



IPA Cross-Border Programme  
Greece – The former Yugoslav Republic of Macedonia  
2007-2013

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FROM NEIGHBORHOOD TO PARTNERSHIP

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# PROJECTS FUNDED UNDER THE FIRST CALL FOR PROPOSALS

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The Programme  
is co-funded by the  
European Union and  
by National Funds of the  
Participating Countries



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# Forewords



Dear friends,

After more than 15 years operating as a Community Initiative, European Territorial Cooperation now benefits from a new and enhanced status, that of a strategic objective of EU policy. This demonstrates the political significance attached to cross-border, transnational and interregional cooperation by the European authorities and eventually by the participating countries themselves.

The European Commission very much acknowledges that border regions often suffer unique difficulties, compared to other regions. Regions with mountainous borders, such as in our case, belong to a category which faces additional challenges, linked primarily to the mountainous nature of the borders. Our countries' contribution to cross-border cooperation Programmes is designed precisely to help these very regions address their own particular issues. It is quite clear that border regions are, or become, often peripheral in a national context and therefore need specific attention. If we use cooperation Programmes as a platform where we can work together as neighbours, we can then better develop our endogenous potential, not only for making the Programme area more competitive for the rest of the world, but also for increasing the quality of our own everyday life.

Our joint Programme allows and requires the public authorities, the private sector and the citizens of the area to work together on challenges which are very joint, very concrete and which understand no borders. The Programme aims to promote initiatives that will strengthen the attractiveness of the area and enhance competitiveness, so as to upgrade the quality of life and ultimately to bring benefit for the residents of the wider Programme area both in social and economic terms.

**Sokratis Xiniadis**  
Alternate Minister of Development, Competitiveness  
and Shipping



Ladies and Gentlemen,

I am pleased that through this publication, I have the opportunity to thank the European Commission and our friends, neighbours and colleagues from Greece, for the unprecedented cooperation in the realization of Cross-Border Programme between our two countries.

Both countries will begin the implementation of the first 18 projects from this IPA Cross-Border Cooperation Programme funded by the European Union. This is just the beginning of a new partnership between the two neighbouring countries. Thanks to the regional policy of the European Union, cooperation between our two countries is expanding and bringing closer the citizens on both sides of the border.

Border regions have common peculiarities and needs, therefore the issues are most appropriately resolved through mutual engagement. For my country, this Programme has a special meaning. We have your country as a partner, a country with a long experience in the European Union. For us it is valuable your experience in the use of European funds through developing high quality and competitive projects that will bring benefits to both countries and their citizens.

My country as a potential member of the European Union strives with all its capacity to get involved in regional policy of the Union as a way to overcome regional disparities, but also as an opportunity for improving the quality of life for people in the border areas.

IPA instrument of the European Union offers beneficiary countries important financial support, but cross-border component has a special dimension - it brings closer people in the region, transcending linguistic, cultural, religious and other barriers, leads to cooperation and good neighbourliness. It unites the resources not only between neighbouring countries, but also between central and local governments, civil societies and business associations, universities, scientific and cultural facilities and institutions, as well between other entities. If you analyze the benefits of different aspects, the effect of cross-border cooperation is huge and multidimensional. Therefore, I expect that both countries will continue the cooperation within this Cross-Border Cooperation Programme and with support from the European Union, we will realize lot of joint projects, to the satisfaction of our citizens.

With sincere wishes for a successful cooperation, cordially,

**Nevzat Bejta**  
Minister for Local Self Government

# The Programme

IPA – Instrument for Pre-Accession Assistance – is the streamlined mechanism created in 2007 by the EU to deliver aid efficiently to candidate and potential candidate countries.

The IPA Cross-Border Programme “Greece- The former Yugoslav Republic of Macedonia 2007-2013” aims at a stronger and more sustainable economic and social development across the borderline between Greece and the former Yugoslav Republic of Macedonia. The Global Objective of the Programme is “to enhance convergence in the programme area by promoting sustainable local development”.

## PRIORITY AXES

The Programme consists of three Priority Axes:

1. Enhancement of cross-border economic development.
2. Enhancement of the environmental resources and cultural heritage of the Programme area.
3. Technical Assistance.

