



# Interreg

## SLOVENIA – HUNGARY



European Union | European Regional Development Fund

## WHO ARE WE?

### BASIC DATA

**Cooperation Programme Interreg V-A Slovenia-Hungary is a cross-border cooperation programme** that brings benefits to around **one million people** living in the regions Pomurje and Podravje on the Slovenian side of the border and in counties Zala and Vas on the Hungarian side of the border. The Cooperation Programme aims to make the programme area a more attractive place to live, work, invest, and do business in, in particular by better capitalizing on the existing natural and cultural assets in the tourism sector, catalysing the development of the whole region and jointly addressing the common problems which call for common solutions on a cross-border level. Learn more about the Programme at <http://www.si-hu.eu/en2/>

The programme has **two priority axes** aiming to achieve a set of tangible, measurable, long term and sustainable results and changes on a cross-border level.



#### Priority 1: ATTRACTIVE REGION

to protect the natural and cultural heritage of the area and to valorise it through the development of sustainable tourism, with a strong focus on the less developed areas in terms of tourism (rural, remote areas).



#### Priority 2: COOPERATIVE REGION

to increase the availability and effectiveness of public services necessary for a better governance on the cross-border level, and to support cooperation between organizations and institutions responsible for mutually important areas in order to enhance cross-border governance.



#### Contact us for more information

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# Annual Implementation Report 2021

## CITIZENS' SUMMARY

### ACHIEVED IN 2021

### Implementation on the right track

Despite the changed circumstances, the **programme performed well** in 2021. The progress made by the Programme towards its targets is consistent and capable to ensure the fulfilment of its goals. Indicators tracking results also show that the programme is progressing steadily. The programme provides **effective and efficient support** to the beneficiaries. All in all year 2021 was not an easy year to work together across borders and to focus on results, but our projects managed it.

One of the main tasks in 2021 was also to look ahead. The preparation of the **Interreg VI-A Slovenia-Hungary Programme 2021-2027** was well underway. The document was developed building on a thorough territorial analysis.

### Next programme's preparation in progress



Ongoing projects (4)

- MOTIVAGE
- DUAL TRANSFER
- SI-HU PRO
- capCROSSplan



Projects closed in 2021 (9)

- IronCurtainCycling
- MURA RABA TOUR
- ETHOS LAND
- Wine Picnic
- HOUSES
- Folk Music Heritage
- GREENLINE
- SENS NETWORK
- GreenReg



Projects closed earlier (11)

- Right Profession II
- E-ECONOMY
- ESCAPE
- Green Exercise
- Back in the day
- Horse Based Tourism-HBT
- GO IN NATURE
- e-documenta Pannonica
- Guide2Visit
- TELE-KA-LAND
- GardEN

### Good management and control systems

Audit Authority and Audit Body performed a follow-up audit and the system audit of specific thematic area – withdrawals and recoveries. No errors of systemic nature were detected and no major errors were found in the projects. The **low error rate** under 2% confirmed that the programme **management and control system is functioning well**, that expenditure reporting requirements are respected and that errors are prevented and detected. The Programme is very well on track considering its financial progress, payment claims are regularly submitted to the EC. The Programme with its 75% reimbursement ratio, is among the top performing cross-border cooperation programmes. Users working in eMS highlighted the usefulness and versatility of the system.

# PROJECTS DELIVERING RESULTS

The region builds on attracting visitors with activities focused on **new tourism products, networking** and promotion of the region. The projects are mainly targeted at educating local **tourism service providers** and support the establishment of connections and networks among various stakeholders. One of financially strongest themes is **cycling** - development and promotion of cycling tourism through development/upgrading of cycling routes that promote natural and cultural heritage on their way and connect them into a cross-border cycling destination. The programme area will also benefit from **new green parks**, Fairy Tale park network, energetic parks, new accommodation facilities, **eco camps**, museums, creation of new wine tourism products, new themed routes (wine routes, **route of traditional houses** etc.) and development of a variety of new tourism packages (providing active holidays (including cycling, hiking, water activities) or offering equestrian, culinary, natural, cultural experiences of the area).



## Priority Axis 1 12 projects

Hungarian and Slovenian rural- and tourism-development organizations joined forces and established the **“Route of Traditional Houses”** which unites the traditional houses and other tourist sites along the border. Involving **9 traditional houses**, the cultural and built heritage of the border region is embedded in the **tourist offers** of the hotels. Wonderful hiking trails, traditional craft activities, revival of folk customs, local products - local tastes, value saving, team building, community - this is what the **HOUSES** project offers.

<https://www.facebook.com/houses.si.hu>  
<https://www.facebook.com/houses.si.hu/videos/538060130556300>

**48,084** visits to the programme area

**5,321** people participating in interpretation and educational events related to cultural and natural heritage

**88,50** new CB-tourism-related products

**355,44 km** cycle tracks and footpaths



# PROJECTS DELIVERING RESULTS

457 institutions/organizations involved in cross-border initiatives;

18 signed agreements



Priority Axis 2  
12 projects

## Solutions for a better cooperation

Partners in cooperation projects focus on **networking, cooperation and integration of institutions** and organizations in the cross-border area. They **exchange sustainable smart solutions** and experience, organize workshops, prepare databases and focus on promotion – digital marketing, video content and internet promotion. The inspiration they gain from others is fed into the **action plans**. Such efforts significantly boost **future cooperation** in the cross-border region. The programme helps raise awareness of the stakeholders that it is vital to connect with partners across the border and work with them to develop the region as a whole.

