focus was addressed to specific Good Practices with high interest among participants. More detailed information were needed from partners and their stakeholders for a better opportunity to multiply and export Good Practices visited in their own region and to implement them in their own AP.

Four Tutorial Sessions were organized online gathering different Good Practices to be approached from the perspective of the four macro categories of the project:

1. Infrastructure and service to/along the trail
2. Soft-mobility transport means
3. Information and communication support to trail visibility
4. Trail management and good governance

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To design the highly complex frame and plan for the Action Plan **we attended all tutorial sessions** because all GPs presented had individual influence on the Sustainable Tourism Strategy of Brasov County. The outcome of the additional information obtained in the TS created conditions for detailed planning of the developed and proposed 3T-Action Plan for Brasov County. Our stakeholders made the most significant contribution to set up the Action Plan.

Due to COVID 19 pandemic direct meetings with decision makers in Brasov County were not possible to get their approval and funding for the proposed actions and activities. The discussions were carried on a technical level. However, there is need for further discussions to establish the correct budget for implementation of such actions and which stakeholder will finance what according to their needs and interests.

Furthermore, for the implementation of the proposed Pilot Action, all partners interested in the idea of Silence as a Tourism Attraction will attend online meetings and, hopefully, one working meeting connected to the Final Conference of Phase 1 in Finland. This will create the conditions for better testing of the idea in other partners regions.

1.2 Evaluation results justifying the specific Action chosen for implementation

Through this Action Plan we lay the ground / prepare context for further actions to be taken by local stakeholders and local administrations towards a sustainable development of our county.

Simply trying to apply the Strategic Development Goals (SDGs) into a new sectorial strategy, like for Brasov County in the tourism sector, is innovative. Brasov County is not yet prepared to implement SDGs and the specific targets because it has not created the according administrative system behind following the targeted indicators. A new sectorial strategy towards more sustainability is welcome, but impossible to measure at this point.

We can discuss about the amount of 238 general SDG indicators suggested by UNO (approx. 209 suits as indicators for sustainable development of Brasov County) and actually just 102 “indicators for sustainable development” are measured by Romanian administration and regulated by laws and procedures. Not even the description of both sets of indicators fits for 50% of them. It is obvious that no cost-benefit calculation can be undertaken depending on the new SDG indicators as we propose in the AP by developing a new sustainable strategy. This will be possible in midterm period (till 2027). This Action Plan and especially Action 1 are just the first step on a long journey towards sustainability.

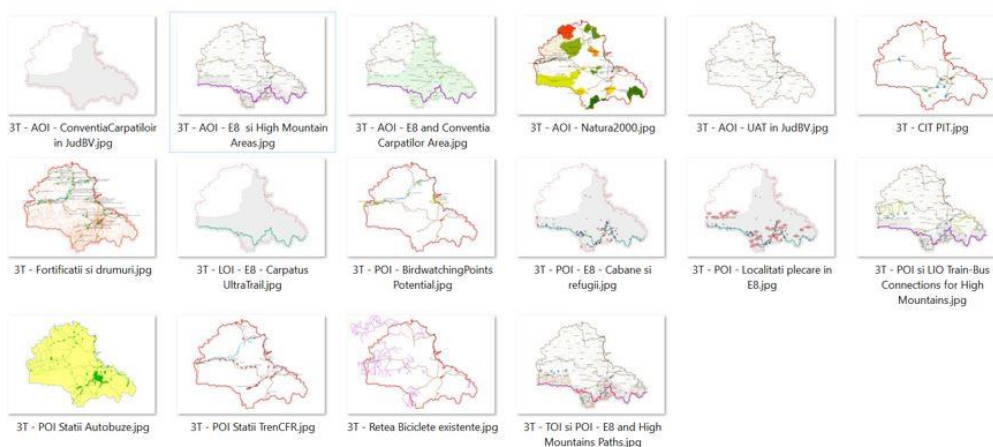
During Phase 1 of the project, after the study visits and tutorial sessions, after each individual idea for action was presented to relevant stakeholders in dedicated meetings, we have undertaken extensive support activities and organized individual meetings with different Mayors to start getting them involved and committed to the Action Plan. All the study visits contributed to improved communication between the local stakeholders, who, apart from the benefits from the exchange of

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experience itself, learned about each other's activities and became aware and willing to contribute to the action plan implementation in Phase 2.

The most relevant good practices, the study visits and the tutorial sessions highlighted our need as region to put emphasis on governance, performance management systems, accessibility, visibility and mobility and infrastructure if our vision is sustainable development of Brasov County.

