

Interreg - IPA CBC
Bulgaria - Turkey



PARTNERSHIP

CITIZEN'S SUMMARY 2017



Programme co-funded by the
EUROPEAN UNION



ABOUT THE SUMMARY

The Summary aims to describe in a concise and informal language the main achievements of the Interreg-IPA CBC Bulgaria-Turkey Programme 2014– 2020 in the 2017. The full Annual Implementation Report for 2017 is available at the Programme website: <http://www.ipacbc-bgtr.eu>.

The Summary is focused on the following topics:

- * Brief information about the Programme
- * Basic Data for the First Call for proposals
- * Main events in 2017/European Cooperation Day
- * Programme website and social media pages
- * Public awareness activities
- * Regiostars Awards 2017

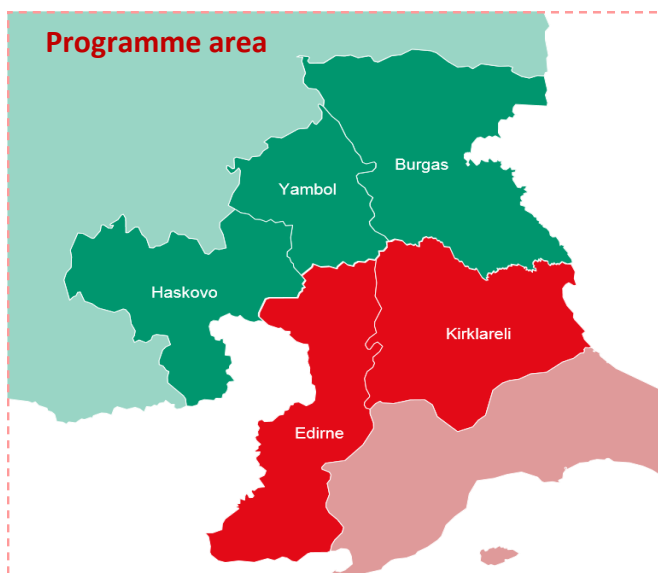
THE PROGRAMME

Programme goal

The overall objective of the Programme is strengthening the Bulgaria-Turkey cross-border cooperation capacity in the field of nature protection and sustainable tourism, leading to enhancement of European territorial cohesion.

Programme Budget

The total Programme budget is EUR 29 642 896. The Programme is co-funded by the European Union, from the Instrument for Pre-Accession Assistance II (IPA II) fund.



Priority Axes and specific objectives



Priority Axis 1: Environment:

- 1.1: Preventing and mitigating the consequences of natural and man-made disasters in the cross-border area;
- 1.2: Improving the capacity for nature protection, sustainable use and management of common natural resources through cooperation initiatives in the cross-border area.



Priority axis 2: Sustainable tourism

- 2.1: Increasing the touristic attractiveness of the cross-border area through better utilization of natural, cultural and historical heritage and related infrastructure;
- 2.2: Increasing the cross-border tourism potential by developing common destinations;
- 2.3: Increasing networking for development of sustainable tourism through cross-border cooperation initiatives.

BASIC DATA FOR THE FIRST CALL FOR PROPOSALS

Basics facts about the 1st Call for project proposals:

- By the end of the year 2017, after successful completion of the pre-contracting procedures with the selected projects, the financed **43 projects** under the 1st Call for proposals are under implementation.
- The total contracted amount under this Call is **EUR 9 992 284**, which is 37% of the Programme budget for PA 1 and PA2.
- On the basis of the performed analysis prepared in 2017 a forecast can be made that more than half of the planned Programme outputs are expected to be achieved by the projects under the First Call
- The progress of implementation for the projects was promoted through **social media**, as well as **on numerous websites and national newspapers, local and regional media**.
- **Series of trainings for beneficiaries were held in 2017**—five trainings on Beneficiary portal and two seminars for project implementation, for the management team members of projects in both countries.
- **MIS and the Beneficiary Portal** improved communication between the beneficiaries and all Programme bodies.