## ELIGIBLE AREA

The programme area consists of:

Greece: Region of Western Macedonia (Regional entity of Florina) and Region of Central Macedonia (Regional entities of Pella, Kilkis, Serres and Thessaloniki).

The former Yugoslav Republic of Macedonia: Regions of Pelagonia, Vardar, Southeast and Southwest.

The areas of Thessaloniki and Southwest are included as adjacent areas with a total project expenditure undertaken in these areas not exceeding 20% of the Community contribution to the Programme.

## BUDGET

The total budget of the Programme for the period 2007-2013 is 31.549.722,00€.



# InCluDe

## Promote Innovative Entrepreneurship through Development of an Aromatic and Pharmaceutical Plants Cluster, to Succeed Sustainable Development

“Clustering drives localisation  
of competitive advantages  
and cultivation of synergies”

Sectoral Clusters are a significant part of modern entrepreneurship, as their use resolves many operational problems and enhances cooperation with the rest of the entrepreneurial society. InCluDe project will develop an innovative cluster of aromatic and pharmaceutical plants.

The main objective of the project is to set up a viable and profitable cluster, for the eligible area and the end customer.

The project is implemented in three phases. During the first phase, the necessary foundations of the cluster are designed and implemented, exploiting and valorising different elements that are already present in the cross-border area. A “Cluster Implementation Study”, a “Cluster Strategic Action Plan” and a “Viability and Sustainability Study” will be elaborated. The second phase addresses the inner strengthening of the cluster that results in the necessary cohesion between the nodes of the cluster, by fostering networking, training and exchange of know-how activities. The last phase relates to the implementation of activities that will reinforce the extroversion of the cluster. These activities include networking activities such as participation in international exhibitions and networking events abroad.

Information & Publicity actions include a project website, dissemination material, a cluster directory and a final event.



### Measure 1.1 Economic Development

#### Overall Lead Partner & Financial Lead Partner 1

Chamber of Kilkis

#### Financial Lead Partner 2

Foundation for Local and  
IT Development, Gevgelija

#### Partners

Kilkis Development Agency S.A.

#### Total Budget

250.000,00 €

## BEC-TSB

### Cooperation for the Establishment of a “Business and Employment Centre” and a “Trade Show and Bazaar” in the Cross-border Area



The strategic objective of this project is to enhance entrepreneurship and employment in the cross-border area and to encourage business exchanges and cooperation. Specific objectives of the project are related to the improvement of business skills and the creation of communication and cooperation channels among businesses, entrepreneurs, farmers and other related organizations and institutions.

The target groups of the project are:

- Local producers, processors, merchants, traders, entrepreneurs, investors
- Small and medium-sized enterprises
- Local authorities, business support centers, organizations and institutions
- Other stakeholders and local population

BEC-TSB foresees activities such as research studies, entrepreneurship guides, promotional material and video spot, a conference, a web portal, participation of the project in the International Fair of Thessaloniki, seminars, workshops, citizens' and business meetings.

Most importantly, two Business and Employment Centers will be established in Gevgelija and Paionia with a decisive role in supporting entrepreneurship. Finally, Trade shows and Bazaars will be organized in Gevgelija – Dojran area and Iraklia.

“The project is expected to contribute significantly in establishing partnership and communication channels among SMEs, entrepreneurs, farmers and other economic actors in the cross-border area”

#### Measure 1.1 Economic Development

**Overall Lead Partner &  
Financial Lead Partner 1**  
Municipality of Gevgelija

**Financial Lead Partner 2**  
Municipality of Paionia

**Partners**  
Municipality of Iraklia  
Municipality of Dojran  
Exhibitions Research Institute

**Total Budget**  
230.000,00 €

# WIN-WIN

## Women In Network for Innovation and Entrepreneurship



“WIN - WIN for women:  
crossing the borders,  
breaking the barriers”

The WIN-WIN project focuses on promoting the active involvement of women in regional development and growth through increasing their participation in employment and entrepreneurship. The project aims to improve the skills and enhance the potential of women in selected areas (Florina, Pella, Bitola, Resen, Krusevo and Demir Hisar) and will actively enable business creation or development.