A memorandum was addressed by the experts to the local / regional / national authorities, with recommendations on sustainable tourism development (mobility and accessibility, micro-regional development, infrastructure, tourist management, tourist marketing, strategic partnerships). This memorandum, brings to the attention the need for a better use of resources, acting as an investment multiplier in the sense of protecting and developing the tourist heritage by: identifying local solutions to improve accessibility and tourist mobility, exchanging practices between partners, generating new thematic routes in the county or connecting the existing ones, involving local communities in the decision-making process regarding local sustainable development. A great accent was placed on sustainability and the need for a geo-referenced database for better policy-making decisions. Due to the complete policy review done by the experts of ThreeT project and the memorandum they prepared for the local/regional and national authorities, the team for reviewing the entire County Strategy is receiving important inputs in order to improve this policy document to such an extent that it fully integrates sustainability indicators into the actions. Due to extreme involvement of all the stakeholders, we are able now to work with geo-referenced data and maps with different layers from the region (bike and hiking trails, bus stops, Natura 2000 sites, train, roads, touristic objectives, architectural sites, gastronomic points, etc) in order to present the policy-makers an action plan with a visual support for the need or opportunity. Having data represented in a visual manner on maps also gives you a better understanding of your own resources and comparability with other good practices as shown below:

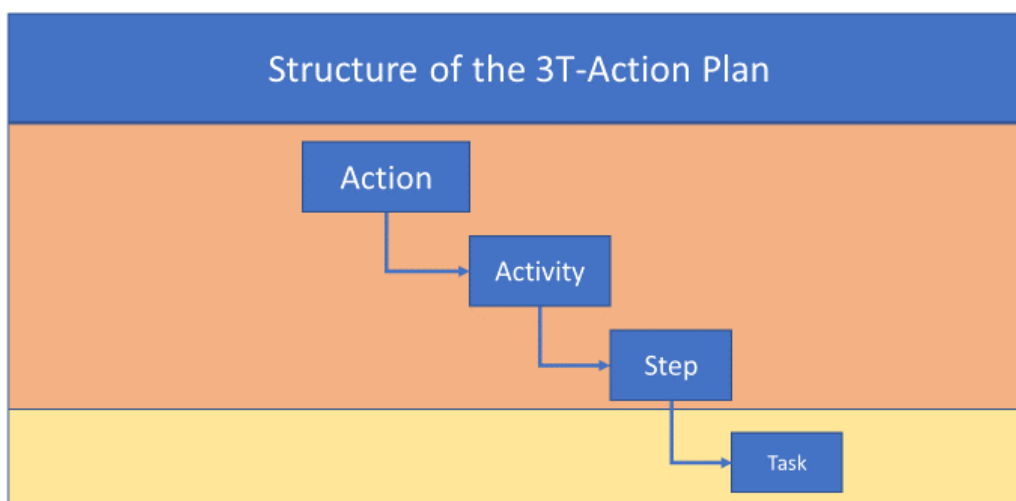


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1.3 Actions

The developed Action Plan foresees 4 different detailing levels:

- Action – describes the general action
- Activity – summarizes the category of activities composing the Action
- Step – describes working steps towards fulfilling the activity
- Task – divides the steps into tasks with individual designation of responsible persons



The Brasov County Administration will have to access funding for special software for single project management and for several simultaneously coordinated project management tools to guarantee the capability to manage the implementation of the AP.

Action 1 - Public Policy for improvement & development of Sustainable Tourism in Brasov County

Pilot Action - Silent Areas as Tourism Attraction in Brasov County (Annex 1)

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ACTION 1

1.3.1 Public Policy for improvement & development of Sustainable Tourism in Brasov County

Action 1 seeks to improve the performance of Brasov County Sustainable tourism policy instruments to protect and enhance natural and cultural heritage by defining areas for sustainable tourism, setting up the design of thematic trails with all necessary ingredients or improving existing ones, making them accessible to all through green modes of transport and readily available information. Maximization of the eco-tourism potential of heritage sites is a goal too. It is based on a bottom-up approach for implementation with key-stakeholders being involved in all project activities, steps and tasks. Their contribution by implementing the planned actions is expected to act as a strong multiplier lever for benefit sharing and territorial cohesion of local communities.

The Stakeholder Groups established in the project will constitute a permanent forum to ensure a durable impact related to the project issue and consequent actions planned/implemented.

