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Danube Transnational Programme

INSiGHTS

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PROJECT PARTNERS

Lead partner

- Pons Danubii European Grouping of Territorial Cooperation (Slovakia)

ERDF co-funded partners

- University of Natural Resources and Life Sciences Vienna (Austria)
- CEEweb for Biodiversity (Hungary)
- Development Centre of the Heart of Slovenia (Slovenia)
- Harghita County Council (Romania)
- Zala County Government (Hungary)
- Local Action Group “Central Istria” (Croatia)
- Regional Development Agency with Business Support Centre for Small and Medium-sized Enterprises (Bulgaria)
- Donautal-Aktiv e.V. Registered Association (Germany)

IPA co-funded partner

- Regional Economic Development Agency for Šumadija and Pomoravlje (Serbia)

Associated strategic partner

- Plovdiv District Administration (Bulgaria)
- Komárom-Esztergom County (Hungary)

INSiGHTS PROJECT

Integrated Slow, Green and Healthy Tourism Strategies

The Danube Region has outstanding natural and cultural resources in need to be protected. At the same time, it has a great potential to become attractive destination for the fast growing trend of slow, green and healthy tourism.

To find solutions on how to make regions more attractive to tourists 13 partners from Austria, Bulgaria, Croatia, Germany, Hungary, Romania, Serbia, Slovakia, and Slovenia have joined forces in the INSiGHTS project – Integrated Slow, Green and Healthy Tourism Strategies co-financed by the **European Regional Development Fund** and the **Instrument for Pre-Accession Assistance**.

For 30 months partners have been working in close cooperation with stakeholders in 8 regions to gain relevant local feedback on the current situation of tourism, generate ideas and make proposals for new opportunities for slow, green and healthy tourism. Now, there are 8 integrated sustainable tourism strategies developed by partner regions, and they will be adaptable all across the Danube Region.




1.1.2017
30.6.2019

€
1.837.406,12
ERDF

€
124.538,81
IPA

WHAT HAS BEEN DONE?

Training and Outcomes

From self-assessment to status quo synthesis

Sustainable tourism development is a complex issue and cannot be left to chance or follow aimless visions. INSiGHTS recognized the need of partner regions for guidance in the complex planning process and developed a series of manuals to assist in the process. In the early stages of the project a self-assessment manual was introduced and complimented by an explanatory transnational workshop. In the first manual, the regions were challenged to take a closer look at their area and understand what was going on. Self-assessments were conducted by explaining different aspects of sustainability and indicators to measure them. By organizing transnational workshops, partners learned about how indicators are used and how to use them to assess the results. The collected self-assessments resulted in the Status Quo Synthesis.

Regional stakeholder group formation

By understanding the current situation, partners were led to set up regional stakeholder groups. Since visions and strategies that incorporate stakeholders are more transparent and better accepted, defining a stakeholder group and empowering them was a very important step. A manual guided partners to set-up of functioning and successful stakeholder groups. Capacity building workshops, held regionally, ensured that participative development approaches were implemented. Once the groups were established, the incorporation of stakeholders ensured a greater understanding of planning and development process of a regional tourism strategy.

Together with a collection of state of the art and good practice examples in rural and nature based tourism, a foundation was laid to incorporate regional stakeholders and develop sustainable and long-term tourism development strategies. Specially designed manuals accompanied project partners through the planning process, ensuring step-by-step support and success.

Regional visions

Realistic visions based on self-assessment, good practice examples and stakeholder involvement were created to reflect the regionally unique cultural and natural features. Identifying gaps in development, fields of action and desired goals led to future oriented vision that anticipated a sustainable future. Based on elaborated visions, eight sustainable regional tourism strategies were established.

Knowledge exchange and mutual learning

The local strategy development was supported by transnational learning. Throughout the project, transnational learning was important for knowledge exchange and mutual learning. Through workshops and bilateral study visits, common problems were identified. A workshop in Bulgaria and Serbia focused on integrated tourism management schemes, while partners in Slovenia and Croatia learned about coordinated tourism product development linked to greenways. Food for thought was given to partners from Hungary and Germany on a study visit to the Swabian Danube area. A bilateral study visit to Slovakia encouraged partners in their planned pilot actions.