The target group of the project is women (unemployed, employees, entrepreneurs, members of women’s associations) living in the selected areas, as well as those who live in rural and semi-rural areas and face severe problems to enter or re-enter the labor market.

A key outcome of the project is the creation of permanent and mobile units in both countries, using the model of Women Resource Centers (WRCs), which is recognized as a key to success of such initiatives in Nordic countries. Through these WRCs, a wide range of tools and holistic services will be offered: job search, information on funding for start-ups, training, networking, counseling and mentoring.

Two relevant studies in both countries (Mapping the Present Situation & Business Opportunities Analysis), the training of the staff and the development of scientific methods and tools for counseling, training and mentoring will be the scientific background for offering the aforementioned services.

**Measure 1.1**  
**Economic Development**

**Overall Lead Partner & Financial Lead Partner 1**

Ergani Centre for the Support of Employment and Entrepreneurship of Women

**Financial Lead Partner 2**  
Municipality of Resen

**Partners**

Region of Western Macedonia  
“Association of Craft Artists  
Macedonian Handicrafts Bitola”

Civil Society Organization for development of Alternative tourism LJUBOJNO v. Ljubojno

**Total Budget**  
190.000,00 €

# A.T.C.

## Regional Certification of Professional Skills on Agro Tourism Sector

Agro tourism makes a vital economic contribution to rural areas and communities by providing local residents with additional sources of income and diversification of the economy. Increasingly, organizations and businesses engaged in agro tourism depend on knowledgeable and technically skilled staff to manage facilities and activities. Research identified that since the innovative concept of agro tourism is relatively new and not widely applied by companies, there is scope of improvement in the sector. Specifically, it is noticed that the sector lacks substantially in the professional skills of its employees. This shortage in human skills stems from a scarcity in lifelong learning programmes and training seminars, along with the increasing unemployment rates in agro tourism activities.

The objectives of the project, directly addressing the aforementioned issues, are the following:

1. Cooperation of educational institutes for the development of common curricula for professionals and unemployed.
2. Development of lifelong learning programs.
3. Promotion of new management skills to increase the competitiveness of companies in the agro tourism sector.
4. Facilitation of access to education for companies established in both countries.

The outputs of the project include a study to identify the required professional skills in agro tourism sector, two workshops with entrepreneurs, training courses for unemployed and professionals, certification of trainees and information and publicity actions.

“Different cultures, same hospitality,  
sustainable destinations”



### Measure 1.2 Enhance Human Resources

#### Overall Lead Partner & Financial Lead Partner 1

American Farm School Post –  
Secondary Educational and Training  
Association

#### Financial Lead Partner 2

St. Kliment Ohridski University

Partners  
Balkan Alliance of Hotel Associations

Total Budget  
250.000,00 €



# CENET

## Center for Education and Networking in Tourism

“The Center for Education and Networking in Tourism will be dedicated to promote sustainable tourism through innovation in lifelong education, leadership development, community and business consultation and collaborative research”

This project aims at the renovation of an old building in Demir Kapija to develop a Center for Education and research in tourism, as well as the creation of a network of stakeholders in tourism and winemaking. The establishment and operation of the Center for Education will create links between stakeholders in tourism and increase possibilities for joint development of various tourist products. With the scope to better understand and promote tourism potential on both sides of the border, a familiarization trip will be organized for journalists and tour operators.

The target group of the project includes professionals in tourism sector, local institutions, members of Chambers, NGOs and other institutions in tourism, long term unemployed and young unemployed with limited working experience.

During the implementation phase of the project, ten seminars on sustainable tourism will be organized in both countries and ninety people will be trained. Additionally, the project partners will develop a Manual for the Development of Sustainable Tourism with a focus on wine tourism. An Elaborate and Systematic 5-year Plan of Action will also be delivered. Dissemination activities include a website, a final Conference, printed and electronic promotional material.



Measure 1.2  
Human Resources

Overall Lead Partner &  
Financial Lead Partner 1  
Municipality of Demir Kapija

Financial Lead Partner 2  
Chamber of Commerce of Florina

Total Budget  
350.000,00 €

# CBW

## Cross - Border Wheels

Sports enrich the quality of tourists' experience and has become a vital component in the marketing mix for many tourist destinations. The economic benefits to the region extend beyond the motor sport industry. Motor sport activities provide entertainment to specific public groups and what is often overlooked is the contribution made by tourism related expenditure. Motor sport events and activities play an important role in generating tourism and leisure day visits to the area.

