



ORGANIZATION OF THE BLACK SEA ECONOMIC COOPERATION

Permanent International Secretariat

**PRESS RELEASE
ON THE KICK-OFF EVENT FOR TOURAL PROJECT**

The kick-off event for the "Multidimensional model of tourism verticals driving the sustainable balanced growth among rural and remote grids and urban clusters of rural regions, fostering macro-regional cooperation" shortly named "TOURAL" Project, under Horizon Europe Program, took place in Thessaloniki, on 22-23 February 2024.

BSEC PERMIS was represented at the event by Executive Manager, Ms. Rositsa Stoeva, who made a presentation on PERMIS's role in supporting TOURAL's implementation.

The project focuses on cultural and creative tourism as drivers for sustainable development and covers three regions from the Adriatic-Ionian macro-region (Italy, Croatia, Greece) and three regions from the Black Sea area (Bulgaria, Romania, Ukraine).

The project's implementation started on 1 January 2024 and will run for 36 months, amounting 2.999.927€. BSEC PERMIS will cooperate with 19 other partners from the Black Sea area and beyond. The coordinator of the project is the Centre for Research and Technology (CERTH), Thessaloniki, Greece.

More information about the project can be founded here: toural-project.eu