

**Interreg
Europe**



European Union | European Regional Development Fund



*Sharing solutions
for better regional policies*

ThreeT Thematic Trail Trigger Phase 2 Final Conference

**Brasov County Council
PP7 - (RO)
Malta 14.09.2022**

IONUT SORIN BANCIU

Secretary of State Romanian Ministry of Environment, Waters and Forests

On a Planet which is exposed to multiple and overlapping crises generated by climate change, biodiversity loss and pollution, people need to disconnect from time to time.

We saw during Covid pandemic the huge appetite of people for nature and remote places. We need to learn from our mistakes and we need to switch to a different economic model that takes into consideration our wellbeing and not our wealth.

As Secretary of State within the Romanian Ministry of Environment, Waters and Forests, but also a mountain lover, forester and resident of Piatra Craiului National Park, I welcome the results of this special project, THREEET!



Tourism can have a negative impact on environment, so developing best practices for sustainable, environmentally and climate friendly tourism is something our world desperately needs.

I am honoured to say a few words at the closing conference of such a valuable project for Brasov County but also for Romania, so please receive my gratitude for the excellent work you have all done.

I look forward to the implementation on the ground, at larger scale of these concepts and practices, as a solution to a better, closer to nature tourism that will bring multiple benefits to local communities but also tourists.

In the Green Heart of Romania, we are proud to join such initiatives but also confident that these models of valuable tourism can be replicated elsewhere.

Congratulations for the results of the project and to all project participants!

Actions within PP7s Action Plan

“soft action”

A1. Public Policy improvement and development towards sustainable tourism

- 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 & Scientific documentation
 - Activity 4 - Create funding Program for Sustainable Tourism Projects
1. Developing and connecting the network of cycling routes in Brasov County –**BIKE NET**
 2. **E8 – Carpatius High Mountain Ultra Trail & Persani Mts. Volcano UltraTrail**
 3. Creating a **network of Local Gastronomic Points**
 4. Establishing the **Fortifications Route** within Brasov County
 5. Integrated development of sustainable **tourism in the Olt River Valley**

“hard action”

A2. Pilot Action – Silence Areas as Tourism Attraction in Brasov County **URBAN & RURAL**

Activity 1. Methodology and areas selection

- Step 1. Analysis of the existing legislation
- Step 2. Achieving quality and selection criteria
- Step 3. Development of a methodology for silent areas selection
- Step 4. Identifying the places that meet the defined criteria
- Step 5. Mapping the silent areas and implementation in the policy documents
- Step 6. Inventory of the local stakeholders
- Step 7. Information sessions for stakeholders
- Step 8. Initialization the site's management boards

Activity 2. Infrastructure development

- Step 1. Soft mobility plan
- Step 2. Inventory of infrastructure needs
- Step 3. Infrastructure

Activity 3. Communication and marketing Development and maintenance of trails and information

- Step 1. Realization of the silence area's interpretation plan
- Step 2. Realization of the visual identity of the silence areas
- Step 3. Trainings for local guides, entrepreneurs and educators
- Step 4. Development of promotion tools
- Step 5. Organization FAM trips

