



Project funded by
the EUROPEAN UNION"



"Black Sea Cross Border Cooperation" Programme

Project Title

Olkas

From the Aegean to the Black Sea.
Medieval Ports in the Maritime Routes
of the East

Reference Number : 1.1.2.66884.168

Minutes

3rd Steering Committee Meeting

Thessaloniki, December 6th , 2013

European Centre of
Byzantine and Post-Byzantine Monuments (EKBMM)

Thessaloniki

January 2013

Common borders. Common solutions

LIST OF PARTICIPANTS

Name	Organization	Role in the project
Flora Karagianni	European Centre of Byzantine And Post-Byzantine Monuments (E.K.B.M.M.)- (GR)	“OLKAS” Scientific Responsible
Anastasia Chatzinikolaou	European Centre of Byzantine And Post-Byzantine Monuments (E.K.B.M.M.)- (GR)	Project “OLKAS” Coordinator
Marina Leivadioti	European Centre of Byzantine And Post-Byzantine Monuments (E.K.B.M.M.)- (GR)	Project Manager
Helen Grympogianni	European Centre of Byzantine And Post-Byzantine Monuments (E.K.B.M.M.)- (GR)	EKBMM Accounting Support
Ufuk Koçabas	Istanbul University, Faculty of Letters, Department of Conservation of Marine Archaeological Objects - (TR)	Project Manager
Evren Turkmenoglu	Istanbul University, Faculty of Letters, Department of Conservation of Marine Archaeological Objects - (TRK)	Secretarial Support
Taner Guler	Istanbul University, Faculty of Letters, Department of Conservation of Marine Archaeological Objects - (TRK)	“LIMEN” project, Project Manager
Seçil Erden	Cultural Awareness Foundation - (TRK)	Project Manager
Maria Tsiousia	<i>Culture Center of Thessaloniki - (GR)</i>	Project Manager
Evi Ignataki	<i>Culture Center of Thessaloniki - (GR)</i>	Secretarial Support
Alexander Minchev	Varna Regional Museum of History - (BG)	Project Manager
Denitsa Yordanova	<i>Varna Regional Museum of History - (BG)</i>	Secretarial Support
Gabriel Custurea	<i>Museum of National History and Archaeology from Constanta - (RO)</i>	Project Manager
Irina Nastasi	Museum of National History and Archaeology from Constanta - (RO)	Secretarial Support
Sofronios Paradeisopoulos	Branch of Hellenic Foundation for Culture - (UKR)	Project Manager
Valeriy Suntsov	Branch of Hellenic Foundation for Culture - (UKR)	Secretarial Support
Ketevan Mikeladze	G. Chubinashvili National Research Centre for Georgian Art History and Heritage Preservation - (GE)	Technical Advisor – Scientific Responsible
Victor Arkhipov	Russian National Committee for Black Sea Economic Cooperation	Associate Partner
Natalia Shterbul	Committee for Preservation of Cultural Heritage	Associate Partner
Chryssa Kopra	AlphaMENTOR	

The 3rd Steering committee meeting of project “*OLKAS: From the Aegean to the Black Sea – Medieval Ports in the Maritime Routes of the East*” was realized at the Headquarters of European Centre for Byzantine and Post- Byzantine Monuments on December 6th, 2013, from 13:00 to 19:00. The aim was for the partners to discuss the final results of the project, the rate of successful implementation and the issues remaining.

The meeting was held after the successful completion of the OLKAS International Symposium.

The detailed agenda of the 3rd Steering Committee is in [APPENDIX I](#).

The agenda of the meeting included:

1. Welcome address and review of the Symposium results
2. Group of Activities final discussion of the results, complementary actions and loose-ends
3. Contractual and financial issues to be handled
4. The Addendum No1 procedures and the 3-month extension activities to be implemented
5. Dissemination issues and the Common Future of the Network OLKAS
6. The Copyright Agreement
7. Summary and Results of the Meeting

In the meeting was distributed the following material:

The Agenda

The Copyright Agreement as drafted by the EKBMM

A table with the project's process

A table with the project's outputs and results indicators achieved so far, according to the Logical Framework

An assessment questionnaire to be filled after the completion of the meeting

(see Appendix)

Opening of the Meeting and Welcome Address

- ➔ Welcome Address by Dr Flora Karagianni
- ➔ Approval of the Agenda

Session A: Review of the OLKAS International Scientific Symposium

Flora Karagianni, *European Centre for Byzantine and Post- Byzantine Monuments (GR)* - All

Dr. Flora Karagianni opened the Steering Committee Sessions by thanking all the partners for their

efforts to deliver a very successful Scientific Symposium.

