



Interreg
Hungary – Slovakia



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Call for proposal – HUSK-2401

Information day

Interreg Hungary – Slovakia programme

Close-ended, targeted, competitive call

#interreghusk

Building partnership

Célkitűzés/Misia

A 2.4.2. intézkedés célja a programterületen található turisztikai desztinációk általános fenntarthatóságának és versenyképességének javítása a határon átnyúló integrált és összehangolt turisztikai kínálat biztosításával.

Cieľom opatrenia 2.4.2 je zlepšiť celkovú udržateľnosť a konkurencieschopnosť turistických destinácií v programovej oblasti poskytovaním integrovaných a harmonizovaných turistických ponúk cez hranice.



Az intézkedés elsődleges célja a környezetre gyakorolt hatást minimalizáló turisztikai attrakciók támogatása, valamint a helyi vállalkozások által nyújtott releváns piaci alapú szolgáltatások javítása a helyi közösségek jólétének fenntartása érdekében.

Cielom akcie je predovšetkým podpora turistických atrakcií cestovného ruchu, ktoré minimalizujú vplyv na životné prostredie, a zlepšenie príslušných trhových služieb poskytovaných miestnymi podnikmi s cieľom zachovať prosperitu miestnych komunít.



Turisztikai desztináció

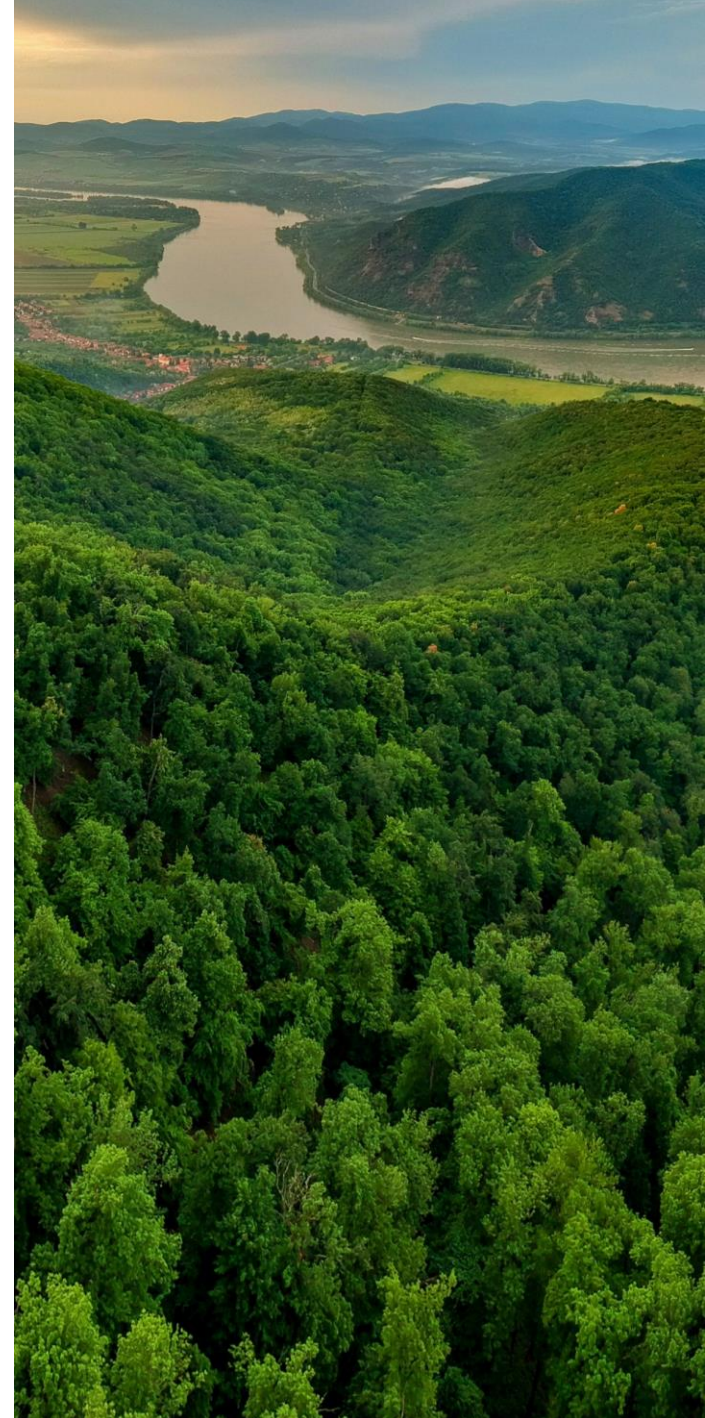
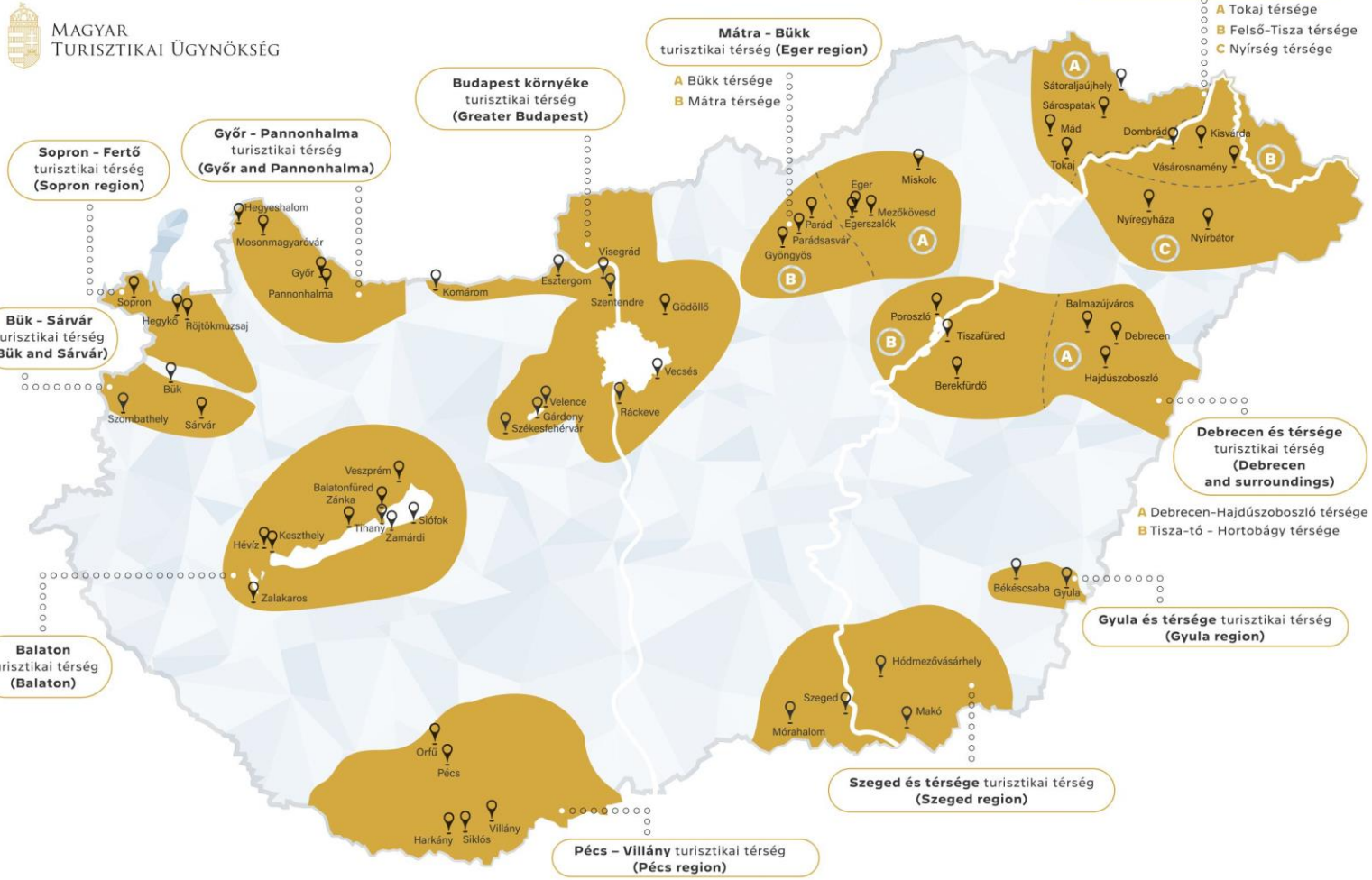
„A turisztikai desztináció: olyan földrajzilag körülhatárolható, beazonosítható területrész, amely a turisztikai kínálati piacon egységes fogadóterületként jeleníthető meg, épített környezeti, természetföldrajzi vagy kulturális értékek tekintetében összefüggő elemek alkotják, ezért egységes koncepcióban történő tervezéséhez, fejlesztéséhez és térségi turisztikai márka kialakításához országos érdek fűződik.”