Activity 4. Development plan for a Route of Silence Areas

- Step 1. Realizing the development plan

I. Developing and connecting the network of cycling routes in Brasov County

3 x Work Groups established

1 x MoU

1 x Velo Master Plan

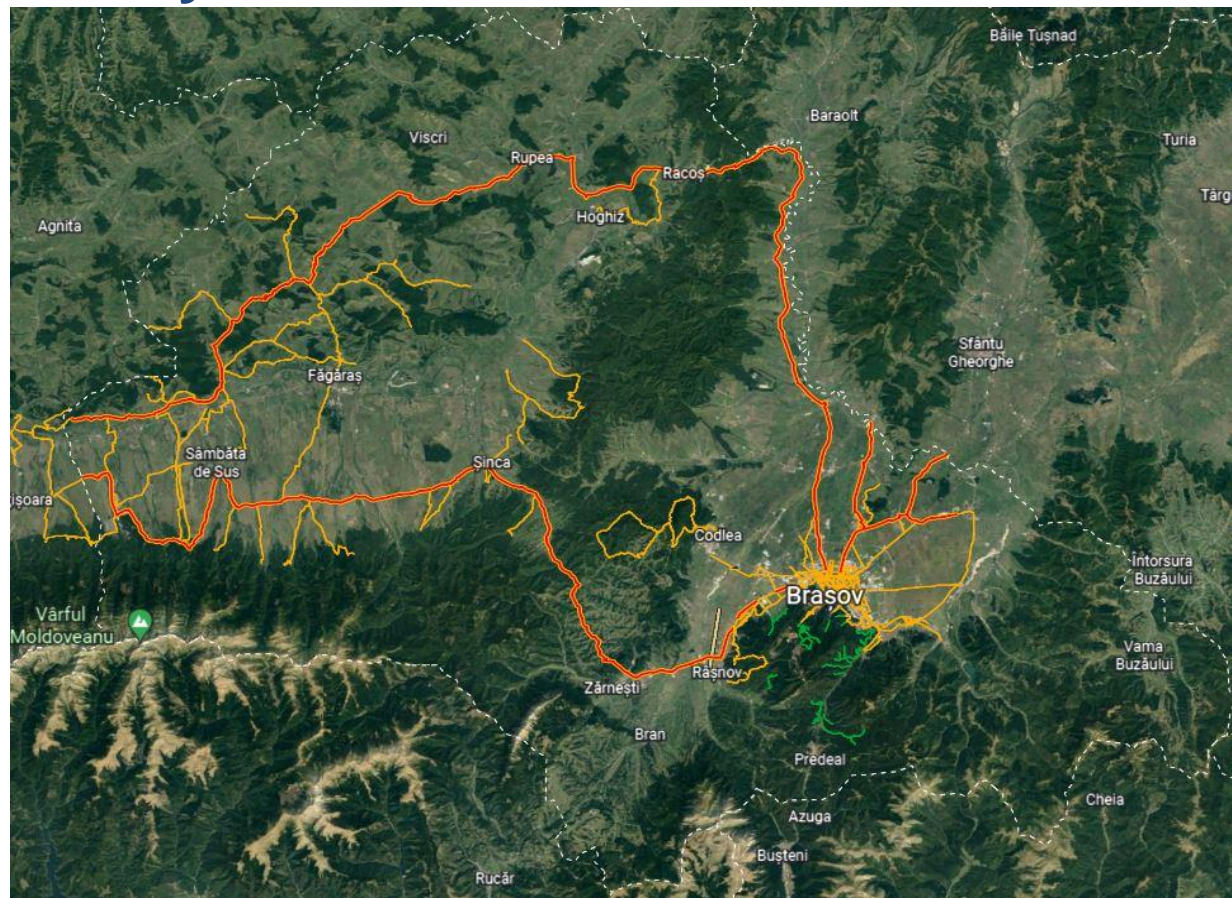
COUNTY'S FEASIBILITY STUDY



Types of solutions:

1. Asphalt Highway / Dedicated Track
2. Dedicated track on road sector
3. Unpaved landscaped route
4. Undeveloped route on paths (agricultural, forestry, dams)

In 4 distinct areas
2023-2024



CNCV_ROVELO GIS data base & first law on creating cycling routes

1.000.000 eur funding from Brasov County Council for the Feasibility Study BIKE Net

3.000.000 eur Environmental Fund Agency – eligible amount for counties as soon as the call is open

Funding available in NRRP – call soon to be open

360.000 eur for County Territorial Development Plan to create open GIS & scientific documentation

