



PROJECT RELATED TO DEVELOPMENT OF THE “CREATIVITY ON THE RISE” MODEL AND ITS EXCHANGE AS KNOW-HOW

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 project related to the development of the “Creativity on the Rise” model and its exchange as know-how 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 project related to the development of the “Creativity on the Rise” model and its exchange as know-how would meet the four specific aims of the Project “Creativity on the Rise”: 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 project related to the development of the “Creativity on the Rise” model and its exchange as know-how is in a very close relationship with the rest of the main documents under the Project “Creativity on the Rise” - the project, related to the common cultural wealth (heritage) of the region Sofia-Montana -Niš(Mediana)-Leskovac and the tourism product “Creativity on the Rise”. The project related to the development of the “Creativity on the Rise” model and its exchange as know-how would create a unique model for the cross-border region based on international good practices and working methods, for appreciation of 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 and therefore to have a direct impact on improving the economic welfare.



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The project related to the development of the “Creativity on the Rise” model and its exchange as know-how would provide the opportunity for the organizations that had benefited from its idea trends to promote the unique model of symbiosis between accentuating on creativity (mostly youth creativity) as a key method for enhancing the tourist attractiveness and the great cultural-historical wealth (heritage) of the settlements, municipalities and districts within the cross-border region. That would ensure the opportunity for direct project activity of the future beneficiaries under Bulgaria-Serbia Cross0Border Programme, 2014-2020, because the know-how model could be easily applied and adapted.

Such know-how model “Creativity on the Rise” will have a wide range and ensure future beneficiaries who apply it, durable, attractive and cost effective package of activities; successfully developed and “salable” cultural heritage; youth creativity bound to culture, tourism and work for native region awareness; strengthening the capacity of organizations that benefit from it; further consolidation of good neighborliness and friendly relations between settlements, municipalities, districts (counties) in the cross-border region, and generally between Bulgaria and Serbia.

The target groups of the project related to the development of the “Creativity on the Rise” model and its exchange as know-how shall be the same as in the Project “Creativity on the Rise” but with a view of the wide scope of opportunities offered by the model they would cover almost all potential beneficiaries: youth, local authorities, educational and cultural institutions, tourist agencies and tour operators, local representatives of the tourism business, branch organizations in the tourism field, business community as a whole, state institutions, non-government sector and the media.

The project related to the development of the “Creativity on the Rise” model and its exchange as know-how in its future application shall have favourable impact on the different target groups:

- **upon local authorities** – it would strengthen their capacity and their project activity; there would be a positive impact on the local economy as unemployment would be reduced mainly among younger people and brain-drain abroad; more even distribution of the benefits of tourism would be achieved; revenue from tourism in the local economy would go up;

- **upon youth** – it would strengthen their capacity and their project activity and will create an opportunity if they do not have their own organization to set it up so that it could be eligible for funding; it will contribute to the reduction of unemployment and particularly to overcome the negative trend for the cross-border region of “brain-drain” of young people abroad; youth creativity will be permanently bound to culture, tourism and work for the native region (settlement) awareness;

- **upon educational and cultural institutions** - it would strengthen their capacity and their project activity as well as their partnership both with the local communities (youth, local government, business, non-government sector, the media) and with structures and organizations in other fields in the cross-border region and abroad; it would enhance their contribution to local economy; it would promote the influence of culture and education as factors not only for spiritual development but for economic prosperity, friendship and good neighbour relations;



- **upon tourism branch and business in general** - would generate 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; it would enhance region attractiveness that would have a favorable impact on the local economy and business revenues; it would be achieved more even distribution of tourism benefits; Bulgaria and Serbia would be better promoted as countries interesting, attractive and rich in tangible and intangible cultural resources.

- **upon non-government sector** - it would strengthen its capacity and its project activity as well as their partnership both with the local communities (youth, local government, business, non-government sector, the media) and with structures and organizations in other fields in the cross-border region and abroad; it would generate economic benefit for the sector development in its capacity of beneficiary of the various NGOs in the implementation of the project for the know-how model “Creativity on the Rise”;

- **upon media** – it would strengthen and expand their capacity of covering the project works by young people, cultural and educational organizations and local authorities; it would increase their sensitivity for making public initiatives related to youth creativity based on the rich cultural heritage of the region; it would strengthen partnerships with other media in the cross-border region; it will contribute to further promotion of the project related to the development of the “Creativity on the Rise” model and its exchange as know-how;

- **upon government institutions** – the implementation of the know-how model “Creativity on the Rise” would be in line with the government policy of Bulgaria and Serbia for tourism development, consolidation of local economies and business in general, reducing youth unemployment and brain-drain abroad, encouraging youth creativity and cultural and educational development; working out and using such know-how model would contribute in general for strengthening the good neighbour and friendship relations between Bulgaria and Serbia.

To be meaningful and implemented the project related to the development of the “Creativity on the Rise” model and its exchange as know-how, the organizations that would apply it in the future should focus first on the tourism product “Creativity on the Rise” proposed by the partners Youth Impulse in the Future Association (Montana, Bulgaria), Metropolitan Library (Sofia, Bulgaria), Mediana Municipality (Niš, Serbia) and Educational Center, Leskovac (Leskovac, Serbia).

