



Interreg



SLOVENIA – HUNGARY

European Union | European Regional Development Fund

BILATERAL COORDINATION WORKING GROUP

Advice and tips for project partners

This publication was funded by the SL-HU PRO (SIHU232) project, implemented under the Cooperation Programme Interreg V-A Slovenia-Hungary. The project was funded by the European Regional Development Fund.


TABLE OF CONTENTS

• Introduction.....	3
• The aims of the working group	6
• Activities of the working group	8
• Members of the working group at present..	13
• Joining the working group as a member	14
• Literature	16
• Members of the working group, and their contact information.....	17



SI-HU PRO

INTRODUCTION

One of the key elements of the SI-HU PRO project was to create a bilateral coordination network supporting communication among the different future cooperation projects, and the utilization of the created synergies, providing a strategic basis for sustaining and further developing the results achieved during the completion of the project. The network is coordinated by the two project partners, and its founding members are the organisations that were involved in the cross-border fact-finding survey carried out as part of the SI-HU PRO project  , including primarily the partner organisations participating in the individual projects implemented under the priority axis Attractive

Region of the Cooperation Programme Interreg V-A Slovenia-Hungary, joined by projects owners involved in other cross-border programmes.

The main framework conditions and the mission of the bilateral network cooperation were determined based on the results of the cross-border fact-finding survey, including findings and development recommendations. The main forum/platform of pursuing these aims in the course of a permanent cooperation is the bilateral coordination working group. It is necessary to underline it already here that this is not a cooperation arrangement with closed, limited membership. Other organisations active in the Slovenian-Hungarian border region are also welcome to join and become members.



The conditions of the long-term operation of the network are elaborated at the members' meetings. In addition to discussing future cooperation opportunities and identifying strategic directions, these meetings provide an opportunity also to elaborate the action plan including the specific measures of the network. A common, internal data sharing platform with continuously updated and expanded project contents has been put in place to facilitate the work of the working group. The member organisations conclude a strategic cooperation agreement, including the above common action plan, in order to institutionalise future



cooperation projects, and to lay down the legal framework of operation. The agreement lays down the rules on long-term operation, including provisions regarding contact persons, the means and frequency of communication, the tasks to be performed, the obligations of the members, and the use of information shared at the common platform. The common action plan in the Appendix pinpoints the common ideas of strategic significance regarding the Slovenian-Hungarian border region, development plans and key thematic areas.