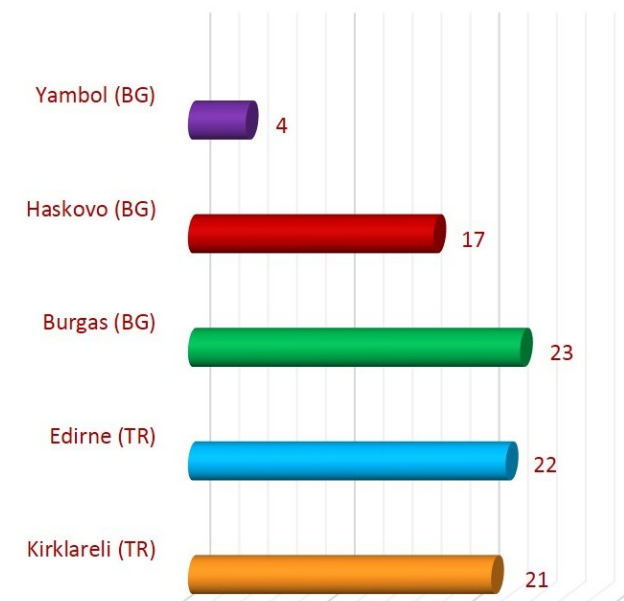
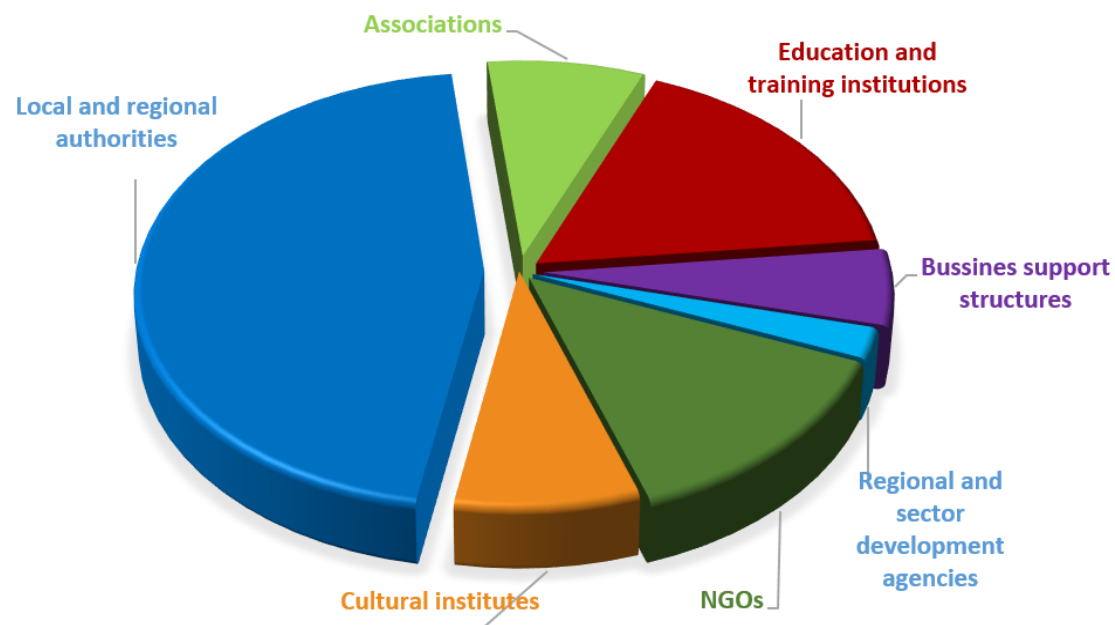
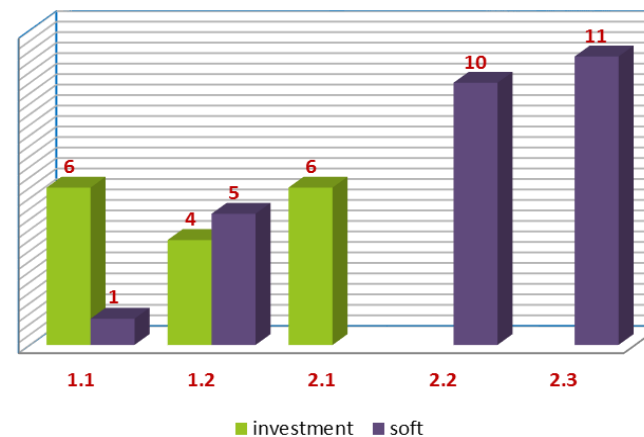