This is the first cross-border product between Bulgaria and Serbia based on the combination of cultural heritage, cultural events and creative aspirations of young people. Thus the tourism product “Creativity on the Rise” could be also used as a know-how model. The organizations using this product/model should focus on promoting and making popular their major cultural-historical sites that should be united logically with the cultural events and youth creativity in them.

The combination of tangible and intangible culture in such a project, upon the implementation of its actions, would result in better tourist supply, greater economic benefits and realization



of the tourism product “Creativity on the Rise” related to the project. Therefore there will be completely realized know-how in a project related to the implementation of youth artistic contributions (acting, music, dance, art, film, etc.) in the cultural events highlighting the rich cultural-historical heritage in the settlements and regions where the partner organizations are located.

Just like the tourism product “Creativity on the Rise” the know-how model does not offer specific fixed tourist route or routes, it would not be limited in time but it would be an open system for new happenings and events with an emphasis on the cultural-creative performances, which in turn would serve as a bridge to the cultural-historical and natural tourism. The combination of the performances in the separate municipalities, regions and countries is the major principle of the project related to the development of the “Creativity on the Rise” model and its exchange as know-how.

This project (know-how model) would rely on the proposed in the tourism product “Creativity on the Rise” effective marketing measures for reaching both the direct users of travel services, tour operators and travel agencies: social networks, specialized tourism portals, content portals created by users (blogs and wikis). Thus, without incurring separate costs, the product would reach the widest possible range of interested people. This approach would greatly attract young people too, who would actually get more involved in the artistic events, because namely young people are the biggest users of contemporary technologies.

For ensuring the completeness of the know-how model and youth creativity to be on the constant rise and positive gradation the following main topics would be used as components that are sub-routes of the tourism product “Creativity on the Rise” and elements of the project, related to the common cultural wealth (heritage):

1. **Spirituality that connects us** – The common religious values and faith combined with the rich spiritual heritage in all four settlements, municipalities and districts (counties). Promoting the magnificent Orthodox churches will be in line with cultural events and opportunities for youth creativity in them. It could also be promoted other religious monuments of the leading religions (like Islam and Judaism) in which the cross-border region is also rich.
2. **Roman culture - a bridge over the centuries** - the ruins of the Roman Empire and civilization are everywhere in the cross-border region. Promotion of this magnificent architecture, fascinating culture and civilization as though still alive could be achieved by conducting various cultural events with the creative involvement of young people.
3. **You can't stifle the ever-burning!** - Centuries of Ottoman rule over the Bulgarian and Serbian lands left its architectural and cultural footprint in most settlements in the cross-border region. However the National Revival period left to the generations beautiful temples and monasteries, public buildings and homes that are still the pride for both Bulgarians and Serbs. The promotion of the rich cultural heritage from the first centuries of the Ottoman rule and the National Revival, combined with artistic performances would attract young people tremendously. This know-how model will be sustainable over time, as well as the promotion of the Roman heritage, because on the Balkans as a crossroad of various civilizations, the cultural heritage is huge, but not well presented, marketed and advertised. Therefore know-how model “Creativity on the Rise” binding youth creativity with the cultural-historical



heritage, places not only different, but also very modern and similar to current public understandings and multi-layered product: tourist, cultural, youth, economic, institutional, media.

4. **Folklore on the Rise** – that main theme of the project related to the common cultural wealth (heritage) which is a sub-route of the tourism product “Creativity on the Rise” covers cultural events related to traditional folk art (folklore, music, dance). These events involving young people provide an opportunity for combining cultural events and visiting the sights of the historical heritage in the cross-border region.

5. **We are young, we have a lot to show, we have inherited a rich culture** - the objective of this component is to combine the creative endeavors of young people implemented in significant and leading cultural events in the cross-border region as the cultural-historical heritage is also promoted.

With the implementation and practical application of the project related to the development of the “Creativity on the Rise” model and its exchange as know-how the following results would be achieved:

- Ensuring the sustainability of the actions under the Project “Creativity on the Rise” after completion the financing of the project by Bulgaria - Serbia IPA Cross-Border Programme 2007-2013;
- Establishment of sustainable, attractive and profitable package of actions as a cultural model and tourism product that would contribute to the growth of the local economy and tourism;
- Gradually increased growth of tourism and tourist supply in the cross-border region with the using of a contemporary and innovative approach;
- It would be achieved active development of culture (in all its forms) and youth creativity would be greatly encouraged which is of particular significance for the economically inactive areas in the region where local government and the cultural organizations in most cases do not have enough financial resources for development and support of culture, education and youth creativity;
- Local authorities, government bodies, cultural and educational institutions, youth organizations, tourist business and the media would be much more committed in making popular and promoting the cultural heritage and youth creative works and art in the region as they would contribute to its image and in the same time the capacity of these organizations would be strengthened and developed;
- The cross-border region will be turned and gradually finally established as preferred cultural destination on the Balkans, mainly for young people and artists;
- “Creativity on the Rise” will be established definitively as know-how (intellectual product, brand) for tourism product, model for the common cultural wealth (heritage) and a reliable project model for combining youth creativity with the cultural-historical heritage, the traditions with innovation, of tangible with intangible culture, of the past with the present.



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