2016. évi CLVI. törvény a turisztikai térségek fejlesztésének állami feladatairól

Turistická destinácia

"Turistická destinácia je geograficky definovateľná, identifikovateľná územie, ktorú možno na trhu cestovného ruchu prezentovať ako jednu oblasť, ktorá sa skladá z prvkov, ktoré sú vzájomne prepojené z hľadiska zastavaného prostredia, prírodných alebo kultúrnych hodnôt, a preto je národným záujmom aby boli plánovane a rozvíjane v rámci ucelenej koncepcie a regionálnej značky cestovného ruchu."

KORMÁNYRENDELETBEN NEVESÍTETT TURISZTIKAI TÉRSÉGEK





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Turisztikai attrakció

A turisztikai vonzerő olyan hely, amelyet rendszeresen vagy legalább szezonálisan látogatnak (vagy a fejlesztési tevékenységek végrehajtása után képes látogatókat vonzani), és amely a pénzügyi kiadások kritikus tömegét generálja.

Turistická atrakcia

Turistická atrakcia je miesto, ktoré priťahuje návštevníkov pravidelne alebo aspoň sezónne (alebo prílika návštevníkov po uskutočnení rozvojových aktivít), a vytvára kritické množstvo finančných výdavkov.



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Piaci alapú szolgáltatások

A jelenlegi felhívás szerint a piaci alapú szolgáltatások a látogatók igényeinek kielégítésére szolgáló termékek és szolgáltatások összetett skálája. Ezek a szolgáltatások piaci alapon értékesíthetők, biztosítva a desztináció turisztikai ágazatának gazdasági fenntarthatóságát.

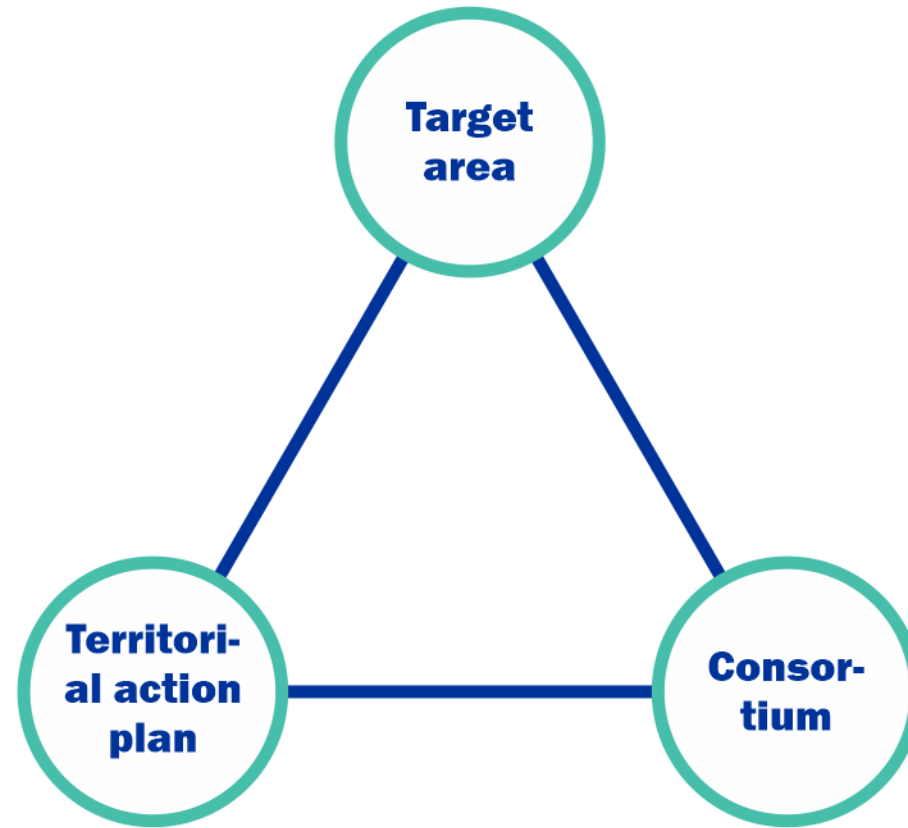
V rámci súčasnej výzvy predstavujú trhové služby komplexný balík produktov a služieb, ktoré napĺňajú potreby návštevníkov. Tieto služby sa môžu predávať na trhovom základe, čím sa zabezpečí ekonomická udržateľnosť odvetvia cestovného ruchu.