| Priority Axis | Total number of funded proposals | Contracted amount (€) |
|----------------------------|----------------------------------|-----------------------|
| PA 1 - Environment | 16 | 5 437 525 |
| PA 2 - Sustainable Tourism | 27 | 4 554 760 |
| Total | 43 | 9 992 285 |

BASIC DATA FOR THE FIRST CALL FOR PROPOSALS

Basics facts after financing the projects:

- The majority of the projects are with thematic focus “Sustainable tourism” and are soft proposals.
- The total number of the project partners from Bulgaria are 44 and from Turkey 43. The Lead partners (LPs) of the contracted projects are distributed as follows: 31 LPs from Bulgaria and 12 LPs from Turkey.
- The most presented partnership organizations are the Local and regional authorities, followed by educational institutions, NGOs, cultural institutes and associations.



MAIN EVENTS ORGANISED IN 2017

Official Contract Awarding Ceremony under the First Call for project proposals was held on 21 March 2017 at the Ministry of Regional Development and Public Works in Sofia, Bulgaria.

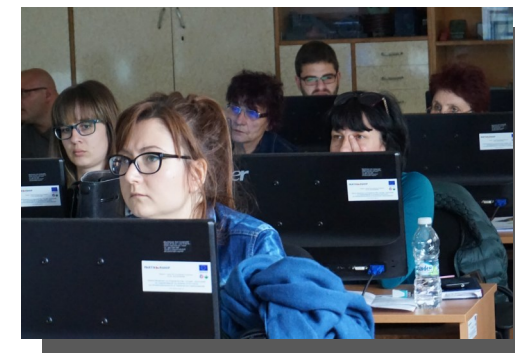


One Technical meeting was held on 20 September 2017 in Kiykoy, Turkey. The main topics for discussion were Guidelines for Applicants under the Second Call for Proposals, Launching of the Second Call for proposals and Progress under the 1st Call for Proposals.

Following the approval and launching of the First Call for Proposals under Interreg IPA CBC Bulgaria – Turkey Programme 2014 – 2020, series of events were held targeting the successful beneficiaries from the cross-border region in order to assist the project partners in implementation. The overall aim of the events was to support the beneficiaries in the Programme's requirements on project implementation, including the First Level Control system, Beneficiary Portal and provide assistance to all beneficiaries.



Two Training seminars "Project Implementation" for management teams were held on 29 March 2017 in Haskovo, and on 02 November 2017, Burgas, Bulgaria and **one Training seminar "Project Implementation"** for management teams - on 25th of April 2017 in Edirne, Turkey.



Four Practical Trainings on the Beneficiary Portal were conducted on 20th and 21st of April 2017 in Haskovo, on 11 May 2017 in Edirne and on 12 May 2017 in Kırklareli, Turkey.

EUROPEAN COOPERATION DAY 2017

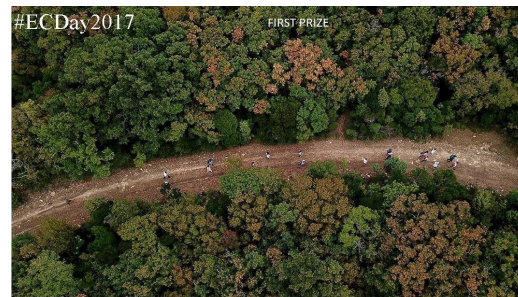
For a sixth consecutive year Interreg-IPA CBC Bulgaria – Turkey Programme celebrated the European Cooperation Day. A bike-hike-canoe exploration trip “Ride to the Wild across the Border” was organized on 21 September 2017, in Kiyikoy, Republic of Turkey. Representatives from all cornered stakeholders together with general public from the cross-border region took part in the celebration.