Dr. Karagianni presented the some interesting information with statistics regarding the participants of the Symposium and then, a general conversation followed on the Symposium results:

A total of more than 200 participants attended the Symposium in total or in Sessions. The registered participants were 195.

The 27, 6% were Partners, Speakers and EKBMM's representatives. (54 people).

There were additional 139 registrations out of which:

There were 5 representatives of Public Authorities (Region of Northern Greece, Municipalities, etc.)

2 representatives of International Organisations

4 Consulates (Turkey, Russia, Romania, Bulgaria)

Also:

- The 20% were academics, researchers, education professionals
- The 25% were university students
- The 20% were museum and cultural organisations staff
- The 17% were private archaeologists and architects
- The 2% (3 persons) were representatives of associations
- And the 5,7% of the attendants was represented by the tourism sector

The general feeling was that a very useful and successful Scientific Symposium was organised.

Session B: Activities Review

All Partners

The Partners moved on to review and evaluate each GofA, their results, deliverable, loose-ends, etc.

There was a brief presentation of the project's results.

➔ GA1: Ports Listing and Documentation

For GofA 1 the partners made no observations, since this Group of Activities has been completed successfully.

➤ GA2: Know – How, Experience and Good Practices Exchange

For GofA 2, no further analysis was given the Symposium. However, the possibility was discussed for a number of the proceedings' copies to be given to each partner, so that they can distribute them in their countries, based on a list of stakeholders that would be given to EKBMM, such as libraries, museums, universities, local cultural organisations, etc.

➤ GA 3: Creation of Cross Border Cultural Tourism Products

For GofA 3, and as far as the Documentary film (Activity 1) is concerned, the partners agreed that the documentary was completed successfully, according to the standards (technical, aesthetic, scientific) that had been set by all. A copy was given to all partners who took the responsibility to establish a promotional framework for its dissemination.

Concerning the Exhibition (Activity 2), the Partners discussed about the possibility to present the exhibition to other cities, too. The Romanian partner, agreed to proceed with budget allocation in order to fulfill their wish to host the Exhibition in Constanta. Also, it was discussed, in the framework of integrating the OLKAS products, to unify the Exhibition: The responsible partner of the Culture Center of Thessaloniki, undertook the task to present the history of the making of the exhibition that occurred in every participating country along with the related documentation.

Special reference was made to the Educational Programme - Theatre Games (Activity 3). What was suggested was that, one integrated output should be produced, between the involved partners, Cultural Awareness Foundation, Varna Regional Museum of History, Museum for National History and Archaeology from Constanta, which could have the form of one common report and a leaflet. The discussion evolved between the involved partners and it concerned the reasons for such a deliverable, the budget and the form. The responsible IPA Partner of Cultural Awareness Foundation representative, Ms Seçil Erden insisted that they have the budget to proceed with such a new output. What was decided was that the 3 partners, would further communicate for the delivering of such an integrated output.

In relation to the final Edition Related (Activity 4), a detailed discussion occurred about the Final Edition. What was decided was that a revision of the information on ports should take place. The Partner from G.Chubinashvili National Research Centre for Georgian Art History and Heritage Preservation, Ms Ketevan Mikeladze suggested that the work needs to be evolved so that an academic and scientific publication to occur.

What was finally decided concerning the references in the edition, was that no references should be placed. The edition should be more of a comprehensive and detailed guide, with photos and other visual material, such as maps. The deadline for submitting the final texts was decided to be the middle of January.

The issue of the translation to local languages was raised. What was decided was that if there is budget then the translations would be very useful.

Also, the issues of the signature of the texts was discussed and the decision was that the name of the author should be placed and then the name of the Institution.

It was decided that at least 5 photos should be placed for the cities-ports, and in accordance to the size of the cities-ports, e.g. Istanbul should have 10 photos.

For the edition, was decided that according to the remaining budget of the Partners, either the EKBMM would prepare the edition (the editing, the translation) and the IPA Partners would print it, or the EKBMM would undertake the whole task.

Finally, the partners made their suggestions and voted for the title of the Edition to be:

“45 Medieval City-Ports from the Aegean to the Black Sea. A cultural guide”

➔ GA 4: Visibility of the Action

The GofA 4 was discussed in more detail during session D for the Extension Activities.

➤ GA 5: Management and Coordination of the Action and Contractual and Financial Aspects

Anastasia Chatzinikolaou, OLKAS project coordinator, European Centre for Byzantine and Post-Byzantine Monuments (GR)

As far as the Management issues are concerned a special reference was made to the 1st Addendum procedures for the 3-month extension, where the issue of the subsequent budget changes was thoroughly discussed.

