



Final publication project **ISTER** Connecting hiSTorical Danube rEGions Roman routes

Project co-funded by European Union funds (ERDF, IPA)

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Graphics

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ISTER project

Print run: 1000 copies


Not for sale

Overall budget: 2 067 958,95 EUR

ERDF Contribution: 1 663 585,10 EUR

IPA Contribution: 94 180,00 EUR

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The ISTER project has the great ambition of defining a domain of common reflection, starting precisely from the cultural heritage, where concrete experiences can be found for sustainable development with an impact on the trans-regional scale.

Territorial cooperation between the various Danube regions does not always take place easily. Local interests are often not vectors of bottom-up development but tend claims for rights that result in a selfish localism that does not know how to build bridges towards the other, and this is accentuated in cross-border regions.

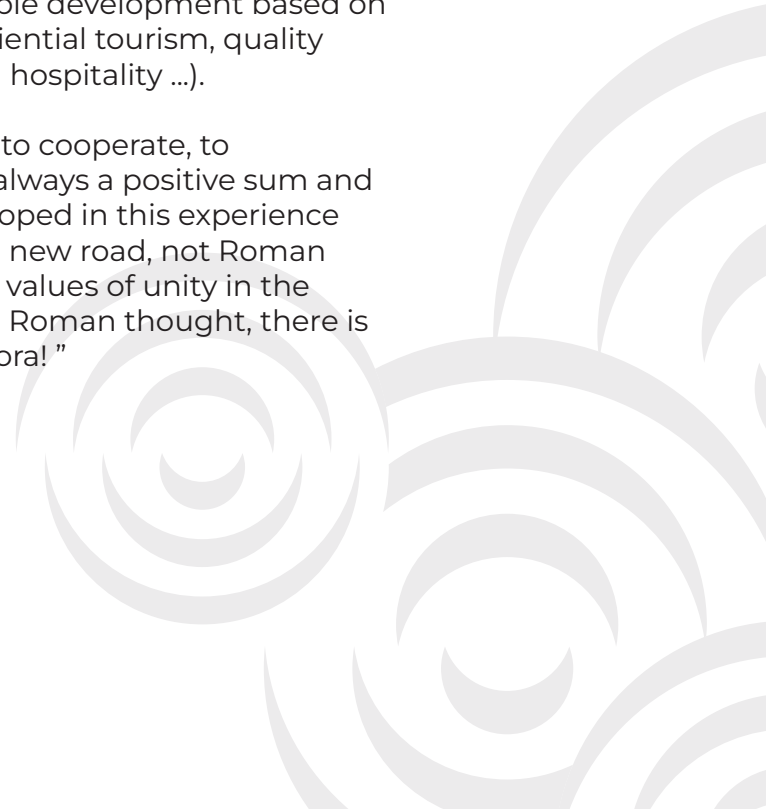
ISTER wants to give a new meaning to the local level, that of the development engine. An engine whose pieces are the city networks. The cultural heritage left in inheritance by the Roman roads is the pretext through which to rediscover the ability to think beyond one's own local interest and learn to build perspectives of a European character.



Dr. Ing. Pietro Elisei
URBASOFIA, Director
ISOCARP, President

ISTER is, first of all, a project that teaches how to think and act in an integrated way, which uses cultural heritage as a trigger to generate local clusters of sustainable development based on variety of different economies (experiential tourism, quality agriculture, craftsmanship, high level hospitality ...).

ISTER's tools are based on the ability to cooperate, to understanding that development is always a positive sum and not a zero sumgame. The tools developed in this experience are the first step, they have opened a new road, not Roman now, but European starting from the values of unity in the difference that perhaps have roots in Roman thought, there is still a lot to do, and therefore: *ad maiora!*”





Working on Roman roads has been both a pool of inexhaustible resources and a challenge for an archaeologist. For most Roman roads, we have literary and cartographic resources at hand. Perhaps the most famous of them is the Tabula Peutingeriana, an illustrated map of the road network of the Roman Empire.

Nevertheless, literary and map accounts do not precisely pinpoint the Roman roads on the contemporary scene. In this sense, ISTER provided the much-needed 'a bird's-eye view' to help the researcher in Roman archaeology better understand Roman roads. And it did so through more than one 'instrument'.



Felix Marcu
MNIT - Lead Partner



George Cupcea
MNIT - Lead Partner

Unanimously established by now, aerial photography is an invaluable tool for the modern archaeologist, enabling the researcher to remotely detect traces in and below ground level that otherwise would remain invisible. In this sense, ISTER has offered a massive opportunity for an in the premiere, large-scale aerial archaeological investigation on the Roman roads on the Danube, from Germany to Romania and Bulgaria. Thousands of pictures were taken, and hundreds of locations of roads and sites were documented, all in the framework of the project.

Another much-needed tool is the geophysical survey. ISTER has offered us a rare opportunity to purchase and use a last-generation magnetometer, perfectly usable on the terrain 'hiding' Roman sites. And finally, the essence of the work of an archaeologist, the excavation, was possible due to development projects affecting the areas where Roman roads passed, offering us the opportunity to see and document their itinerary and state of preservation."