1.3.1.1 *General Description of Action 1*

This Action is subdivided into 4 further Activities and several Steps:

- **ACTIVITY 1 - Design Thematic Public Policy Instruments for Sustainable Tourism**
- **ACTIVITY 2 - Analyze needs for visiting infrastructure for Sustainable Tourism**
- **ACTIVITY 3 - Create open GIS & Technical documentation**
- **ACTIVITY 4 - Identification of the legal basis regarding the granting of financing in tourism and the design of the financing program proposal of Brasov County for sustainable tourism**

Action 1 is the trigger for specific **longer-term actions** within the above-mentioned under coordination of Brasov County, related to:

1. Gastro Points Network



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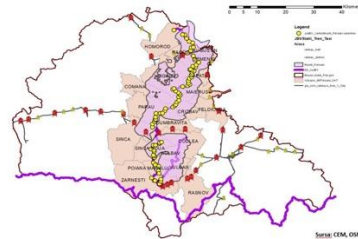
2. Bike Route Development - Extension of Brasov County marked Biking-Network (BV_BikeNet) and improvement of its green accessibility



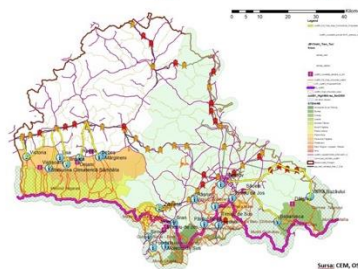
3. Fortification network



4. Persani Volcano Low Mountain Trail



5. E8-Carpatus High Mountain Trail



6. Olt River – Via Alutum Integrated Development



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Activity 1 charter

Public Policy for improvement & development of Sustainable Tourism in Brasov County	Responsible	Deliverables
	Brasov County Administration	
Activity 1 - Design Thematic Public Policy Instruments for Sustainable Tourism		
Step 1. <i>Creating thematic workgroups (months 1-3)</i>		6 x Working Groups established 6 x Detailed Thematic Routes Implementation Plans
Step 2. <i>Establishing governance of Areas of Interest (AOI), Points of Interest (POI) or Trails of Interest (TOI)</i>		6 x Thematic Administrative Partnerships / MoU
Step 3. <i>Developing policy papers (criteria, guidelines, procedures, handbooks, etc) depending on AOI, POI or TOI</i>		9 x Policy Papers 1 x Sustainable Tourism Indicator Set

Activity 2 charter

Public Policy for improvement & development of Sustainable Tourism in Brasov County	Responsible	Deliverables
	Brasov County Administration	
Activity 2 – Analyse needs for visiting infrastructure for Sustainable Tourism		
Step 1. <i>Identify needs for infrastructure (months 7-10)</i>		6 x Detailed Thematic Infrastructure Documentation Sheets
Step 2. <i>Create infrastructure needs per local administration unit (months 11-12)</i>		Infrastructure Documentation Sheets / Local Administration Unit

Activity 3 charter

Public Policy for improvement & development of Sustainable Tourism in Brasov County	Responsible	Deliverables
	Brasov County Administration	
Activity 3 – Create open GIS & Technical documentation (months 1-15)		
Step 1. <i>GIS Database development</i>		1 x Sustainable Tourism Geoportal
Step 2. <i>Collecting Technical Documents</i>		1 x Scientific Documentation Data Base for Sustainable Tourism

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Activity 4 charter

Public Policy for improvement & development of Sustainable Tourism in Brasov County	Responsible	Deliverables
Activity 4 - Identification of the legal basis regarding the granting of financing in tourism and the design of the financing program proposal of Brasov County for sustainable tourism (months 1-15)	Brasov County Administration	
Step 1. <i>Identification of the legal basis regarding the granting of financing in sustainable tourism Program for Sustainable Tourism Visiting Infrastructure (PSTVI)</i>		1 x funding programme for sustainable tourism
Step 2. <i>Promote funding program for sustainable development of tourism</i>		9 x visits towards 40 UAT regarding promotion of PIVTS

1.3.1.2 *Players involved*

Brasov County and **ADDJB (Agency for Sustainable Development of Brasov County)** as the body responsible body for implementing the county strategy for sustainable development will be the main players involved in the actions.

