



JOINT CBC AWARENESS CAMPAIGN, INCLUDING THE STRATEGY AND THE ACTION PLAN FOR THE IMPLEMENTATION OF THE FINAL WEEK “CREATIVITY ON THE RISE” (SUMMARY AND DETAILED VERSION)

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 joint CBC Awareness Campaign, including the Strategy and the Action Plan for the implementation of the final week “Creativity on the Rise” (Summary and detailed version) 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 joint CBC Awareness Campaign that would finalize the actions under 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 joint CBC Awareness Campaign 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. All these documents are implemented as a meaning and content in the final week of the project, during which they would be executed through the joint awareness campaign between 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).



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Strategy

With the implementation of the joint CBC Awareness Campaign “Creativity on the Rise” as well as with the implementation of the project under the same title, it will be created a model 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.

The joint CBC Awareness Campaign 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”.

The final week of activities under the Project “Creativity on the Rise should generate through the joint CBC Awareness Campaign, 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.

As a general tendency of the final week, when the joint CBC Awareness Campaign shall be carried out, not only the region Sofia-Montana-Niš(Mediana)-Leskovac, but as a whole Bulgaria and Serbia, will be recognized as countries interesting, attractive and rich in tangible and intangible cultural resources.

The implementation of the joint CBC Awareness Campaign will include the target groups of the Project “Creativity on the Rise”, as the effect of the activities in the final week, 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.

The final week of the activities under the Project “Creativity on the Rise”, with its comprehensiveness, varied programme and focus on all target groups should contribute to:

- Establishment of the region Sofia-Montana-Niš(Mediana)-Leskovac as youth, cultural and tourist destination;
- Development of the economy in the cross-border region in support of human capital, with a unique feature - youth employment, but in terms of the creativity of young people, that generates economic benefits for them, the region and community as a whole;
- Promotion of youth creativity from an early age;



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- For the first time uniting in a single creative product of youth creativity in all its aspects - music, art, dance, theater, television, film, etc.

Action Plan

Summary

The implementation of the actions in the final week “Creativity on the Rise” would cover the period 3-25 October, 2014. The following events would take place within that period:

Republic of Serbia

3 October 2014, Niš

Children’s Theatre “Through the Looking-Glass”

6 October 2014, Niš

Children’s art workshop “The world through the eyes of children”

7 October 2014, Niš

Sportfest “Mediana”

7 October 2014, Niš

Opening of the exhibition about the project and presentation of all creative workshops

8 October 2014, Niš

Cultural Programme – sightseeing in Niš by the project participants

9 October 2014, Niš

Exhibition “Mystery Island” by the young artist Nikola Milovanovic

10 October 2014, Niš



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Origami workshop

10 October 2014, Niš

Acoustic music - presented by the young musician Marko Marjanovic

Republic of Bulgaria

13 October 2014, Montana

Opening of the exhibition about the project and presentation of all creative workshops
Movie about the project workshops – projected on a video wall.

14 October 2014, Montana

Presentation of the workshop in modern dances.

Dance school – practice in modern and Latin dances.

14 October 2014, Sofia

38 school - presentation of the project and the upcoming joint exhibition and conference
“Talking Art” to teachers and students from 5 to 7 classes.

15 October 2014, Sofia

Metropolitan Library - Meeting with representatives of the tourism industry in the capital.

15 October 2014, Montana

Presentation of the workshop in folk dances

Dance school – practice in folk dances

16 October 2014, Montana



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Drawing on the square - children draw on the theme: “Cross-border friendship”

17 October 2014, Montana

Graffiti in front of the Youth Center

Closing of the exhibition and a collective concert of the creative workshops in folk and modern dance

18 October 2014, Sofia

Final conference about the Project “Creativity on the Rise” – “Talking Art”

21-24 October 2014, Sofia

Metropolitan Library – Lyulin Branch - Presentation of part of the common exhibition about the Project to the readers of the Metropolitan Library – Lyulin Branch and the community

24 October 2014, Sofia

Metropolitan Library – Lyulin Branch - Meeting with young readers from the region and students from schools in Sofia.