Thematic panels consisting of master classes and critical classrooms addressed vital elements of tourism development and strengthened capacity among tourism development leaders. IT solutions in tourism, destination management and product development were only some of the topics addressed in these sessions.

Transnational learning was a strength of the INSIGHTS project, which led to stronger local strategies by offering continuous support and encouraging exchange across the Danube Transnational Programme area.

Transnational policy recommendations

Even though there are plenty of unique aspects characterizing each region, there were common problems, and joint solutions could be found.

Considering the above facts, transnational policy recommendations were drafted. First having an inventory of policies influencing sustainable development, then conducting self-assessment on applicability of national policies, roundtables with regional policy influencers were the forum in which policy recommendations could be brought forward by practitioners using them. The partners therefore contributed greatly to future development and increased their capacity for working within policy frameworks across governance levels.



Tata, Hungary (2017)



Motovun, Croatia (2017)

COLLECTING STATE-OF-THE-ART GOOD PRACTICES

in Slow, Green and Healthy Tourism in the Danube region and beyond

The purpose of the collection of good practices is to show exceptional examples of state-of-the-art good practices in slow, green and healthy tourism that can serve as a guide for the Danube Region. While there was a strong focus on the Danube Region during the selection process, the good practices selected are from all over the globe. The aim is to contribute to sustainable development of slow, green and healthy tourism, and hence, it makes no sense to limit the search to a particular area, as the experiences from other areas of the world can serve as illustrations to the Danube region.

During 2017, project partner CEEweb consulted research on state-of-the-art good practices in slow, green and healthy tourism. Following the standards agreed by the partners, a number of practices were pre-selected based on their potential to become an example to follow. These practices were analysed and evaluated, and a total of 15 (5 per Thematic Pillar) outstanding examples were finally selected. The State-of-the Art Good Practices document presents details of these 15 good practices.

Pilot action of

Pons Danubii European Grouping of Territorial Cooperation

The pilot activity of Pons Danubii EGTC (PD) covers not only the Pons Danubii region, but a wider Slovak-Hungarian cross-border area along the Danube, including the surrounding area of Párkány (SK) and Esztergom (HU). In terms of tourism, the area shows a high diversity with excellent utilized under potentials to promote natural and cultural heritage, as well as attracting foreign visitors by introducing tourism packages emphasizing healthy tourism. The first step to be taken was to recognize the cross-border region as a region with high potentials for sustainable, green and healthy tourism. In order to achieve this objective, a strong cooperation between DMOs, tourist experts and non-profit organizations started in the framework of INSIGHTS project. This joint effort resulted in realization of the pilot activity in line with the project specific objective Establishing integrated sustainable management schemes, also touching the issue of coordinated promotion of the regional sustainable tourism.



The pilot action of Pons Danubii EGTC consisted of 2 activities:

- The use of Virtual and Augmented Reality for the Promotion of Cultural Heritage in PD region
- Introduction of a Tourist Card System with Promotion and Development of Touristic packages in PD region



Using VR as a marketing tool in order to promote tourist destinations makes sense since customers are looking to purchase experiences, rather than products, and virtual reality offers an effective way for marketers to give them a taste of what they can expect. A joint promotion of the cross-border region was achieved by this development that can be used by municipalities and DMOs on trade fairs, festivals, tourism fairs as a promotional tool. The official cross-border cooperation started by signing the consortium agreement

(Dunamente Consortium) in the middle of Danube on 1 May 2019. 1 May was also the official start of Dunamente Card – Podunajsko Card backed with a strong online and offline media campaign. It offers discount facilities for tourists visiting cultural heritage of the region, and tourism packages are being developed with thematic offer for less than 24 hours and for multiple day visit.