CBW project involves the development of motorsport activities in the cross-border area between Serres and the Southeast region of the former Yugoslav Republic of Macedonia. The overall objective of the project is to promote motorsport tourism.

Main outputs of the project include the organization of an international Trail Ride race in Serres and an Enduro race around Gevgeli. Moreover, a research study will assess current linkages, if any, between motor sport venues and related attractions and tourism businesses in the region and will recommend a strategic approach to motor sport tourism development. The project also foresees the planning, preparation and organization of a 3-day tourist tour in the cross-border area to promote the tourist attraction sites. Finally, a tourist guide and photographic album will be issued.

**“In order to maximize the tourism benefits that flow from motor sport events and activities in the region, there needs to be joint working between the motor sport venues and tourism related businesses”**



Measure 1.3  
Promote Sustainable Tourism

Overall Lead Partner &  
Financial Lead Partner 1  
Serres Racing Circuit

Financial Lead Partner 2  
“Motorcycle Federation of Macedonia”

Total Budget  
290.000,00 €

# NTheSSIS

## Network of Thermal Spring Sources as an Integrated System

“The challenge lies in converting disaggregated thermal tourism products and services into an attraction with quality standards and enough added value to be incorporated into the marketing chain”



The main objective of the project is the creation of a joint touristic synergy based on the promotion of sustainable Thermal Tourism. The project aims at fostering thermalism, wellness and spa tourism. The project intends to help the population to “age well”, which is why it encourages the use of this type of tourism.

The project will be implemented in the areas of Kilkis, Serres, Florina, Pella and Thessaloniki and on the other side of the border in Debar, Gevgelija, Strumica and Kocani.

Main actions of the project include 3D animation and digitalization of two thermal spring sources in Greece and one in the former Yugoslav Republic of Macedonia. Furthermore, the partners will organize two seminars for local stakeholders and staff of local authorities, with a view to present strategic interventions in touristic valorization and to offer training in total quality services. A targeted two-day operators’ promo tour in both countries will contribute to the project’s extroversion and multiplication of results.

Information and publicity activities include a website, newsletters, promotional material, an international conference, thematic workshops and NTheSSIS web-based and paper Atlas.

### Measure 1.3 Promote Sustainable Tourism

#### Overall Lead Partner & Financial Lead Partner 1

Thermal Spring Sources Association  
of Municipalities and Communities

#### Financial Lead Partner 2

Foundation for Small and Medium Sized  
Enterprises Development (Regional  
Enterprise Support Center Bitola)

Total Budget  
170.000,00 €

# KAIMAK

## Kaimaktsalan Gastronomy Routes

The KAIMAK project is designed with the aim to exploit similar characteristics, common challenges and opportunities in the cross-border area and especially between the regions of Edessa and Kavadarci. The main objective of the project is to enhance convergence in the cross-border area, by promoting sustainable local development and by assisting co-operation on addressing common challenges in food and tourism sector.

The target group of the project includes a large number of institutions, affiliated organizations, SMEs (in agro-food and tourism sector), entrepreneurs and other stakeholders.

The main activities of this project involve the following:



1. The creation of the “House of Taste” in Edessa and Kavadarci, with the aim to promote the cross-border gastronomy culture and support the food and tourism sector.
2. The creation of a Gastronomy Information Centre in Edessa.
3. The implementation of ecology and health interactive applications.
4. The organization of two eco-gastronomy expositions; the “Blossom and Cherry Festival” in Edessa and the “Wine Festival” in Kavadarci.
5. The implementation of dissemination activities, such as the gastronomy guide of God Dionysus Bacchus, a trilingual website, bilateral events and publications.