ISTER Project

ISTER project addresses the challenge of Roman heritage discontinuity, which reflects both in a territorial dimension related to a low level of investment and connection between heritage resources and local/ regional productive sectors, as well as in visualisation and attractiveness dimensions regarding the promotion and awareness raising on the importance of heritage resources.

ISTER's main objective focuses on rediscovering and revitalising the ancient Roman Roads Network along the DR as a key driver in promoting territorial development based on sustainable use of cultural and natural heritage (precisely, Roman routes).

ISTER tackles the Roman Routes territorial dimensions as a continuous transnational element that passes DR states' borders and provides a relevant scale for exchange and joint development.

Partnership



Outputs



		Collecting, classifying and integrating			Increasing protection & visibility of Cultural Heritage sites		
		Territorial Analysis	Mapping routes and settlements network	Territorial Vision for integration and implementation	Authorization process	Preparation of the purchase, ordering and delivery	Physical Field Work
Relevance of stakeholders	High	museums research institutes universities regional/national institutes for CH protection archaeological institute	archaeologists museums	urban planners local authorities citizens	Institute for protection of CH Commission of Monuments Land owners Construction companies Ministry of Culture County councils	local authorities County councils Archaeological Parks Construction companies	Construction companies Land owners
	Medium	Ministry of Culture centers for urban development county/regional public institutions concerned with the culture&tourism sector	local authorities centers for urban development county/regional public institutions concerned with the culture&tourism sector research institutes	archaeologists Ministry of Culture Ministry of Regional Development county/regional public institutions concerned with the culture&tourism sector	Ministry of Education, Science, Culture and Sport Archaeological institute Ministry of Physical Planning Archaeological Parks Directorate of Regional Roads museums	Archaeological institute Roads associations museums	local authorities Institute of Physical Planning county/regional public institutions concerned with the culture&tourism sector Roads associations Ministry of Regional Development Directorate of Regional Roads Archaeological Parks
	Low	NGOs local authorities tourism centres educational centres	tourism centres NGOs	tourism centres NGOs	Roads associations local cultural institutions Associations for recreational areas Association of Monuments	Institute of Physical Planning local cultural institutions Associations for recreational areas	Association of Monuments Associations for recreational areas museums local cultural institutions

Relevance of stakeholders

Multi-Layered Stakeholders' Group Setup



The constellation of partners in the ISTER project is very diverse. Their geographical scope, knowledge, experiences and skill set in stakeholder analysis and engagement differ from case to case. Therefore, a Methodological framework for Stakeholders Mapping was developed based on empirical and analytical methods proposed by stakeholder theorists and scholars using a selected practical method. Overall, this methodology aimed to provide a simplified stakeholder analysis method with tailor-made practices by considering 1) accessibility and approachability for all the partners and 2) project scope.

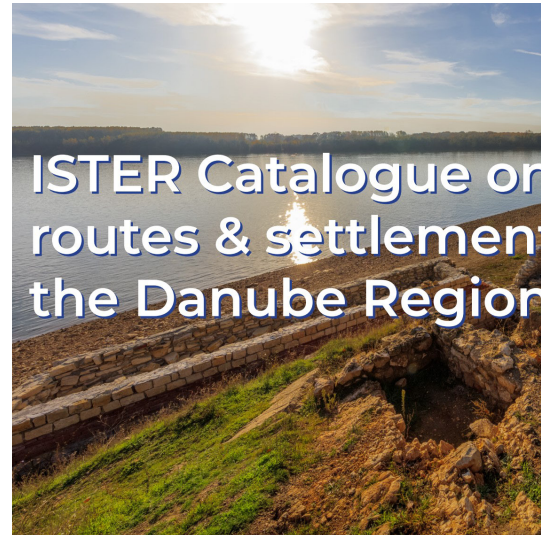
Stakeholder identification and analysis were used for prioritization reasons based on an importance/impact matrix used to select the best approach for each stakeholder group following transnational guidelines. Based on the transnational methodological guidelines and tools, each territorial partner provided a local stakeholder map, which became the basis for creating the Multilayered Stakeholder Group (MLSG).

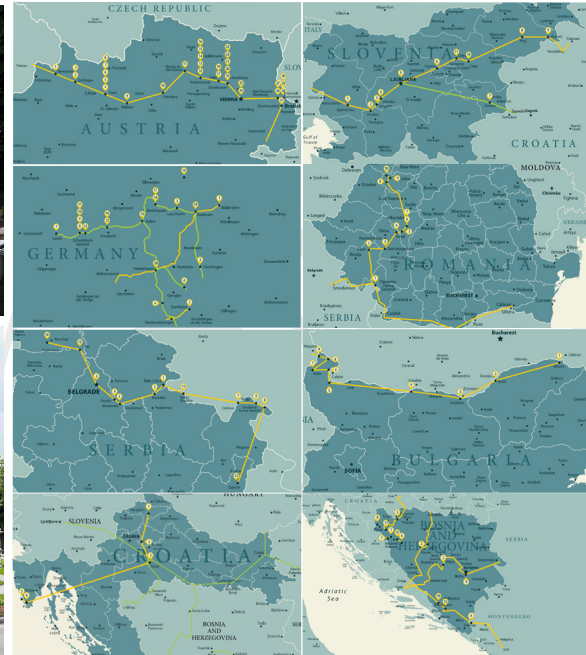
Catalogue on Roman Routes & Settlements along the DR

The data collected in the Catalogue extended the current knowledge framework by providing a comprehensive picture of the existing data-base, laid the foundation for developing a GIS-based territorial atlas of the heritage of Roman routes in the Danube Region, and helped deepen the understanding of this heritage.