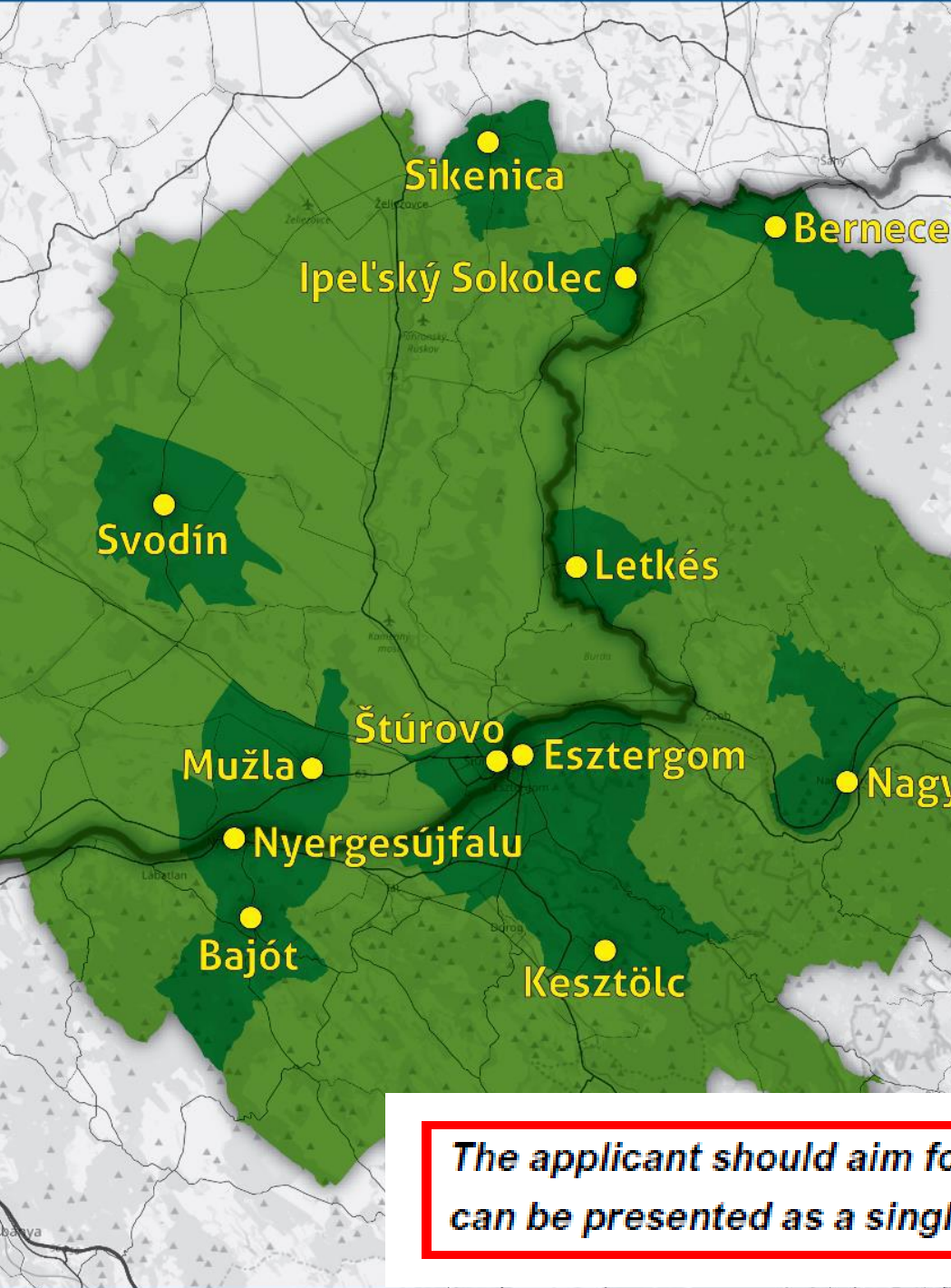


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Target area

- cross-border
- strive for geographical and/or ethnographic homogeneity
- considering:
 - the natural geography of the area,
 - the most common entry and exit points of the area,
 - number and location of border crossing points,
 - most visited main and complementary attractions nearby,
 - usual travelling patterns of visitors during their stay,
 - most important unutilised natural or cultural assets nearby.

The applicant should aim for a compact and continuous area with a strong internal cohesion that can be presented as a single destination on the tourism market.

