



Draft

TUSENET Work Plan

Partnership

Black Sea Region - City of Kalmar

Overall Tusenet project description.

Overall objectives:

- To strengthen the continued process of democratization and respect for human rights, and to promote closer links with European cooperation structures and common values.
- To inspire reform of the municipal sector, and development of UMT.

Project aims:

- To strengthen the local politicians and staff in knowledge and information regarding good management practice, to meet new demands.
- To clarify the division of responsibilities and powers between local politicians and staff.
- To develop good practice in human resources management and secure that employment procedures are just and fair, promoting competence.
- To strengthen the participation of citizens and civic organisations in local decision making and activities.
- To strengthen the municipalities and UMT in the safe-guarding of municipal interests and having adequate resources for their tasks.
- Enhanced knowledge in the municipalities about EU practices and about how to access EU funding.
- The Parties will develop cooperation within the areas that are described in the approved application, namely with special focus on **Triple Helix Cooperation and Sustainable Tourism development**.
- Taking into account the following horizontal themes in all project activities:
 - (1) gender equality,
 - (2) sustainable development,
 - (3) transparency, accountability, ethics and public participation in local administration,
 - (4) efficient service production, and
 - (5) know-how about EU practices and funding.

Other municipal issues that come up on the agenda during the project implementation, if the partners agree about such issues and the tasks in question can be financed in a manner acceptable to all parties.

General description partnership Black Sea Region –Kalmar

Focus area

The special focus is on local economic development and growth, support for small and medium-sized enterprises, employment and tourism.

State of the art

Jsa clfhl nj inn n vdj cjaös

Phases and Objectives in the project (project benefits), background and analysis/interests behind the chosen input and activities.

The project activities are divided into three phases

1. Establishing the TUSENET project; Febr. 2007 – May 2008
2. Action/Work plan; writing; May 2008 – Dec..2008
3. Implementing, evaluation and documenting the Action/Work plan ; Jan. 2009 –

The background and analysis/interests behind the chosen input and activities are shown under each activity below and are summarized as follows.

Kick off meeting, study visits in BSR and Sweden and seminars on the political dimension of the TUSENET project were held during this phase. Results were increased knowledge and understanding about the municipality contexts in Turkey and Sweden as well as the main tasks and challenges of Kalmar and the four BSR municipalities.

Samsun as a metropolitan municipality differ in many ways a lot from the smaller municipalities; Amasya, Ordu and Giresun. But at the same time there are many similarities. Local economic development and growth was of great interest of all municipalities. Another common denominator was that improvement of the technical infra structure was of very high priority. All agreed on the potential of the tourism/visiting sector as an important factor for local economic development. But resources for developing the visiting sector was not seemed to be so very high prioritized.

Some of the mayors and the workshops pointed out the infra structure to be the main focus area for local economic development. The horizontal themes in the agreement could be applied to the infra structure activities. Especially the workshop in May 2008 in Giresun resulted in ideas of TUSENET activities linked to the field of technical and infra structure improvements. This is, as we looked upon it, in line with the Cooperation Agreement Article 1 *“Other municipal issues that*

come up on the agenda during the project implementation, if the partners agree about such issues and the tasks in question could be financed in an acceptable way for all parties.”

This phase also showed that the cooperation between the BSR municipalities was not well developed. It also became obvious that the task force in each municipality was not given enough resources. The cooperation between Samsun, Amasya, Giresun and Ordu was on a too low level. There was also problem with communication especially due to in general to low knowledge in English.

At the end of this phase the partnership got the clear advice from the national Tusenet managers that the partnership must have focus on the tourism/visiting sector and not on the technical infra structure. The result was a restart of the process of writing the work plan.

The Turkish TUSENET project manager invited the partnership to a meeting in Samsun in May 2008 where the importance of cooperation was emphasized as well as to use the national/regional/local indicators linked to economic development.

Phase 1. Establishing the project Feb. 2007 – May 2008

Objectives

The objectives were to learn about each other: general and local context, establish task force, identify general tasks linked to the actual needs and tasks of the four BSR municipalities. Political anchoring of the project was also an important task.

Activities and result

The following activities were taken. All activities and the results were described in activity reports.

Feb. 2007; Kick off meeting in Antalya

May 2007; Kalmar delegation study visit in BSR

Participants:

Objectives:

Activities:

Results:

Aug 2007; BSR delegation study visit in Kalmar (Activity Report.....) and a Tusenet common meeting in Stockholm.

Activity Report

Participants:

Objectives:

Activities:

Results:

March 2008; Agreement signing ceremonies, political dimensions seminars and first work/action plan workshop in the BSR municipalities.

