



FOLLOW-UP ACTION PLAN “CREATIVITY ON THE RISE”

In execution of Project “Creativity on the Rise”, Ref №: 2007CB16IPO006 – 2011 – 2 – 85, financed under Second Call in the framework of the Cross-Border Cooperation Programme under the Instrument for Pre-Accession Assistance (IPA) Bulgaria-Serbia

The Follow-up Action Plan “Creativity on the Rise”, is part of the documents related to Project “Creativity on the Rise” financed under the Cross-Border Cooperation Programme under the Instrument for Pre-Accession Assistance Bulgaria-Serbia 2007-2013. This document and the Project “Creativity on the Rise” fully meet objectives and the strategy of the Programme for strengthening the territorial cohesion, competitiveness and sustainable development by working out a joint cross-border cooperation model, for taking advantage of the cultural and creative resources of the region, in accordance with priority axis 2 “Improving capacity of joint planning, problem solving and development and a key region”, point 2.2 “Sustainable development through efficient use of the regional resources”.

The follow-up action plan which would ensure the sustainability of the activities implemented within the Project “Creativity on the Rise” would meet the four specific aims of the project: 1. Strengthening institutional and cultural structures in order to enhance the region attractiveness by developing a joint collaboration model focused on creativity and artistic expressions as drivers of growth and regional prosperity; 2. Economic growth of the cross-border zones of the region supporting human capital, in particular youth and students to develop their creativity and young artists in their career; 3. Promoting traditional and contemporary cultural and creative industry as an asset to the cross-border region and in terms of tourism attractiveness and sustainable economy; 4. Sensitivity of the institutions regarding the connection between artistic expression and economic development of the region, especially with regard to the employment and entrepreneurship in the creative sector and the related sectors such as tourism.

In the meantime, the follow-up action plan is in a very close relationship and complementarity with the rest of the documents, prepared under the Project “Creativity on the Rise”: project, related to the common cultural heritage of the region Sofia-Montana-Niš(Mediana)-Leskovac, tourism product, developed under the project, know-how project on the “Creativity on the Rise” model, the joint CBC Awareness Campaign, including Strategy and Action Plan for the final week “Creativity on the Rise”. All these documents are implemented as a meaning and content by the four partners (Youth Impulse in the Future Association (Montana, Bulgaria), Metropolitan Library (Sofia, Bulgaria), Mediana Municipality (Niš, Serbia) and Educational Center, Leskovac (Leskovac, Serbia) so that the objectives, ideas and the results of the Project “Creativity on the Rise” could be not only sustainable after the completion of the project financing under the Cross-Border Cooperation Programme under the Instrument for Pre-Accession Assistance Bulgaria-Serbia 2007-2013 but to be constantly enriched, supplemented and extended so that the cross-border effect of the project could be exceeded and it could be established as a model to be implemented in other European regions.



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This unique model based on international good practices and working methods and the experience and results of the Project “Creativity on the Rise” would establish the practice to appreciate the rich cultural heritage and contemporary local creative potential and therefore contribute to limiting brain-drain among younger generations in the cross-border region; the overall growth and strengthening and further developing the capacity of the target groups (local authorities and cultural organizations, in addition to young people); to enhance the tourism attractiveness.

The follow-up action plan will lead to full achievement of the symbiosis between the promotion of creativity as a leading focus for enhancing tourism attractiveness and the great cultural and historical wealth (heritage) of the four municipalities involved in the project in order to generate sustainable and long lasting product after the completion of the actions under the Project “Creativity on the Rise” and to provide the opportunity for other beneficiaries to observe and then apply in practice the model “Creativity on the Rise”.

The follow-up action plan “Creativity on the Rise” should ensure the establishment of an increased interest in touristic resources in the cultural-historical heritage and the creative potential of young people by Bulgarian, Serbian and foreign tourists stressing on the intangible culture; enhanced region attractiveness; a favorable impact on the local economy, that would contribute to decreasing unemployment mainly among younger people and brain-drain abroad; achieving constant more even distribution of the tourism benefits and raising the revenues from tourism in the local economy.

The follow-up action plan will include the target groups of the Project “Creativity on the Rise”, as the effect of its activities will spread to other communities, young people, local authorities, educational and cultural institutions, travel agencies and tour operators, local representatives of the tourism business, branch organizations in the field of tourism, government institutions and the media.

Follow-up Action Plan

The implementation of the follow-up action plan “Creativity on the Rise” will cover the period November 2014 – November 2019. The actions could be extended after November 2019 due to the favourable effect on the development of economy, tourism, culture and the creativity and commitment of young people but also because of the upgrading of the Project “Creativity on the Rise”. The planned actions also would not be constant but they would be continuously expanded and supplemented so that a greater and more complete effect could be accumulated.