“KAIMAK project offers an opportunity to discover the cross-border area through its gastronomy”

Measure 1.3  
Promote Sustainable Tourism

Overall Lead Partner &  
Financial Lead Partner 1  
Municipality of Edessa

Financial Lead Partner 2  
Municipality of Kavadarci

Total Budget  
250.000,00 €

# CHILDRENHEALTH

## Using New Technologies to Promote Children Health in the Cross- Border Region

“It is our hope that this project will contribute to knowledge in the field and will inform and assist state and local decision makers in both countries, as they seek to develop, sustain, or expand effective initiatives to prevent and combat childhood obesity”



The aim of this project is the scientific collaboration between the two countries, in order to assess and eventually mitigate the problems from the increase of obesity and cardiovascular diseases in the general population starting from the infancy, in the cross-border area.

The project will provide insight into the distribution of important diet and lifestyle-related diseases and disorders in children of 8-12 years and, based on the obtained results, will apply a targeted information campaign for the population.

The expected outputs of the project are:

1. Advanced methods for determination of the risk factors for cardiovascular and obesity disorders of children.
2. Semantically-enriched cardiovascular health records system based on Web 3.0 technologies for medical professionals.
3. Geographical representation sub-system based on Web 2.0 technologies for geo-population of the project results.
4. Web platform.
5. Customized semantic representation environment for medical professionals.
6. Customized Web 2.0 educational platform for the wide public.
7. Dissemination workshops, educational material and seminars for increasing awareness of the cardiovascular risks in early childhood and existing interventional approaches.
8. Reports on project results, identified good practices and public health promotion strategies focused on cardiovascular and obesity risks.

### Measure 1.4 Protect Human Life

#### Overall Lead Partner & Financial Lead Partner 1

Special Account for Research Funds  
of Aristotle University of Thessaloniki  
(2nd Pediatrics Clinic)

#### Financial Lead Partner 2

Public Health Organisation  
Clinical Hospital  
“Dr. Trifun Panovski” Bitola

#### Partners

Giannitsa General Hospital  
General Hospital of Florina  
“Eleni Th. Dimitriou”

Health Home Gevgelija

**Total Budget**  
460.000,00 €

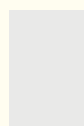
# E-HIGHWAY

## Environmental Highway Observatory

Mobility is the key to quality of life and is vital for competitiveness in the European Union. However, transport emissions and pollutants in European highways threaten the human health and natural environment, negatively affecting local environmental quality and making a significant and growing contribution to climate change.

The primary goal of E-Highway Project is the establishment of common methodological tools and mechanisms in order to support the evaluation and improvement of environmental performance in highways in both countries towards a “green” transport network. To this end, environmental monitoring and early warning systems (air/water/noise pollution) will be established in both countries in order to support the decision making towards a “green” operational performance of highways and the protection of natural environment.

The project also foresees development and maintenance of a project website, dissemination events and material, mass media actions and two seminars.



“Moving towards green transportation and sustainability”

Measure 2.1  
Promote and protect the environmental resources of the area

Overall Lead Partner & Financial Lead Partner 1  
Egnatia Odos S.A.

Financial Lead Partner 2  
Agency for State Roads

Partners  
Special Account for Research Funds of Aristotle University of Thessaloniki (Laboratory of Applied Soil Science)

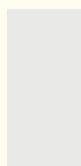
Total Budget  
425.000,00 €

# ENVI

## Local Communities in Environmental Action

Protection of environmental resources and the encouragement of local communities to participate actively in this process are the main themes of this project. Municipality of Delta and Municipality of Kavadarci have the common need for the protection of the rivers that run through their geographical area: the river of Axios and the river of Luda Mara. UNESCO Youth Club of Thessaloniki and YMCA - Skopje are two active youth NGOs with a great interest in environmental issues. The overall objective of the proposed project is the realization of common actions and specific interventions for the protection of the natural environment.

Major outputs of the project include an IT platform and equipment for the control of water pollution as well as a special infrastructure project in the river of Luda Mara.



**“Environmental protection of Natural resources, sensitization and Volunteer participation of local communities in order to Improve river water quality and quality of life in cross border area”**

The project also sensitizes local citizens, farmers, entrepreneurs, representatives of local authorities and organizations, since they can actively participate in the process of environmental protection by sending reports and notifications via sms and email through the IT management and surveillance system. Finally, dissemination activities include the organization of two Info days, six workshops, a website, articles in newspapers and project’s promotional items.