Activity Report 2008.03.23

Participants:

Objectives

Activities

Results

Phase 2. Action/Work plan; writing; May 2008 – Dec.2008

The aim is to have a well anchored Work/action Plan at the end of 2009.

The work with the Work/action plan restarted with a workshop in Giresun, directly after the seminar in Samsun in May (mentioned under phase 1), where one representative from Giresun, Amasya, Ordu, Samsun and Kalmar participated. The work was followed up by a workshop at UMT in Ankara.

The main aim of the visit in Kalmar in September was to give input to make concrete improvements of the BSR Action Plan. The study visits had focus on cooperation in visiting sector and small scale visiting sites, living history as well as public involvement and cooperation linked to waste management and welfare. A workshop was held. A draft Action plan was written by the BSR delegation during the workshop. The most important output was probably the creation of the idea of the SAGONET (Samsun, Amasya, Giresun, Ordu networking) network for visiting sector partners. The program and its “message” were very much appreciated and useful. The result might be looked upon as a brake through for the development of the partnership and work plan. Another reason for the positive result was that the communication problem was solved by the use of a very much appreciated Turkish – Swedish interpreter.

The visit in Kalmar was followed by a study visit in Ordu and Giresun in October. Participants were the task forces from the BSR municipalities and the project leader of Kalmar and a representative from the County Museum of Kalmar (who participated in the visit in Kalmar) and the interpreter. The study visit “mirrored” the Kalmar program and confirmed the result of the Kalmar visit. The action plan was developed further both concerning the common activity linked to SAGONET and the per municipality activities.

May 2008; Workshop in Samsun and Giresun on cooperation and work/action plan,

Activity Report BSR May 080526 -28

Participants:

Objectives

Activities

Results

Sept. 2008; Study visit and workshop in Kalmar on visiting sector

Participants:

Objectives

Activities

Results Activity report: Study visits and Workshops in Kalmar 15 – 18 September 2008

Oct. 2008. Study visit and workshop in Ordu and Giresun on visiting sector

Activity report:

Participants:

Objectives

Activities

Results

Work/Action plan

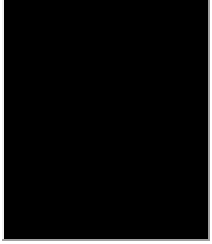
The work plan of our partnership is just a draft written by the BSR municipalities. That is due to the circumstances described above in “Establishing the TUSENET; Feb. 2007 – May 2008” and “Action/Work plan; writing; May 2008 – Dec..2008”

The plan is supposed to have two parts. The common part is "SAGONET; A BSR network for the visiting sector “. The focus of our partnership is on “local economic development and growth, support for small and medium-sized enterprises, employment and tourism” Therefore SAGONET is likely to be developed as a co-operation platform for the visiting sector in order to contribute to the economic development, for combating unemployment and for supporting SME:s. The second part consists of per municipality sub projects.

SAGONET Work Plan

| | | VERIFIABLE INDICATORS | MEANS VERIFICATIONS | ASSUMPTIONS |
|--------------------------------|--|---|--|--|
| GENERAL OBJECTIVES | To supply the local economy of the region | deploy rates of the region increased %10 in 2015 | TUIK reports, SSK datas, Finance taxes | |
| THE AIMS OF THE PROJECT | development of the regional tourism | The numbers of the tourists increased %10 in 2010. incomes of the tourism increased %10. | 1. datas of the ministry of culture 2. Datas of the Culture and Tourism Directorate of the cities | developed collective model was used for other sectors |
| RESULTS | 1- SAGONET (Samsun, Ordu, Giresun, Amasya) Region became an attraction center. | 1.1 native (10 pcs)and foreign tourism companies (5 pcs)took the region to their portföy. 1.2. increased visuality in mass media. 2.1 completed the SAGONET web site (1 piece) 2.2 the Project monitory and evolution meetings are made per four months.(8 pcs.) 2.3 SAGONET tourism office opened. | 1.1.1TÜRSAB reports, advertisements, the brochures of the tour operators 1.1.2. The records of the Province Tourism Directorate 1.1.3. SAGONET Travelling Map 1.1.4 SAGONET Presentation CD 1.1.5. SAGONET Travelling Map 1.1.6. SAGONET Brochure 1.1.7. SAGONET | political and economical situation of the country international tourism image is getting better in the Black sea Region central goverment makes our studies easier. tourism sector adopted SAGONET and supports the studies |

