

What?

OUR SUCCESS IS THE PROCESS

One table. Multiple interests. One dialogue.

Interreg
Romania – Bulgaria



Developing together the Integrated Territorial Strategy for cycling tourism in the Romania–Bulgaria border region



A STRATEGY BUILT TOGETHER

Local and regional authorities, NGOs, tourism organisations, businesses and public institutions from both countries agreed to sit around one table.



CROSS-BORDER COOPERATION STILL YOUNG, BUT STRONG

In only twenty years, we are building the level of cooperation and trust that others developed over decades or even centuries.



DIFFERENT INTERESTS, COMMON PURPOSE

Different priorities, expectations and interests – but the willingness to discuss, negotiate and reach common positions.



MORE THAN INFRASTRUCTURE AND FUNDING

Integrated territorial development is about trust, dialogue and a shared understanding of the future.



A SHARED VISION FOR OUR TERRITORY

Moving beyond individual interests and local priorities to decide what is best for the territory as a whole.

THE STRATEGY BOARD

LOCAL & REGIONAL
AUTHORITIES

NGOs

TOURISM
ORGANISATIONS

BUSINESSES

PUBLIC
INSTITUTIONS

Trust. Dialogue. Cooperation.
 The foundation of our success.



MORE THAN A DOCUMENT

The Integrated Territorial Strategy represents a joint vision and a common understanding of where we want to go.



OUR SUCCESS STORY

Not only about cycling and tourism. It is about trust, cooperation and the creation of a shared territorial vision.



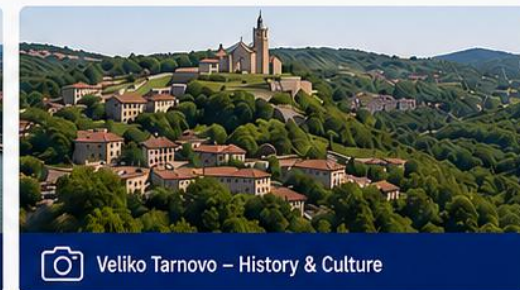
This experience taught us that integrated territorial development is not primarily about infrastructure or funding. It is about building trust and creating a shared understanding of the future.



EuroVelo 6 – Connecting Europe



Danube – Ruse – Giurgiu area



Veliko Tarnovo – History & Culture

ONE TERRITORY. ONE STRATEGY. ONE FUTURE.

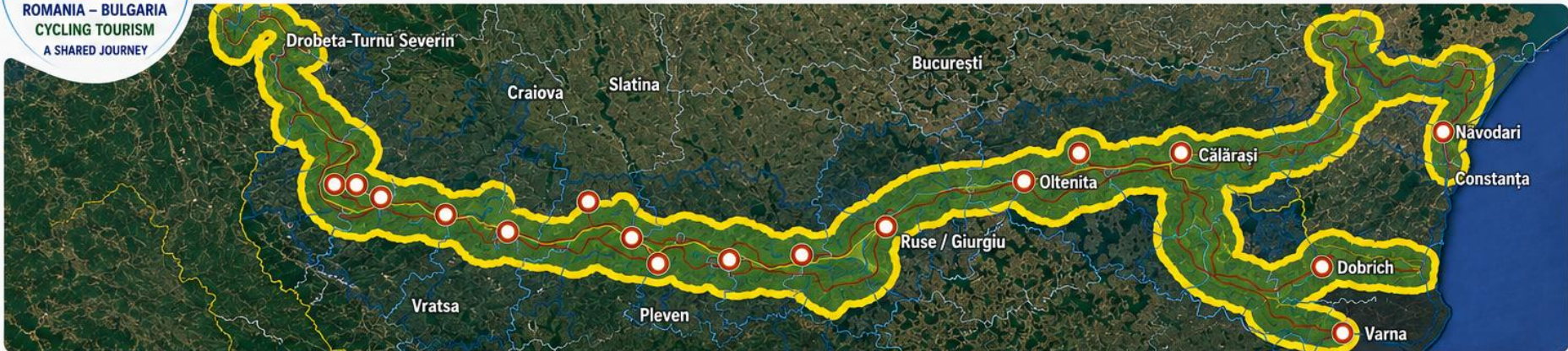
Integrated. Sustainable. Together.

Why?

WHY – Why do we consider it a success story?

We consider this a success story for three reasons.

Interreg
Romania – Bulgaria



1 A SHARED TERRITORIAL VISION ACROSS A LARGE AND DIVERSE AREA

~50,000 km²
Cross-border area

3+ million
Inhabitants

434
Local administrative units

Achieving a common development vision across such a large and heterogeneous territory is a **major achievement**.

2 A LONG-TERM FRAMEWORK FOR TERRITORIAL DEVELOPMENT

€58 million
Interreg funding
(11 integrated project ideas)

200+ km
Cycling infrastructure to be developed or upgraded

Beyond Interreg VI-A Romania-Bulgaria
One financing source among many

Open to other
EU, national and regional funding opportunities

3 TRANSFORMING A FRAGMENTED TERRITORY INTO A COMMON DEVELOPMENT AREA

Durable partnerships
across both countries

Conditions for future
investments and economic opportunities

Tourism development
and local attractiveness

Too early to measure final impacts,
but the foundations are in place

A shared vision. A long-term framework. Durable partnerships. **Building the future together.**



How?

Interreg  Co-funded by the European Union
Romania – Bulgaria

HOW – How was it achieved and implemented in practice?

From vision to action: a process built on dialogue, analysis and joint decision-making.



INTEGRATED TERRITORIAL STRATEGY ROMANIA – BULGARIA CROSSBORDER TERRITORY



Implemented through the Strategy Board: local & regional authorities, NGOs, tourism organisations, businesses and public institutions from both countries.

1 DEFINE ROUTES

Defining EuroVelo 6 and secondary cycling routes.



- ✓ Alignment and negotiation
- ✓ Compromise
- ✓ Strong stakeholder interest

2 DEFINE THE TERRITORY

A functional approach, not administrative borders.



- ✓ 20-km buffer around EuroVelo 6
- ✓ 3 North–South axes:
Craiova–Vratisa • Giurgiu–Veliko Tarnovo • Constanța–Dobrich

3 TERRITORIAL ANALYSIS

Understanding challenges, opportunities and potential.



- ✓ Danube corridor
- ✓ Tourism potential
- ✓ Connectivity & accessibility
- ✓ Regional disparities

4 IDENTIFY & PRIORITISE PROJECTS

From ideas to integrated projects and real investments.



~€58 million available
→ 11 project ideas proposed for funding under the programme



THE MECHANISMS THAT MADE IT SUCCESSFUL



Participatory governance



Joint decision-making



Strong stakeholder involvement



Integration of infrastructure & tourism



A common cross-border vision



THE KEY LESSON

Integrated territorial development requires time, dialogue and compromise – the foundations of ownership and long-term cooperation.



One territory. One strategy. One future.

Trust. Cooperation. Shared vision.