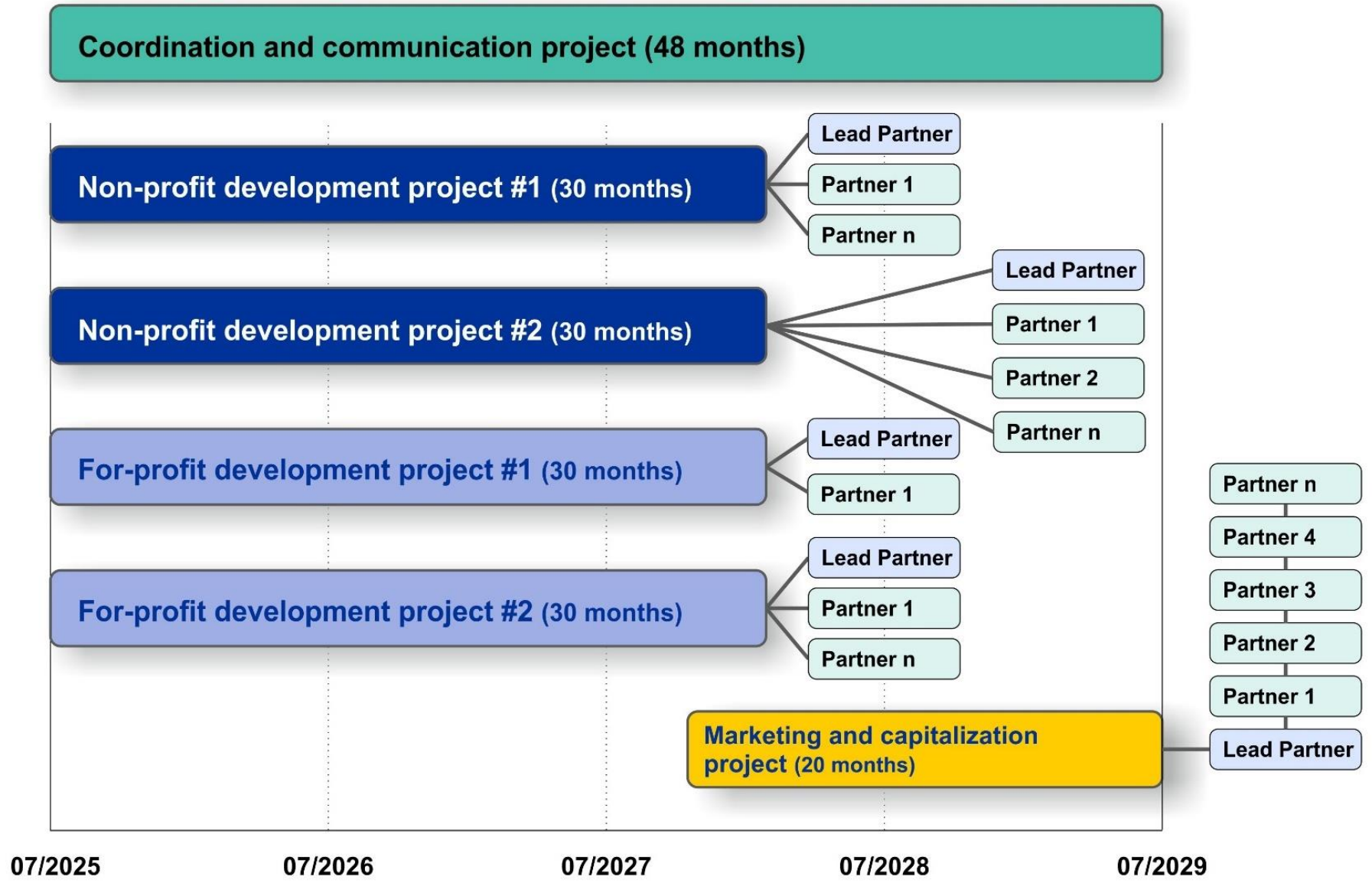
Consortium

- broad collaboration local of representatives and decision-makers from public, non-profit and private organisations that have a strong influence on the tourism industry
- is led by coordinating organisations that have a territorial development or destination management agenda
- coordinating organisations must reach out to local stakeholders on both sides of the border and ensure the participation of potential applicants in the consortium
- the maximum number of organisations participating in the TAP is not limited

Partners that do not contribute to the complex development of a tourism destination or to the cohesion of the target area can be removed from the action plan during the evaluation process.



Before the project development, the key role of the Territorial action plan is to set out a joint tourism vision and objectives for the selected area.





Territorial action plan

- Each Territorial action plan must contain a minimum of 3 and a maximum of 8 project proposals.
- Members of the consortium may participate in more projects.
- The project proposals can be divided into four categories depending on the nature of its' core activities.

Coordination and communication project (48 months)

Non-profit development project #1 (30 months)

Non-profit development project #2 (30 months)

For-profit development project #1 (30 months)

For-profit development project #2 (30 months)

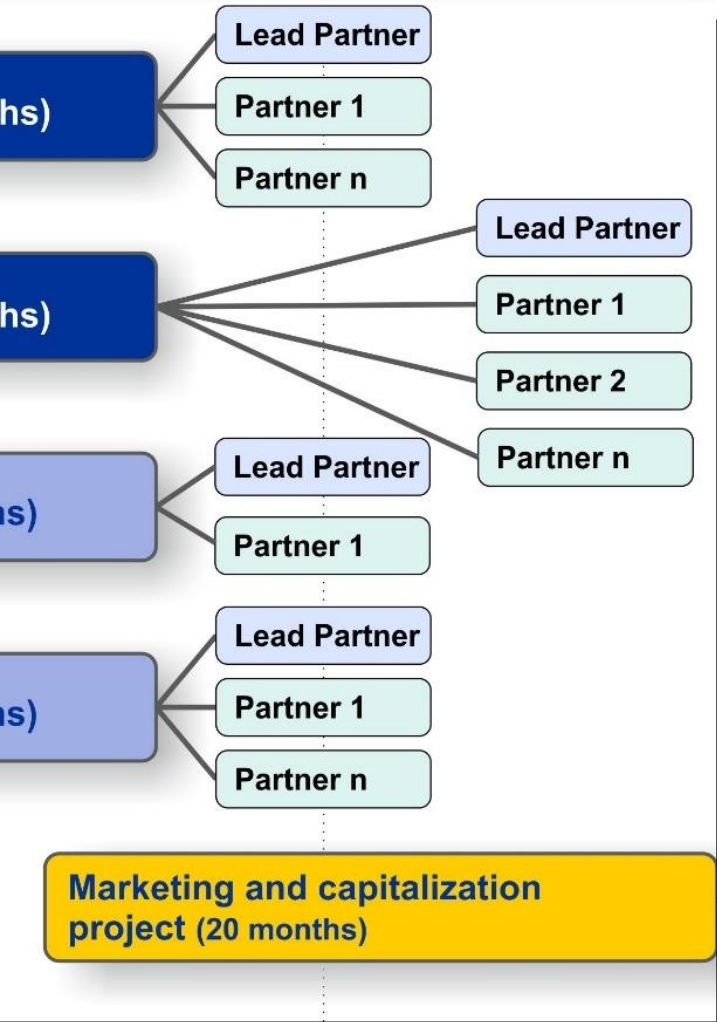
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48 months)



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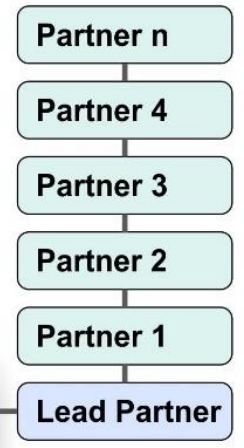
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Coordination and communication project (CCP)

The CCP partners are responsible for the coordination, management of the entire action plan. Activities:

- the coordination of the TAP consortium,
- the preparation of partner and project reports for each partner
- organising or participation on trainings and study tours for the members of the consortium and employee of the tourism industry in the target area to get know the available offer provided by the target area





Non-profit development projects (NDP)

- renovation, reconstruction, and enhancement of cultural, historical and religious sites to ensure their sustainable use for tourism or the accessibility for the visitors,
- restoration and development of natural landscapes and trails to ensure their environmentally friendly use for tourism or the accessibility for the visitors, and

Coordination and communication project (48 months)

Non-profit development project #1 (30 months)

Non-profit development project #2 (30 months)

For-profit development project #1 (30 months)

For-profit development project #2 (30 months)

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Non-profit development projects (NDP)

- improving the infrastructural background and accessibility of existing tourism destinations (e.g. car parks, cycle paths, walkways, roads etc.),
- experience-focused attraction development by creation or development of services.

Coordination and communication project (48 months)

Non-profit development project #1 (30 months)

Non-profit development project #2 (30 months)

For-profit development project #1 (30 months)

For-profit development project #2 (30 months)

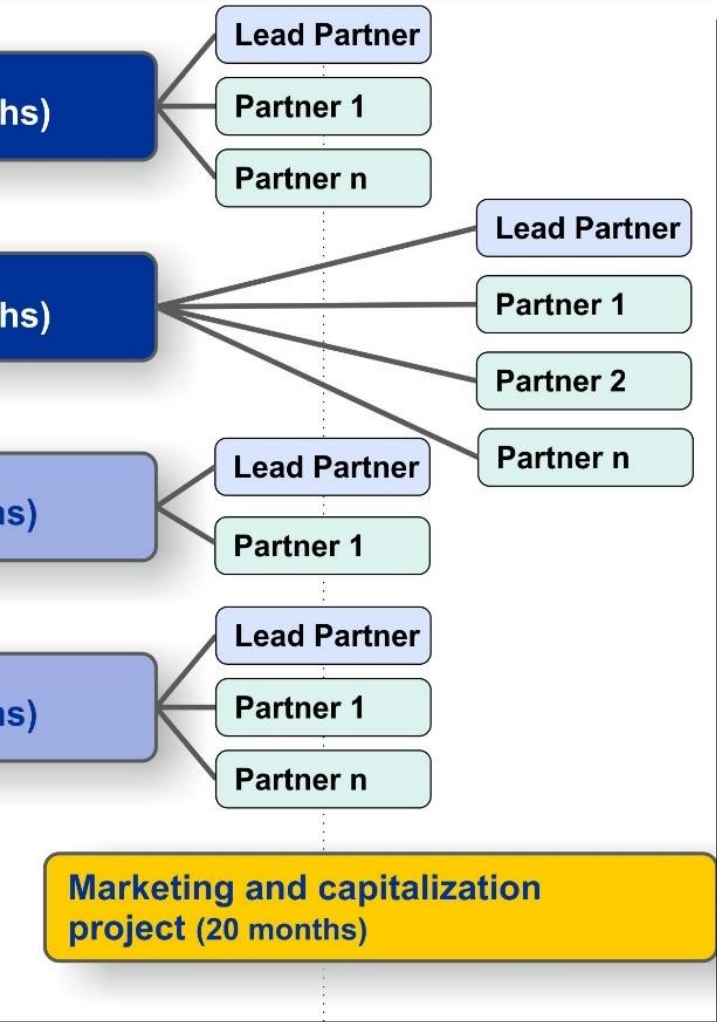
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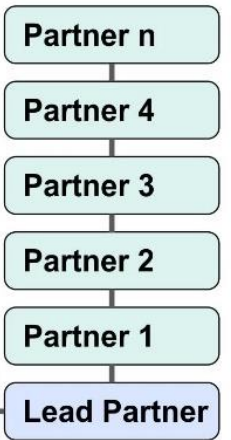


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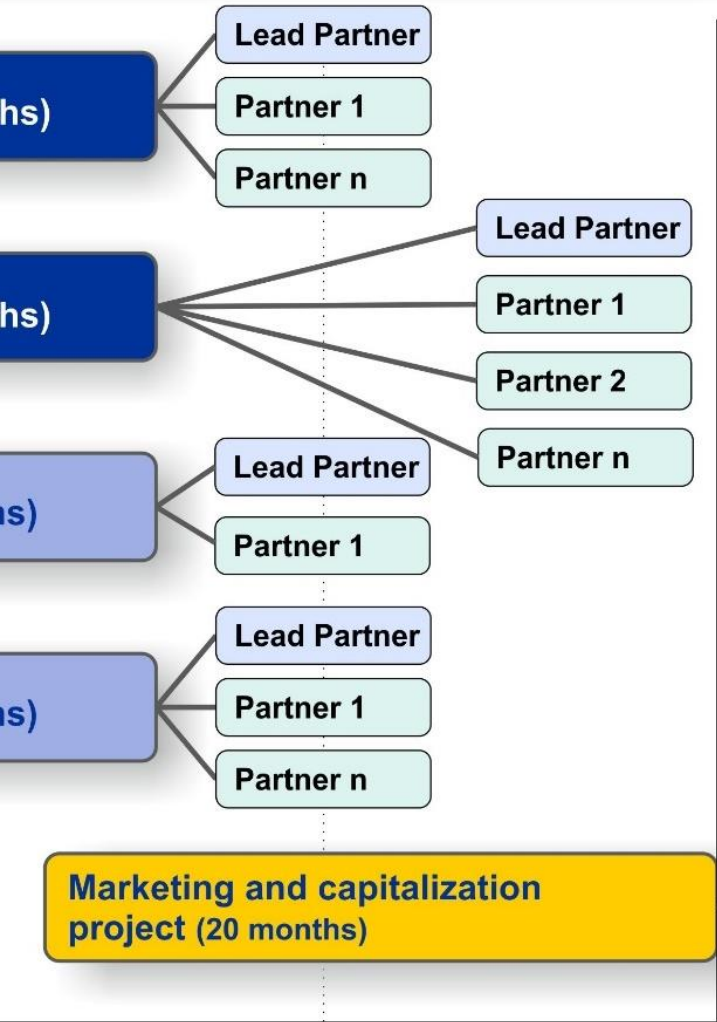
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For-profit development projects (FDP)