THE AIMS OF THE WORKING GROUP

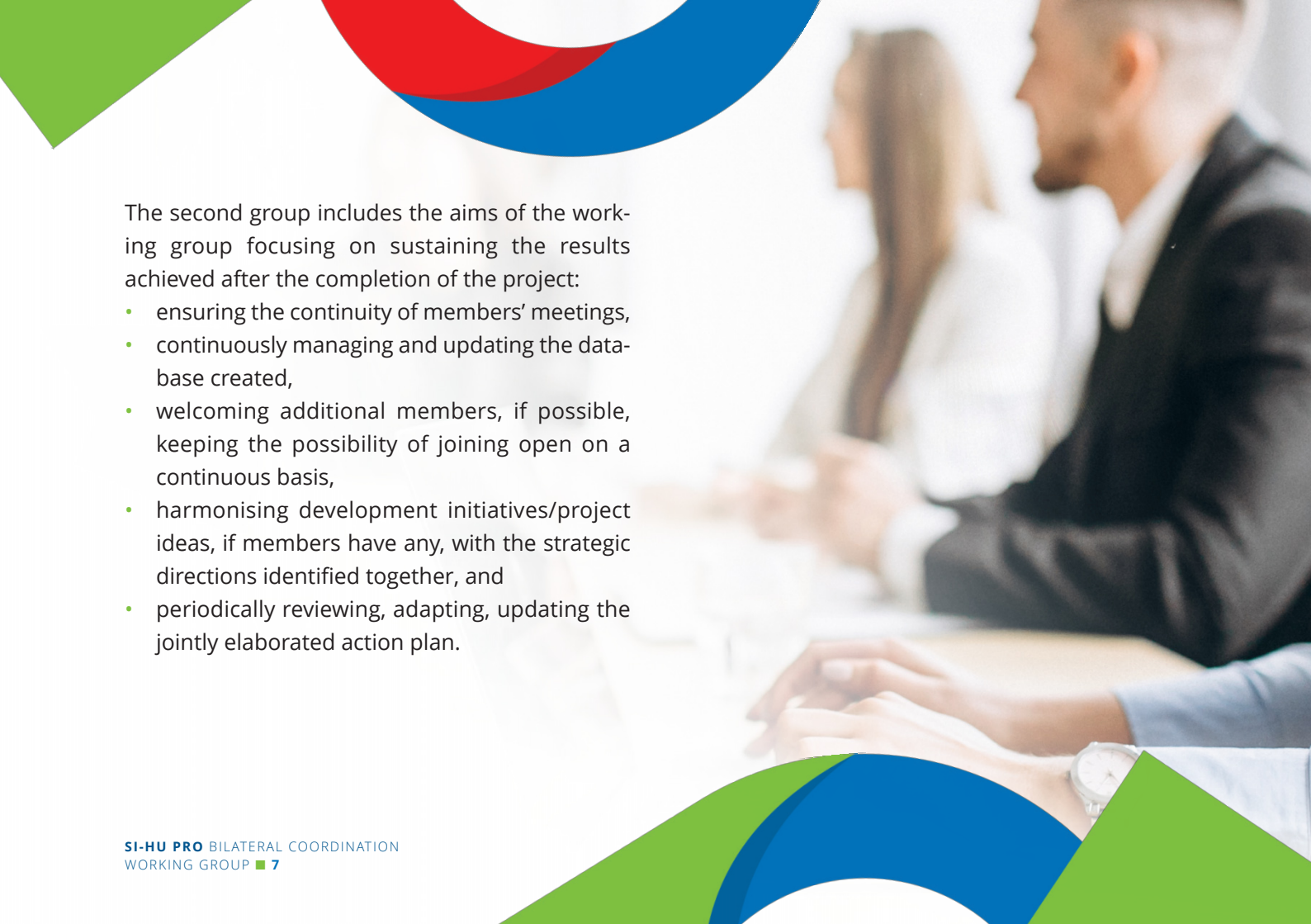

The aims set by the SI-HU PRO bilateral coordination working group can be classified into two distinctively separate groups, based on the timing of the aims compared against the life cycle of the project.

The first group includes aims regarding the implementation period of the project, focusing on research, creating the knowledge base and disseminating, sharing the experience gained:

- fact-finding analysis of tourism developments that received a grant, creating a knowledge and information base including the results of the projects, collecting them in a common platform,



- analysis of the results involved in the survey from a sustainability point of view, investigating the synergies among them,
- outlining the future, strategic development directions of the border region, based on the identified synergies, and the capitalisation of the project results (use, adaptation, further development and re-use),
- strategic cooperation in creating a platform network to manage the knowledge base of collected data, surveys and professional project documents, and
- enabling wide access to the knowledge and information network until the closure of the project.



The second group includes the aims of the working group focusing on sustaining the results achieved after the completion of the project:

- ensuring the continuity of members' meetings,
- continuously managing and updating the database created,
- welcoming additional members, if possible, keeping the possibility of joining open on a continuous basis,
- harmonising development initiatives/project ideas, if members have any, with the strategic directions identified together, and
- periodically reviewing, adapting, updating the jointly elaborated action plan.

ACTIVITIES OF THE WORKING GROUP

The main fora of the SI-HU PRO bilateral coordination working group are the meetings of the member organisations. The organisation and the agenda of these meetings evolved during the completion of the project. The topics on the agenda were connected mostly to the implementation of the project activities and the assessment of the partial results achieved.

In addition to reviewing and discussing the then current activities of the SI-HU PRO project, on-going at the time, all of these meetings also focused on presenting already completed projects together with a detailed explanation of their results.

The working was also monitoring the fact-finding survey that served as the basis for the project, determining every further step, and discussed its partial results. During the in-depth interviews that were the backbones of the fact-finding survey, the partner organisations of the tourism projects investigated and interviewed as part of the project told us what critical factors they considered to have had the greatest impact on the success of the respective projects. The interviews included also questions regarding their future plans: the selection of project partners, and the topical issues that





could potentially be worth a project to build on. In addition to their development needs the respondents explained what plans, strategies and studies aimed at developing tourism in the border region over the coming 5-10 years were prepared in their projects. This information is of immense importance to harmonise future developments, and to set common strategic paths.

The project documents prepared for strategic and development purposes, referred to during the fact-finding survey, were made available to the members of the working group in the above-mentioned platform, facilitating cooperation among the institutions. This online platform became the go-to knowledge base of the members, and the


forum of exchanging experience gained during the implementation of their projects. The fact-finding documents, and analyses thereof, prepared during the completion of the SI-HU PRO project are also available at this platform, as well as well as the information materials of professional and communication workshops held as part of the project.