During the implementation of the pilot activity, there was a smooth cooperation with COMP4CORP Ltd. They developed the VR – Virtual Reality software as a result of a successful consultation process with PD. Exchange visits happened to check the progress of work, before it was officially introduced to public on Tour & Picnic event in November 2018. Duna-Gerecse Nonprofit Ltd. is one of the stakeholders



contributing to elaboration of tourism strategy of the region and an initiator of strengthening the cross-border cooperation. The idea of Dunamente Card – Podunajsko Card was born as the extension of the successfully functioning tourism discount card system (Duna-Gerecse Tourist Discount Card). The introduction of the cross-border card and development of quality-driven tourism products will not only attract eco-conscious visitors, but will also result in protection and sustainable exploitation of local resources, as well as contribute considerably to sustainable socio-economic development for the benefit of the local communities. The joint marketing activity of the cross-border region is expected to result in greater visibility of the region, shared costs of marketing activity and increased number of tourists having interest in slow, green and healthy tourism. Socio-economic development with long-term results is welcome. Benefits can be enjoyed by local service providers and producers in order to strengthen their position on the domestic market. Increased involvement of local tourism players, as well as increasing income might be generated from slow, green and healthy tourism the region has excellent potentials for.



Pilot action of

Development centre of the Heart of Slovenia

The pilot activity of Development centre of the Heart of Slovenia (DCHS) covers the area of two municipalities in the Heart of Slovenia, Litija and Šmartno pri Litiji. In terms of tourism, the area is promoted as a common touristic destination and holds a Slovenia Green destination Bronze Certificate. The destination is responsibly focussed on the sustainable operation of all stakeholders in the destination and it invites visitors to come and enjoy active and cultural experiences emphasizing healthy and green tourism. The area shows a high diversity with excellent utilized under potentials to promote natural and cultural heritage.



The pilot action of Development Centre of the Heart of Slovenia consisted of 3 activities:

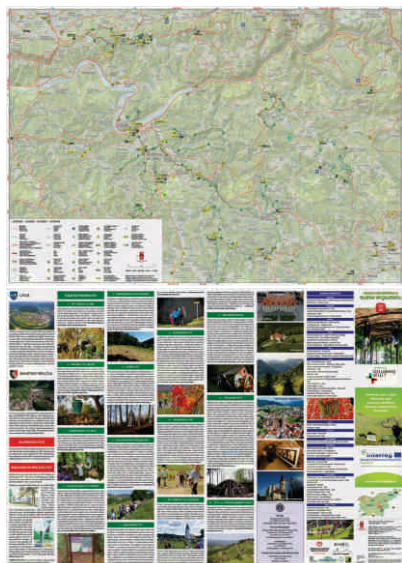
- Hiking routes map and self-service repair stands for cyclists
- Enhanced knowledge of local tourist providers
- New visual identity and destination promotion with innovative materials



Most of the Pilot actions have been designed together with the stakeholders, so the results and final products have been expected and are welcomed.

By implementing the pilot action on new visual identity design, the destination has gained new recognition among visitors and tourists. Therefore it is much easier to link the less known local providers with the major tourist attractions that are well recognized. It also allows the destination to run unique marketing campaigns with unique visual material. The destination finally has promotional material for a systematic destination promotion. It provides new possibilities for marketing, joint promotion and overall visibility of the area, especially in relation to more developed capital that is only 30 km away from the Heart of Slovenia.

The joint marketing activity of the common tourist destination is expected to result in greater visibility of the region, shared costs of marketing activity and increased number of tourists having interest in slow, green and healthy tourism. Socio-economic development with long-term results is welcome. Benefits can be enjoyed by local service providers and producers in order to strengthen their position on the domestic market. Increased involvement of local tourism players, as well as increasing income might be generated from slow, green and healthy tourism the region has excellent potentials for.



The map was highly required among tourists since there is no such material available. The trails are also marked according to national guidelines. The mounting of self-service repair stands is the first step in the area towards the bicycle friendly cities. It represents an opportunity for better promotion of healthy lifestyle and safer cycling in the area.

New knowledge has been gained by tourist providers that can be used in their field of work. The topics of workshop covered marketing via social media, gastronomy, accommodation options and guiding in tourism. Due to the fact that most of the local tourism providers work in tourism as an extra activity (not their main source of income), it is difficult for them to gain knowledge. The organised workshops were free for them to attend gave them opportunity to learn and experience new perspectives.

New visual identity contributed to recognition of the destination and recognizing the tourism service provider in this destination. At the same time we have good visual material to be used at the upcoming tourism conferences.