The most exciting and expected part of the program were - canoeing in the Papuch River and the bike tour in Kiyikoy. The celebration was closed at the beach with a lot of good mood and dances.

The participants were greeted by the official guests in Balkaya.

All participants were invited to a photographic challenge on the F/BulgariaTurkey/ - the Photo and Video Contest. They had the opportunity to show what they saw and what they have experienced during this year's European Cooperation Day.

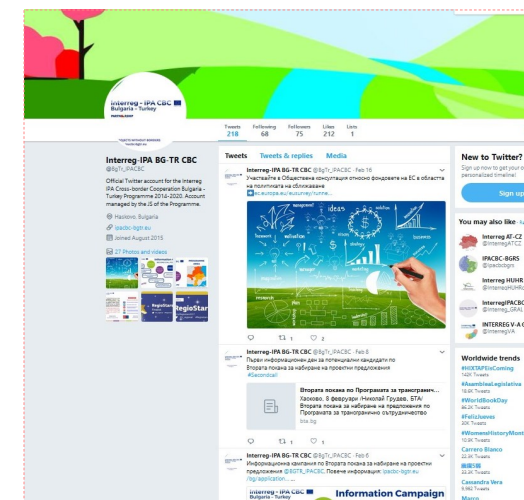
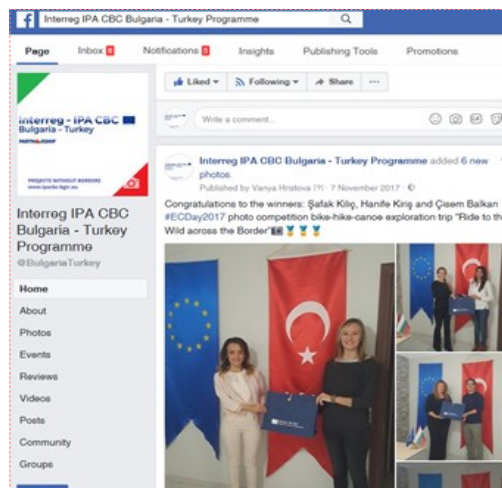


PROGRAMME WEBSITE AND SOCIAL MEDIA PAGES

In 2017 the **Programme website** www.ipacbc-bgtr.eu/ was one of the main publicity tools used to promote the Programme and disseminate the relevant information. In 2017 the registered website visits were 73 281 from them 11 090 unique visitors, of which 43,3 % were new visitors.

In 2017 the official **Programme Facebook page:** <https://www.facebook.com/BulgariaTurkey/> became a more widely used tool addressing various audience. The most attractive post in 2017 was the one concerning the ECDay Photo Competition (1693 Likes) . The page reached 385 Likes and 388 followers.

In 2017 the Programme **Twitter** page was used for important Programme related messages and provided links to the official website and other media sources addressing the Programme events and projects under the First Call. In 2017 the Programme Twitter page received: 197 posts, 197 Likes and 68 followers.



A Programme **YouTube** account was created in October 2016 and in 2017 promoted European cooperation day 2017 video and video spots from projects. In 2017 was developed a **LinkedIn** Account to connect with people with similar interests and to publish information about projects and their activities. All social media channels were used as additional information sources about the Programme, projects and stakeholders activities. The channels provided the general public with updated Programme and project related information.

PUBLIC AWARENESS ACTIVITIES

The main purpose of the media campaign and the communication activities held in 2017 were promoting the Programme, its priorities and the financing opportunities, as well as assisting project partners in project implementation and dissemination and exploitation of results activities carried out .

One professional video was broadcasted during the European Cooperation Day 2017 celebration campaign. Local population in the cross-border region was the target group of the promotional campaign.