The topics, the schedule and the method of organising of these trainings was also determined by the working group. An online training series were organised on e-communication, which is becoming increasingly important for project expert in charge of communication in the programme area, providing information, and an

insight into the good practices in the region in the four following topics:

- Rudiments of marketing
- Generating issues in printed press
- Social media
- What has the COVID-19 pandemic brought us? How can we use this in our border region?






The training series organised in the project included the following four modules.

- Creating a common brand, connecting micro-destinations
- Building common sales chains for the tourism packages prepared; adjustment to post-COVID-19 structural changes
- Improving cooperation among service providers, capacity upgrade
- Project management in the context of INTER-REG grants

The tasks of the working group included the elaboration of the methods of coordinated project communication, and the testing of these methods. Common appearance at different thematic events and fairs would have been a good litmus test of this, which however, was overruled by the COVID-19 pandemic. The originally planned presence at fairs was, consequently, replaced by coordinated online awareness raising campaigns, which, considering the current situation and the trends in tourism, can be even more effective tools to present the results of different projects online, in a coordinated manner, and to position the Slovenian-Hungarian border region as a common destination.



The task of the bilateral coordination working group of perhaps the most profound significance, the desired impact of which extends beyond the boundaries of the programme area, is to produce a trilingual (Hungarian-Slovenian-English) policy recommendation. The purpose of the document is to provide, as complex professional assistance for other, cross-border cooperation programmes, an explanation of the activities, good practices and procedures, as well as the necessary steps, illustrating targeted communication among projects, based on project synergies, and highlighting additional development opportunities in terms of communication activities.



MEMBERS OF THE WORKING GROUP AT PRESENT

1. Municipal Government of Vas County
2. ITC – Inovacijsko tehnološki grozd Murska Sobota
3. Raziskovalno izobraževalno središče Dvorec Rekičan
4. Municipal Government of Nagyrécse
5. Municipal Government of Zala County
6. Pannon Helyi Termék Nonprofit Kft.
7. Nyugat Pannon Nonprofit Kft.
8. Zalai Borút Egyesület
9. Directorate of the Őrség National Park
10. Občina Moravske Toplice
11. Szlovén Vidék Közhasznú Nonprofit Kft.
12. Zavod za kulturo, turizem in šport Murska Sobota
13. Savaria Turizmus Nonprofit Kft.
14. Pomurska Turistična Zveza
15. Kmetijsko gozdarski zavod Murska Sobota
16. Občina Razkrižje
17. Turistično Informativni Center Moravske Toplice
18. Őrségi Kerékpáros és Természetbarát Egyesület
19. Muraba Európai Területi Társulás - Muraba EGTC
20. Municipal Government of Szentgotthárd
21. Hévízi Turisztikai Nonprofit Kft.

JOINING THE WORKING GROUP AS A MEMBER



The SI-HU PRO bilateral coordination working group is an open cooperation group, which looks forward to welcoming additional organisations that can identify with the aims and the activities of the working group, can actively contribute to achieving and implementing them. Additional organisations can apply for membership in the coordination network by submitting the letter of intent available in this guideline. The completed document should be sent to the Municipal Government of Vas County (VMÖH), or alternatively to the Innovation and Technology Cluster Murska Sobota (ITC).



In order to avoid language difficulties, and to receive information in one's mother tongue, we suggest that Hungarian and Slovenian organisations contact VMÖH and ITC, respectively, if they wish to join the group or have questions.

**You can download the letter
of intent to join the group
by clicking on the following link:**



Tagszervezeti szándéknyilatkozat bilaterális koordinációs munkacsoporthoz történő csatlakozásról



Jelen csatlakozási szándéknyilatkozat aláírásával ezúton nyilatkozom, hogy szervezetünk csatlakozási szándékát teljesíti ki a SI-HU PRO rövid című, SIHU232 számú projekt keretén belül megalkudó munkacsoporthoz.