A table was prepared with the project's progress and one that showed the project's outputs and results succeeded according to the Logical Framework ([APPENDICES III and IV](#)) and gave a comprehensive analysis on the implementation status of the project and its expected 3-month extension.

The auditing procedures were explained by Ms Chatzinikolaou as the project reaches to its final auditing phase. It was asked from those partners that need changes in their budgets to submit their requests so that the Lead Partner can submit, after the expected approval of the Addendum No1, a Notification of Request for budget change.

Special reference was made to the final auditing procedures, where it was stressed the importance of the procedures of the expenditures verification for this final auditing.

Regarding the final report, the partners were informed that after the approval of the Addendum No.1 for the 3-month extension, in consultation with the JMA, the EKBMM will explore the possibility of submitting one final report in May 2015 and not submitting another one between (in February 2015 as scheduled).

Finally, the partners discussed about the preparation of a “Layman's Report” on the project, a report addressed to the public, with simple and coherent manner, useful to disseminate generally the project in all countries and audiences in the Black Sea region.

What was concluded was that each activity has been completed successfully with small deviations from the original planning and that further work needs to be done for the dissemination activities.

(Presentation: [APPENDIX V](#))

Session C: Copyright Agreement

A draft of the Copyright Agreement was given to all partners to take it back to their organisations, evaluate it with their legal consultants and give their feedback. The procedure, was decided to be completed until the end of January.

Session D: 3-months Extension -Dissemination

The final discussion was mostly dedicated to the dissemination of the project's products (since the other sections were previously discussed) and which is the main concern for the 3-month requested extension.

The discussion occurred about the dissemination of all the project's products and results to reach the right stakeholders, in an integrated, complete and coherent manner. That was the main reason for the Addendum No.1 for the 3-month extension of the project.

For this reason it was decided to complete and promote the web-site of the project (www.olkas.net) to explore the possibility of promoting the documentary to local media but also to documentary and other media/cultural festivals

Mr Suntsov, from the Branch of Hellenic Foundation for Culture in Odessa, made some very interesting comments especially concerning the tourism industry of Odessa and the contacts that they have already started to establish. He also suggested that the documentary film should be disseminated to all countries as the main product and perhaps given to local media to be broadcasted translated in local languages.

Lastly, Ms Sophia Bournatzi, tourism marketing expert who is responsible to conduct the Marketing Plan of the feasibility study on the common future of the OLKAS cultural tourism network, gave the framework of the work that is being done and raised the main issues of concern about the marketing of such a cultural network. ([APPENDIX VI](#)). The feasibility study and the marketing plan are expected to be delivered by the end of February.

The partners were enthusiastic about the potentials of such a network and are expecting the final deliverable for the Common Future.

DECISIONS

For the Edition, it was decided that all partners have to send their final texts until the middle of January and that the task of the publishing of the Edition would be explored as to whether it should be taken in total by the EKBMM or by the combination of the work between EKBMM and IPA Partners.

About the documentary film it was decided that all partners should communicate and explore the potentials for its promotion.

About the exhibitions it was decided that the responsible partner, Culture Center of Thessaloniki would communicate with the involved partners for the production and dissemination of the Exhibition as an integrated, documented product.

The decisions about the Educational programme – theater game was that the IPA responsible partner, Cultural Awareness Foundation, would be in contact with the other two involved partners for the production of one report.

For the Copyright Agreement it was decided that the Partners should send their reply by the end of January, so that all can proceed with the signing and thus secure their rights over the OLKAS products.

For the Common Future and Dissemination activities it was decided that the partners that have not submitted yet their response to the questionnaire drafted by the contractor of the feasibility study, Ms Bournatzi, should submit their answers as soon as possible so that the analysis of the results can begin. The Partners should also extend their contacts with the culture and tourism sectors and other stakeholders, for the dissemination and promotion of the network and of the products of “OLKAS” and report horizontally their results.

For the Notification for budget change request it was decided that the partners needing to allocate their budget, should send within January their requests, so that EKBMM can submit a Notification as soon as possible, after the approval of the Addendum No.1 for the 3-month extension.

Finally all partners have been asked to fulfill the Assessment Report ([APPENDIX VII](#)) that was distributed with file given to all partners which included project's material that would be helpful to the 1st Steering Committee.

Overall, the Steering Committee dealt with all issues related with the Symposium and its results and dissemination, with the Edition on the ports. The Partners referred to their rights over the products, and the Copyright Agreement.

However, the most important issue was the discussion concerning the future of the network the dissemination of the products and results, especially to the cultural tourism sector and, of course, the connection of the OLKAS project with its continuation, the LIMEN project.