Key players in the implementation of Action 1 are:

1. **Association for Community Partnership (APC)** - non-governmental organization that aims to promote and implement the intersectoral partnership (local public institutions, civil society, business sector) for sustainable community development;
2. **Gastro Local Association (AGL)** - association for regional development of the rural environment by promoting the local cultural and natural heritage, and small producers;
3. **Association of Ecotourism in Romania (AER)** - a partnership for nature conservation and tourism development in Romania. It brings together tourism associations, non-governmental organizations for local development and nature conservation, guesthouses and tourism agencies. The innovative concept promoted by AER is to rally the public and private sectors in a partnership for nature conservation, sustainable tourism development and destination management.
4. **Center for Mountain Ecology (CEM)** – a non-profit ecological foundation specialized in the protection of alpine and mountain ecology having set objectives such as development of nature conservation in Romania, but particularly in the Brasov County (Bran, Moieciu, Fundata), promoting international collaborations (universities, colleges, vocational schools, etc.) in mountain ecology, knowledge sharing and exploitation of the environment, flora and fauna; preservation and Conservation of Agro-Pastoral Landscape and Biodiversity, promoting and preserving mountain villages, especially the Moieciu de Sus village, sustainable development of the area, the scientific

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monitoring and research of mountain natural habitats, involvement in informing and educating students concerning extremely labile ecosystems in the mountain area, encourage dialogue between the public, private sectors and administrations of national/ natural parks, determination of tourism development policy area (lobby ecotourism).

5. **Mioritics Association (MA)** is a non-governmental and non-profit organization with the mission of protecting and promoting the cultural and natural heritage, the development of ecotourism and cultural tourism in Romania. Mioritics was chosen by the UNESCO Regional Office in Venice to implement in Romania the program "Cultural Heritage - a Bridge Towards a Shared Future", an international initiative

Stakeholders involved in the formulation of public policies of local and county interest (thematic working groups, development and management of tourist routes, analysis of development needs, etc.) will be public and private authorities, companies, entrepreneurs, institutions, associations and citizens of the region and neighbor regions.

Players proposed for the **thematic Working Groups** are as follows:

- **Gastro Points Work Group** – Brasov County, Vama Buzaului GASTRO LOCAL ASSOCIATION, Veterinary Sanitary and Food Safety Directorate (DSVSA), Tourism Information Centre Network, NGOs, local producers / farms, actors in the rural tourism and ecotourism sector etc.
- **Fortification network Work Group** – Brasov County, Mioritics Association, Rasnov Fortress, Bran Castle, Fagaras Fortress, Rupea Fortress, Feldioara Fortress, Brasov Municipality, NGOs and local authorities which mana etc
- **E8-Carpatus High Mountain Trail Work Group** - Brasov County, SKV Siebenbürgischer Karpatenverein, Salvamont, Mountain Gendarmerie, CEM Center for Mountain Ecology, etc
- **Persani Volcano Low Mountain Trail Work Group** - Brasov County, SKV Siebenbürgischer Karpatenverein, Salvamont, CEM Center for Mountain Ecology, Carpaterra, etc
- **Bike Route Development Work Group** - Brasov County, SKV Siebenbürgischer Karpatenverein, Salvamont, CEM Center for Mountain Ecology, Carpaterra, Asociatia Tara Fagarasului, Mioritics Associations, Mercheasa Association, Tourism Information Centre Network, Cycling associations, County Police Inspectorate, local authorities, etc.
- **Olt River Work Group** - Brasov County, CEM Center for Mountain Ecology, Water administration for Olt River, Cycling Associations, Tara Fagarasului Association for Tourism Development, Transylvanian Highlands, Mercheasa Association, etc.

These stakeholders, together with the local administrations, can be regarded as the most interested in developing local communities through sustainable tourism.

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Description	Main Actors involved	Why? How?
Action 1 – Public Policy for improvement & development of Sustainable Tourism in Brasov County	Brasov County Administration (BCA), Association for Community Partnership (APC), Gastro Local Association (AGL), Mioritics Association, (MA), Center for Mountain Ecology (CEM), Association of Ecotourism in Romania (AER)	The Association for Community Partnership - has expertise in the efficient use of local, regional, national and international resources and opportunities, for the common benefit of citizens, institutions and local authorities; initiating and creating public policies that lead to the sustainable development of local communities Gastro Local Association Supports and encourages local rural producers, establishes operating regulations and ensures compliance with them, creates a nationally recognized brand, ensures the simplification of the processes necessary for the accreditation of Local Gastro points, contributes to the economic development of the Romanian state and local gastronomy through the development of sustainable economic activities. It is a unitary and informed partner, for discussion, in relation to the competent institution which establishes the strategy of unitary promotion of the Gastro Local network, provides specific advice, mediates local / regional partnerships, analyses and proposes ways to develop the network. It keeps a simple, correct and easy to approach process of the operation of the Gastro Local network.
Activity 1 – Design Thematic Public Policy Instruments for Sustainable Tourism		
<i>Step 1. Creating thematic workgroups (months 1-3)</i>		
Establishing Work Groups	APC & BCA & AGL & MA	Will continue the work started in the preliminary thematic working groups for AP design, APC ensuring the continuity and coordination of the working groups, except the work group on Gastro Points which will be coordinated by the Gastro Local Association. In all working groups the BCA will ensure the needed experts and policy makers
<i>Step 2. Establishing governance of Areas of Interest (AOI), Points of Interest (POI) or Trails of Interest (TOI)</i>		