A munkacsoport tagjai a projekt alábbi célkitűzéssel egyet értenek, szakmai tapasztalatukkal teljes felelősséggel támogatják ezek megvalósítását:



- INTERREG V-A SI-HU Együttműködési Programban, a 2014-2020-as időszakban nyertes fejlesztések tényfeltárási felmérése, átfogó tudásbázis megteremtése a projektek eredményeinek összegyűjtésével,
- a projekteredmények fenntarthatósági vizsgálatának elemzése, az egyes eredmények közötti sinergiák fenntarthatósági szempontja vizsgálata,
- a sinergiákban és közös kapitalizációs alapú stratégiai tervezés végrehajtása, a határterület jövőbeli stratégiai irányvonal meghatározása,
- közös platformhálózat kialakítása a művelterületek és egyéb adatgyűjtőkre, illetve a projektek szakmai dokumentumai alapján, az együttműködési stratégiai szintre történő emelésre,
- az együttműködés végére a cél egy kiemelkedő tudás- és információ-hálózathoz való hozzáférést lehetővé téve megteremtése, mely segíti a partnereket a jövőbeli célkitűzések szűkebb körű partnerségben történő megvalósításához.

Szervezetem részt kíván venni a projekt keretében létrehozandó koordinációs hálózat és közös, belső platform kialakításában.

Ezúton hozzájárulok, hogy az általam képviselt szervezet adatait, információit, valamint azokat a SI-HU PRO projekttel összefüggésben kezeljék, adott esetben a rögzített adatokat a projekt céljának megvalósítása érdekében publikálják.



Izjava o nameri članske organizacije za pridružitev k bilaterálni usklajevalni delovni skupini




S podpisom te izjave o nameri izjavljam, da se želi naša organizacija pridružiti delovni skupini, ustanovljeni v okviru projekta s skrajšanim nazivom SI-HU PRO, številka projekta SIHU232.

Člani delovne skupine se strinjajo z naslednjimi cilji projekta ter njihovo izvajanje podpirajo s svojimi strokovnimi izkušnjami ter polno odgovornostjo:

- ugotavljanje dejstev v razvojnih projektih, izbranih v čezmejnem programu sodelovanja INTERREG V-A SI-HU v obdobju 2014-2020, oblikovanje celovite baze podatkov z zbiranjem projektnih rezultatov,
- analiza širšje o trajnosti projektnih rezultatov, preučitev sinergij z vidika trajnosti med posameznimi rezultati,
- izvajanje strategičnega načrtovanja, ki temelji na sinergijah in skupni kapitalizaciji, določitev bodočih strateških usmeritev obsejnje regije,
- vzpostavitev skupne mreže platform na podlagi poglobljenih intervjujev in drugih zbiranih podatkov oziroma strokovnih dokumentih projektov, dvig sodelovanja na strateško raven,
- do konca sodelovanja je cilj zagotovitev možnosti dostopa do izjemne mreže znanja in informacij, ki bo partnerjem pomagala pri doseganju njihovih prihodnjih ciljev v okviru obsejnega partnerstva.

Naša organizacija želi sodelovati pri oblikovanju usklajevalnega omrežja in skupne notranje platforme, ki bosta vzpostavljeni v okviru projekta.

Soglašam, da se podatki in informacije organizacije, ki jo zastopam, obdelujejo v povezavi s projektom SI-HU PRO oziroma da se lahko zabeleženi podatki, z namenom doseganja ciljev projekta, po potrebi tudi objavijo.



LITERATURE

- Application form of the project SI-HU PRO, identification number SIHU232
- Minutes of the online bilateral coordination working group meeting (8 June 2021) as part of SI-HU PRO (SIHU232) project under the Cooperation Programme Interreg V-A Slovenia-Hungary
- Minutes of the online bilateral coordination working group meeting (14 September 2021) as part of SI-HU PRO (SIHU232) project under the Cooperation Programme Interreg V-A Slovenia-Hungary
- Minutes of the online bilateral coordination working group meeting (22 November 2021) as part of SI-HU PRO (SIHU232) project under the Cooperation Programme Interreg V-A Slovenia-Hungary
- Letters of intent by the member organisations on joining the bilateral coordination working group
- Draft strategic cooperation agreement including the action plan prepared as part of the SI-HU PRO (SIHU232) project

MEMBERS OF THE WORKING GROUP, AND THEIR CONTACT INFORMATION

MUNICIPAL GOVERNMENT OF VAS COUNTY

- **Registered office**
9700 Szombathely, Berzsényi Dániel tér 1.
- **Represented by**
Dr. Balázs Péter, county notary
- **Contact person**
Bálint Anita
- **Telephone number of contact person**
+36 94 515 737
- **Email address of contact person**
balint.anita@vasmegye.hu
- **Website**
<https://www.vasmegye.hu/>

ITC – INOVACIJSKO TEHNOLOŠKI GROZD MURSKA SOBOTA

- **Registered office**
9000 Murska Sobota, Lendavska 5a
- **Represented by**
Denis Topolnik
- **Contact person**
Tomaž Zadravec
- **Telephone number of contact person**
+386 31883341
- **Email address of contact person**
tomaz.zadravec@itc-cluster.com
- **Website**
<https://itc-cluster.com/>

NYUGAT PANNON NONPROFIT KFT.