The works of the 3rd Steering Committee were completed late afternoon and were characterized by significant participation of all partners to the dialogue that followed along with constructive comments and additions.

The following **MILESTONES** and their deadlines were given to **all partners** for the next months activities:

Activities	Dead -line	Notes
Submission of final texts for the Edition	Mid-January	
Copyright Agreement	End of January	
Internal Evaluation Report	20/12/13	
Final consolidated audit report	03/2013 for Greece, Romania, Bulgaria 05/2015 for the total project	
Final Report	05/2014*	In agreement with the JMA
“Layman's Report”	05/2014*	A more specific date to be agreed

APPENDIX

APPENDIX I: AGENDA



3RD STEERING COMMITTEE MEETING AGENDA – THESSALONIKI, 6TH OF DECEMBER 2013

Agenda

The 3rd final steering Committee meeting takes place in Thessaloniki, Greece, on December 6th 2013 at the Headquarters of the European Centre of Byzantine and Post-Byzantine Monuments. This meeting will be dedicated to the evaluation of the OLKAS Project, its products and the future of the network. It will take place right after the completion of the works of the final “Olkas Scientific Symposium “

Important issues will be the evaluation of the project's products, the copyright agreement, the 3-month extension, the budget, and, of course, the capitalization activities and the future of the network.

December 6th 2013
(13:00 pm to 20:00pm)

SESSION A

- Review of the Symposium results

Dr. Flora Karagianni - All

SESSION B

ACTIVITY REVIEW

- Review and evaluation of each group of activities (results, deliverables, loose-ends, timeschedule according to responsibilities)

Coffee break:

SESSION C

COPYRIGHT AGREEMENT

- “OLKAS Products /outputs” (rights-obligations-terms)

SESSION D

EXTENSION

- Dissemination Plan
- Last budget change
- Audit procedure
- Final Report
- Layman's Final Report

SESSION E

CAPITALIZATION ACTIVITIES

- Future of the Network
- Capitalization
- Connection with the LIMEN Project and other B.S. Projects

Common borders. Common solutions.

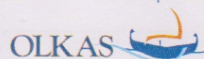


APPENDIX II: LIST OF PARTICIPANTS



Project funded by
the EUROPEAN UNION

"OLKAS"
"From the Aegean to
the Black Sea. Medieval Ports in the
Maritime Routes of the East"



3rd Steering Committee meeting

Thessaloniki

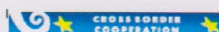
6, December 2013

Headquarters of the European Centre for Byzantine and Post-Byzantine
Monuments (EKBMM)

List of Participants

A/A	Name/ Surname	Body	Role in the Project	Signature
1.	FLORA KARAGIANNI	E.K.B.M.M.	Scientific Responsibility	[Signature]
2.	NATALIA SUKTERDUL	COMMITTEE FOR HERITAGE PRESERV.	ASSOC. PARTNER	[Signature]
3.	PARADESPOULOS S.	HELLENIC FOUND. FOR CULTURE	PARTNER	[Signature]
4.	VILHELYM SUNTSOV	HFC (ODESSA, UA)	PARTNER	[Signature]
5.	ANASTASIA CHATZINILOU	EKBMM (GR)	OLKAS Coordinator	[Signature]
6.	IRINA NASTASI	MNHAC (Constanza, RO)	Assistant	[Signature]
7.	GABRIEL CUSTUREA	MNHAC CONSTANTA	PARTNER	[Signature]
8.	SEÇİL ERDEN	CULTURAL AWARENESS (CAF) FOUNDATION	Project Coordinator of CAF	[Signature]
9.	EVREN TURKMEENOGLU	ISTANBUL UNIV.	Project Assistant	[Signature]
10.	Ufuk Kocakci	" "	IPA Leader	[Signature]
11.	Livadioti Marina	EKBMM	Project manager	[Signature]
12.	Ketevan Mikeladze	Chubinashvili Centre	Scientific rep	[Signature]
13.	Evi Ignataki	KE.PO.THE	Secretarial SUPPORT	[Signature]
14.	MARIA TSIOUSIA	CULTURE CENTRE OF THESSALONIKI (KEPOTHE)	Project manager	[Signature]
15.	Dimitra Kosdamara	VARNA REGIONAL MUSEUM OF HISTORY	Secretarial Support	[Signature]
16.	Alexander Minchev	VARNA MUSEUM	Project manager	[Signature]
17.	Eleni Grympogianni	EKBMM	accounting support	[Signature]
18.	Taner Güler	Istanbul University		[Signature]