100.000 eur HINGE Project & 200.000 eur PROMOTER Project

II. Persani Mts. Volcano UltraTrail E8 – Carpatus High Mountain Ultra Trail

El Camino Romania Pilgrimage Route partnership signed with Brasov County

Șirnea, Fundata, Cheia, Moieciu de Jos, Bran, Predeluț, Zărnești, Vulcan, Cristian, Brasov; Podu Oltului, Hărman, Sânpetru, Brasov, Hălchiu; Feldioara, Hăghig, Arini, Măieruș, Apața, Aita Mare, Micloșoara, Căpeni, Augustin, Racoș, Rupea, Dacia, Jibert, Lovnic, Văleni, Șoarș or Halchiu, Satu Nou, Dumbrăvița, Vlădeni, Șinca Noua, Șinca Veche, Perșani, Șercaita, Bucium, Mărgineni, Sebeș, Hârseni, Ileni, Făgăraș, Șoarș

**Work Group established
1 x MoU**



Working in national workgroup and in 3 Committees of Massif - Southern Mountain, Făgăraș and Bucegi Mountain Groups on LEGISLATION for hiking in low and high areas



III. Operationalization of the Fortifications Route

1 x Work Group established

1 x MoU



100%

EXCURSIE ÎN Haferland

9:AM BRAȘOV CETATEA FELDIOARA CETATEA RUPEA

PLECAREA DE LA HOTEL ARO PALACE

BISERICA FORTIFICATĂ CRÎȚ & CASA KRAUS VISCRI CUCININ

- 1 Pe urmele Cavalerilor Teutoni la Cetatea Marienburg din Feldioara
- 2 Cetatea Rupea din Țara Ovrăzului (Județul Brașov)
- 3 Biserica Fortificată din Criț
- 4 Prânz cu delicii din Transilvania la Casa Kraus din Criț
- 5 Biserica Fortificată din Viscri - Monument UNESCO
- 6 Degustare cu 6 vinuri românești delicioase la Cucinin

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BORDERS GRANITE

Festivalul de Film și Istorie
#FFIR14 • 14 August - 4 septembrie 2022

Duminică, 21 august 2022

RĂȘNOV

11:00 Cinematograf, dezbateri Regi, coroane și o națiune. Despre Centenarul Independenței. Adrian Ciocanelu (istoric, diplomat) | **Nicolae Popescu (istoric) | B**

13:00 Cinematograf. Film Succes de public: regele Emmanuel Courcol. Franța 2020. 95 min.

16:00 Cinematograf. Film Regala Mihai. Drumul către casa CD. regia Trevor Potts. România 2021. 44 min.

16:00 - 19:00 Str. Izvor 7, Dănciule de garduri. Despre muzici și fanfare și ceva bun la Femeia Puchemiu

18:00 Cinematograf. Film Păz Băgă. Adăvărul pe care îl ascunde adăvărul CD. regia Remedios Nalvarez. Arturo Andujar. Spania 2021. 92 min.

20:00 Cetate, concert. **Bisocala | B**

21:30 Cetate. Film Ballad NY. regia Kenneth Branagh. Anglia 2021. 98 min.

21:30 La IPT. Film Los Bando. regia Christian Lo. Norvegia 2018. 94 min.

FELDIOARA

16:00 Cetate, atelier de dansuri istorice

17:30 Cetate, spectacol de dans medieval France doctorului

19:00 Cetate, concert. **Crinul german**

20:30 Cetate. Film Chuck Norris vs. Comrades in NY. regia Ilina Călugăreanu. Anglia 2015. 78 min., prezentat de Irina Margareta Nistor