- **Registered office**
9700 Szombathely, Horváth Boldizsár krt. 9.
- **Represented by**
Polgár Tibor, managing director
- **Contact person**
Polgár Tibor
- **Telephone number of contact person**
+36 30 251 0839
- **Email address of contact person** tibor.polgar@westpannon.hu
- **Website**
<https://www.westpannon.hu/>

RAZISKOVALNO IZOBRAŽEVALNO SREDIŠČE DVOREC REKIČAN

- **Registered office**
Lendavska ulica 28, Rakičan 9000 Murska Sobota
- **Represented by**
dr. Robert Celec, director
- **Contact person**
Nina Biro
- **Telephone number of contact person**
(+386) 02 535 18 95
- **Email address of contact person**
nina@ris-dr.si
- **Website**
<https://www.ris-dr.si/>

MUNICIPAL GOVERNMENT OF NAGYRÉCSE

- **Registered office**
8756 Nagyrécsé, Kossuth u. 48.
- **Represented by**
Laskai Béla, mayor
- **Contact person**
Gyarmati-Litter Tímea
- **Telephone number of contact person**
+36 93 371 001, +36 20 507 200
- **Email address of contact person**
Office:
nagyrecse@t-online.hu,
Gyarmati-Litter Tímea:
telekaland@gmail.com
- **Website**
<http://nagyrecse.hu/>

MUNICIPAL GOVERNMENT OF ZALA COUNTY

- **Registered office**
8900 Zalaegerszeg, Kosztolányi u. 10.
- **Represented by**
Dr. Pál Attila, President of the Zala County Assembly
- **Contact person**
Kárpáti Veronika
- **Telephone number of contact person**
+36 92 500 714
- **Email address of contact person**
karpati.veronika@zalamegye.hu
- **Website**
<https://www.zala.hu/>

PANNON HELYI TERMÉK NONPROFIT KFT.

- **Registered office**
9825 Oszkó, Molnár A. u. 4.
- **Represented by**
Kovács István
- **Contact person**
Inzsöl Renáta
- **Telephone number of contact person**
+36 30 376 9484
- **Email address of contact person**
inzsol.renata@pannonhelyitermek.hu
- **Website**
<https://www.pannonhelyitermek.hu/>

ZALAI BORÚT EGYESÜLET

- **Registered office**
8790 Zalaszentgrót, Bocskai u. 1.
- **Represented by**
Martinevics István, elnök
- **Contact person**
Németh Károlyné, titkár
- **Telephone number of contact person**
+36 20 4216 140
- **Email address of contact person**
info@zalaiborut.hu
- **Website**
<http://zalaiborut.hu/>

DIRECTORATE OF THE ŐRSÉG NATIONAL PARK

- **Registered office**
9941 Őriszentpéter, Városszer 57.
- **Represented by**
Dr. Markovits Tibor
- **Contact person**
Horváth Zsolt
- **Telephone number of contact person**
+36 30 539 6182
- **Email address of contact person** zsolt.horvath@onpi.hu
- **Website**
<http://onpi.hu/>

OBČINA MORAVSKE TOPLICE

- **Registered office**
Kranjčeva ulica 3, 9226 Moravske Toplice
- **Represented by**
Alojz Glavač, župan
- **Contact person**
mag. Mojca Breščak
- **Telephone number of contact person**
02 538 15 06
- **Email address of contact person**
mojca.brescak@moravske-toplice.si
- **Website**
<https://www.moravske-toplice.si/>

SZLOVÉN VIDÉK KÖZHASZNÚ NONPROFIT KFT.

- **Registered office**
9970 Szentgotthárd, Gárdonyi u. 1.
- **Represented by**
Kovács Tamás, managing director
- **Contact person**
Hanzsek Viktória
- **Telephone number of contact person**
+36 30 971 4948
- **Email address of contact person** szlovenvid-
dek@gmail.com
hanzsek.viktoria@szlovenvidek.hu
- **Website**
<https://www.szlovenvidek.hu/>

ZAVOD ZA KULTURO, TURIZEM IN ŠPORT MURSKA SOBOTA

- **Registered office**
Ulica Štefana Kovača 30, 9000 Murska Sobota
- **Represented by**
mag. Brigita Perhavec
- **Contact person**
Daniel Ulčar
- **Telephone number of contact person**
02 521 43 85
- **Email address of contact person**
daniel.ulcar@zkts-ms.si
- **Website**
<https://www.zkts-ms.si/>

SAVARIA TURIZMUS NONPROFIT KFT.