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Established Management for Thematic Sustainable Tourism Areas	APC & BCA & AER (Association of Ecotourism in Romania) & DMO (Destination Management Organizations)	The destination management organizations from Brasov and from the county, as the main entities that have the capacity to collect information and interact with the local administrations and with the interested parties, have the knowledge and ability to establish a support management system and procedures for thematic sustainable tourism areas. APC will guide them through the process of creating inter-operational working groups and AER will bring their expertise in the professionalization of the tourist destination management in Romania.
<i>Step 3. Developing policy papers (criteria, guidelines, procedures, handbooks, etc.) depending on AOI, POI or TOI</i>		
Document creation for Public Policy in Sustainable Tourism	APC & BCA	The APC will coordinate the partnership for local development to formulate in appropriate legal terms all relevant documents, guidelines, statements as policy papers for sustainable tourism at the level of Brasov County
Activity 2 - Analyse needs for visiting infrastructure for Sustainable Tourism		
<i>Step 1. Identify needs for infrastructure</i>		
Thematic Sustainable Tourism Investment needs per area	BCA & APC & MA & AGL	This very complex activity will be coordinated directly by BCA through the work groups, being in a very high percentage direct fieldwork and administrative work with other administrations or other organizations.
<i>Step 2. Create infrastructure needs per local administration unit</i>		
Individual Sustainable Tourism Investment Sheets per Administrative Unit	CEM	CEM will transpose the data gathered and information from step 1 into investment sheets for each local administration in GIS.
Activity 3 – Create open GIS & Technical documentation		
<i>Step 1. GIS Database development</i>		
GIS data structure	CEM	Centre for Mountain Ecology created the proposal for use of GIS in public administration and visited the related GPs in 3T SVs and all Tutorial Sessions. It has its own data structure which we have used to prepare the preliminary AP.

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GIS Licence for internal and online services	BCA	Brasov County Administration has to acquire the license
Individual Shapefile acquisition	BCA	Has to acquire the shapefiles and other digital information (raster, topomaps, etc.) on partnership base with other public institutions or from public companies such as telecommunications.
Shapefile creation for ST-Geoportal	BCA	Internal service of BCA is responsible for this step
Brasov County Sustainable Tourism Geoportal Creation	BCA & CEM	Will coordinate the installation of the Geoportal on BCA website. CEM has the experience for setting up a web-Geoportal.
Step 2. Collecting Technical Documents		
Documentation compilation for Gastro Points Network	AGL	Stakeholders coordinated by the AGL based on the experiences identified in the good practices from the study visits will gather data related to this topic.
Documentation compilation for BikeNet	CEM & work group on cycling at county level	The working group for the development of feasibility study documents for the cycling network at the level of Brasov County was set up in 2021 to define the Masterplan on Mobility for the county, including organizations with expertise in bicycle transport, ebike tourist services, with knowledge and ability to collect and manage the necessary data.
Documentation compilation for Fortification Route	MA	Mioritics is the main actor in cultural events and projects in BV County. Mioritics Association is also in the board of the ecotourism destination Transylvania Highlands. MA will coordinate all the specific steps needed to initialize the Fortifications Route
Documentation compilation of Volcano Trail Area	CEM & ADDJB & Salvamont Brasov	Salvamont Brasov is a professional unit inside the BCA. It is the responsible organization regarding trail security and visitor safety. They will supervise the gathering of data for this specific area. ADDJB as the part of the Group for Local Action will contribute to integrate strategies and projects for a better documentation process.
Documentation compilation for E8-Carpatus High Mountain Area	CEM & SKV & Salvamont Brasov	The SKV Siebenbürgischer Karpatenverein is one of the oldest association in Romania. It has lot of ongoing projects in and along the E8 in the Southern Carpathians. Their experience and knowledge regarding data acquisition is elementary for this step along with the expertise of the Salvamont Unit within BCA.