| | | | | |
|------------------------|--|---|---|--|
| | <p>2- .the connection and cooperation between the partners became a permanent situation.</p> | | <p>Trailer</p> <p>1.2.1. Newspaper cuttings</p> <p>1.2.2 Tourism Booklets.</p> <p>2.1.completed the web site</p> <p>2.2 final reports and photographs of the monitory and evaluation meetings</p> <p>2.3. the establishment decision of the of SAGONET Office</p> | |
| <p>ACTIVITY</p> | <p>1.1 . To set up SAGONET Association (Legal Entity)</p> <p>1.2 To choose SAGONET representative in each municipality</p> <p>1.3 To determine the General Coordinator of the SAGONET Project.</p> <p>1.4 Making SAGONET meetings</p> <p>2.1 To inventory of the SAGONET tourism and to prepare tourism strategies.</p> <p>2.2 To Arrange monitory and evaluation meetings.</p> <p>2.3 To Arrange meeting with NGOs.</p> <p>2.4 To prepare SAGONET traveling map.</p> <p>2.5 To prepare SAGONET traveling map.</p> <p>2.6 To prepare trailer for SAGONET</p> <p>2.7 To prepare presentation CD for SAGONET</p> <p>2.8 To deliver the</p> | <p>MEANS</p> <p>Human sources</p> <p>csmpaigns</p> <p>Basılı malzemeler</p> <p>Web sites</p> | <p>COASTS</p> | <p>Inhabitants support the Project,</p> <p>Active participation of the partners.</p> |

| | | | | |
|---|---|--|--|--------------|
|  | <p>SAGONET presentation equipments and goods. 2.9 . To develop projects to produce new tourism values</p> | | | |
| | | | | precondition |

| Activities | Months | | | | | | Implementing body |
|--|--------|-------|-------|----------|----------|----------|-------------------|
| | 1-2-3 | 4-5-6 | 7-8-9 | 10-11-12 | 13-14-15 | 16-17-18 | |
| Project start date (01.01.2009) | | | | | | | |
| 1.1.To set up SAGONET Association (Legal Entity) | | | | | | | SAGONET |
| 1.2.To choose SAGONET representative in each municipality, | | | | | | | SAGONET |
| 1.3. To determine the General Coordinator of the SAGONET Project. | | | | | | | SAGONET |
| 1.4 Making SAGONET meetings | | | | | | | SAGONET |
| 2.1.. To inventory of the SAGONET tourism and to prepare tourism strategies. | | | | | | | SAGONET |
| 2.2.To Arrange monitory and evaluation meetings. | | | | | | | SAGONET |
| 2.3.To Arrange meeting with NGOs. | | | | | | | SAGONET |
| 2.4.To prepare SAGONET traveling map. | | | | | | | SAGONET |
| 2.5. To prepare SAGONET traveling map. | | | | | | | SAGONET |
| 2.6.To prepare tailer for SAGONET | | | | | | | SAGONET |
| 2.7.To prepare presentation CD for SAGONET | | | | | | | SAGONET |
| 2.8.To deliver the SAGONET presentation equipments and goods. | | | | | | | SAGONET |
| 2.9. To develop projects to produce new tourism values. | | | | | | | SAGONET |

Work Plan per city

The municipalities have made a list of potential sites to be improved or to be built up.

- 1.1. Building Mythological Park in Giresun
- 1.2. Rehabilitation of the Beaches in Giresun
- 1.3. Rehabilitation of the Zeytinlik district in Giresun.
- 1.4. Building Sagea Park in Giresun
- 1.5. Bringing the Giresun Island into the Eco-Tourism
- 1.6. Bringing the Giresun Rock church into tourism
- 1.7. Restoration of the Giresun Hacı Huseyin Bath

- 1.8. Recreation of the Giresun west side filling area.
- 1.9. .Restoration of Inventory number 46 within Ordu Menekşe street Project.
- 1.10. Restoration of Inventories number 42,43,44 and 45 within Ordu Menekşe street Project.
- 1.11. Setting up Ordu Local City Museum Project.
- 1.12. Ordu Karşıyaka City Park Ordu, Land of Legends Project.
- 1.13. Ordu Telpher Project.
- 1.14. Baruthane Tumuses and telpher system in Samsun
- 1.15. Samsun Horse Riding Establishment
- 1.16. Batıpark Civic Design and Landscape Project (Children World Park, Go Cart track)
- 1.17. Solid Waste Management in Samsun
- 1.18. Natural Stone Production Establishment in Samsun
- 1.19. Setting up Amazon Museum and bringing in Tourism in Samsun
- 1.20. Realizing Voluntary Services EVS Project under the coordination of Yerel Gündem 21. in Samsun
- 1.21. . Expropriation around the Amasya Ferhat Water Channel.
- 1.22. Rehabilitation of Amasya Ferhat Water Channel and making Great Love of Ferhat and Şirin a tourism value.
- 1.23. Lighting up Amasya Castle.
- 1.24. Amasya Castle and Cilanbolu Tunnel's rehabilitation.
- 1.25. Buildig a rubber barrage to make the Yeşilırmak suitable for boat trips.
- 1.26. Setting up SAGONET touris Office.
- 2.1 Increasing the capacity of rural or civic institution's staff.
- 3.1 Preparing presentation CDs and brochures.
- 3.1. Attending the tourim fairs and advertising studies.