Common borders. Common solutions



APPENDIX III: PROJECT'S PROGRESS

THE PROJECT OLKAS PROGRESS								2/12/2013
Activities	Initial Planning	Final	20%	40%	60%	80%	100%	Comments
GA1: Ports Listing and Documentation								
1.1. Final Ports Catalogue	m1-m8	m1-m8						
1.2. Validation of the selected ports	m1-m8	m1-m8						
1.3. Documentation of the selected ports	m1-m18	m1-m22						Additional documentation needed (Varna Regional Museum-Istanbul University)
GA2: Know-how, Experience and Good Practices exchange								
2.1. Symposium	m3-m24	m3-m24						
2.2. Seminars	m1-m4, m13-m16	m1-m4, m13-m16						
2.3. Meetings-Educational Missions	m1-m24	m1-m24						
GA3: Creation of Cross-border Cultural Tourism Products								
3.1. Documentary Production	m3-m24	m3-m24						
3.2. Exhibition Organisation	m3-m20	m3-m20						(4) additional exhibitions organized
3.3. Educational Programme- Theatre Game	m3-m21	m3-m23						Additional documentation needed (Varna Regional Museum-MINAC)
3.4. Development of project's outputs	m3-m23	m3-m24						Addendum request for 3-month Extension
GA4: Visibility of the Action								
4.1. Maritime Routes	m3-m24	m3-m24						-/-
4.2. Dissemination of project's outputs	m3-m24	m3-m24						-/-
4.3. Common Future	m3-m24	m3-m24						-/-
GA5: Management and Coordination of the Action								
5.1. Management of Activities	m1-m24	m1-m24						-/-
5.2. Reporting	m1-m24	m1-m24						-/-
5.3. Auditing	m12-m24	m12-m24						Critical parameter for the expenditures verification

REVIEW OF PROJECT'S OUTPUTS				
OUTPUTS	Total	Planned	Deviation	Comments
Ports Listing and Documentation				
Documentation of primary cultural information				
Documentation of secondary multimedia cultural information	45	32	+13	
Information insert to the multilingual database	45	32	+13	
Know-how, Experience and Good Practices exchange				
1 Symposium (Thessaloniki)	1	1	0	
Proceedings Publication (hard copy-electronic version)	1	1	0	
2 Seminars (Thessaloniki, Istanbul)	2	2	0	
3 Meetings (Thessaloniki, Istanbul, Thessaloniki)	3	3	0	
Creation of Cross-border Cultural Tourism Products				
1 Documentary Film	1	1	0	
3 Exhibitions on Ports' history (Thessaloniki, Odessa, Istanbul)	6	3	+3	
2 Educational Programmes- Theatre Games (Varna, Constanta, Istanbul)	3	3	0	
Basic Publication (20 pages) in English language	1	1	0	Each partner can prepare summary in their language or use the electronic edition

OUTPUTS	Total	Planned	Deviation	Comments
Visibility of the Action				
(1) Website	1	1	0	In progress
(1) conference per partner	6	6		
(3) press releases per partner				Much more press releases
(30) links to websites				
Informative material in 7 languages (leaflets)	1	1	0	Add information
(1) feasibility study with marketing plan in English	1	1	0	
(2) networking events with tourism industry (Istanbul, Thessaloniki)	2	2	0	2 events were realised: one in Istanbul and one in Athens (instead of Thessaloniki)
(3) direct contacts with agencies from cultural tourism industry	3	3		In progress
Management and Coordination of the Action				
(1) Management Guide	1	1	0	
(3) Steering Committee Meetings	3	3	0	
(1) Copyright Agreement	1	1	0	In progress
(5) progress reports	7	6	+1	In progress
(2) evaluation reports (internal)	2	2	0	In progress
(2) audit reports	2	2	0	In progress (1)

APPENDIX IV: PROJECT'S OUTPUTS AND RESULTS (ACCORDING TO THE L.G.)

Project's "OLKAS" contribution according to the logical framework indicators are as follows:

OUTPUT INDICATORS	Overall Quantity	To date Quantity	Comments
OUT 1: Number of cross border partnerships for local development projects created	1	1	"OLKAS NETWORK"
OUT 2: Number of entrepreneurs / economic agents involved in project activities	3	3	<ul style="list-style-type: none"> TRAVEL AGENCY , PAPADOPOULOS, THESSALONIKI (FIRST PUBLICITY / PARTICIPATION IN KICK OF MEETING Entrepreneurs Cultural Society of NORTHERN GREECE/ PARTICIPATION IN KICK OF MEETING Corvus Travel agency / Istanbul http://corvus.travel/index.php?option=com_blankcomponent&Itemid=84 Mouzenidis Travel (http://www.mouzenidis-travel.com/article/cruises http://www.blackseacruises.com/
OUT 3: Number of training / innovation promotion initiatives for entrepreneurs initiated	2	-	<ul style="list-style-type: none"> End of September 2013 (kavala: tour operators) End of December 2013 (Istanbul: travel agencies)
OUT 4: Number of local administrations involved in initiatives for capacity building	5	6	<ul style="list-style-type: none"> Black Sea Club Odessa City Council Municipality of Varna Municipality of Istanbul Municipality of Thessaloniki (contact with Thessaloniki's Port Organization) Municipality of Kavala
OUT 5: Number of new researched and/or established links of information, communication, transport and trade	2	-	<ul style="list-style-type: none"> Olkas platform / Web attractive site: «Maritime routes» (on going) 2 contracts with tourism agencies

RESULTS INDICATORS	Overall Quantity	To date Quantity	Comments
RES 1: Number of project partnerships establishing permanent economic relations between the economic actors from different countries after the end of project activities	3	In progress	<ul style="list-style-type: none"> Organisation of black sea economic cooperation Black and Azov Seas Ports Association (BASPA) Black Sea cruises (http://www.blackseacruises.com/index.cfm)
RES 2: Number of entrepreneurs adopting innovations and starting new production after involvement in projects	3	In progress	<ul style="list-style-type: none"> Corvus Travel agency / Istanbul http://corvus.travel/index.php?option=com_blankcomponent&Itemid=84 Mouzenidis Travel /Thessaloniki (http://www.mouzenidis-travel.com/article/cruises George's Travel Service Ltd. / Athens (http://www.georgestravel.gr/)
RES 3: Number of entrepreneurs / economic agents completing activities and achieving new skills and competencies	2	2	
RES 4: Number of new permanent joint products or partnerships in the area of tourism	3	In progress 2	<p>Collaboration agreement (partnership) with :</p> <ul style="list-style-type: none"> the Association of licensed tourist guide of Northern Greece (http://www.tourist-guides.gr/en.aspx) the International Hellenic University (Black Sea Cultural Studies /http://www.hum.i.hu.edu.gr/index.php/en/courses/masters/ma-in-black-sea-cult "Royal Caribbean" will try out cruises around the Black Sea including the largest ports in Romania, Bulgaria, Ukraine, Russia and Turkey. (http://odessamedia.net/news/odessa/v-chernom-more-oprobuyut-krugovie-kruizi/). (Interview of the Director of the Administration of Sea Ports of Ukraine, November 19th 2013)
RES 5: Number of local administrations and organizations activating new types of services or new ways of providing existing services	5	In progress 7	<ul style="list-style-type: none"> Black Sea Club/ cruises Odessa City Council/ cultural information Municipality of Varna / cultural information Municipality of Istanbul: "cultural port" Municipality of Thessaloniki / cruises Thessaloniki's Port Organization/ cruises Municipality of Kavala / cruises

APPENDIX V: GofA 5: MANAGEMENT AND COORDINATION OF THE ACTION

***Anastasia Chatzinikolaou*, European Centre of Byzantine and Post-byzantine Monuments, OLKAS
Project Coordinator, (GR)**


The Project "OLKAS" :
Management & Coordination of the Action

Anastasia Chatzinikolaou,
Architect, Spatial Planner
**European Centre of Byzantine and Post -
 Byzantine Monuments (GR)**

 "OLKAS: "From the Aegean to the Black Sea" –
 Medieval Ports in the Maritime Routes of the East" 

THE PROJECT

Activity 1: Maritime Routes GA4: VISIBILITY OF THE ACTION	GA1: PORTS LISTING AND DOCUMENTATION Activity 1: Total from Catalogue Activity 2: Validation of the selected ports Activity 3: Documentation of the selected ports	GA5: MANAGEMENT AND COORDINATION OF THE ACTION Activity 1: Management of activities Activity 2: Reporting Activity 3: Auditing
	GA2: KNOW-HOW, EXPERIENCE AND GOOD PRACTICES EXCHANGE Activity 1: Symposium Activity 2: Seminars Activity 3: Meetings – Educational missions	
	GA3: CREATION OF CROSS BOARD CULTURAL TOURISM PRODUCTS Activity 1: Documentary Production Activity 2: Exhibition Organization Activity 3: Educational program: Theater game Activity 4: Development of projects outputs	

 "OLKAS: "From the Aegean to the Black Sea" –
 Medieval Ports in the Maritime Routes of the East" 