It provides information as:

- Starting & Ending points of the Routes;
- Category;
- Type of Roman heritage;
- Dating (century / period / date range);
- Protection status;
- Boundaries (of immovable cultural assets)
- Type of ownership & owners;
- Location;
- Physical state / condition;
- Type of restoration;
- Plans of the site / sites;





Common Branding Strategy

Cultural Routes are a driver of economic development, social cohesion and transnational cooperation. The Common Branding Strategy of VIA ISTER in the Danube Region is developed to create impact and open new opportunities for regional development in the countries crossed by the Roman Roads.



Roman inscription typography



Roman road



Danube



Nature, outdoors



Roman arch



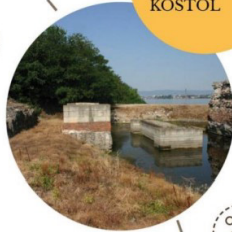
East & West dawn & dusk



Bosnia and Herzegovina
- AQUAE
SULPHURAE -
Roman spa
remains



Serbia -
CASTRUM
PONTES
KOSTOL



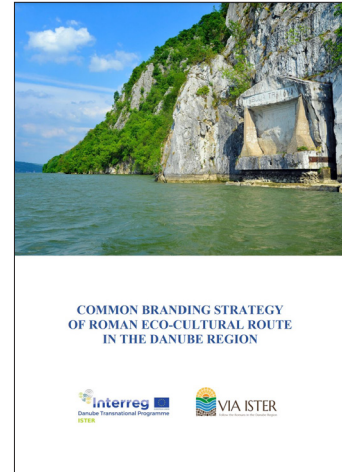
Romania -
POROLISSUM
(Moigrad) -
Praetorian
gate



Serbia -
GAMZIGRAD
Felix
Romuliana



Bulgaria -
RATIARIA -
Roman
settlement



It consists of recommendations, suggestions, opportunities and best practices that help build brand awareness and visibility at the Danube Region level. The activities, thematic campaigns, tools and tactics recommended for the launch and promotion of the brand are subject to adaptation to the local context and the availability of resources for implementation and validation.

GIS-based Territorial Atlas of Roman Routes Legacy in DR

The GIS Atlas of Roman routes in DR represents an innovative cartographic web application of the Roman routes in the entire DR.











It provides a spatial representation of the open inventory of Roman routes legacy in DR and relevant information regarding protection limits applicable to both Roman Settlements and Roads Network, retracing the history of the Roman Empire through Roman Roads Network in Danube Region (DR) and its relation with the natural environment.


The atlas provides:

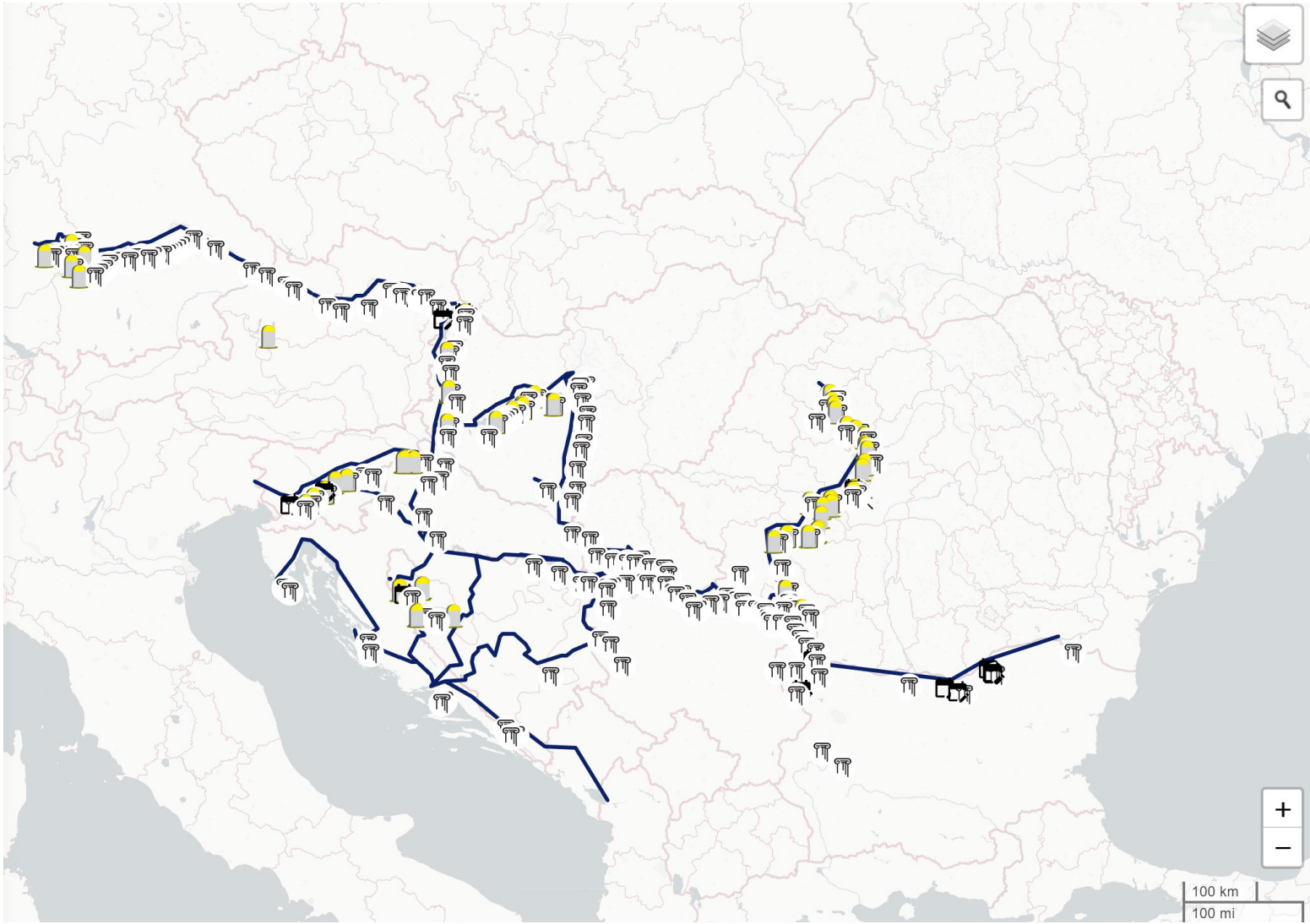
- Query tool over database items;
- Possibility to share the predefined queries;
- API interface for sharing the data (machine access and download of the data);
- Ability to add multimedia material for individual features (e.g. photos, articles, descriptions);
- Overview of the database and associated media material.



Navigation menu: ABOUT | **LAYERS** | SHARE | SETTINGS

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<input checked="" type="checkbox"/>	 Roman roads	51	
<input checked="" type="checkbox"/>	 Roman sites	1	
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[SPATIAL FILTER](#) 



Transnational Interactive Tool (ISTER App)

VIA ISTER transnational interactive tool is designed to promote the geo-referenced information on Roman sites and routes collected and stored in Territorial Atlas based on interactive maps.

ISTER app provides:

- Interactive geo-referenced maps of Roman Cultural Heritage (sites and monuments, roads and routes);
- Descriptions, pictures, illustrations and multimedia elements of Roman Cultural Heritage;
- Up-to-date information about the surroundings, especially tourist information (places to eat, places to stay, potable water sources, toilets, public transport, events and other attractions);
- Walking and cycling routes related to Roman Cultural Heritage.

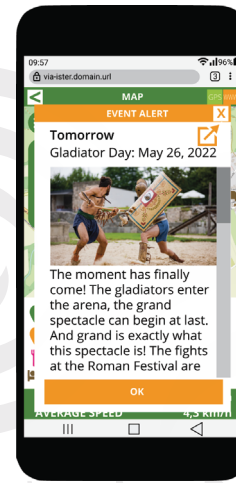
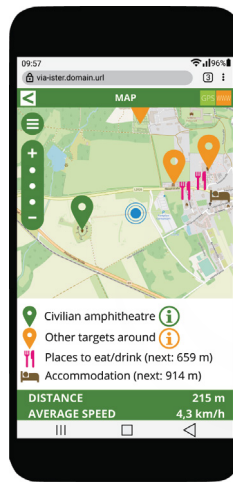
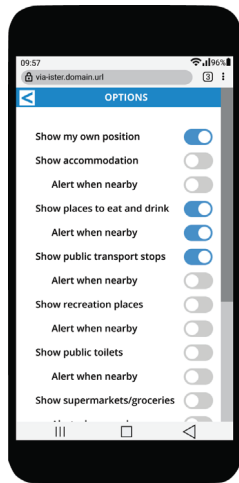
<https://www.via-ister.eu/>



Pilot Actions

Pilot actions are the results of the testing phase of the Interactive digital tool - ISTER App for the Roman eco-cultural route.

They aim at connecting the digital app with the physical investments in the pilot sites. The Roman Milliards will exist in both digital and physical environments and will help the users customize their trip and monitor the physical progress in the digital environment.