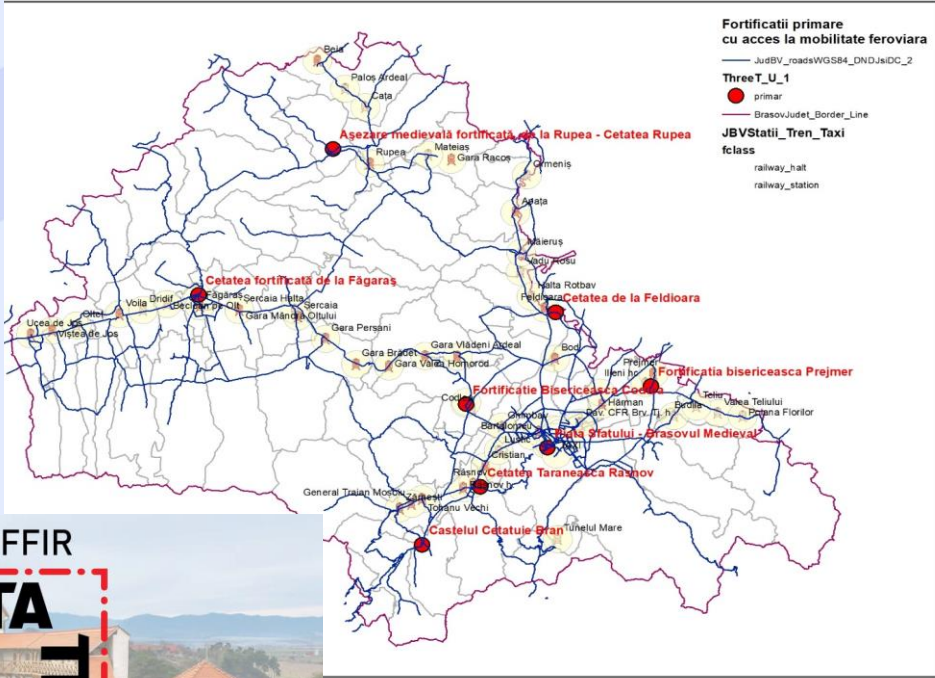
COOLEA

18:00 Promenadă, spectacol de teatru. Femei, regia Ovidiu Mihăiță, producție Auzul(Timp)șpania

VISCRI

17:00 Biserica Evanghelică, concert. **Legenda** - hituri ale muzicii rock reinterpretate la instrumente clasice, cu Matei Ioachimescu(Vierul) - flaut, Duo Percusionescu(București). Irina Rădulescu - marimbă, Andrei Duță - vibrotom; în parteneriat cu Musica Barcaneis

RĂȘNOV



#locatieFFIR

CETA FELDIOARA

#FFIR2022 | 18-21 august

240.000 eur funding for promotion from the National Recovery and Resilience Plan

Route of Citadels (**Brasov** 30.000 eur and **Feldioara** 30.000 eur),

Route of the Castels (Brâncovenesc Castle **Sâmbăta de Sus** 30.000 eur)

Route of Fortified Churches (**Cristian** 30.000 eur and **Harman** 30.000 eur, **Prejmer** 30.000 eur)

Route of Villages with Traditional Architecture (**Prejmer** 60.000 eur)

25.000 eur funding from the Brasov County Council to continue implementation

IV. Creating a network of Local Gastronomic Points



70 LGP _27 Gastro Local LGP
1 x Work Group established
1 x MoU



90.000 eur funding from the National Recovery and Resilience Plan for promotion within National Gastronomy Route:

- research activities in order to develop the route on the Romanian territory;
- inventory, digitization, documentation, design, restoration and enhancement of some monuments / objectives / representative ensembles;
- marking and signaling the route / objectives included in the route;
- marketing, management and digitization;
- development and delivery of cultural offer
- arrangement of access from DN / DJ to the monument / objective within the route, arrangement of parking, toilets;
- small-scale infrastructure development (campsites, rest areas, viewpoints);
- greening, sanitation and landscaping rehabilitation of areas with negative impact;
- personal training and cultural education activities (where applicable).