Pilot action of

Harghita County Council

The pilot activity of Harghita County Council consists of a multilingual mobile application (designed for iOS and android mobile phones) and a webpage (www.visitharghita.com), designed for the promotion of the unique natural and cultural heritage of traditional villages, historic towns and untouched protected areas of Harghita county. The pilot activity of Harghita County Council provides a joint platform, which assures the harmonization of offers for joint promotion and valorization, with participation of tourism service providers in a networking system.

The target area of the pilot activity is Harghita county, composed of 3 well bounded regions (Ciuc, Odorhei, Gheorgheni), with a total surface of 6.639 km².

Harghita county offers several entertainment activities in all seasons such as nature tourism, winter sports or summertime water facilities. Taking into consideration all these opportunities, the elaboration of application will contribute to the promotion of tourist attractions and will collect the touristic offers to provide a comfortable, modern platform for visitors, which assists them to find the right place and to purchase the appropriate services.

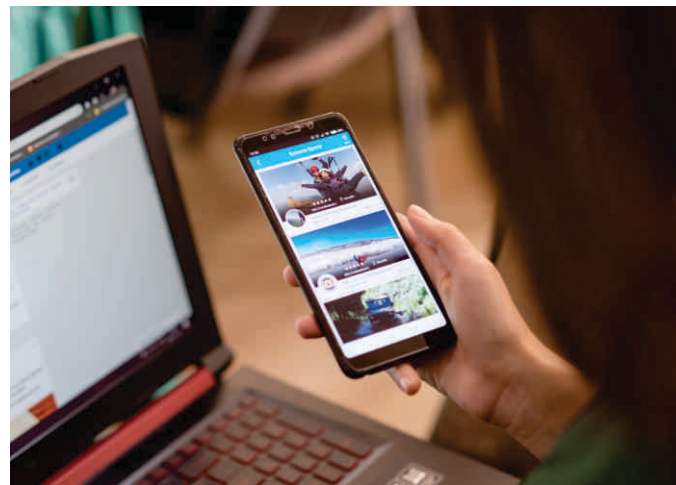
This application will help the tourists to choose the places of interest and the services (such as accommodation units, culinary and gastronomy services, guided tours, adventure tourism services, thematic tours), will be able to lay down a map of the routes and tracks (the application consist maps that reflect the various tourism paths, the pilgrimage routes, the bike routes, the nature routes), will list the events (the application consist the events of the region and through this tourists will receive notification about the actual events), will

consult the weather forecast (tourists receive notification about the weather to plan their programme).

The application contains also a trilingual audio guide, which is the first multilingual service of this kind on country level.

The application is structured in several categories, e.g. our treasures, where to sleep, what to eat and drink, what to see, what to do, legendary Harghita. Each category contains a top 10 ranking, thus tourists are assisted to organize their programs according to these.

Within the project and through the participation in the interregional exchange meetings we had an opportunity to learn about the good practices of the project partners, also got acquainted with methodologies and planning processes necessary for the development of slow, green and healthy tourism in Harghita county.



All these experiences assisted us to define the pilot activity and the measures of tourism development in Harghita county, through the utilization of instruments and methodologies, which were successfully adopted by other partners.

The above mentioned practices were implemented during the meeting organized with the local stakeholders, whose cooperation was essential for elaboration and implementation of the pilot activity.

We can emphasize that the strong cooperation with stakeholder, actors from the field of tourism and service providers was absolutely necessary for successful elaboration and implementation of the pilot activity in Harghita county.

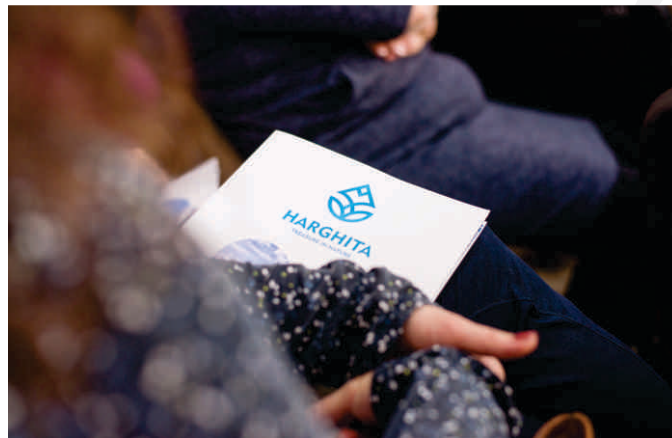
Through the implementation of the pilot activity - Visit Harghita mobile application and related platform, elaborated within the INSIGHTS project, and co-funded by European Union funds (ERDF,IPA), Harghita County Council has undertaken an important step for international promotion of tourism offers of Harghita county.



