



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

Project number: 2007CB16IPO006-2011-2-214
Project name: THE REVIVED TRADITION OF THE KRAJSHTE - A FACTOR FOR SUSTAINABLE ECONOMIC DEVELOPMENT

Project partners:

- **Lead partner:** Regional Chamber of Skilled Crafts - Kyustendil, Bulgaria
- **Project partner 2:** People's Community Centre "Svetlina 1913" Razhdavitsa, Bulgaria
- **Project partner 3:** Surdulica Cultural Centre, Serbia

Budget: 189 847.94 €
Project duration: 12 months

Project description:

The project envisioned and achieved the following results:

- Conducted research on the traditional crafts in the cross-border region;
- Implemented a comprehensive public relations campaign regarding opportunities for sustainable use of different regional recourses, including craftsmen and hospitality management businesses;
- Promotion of the project through active participation in four festivals – the Cherry Festival in Kyustendil, the Vlasina Summer Festival in Surdulica and a Traditional folklore festival Krajshte in Bosilegrad and the Fertility Festival Balkan Cherga in Shishkovci Village, Kyustendil Region;
- Implemented a comprehensive media promotion campaign, including on regional radio and television stations, newspapers, and social media;
- Development of a project website: <http://crafts-bg-sr.eu>

The project was successfully completed in November 2015.

A8 - The Cherry festival



The Programme is co-funded by the European Union.



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

A9 – Vlasinsko leto



A11 – Blakanska cherga



The Programme is co-funded by the
European Union.