EXPECTED RESULTS

- Creation of a framework for transborder cooperation in order to develop a joint methodology and management tools for the cultural heritage.
- Protection and promotion of the monuments and their integration into local plans for spatial development
- Development of a joint academic language and joint methodologies
- Save cultural landscape and natural environment
- Creation of the conditions for the socio-economic development of the region through the vehicle of cultural tourism

 "OLKAS: "From the Aegean to the Black Sea" –
 Medieval Ports in the Maritime Routes of the East" 

MAIN OUTPUTS

- Documentation of 32 "old ports" (finished)
- Documentary production (finished)
- "Old ports" history (Three exhibitions) (finished)
- Educational programs - Theatre game (finished)
- Web attractive site: «Maritime routes» (on going)
- Two seminars (finished)
- One symposium (finished)
- One edition (in progress)
- Three contacts with tourist agencies (in progress)

 "OLKAS: "From the Aegean to the Black Sea" –
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THE FINAL REPORT

The final report will be realised according to the programme Provisions and it will mainly contain:



- a summary of the main achievements and results of the project
- a detailed account of the achieved activities according to the project
- in annex, all relevant documents useful to better show and assess the project results
- the final statement of expenditure and income, including
- the expenditure verification carried out by the external auditors.

the layman's report aiming to inform a larger target group the objectives, the actions and the results of the project

 "OLKAS: "From the Aegean to the Black Sea" –
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GA5: MANAGEMENT AND COORDINATION OF THE ACTION (EXTENSION)

Activity 1	Management of activities
Co-ordinator of the activity	EKBMM
Participants-Partners	ALL
Description	Effective management of "OLKAS" project completion
Outputs pending	<ul style="list-style-type: none"> • "Copyright agreement" (1) • Last budget changes ??
Timeschedule	01/2012-12/2013+3 months

 "OLKAS: "From the Aegean to the Black Sea" –
 Medieval Ports in the Maritime Routes of the East" 

GA5: MANAGEMENT AND COORDINATION OF THE ACTION (EXTENSION)	
Activity 2	Reporting
Co-ordinator of the activity	EKBMM
Participants-Partners	ALL
Description	Reporting, "On going", evaluation (December 2013)
Outputs pending	Narrative Progress Report (01/10/2013-31/01/2014)?? Final Report (01/01/2012 -30/03/2014)
Timeschedule	Evaluation Report: 20/12/2013 Narrative Progress Report: ??? 03/2014 Final Report 05/2014

GA5: MANAGEMENT AND COORDINATION OF THE ACTION	
Activity 3	Anditing
Co-ordinator of the activity	EKBMM
Participants-Partners	ALL
Description	For each partner should produce a report for expenditure verification
Outputs pending	Final consolidated audit report (1)
Timeschedule	03/2014 (for the partners) 11/for Greece, Bulgaria, Romania 05/2014 (for the total project)

Thank you for your efforts
and good work
for.... new initiatives !

Black Sea
“OLKAS: “From the Aegean to the Black Sea” –
Medieval Ports in the Maritime Routes of the East”

APPENDIX VI: OLKAS Cultural Tourism Network Marketing Plan

Sophia Bournatzi, PASS PARTOUT (GR)

OLKAS – THE PROJECT’S TOURIST PROMOTION

“Olkas” is a project that managed to resurgence the interest about a major part of history: the medieval ports of the Aegean and the Black Sea. There have been several mentions during the symposium about how the Byzantine ship Olkas transported not only merchandise but mostly ideas and culture. The major fact concerning either the commercial or cultural exchanges remains that they were accomplished by travelers. People that - above all - were looking for new experiences.

The hunting of the ultimate experience is still the main goal of traveling. More than 6.8 billion trips abroad have taken place in 2012 according to IPK (International Tourism Consulting Group) International’s World Travel Monitor. This number increases every year at least 2%.

“Olkas” is a scientific project which can easily be transformed into a major tourist project. It applies mostly in cultural tourism but it combines several other sections of tourism such as: round trips, cruises, education, gastronomy and wine, conferences, events, leisure (sea & sun).

Cultural tourism has been defined as 'the movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs'. The significance of cultural tourism is shown in the following numbers after several institutions’ research:

- About half the people (46%) chose activities/attractions that could be counted as “cultural tourism”
- Cultural tourism accounts for 40% of world tourism revenues according to UNESCO.
- The UK travelers (opinion leaders) spend annually for cultural services around 4.000.000 euros.