- **Registered office**
9700 Szombathely, Király u. 1-3.
- **Represented by**
Grünwald Stefánia
- **Contact person**
Császár Noémi
- **Telephone number of contact person**
+36 20 394 0425
- **Email address of contact person**
savariaturizmus@tdm.szombathely.hu
- **Website**
<https://www.facebook.com/savariaturizmus>

POMURSKA TURISTIČNA ZVEZA

- **Registered office**
Slovenska ulica 25, 9000 Murska Sobota
- **Represented by**
Uroš Kamenšek
- **Contact person**
Uroš Kamenšek
- **Telephone number of contact person**
+386 41377161
- **Email address of contact person**
uros.kamensek@pt-zveza.si
- **Website**
<https://www.pt-zveza.si/>



KMETIJSKO GOZDARSKI ZAVOD MURSKA SOBOTA

- **Registered office**
Ulica Štefana Kovača 40, 9000 Murska Sobota
- **Represented by**
Franc Režonja
- **Contact person**
Jernej Pečnik
- **Telephone number of contact person**
02 539 14 34; 031 783 437
- **Email address of contact person** jernej.pecnik@kgzs-ms-si
- **Website**
<https://www.kgzs-ms.si/>

OBČINA RAZKRIZJE

- **Registered office**
Šafarsko 42, SI-9246 Razkrižje
- **Represented by**
Stanko Ivanušič, Župan
- **Contact person**
Monika Holc, Tajnik Občinske uprave
- **Telephone number of contact person**
+386 (0)2 584 99 08
- **Email address of contact person**
monika.holc@razkrizje.si
- **Website**
<http://www.razkrizje.si/>

ŐRSÉGI KERÉKPÁROS ÉS TERMÉSZETBARÁT EGYESÜLET

- **Registered office**
9941 Őriszentpéter, Városszer 55.
- **Represented by**
Légrádi Zoltán
- **Contact person**
Légrádi Zoltán
- **Telephone number of contact person**
+36 20 433 3907
- **Email address of contact person**
orsegibringasok@gmail.com
- **Website**
<https://orsegibringasok.hu/>

MURABA EURÓPAI TERÜLETI TÁRSULÁS – MURABA EGTC

- **Registered office**
9970 Szentgotthárd, Széll Kálmán tér 11.
- **Represented by**
Papp Bálint, igazgató
- **Contact person**
Mateja Kučan, projektmenedzser
- **Telephone number of contact person**
+386 31 208 569
- **Email address of contact person** p r o -
ject@muraba.hu
- **Website**
<https://muraba.hu/hu/>

MUNICIPAL GOVERNMENT OF SZENTGOTTHÁRD

- **Registered office**
9970 Szentgotthárd, Széll Kálmán tér 11.
- **Represented by**
Huszár Gábor, mayor
- **Contact person**
Papp Bálint, strategy and development administrator
- **Telephone number of contact person**
+36 30 152 74 33
- **Email address of contact person**
palyazat1@szentgotthard.hu
- **Website**
<https://szentgotthard.hu>

HÉVÍZI TURISZTIKAI NONPROFIT KFT.

- **Registered office**
8380 Hévíz, Rákóczi u. 2.
- **Represented by**
Pálffy Tamás
- **Contact person**
Pálffy Tamás
- **Telephone number of contact person**
+36 30 491 1220
- **Email address of contact person**
palfy.tamas@hevizmarketing.hu
- **Website**
<https://www.heviz.hu/hu>

TURISTIČNO INFORMATIVNI CENTER MORAVSKE TOPLICE

- **Registered office**
Kranjčeva 3, 9226 Moravske Toplice
- **Represented by**
Sonja Bily, director
- **Contact person**
Sonja Bily
- **Telephone number of contact person**
02/538-16 61, 031/371-997
- **Email address of contact person**
sonja.bily@moravske-toplice.com
- **Website**
<http://www.moravske-toplice.com/hu>



Prepared by Compass Web & Média Kft
on behalf of the Municipal Government
of Vas County, February 2022