**Measure 2.1**  
**Promote and protect the environmental resources of the area**

**Overall Lead Partner & Financial Lead Partner 1**  
 Municipality of Delta

**Financial Lead Partner 2**  
 Municipality of Kavadarci

**Partners**  
 UNESCO Youth Club of Thessaloniki  
 YMCA Skopje

**Total Budget**  
 240.000,00 €

# ISPROP FORGEN

## Integrated Selection, Protection and Promotion of Balkan Forest Genetic Resources with Aesthetic Value



“The ultimate objective of this project is to protect the forest genetic resources of the cross-border area”

As life standards rise, the demands of communities for ornamental plants increase. So far, Greece and the former Yugoslav Republic of Macedonia meet these demands through imports of ornamental plant material from Western Europe. However, the Balkan Peninsula is the heart of biodiversity and the cross-border forest ornamental plant market can enhance its exports.

The major objectives of the project are the following;

1. Selection of plant genetic material for its aesthetic and ornamental value (approximately 12 species will be selected either from natural populations, artificial plantations or local market).
2. Collection of the plant material in the same region (gene banks) and protocol development for its cloning.
3. Introduction and provision of the market with new ornamental plant material (at least 3 species will be introduced in each country).
4. Promotion of the selected ornamental plants to the communities through the creation of arboreta (more than 2.000 plants will be established).
5. Development of cloning protocols that will encourage investments by private companies in the field of production and marketing.

The final product is the establishment of two arboreta (3 ha in each country) where businesses can select species and reproduce them through the developed cloning protocol.

**Measure 2.1**  
**Promote and protect the environmental resources of the area**

**Overall Lead Partner & Financial Lead Partner 1**  
Special Account for Research Funds of Aristotle University of Thessaloniki (Laboratory of Forest Genetics and Plant Breeding)

**Financial Lead Partner 2**  
Goce Delcev University – Stip (Faculty of Agriculture)

**Total Budget**  
270.000,00 €



# FIRESHIELD

## Local Communities in Environment Developing cross-border joint fire-protection plan “FIRESHIELD” tal Action

“Fire protection plan to mitigate the unwanted effects of fires”



The border area in regions of Pelagonija and Florina, is extremely rich in forests, mountains, grasslands, biodiversity and other natural resources. The main environmental risks that both regions share are massive mountain fires. The primary goal of the project is to develop a joint cross border fire protection plan and to reinforce the capacity of the regional fire departments.

A joint fire protection plan will enable fire departments in both regions to act more efficiently on two levels: fire protection and fire extinguishing. The plan will be signed by the regional authorities and will focus on technical requirements and cooperation on technical level needed for fire protection. Target groups involve fire brigades in regions, 21 municipalities in both countries and regional agencies related to protection and rescuing. From the implementation of FIRESHIELD a total number of almost 300.000 people will benefit.

Capacity building for the fire departments in both regions is also foreseen. This involves provision of technical resources, upgrading of the brigadiers IT skills, establishing volunteer motorbike team, sharing of satellite monitoring photos and experience sharing. Finally, increasing public awareness is crucial. FIRESHIELD will work to this direction in two ways; informing the public about general rules for forest protection and encouraging fire brigades to work in closer relation with people.

**Measure 2.1**  
Promote and protect the environmental resources of the area

**Overall Lead Partner & Financial Lead Partner 1**  
Center for development of Pelagonija region

**Financial Lead Partner 2**  
Development Agency of Florina S.A.

**Partners**  
Municipality of Bitola  
Municipality of Prilep  
Region of Western Macedonia

**Total Budget**  
470.000,00 €

# TELETHERM

## Know- How Transfer for District Heating Applications in Bitola and Novaci

“District heating is the supply of heat to a number of buildings or homes from a central heat source through a network of pipes carrying hot water or steam”



District Heating is an efficient energy system for distributing heat generated in a central station to residential and commercial customers for heating buildings and hot water uses.

In Bitola and Novaci the idea of district heating exists for 30 years, since at that time the Steam Electric Station (SES) was built, while in Amyntaio a district heating installation is in operation since 2004.

Within the project framework, the Inter-Municipal District Heating Company of the Wider Region of Amyntaio will transfer know-how and exchange good practices with the two Municipalities in Pelagonia.

