

# PARTNERSHIP

IPA Cross-Border Programme CCI No: 2007CB16IPO008

## Press Release

### PROJECTS WITHOUT BORDERS



Nessebar Municipality



BOURGAS REGIONAL TOURIST ASSOCIATION



Union of the Edirne Tradesmen and Craftsmen Chambers



SECRETARIAT GENERAL TO SPECIAL ADMINISTRATION OF PROVINCE IN EDİRNE

<b>Project title</b>	<b>CRAFTS DEMONSTRATION CENTER IN NESSEBAR AND EDİRNE</b> <b>Project No 2007CB16IPO008-2009-1-069</b>
<b>Lead Partner</b> (name/country)	NESSEBAR MUNICIPALITY BULGARIA
<b>Partners</b>	BOURGAS REGIONAL TOURIST ASSOCIATION Union of the Edirne Tradesmen and Craftsmen Chambers SECRETARIAT GENERAL TO SPECIAL ADMINISTRATION OF PROVINCE IN EDİRNE
<b>Priority axis</b>	Axis 1: Sustainable Social & Economic development
<b>Area of intervention</b>	1.3: Infrastructural support for the improvement of the economic potential of the co-operation area
<b>Duration</b> (in months)	24 MONTHS
<b>Total budget</b> (in €)	599 953.16 €
<b>Project Objectives</b>	The project supports the following <b>GENERAL OBJECTIVE</b> (in line with Specific objectives of the Programme, directly addressed by Priority Axis 1, Intervention Area 1.3): Encourage the sustainable economic development and the competitiveness of the cross border region (District Bourgas - Edirne Province). <b>Specific objectives:</b> Establish long-term opportunities for the craftsmen in the cross-border region (Nessebar-Edirne) for promotion and joint marketing of the local craft products, improvement of the capacity and awareness through setting up of a Joint „Crafts Demonstration Centre in Nessebar and Edirne”, organization of trainings and exhibitions.
<b>Project Activities</b>	<b>PROJECT MANAGEMENT</b> A Project Joint Steering Committee with representatives of each partner will be done. It'll



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have 4 meetings. Project team will be appointed. It'll conduct monthly meetings in order to take decisions on activities forthcoming - actual and virtual meetings (Skype conferences); make monitoring and control; identify the current problems and take measures to overcome them; make assessment of the results obtained during the respective period and project technical and financial management. The management strategy relies on complex methodological approach which to ensure that each project activity follows the cycle: (a) preparation; (b) implementation and decision making; (c) monitoring and assessment and (d) reporting.

#### **TENDER PROCEDURES**

The project foresees the involvement of external experts for the preparation of the tender documentation - announcements, terms of reference, methodology for evaluation, publications, evaluation and selection of a subcontractor. The activities to be implemented in Bulgaria: works and supply of equipment and furniture, preparation and publication of printing materials, for Edirne: works, supply and advertising materials. This activity will be implemented strictly following the PRAG and the rules set by the Programme.

#### **CONSTRUCTION WORKS AND CREATION OF A JOINT CRAFTS DEMONSTRATION CENTRE IN NESSEBAR AND EDIRNE**

Reconstruction of a two-storey massive building in Nessebar - 115 m<sup>2</sup>. The first floor will have two offices and 1 hall for trainings and meetings. The second floor will be reconstructed into a multi-functional conference hall for crafts exhibitions, conferences, seminars. Access for people with disabilities will be ensured. The whole building will be insulated ensuring higher energy efficiency. An old ottoman house provided for long-term use to TCC by SECRETARIAT GENERAL TO SPECIAL ADMINISTRATION OF PROVINCE IN EDIRNE will be used for Demonstration centre. The house has two floors - each floor with 4 rooms and a lounge. They will be painted and used for exhibitions of different crafts. Both buildings will be equipped.

#### **CRAFT EXHIBITIONS IN THE CDC IN NESSEBAR AND EDIRNE**

There will be 4 thematic crafts exhibitions - 2 in Nessebar and 2 in Edirne. The exhibitions will be three-days each. Eight craftsmen averagely are foreseen to take part in each exhibition. The project envisages the organization of demonstrations, practical seminars, possibilities for involvement of the visitors, evenings of the respective crafts, lectures and other events.

#### **TRAININGS FOR THE LOCAL CRAFTSMEN**

In order to meet the needs of the target groups and craftsmen following trainings are planned during the project - trade and commercial contacts between Bulgaria and Turkey, border control and customs formalities; consumer protection in EU; partnership; education and possibilities for trainings of craftsmen. Two of the trainings will be held in Edirne and two in Nessebar. 100 people will be trained. Each trainee will receive a pack of training materials and a CD with the presentations, reading materials, legislation.

#### **MARKETING AND PROMOTION**

The promotion of local crafts and new possibilities and markets are an important activity. The development of a cross-border marketing strategy for the crafts in the two areas is planned - marketing surveys, joint messages and advertising materials. Main customers for crafts are tourist. The project foresees the development of a website for the local craftsmen in Nessebar and Edirne. It will provide information about forthcoming exhibitions, a database of the craftsmen, the products and services they offer and their contact details. Advertising brochures will be developed for the separate crafts to be included in the exhibitions.

Brochures are envisaged for 8 crafts in each country, 1200 in total for the respective country.

#### **CRAFT FAIRS IN NESSEBAR AND EDIRNE**

There will be two Craft Fairs - one in Nessebar and one in Edirne. They will be broadly promoted in Bulgaria and Turkey as well as other areas. The official opening of the Demonstration centre in Nessebar will coincide with the first exhibition of Turkish crafts. 12 Turkish craftsmen will participate in it. The exhibition will be 4-days and the opening will be accompanied by a short official programme.

Similarly, the official opening of the centre in Edirne will be accompanied with the first exhibition of Bulgarian crafts. The number of Bulgarian participants will be 12.

Visitors will be mainly tourists and tradesmen.

#### **INFORMATION AND PUBLICITY**



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	One of the main responsibilities of the project team will be ensuring publicity and transparency of the project's implementation. This will be done via the following activities: 4 press conferences, 100 posters, 4 boards for the construction sites, pens (1000), folders (1000), sheets (2000), CDs 500, invitations for events. The project will have a Starting (in Edirne) and a Final (in Nessebar) conference with more than 100 participants in each of them. Publications and press releases in the local and regional mass media - four in Bulgaria and four in Turkey published in local editions.
<b>Project Results</b>	Joint Crafts Demonstration Centre functioning in Nessebar and Edirne - 2 buildings refurbished and equipped; Encouraged cooperation initiatives between craftsmen in different types of crafts - cooperation between local and regional public authorities and NGOs Number of joint activities - 4 exhibitions, 2 fairs, 4 training, promotional materials, web site Joint Marketing Strategy
<b>Target Groups</b>	The members of the Regional Crafts Association in Nessebar - 80 The members of Edirne Trade and Crafts Chamber - 4000 Administrations of Nessebar municipality and SECRETARIAT GENERAL TO SPECIAL ADMINISTRATION OF PROVINCE IN EDIRNE - 20 Members of BRTA - 26 institutions



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