Over 100 different publications in the electronic media (web portals, local, regional and national e-newspapers), TV and radio stations promoting the Programme and projects were launched.

All news and information about the Programme and projects under the First Call were constantly shared via our Social Media Channels.

Most of the topics published in local and regional media were related to the projects from the First call for proposals and the EC Day 2017.

The collage displays a variety of media content:

- Радио Бургас**: News article titled "Акве Калиде получава евросредства по програма за трансгранично сътрудничество" (Aqve Kalide receives EU funds under the cross-border cooperation program).
- БНТ**: News article titled "33 проекта по програма между България и Турция с безвъзмездна финансова помощ" (33 projects under the program between Bulgaria and Turkey with non-reimbursable financial aid).
- HABER**: News article titled "Община Несебър ще реализира два проекта по програмата за трансгранично сътрудничество" (Nesebar Municipality will implement two projects under the cross-border cooperation program).
- Avrupa Birliği Günü kutlandı**: Photo of a meeting or event celebrating the day of the European Union.
- Logo: Interreg - IPA CBC Bulgaria - Turkey PARTNERSHIP**
- Logo: Българска Телеграфна Агенция**
- Logo: EUROPEAN COOPERATION DAY Sharing borders, growing closer**
- Logo: European Cooperation Day Cooperation with Turkey's neighbours**

REGIOSTARS AWARDS 2017



Project finalist in category 3

Women Empowerment and Active Participation

The project “Enhancing the Respect for Gender Equality in BG-TR cross-border area – EQUITY”, funded by the Bulgaria – Turkey IPA Cross-border programme 2007-2013, has been selected as a finalist for the RegioStars Awards 2017 and was invited to attend the RegioStars 2017 Ceremony.



Enhancing the respect for gender equality in BG-TR cross-border area/ equity, Bulgaria, Turkey
Women empowerment and active participation



“ I gained new knowledge, and shared my experience of the role of the woman in the field of science. To use the potential of women in all spheres of our society, and especially in entrepreneurial and scientific activity, is key to the economic growth of our country. ”

Prof. Dr. Sevdalina Turmanova
deputy regional governor of Bourgas District

#RegioStars | #EURRegionsWeek
ec.europa.eu/regiostars



European Commission | Regional and Urban Policy



Enhancing the respect for gender equality in BG-TR cross-border area/ equity, Bulgaria, Turkey
Women empowerment and active participation



“ The contacts established have allowed a better understanding of employed women in the cross-border regions, and their participation in the management of companies. ”

Eng. Maria Maria Bentzien
owner and manager of Marie Bentz Ltd, Bourgas

#RegioStars | #EURRegionsWeek
ec.europa.eu/regiostars



European Commission | Regional and Urban Policy



Enhancing the respect for gender equality in BG-TR cross-border area/ equity, Bulgaria, Turkey
Women empowerment and active participation



“ The project contributed to a better application of equality in the two border regions – Bourgas and Kırklareli – and created new friendships and opportunities for strengthening the role of women in business and the labour market. ”

Eng. Vidka Valcheva
vice-president, Bourgas Chamber of Commerce and Industry

#RegioStars | #EURRegionsWeek
ec.europa.eu/regiostars



European Commission | Regional and Urban Policy



*Interreg-IPA CBC Bulgaria-Turkey Programme 2014 – 2020 provides more opportunities for improving the quality of life through cooperation in the fields of **nature protection** and **tourism** as well as exchange of good practices and knowledge among stakeholders in jointly implemented projects.*



Managing Authority

<http://www.mrrb.government.bg/>



National Authority

<http://www.ab.gov.tr/>

STAY UP-TO-DATE »

Follow us on our social media channels:



<https://www.facebook.com/BulgariaTurkey/>



https://twitter.com/BgTr_IPACBC



<https://www.youtube.com/channel/UCX8un48A5Vn1lCz2xtbDkww>



<https://plus.google.com/u/0/b/106412826278251786921/?pageId=106412826278251786921>



<https://www.linkedin.com/in/interreg-ipa-cbc-bg-tr/>