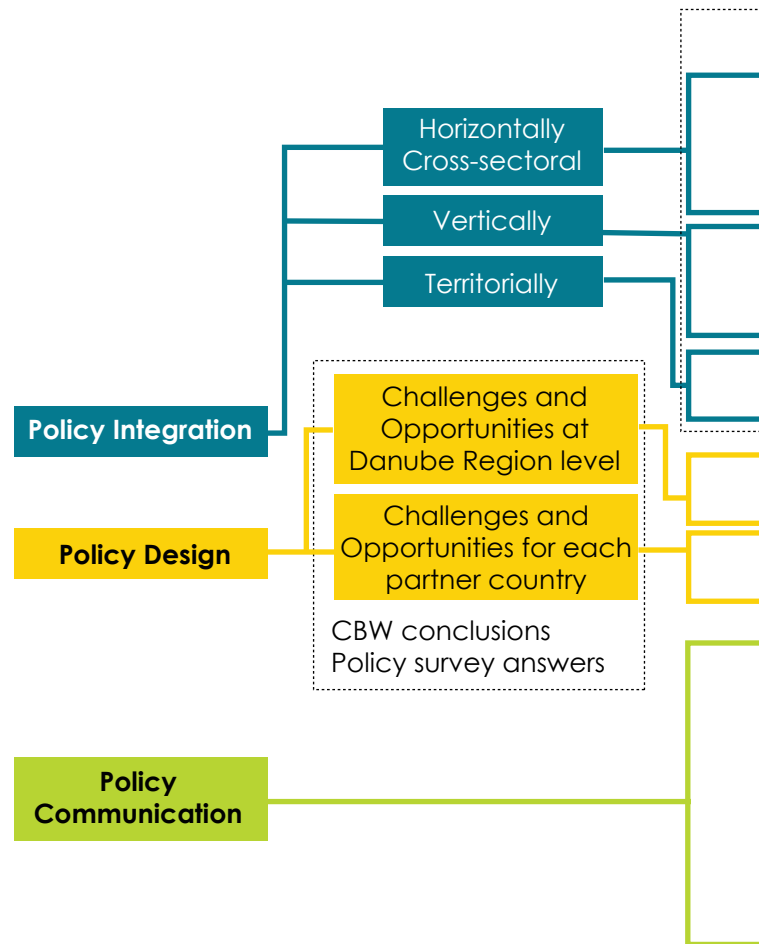


Policy Handbook

Based on the experience of the ISTER project, the handbook shares findings and recommendations to the communities in the Danube Region and at the EU level.

It contributes to building the capacity of multi-level stakeholders and formulating the conditions of the regulatory framework through policy integration measures.

It contains good transnational practices regarding practical, technical and organisational/management aspects of (Roman) cultural heritage asset management, aiming to create homogeneous tools and strategies for protecting, valorising and sustainable use of cultural heritage and resources.



Best practices / Documented Cases (from the partners countries / other european examples)

Connection between Policy and Regulatory Framework and Common Benchmarking Toolkit

- (1) What are the links/potential links between cultural heritage (RCH) and other domains?
- (2) How this links can be strengthened in order to achieve an eco-cultural route?
- (3) How different policies at the same level (DR, national, regional, local) can be connected in order to assure truly sustainable development?

- (1) Why is necessary the coordination between different decision-making levels (transnational, national, regional, local) in the process of policy development for a cultural route?
- (2) How this coordination can be ensured? What potential governance schemes can be applied?

What concrete measures can be taken for the integration of the policies at the territorial level?

Guidelines for successful practices at Danube Region level
(Protection, Preservation, Management, Sustainable Use)

Guidelines for successful practices for each country
(Protection, Preservation, Management, Sustainable Use)

- (1) How the communication to wider group of stakeholders can be assured to support inter-institutional dialogue ?
- (2) What are the communication channels/platforms?
- (3) How to communicate the policy implications both to the groups of stakeholders "affected" by the policy measures and the authorities body (in charge of policies/strategies implementation at different levels)?
- (4) How to bridge the gap between different groups of stakeholders and public administration bodies in order to increase multi-level capabilities and skills for policy implementation?

Memorandum of Maintenance

The project outputs, platforms, handbooks and tools were developed in close collaboration with target users. However, priorities, needs, and requirements can change over time. The further sustainability of ISTER's digital tools depends on the continuation of the collaboration and updating after the end of the project.

One of the instruments to ensure the project sustainability is the Memorandum of maintenance of the ISTER-GIS based Atlas and Interactive App.

By signing the Memorandum of maintenance for the two ISTER tools, relevant stakeholders (museums, cultural organisations, public bodies etc) show the intention of integrating these tools into their local, regional and national-level policies.



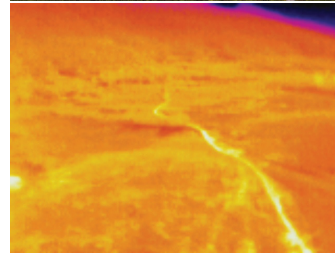
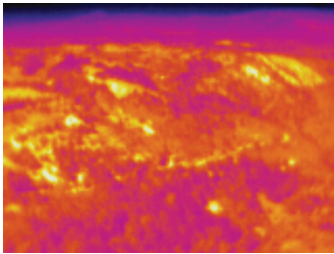
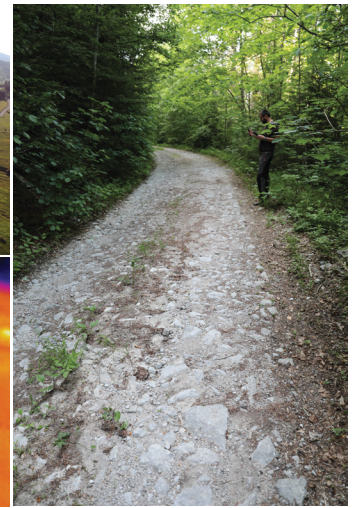