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Documentation compilation of Olt River Area	CEM & BCA & APC	CEM proposed this “new” area for sustainable tourism development and is willing to be fully involved in its implementation. Their own database, library and maps will help to coordinate this step. The knowledge regarded to the use of remote GIS software will help to integrate classic data in GIS.
Activity 4 - Identification of the legal basis regarding the granting of financing in tourism and the design of the financing program proposal of Brasov County for sustainable tourism		
<i>Step 1. Identification of the legal basis regarding the granting of financing in sustainable tourism Program for Sustainable Tourism Visiting Infrastructure (PSTVI)</i>		
Identification of the legal basis regarding the granting of financing in tourism and the design of the financing program proposal of Braşov county for sustainable tourism	APC & ADDJB & BCA	The Association for Sustainable Development of Brasov County (ADDJB) has the highest expertise in collaboration with the local administrations and with local stakeholders. APC has expertise in the development of sustainable development programs for local communities. The design of a funding program for Brasov County suits these two NGOs’ objectives. The collaboration with BCA is a guarantee for the legislative support of a sustainable tourism financial program
<i>Step 2. Promote funding program for sustainable development of tourism</i>		
Promotion of Brasov County Funding Program for Sustainable Tourism	APC & ADDJB & BCA	APC & ADDJB have the proper capacity and connection with the local administrations, local stakeholders and Groups for Local Actions to be able to promote, advise and support beneficiaries of such a financial program which aims at implementing actions from the ThreeT Action Plan.

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1.3.1.3 Timeframe

ACTION 1 - Public Policy for improvement & development of Sustainable Tourism in Brasov County	PHASE 2		
	Semester 1	Semester 2	Semester 3
Activity 1 - Design Thematic Public Policy Instruments for Sustainable Tourism			
Step 1. <i>Creating thematic workgroups</i>			
Step 2. <i>Establishing governance of Areas of Interest (AOI), Points of Interest (POI) or Trails of Interest (TOI)</i>			
Step 3. <i>Developing policy papers (criteria, guidelines, procedures, handbooks, etc.) depending on AOI, POI or TOI</i>			
Activity 2 – Analyse needs for visiting infrastructure for Sustainable Tourism			
Step 1. <i>Identify needs for infrastructure</i>			
Step 2. <i>Create infrastructure needs per local administration unit</i>			
Activity 3 – Create open GIS & Technical documentation			
Step 1. <i>GIS Database development</i>			
Step 2. <i>Collecting Technical Documents</i>			
Activity 4 - Identification of the legal basis regarding the granting of financing in tourism and the design of the financing program proposal of Brasov County for sustainable tourism			
Step 1. <i>Identification of the legal basis regarding the granting of financing in sustainable tourism Program for Sustainable Tourism Visiting Infrastructure (PSTVI)</i>			
Step 2. <i>Promote funding program for sustainable development of tourism</i>			

1.3.1.4 Costs and other inputs

1.3.1.5 Costs

Description	Amount (EURO)	Notes
1. CAPITAL COSTS		
ACTION 1 - Public Policy for improvement & development of Sustainable Tourism in Brasov County		

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Activity 1 - Design Thematic Public Policy Instruments for Sustainable Tourism	80.000	Amounts include estimated meeting costs, organization of field visits, experts, etc
Activity 2 - Analyse needs for visiting infrastructure for Sustainable Tourism	34.140	Includes all thematic fieldwork investigation for ST infrastructure need and data introduction in GIS
Activity 3 - Create open GIS & Technical documentation	50.000	The amount reflects the cost estimate collected from service providers
Activity 4 – Identification of the legal basis regarding the granting of financing in tourism and the design of the financing program proposal of Brasov County for sustainable tourism	5.000	Represents estimated amount for external advisory services additional to the main work of local administration representatives
TOTAL 1	169.140	
2. YEARLY CURRENT COSTS		
Year 2021	53.000	
Year 2022	116.140	
TOTAL 2	169.140	

1.3.1.6 Other resources needed

In order to ensure the financial resources to implement the Action 1 proposed within the current Action Plan, we identified financing possibilities in partnership with relevant NGOs from Social European Fund (Operational Program Administrative Capacity Project Call no.14_application deadline 31 March 2021). Therefore, 3 NGOs (APC, AER & AGL) proposed to the Brasov County Council, according to the POCA Funding Program, a partnership for local development to implement actions from this Action Plan but also to ensure capacity building for public institutions, NGOs and civil society and a participative approach for developing and implementing Public Policies.