Comments of Kalmar

When writing this draft Work Plan the interactive process between Kalmar and BSR is on going. The comments of Kalmar have not yet been discussed and integrated in the work plan.

The SAGONET part

At the establishing phase of SAGONET it is important to have focus on common activities. Let the different alternatives of how to run SAGONET be hypothesis to be tested by carrying through different activities. The mentioned alternative were; a company, a NGO/association or a municipality administration. Kalmar proposes that when partners are to join the SAGONET network the participating organizations sign a "Letter of intent/cooperation".

The following activities were discussed during the Kalmar visit in Ordu in October:

- TUSENET Midterm Conference in 3-4 Dec 2008 as the very first SAGONET activity.
- Participating at the "Tourism Fair" in the Istanbul in February 2009
- Presentation and a tour to the SAGONET municipalities when the tourism operators are visiting Samsun in March 2009

SAGONET meetings are mentioned in the work plan. The experiences of Kalmar are that it is fruitful to have three main items on the agenda: 1/Exchange of knowledge and experiences, 2/ Coordination and defining common values and 3/ Joint projects.

The per municipality part

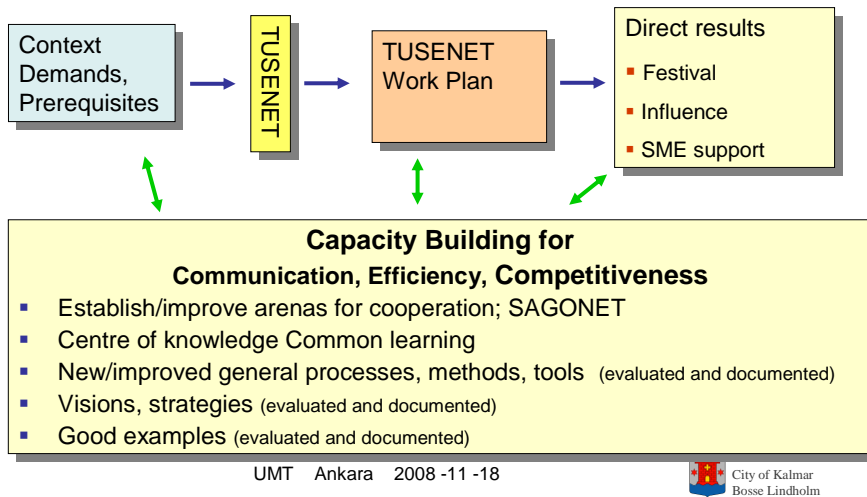
General comments

A main idea of all activities is that the project shall have a direct impact/result on the situation in the municipality as well as an indirect result by contributing to increase the capacity of the partner (capacity building) to take further steps in the development of the municipality. Very often the capacity building is the most important result. The projects and the direct result is to be used as a good example of a general method, strategy etc. The project must start from the actual needs, challenges etc of the city.

This is explained in the picture below:

tusenet

Arena; Capacity building model



When improving the work plan it is important to have in mind that objectives must be realistic, measurable and time based and linked to defined indicators. The work plan must identify necessary resources; human and money. It is important to identify the customers/visitors as well as partners, stakeholders etc. Risk analysis is also very important to carry through and make plans how to avoid and handle the risks if they occur.

It is of crucial importance to integrate the horizontal themes stated in the signed Cooperation Agreement in order to reach the general objectives and projects aims of TUSENET. It is important to show how this shall be done; Objectives, methods, activities etc..

General problems and Foreseen obstacles and difficulties

Identified general problems that will be taken care of in the project (Justification)

Area of deployment and activities with responsibilities for each activity with a detailed time schedule.

Foreseen obstacles and difficulties in reaching results and suggestions on how these obstacles/possible weaknesses can be handled.

Follow-up, proposals/plans on how to measure the results.

Documentation and reporting – instructions on regular reporting.

Project leader