The project's activities include the implementation of four studies: a “Master Plan”, a “Preliminary Study”, a “Technical Study” and a “Cost-Benefit Analysis”. Furthermore, there are five Workshops for know-how exchange between the technical staff of the partners, two conferences, a website, communication material, demonstrative actions and a visit of Mayors and Technical Services' employees of Bitola and Novaci to Amyntaio to examine closely an integrated district heating project.

TELETHERM is expected to contribute in energy savings and the reduction of greenhouse gasses. Lastly, it will have positive effects on the local economies.

**Measure 2.1**  
Promote and protect  
the environmental  
resources of the area

**Overall Lead Partner &  
Financial Lead Partner 1**  
Municipality of Bitola

**Financial Lead Partner 2**  
Inter-Municipal District Heating  
Company of the Wider  
Region of Amyntaio

**Partners**  
Municipality of Novaci

**Total Budget**  
290.000,00 €

# RULAND

## Interactive Farmers' Support System for Efficient Water Use Management

Most of the water in agriculture in the cross-border region is wasted due to low irrigation efficiency, bad irrigation scheduling and other reasons. The main objective of the project is to develop a cross-border interactive farmers' support system to help farmers improve their water use efficiency, as well as their yields and economical benefits.

More specifically, the project will result in:

1. Data collection, data elaboration and development of common geo-data base for: land use, soils, climatic data and other parameters.
2. Development of weather/soil data acquisition system in real-time in order to assess evapotranspiration and crop water requirement.
3. Downscaling of regional data to the specific field and implementation of site-specific approach for irrigation management through development of sensors/software that will measure required parameters (soil moisture, rainfalls amount, temperature etc. as well as crop data).
4. Implementation of a common set of system/software/sensors as a case study for both countries.
5. Wide dissemination activities and viable sustainable planning after the project end.

All projects results will be demonstrated on a pilot run on ten farms on both countries enabling comparison of results on water consumption savings.

**“Interactive farmers' support system for efficient water use management aims to help farmers in reducing their reliance on weather variability and phenomena, especially drought and water scarcity as one of the major limiting factors of crop yield”**



**Measure 2.1**  
**Promote and protect the environmental resources of the area**

**Overall Lead Partner & Financial Lead Partner 1**

Region of Western Macedonia

**Financial Lead Partner 2**

St. Cyril and Methodius University  
(Faculty of Agricultural Sciences and Food)

**Partners**

Technological and Educational  
Institute of Western Macedonia  
University of St. Kliment Ohridski  
(Faculty of Biotechnics)

**Total Budget**  
300.000,00 €

# PROMO.CROSS

## Integrated Plan for the Promotion of the Joint Architectural Heritage and the Development of Religious Tourism in the Cross Border Area



“ICT is crucial for cultural tourism development, as it facilitates networking, reduces transaction costs and improves competitiveness”

This project utilizes ICT for the provision of useful services for cultural heritage tourists. The main goal is the creation of a digital repository of cultural and religious artifacts and the design and provision of mobile applications and services for citizens with religious interests and for religious heritage tourists in the cross border area of Kilikis and Krusevo. In the area of Kilikis there are traditional buildings with architectural characteristics of the wider region. These traditional buildings, with some morphological differences, exist in most Balkan countries. Similarly, in Krusevo there are houses of traditional architecture built in the late 18th and throughout the 19th century which show

strong similarities to those of the area of Kilikis. The cooperation of the partners will highlight the common architectural and religious identity and the rich cultural and religious resources in the area.

PROMO.CROSS envisages a set of innovative actions for the preservation and promotion of traditional architecture in the eligible area and the promotion of religious tourism. Such actions include the collection, documentation, digitization and 3D modeling of religious monuments and traditional architectural buildings in the cross border area, as well as the implementation of a business plan for the joint valorization of the architectural heritage.

**Measure 2.2**  
Promote and protect the natural and cultural heritage of the area

**Overall Lead Partner & Financial Lead Partner 1**  
Kilikis Development Agency S.A.

**Financial Lead Partner 2**  
Municipality of Krusevo

**Total Budget**  
287.000,00 €

# InterAct

## Interacting through Acting: From drama to contemporary arts

Nowadays, there is a new and growing impetus in Balkans, stemming from the European policies on culture, enlargement and neighborhood, to support collaborative artistic and cultural projects, as a medium to stimulate social dialogue and deepen human connections.