Tourists have the opportunity to choose the places of interest and the services, each visitor has the possibility to shape his/her program in a way that offers unforgettable time and memories.

The benefit of the application is that all the existing offers can be accessed in a joint platform. Thus it helps service providers and tourists as well.

Our county offers a really unique adventures, savours and attractions, which cannot be found in other areas. First of all the landscape, the traditional crafts originated from the landscape, the architecture, the local bio products with unique taste, our culture of more than thousand years and the hospitality of local people. This is what makes us different from other nations and regions. All those, who need silence, peace and family friendly services can find it in Harghita county. Our aim is to convince the visitors to spend their time in our county and in Szeklerland area.



Pilot action of

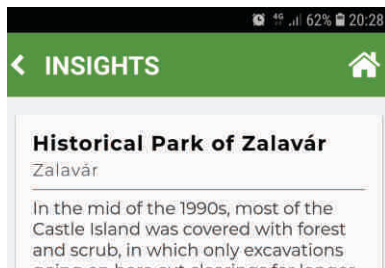
Zala County Government

The pilot of Zala County Government was the development of a smartphone application which informs the visitors on tourism offers and sights, attractions of Zala county related to slow, green and healthy tourism.

A bilingual smartphone application was developed which includes tourist service providers, attractions, events of the region with their name, short description, information on their type, availability, opening hours, contact, and price if it is relevant.

The application offers a virtual tour guiding by informing the user about the sights, events, distances and height differences. Furthermore, it includes also a gamification function for gaining information in a playful way; thematic tour routes for biking, hiking, etc. It is connected with the social media making possible to share photos, estimations, descriptions.

The smartphone application is published on Google Play and iTunes.

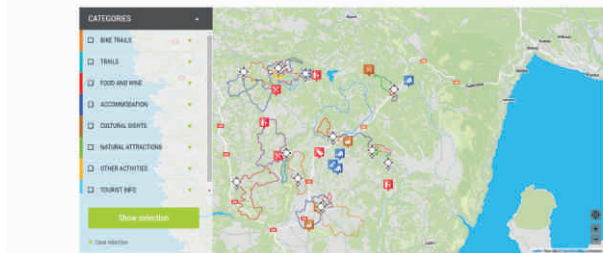


Pilot action of

Local Action Group “Central Istria”

Activities of pilot actions explored the potentials of bike and trail routes in the area of 3 Touristic boards in inner Istria – Central Istria, Motovun and Žminj, as a (green)way to connect all the main cultural and natural sights as well as gastro points and make a basis for coherent touristic product.

Such activities included mapping and revision of existing routes, detecting new potential routes, mapping the cultural and heritage sites as well as gastronomic and lodging points along the routes, designing printed maps and interactive web version, developing



responsive web site available on www.authentic-istria.com and creating an eco-museum by marking the routes.

Once fragmented touristic offer divided with the administrative borders of municipalities, towns and tourist boards in the area are now unified in one innovative touristic product, which provides new possibilities for marketing, joint promotion and overall visibility of the area, especially in relation to more developed coast.



Pilot action of

Donautal-Aktiv

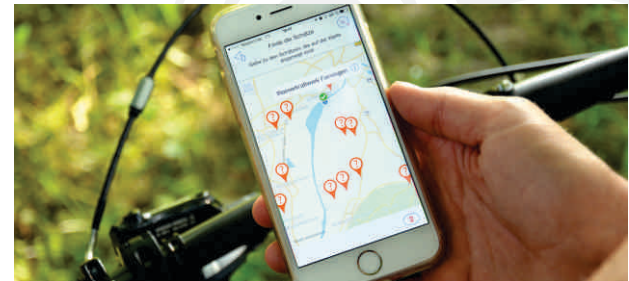
The Swabian Danube Valley region focused the pilot action on the implementation and testing of digital instruments for the presentation of nature tourism offers. The aim was to offer guests an improved opportunity to prepare their journey and at the same time enable the region to present itself attractively. An existing travel planning portal was further developed in line with the times. The focus was placed on nature tourism offers in the area of cycling and hiking. New digital features, such as short VR films and 360-degree images were integrated into the tour planning tool and the presentation improved via a quiz tour app. At the same time, the tourism service providers in the region were sensitised to digital innovations, closely involved in development and put in a position through targeted training measures to make optimum use of the new possibilities for their municipality or business. To round off all elements of the pilot action, a marketing package was put together to promote these innovations, not only to the guests but also to the involved players in the region.