Aerial photography, field trips and excavation work



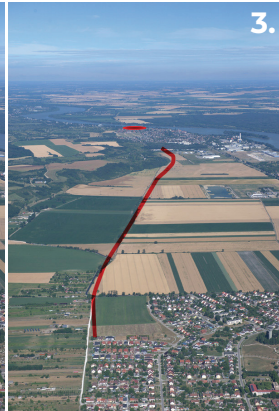
The ISTER project identified sectors of Roman roads from selected areas in partner countries that are too faint, too large or too discontinuous to be assessed at ground level using non-invasive research methods in modern archaeology.

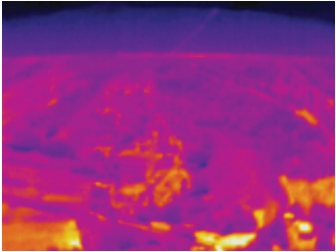
Aerial photography provided valuable visual information and contributed to a better understanding of Roman roads' territorial layout and the landscape's features. It was carried out by a light plane and a drone equipped with a camera and thermovision to get lovely bird's-eye views. Alongside the aerial photography activities, the ISTER project carried out a series of field trips and excavations to identify the preserved Roman road sectors that meet the conditions for valorisation.



Kulen Vakuf - Kalati

Kolunić - Oštrej





Prnjavor



6.



7.



4.



5.

- 1. Parndorf (AT)
- 2. Amber Road, Gyöngyösfalu (HU)
- 3. Crumerum (HU)
- 4. Ercsi (HU)
- 5. Decea (RO)
- 6. Nădășelu (RO)
- 7. Sutor (RO)

ISTER International Best Practices Awards



The contest aimed to recognise and support the best practices of innovative projects and initiatives for the protection, conservation, management, valorisation and sustainable use of the cultural heritage associated with Roman heritage in the Danube region.

It inspired participants from 7 countries in Danube Region to apply. The International Jury evaluated 12 applications and announced winners in each category.





- Category 1 – Protection and Preservation of Roman Heritage
1st Prize Winner: National Museum of Uzice, (Serbia)
Project: Protection and Preservation of ancient monuments in the Lapidarium
 - Category 2 – Promotion and Valorisation of Roman Heritage
1st Prize Winner: National Museum of Unification in Alba Iulia (Romania)
Project: PANTHEON 3D
 - Category 3 – Sustainable Use and Development of Roman Heritage
1st Prize Winner: Regional Administration Vidin (Bulgaria)
Project: Network for Sustainable Mobility along the Danube/ Transdanube.Pearls
- The ISTER Awards Ceremony took place on 23rd of February 2022, in Aalen (Germany).



Workshops

30 Local capacity-building workshops (CBW) were organized to enhance the capabilities of local multi-layered stakeholders to create a capable, strong horizontal governance chain.

Module 1: Roman Route heritage as a driver for tourist, local/ regional development

Module 2: Roman Route heritage as an enabler for policy and regulatory framework

Module 3: Roman Route heritage as a means for exchange and collaboration

9th of February 2022, Hangvilla Multifunctional Community Space in Veszprém (Hungary)



8th of December 2021, SRC BISTRA Ptuj (Slovenia)



11th of February 2022, City Museum of Ljubljana (Slovenia)



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3rd of May 2022, the village hall in Buch Rainau (Germany)



17th of January 2022, Belgrade (Serbia)

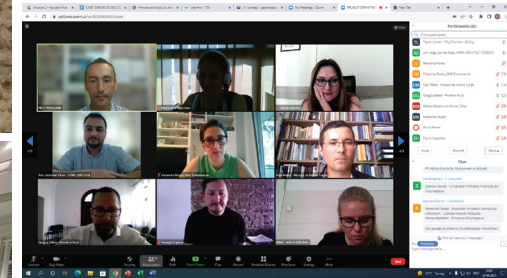


26th of May 2022, in cultural institution Parobrod in Belgrade (Serbia)



15th of December 2021, city of Vidin (Bulgaria)

28th of June 2022, AIM and MNIT, zoom (Romania)



14th December 2021, Development Agency of the Una-Sana Canton (Bosnia and Herzegovina)





16th of March 2022, SRC BISTRA Ptuj (Slovenia)



5th of May 2022, Museum of Paks (Hungary)



15th of November 2021, Veszprém (Hungary) ©Attila Domján



1st of June 2022, SRC BISTRA Ptuj (Slovenia)



18th of May 2022, Veszprém (Hungary) ©Attila Domján

3 module training in 8 DR countries organised by 10 project partners



15th of November 2021, Laczkó Dezső Museum, Veszprém (Hungary)



12th of July 2022, Adult Education Centre in Aalen (Germany)



11th of May 2022, Belgrade (Serbia)