V. Integrated development of sustainable tourism in the Olt River Valley

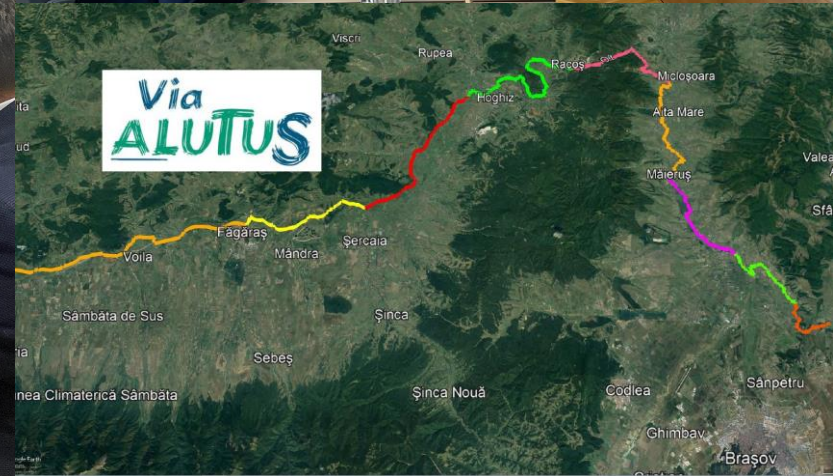


1 x Work Group established
1 x MoU



<https://www.youtube.com/watch?v=Z4MRIdiW8c>
70.000 eur Lidl Projects

22.000 £ funding from DS Smith Company Olt River Tourism Project september 2022 - july 2023



VI. Silence Areas as a Tourism Attraction in Brasov County

PP3 Peer Review & SV in Finland



**DRUMETIE
ÎN NATURA
INTĂLNIRE
CU LINIȘTEA**

ACCES GRATUIT DETALII: 0727 642 858

RÂȘNOV
ÎN FIECARE SÂMBĂȚĂ ORA 11:00 - 13:00

PUNCT DE ÎNTĂLNIRE
Intervalul 10:45 - 11:00 în Piața Unirii din Râșnov, lângă intrarea spre lift

ECHIPAMENT
Încălțări de drumetrie, haine adecvate prognozei meteo (ploaie)

NIVEL DE DIFICULTATE
UȘOR

Vrei să ai o experiență autentică, să descoperi sunetele și culorile naturii, să te deconectezi de la viața agitată și să te conectezi la energia pădurii? Vino cu noi într-o tură diferită, de relaxare și de întâlnire cu **LINIȘTEA**.

**DRUMETIE
ÎN NATURA
INTĂLNIRE
CU LINIȘTEA**

ACCES GRATUIT DETALII: 0741 131 196 / 0752 272 429

CODLEA
ÎN FIECARE DUMINICĂ ORA 10:00 - 12:00

PUNCT DE ÎNTĂLNIRE
Intervalul 9:45- 10:00 în Masivul Codlea - zona de picnic, lângă stalpul cu indicație turistică.

ECHIPAMENT
Încălțări de drumetrie, haine adecvate prognozei meteo (ploaie)

NIVEL DE DIFICULTATE
UȘOR

Vrei să ai o experiență autentică, să descoperi sunetele și culorile naturii, să te deconectezi de la viața agitată și să te conectezi la energia pădurii? Vino cu noi într-o tură diferită, de relaxare și de întâlnire cu **LINIȘTEA**.

 #linishtebrasov
  @linishtebrasov



Achieved results (June 2021 – August 2022):

- 1 methodology
- 4 field visits and 2 working meetings
- 2 sites selected for the pilot action (urban & rural)
- 2 updated databases
- 2 information sessions for local stakeholders
- 2 local boards for site's management
- 2 soft mobility plans and investment needs reports
- 20 km of marked trails and 4 information panels
- 4 trainings and minimum 25 participants (local guides, entrepreneurs and educators)
- 1 social media channel
- 2 promotional film
- 5.000 leaflets
- 2 Fam Trips
- 1 development plan – the Silent Areas Route

1 x Work Group established
2 x Urban Area
1 x Rural Area
1 x MoU