- development of existing tourism attractions to ensure their sustainable and efficient utilisation and
- development of new or existing market-based tourism services.



48 months)

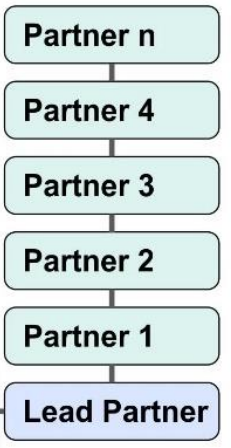


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Marketing and capitalization project (MCP)

- joint marketing and capitalization (e.g. branding, promoting etc.) of tourism destination or attractions,
- development of thematic routes and joint tourism packages,
- harmonisation of different tourism offers across the border





Specific terms

- Partners or projects that do not contribute to the complex development of a tourism destination or to the cohesion of the target area can be removed from the action plan during the evaluation process.
- Action plans must contain one CCP and one MCP project. The number of NDP or FDP projects is limited only by the maximum number of projects within the TAP.
- The MCP project is led by the member of the CCP project and is extended with the partners responsible for non-profit or for-profit tourism attractions.



Specific terms

- Accommodation and catering services and facilities can be developed under this call if they are owned and operated with no commercial character by public bodies governed by public law (e.g.: municipalities or their budgetary organizations).
- The marketing and capitalization measures must aim to increase the attraction potential of the tourism destination primarily on the other side of the border through bilingual information boards, cross-border marketing activities and cross-border visitor management.
- Marketing and capitalization measures can be also aimed at tourist attractions that are located in the target area but are not developed within the TAP.

Eligible applicants

Eligible coordinating organisations are the following:

- European Groupings of Territorial Cooperation,
- Regional Governments at NUTS(III) level,
- Territorial Development Agencies,
- Destination management organisations.

Building partnership





Eligible applicants

- European Groupings of Territorial Cooperation,
- local and regional governments and their non-profit or economic organisations,
- Development agencies,
- Destination management organisations,
- National Park directorates,
- Nature Park organisations,
- Museums and cultural institutions,
- Churches,
- Nature and environment protection organisations,
- Non-governmental organisations,
- Small and medium sized enterprises.

Location criteria

Hungary

- Győr-Moson-Sopron vármegye
- Komárom-Esztergom vármegye
- Pest vármegye
- Budapest
- Nógrád vármegye
- Heves vármegye
- Borsod-Abaúj-Zemplén vármegye
- Szabolcs-Szatmár-Bereg vármegye

Slovak republic

- Bratislavský samosprávny kraj
- Trnavský samosprávny kraj
- Nitriansky samosprávny kraj
- Banskobystrický samosprávny kraj
- Košický samosprávny kraj

SME criteria

- An enterprise is considered to be any entity engaged in an economic activity, irrespective of its legal form. This includes, in particular, self-employed persons and family businesses engaged in craft or other activities, and partnerships or associations regularly engaged in an economic activity.
- Enterprises must have the last two fiscal years closed.
- Enterprises cannot have their own equity lower than the half of the prescribed capital stock in the last fiscal year.



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Eligible expenditures

Cost category	Flat rate option „B”	Flat rate option „C”
1. Preparation costs	not applicable	lump sum: € 1300,00
2. Staff costs	real cost	flat rate: 10% or 5% (of direct costs /cost cat.: 5, 6, 7/)
3. Office and administration	not applicable	flat rate: 15% (of the Staff costs)
4. Travel and accommodation	not applicable	flat rate: 15% (of the Staff costs)
5. Services	not applicable	real cost
6. Equipment	not applicable	real cost
7. Works and infrastructure	not applicable	real cost
8. Technical costs	flat rate: 40% (of the staff costs)	not applicable

Project size

The indicative ERDF budget of the TAPs is 4.000.000,00 EUR.