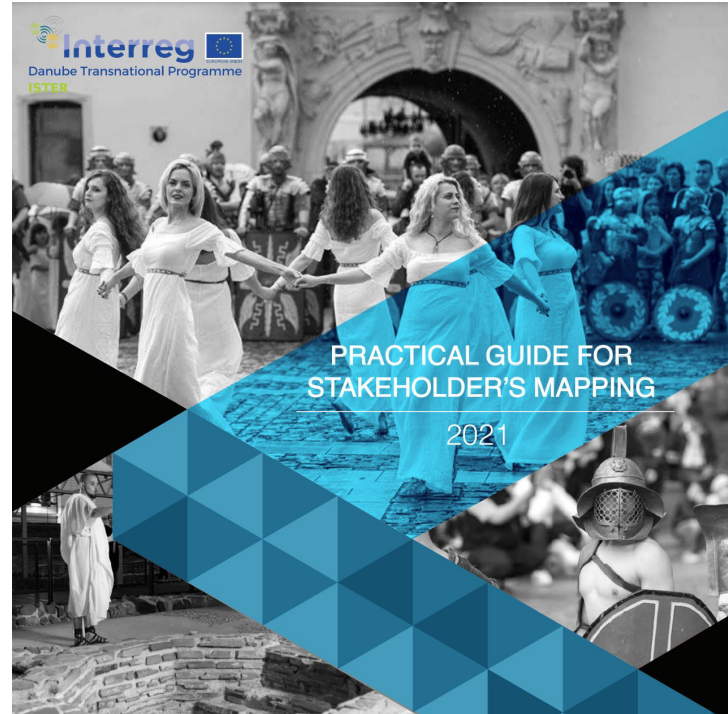
Development and tools



- **Practical guide for stakeholders mapping**

The guide reveals different methodological guidelines and tools for identifying stakeholders in the field of Roman Routes and settlements' heritage at the local level of the consortium territories.

The framework provides a deeper understanding of stakeholders' interests, influences, and information exchange relationship linkages based on an importance/influence matrix and interest analysis.



Synthesized tools

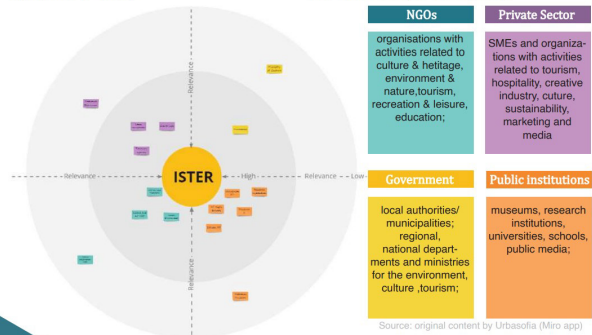
In order to provide partners with an easier way to complete the stakeholders mapping tools, all stakeholder's mapping stages (identification, analysis and engagement) were synthesized into **two online template tools (Miro app)**.

Partners have to place the potential stakeholders relevant to ISTER project and its key activities in the diagram below based on their **type and relevance**. The diagram is divided into four main quadrants of key stakeholder groups, and it has a relevance scale starting from low (outer circle) to high (the inner circle).

Project partners have to **follow the next steps in fulfilling the template**:

1. Consider all potential territorial stakeholders (local, regional, national, public, private, civic). Additionally, please revisit from your previous activities the Stakeholder groups, Stakeholder Analysis Tables.

2. Place the gathered stakeholders into the appropriate quadrant according to their relevance (the relevance of a stakeholder should be defined concerning your activities and needs to reach ISTER goals).



26.

• **Policy and regulatory report** analyses the trends and conditions for the protection and valorisation of Cultural Heritage (Danube Region and EU level), the current policy framework in partner cities / regions / countries regarding the protection and valorisation of heritage values, with an emphasis on the physical heritage of the Roman network of routes and settlements.

The report provides a set of best practices / successful examples regarding current policies, plans and regulatory instruments for the protection, development and valorisation of Roman routes and the network of settlements as a cultural route.

- **Common Benchmarking Toolkit** encloses a series of practical methods, policy guidelines, mechanisms and recommendations with high potential for testing, replication and creative pictures for increasing competencies in identifications and evaluation of cultural routes, as well as establishing new common approaches toward Roman eco-cultural routes development, use and valorisation in Danube Region.

- **Cross-learning Modules Toolkit** includes a set of materials to provide support to the partners conducting the local CBW addressed to the MSLG.

The tutoring guidelines successfully address the gaps and challenges related to the accessibility, use and valorisation of Roman routes and settlements network in DR and align sectoral visions and documents related to spatial planning, land use and environmental protection.



Best practice: TRANSROMANICA The Romanesque Routes of European Heritage

Officially recognized in 2007 as a "Major Cultural Route of the Council of Europe", TRANSROMANICA connects the common Romanesque heritage values of nine European countries: Austria, Portugal, Spain, France, Italy, Slovakia, Germany, Serbia and Romania.

The aim of the route is to promote the European heritage of the Romanesque art and architecture and develop tourism so as to support sustainable regional and economic development; ensuring thus, the ongoing conservation of the buildings.

