



Bulgaria-Serbia IPA Cross-Border Programme
CCI Number 2007CB16IPO006

Project number: 2007CB16IPO006-2009-1-96
Project name: CROSS-BORDER CULTURAL COOPERATION – BELA PALANKA AND ETROPOLE

Project partners:
▪ **Lead partner:** Municipality of Bela Palanka, Serbia
▪ **Project partner 2:** Municipality of Etropole, Bulgaria

Budget: 92 431,03 Euro
Project duration: 15 months

Project description:

The overall objective of the project was development and promotion of multiculturalism in the cross-border region and increasing of its competitiveness in the tourism sphere, its inclusion in the international tourist flows and increasing of tourism related revenues. The project partners prepared and distributed brochures and flyers, which presented in an interesting way the cultural and historical heritage of the cross-border region. Press conferences were organized in order to acquaint the public with the different stages of the project implementation.

The organization of the “Days of Banitsa” in Bela Palanka and the “Sons-in-Law” festival in Etropole were the essential moments in the project implementation. Citizens from both municipalities were actively participating in the realization of the two events. In addition, sound equipment and seats for the summer stage in Bela Palanka and a modern sound system and lighting for the summer stage in Etropole have been purchased under the project.

At the end of the project educational seminars were organized for representatives of cultural institutions and employees in the field of tourism. The purpose of these educations were to train the participants how to organize cultural events, how to apply for funding necessary for the organization of such events, how to attract domestic and foreign tourists and how to promote the cultural heritage and the tourism potential of the cross-border region.

The project was successfully completed in November 2012.



The cross-border cultural festivals attracted significant attention of the local public



The Programme is co-funded by the
European Union.



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One of the main goals of the events was to illustrating the rich cultural heritage in the region



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