1.3.1.7 Funding sources and disbursement plan

Proposed funding source structure	Funding secured (Y/N)	Amount (EURO)	%
Policy instrument (EU / State Program / regional / local)	N	85.000	50,25
Other public bodies' contribution (<i>Local Municipalities interested in local development through sustainable tourism _ Rasnov, Feldioara, Rupea, Brasov, Predeal, Fagaras, Vama Buzaului, Codlea, Ghimbav, Cristian, Zarnesti</i>)	N	14.140	8,36

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<i>through their local budget or through the Groups for Local Actions)</i>			
Own resources	Y	70.000	41,39
Other (specify)	N	0	
TOTAL (currency)		169.140	100

A. Financial requirements (OUTFLOWS)	Semester 1	Semester 2	Semester 3	TOTAL
Capital costs	53.000	91.500	24.640	169.140
Current costs	0	0	0	0
Total outflow per semester	53.000	91.500	24.640	169.140
B. Funding sources (INFLOWS)				
Policy instrument (EU / State Program / regional / local) European Social Fund - Administrative Capacity Operational Program 2014 -2020 (POCA)		75.000	10.000	85.000
Other public bodies' contribution (indentify and describe) Territorial administrative units from Brasov County_local budget	14.140			14.140
Own resources	50.000	20.000		70.000
Other (specify)				
Total inflow per semester	64.140	95.000	10.000	169.140
CASH-FLOW (B-A)	11.140	3.500	-14.160	0
CUMULATED CASH-FLOW	11.140	14.160	0	0
Activity 1 – Design Thematic Public Policy Instruments for Sustainable Tourism	38.000	40.000	2.000	80.000
Step 1. Creating thematic workgroups	20.000	0	0	20.000
Step 2. Establishing governance of Areas of Interest (AOI), Points of Interest (POI) or Trails of Interest (TOI)	10.000	26.450	0	36.450
Step 3. Developing policy papers (criteria, guidelines, procedures, handbooks, etc) depending on AOI, POI or TOI	8.000	13.550	2.000	23.550
Activity 2 - Analyze needs for visiting infrastructure for Sustainable Tourism	0	23.500	10.640	34.140
Step 1. Identify needs for infrastructure	0	14.300	5.000	19.300
Step 2. Create infrastructure needs per local administration unit	0	9.200	5.640	14.840
Activity 3 - Create open GIS & Technical documentation (Month 1-15)	15.000	25.000	10.000	50.000
Step 1. GIS – Database development	10.000	20.000	5.000	35.000
Step 2. Collecting Technical Documents	5.000	5.000	5.000	15.000

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Activity 4 - Identification of the legal basis regarding the granting of financing in tourism and the design of the financing program proposal of Braşov County for sustainable tourism		3.000	2000	5.000
Step 1. - Identification of the legal basis regarding the granting of financing in sustainable tourism Program for Sustainable Tourism Visiting Infrastructure (PSTVI)		2.500	1500	4.000
Step 2. Promote funding program for sustainable development of tourism		500	500	1.000

1.3.1.8 *Actions needed to secure funding*

The Action Plan will be presented and discussed in the Brasov County Council. The approval of the Council is needed to get the funding for each year.

The involvement of Council members, local administrations and NGOs representatives in the Study Visits, in the detailed presentation of the Good Practices and in the process for design of the Action Plan guarantees a deep understanding of actions and activities proposed and of need for Sustainable Development Actions within Brasov County.

COVID 19 pandemic situation showed that actions for mobility, accessibility, green infrastructure and governance are a mandatory condition for resilience and recovery and the County administration understood the importance of such measures to reach the SDG goals for sustainable development.

Actions will need to be implemented by stakeholders as well which showed a perfect understanding of the actions and their need for engagement for the next years. Therefore, the project team kept them informed on possible funding sources for them to apply and secure funding for what we decided together to be good practices inspired from Phase 1 of the contract. Among key stakeholders we have local public administrations and Destination Management Organizations which are also securing funds in their own budget or applying for projects to implement specific activities from this action plan. Furthermore, we ensured that the new regional operational program managed by regional center development agency will include activities such as we have identified as needed for sustainable development. Also at the national level we made sure that in the National Plan for Recovery and Resilience there would be measures for green infrastructure, good governance, mobility and accessibility of touristic destinations.