The team of the Olkas program already proceeded in creating material which can be helpful to tourism professionals. Some examples of how the sub-projects of Olkas can be entered as new tourism trends are:

- 1) **Olkas:** Registration of history and information of the medieval ports. **Tourism:** Every archeological site without its myths, legends and history is just a place of stones and ruins. The story is the one that attracts the visitor.
- 2) **Olkas:** Creation of a network of ports. **Tourism:** The Olkas maritime routes can already be presented to the cruise ship owners.
- 3) **Olkas.** Organization of the Photo exhibition. **Tourism:** The photo collection is already a cultural event for each city that it is exhibited but can also be part of bigger events such as festivals of culture and art.
- 4) **Olkas.** Production of the documentary video. **Tourism:** The same route that the film crew followed can be adjusted to become a road trip at the Black Sea region.
- 5) **Olkas.** Organizing the educational games. **Tourism:** The travel experience is possible if the travelers actually participate. Those learning projects are included in many Museums worldwide not only as games but also as an educational process for future responsible travelers.

- 6) **Olkas.** The documentary. **Tourism:** This is a tool for the tourism professionals (tour operators that create the packages and journalists that write about them) who will decide to promote the Black Region ports and cities.

After the registration of the 45 ports, the marketing team's next step was to create a questionnaire. On the occasion, I would like to thank you on behalf of our team for fulfilling it in so many details. This questionnaire is helping us to realize the size of tourism impact in each region as well as the ways of cultural tourism development. The results of the questionnaire will be included in the final marketing strategy.

The first conclusions from the Olkas project concerning the marketing plan that needs to be followed are:

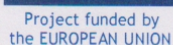
- There is a huge difference concerning the level of tourism infrastructure between the participant regions. This means that the programs that include all regions need to apply to special interest visitors and not mass tourism.
- There are also differences in transportation ways. Although they all have ports, they attract visitors also by train, car, and airplanes. This fact allows us to organize maritime, road, air even rail packages.

Finally, I would like to inform you about the first suggestions that will help us build our marketing strategy and will be the first introduction to the establishment of the brand "Cultural Ports" from LIMEN program.

- The city ports are not only part of Olkas network. They must develop their own brand and marketing strategy. This also means, that each region should entrust a professional of tourism business for dealing about the tourism marketing with the other parts.
- The OLKAS can be either promoted as a unified project or can be divided to smaller packages for practical reasons. For example, there can be cruises for the whole Black Sea region but there can also be cruises between Greece and Turkey, Bulgaria and Romania, Ukraine and Georgia. This splitting gives us the opportunity of promoting more projects to a bigger number of tour operators.
- We need to find as many links as possible that will click on our main project which is monuments and culture. Between the participant countries (all or some of them) needs to start an exchange of: cooking – let's not forget that gastronomy goes along with culture in any type of traveler, music and dancing (the sounds are similar in many occasions), events (promoting the unique customs and local authenticity), science (which can help the conference tourism).
- Finally, we will take advantage of the contemporary technology by promoting everything via internet, social media and mobile apps. Let's not forget that Olkas was an innovation in every way for its time..

Thank you.

Sofia Bournatzi – PASS PARTOUT



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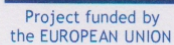
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Thank you for your cooperation!



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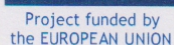
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Name: E. Tirkmenova

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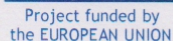
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Name: MARIA TSIOUSA

Signature:

Thank you for your cooperation!



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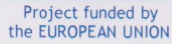
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Name: Evi Tomataki

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Thank you for your cooperation!



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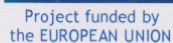
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Name: RINA XASTASI

Signature: _____

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Name: J. Poura 18/04/10

Signature:

Thank you for your cooperation!



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"OLKAS" **"From the Aegean to the Black Sea"**



Medieval Ports in the Maritime Routes of the East

3rd Steering Committee meeting

THESSALONIKI 6, DECEMBER 2013

ASSESSMENT REPORT

Express your opinion!

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A. MEETING ORGANIZATION

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B. INFORMATION ABOUT THE NETWORK

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C. PROJECT AND GROUP OF ACTIVITIES UPDATES

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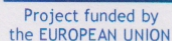
E. REMARKS - COMMENTS:

Good job!

Name: V. Sautsov

Signature: [Signature]

Thank you for your cooperation!



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Name: R Mikolajczak

Signature:

Thank you for your cooperation!



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A. MEETING ORGANIZATION

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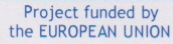
E. REMARKS - COMMENTS:

Thank you for your cooperation about preparing Project
We did very good job.

Name: SECIL ERDEN

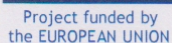
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Thank you for your cooperation!



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Name: Isabel Guler

Signature:

Thank you for your cooperation!