20 - 25 October 2014, Sofia

Exhibition under the Project – in the Metropolitan Library – Sofia

29 October 2014, Sofia

BNT – A meeting of journalists, television workers, representatives of journalist guilds in BNT with participants in the workshop “TV career”

29 October 2014, Sofia

Union of Bulgarian Film Makers - Presentation of the video production of the workshop “TV career”.

31 October 2014, Sofia

Presentation of the production of the three workshops of the Metropolitan Library and their participants to the cultural public in Sofia



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Detailed version

The events in the final week are multi-layered and their implementation would promote and consolidate all the objectives of the Project “Creativity on the Rise”:

Republic of Serbia

3 October 2014, Niš

Children’s Theatre “Through the Looking-Glass” – in the building of the primary school “Čegar” through environmental performance of the musical it would be achieved an impact of children’s creativity on the audience. The show was created by students from elementary school and aims to inspire through creativity, healthy lifestyle, healthy nutrition, tolerance and environmental protection.

6 October 2014, Niš

Children’s art workshop “The world through the eyes of children” - 240 students from Primary School “Kole Rasic” - Niš would be able to take part in the art workshop “The world through the eyes of children”. In the course of two hours all of the participants would have the chance to express their imagination on paper showing how the world looks like in the light of their age.

7 October 2014, Niš

Sportfest “Mediana” – In the building of Primary School “Dusan Radovic” in Niš. In the event will be enrolled over 500 participants from 10 primary and 11 secondary schools.

7 October 2014, Niš

Opening of the exhibition about the project “Creativity on the Rise” and presentation of all creative workshops. All young artists from Serbia (Niš and Leskovac) and Bulgaria (Sofia and Montana) will take part in the exhibition. This event would promote the project and would provide an opportunity to attract the attention of all target groups as well as it will ensure the sustainability of the actions.

8 October 2014, Niš

Cultural Programme – sightseeing in Niš by the project participants thus combining the youth creative potential with the cultural-historical heritage of Niš. The town has rich cultural-



historical heritage. Birthplace of the Emperor Constantine the Great and a center of imperial residence, nowadays Niš boasts of the remains of the Roman fortress Mediana, with its walls, villas, mosaics, plumbing, baths, granary, sacred sites and necropolis. The remains of the early medieval fortress Celle Tower built by the Ottomans from the heads of the rebels, the Renaissance architecture of XIX century, Holy Trinity Church - main temple of Niš Diocese, the Royal Court, Banovina etc. have been witnesses of time. Niš is rich in cultural events supported by many institutions and organizations such as the National Library, the National Theatre, the gallery, historical archives, etc.

9 October 2014, Niš

Exhibition “Mystery Island” by the young artist Nikola Milovanovic. The works to be displayed are inspired by the light, colour and style of drawing of the impressionists.

10 October 2014, Niš

Origami workshop - more unconventional, yet creatively engaging youth workshop will be carried out in collaboration with the Japanese Culture Association “Kamide”-Niš.

10 October 2014, Niš

Acoustic music - presented by the young musician Marko Marjanovic. The objective of this event is both to make popular youth creative works as well as to establish Niš as a destination of interesting and specific cultural aspirations and events.

Republic of Bulgaria

13 October 2014, Montana

Opening of the exhibition about the project and presentation of all creative workshops - In the Youth Center in Montana it will be exhibited 40 paintings of young artists from Niš, clay sculptures and comics of children from Leskovac. They were created by children aged 13 to 18.

Movie – Simultaneously with the exhibition it will be shown a movie presenting the creative workshops under the project. The participation of Montana, included in the movie is with the workshops in modern and folk dances.

14 October 2014, Montana

Presentation of the workshop in modern dances - Dance school – practice in modern and Latin dances (with choreographer Luiza Stefanova). The creative workshops of the children from Montana will be presented at an improvised outdoor stage in front of the Youth Center.



