



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

**Project number:** 2007CB16IPO006-2011-2-195  
**Project name:** BALKAN CONSUMER BRIDGE  
**Project partners:**  
 ▪ **Lead partner:** Bulgarian National Association Active Consumers, Bulgaria  
 ▪ **Project partner 2:** Centre for Consumer Protection FORUM, Serbia

**Budget:** 69 135,16 €  
**Project duration:** 12 months

**Project description:**

The project envisioned and achieved the following results:

- Development of Methodology for Cross-Border consumer centres - The methodology was developed by the Director of ECC Bulgaria - Ignat Arsenov;
- Organized training for consumer activists in Nis on how to communicate better with consumers and how to cope with their complaints and questions;
- Established 6 cross-border consumer centres during September 2013 in 6 towns in Bulgaria and Serbia - Sofia, Nis, Vidin, Kyustendil, Pirot and Leskovac. The main function of the centres was to assist consumers with problems occurred in another country;
- Three editions of informative brochures were printed under the project in order to raise consumer awareness when shopping across the border;
- Organization of a best practices seminar on EU requirements in Vidin, Bulgaria;
- Monitoring of prices of goods and service 3 times for the duration of the project together at one time in Bulgaria and Serbia. After the monitoring very detailed reports were prepared (they could be found on the website) and spread to consumers and media;
- Establishing and Updating of special project-related sections on the web sites:  
<http://www.forum-nis.org.rs/balcons.html> and <http://www.aktivnipotrebiteli.bg>

The project was successfully completed in April 2014.



The Programme is co-funded by the European Union.