The development is based on a "master plan nature tourism" developed in 2013 for the Swabian Danube Valley. In various workshops with a larger development group and a smaller planning and implementation group, the topic "Implementation of digital innovations" in the region was put on the agenda. The first step was to impart sufficient knowledge to all actors. This was done by external experts. Then, on the basis of an expanded development vision of the master plan, goals and development priorities were formulated together with the actors involved. Derived from this, the development group prioritised the entry measures for the optimisation of the Customer Journey in the area of cycling, hiking and the presentation of natural highlights. Within the framework of the budget provided, the focus was on the realisation of these initial measures and their advertising. The public presentation of the achieved goals in the context of Tour&Picnic and with cinema spots formed the conclusion of the pilot action.

Digital innovations and their use appear to be an important topic in all areas of life with regard to public discussion. However, all actors involved in the region lack the necessary knowledge for the concrete use of existing technical possibilities in nature tourism. Thus it is difficult to plan concretely and make decisions. The successful design of such a process therefore requires the provision of knowledge and continuous joint learning. At the same time, it must always be checked whether all the possibilities available on the market can be used locally. Often the technical requirements are missing. Guests are also sensitive to the use of digital solutions. Digital aids are not always in demand when it comes to relaxing in nature and strengthening health when hiking and cycling. They are also partly rejected. Often the "offline experience" is also sought with the nature experience. The acceptance of digital offers focuses on the preparation and follow-up of travel, not during the experience of nature itself. For this reason, the optimizations were also placed in these phases of the customer journey.

A digital tour planning and booking portal (www.donaual-touren.de) with VR films and 360-degree images for the premium offers in the field of nature tourism was specifically implemented. The application for this portal to the guests was planned and implemented on various channels. In addition, a quiz tour app for selected "edjtainment" tours was expanded, optimized and marketed in a more targeted manner. Educational measures were offered for the players in the region, information events of the participating tourist institutions were attended and the new offer was presented. A digital information package was put together and sent in the form of an XX-postcard with an integrated USB stick to 350 hotels and guesthouses in the region in order to ensure a broad appeal to tourism service providers and motivate them to use the new offers. The response was extremely positive, as the service providers can now use the new VR films and 360-degree images in their own marketing. In order to inform the local population about the project and to bring them into contact with the new offers, a short cinema trailer was shown in 9 cinemas over a period of 2 months, presenting the tour portal and the associated premium offers in the field of cycling and hiking.



Pilot action of

Regional Economic Development Agency for Šumadija and Pomoravlje

Region of Sumadija and Pomoravlje is located in the central part of the Republic of Serbia, between the rivers of Sava and the Danube in the north, the Great Morava in the east, the Western Morava in the west.

In Sumadija and Pomoravlje there are many attractive sites that provide opportunities for daily and longer trips both for local and foreign guests. In addition to natural beauty, there are significant tourist sites to experience the history, culture and tradition of our people; from Bukovic spa, Garas Lake and cave Risovaca in the vicinity of Arandjelovac, Resava cave and many other caves, waterfalls of Lisine and Despotovac spa, monasteries, and modern tourist attraction such as the zoo, aqua park, adventure parks, the public aquarium in Kragujevac, picnic Grza Petrus and the medieval town of Petrusa near Paracin, Gruza lake and Borac karst and Orasac near Arandjelovac, considered the cradle of the modern Serbian state, and the King's wine cellars and vineyards of Oplenac in Topola.