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14 October 2014, Sofia

38 school – presentation of the Project “Creativity on the Rise” and the project actions – joint exhibition and conference “Talking Art”. The presentation before teachers and students from 5 to 7 classes will accentuate on the activities in the creative workshops.

15 October 2014, Sofia

Metropolitan Library - Meeting with representatives of the tourism industry in the capital. The main focus during the meeting will be on promoting the ideas and results of the Project “Creativity on the Rise” through joint initiatives with business.

15 October 2014, Montana

Presentation of the workshop in folk dances (with choreographer Genoveva Stoyanova) “Dance school – practice in folk dances”. On an improvised outdoor stage the young dancers will show the citizens and guests of Montana the most colourful part of their creative programme, implemented within the workshop in folk dances.

16 October 2014, Montana

Drawing on the square - children draw on the theme: “Cross-border friendship”. On the square in Montana, the children involved in the activities of the Project “Creativity on the Rise” will present with paintings their viewpoint about the cross-border friendship.

17 October 2014, Montana

Graffiti in front of the Youth Center

Closing of the exhibition and a collective concert of the creative workshops in folk and modern dance, established under the Project “Creativity on the Rise”.

18 October 2014, Sofia

Final conference about the Project “Creativity on the Rise” – “Talking Art” – The final conference on the project will be focused both on the promotion of its objectives and the priorities of the Strategy for the Development of Culture in Sofia (2013-2023) - for effective interaction between local government, municipal cultural institutions, educational institutions and NGOs in the field of art and the formation of new active regional cultural policies. The conference will be one of the segments in the overall strategy and a series of activities in support of the candidature of Sofia for European Capital of Culture in 2019.



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21-24 October 2014, Sofia

Metropolitan Library – Lyulin Branch - Presentation of part of the common exhibition about the Project to the readers of the Metropolitan Library – Lyulin Branch and the community. Thus the Project “Creativity on the Rise” would be promoted in one of the largest housing estates not only in the capital but also in Bulgaria.

24 October 2014, Sofia

Metropolitan Library – Lyulin Branch - Meeting with young readers from the region and students from schools in Sofia. The works of the participants in the creative workshops of the Metropolitan Library, established under the Project “Creativity on the Rise” would be presented in the meeting. The managers of the workshops will present to the young people the creative aspirations of their peers - participants in the creative workshops.

20 - 25 October 2014, Sofia

Exhibition under the Project – in the Metropolitan Library – Sofia

29 October 2014, Sofia

BNT – A meeting of journalists, television workers, representatives of journalist guilds in BNT with participants in the workshop “TV career”. TV reports will be presented and discussed during the meeting.

29 October 2014, Sofia

Union of Bulgarian Film Makers - Presentation of the video production of the workshop “TV career” – made on the Project “Creativity on the Rise”. The presentation will take place before the film artists from different guilds and lecturers at the National Academy for Theatre and Film Arts.

31 October 2014, Sofia

Presentation of the production of the three workshops of the Metropolitan Library and their participants to the cultural public in Sofia – literary authors, artists, art teachers in universities. Thus the Project “Creativity on the Rise” will be promoted to a wide circle of representatives of one of the project’s target groups – cultural and educational organizations.

With the implementation of the CBC Awareness Campaign within the final week under the Project “Creativity on the Rise” the following results would be achieved:



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- Ensuring sustainability of the actions under the Project “Creativity on the Rise” after completion of the project activities financed by Bulgaria - Serbia IPA Cross-Border Programme 2007-2013;
- Contributing to the active development of culture (in all its forms) as well as it would greatly promote youth creativity;
- Increased growth of tourism and tourist supply in the region Sofia-Montana-Niš (Mediana)-Leskovac;
- 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;
- Turning region Sofia-Montana-Niš (Mediana)-Leskovac into preferred cultural destination on the Balkans, mainly for young people and artists;