When two innovative, creative, **tradition-preserving organizations** come together, a great initiative like **Back in the day** project comes to life. If you want to spend a few hours or even an entire day outdoors exploring the cultural heritage of the Slovenian-Hungarian border region, the **Göcseji Falumúzeum** and the **RIS Dvorec Rakičan** are the right places for you. All this was due to the fact that with innovative solutions based on cooperation regarding business processes, the project tackled common challenges of the program area in the field of **development strategies, operational procedures, and promotion in the field of open-air museums**.

<https://www.facebook.com/BackintheDaySIHU>





## COMMUNICATION

In 2021, the focus of communication was to communicate the results and benefits of cooperation projects.

### SOCIAL MEDIA

Like, share and follow us on Facebook!



[facebook.com/InterregSIHU/](https://facebook.com/InterregSIHU/)

### WEBSITE

Stay up to date with our news, projects and events!



[www.si-hu.eu](http://www.si-hu.eu)

### Join our events!

Special attention was given to the implementation of the **2021 EC DAY** event. About **50 participants** were present at the **Project Picnic** event in Rakičan on 18 September 2021. The event was organized jointly by the Cooperation Programme Interreg V-A SI-HU and the Research and Education Center Mansion Rakičan.



166  
Facebook posts  
published

20  
news articles  
published on the  
webpage

## Communication activities in 2021

50  
participants  
at our EC Day  
event

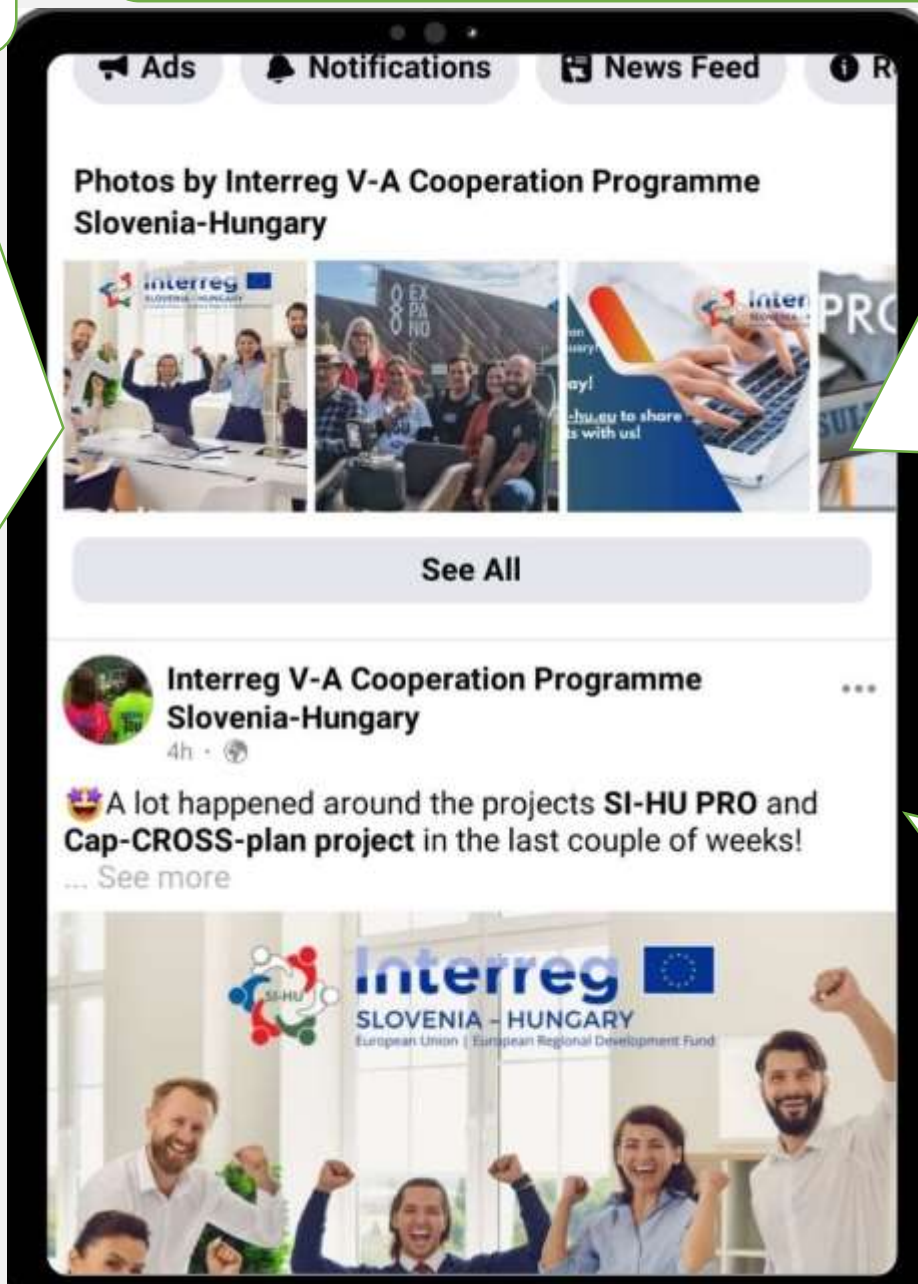
17  
e-newsletters  
sent to 164  
subscribers



In 2021, partly due to the pandemic, the Programme put enhanced efforts in increasing its **social media** presence in order to **inform the wider public** about project results and involve citizens in **online activities**, also in the frame of a jointly implemented online **contest** with two neighbour-programmes, Interreg V-A Slovenia-Austria and Interreg V-A Austria-Hungary.

“Our future is green”

Joint online drawing and photo contest for pupils



Project promotion campaigns