Sharing the vision that mobility is the key to cultural exchange and cross-fertilization, project partners have designed InterAct, so as to stimulate intercultural dialogue, transnational cultural collaboration, artistic expression and circulation of artistic output. In particular, InterAct aims to stimulate joint theatre activities, promote the educative role of theatre, increase public awareness in respect of being active in the sphere of common cultural initiatives and develop vocational training for actors, professionals and amateurs.

Key outputs of the project include the co-production of a theatre play staged at the Theatre of Heraklea and an exhibition of 15 comedies and dramas' masks hosted in Heraclea and transferred in Greece. Finally, with a view to facilitate the integration of citizens into the labor market, the project embraces two seminars in Bitola, one on the use of "Drama Techniques in Education", targeted at teachers and another one on "Role-Playing as a vehicle for personal development", targeted at unemployed people.



**“Innovative joint theatre activities enhance sustainable cultural cooperation, motivate positive changes in attitudes and perceptions and strengthen the intersection of culture and development”**

**Measure 2.2**  
Promote and protect the natural and cultural heritage of the area

**Overall Lead Partner & Financial Lead Partner 1**  
Artistic Organisation Andreas Voutsinas

**Financial Lead Partner 2**  
Association for Culture and Art  
“Small Drama Theatre-Bitola”

**Partners**  
Association for Friendship between Bitola and Greece “Pelagonija-Bitola”

**Total Budget**  
330.000,00 €

# CONCERT

## Choirs and Orchestras: iNnovative CoopERation cross-paThs

Culture is an important aspect of all human society, promoting social inclusion and cohesion, as well as political participation and solidarity.

The overall objective of CONCERT, is to serve both as a mobilization and professional development tool for the sector of choral music and as “an eye-opener” for policy-makers, authorities, civil society and cultural institutions at local, regional and national level for the stimulation of diverse, sustainable joint music activities in the cross-border region. Within this context, as target group has been set the ensemble of artists, cultural operators, institutions, civil society actors and individuals involved in arts, music and choir activities in the cross-border region. A more specific target group is young people at risk, who would have had otherwise little or no exposure to music education and music cooperation projects.



The main outputs of the project include an opening music and song ceremony in Thessaloniki, a joint choral concert in Bitola, educational visits of students from both countries, participation of students in a summer camp and parallel attendance to artistic ateliers on the crafting of music instruments. Finally, a mobile exhibition with crafted music instruments as well as relevant photos and informative material will “travel” for two months to schools of the Pelagonia region and Thessaloniki.

“Choral music plays a pivotal role in fostering mutual trust and understanding, contributes to the development of inclusive societies and to the promotion of intercultural dialogue and citizenship”

**Measure 2.2**  
Promote and protect the natural and cultural heritage of the area

**Overall Lead Partner & Financial Lead Partner 1**  
Cultural and Intellectual Association “Korais”

**Financial Lead Partner 2**  
Cultural Art Organisation “Stiv Naumov”

**Partners**  
Association of citizens of Thessaloniki originated from Bitola

**Total Budget**  
239.000,00 €





IPA Cross-Border Programme

**Greece - The former Yugoslav Republic of Macedonia  
2007-2013**

FROM NEIGHBORHOOD TO PARTNERSHIP

The IPA Cross-Border Programme  
"Greece - The former Yugoslav Republic of Macedonia 2007-2013"  
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MANAGING AUTHORITY OF EUROPEAN  
TERRITORIAL COOPERATION PROGRAMMES

65, Georgikis Scholis Avenue  
57001, Thessaloniki, Greece  
T: +30 2310 469600, F: +30 2310 469602  
Web: [www.interreg.gr](http://www.interreg.gr), E-mail: [interreg@mou.gr](mailto:interreg@mou.gr)

JOINT TECHNICAL SECRETARIAT

Balkan Center, Building D,  
10th Km Thessaloniki - Thermi Road  
57001, Thessaloniki, Greece  
T: +30 2310 024050, F: +30 2310 024078