The general thematic of the route is representative for this theme in the context of creating a historically grown cultural space in Europe, teaching the "principle of unity in diversity by showing the original and meaningful links between European regions."

Visitors have the opportunity to hear stories of Europe in the Middle Ages, experience culture and understand the idea at European level thus forming the capacity to recognise and distinguish the similarities and differences between various European regions.

Image Source: <https://brevinate.com/an-introduction-to-romanesque-art-and-architecture/>

Colophon

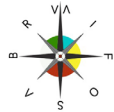
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Urb. Miruna Drăghia

Graphics

URBASOFIA



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• ISTER Video Documentary

The video-documentary ISTER was developed as a transnational marketing tool for broader use and distribution, including a collection of footage from different moments during the project, and promotes the connection between the individual and collective identity of the Roman Eco-Cultural Route, emphasising the local products and experiences in ISTER partner cities and countries.



Some of the activities undertaken in this thematic are: Castle Construction Project (30 years) in Friesach, Austria; Participation in European Heritage Days; Publication of 360 degree panoramic views of the Romanesque Heritage Sites in Saxony-Anhalt, Germany; Communication in the event "The Cafes of Europe" etc. The ongoing project of the Castle construction in Friesach



(the oldest city of Carinthia), Austria is located on a medieval site which spans 6.5 hectares. It represents a historical experiment for the visitors being built using only medieval methods without any modern tools. The experiment wants to answer the question of how monumental buildings like castles, churches and town walls were built during the Middle Ages.



Small-scale investments



Small-scale investment within the ISTER project involves areas from all partner countries and responds to transnational and local/regional challenges related to the network of Roman Routes and settlements valorisation. As part of the ISTER project, 8 partners from 6 countries installed 40 milestones or metal plates along ancient Roman roads. A QR code for the ISTER app is engraved on the bevelled side of the metal plate.

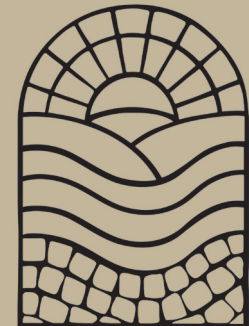
Placing a Roman-inspired milestone along the Ancient Roman Road (called miliarium) aims to increase the visibility of the remaining heritage, especially in the unexcavated areas and contribute to the transnational branding for the entire Danube Region, as the Roman milestones will be recurrent elements along the route.



Danube Transnational Programme
ISTER

Project co-funded by the European Union (ERDF, IPA, ENI)

Beneficiary: National Museum of Transylvanian History
Project Value: 2,067,958.95 EUR
Start of the project: 01.07.2020
End of the project: 31.12.2022



VIA ISTER

Follow the Romans in the Danube Region

MOIGRAD - POROLISSUM (POROLISSUM) - ROMA
2110 Km / 1425 Milia Passum



Milestone prototype in Hungary



Communication, dissemination and capitalisation



All consortium partners implemented communication, dissemination and awareness-raising activities during the project's life cycle. The promotion of project results, initiatives and events was carried out by providing consistent and targeted messages in English and the national languages of the consortium countries through the existing DTP website, project and partner communication channels and active interaction with appropriate traditional and social media.

Impact:

- networking and stakeholders' involvement;
- intensive cooperation with other synergistic projects and initiatives;
- interaction with the press and media;
- involvement in the local communities development;
- contribution to active social inclusion.



23rd of July - "Csikaszc Picnic, Veszprem (Hungary)

7-10th of September 2021,
REAL CORP 2021 Conference, Viena (Austria)



9th of September 2021 - Ecology Fair EKOBIS 2021,
Bihać (Bosnia and Herzegovina)



©Attila Domján



28th of June 2022 - Introducing the ISTER project during a DTP AGORA Workshop
Slavonski Brod (Croatia)

Results

- 1 final publication
- 2 scientific publications
- 2 non-scientific publications
- 5 e-newsletters
- 17 awareness-raising events
- 40 promotions of the ISTER project on external events
- 1000 publications in traditional and social media in 8 languages
- over 300 000 views and impressions

Transnational Capitalisation Workshops

The consortium partners participated in the three transnational capitalisation workshops held in Alba Iulia (Romania), Aalen (Germany) and Carnuntum (Austria) during the project duration. The events facilitated better understanding and internal collaboration. The workshops expanded the ISTER network on a broader scale by establishing links outside it with synergistic projects / initiatives and designing a joint roadmap for follow-up opportunities.





22 – 24th of February, 2022 Aalen (Germany)

Special thanks to the project consortium!

26 project partners
15 financing project partners
11 associated strategic partners









Consortium meeting
13-15th of September 2022, Veszprem (Hungary)



ISTER aims to revive a 2000-year-old heritage by putting the “Roman roads” back on the map and developing a pedestrian-friendly route by following the traces of Romans. The route aims to revive the local rural economy, connect communities with the heritage and transform neglected areas into focal, vivid points on an eco-cultural corridor along the Danube Region.

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Danube Transnational Programme

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Project co-funded by European Union funds (ERDF, IPA)