For the achievement of these intentions the partners under the project: partners (Youth Impulse in the Future Association (Montana, Bulgaria), Metropolitan Library (Sofia, Bulgaria), Mediana Municipality (Niš, Serbia) and Educational Center, Leskovac (Leskovac, Serbia) signed a memorandum for extending the period of cooperation between the organisations. The lead partner under the Project “Creativity on the Rise”- (Youth Impulse in the Future Association – Montana signed a separate memorandum for economic and cultural cooperation with Mediana Municipality – Niš, Serbia. The four organisations-beneficiaries



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agreed to upgrade the project by applying for Cross-Border Cooperation Programme Bulgaria-Serbia 2014-2020.

Particularly in the period November 2014 - November 2019 the project partners intend to carry out:

- Folk festivals, with exchanged participation of groups from both sides - in the four cities, Montana, Sofia, Niš and Leskovac;
- Participation of representatives of cultural and youth organizations from Montana, Sofia, Niš and Leskovac in cultural events (exhibitions, plein-air, festivals, art workshops, concerts, outdoor stages, etc.) that would render an international character of the event and multiply the effect of the activities carried out within the Project “Creativity on the Rise”;
- Exchange of electronic media and the ability to digitize publications, involving young people in these processes between the Metropolitan Library, Sofia, Bulgaria and the National Library, Niš, Serbia;
- The paintings drawn by young people in the creative workshops, established under the Project “Creativity on the Rise” shall participate in 2015 in a special travelling exhibition in Bulgaria and Serbia;
- Educational Center Leskovac, and Youth Impulse in the Future Association - Montana shall organize an annual youth exchange (no less than three times per year) within the creative initiatives - the follow-up actions under the Project “Creativity on the Rise” to ensure the increase of youth creativity and the multiplier effect of the actions under the Project “Creativity on the Rise”;
- Annual meetings with representatives of the tourism industry and local government to achieve a more complete implementation of a tourism product “Creativity on the Rise”;
- Continued proactive work with the media (a press conference or press release at least once a year), as well as the general public (via the blog of the Project “Creativity on the Rise”; the sites of project partners and their pages in the social networks).

Those areas will be implemented through the following events:

- Annually March, Leskovac - Traditional guitar festival with the participation of students from primary and secondary schools in Serbia and abroad, as well as famous guitar players. A great opportunity for the expression of young people and a real “creativity on the rise” for them because they learn from and touch to the art of virtuosos;
- Annually March, Sofia - Young Virtuosos International Competition - lovers of classical music from around the world could enjoy the performances of the young talents - participants in the competition;



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- Annually May, Montana - International children's drawing contest “Drum Beats, Horo is Danced”;
- Annually May, Niš - International Art Photography Colony “Sićevo”;
- Annually May, Montana - Festival of Brass Bands “Diko Iliev” - one of the emblems of the cultural program of Montana - an opportunity for foreign tourists to enjoy the rich Bulgarian folk traditions;
- Annually June, Leskovac – “Dum Drum Fest” - the only Balkan Festival of drums and percussion instruments. The festival aims to encourage young people both through meetings and demonstration of skills;
- Annually June, Leskovac - Balkan Festival of Young Cartoons - a traditional event, held for many years, enabling young artists from the Balkan countries to express themselves and make the event, part of the route of the tourist product “Creativity on the Rise” and the project related to the common cultural heritage;
- Annually June, Montana - International Folklore Festival – Montana;
- Annually July, Niš - International Folklore Festival;
- Annually July - August, Mediana Municipality, Niš – “Mediana Fest” - concerts of all styles - from opera, pop and rock to folk music, and a lot of fun for the children;
- Annually August, Leskovac - Festival of Meat, Barbeque and Grill “Rotshiliada”. It is held in the last week of August and is visited by nearly 300000 people, mostly young people. It is one of the biggest tourist events in Serbia and the largest festival of this type in this part of Europe. It is accompanied with a rich cultural program - concerts, fashion shows, carnivals and competitions;
- Annually August, Sofia - Festival “Sofia Breathes” – an event dedicated to environmental protection, with the participation of many young people;
- Annually September, Sofia - International Biennial Festival for Street and Puppet Theatre “Puppet Fair” - non-competitive event, a great opportunity for young artists, especially since 2010 it has been relied on puppet art demonstrated in open spaces (gardens, parks, squares);
- Annually September 17, Sofia - Sofia Day. Traditionally on this day the Metropolitan Library – partner to Project “Creativity on the Rise” organizes exhibitions and other cultural events. Many young people will take part in them invited by the partner organizations under the Project “Creativity on the Rise”;
- Annually October, Mediana Municipality, Niš – “Mediana Balkan Rock Festival” - the event is a music festival - competition for young and not so famous rock bands. The grand prize for the winner is a studio recording of an album;



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- Annually October, Montana – Radichkov’s Days dedicated to the works of the greatest connoisseur of Bulgarian northwest Radichkov;
- Annually October/November, Niš – “NIMUS” - classical music festival with an international reputation that had been organized more than three decades;
- Annually December, Sofia - Sofia International Literature Festival - a place where artists from around the world could meet; an opportunity for promoting and establishment of the cultural-historical heritage of the Bulgarian capital.