

# **IMPLEMENTING AGENCY PHARE, MINISTRY OF REGIONAL DEVELOPMENT AND PUBLIC WORKS OF THE REPUBLIC OF BULGARIA**

“Culture Connecting People” is **complementary** type of project

“Culture Connecting People” aims at creation of favourable conditions for sustainable cross-border cooperation in the field of culture between Municipality of Dimovo (Bulgaria) and Municipality of Majdanpek (Serbia). The project targets various stakeholders - 2 local authorities, 3 cultural and 2 youth organizations, 5 media institutions and local people from both sides of the border. To achieve the project objectives the following activities are envisaged: Consultative meeting with local community in Dimovo; Workshop for elaboration of Joint Program for Cultural Exchange with all stakeholders; Cultural festival for folk art and ethnographic exhibitions. In order to sustain and even to broaden the results of the project “Cultural Bridge” website will be created, 1000 bilingual (Bulgarian/ Serbian) brochures and 500 bilingual maps of the region will be printed and disseminated. During the whole lifecycle of the project, visibility of the financial contribution of the European Union will be ensured.

The specific objectives are:

- To establish new cross-border contacts between representatives and organizations from Municipalities of Dimovo and Majdanpek;
- To develop a joint program document for cultural exchange;
- To promote historical cultural heritage of the region among the communities from both sides of the border;
- To provoke commitment of young people to local cultures;
- To establish cultural network between both municipalities.

## **Activity 1 - Conducting consultative meeting with local community**

The Project Team will invite representatives of two NGOs (“Community council-Dimovo” and “Youth Initiatives – Dimovo”), representatives of Community Cultural Centre “Paisii Hilendarski” as well as local people to an open consultative meeting. The project team will brief the participants with the objectives of Phare Cross-Border Cooperation program, the benefits of the cross-border relations with Municipality of Majdanpek, the idea of both municipalities to implement cultural exchange program and the planned project activities. The participants will be given the opportunity to express their opinions and to give ideas for the cultural festival, as well as to provoke interest for participation in the festival. The representatives of both NGOs will be officially invited to participate in the workshop with Serbian partner for elaboration of the Joint Program Document for Cultural Exchange. Journalists from local media will be invited as participants and to cover the event as well. After the meeting the Project Team and the Mayor of Dimovo will give press conference for the journalists from the local and regional media.

## **Activity 2 – Workshop for Cultural Exchange between Dimovo and Majdanpek municipalities**

The Project Team will organize 2 days workshop with representatives from the municipalities, both NGOs from Dimovo, the Community Cultural Center-Dimovo, representatives of cultural and youth organizations from Majdanpek and the local and regional media from both sides of the border. The meeting will take place on a boat on Danube River. The participants in the workshop will be 11 from Bulgarian side and 6 from Serbian side. The accommodation for 17 participants will be provided on the boat. There will be 3 coffee breaks, 1 breakfast, 2 lunches and 1 dinner served for the participants.

The agenda of the workshop will include:

- 
- Presentations of both municipalities;
  - Presentations of the organizations from both side of the border (cultural and youth);
  - Drafting Joint Program Document for Cultural Exchange between the municipalities;
  - Drafting Calendar of mutual cultural events;
  - Nomination of coordinators for implementation of the cultural calendar;
  - Setting up a date for the cultural festival in Dimovo.

The invited journalists, apart of participating in the workshop, will cover the event.

### **Activity 3 – Organization of the cultural festival in Dimovo**

The Project Team with the support of cross-border partner will define the performers and participants in the festival - members of the theatre casts, amateur vocal groups, children's and youth's folk ensembles, artists and others. Detailed program of the festival will be elaborated. 60 bilingual (Bulgarian/Serbian) posters for the festival will be printed and distributed both sides of the border to attract the local communities to festival activities. Performance stage for the town square will be ordered and arrangements for rental of audio equipment will be made. Transportation arrangements for the partners' participants in the festival will be made. Accommodation for the Serbian participants will be arranged. 100 T-shirts with the logo of the festival and the logo of the European Union will be printed for the organizers and the official guests of the festival. 50 invitations for official guests and media representatives will be printed.

The project team will invite as official guests:

- The District Governor of Vidin, mayors of neighbouring to Dimovo municipalities;
- Chief editors and executive directors of "Nie", "Vidin", "Konkurent" and "Slovo" newspapers, Vidin and Fanti G TV and "Budim", "Gama" and "Vedrenik" radio stations;

### **Activity 4 – Two days cultural festival for folk arts and ethnographic exhibitions**

The festival is planned to be held over a weekend in order to attract more local people as visitors and audience. The festival will take place on Dimovo town's square, at Community Cultural Center "Paisii Hilendarski" and at "Uspenie Bogorodichno" monastery.

It is envisaged the program of the festival to include:

- concerts and performances of vocal and dance groups from both sides of the border;
- reproduction of typical for the region feasts and customs;
- on-site working out of traditional souvenirs and patterns;
- "fashion show" of national costumes and dresses;
- preparation and presentation of ritual breads and foods;
- exhibitions: thematic photos – "Dimovo-past, present and future"; knitting and embroidery works; traditional artifacts typical for the region;
- visits to tourist sites of national cultural and historical importance in the region;
- presentation of " Evening of the Bulgarian Family".

Coverage of the festival will be ensured by local and regional media.

### **Activity 5 – Elaboration of "Cultural Bridge" website and promotional materials**

The Project Team envisages creating of bilingual (Bulgarian/ Serbian) website "Cultural Bridge". For that purpose the project team will hire one IT specialist for 2 months. The project team will prepare Terms of Reference for the contents of the site. The site will cover the implementation of the Joint Cultural Exchange Program, the results of the current project, cultural news, promotion of the cultural and historical sites on both sides of the border as well as entertainment part (traditional humour, dictionary of traditional sayings and proverbs, traditional cookbook, users' forum). Both partners will give their input to the contents of the site. The site will be linked to both municipal websites.

For further visibility and popularization of the project 1000 bilingual brochures, representing project activities will be printed and distributed. In addition, 500 bilingual maps marking the most important cultural and historical sites from both sides of the border will be elaborated, printed and disseminated.