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1.3.1.9 *Expected impacts (with KPI defined)*

Description	Key Performance Indicator (KPI)	KPI Target in 3T
ACTION 1 - Public Policy for improvement & development of Sustainable Tourism in Brasov County		
Activity 1 - Design Thematic Public Policy Instruments for Sustainable Tourism	Nr. of WGs established	6
	Nr. of MoU for areas established	6
	Nr. of Policy Papers created	6
Activity 2 - Analyse needs for visiting infrastructure for Sustainable Tourism	Nr. Investment sheets created for areas	6
	Nr. Investment sheets created for administrative units	20
Activity 3 - Create open GIS & Technical documentation	Sustainable tourism GIS data structure created	1
	ST-GIS Licence acquired	2
	GIS – online service procured	1
	ST-relevant Shapefiles acquired	20
	Nr of new created shapefiles	20
	Geoportal created	1
	Thematic specific documentation	6
Activity 4 - Identification of the legal basis regarding the granting of financing in tourism and the design of the financing program proposal of Brasov County for sustainable tourism	Complete funding program documentation for tourism projects to cover Brasov County area	5363 sqkm
	Promotion package for funding program in Brasov County Area	1

1.3.1.10 *Risk assessment. Counteractions to contain/minimize risks*

RISK IDENTIFICATION AND EVALUATION

Very bad general preconditions regarding the pandemic risk for 2021 and further on:

1. There is no guarantee that the pandemic dynamic will change in 2021 – we expect 2021 to be as influenced by pandemic dynamics like 2020

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2. There is no guarantee that vaccines are available for large parts of the population in 2021 – mobility and physical meetings will be a very serious problem
3. There is no guarantee that the behavior of people will not be changed significant – interactions could change and meetings have to be reorganized accordingly

Very good general preconditions regarding political changes during implementation of AP:

1. New elected Brasov County Council – gives stability in cooperation with the Council for 4 years
2. New funding opportunities for the period 2021 -2027 through Regional Operational Fund (POR)
3. Sustainable Development Strategy on County Level is renewed in 2021
4. Sustainable Development Strategy on Centre Region Level is renewed in 2020-21
5. Sustainable Development Strategy on national Level is renewed in 2020-21
6. National Plan for Recovery and Resilience will be available in 2022

Very good technical local preconditions:

1. Very professional local administration on Brasov County Level – expertise is available for Action Plan implementation
2. UAT administration can access the expertise of Brasov County Administration
3. Motivated stakeholders willing to help implement the Action Plan in Brasov County

There is a possible low risk regarding the approval of the total amount from the county budget for funding program for sustainable tourism infrastructure.

RISK MANAGEMENT

Possible risks of prolonged period of impossibility to contact directly people and discuss face to face due to pandemic situation

Solution: development of online meetings and skills for all involved players

Possible risk of impossibility to undertake field visits to analyze the situation on site

Solution: use of more remote data (satellite images, aero-photography, historic maps, etc.)

Possible risk of: imperative, national, local or European legislative changes that affect the planned activities

Solution: legislative analysis, adaptation and continuation of the activity

Possible risk of: loss of human resources involved in Phase 1 of ThreeT

Solution: knowledge transfer to other people, sharing tasks with stakeholders / keeping the physical and digital archive for learning

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CLASSIFICATION	HIGH	MEDIUM	LOW
Action 1			
A. Management complexity			
Strategic relevance of the Action	X		
Interdependence with other Actions			X
Heterogeneity of players	X		
General score A	X		
B. Action dimension			
Number of persons in the working team			X
Number of activities	X		
Economic dimension		X	
General score B		X	
C. Other factors			
Legal and administrative aspects	X		
Procedures for financing the Action		X	
General score C		X	
D. Technological and other aspects			
Database and other information availability			X
ICT hardware and software			X
Communication (internal)		X	
Communication (external)		X	
General score D		X	
ACTION RISK OVERALL EVALUATION		X	

1.3.2 Pilot Action - Silent Areas as Tourism Attraction

The pilot project aims to test a sustainable tourist product idea developed by Brasov County within Interreg Thematic Trail Trigger - ThreeT project, starting from the methodology proposed by Regional Council of Central Finland as a Good Practice, through which the concept of silence areas might be presented as a tourism attraction in Europe and as a driver for local sustainable development, especially post COVID 19. The first stage of testing the new approach will be to characterize the conditions important for delimiting quiet areas (noise sources). Moreover, Brasov County wish to test initialization and operationalization of thematic route or areas on this concept (silence - defined as sustainability and responsibility to nature) as a tourist product, promoting the exploration of local nature and connecting people to nature with beneficial effects on health, using this concept as a tool for sustainable tourism development and for increasing the tourist potential in the areas where the quiet areas develop (including urban ones). The entire project is presented separately in annex 1.



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This Action Plan will be implemented and monitored by:

BRASOV COUNTY COUNCIL

Date: 29.03.2021

Name and position: Adrian Ioan Vestea, President

Signature: _____

Stamp of the organization (if available):