Actions	Total project size
Coordination and communication project	up to 6% of the sum of other projects' total budget
Non-profit development project	not limited
For-profit development project	not limited
Marketing and capitalization project	up to 8% of the sum of other projects' total budget

□

Source of finance

Partners registered in Hungary

Type of beneficiary according to national legislation	EU contribution	National co-finance	Own contribution
Central state budgetary organisations	80%	20%	0%
Entirely state-owned companies	80%	20%	0%
Asset management foundation established by the state. Legal entity maintained by such a foundation.	80%	20%	0%
All other beneficiary type except small and medium sized enterprises	80%	15%	5%
Small and medium sized enterprises	80%	15%	5%

Partners registered in Slovakia

Type of beneficiary	EU contribution	National co-finance	Own contribution
Public authorities	80%	20%	0%
Public bodies governed by public law	80%	12%	8%
Non-profit organisations governed by private law	80%	12%	8%
SMEs or any partner receiving State aid or De minimis	80%	0%	20%

State aid

State aid category	Maximum amount	Maximum rate of support
De minimis	max: € 300.000,00	HU 95% SK 80%
Aid for undertakings participating in European Territorial Cooperation project	max: € 2.000.000,00	max: 80%
Aid for culture and heritage conservation	max: € 150.000.000,00	max: 80%
Aid for sport and multifunctional recreational infrastructures	max: € 30.000.000,00	max: 80%
GBER Aid for local infrastructure	max: € 10.000.000,00	HU: 95% SK 80%

Mandatory annexes

Coordination and communication project

- ANNEX I – Partners' declaration of honour
- ANNEX II – Territorial action plan document
- ANNEX III – Map of the target area
- ANNEX VII – Climate resilience declaration
- ANNEX VIII – CV of the key tourism expert(s)
- ANNEX IX – De minimis declaration

Non-profit development projects

- ANNEX I – Partners' declaration of honour
- ANNEX IV(a) – Project part concept
- ANNEX IV(b) – Cost-benefit analyses
- ANNEX VI – Simplified technical documentation
- ANNEX VII – Climate resilience declaration
- ANNEX VIII – CV of the key expert(s)
- ANNEX IX – De minimis declaration



Mandatory annexes

For-profit development projects

- ANNEX I – Partners' declaration of honour
- ANNEX IV(a) – Project part concept
- ANNEX IV(b) – Cost-benefit analyses
- ANNEX VI – Simplified technical documentation
- ANNEX VII – Climate resilience declaration
- ANNEX VIII – CV of the key expert(s)
- ANNEX IX – De minimis declaration
- ANNEX X – Test of undertaking in difficulty
- ANNEX XI – Financial reports or tax declaration

Marketing and capitalization project

- ANNEX I – Partners' declaration of honour
- ANNEX V – Joint marketing and capitalisation concept
- ANNEX VII – Climate resilience declaration
- ANNEX VIII – CV of the key marketing expert(s)
- ANNEX IX – De minimis declaration



Submission

The Call is divided into two parts with different identification numbers. Lead applicants must submit their project proposals as follows:

HUSK/2401/01	Coordination and communication project
	Non-profit development project
HUSK/2401/02	For-profit development project
	Marketing and capitalization project



Submission

- Online Application form must be filled in in English
- Call open date: 01/07/2024
- Call end date: 20/12/2024 | 12:00 noon
- ERDF allocation: 32,710,280 EUR
- Est. number of awarded TAPs: 8-10 pcs



Assessment

- As a first step, the quality assessment of the CCP projects submitted for part HUSK/2401/01 is carried out.
- The CCP projects will be evaluated against the criteria listed in the quality assessment grids published as part of the Call for proposals defined for the HUSK/2401/01 part.
- The total score can be between 0 and 100.
- The assessment is divided into three parts:
 - a) strategic assessment (35 points),
 - b) territorial assessment (15 points),
 - c) sectoral assessment (50 points).



Assessment

- The final score is the sum of the average scores from each part of the quality assessment.
- If the submitted application does not reach the 60% of the maximum score in the strategic and territorial assessment, the application will not be forwarded to the sectoral assessment.
- If the submitted application does not reach 65% of the maximum score in the quality assessment, the project will be rejected without consideration.
- CCP projects grouped into the following categories:
 - a) projects proposed for approval,
 - b) projects proposed for approval with condition,
 - c) projects proposed to be put on the reserve list,
 - d) project proposed to be rejected due to insufficient funds,
 - e) projects proposed to be rejected due to not reaching the minimum threshold of scores.



Assessment

- In the second-round sectoral assessors evaluate only projects submitted for part HUSK/2401/02
- that were associated with the CCP projects proposed for approval, approval with conditions or put on the reserve list.
- The projects will be evaluated against the criteria listed in the quality assessment grids published as part of the Call for proposals
- The sectoral assessors evaluate the fulfilment of each criterion on a qualitative basis, providing textual justifications.



Assessment

Projects will be classified into the following categories:

- a) projects proposed for approval,
- b) projects proposed for approval with condition,
- c) projects proposed for re-submission,
- d) projects proposed to be rejected due to qualitative reasons.



Technical support

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#BuildingPartnership
#InterregHUSK
#EuropeanUnion
#crossbordercooperation
#regionaldevelopment

Thank you for your attention!

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