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| **Programme specific objective: 3.1 The quality and diversification of the tourism offer building on natural and cultural heritage is improved** |
| **Result: 3.1.1b The image and tourist attractiveness of the cross-border region as a multi-ethnic and culturally diverse European destination is improved** |
| IMPACT INDICATORS | Number of direct beneficiaries involved (to be disaggregated by type of vulnerable group and gender) \*\* |
| people with disabilities |
| youth |
| long-term unemployed |
| ethnic minorities |
| other (please specify) |
| Number of new jobs resulting from programme activities (to be disaggregated by gender) \*\*\* |
| Number of businesses still active after two years of their establishment (to be disaggregated by gender of the entrepreneur) |
| Number of new services available in the market one year after project ends |
| Percentage of increase in the number of visitors in the cultural and natural sites as well as to existing cultural and sport events addressed by the programme (to be disaggregated) |
| Number of cultural events that become a regular tradition |
| Number of sport events that become a regular tradition |
| Number of supported new products commercialised by the handicraft sector |
| Number of new supported artisans products commercialized |
| Percentage of increase in the workforce providing new products and services within the sector |
| Number of visitors visiting supported natural and cultural heritage sites |
| OUTCOME INDICATORS | Percentage of heritage sites which have improved their visibility\* |
| Number of organisations/institutions with increased capacities/competences (to be disaggregated by type of organisation) \*\*\* |
| local government units |
| national government units (ministries, agencies, offices) |
| non-governmental organisations (NGOs, CSOs, associations) |
| enterprises, particularly tourist providers |
| private |
| publicly owned |
| regional Development Agencies |
| educational institutions |
| cultural institutions |
| public utility companies |
| other type (please specify) |
| Number of new businesses established as a result of the action (to be disaggregated by gender of the entrepreneur) \*\*\* |
| Number of users of digital platforms |
| Number of plans implemented |
| Number of new services commercialised |
| Level of satisfaction of users/clients with new services |
| Level of satisfaction of trainees with new training courses |
| Increased level of competences among the trainees |
| Number of professionals in the cultural and sport fields participating in the implementation of operations (to be disaggregated by gender) |
| Number of training curricula/courses recognised/certified |
| Increased satisfaction of users/clients/visitors/spectators |
| Number of newly established thematic routes |
| Percentage of young people in the eligible areas participating in the cultural events |
| Number of cross-border networks between cultural institutions formalized |
| Number of people living in the eligible area participating in cultural exchange activities |
| Increase in the number of stakeholders (groups, organisations, institutions) involved in activities |
| Number of coordination teams established for cross-border networks between cultural institutions formalized |
| Number of new artisans providing new products and services within the intangible cultural heritage (to be disaggregated by gender) |
| Number of inhabitants and tourists on both sides of the border with improved networking and cooperation possibilities |
| Number of historical sites and buildings newly open to public visits |
| Number of cycling paths officially included in the routes of green cycle paths in Europe and in the world |
| Number of people with increased awareness on cultural heritage values |
| OUTPUT INDICATORS | Number of cultural events organised (to connect people of the programme area)\* |
| Number of cultural monuments rehabilitated and made accessible to visitors\* |
| Number of organisations directly involved in the implementation of this type of projects (to be disaggregated by type of organisation) \*\*\* |
| Number of organisations participating in cross-border networks/partnerships formed (to be disaggregated by type of organisation)\*\*\* |
| Number of inter-sectoral (local authorities-CSOs-private sector-public agencies-research and educational institutions) partnerships implementing this type of projects |
| Number of information/promotion events organised (to be disaggregated by type of event) |
| conferences |
| exhibitions |
| fairs |
| other information/promotion events (please specify) |
| Number of participants in information/promotion events (to be disaggregated by type of event and gender) |
| Number of promotion materials produced and distributed/published/broadcasted (to be disaggregated by type of promotional material) |
| Number of people reached by information/promotion campaigns |
| Number of capacity building events organised (to be disaggregated by type of event) |
| trainings |
| workshops |
| seminars |
| other capacity building events (please specify) |
| Number of participants in capacity building events organised (to be disaggregated by type of event and gender) |
| Number of training curricula developed |
| Number of studies developed (e.g. baseline, (pre)feasibility, research studies, etc.) |
| Number of digital platforms (information systems) developed |
| Number of websites operational |
| Number of sets of equipment purchased and made available to target groups |
| Number of cross-border networks/partnerships formed |
| Number of cross-border cooperation agreements signed |
| Number of plans developed (e.g. strategic, investments, business plans, etc.) |
| Number of people with increased capacities (to be disaggregated by gender) |
| Number of new services developed/introduced in the programme area |
| Number of facilities enhanced |
| Number of manuals, guidelines, handbooks developed |
| Number of study visits organised |
| Number of participants in study visits (to be disaggregated by gender) |
| Number of upgraded natural sites |
| Number of upgraded museum collections |
| Number of new sport events (tournaments, competitions, etc.) to connect people of the programme area organised |
| Number of participants in new cultural and sport events organised (to be disaggregated by "protagonists" and "visitors/viewers") |
| Number of new digitised collections/library funds created |
| Number of heritage sites in the cross-border area systematically promoted |
| Number of joint programmes for protection, promotion and management of cultural assets and for safeguarding the most valuable heritage monuments and sites developed and implemented |
| Number of knowledge bases established (mapping of resources and potentials, common strategic development concepts) due to, for instance, studies, databases or other |
| Number of cultural heritage sites improved |
| Number of cultural heritage places without or with poor previous touristic activity, requesting support |
| Number of organisations participating in fairs (to be disaggregated by type of organisation) |
| Number of upgraded historical sites and buildings |
| Number of facilities newly constructed |
| Number of fairs visited |
| Number of participants in fairs visited (to be disaggregated by gender) |
| Number of centres for intangible cultural heritage promotion and artisan training established and functional |
| Number of cross-border intangible cultural heritage coordination bodies established |
| Number of cultural institutions included in cross-border networking activities |
| Number of young people and women participating in new creative industries |
| Number of historical sites mapped |
| Number of small scale investments in infrastructure made |
| Number of viewers of videos produced |
| Number of visitors to the website |
| Number of objects and sites cataloged |
| Number of users of the equipment procured |
| Number of newly established research centres |

\* Indicators contained in the programme document and, therefore, considered as crucial for the achievement of programme objectives. Need to be included in every action for which they are relevant.

\*\* Indicators of a general nature that have to be included since they are relevant for every action.

\*\*\* Core indicators that are considered as very important, although not included in the programme document. Need to be included in every action for which they are relevant.