The pilot action on the territory of Sumadija and Pomoravlje deals with establishment of the network of 4 centers for promotion of slow, green and healthy tourism in the region (SGHT centers). The centers cover the area of 6 municipalities (Topola, Arandjelovac, Rekovac, Despotovac, Knić and the city of Kragujevac) characterized by resources for rural tourism and outdoor activities – active holiday, existing recreational trails and clubs and active art clubs that traditionally participate in culture heritage promotion.



The pilot action was developed and realised through consultations with stakeholders during 5 regional stakeholder workshops including the empowering workshop and at other regular and individual meeting with SH representatives.

The 4 centers are located at available premises of tourist organisations as public entities, provided through local municipalities. The centers were equipped with computer equipment and office furniture. Defined model of management of the centers stimulates the multi sector cooperation of actors in tourism development and promotion. Memorandum of understanding of the members of the network has been signed to define the role of the members as representatives of public, private and civil sectors.

The SGHT centers promote sustainable tourism linking tourism attractions at natural and cultural sites with diversification of rural economy, and sets measures "Improving planning and infrastructure for tourism", including walking and cycling routes in cultural heritage sites. Special accent is placed on promoting rural tourism potentials and networking of local producers, as well as mutual promotion of rural tourism and recreational clubs.



Since the presentation of the tourist offer has been scarce, static and conservative, the promotional video and photo materials were produced for integrated offer of slow, green and healthy tourism. Considering that awareness of the service providers and visitors about the environmentally responsible behaviour is low, the set of green rules for visitors was developed. The rural households received recommendations for developing and promoting the SGHT products and establishing short supply chains in order to contribute to sustainable tourism creation in the region.

The stakeholders and partners in the SGHT centers network identified the key challenges through the pilot implementation. How to overcome the challenges were some of the lessons learned for the future work on creating integrated tourist offer and its promotion.

Outcomes:

- Defined model of centers for promotion of slow, green and healthy tourism (SGHT centers): Partnership of public, private and civil sector. Public sector represented by the local tourist organisations (in Serbia established by the local authorities – municipalities); private sector represented by the categorised rural tourism household; civil sector represented by mountaineering/hiking/recreational clubs.
- Established 4 SGHT centers: Arandjelovac/Topola, Kragujevac/Knic, Rekovac and Despotovac and Signed Memorandum of understanding of members of SGHT centers
- Equipped 4 SGHT centers with computer equipment and furniture and signed Memorandum of understanding
- Produced promotional videos, photo gallery and story-telling articles for the SGHT centers including the SGHT offer of the territories and compiled regional promo movie of integrated tourist offer in rural tourism, recreational activities, cultural and natural heritage. (published on web sites of stakeholders and on the portal Stories with soul www.facebook.com/pricesadusom)
- Regional movie „Sumadija i Pomoravlje“



Pilot action of

Regional Development Agency with Business Support Centre for SMEs

Plovdiv is one of the oldest cities in Europe. It has a multi-layered cultural and historical heritage from Antiquity to present days. In Plovdiv there are the only 3 protected areas in Bulgaria, located exclusively in the urban environment. These are the hills "Bunardzhik", "Danov Hill" and "Youth hill" - classified as Natural Landmarks to preserve the landscape of unique geomorphologic formations - part of Plovdiv hills.

Steps taken:

- Including 4 types of stakeholders - public authorities, universities, NGOs and citizens
- Assessment of the state of tourism in the region
- Formulation of vision and mission of an integrated strategy
- Development, discussion and adoption of the integrated strategy.



- Establishment of Tourist Information Center with tourist products, bicycle routes and training of tourist guides as pilot actions

In the process we learned that the integrated approach is the one best suited to protect the environment and the cultural heritage on one hand, and on the other hand sustainable development of the economy and in particular tourism in the countries of the Danube Region.

Outcomes:

- Developed an eco-tourism model including mapping and designing a network of eco-educational hiking trails and cycling routes in protected areas in urban environment – city of Plovdiv
- Created 4 ecological-educational paths
- Developed training materials for eco-tour guides
- Developed and printed information materials – leaflets
- Established Tourist Information Centre



The photo "Girl with a butterfly" was among 20 finalists from 112 chosen in a DTP Photo Competition photos. It was taken during the 4. Multilateral study visit of INSIGHTS project in Parajd, Harghita County, Romania.



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